



OFFICIAL BRAND SYSTEM

Brand guidelines

saffron.

Software you own. Your internal software team for business operations.

Saffron replaces manual workflows spread across spreadsheets, email, and disconnected tools with practical internal software. The customer owns the application, database, and source code.



CORE PROMISE

**Turn messy
operations into
software you own.**

One identity, five useful expressions.



Crocus symbol

The six-petal flower without a tile.



Brand mark

The flower on its Forest tile.

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Wordmark

The lowercase saffron. name artwork.



Primary lockup

Brand mark plus wordmark, side by side.



Favicon / app icon

A platform-ready square brand mark.

The primary horizontal lockup.



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PREFERRED ON LIGHT BACKGROUNDS

Use this version whenever space permits. It is the default for partnerships, press, proposals, and top-level Saffron communication.

- Never rebuild the spacing.
- Use only supplied master artwork.
- Keep the orange period intact.

Use each element for the job it does best.



Crocus symbol

Use as a decorative brand signature where Saffron is already named.



Brand mark

Use for avatars, favicons, compact navigation, and square placements.

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Wordmark

Use where the name must be explicit and the mark appears elsewhere.

Horizontal first. Stacked when space asks for it.



PRIMARY HORIZONTAL

Use for headers, partnership rows, website credits, and wide layouts.



STACKED REVERSE

Use for centred, compact, or portrait compositions.

Built from one radial form.



Master geometry

- 2048 x 2048 canonical viewBox.
- Six identical elliptical petals.
- 60-degree rotational intervals.
- Centre disc radius: 172 master units.
- Rounded tile radius: 25% of tile width.
- Lockup gap: 30% of mark height.

Give the identity room to breathe.



Minimum sizes

Primary lockup	120 px	32 mm
Wordmark	72 px	20 mm
Brand mark	24 px	8 mm
Favicon exception	16 px	Digital only

Choose the version that preserves contrast.



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FULL COLOUR / LIGHT



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FULL COLOUR / REVERSE



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ONE COLOUR / INK



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ONE COLOUR / WHITE

Protect recognition by avoiding these changes.

✗ Do not stretch



✗ Do not recolour



✗ Do not rotate



✗ Do not add effects



✗ Do not remove the period

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✗ Do not use low contrast

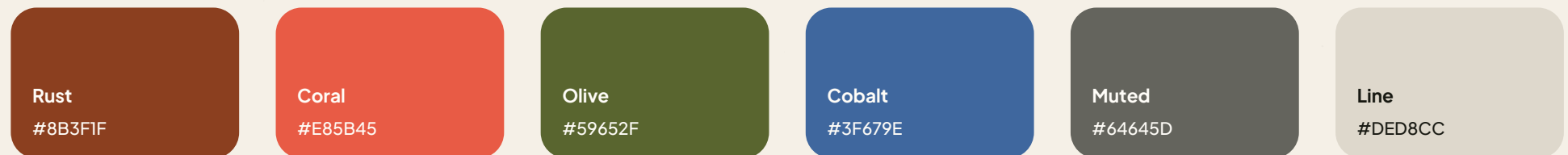
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COLOUR

Earthy, operational, unmistakably Saffron.



SUPPORTING PALETTE



CMYK values in the print files are process approximations. Always request a physical printer proof. No Pantone match is specified.

Colour is expressive. Text must stay readable.

Approved text combinations

Readable text	17.58:1	PASS	Normal and large text
Readable text	11.98:1	PASS	Normal and large text
Readable text	5.86:1	PASS	Normal and large text
Readable text	5.25:1	PASS	Normal and large text
Readable text	2.28:1	FAIL	Decoration and logo accents only
Readable text	3.44:1	LIMIT	Large text only; avoid for body copy

Target at least 4.5:1 for normal text and 3:1 for large text. Logos are exempt, but supporting copy is not.

One type family, a clear hierarchy.

Plus Jakarta Sans

A contemporary, open-source sans serif with practical clarity and a warm voice.

Saffron builds software people can run.

ExtraBold 800 | Headlines and the wordmark

Saffron builds software people can run.

Bold 700 | Section titles and strong emphasis

Saffron builds software people can run.

SemiBold 600 | Buttons, labels, and navigation

Saffron builds software people can run.

Regular 400 | Body copy and longer reading

Licence: SIL Open Font License 1.1. Production logo artwork uses outlined glyphs and has no font dependency.

Plainspoken, concrete, operational.

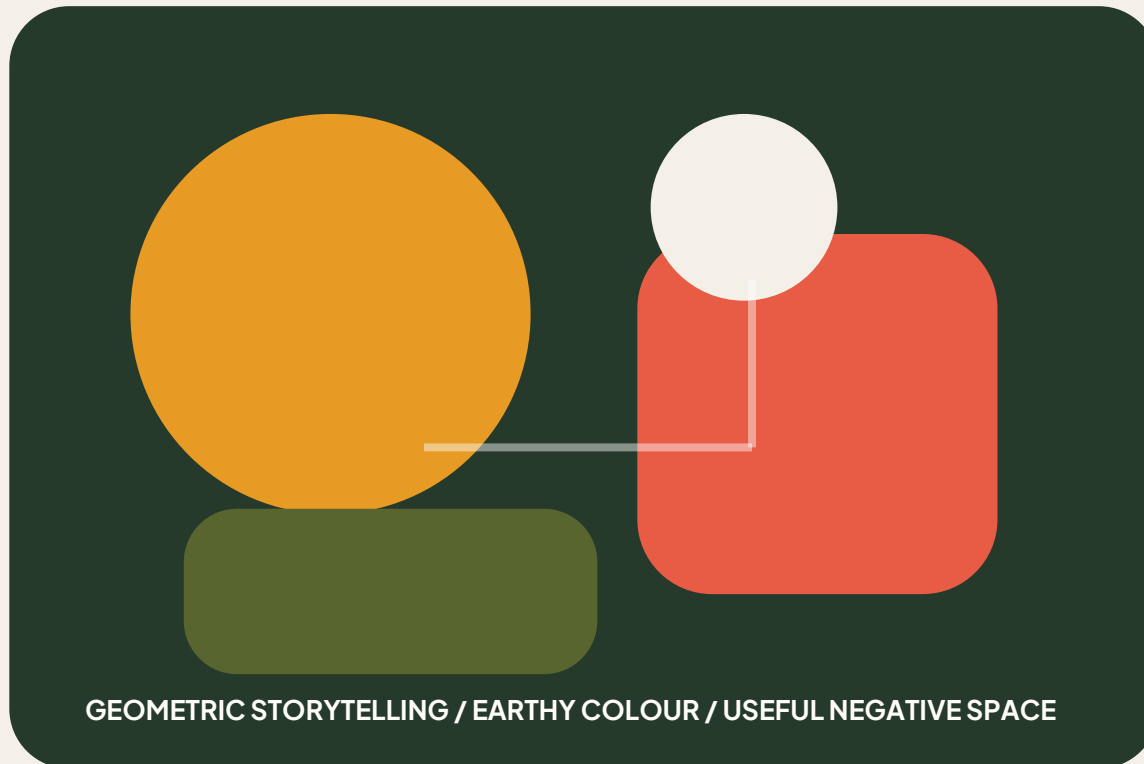
SOUND LIKE SAFFRON

- Name the workflow, bottleneck, or result.
- Use short sentences and familiar words.
- Explain where people remain in control.
- State ownership and scope precisely.
- Prefer evidence over adjectives.

AVOID

- Do not use mystical or inflated AI language.
- Do not invent metrics, testimonials, or guarantees.
- Do not imply automation removes accountability.
- Do not bury the operational outcome in jargon.
- Do not include changeable pricing in core brand files.

Human systems, shown with character.



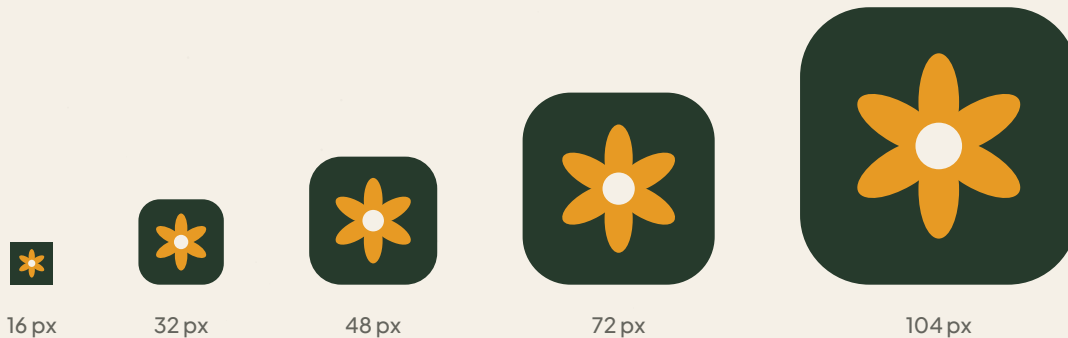
Direction

- Handcrafted editorial illustration.
- Real workflow diagrams and product UI.
- Warm, culturally grounded scenes.
- Clear focal point and copy-safe space.
- Separate desktop and mobile crops.

AVOID

Generic stock photography, glossy 3D objects, purple AI gradients, robots, glowing brains, circuitry, or decorative complexity that obscures the message.

Recognizable from 16 pixels to a partner wall.



CO-BRANDING



PARTNER LOGO

Match visual height, preserve each brand's clear space, and do not combine marks into a new logo.

For adjacent decorative marks, use empty alternative text. For a linked logo, the accessible name should describe its destination.

Choose the format by where it will live.

FORMAT	TYPE	BEST FOR
SVG	Editable vector	Web, UI, scalable digital artwork
PDF	Vector print	Modern print and placement workflows
EPS	Legacy vector	Print vendors and older design software
PNG	Transparent raster	Slides, documents, and general digital use
WebP	Optimized raster	Production websites and lightweight previews
JPG	Solid background	Simple sharing where transparency is not needed
ICO	Multi-size icon	Browser tabs and legacy favicon support

RGB files are for screens. CMYK PDF/EPS files are process approximations and must be proofed with the printer.

Use the supplied artwork. Keep the meaning intact.

Approved without separate permission

- Press and editorial coverage.
- Company and product directories.
- Partnership materials that accurately describe the relationship.
- Production by a vendor engaged by Saffron or Sarg Innovation Labs.

Ask first

- Modifying or combining the marks.
- Merchandise, resale, or commercial redistribution.
- Use in another product, company, service, or domain name.
- Any use that could imply endorsement or affiliation.

OWNER

Sarg Innovation Labs Private Limited

BRAND CONTACT

hello@getsaffron.io

VERSION

1.0 – August 2026

These marks are proprietary. No registration symbol or claim of trademark registration is made in this edition.