



***saama***

# **Corporate Brand Guidelines**

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**True insights are defined by so much more than structure, it's about unleashing intelligence through the art of data science.**

## Logo Usage

Follow these guidelines to help ensure Saama is consistently represented across all channels for optimal brand recognition.

Always produce the Saama logo in full color, whenever possible. The primary logo consists of the official blue emblem and dark gray text. This logo retains the highest priority over other variants and should be used on all white or light colored backgrounds.

If the logo must be placed on a dark background, an all white version of the logo may be used.

When prohibited by the use of color (e.g. print), an all black logo may be used on a white or light colored background.

The logo may appear over high quality photography which is inspiring and/or futuristic. The background must be clutter-free and should not impair readability,

Please observe the clear space around the logo to maximize visual effectiveness. A minimum distance defined by the height of the wordmark's letter 's' must be observed around all four sides of the logo.

The minimum size, measured from the left edge of the logo graphic to the right edge of the the wordmark is 100 px for screen use, 25 mm when used in print.



SCREEN 100px  
PRINT 25mm

## Incorrect Logo Usage

Please avoid these common mistakes when using the Saama logo:

Although the circle 's' symbol may be used alone, the 'saama' logo text must be accompanied by the 's' symbol at all times.

Never stretch or squeeze the logo. Please maintain the original 1:1 ratio when scaling.

Never capitalize the 's' in 'saama'.

Do not flip, rotate or skew the logo.

When placing the logo over subtle textures, ensure that the insides (aka cutouts) are transparent allowing the background to pass through.

Never add borders, gradients, reflections or shadows to the logo. Do not deviate from the pre-defined colors or create multi-color variants.



# Color Palette

We've carefully selected a colorful and bold blend of blue which we hope inspires clarity and simplicity. We're calling it "Saama Blue".

- 1. The logo colors are our primary colors.
- 2. A supporting palette of orange colors may be used sparingly for highlights.
- 3. Shades of Saama Blue and the highlight colors may be used when needed for color variation (such as in Powerpoint charts, etc).

1



**HEX** #1E96DE  
**RGB** 30/150/222  
**CMYK** 74/29/0/0  
**PMS** 2925



**HEX** #333333  
**RGB** 51/51/51  
**CMYK** 69/63/62/58  
**PMS** 447

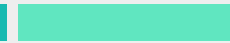
2



**HEX** #234D6F  
**RGB** 35/77/111  
**CMYK** 92/69/35/19  
**PMS** 3025 C



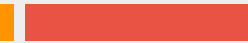
**HEX** #17BAB1  
**RGB** 23/186/177  
**CMYK** 73/0/38/0  
**PMS** 7465 C



**HEX** #60E6C0  
**RGB** 96/230/192  
**CMYK** 52/0/37/0  
**PMS** 332 U



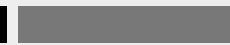
**HEX** #FF9300  
**RGB** 255/147/0  
**CMYK** 0/51/100/0  
**PMS** 1375 C



**HEX** #E85344  
**RGB** 232/83/68  
**CMYK** 3/83/77/0  
**PMS** 3556 C



**HEX** #000000  
**RGB** 0/0/0  
**CMYK** 75/68/67/90  
**PMS** Black 6 C



**HEX** #787878  
**RGB** 120/120/120  
**CMYK** 54/46/45/11  
**PMS** Cool Gray 9 C



**HEX** #F4F4F4  
**RGB** 244/244/244  
**CMYK** 3/2/2/0  
**PMS** P 179-1 C

# Typography

The voice of Saama is embodied in the typographic design that is used in our written communication. We have selected Roboto as our font.

Montserrat should be used for all headings.

Open Sans should be used for content.

We encourage using dark gray for all text on white and light backgrounds:

**HEX** 333333  
**RGB** 51/51/51  
**CMYK** 69/63/62/58  
**PMS** 447

## Montserrat

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx  
Yy Zz 1 2 3 4 5 6 7 8 9 0**

## Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz 1  
2 3 4 5 6 7 8 9 0



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