



Brand Guidelines

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Section 1

Defining our brand



**Sava vets the
vast world of
cannabis and
brings only
the best to
your door.**

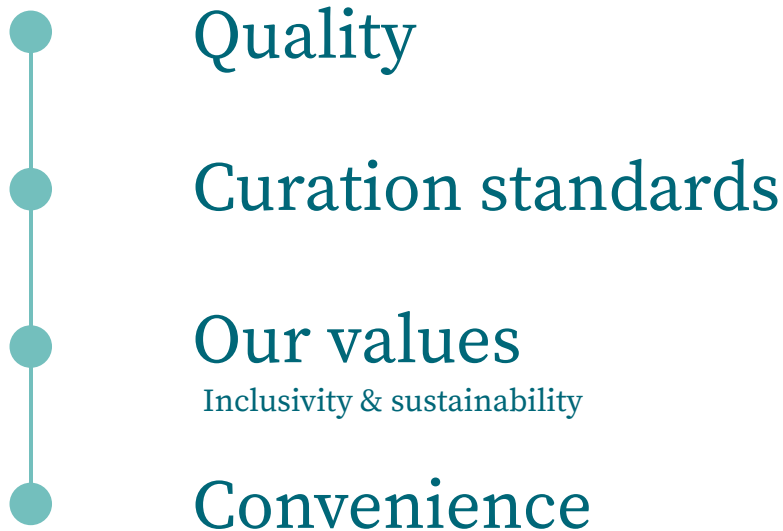
Every product we sell is hand-picked by our founders to meet **strict quality standards**—it is clean, lab tested for quality, and delivers a consistent experience each time you use it.

The brands you'll find on Sava are **quality-obsessed** and share our goal of creating a progressive, legal, and inclusive cannabis industry. As a **women-, queer-, and Latinx-founded** company, we commit to having at least 50% of the brands we carry be women-owned and at least 25% be BIPOC-owned. We also seek out **small, artisan makers** and support the brands that built this industry.

If we're going to sell plants, we'd better **protect the Earth** that grows them. We are working to set better industry standards by requiring our brands to cultivate, manufacture, and package with the environment in mind.

Editorial guide

Our messaging focuses on these four areas in order of priority:



How we define quality

Quality is the foremost component of Sava's messaging. Our products are hand-picked to meet these standards:

Clean & lab tested

Tested by a third party and free from pesticides, heavy metals, and chemicals

Consistent

Delivers the same experience each time you use it

Delightful

Brings you pleasure and joy

Brand voice

We use friendly, elevated language and avoid stoner cliches. We are wellness-oriented, and while we use also cannabis for recreation, our focus is on delivering a high-quality experience rather than simply the most potent weed.

Sava is **Friendly**
Informed
Playful
Positive
Empathetic
Modern
Wellness oriented

Sava is not **Stoner-like**
Rude
Cocky
Uninformed
Unhelpful

When referring to our products...

Cannabis and **weed** are our preferred terms. **Marijuana** is an acceptable term.

We use **flower** to describe the smokable version of the plant.

We do not use words such as **pot, kush, grass, dank, baked, blazed**, etc.

Section 2

Logo

Main Logo

{ sava }

Icon

{ S }

Usage on backgrounds

When using a full-color logo, all elements must be legible against the background. If full color logos are not legible, you may use a single-color logo in white or teal. Avoid using a single-color black logo unless the design is in grayscale.



{ sava }



{ sava }

Logo misuse

The word "sava" in a teal serif font, enclosed in curly braces, is distorted by being stretched horizontally.

Do not distort the logo

The word "sava" in a teal serif font, without the curly braces that are part of the logo.

Do not remove elements of the logo

The word "sava" in a serif font, enclosed in curly braces, is colored olive green instead of teal.

Do not use different colors outside of our brand

The word "sava" in a teal serif font, enclosed in curly braces, has a grey drop shadow effect behind it.

Do not use drop shadows

The word "sava" in a teal serif font, enclosed in curly braces, is tilted at an angle.

Do not tilt the logo

The word "sava" in a teal serif font, enclosed in curly braces, is semi-transparent, allowing the background to show through.

Do not change the transparency of the logo

Logo white space

It is important to allow sufficient space around the logo to establish its authority and identity and give the logo some “breathing room.”

The size of this area is determined proportionately, not numerically. Whether enlarging or decreasing the logo, the width of the exclusion zone is approximately the half the height of the bracket.



Understanding logo file formats

Resolution means the amount of detail in an image, measured in DPI, dots per inch. All you need to know is this:

Low-res for web

For screen and web use, use a low-resolution image. The smaller the file size, the smaller the resolution usually.

Higher resolution for printing

Using a picture file with not enough resolution will result in a pixelated image when printed. That's why it makes sense to use a higher-resolution image for printing in-house.

Pros go with vector files

Professionals don't use images for logos. For them, it's all about vector files, where the graphic is built with scalable shapes. Vector files will always look crisp, no matter what size. One way to think about it is a shape clipart to a photo. If you make a photo big or zoom in real close. The clipart shape won't. That's how a vector file works.

Section 3

Colors

Main Colors



MAIN SAVA BLUE

Pantone 7467

0/168/180

100/0/29/0

00A8B4

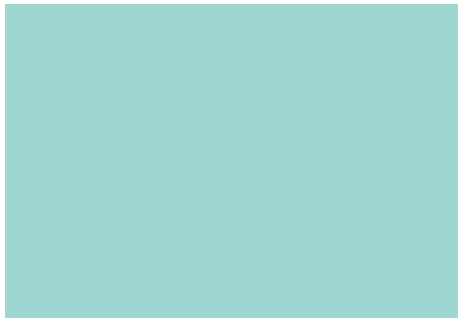
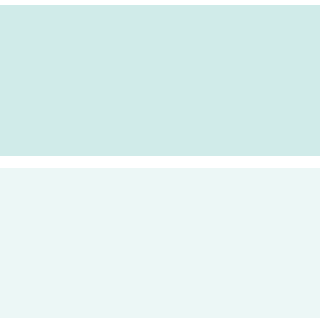


BLUE

45/75/74

40/0/1/25

73BFBD



LIGHTER BLUE

Pantone 7464

160/214/210

36/0/14/0

A0D6D2

50% TINT #CFEAE8

20% TINT #ECF7F6



TEAL

Pantone 3155

0/103/120

100/8/26/38

006778

Secondary Colors



ROSE

Pantone 487

233/166/143

0/40/33/0

E9A68F



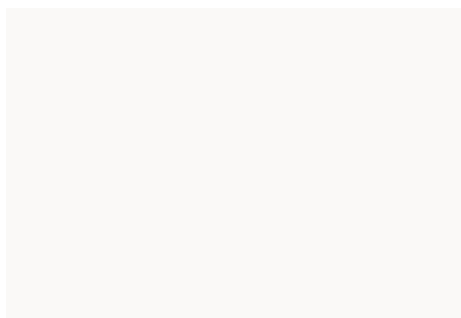
MUSHROOM

Pantone 7530

170/156/143

10/18/25/29

AA9C8F

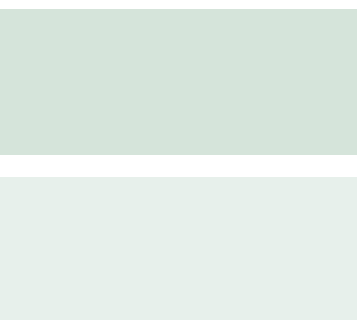


CREAM

98/98/97

0/0/1/2

FAF9F7



SAGE

Pantone 558

170/201/182

32/2/22/4

AAC9B6

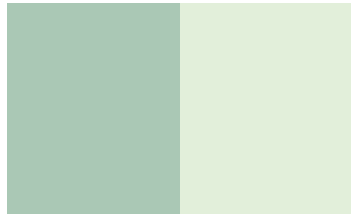
50% TINT #d4e4da

15% TINT #e7f0eb

All colors

- mainSavaBlue: #00a8b4
- blue: #73bfbd
- lightBlue: #a0d6d2
- lighterBlue: #cfeae8
- lightBlueTint: #ecf7f6
- teal: #006778
- rose: #e9a68f
- sage: #aac9b6
- lightSage: #d4e4da
- sageTint: #e7f0eb
- mushroom: #aa9c8f
- darkMushroom: #89817c
- cream: #faf9f7
- darkGray: #545e5b
- lightGray: #c4c4c4
- skyBlue: #b9e4eb
- blush: #e5aeaa
- blushTint: #ecdbda
- marigold: #d9a438
- marigoldTint: #efe1ba
- grass: #e2efda
- sun: #ffc107
- tangerine: #e1a358
- salmon: #e18464
- cherry: #ad3a38
- eggplant: #6d2d41
- darkTeal: #003b45

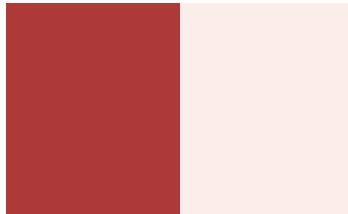
Web colors



SUCCESS

sage: #aac9b6

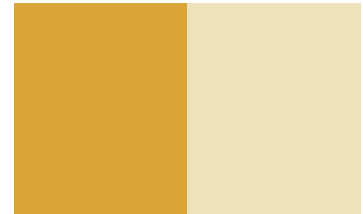
grass: #e2efda



ERROR

cherry: #ad3a38

blushTint: #ecdbda



CAUTION

marigold: #d9a438

marigoldTint: #efe1ba



BODY TEXT

darkGray: #545e5b



HYPERLINK

mushroom: #aa9c8f



CTA BUTTON

teal: #006778

Body text looks like this. As the leading cannabis e-commerce marketplace, Sava curates the highest quality products—appealing to newcomers and connoisseurs alike—and delivers them to your door in the extended Bay Area. [Link in body text looks like this.](#)

[Shop Now](#)

Font: Work Sans Regular

Background: teal (#006778)

Corners: Slightly rounded (for web: 3px border radius)

Main Sava colors together.
Hey hey.

Spa feels.
Spa feels.
Spa feels.

I'm dark
& moody.

This page
shows the
main colors.

I'm light
& airy.
Let's do
wellness.
Heal.

I'm the sage color.

Natural & earthy

Keeping it light

Rose is an accent color.

Understanding color spaces

RGB is for the screens

RGB, which stands for red-green-blue, is the color space to use for things you see on any screens. Use it for anything online or mobile, on Powerpoint presentations, video, website / email etc. Note: Most home and office printers are setup to reproduce RGB colors best. So if you're going to print something with the color printer at the office, go with RGB.

Looks like R:255 G:255 B:255

HEX on the web

The hex value is what you use online and in code.

Looks like #D24500

CMYK prints on paper

CMYK, which stands for Cyan, Magenta, Yellow and Key (=black) is the color space for things you see on printed on paper. This color is for all sorts of professional printing , from postcards to stickers. Also called four-color process colors. **Looks like C:0 M:0 Y:0 K:0**

Pantone for swag

PMS, which stands for Pantone Matching System, is a specialty color space. In a nutshell, it's a color that gets mixed with a special formula every time. Silkscreening, screenprinting, embroidery, enamel pins, t-shirts, and other specialty uses call for the PMS color. Also called spot colors, Pantone colors or 1-color jobs. **Looks like Pantone 7467 solid coated**

Section 4

Typography

Typefaces

Source Serif Pro

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Source Serif ExtraLight
Source Serif ExtraLight Italic
Source Serif Light
Source Serif Light Italic
Source Serif Regular
Source Serif Italic

Source Serif Semibold
Source Serif Semibold
***Italic*Source Serif Bold**
Source Serif Bold Italic
Source Serif Black
Source Serif Black Italic

WORK SANS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Work Sans Thin
Work Sans Thin Italic
Work Sans Light
Work Sans Light Italic
Work Sans Regular
Work Sans Italic
Work Sans Medium
Work Sans Medium Italic

Work Sans Semibold
Work Sans Semibold Italic
Work Sans Bold
Work Sans Bold Italic
Work Sans ExtraBold
Work Sans ExtraBold Italic
Work Sans Black
Work Sans Black Italic

Fonts in use

For print, social media, and other marketing collateral

I am a headline



Source Serif
Bold 700

I am also a headline



Source Serif
Semibold 600

I am also a headline



Source Serif
Regular 400

I AM ALSO A HEADLINE



Work Sans
Medium 500
CAPS

I am also a headline



Work Sans
Semibold 600

I am body text. Sava curates the highest quality products and delivers them to your door in the extended Bay Area.



Work Sans
Regular 400

Web font styles

Font styles specifically for website use in areas where the styles are pre-applied globally for custom content, such as blog, product pages, and brand pages. Includes color.

H1 Source Serif Bold

} font-family: Source Serif Pro;
font-size: 72px / 60px / 40px;
color: #00a8b4;
font-weight: 700;

H2 Source Serif Semibold

} font-family: Source Serif Pro;
font-size: 40px / 26px / 20px;
color: #00a8b4;
font-weight: 600;

H3 WORK SANS MEDIUM

} font-family: Work Sans;
font-size: 20px;
color: #73bfbd;
font-weight: 500;
text-transform: uppercase;

H4 WORK SANS MEDIUM

} font-family: Work Sans;
font-size: 20px;
color: #aa9c8f;
font-weight: 500;
text-transform: uppercase;

H5 Work Sans Semibold

} font-family: Work Sans;
font-size: 20px;
color: #006778;
font-weight: 600;

Body Work Sans Regular

} font-family: Work Sans;
font-size: 16px;
color: #545E5b;
font-weight: 400;

Hyperlink Work Sans Medium

} font-family: Work Sans;
font-size: 16px;
color: #aa9c8f;
font-weight: 500;

{sava}

Questions?

Email avery@getsava.com