

# STYLE GUIDE

HOW WE  
LOOK.



Anticipating needs, meeting demands. Reducing cost.

WELCOME

This is a guide to our basic elements that make up Sage Parts. Have a read, it will help you get to know us better.

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**Our Logo** is a very valuable asset.  
We must treat it nicely. Never abuse  
our logo.

### **01 Print / Screen Color Logo**

This Logo is to be used for all print and web collateral including advertising, billboards, posters, fliers, and product packaging. Negative version available.

### **02 Print Black / One Color Logo**

This Logo is to be used in cases that require a black or one color logo only. For example, our shipping boxes have this logo (in our Sage red only). Approved colors are Sage red, black, or white only. Negative version available.

01



02



Please visit the RESOURCES page on our website to download the proper logos.

# Do's and Don'ts. You wouldn't wear one red and one blue sock. Take a moment and think about how you apply Sage Parts' logo.

## **01 Space around the Logo**

Leave room for the logo to breath. Always use a white or light gray background.

## **02 If the unavoidable happens...**

If it's unavoidable to sit the Sage Parts logo on a dark background (we prefer black or dark grey) or an appropriate photo, use the inverse logo.

## **03 For "One-Color" Printing**

To keep cost down, some promo products require a one-color Sage Parts logo. This logo is available in all black or all white and sometimes all Sage red. For example, as shown on our black ceramic promo mug and shipping box. This logo is also required for any etching purposes such as on awards and specialty promo products.

## **04 Red alert!**

Do not sit the main logo on yucky colors or any color other than light gray or white.

## **05 Not cool**

Do not use the inverse logo on backgrounds that are too light or cluttered. This logo is only for dark backgrounds only.

## **06 Not right**

Do not rotate the logo.

## **07 Not outstanding**

Do not add embellishments like drop-shadows, outlines, embossing etc. to the logo.

01



04



02



05



03A



06



03B



07



# Our Typeface. Print.

## Calibri

The Calibri type family is our corporate font.

Calibri is a nice, simple font, good for anything from headlines to text. Use Calibri whenever possible.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;?!\$&@\*) 0123456789

## Calibri Bold

Calibri also comes in bold.  
It's called Calibri Bold.

You will need to adjust the kerning a bit.  
The larger Calibri gets, the tighter it gets and  
the more it needs to be kerned.

**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!\$&@\*) 0123456789**

# Our Typeface. Online.

## PC

### Calibri Bold

Headline (20 - 30px)

HEX #000000

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;!\$&@\*) 0123456789

### Calibri

Body copy (12px)

HEX #666666

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;!\$&@\*) 0123456789

# MAC

## Calibri Bold

Headline (20 - 30px)

HEX #000000

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!\$&@\*) 0123456789

## Calibri

Body copy (12px)

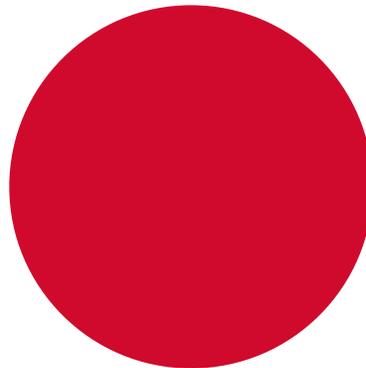
HEX #666666

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!\$&@\*) 0123456789

**Our Colors** are what give us our personality. We're rich and bold with confidence. They're simply loud and clear.

This is our primary color



**Sage Parts Red**

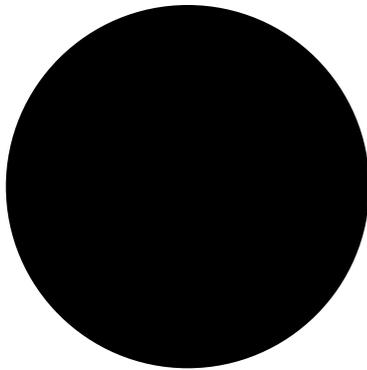
**Pantone 186 C**

CMYK 12/100/91/3

RGB 195/24/43

HEX #C3182B

These are our secondary colors for text and headers



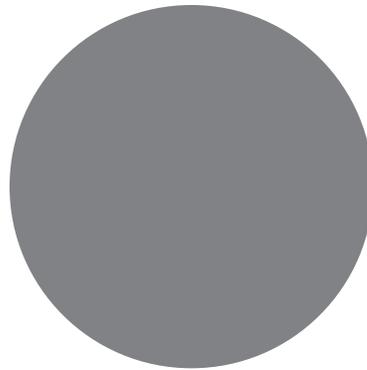
**Sage Parts Text**

**True Black**

CMYK 75/68/67/90

RGB 0/0/0

HEX #000000



**Sage Parts Text**

**Pantone Cool Grey 9 C**

CMYK 56/46/44/10

RGB 118/119/123

HEX #76777B

# **“Anticipating needs, meeting demands. Reducing cost.”**

This is our main tag line in English.

Whenever possible, the Sage Parts logo should appear with the tag line.  
The logo has been set in a number of different formats. Pick the one that best suits the usage.

“Anticipating needs, meeting demands. Reducing cost.” is only our English language tag line.

## **01 Tag line - align below**

House font - Calibri Bold.  
Font size - 1/8 cap height  
of logo. Font color - Black  
Never recreate this line in another font.

## **Spacing of the tag line**

The tag line always sits the height or  
the width of a cap “X” for consistency  
throughout.

## **02 / 03 Tag line**

House font - Calibri Bold.  
Font size - 1/4 cap height  
of logo. Font color - Black  
Never recreate this line in another font.

01



Anticipating needs, meeting demands. Reducing cost.

02



Anticipating needs, meeting demands. Reducing cost.

03

Anticipating needs, meeting demands. Reducing cost.



**Our Product Photos** should be a clean, clear, in focus representation of the true product. Always clipped with a bright white background.

**01 Photos for Print**

Resolution - 300 dpi

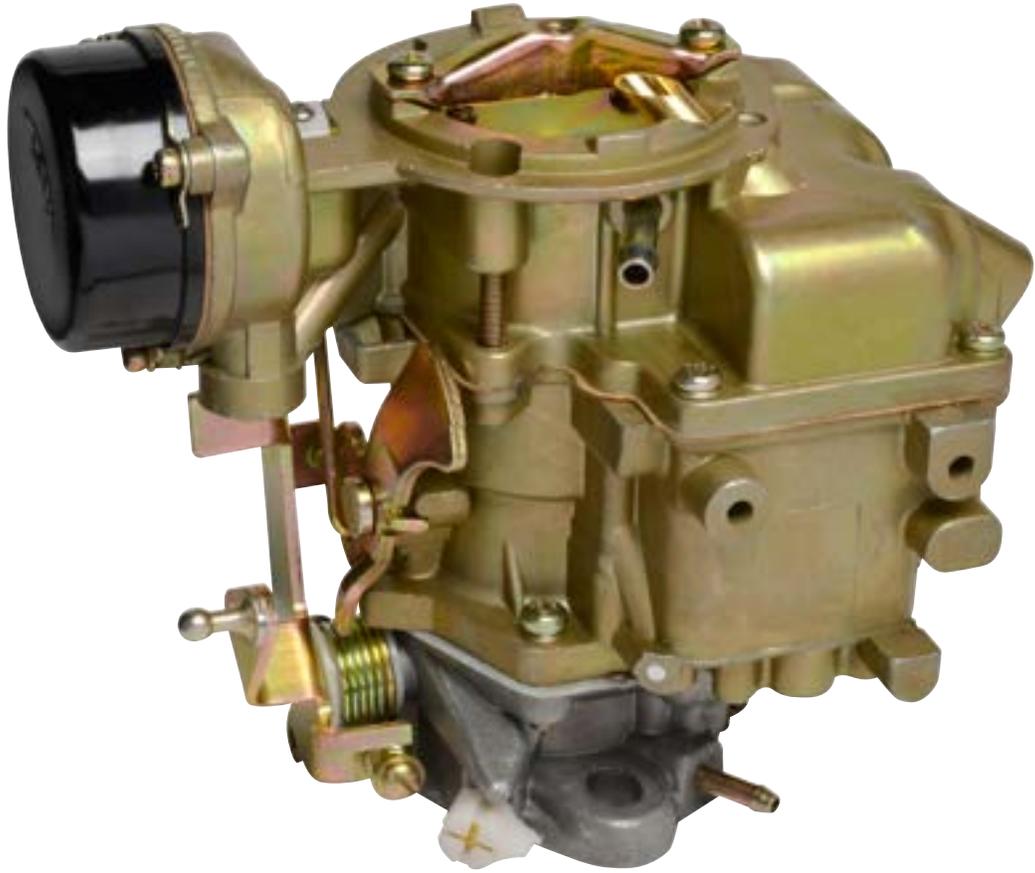
Not distorted or cropped into in any way.

**02 Photos for Web**

Resolution - 72 dpi

Not distorted or cropped into in any way.

All images are cropped square for eSage, Item Maintenance Lite, and sageparts.com.



# To Our Partners.

These guidelines are for the use of Sage Parts design teams and agencies only. Please refer to this style guide for guidelines specific to the work you are producing, be it an event, retail signage, or packaging.

If there are any questions regarding these guidelines, feel free to contact our Marketing Communications Specialist, Amanda Rivera  
631.719.1110 | [amandarivera@sageparts.com](mailto:amandarivera@sageparts.com)

Thank you and keep up the great work.

# A Final Thought.

If you ever doubt, just refer back to this document.  
We don't ask for much, just a little love and respect for  
our brand.

We think it's a pretty flexible system that allows creativity,  
so give it your best shot.

And make us proud.

# THANK YOU



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