sage

Logo

Our logo is more than our name in a cool font and fun color. It's our brand brought to life in a single word, and it's designed to convey our energy and vitality.

Logo
Sage masterbrand

We are unusual among tech leaders in having a name that carries meaning. Have you heard the story of how the company was named? According to legend, the founders spotted a picture of "a plant whose grayish-green leaves are used as an herb to give flavour"*on the shelf in the bar where they were hatching plans and chose the name Sage. Thirty years on, we live up to the word's other meaning of "wise, as a result of great experience."

Our old wordmark logo was drawn in a predigital age. The letters squashed into one another. At a small size, especially on digital, it got smudgy and tough to read.

We've separated the letters to improve legibility. No longer apologetic, every letter stands proud. It has energy and vitality and draws the eye. It is now more legible even at the smallest size on digital and mobile devices.

The old and new logos can happily coexist, but over time we will move to the new logo everywhere.

Cambridge dictionary

sage

Logo

Clear space, size, and positioning

Such an important brand element deserves ample space to shine.

Allow enough clear space so it's not crowded by other elements and has room to stand out on the page. We use the "s" in the masterbrand logo to define the minimum clear space.

Logo sizing and legibility

Make sure the logo is always fully legible and observe the recommended minimum size guidance. When positioning the logo, exceptions for clear space are allowed where space is limited, particularly within digital environments.

Importance of logo positioning

Our logo should be positioned top center or top right of an application (exceptions to be approved by brand.clinic@sage.com).*
In digital applications, it must be seen on first scroll or above the fold to remind the audience that they are in a Sage environment.
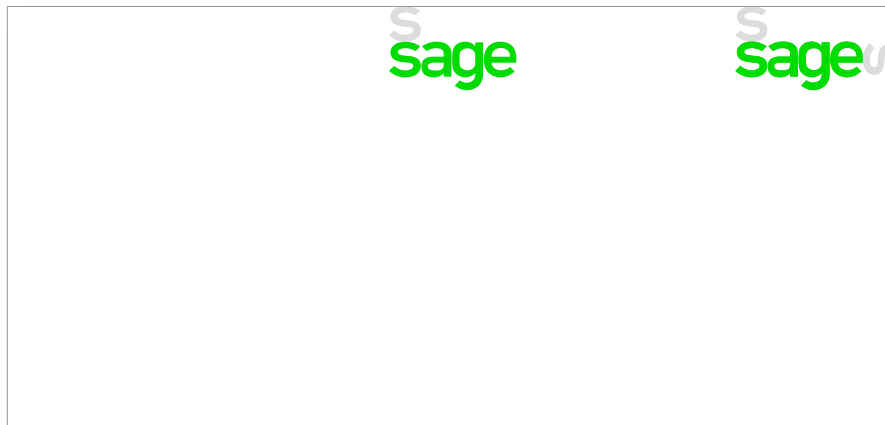
The positioning of the logo should always remain consistent within an application.

*Examples of approved exceptions are featured on the Logo Applications page in this section.

Minimum clear space around the logo

Positioning the logo—top center or top right

Minimum size
12mm/80 pixels

Logo

Acceptable backgrounds

Brilliant Green is our preferred use

Use our Brilliant Green logo version wherever possible. White, Accent Blue and dark photographic backgrounds provide the best impact in digital environments.

White exception use

White is used on a Brilliant Green background or on photography where it offers better contrast than the Brilliant Green logo.
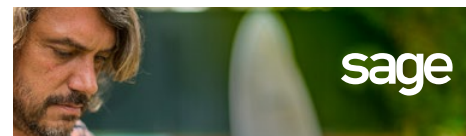
Use Black only where color is not available.

Always use the approved masterbrand logo artworks from: https://brandlibrary.sage.com.

Preferred use

Exception use

Logo
Product logos

We love the Sage logo so much, we've attached it to our product names! Product names are locked up, in two versions, as master artworks with the Sage masterbrand.

Be sure to use the approved global product logo artworks from: https://brandlibrary.sage.com.

Please contact brand.clinic@sage.com for further guidance on product logo requirements.

Color specifications
Please note that Medium Gray is used only for product logo, partner logo, and program logo artworks.

Medium Gray
8E8A86
R142 G138 B134
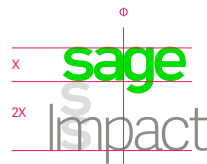Pantone 416C
C28 M18 Y29 K51

Preferred use on White background

0.5X

Minimum size
12mm/80 pixels

sage Impact

sage Impact

sage Impact
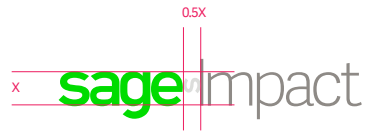
Exception use on White background

Minimum size
12mm/80 pixels

sage
Impact

sage
Impact

sage
Impact

Logo
Product logos

Use on backgrounds

Brilliant Green and White—where the background doesn't have sufficient contrast for stand-out of the Medium Gray product name, or

White—on a Brilliant Green background.

Editorial use

Where the product name is used in editorial, this remains in the body text font and color with initial capitals.

Use on backgrounds—preferred

Use on backgrounds—exception

Use in editorial

Porrum faccatium haria volorum ut re es Sage Impact omnimpore aces aut exerehe ndebis imaio epero qui ipson et.

Logo

Partner and program logos

Just like with our product names, the Sage logo is now a vital element of our partner logos. Partner names are locked up, in three versions, as master artworks with the Sage masterbrand. We'll review this guidance in the next 12 months.

Only approved partner logo artworks from: https://brandlibrary.sage.com may be provided to partners.

Have a new partner logo request? Submit for approval from brand.clinic@sage.com.

Terms of use

The Sage masterbrand logo is a registered trademark. Business partners should refer to their partner agreement for terms in using these and any other Sage trademarks.

Color specifications

Please note that Medium Gray is used only for product logo, partner logo, and program logo artworks.

Medium Gray
8E8A86
R142 G138 B134
Pantone 416C
C28 M18 Y29 K51
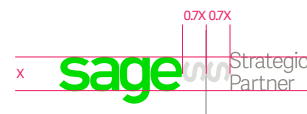
Preferred use on White background

0.7X 0.7X

sage | Strategic Partner

Minimum size
12mm/80 pixels

sage | Strategic Partner

sage | Strategic Partner

Exception use on White background

0.7X 0.7X

sage | Strategic Partner

sage | Strategic Partner

Minimum size
15mm/80 pixels

sage | Strategic Partner

sage
0.5X
0.5X
Strategic Partner

sage
Strategic Partner

Logo
Applications

Preferred

Top right and top center are our preferred logo positions, and in Brilliant Green.

Exceptions

In digital applications, the shape and size of how our logo is applied is determined by the operating system. Here we prioritize the size of the logo for maximum legibility.

In social media we use a White logo against Brilliant Green for impact.

We can use a centered logo position for video animation or when we need to close out a story or presentation on screen.

Preferred use
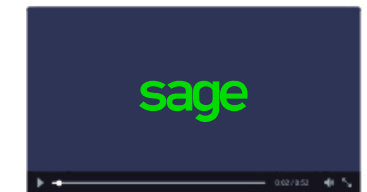
Word letter template

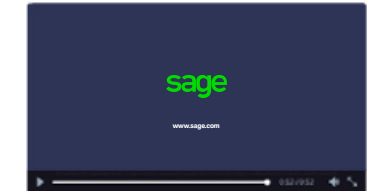*Display banner*

Exception use

Social media page

Apple Watch®

Video animation (opening frame)

Closing frame

Logo
The don'ts

Protect our logo and you protect our brand

Remember that incorrect and inconsistent use of the Sage logo can undermine the impact of our communications and cheapen our brand integrity.

Avoid logo abuse!

❌ Unapproved color

❌ Recreated logo

❌ Effects or filters

❌ With outlines

❌ Brilliant Green logo on colors other than Accent Blue and White

❌ White logo on accent colors

❌ With a descriptor

Lorem Ipsum Dolor

❌ Distortion

❌ Sage logo within textflow

Lenim iscius et de dessus explibu saerferibus maximilla diaestia quatusame sum simaion eos **sage** platatur alisi re prem qui que voluptius quatiumqui nist qui officiis molum fuga. inus.