VISUAL STYLES

The Savory design system features crisp imagery, a clean color palette, and typography that is both approachable and classy. Reminiscent of magazine feature layouts, this direction offers lots of options for text and image juxtapositions, clear copy-finding, and high-impact, low-bandwidth design.

Each major section in the site (Holistic Management, Our Network, Land To Market) will be designated by a primary color. Touches will complete the palette.

COLOR

Color Palettes

PRIMARY

Holistic Management
Hex/RGB/HSL

Our Network
Hex/RGB/HSL

Land To Market
Hex/RGB/HSL

About
Hex/RGB/HSL

BACKGROUND

About
Hex/RGB/HSL

NEUTRALS

Darkness
Hex/RGB/HSL

Text
Hex/RGB/HSL

Border
Hex/RGB/HSL

Gradients

Multiple

Photo

Blue

Neutral Warm

Trees

Color Mix Examples

TYPOGRAPHY

Headlines

H1

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.

Font: DM Mini BTD
Size: 70

Leading: 72
Tracking: 0

Case: Uppercase
Color:

H2

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.

Font: DM Mini BTD
Size: 48

Leading: 48
Tracking: 0

Case: Uppercase
Color:

H3

The quick brown fox jumped over the lazy dog.

Font: Roboto Slab
Size: 24

Leading: 34
Tracking: 0

Case: Title Case
Color: a

H4

The quick brown fox jumped over the lazy dog.

Font: Proxima Nova Bold
Size: 18

Leading: 24
Tracking: 0

Case: Title Case
Color:

H5

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.

Font: Proxima Nova Bold
Size: 16

Leading: 22
Tracking: 0

Case: Uppercase
Color:

H6

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.

Font: Proxima Nova Bold
Size: 14

Leading: 19
Tracking: 0

Case: Uppercase
Color:

Paragraph

P1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In ac nulla maximus ante vehicula imperdiet at ac turpis. Pellentesque mi tortor, dapibus efficitur urna maximus, imperdiet mollis dui.

Font: Proxima Nova
Size: 16

Leading: 24
Tracking: 0

Case: Sentence
Color: Inherited

P2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In ac nulla maximus ante vehicula imperdiet at ac turpis. Pellentesque mi tortor, dapibus efficitur urna maximus, imperdiet mollis dui.

Font: Proxima Nova
Size: 14

Leading: 24
Tracking: 0

Case: Sentence
Case: Inherited

BULLETS

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- In ac nulla maximus ante vehicula.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.

TEXT LINKS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In ac nulla maximus ante vehicula imperdiet at ac turpis. Pellentesque mi tortor, dapibus efficitur urna maximus, imperdiet mollis dui.

Color:

CAPTION/DESCRIPTION

The word Arizona long-eared owl hit a big log.

Font: Proxima Nova
Size: 14

Leading: 24
Tracking: 0

Case: Sentence
Case: Inherited

TESTIMONIAL/QUOTE

"The quick brown fox jumped over the lazy dog."

Font: Roboto Slab
Size: 18

Leading: 32
Tracking: 0

Case: Sentence
Color:

Typography Examples

SECTION HEADER

HEADLINES WILL LOOK LIKE THIS

Subheads will be laid out like this. They can be a little longer.

Paragraphs look difficult like this. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In ac nulla maximus ante vehicula imperdiet at ac turpis. Pellentesque mi tortor, dapibus efficitur urna maximus, imperdiet mollis dui.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- In ac nulla maximus ante vehicula.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.

GRIDS & SPACING

Grids

Gutter: 24 px

Column: 72 px

Columns: 12

Spacing

Tiny: 24 px

Small: 48 px

Large: 96 px

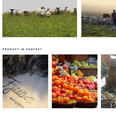
X-Large: 128 px

Basic: 64 px

ICONOGRAPHY

PHOTOGRAPHY

LIFESTYLE IMAGES



PRODUCT-IN-CONTEXT

ISOLATED PRODUCTS

COMING SOON