



SABER
TECHNOLOGIES

BRAND GUIDELINES

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SABER Technologies

01 INTRODUCTION

Who we are and what we stand for





Purpose of this Guide

The **SABER Technologies Brand Guidelines** establish the visual and communication standards for representing our company. This guide ensures that employees, partners, vendors, and collaborators present the **SABER Technologies** brand consistently and accurately across all materials.

This guide defines:

- Brand positioning and messaging
- Voice and tone
- Visual identity
- Logo usage
- Color and typography
- Imagery





Our Story

At **SABER Technologies**, we don't just pull cable—we connect people, ideas, and possibilities.

After decades in the low-voltage world, our founders, Jessie Berry and Nic Sabado, noticed a pattern: projects that went off the rails almost always had one thing in common—ineffective communication. Budgets blew up, deadlines slipped, and teams burned out. The solution was clear—better communication, better results.

So in 2019, over coffee-fueled late-night brainstorming sessions, they embarked on a journey to create a company that would be *different*. By 2021, **SABER Technologies** was born—a business built on trust, driven by communication, and powered by a passion for doing things right.

What Makes Us Different

Sure, we know structured cabling, low-voltage systems, and all the technology that comes with it. But what sets us apart is *how* we work. Our approach is built on clarity, accountability, and a sense of partnership. We believe in collaboration with partners and competitors alike. This means less stress, fewer surprises, and better results for everyone involved.

We're not afraid to dive into diverse markets—Federal, State, Local, and Tribal Government, K–12 schools and higher education, and Commercial projects. Whether it's a secure government facility or a buzzing corporate office, we bring the same energy: clear communication, high-quality and reliable work, and a commitment to making the process not just smooth, but *enjoyable*.

Our Promise

At **SABER Technologies**, we measure success by more than just completed projects—we measure it by the trust we build, the relationships we strengthen, and delivering best-in-class solutions.

It's not just about cables and systems. It's about people. Our ultimate goal is to build strong partnerships through our services, solutions, and company culture.





Our Mission

“To set the standard for excellence by combining quality work, reliable results, and communication that keeps teams and customers connected.”



SABER Technologies

02 BRAND POSITIONING

What we do and where we deliver value





What We Do

SABER Technologies delivers low-voltage solutions with clear communication, proven expertise, and high standards—connecting people, ideas, and possibilities.

We specialize in solutions that are:

- Reliable
- Scalable
- Professionally installed
- Clearly communicated
- Built to perform





Our Solutions

SABER Technologies provides a comprehensive range of low-voltage technology solutions:

Access Control

Secure your spaces with smart, scalable access control solutions. From card and badge systems to cloud-based management, we help ensure the right people have access to the right places—without adding complexity.

Audio Visual

Bring people together with audio visual solutions that work. We design and install AV systems for meeting rooms, classrooms, and collaborative spaces that make communication clear, simple, and reliable.

Intrusion Detection

Protect what matters most with intelligent intrusion detection systems. Our solutions combine advanced sensors and reliable monitoring to deliver security you can trust—working quietly in the background for peace of mind.





Our Solutions (continued)

Structured Cabling

Strong networks start with solid infrastructure. Our structured cabling solutions provide the foundation for reliable, scalable connectivity—built to support today’s needs and tomorrow’s growth.



Video Surveillance

Gain visibility and confidence with modern video surveillance solutions. We design and install systems that integrate seamlessly with your security strategy, offering clear insight with minimal day-to-day management.



Wireless Technologies

Stay connected with wireless technologies designed for performance and reliability. From office Wi-Fi to enterprise environments, we build secure, scalable wireless networks that keep people and devices moving.





Markets We Serve

Federal Government

SABER Technologies supports federal agencies with secure, compliant, and specification-driven low-voltage solutions. We understand the rigor of federal projects and bring clear communication, disciplined execution, and reliability to every engagement—ensuring projects are delivered correctly and efficiently.

State, Local, and Tribal Government

We partner with state, local, and tribal entities to deliver dependable technology infrastructure that effectively serves communities. From public facilities to municipal buildings, our team navigates public-sector requirements with transparency, accountability, and a collaborative approach, keeping projects on track and stakeholders informed.

K-12 Schools & Higher Education

Educational environments demand reliable, scalable, and easy-to-manage technology. **SABER Technologies** designs and installs solutions that support learning, safety, and connectivity—while minimizing disruption. We work closely with districts and institutions to ensure systems are built to last and ready to grow with future needs.

Commercial

In the commercial space, **SABER Technologies** serves as both an installer and a trusted advisor. We deliver tailored low-voltage solutions for offices, campuses, and enterprises—focusing on performance, usability, and long-term value. Our consultative approach helps clients make smart technology decisions with clarity and confidence.





SABER Technologies

03 BRAND MESSAGING

What we say and how we communicate our value





Tagline and Subline

Primary Tagline:

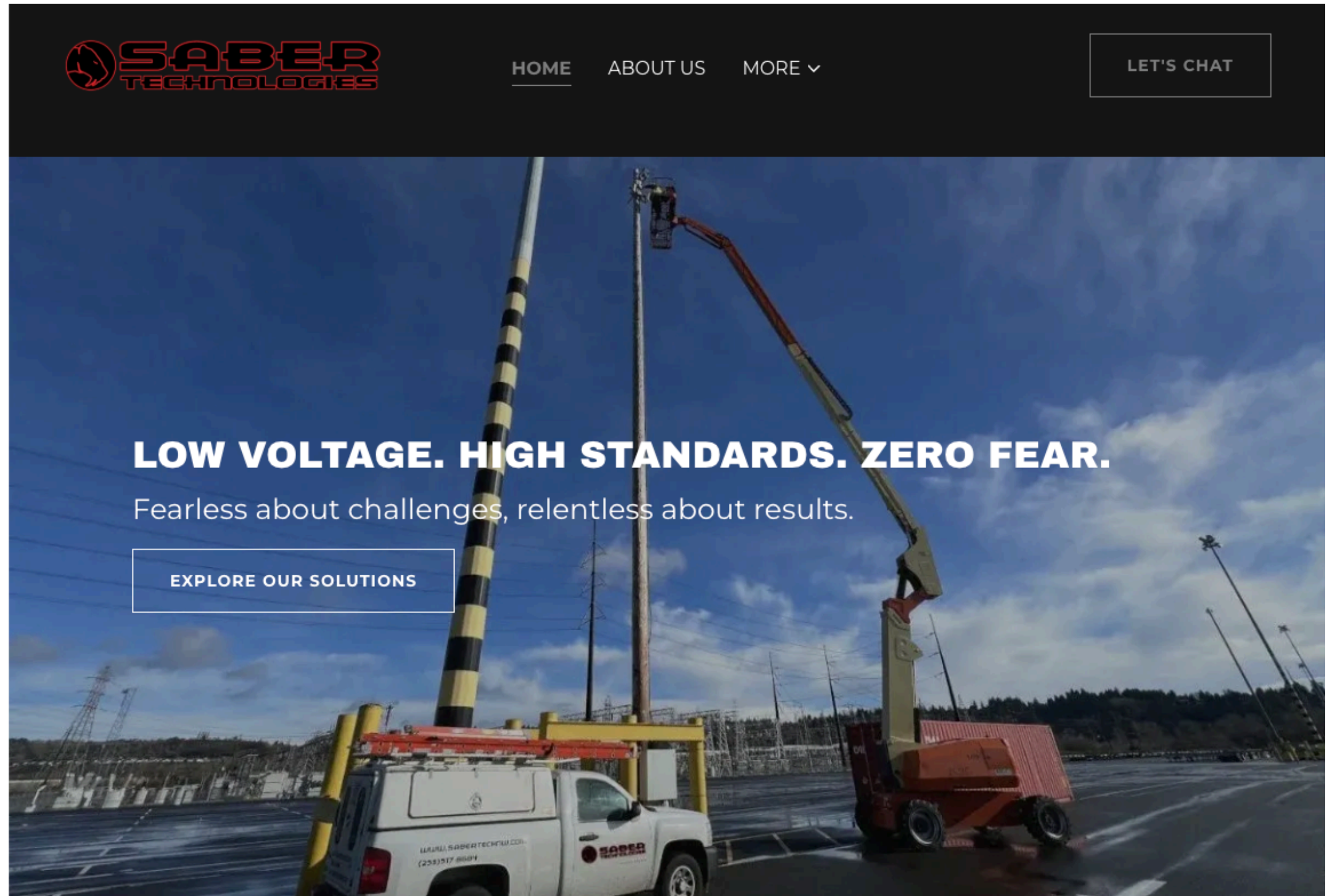
Low Voltage. High Standards. Zero Fear.

Subline:

Fearless about challenges, relentless about results.

Supporting Messages:

- Technology that connects people and possibilities
- Solutions built to connect
- Clear communication. Reliable results.





Messaging Pillars

All **SABER Technologies**' communications should reinforce these key brand themes:

- **Clear Communication**
Strong communication drives successful projects.
- **Technical Excellence**
Delivering reliable solutions designed, built, and installed to last.
- **Strong Partnerships**
Working alongside clients as trusted partners.





SABER Technologies

04 BRAND PERSONALITY

How we show up and communicate





Overview

SABER Technologies is an experienced, reliable, and approachable technology partner built on clear communication and a commitment to doing things the right way.

We take pride in our work, stand behind our solutions, and believe strong partnerships are built through clarity, trust, and accountability. Our personality reflects both our technical expertise and the way we work with people—direct, collaborative, and grounded.





Personality Traits

The **SABER Technologies** brand is:

- Competent
- Reliable
- Experienced
- Fun
- Trustworthy
- Fearless





Voice and Tone

SABER Technologies' communication should be:

- Confident but not arrogant
- Technical but understandable
- Professional but approachable
- Direct and clear

Writing Style

Use straightforward language that reflects **SABER Technologies'** expertise without unnecessary technical complexity. Avoid sounding overly corporate, sales-heavy, or promotional.

Tone Examples

Instead of this:

Our cutting-edge technology solutions leverage advanced infrastructure.

Say this:

Reliable technology solutions built to perform.





SABER Technologies

05 LOGO

How we apply and protect our visual identity





Overview

SABER Technologies' logo is the brand's primary visual identifier. It should be used consistently across all materials.

To ensure readability and prominence across applications, all logo variations must maintain a minimum size and provide sufficient space around the logo.





Logo Scale - Stacked

Minimum Size:

Width: 207 px

Height: 206 px

Minimum Clear Space:

10 px





Logo Scale - Horizontal

Minimum Size:

Width: 357 px
Height: 57.6 px



Minimum Clear Space:

Width: 13 px
Height: 15 px



Logo Scale - Text Only

Minimum Size:

Width: 257 px
Height: 49.2 px



Minimum Clear Space:

Width: 10 px
Height: 8 px



Logo Scale - Pictorial Mark

Minimum Size:

Width: 83 px

Height: 83 px



Minimum Clear Space:

10 px

Favicon for desktop browsers:





Unacceptable Logo Uses

The **SABER Technologies** logo is only effective when it is used properly. Presenting the logo incorrectly or distorting it in any way is not permitted. These are only a few examples of how the logo may not be distorted or used. This applies to all variations of the logo: stacked, horizontal, text only, and pictorial mark.



Do not rotate the logo



Do not add filters or alter the colors of the logo



Do not place a shadow behind or beneath the logo



Do not stretch or distort the logo



Do not create in greyscale



SABER Technologies

06 COLORS

How we use color to reinforce our identity





Color Philosophy

The **SABER Technologies** color palette is bold, disciplined, and intentional—reflecting the way we work and communicate.

Red represents confidence, action, and the ability to execute. It signals energy and reinforces our commitment to showing up and getting the job done.

Black represents strength, professionalism, and control. It grounds our brand in technical expertise and reflects our high standards.

White represents clarity and simplicity. It reinforces our focus on clear communication and ensures our messaging remains straightforward and easy to understand.

Together, this palette represents our brand: confident in our work, disciplined in our approach, and clear in our communication.

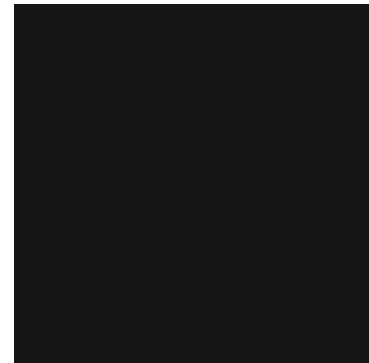




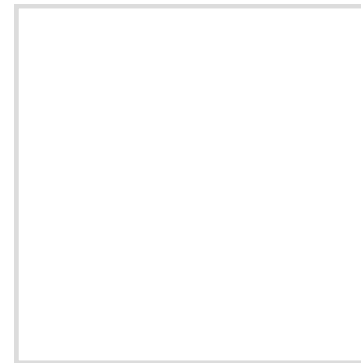
Primary Color Palette



Red
Pantone: 1788 C
HEX#: ED1F24
CMYK: 0-99-98-0
RGB: 237-31-36



Black
Pantone: Black C
HEX#: 000000
CMYK: 0-0-0-100
RGB: 0-0-0



White
Pantone: White C
HEX#: FFFFFFFF
CMYK: 0-0-0-0
RGB: 255-255-255

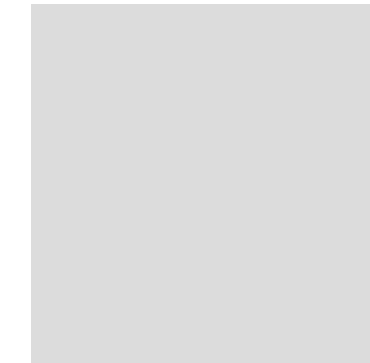
Secondary Color Palette



Dark Grey
Pantone: Black 6 C
HEX#: 161616
CMYK: 71-67-67-80
RGB: 22-22-22



Medium Grey
Pantone: 425 C
HEX#: 585858
CMYK: 62-56-55-29
RGB: 88-88-88



Light Grey
Pantone: Cool Gray 1 C
HEX#: DCD CDC
CMYK: 12-10-10-0
RGB: 220-220-220



SABER Technologies

07 TYPOGRAPHY

How we structure and present text





Logo

CuppaJoe is a casual slab-serif typeface designed by Nick Curtis. Used in our logo, its bold, rounded characters introduce personality and distinction to the **SABER Technologies** brand. Its stylized letterforms make it best suited for limited, intentional use. It should not be used for long-form content or critical information where readability is essential.

CUPPAJOE

A A B B C C D D E E F F G G H H I I J J K K L L M M N N

O O P P Q Q R R S S T T U U V V W W X X Y Y Z Z

0 1 2 3 4 5 6 7 8 9 ! * \$ &



Headlines and Short-Form Content

Archivo Black is a grotesque sans-serif typeface designed by Héctor Gatti for clarity and impact. Used for H1 headings and hero text on our website and for print headlines, its strong, structured letterforms establish a clear visual hierarchy—ensuring key messages are prominent and easy to read across digital and print materials.

Montserrat is a geometric sans-serif typeface designed by Julieta Ulanovsky for versatility. Used for H2-H4 headings, navigation, callouts, buttons, and short-form body text on our website, its clean letterforms provide structure—supporting clear communication across digital and print materials. Due to its wide, geometric forms, it is not ideal for extended body text. For long-form content, we use Roboto to ensure optimal readability.

ARCHIVO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&



Long-Form Content


Roboto is a neo-grotesque sans-serif typeface designed by Christian Robertson. Used for long-form body text across our digital and print materials, its balanced geometry and open letterforms enhance readability and support clear communication.

ROBOTO

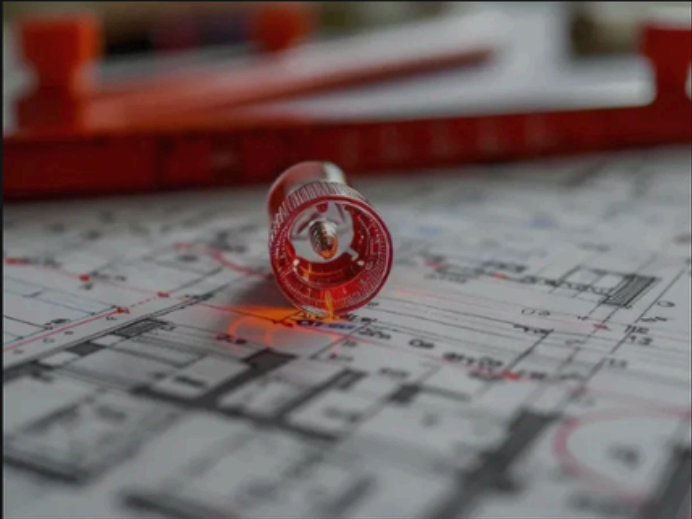
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&



Typography Examples


 HOME ABOUT US OUR SOLUTIONS ▾ MORE ▾
 LET'S CHAT

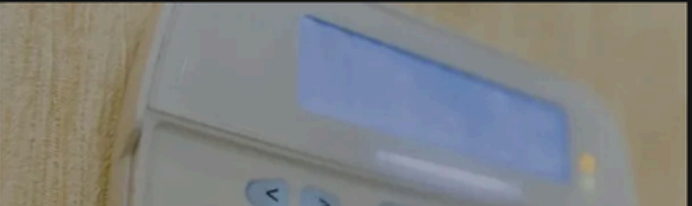
INTRUSION DETECTION


 Protection goes beyond locks and cameras. At **SABER Technologies**, we deliver reliable **intrusion detection systems** designed to protect your people, property, and peace of mind. From small offices to large facilities, our solutions combine advanced technology with clear, dependable support—so you always know your business is secure.


Whether you're in a small office environment, a large industrial campus or require an advanced perimeter detection system, we will design and install a system tailored to your specific requirements.

Experience You Can Trust

Our team has designed, installed, and supported **security systems** across education, government, and commercial markets. We begin by listening,



April 30, 2026


 Prepared By: Jessie R Berry
 Ph: (253) 341-9755
 jessieb@sabertechnw.com

Proposal – P240XX

<Project Name>
<Project Location>

Scope of Work

Overview:

Itemized Description:

- SABER Technologies will provide and install open cable ceiling supports as required by the AHJ, NEC, and industry standards.
- SABER Technologies will provide and install (x)
- SABER Technologies will provide and install (x)
- SABER Technologies will provide and install (x)
- SABER Technologies will provide and install (x)
- SABER Technologies will provide and install (x)
- SABER Technologies will provide and install (x)

Assumptions & Clarifications

- Labor pricing in accordance with prevailing wage/Davis Bacon requirements.
 - Wage Determination -
- Pricing based on bid documents provided (Plans/Specs)
 - Plans -
 - Specs -
- Addendums 1-4 acknowledged.
- No Addendums to acknowledge.
- Pricing includes material use tax.

Exclusions

- Pricing does not include costs for performance bond.
- Labor pricing is not based on prevailing wage.
- Pricing does not include WA State sales tax.
- Access Control, Intrusion Detection, Surveillance, A/V, Electrified Door Hardware, Active Network/System Components unless otherwise noted.

1



SABER Technologies

08 IMAGERY

How we visually represent our work and spaces





Overview

Imagery should reflect the real-world environments in which **SABER Technologies** operates. Whenever possible, original photography is preferred over stock imagery to accurately represent our work, our team, and the spaces we support.

Preferred imagery includes:

- Technicians at work
- Technology infrastructure
- Clean, modern environments
- Authentic collaboration

Avoid:

- Stock imagery that does not reflect our actual work or industry





Website Imagery

To ensure consistency, performance, and visual quality, all imagery on the **SABER Technologies** website should adhere to the specifications below.

Image Specifications:

- Width: 1200-1400 pixels
- Format: JPG (quality 80)
- File size: Under 150KB (progressive)
- Remove all embedded ICC profiles and metadata

Image Treatment:

All website imagery should include a consistent color overlay:

- Tint color: Dark Grey, HEX# 161616
- Opacity: 30%





Website Imagery (continued)

Exceptions:

The following sections are exceptions to the standard image treatment:

Meet Our Leadership Team (About Us page)

Headshot imagery should remain natural and follow the specifications below:

- Background color: HEX# 23303E
- Logo color: HEX# ED1F24
- Background blur: 16.3px
- Image size:

Original:

Width: 3315px

Height: 2714px

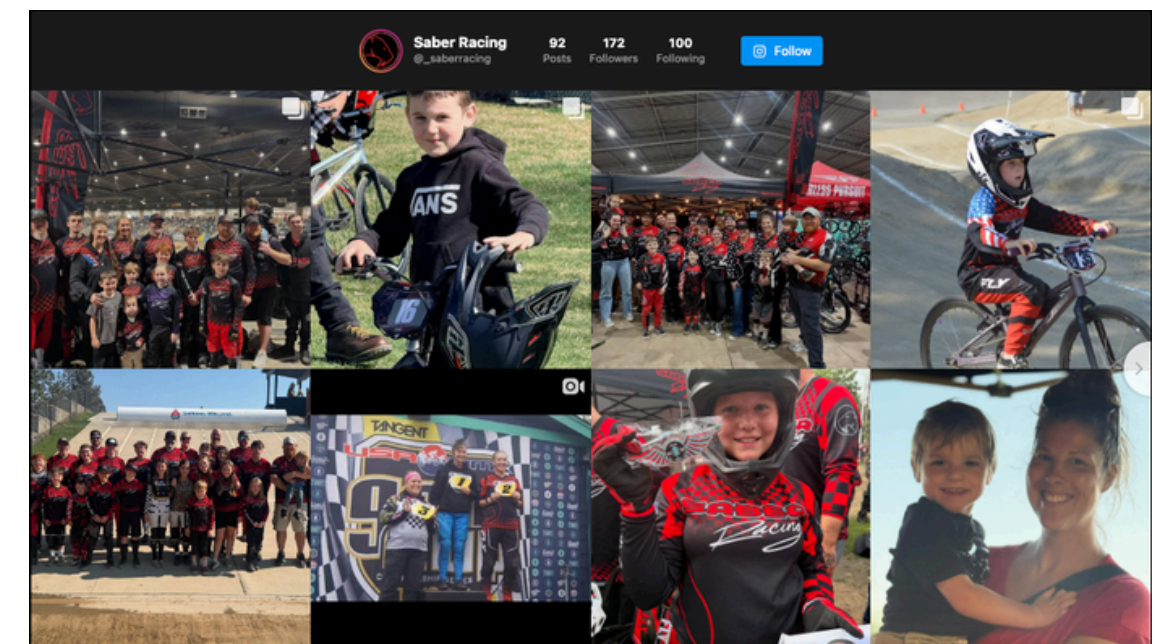
Resized for web:

Width: 1200px

Height: 982px

Instagram Widget (Community Involvement page)

Images displayed through the Instagram feed should remain unaltered and should not include the standard image tint.





SABER Technologies

09 CONTACT INFO

Where to direct questions





Questions and Support

All artwork and imagery used in this document is for visual reference only and should not be extracted from this file.

For questions or additional information about these guidelines, please contact:

Nic Sabado, Co-Founder, Principal, PSP

SABER Technologies

5007 Pacific Hwy E Unit 8

Fife, WA 98424

253.517.8684

nics@sabertechnw.com

