



SABER TECHNOLOGIES

BRAND AT A GLANCE

APRIL 2026 | v.1.0



TAGLINE & SUBLINE

Low Voltage. High Standards. Zero Fear.
Fearless about challenges, relentless about results.

MESSAGING PILLARS

- **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.

TYPOGRAPHY

Headlines & Short-Form Content

Archivo Black
Montserrat

Long-Form Content
Roboto

Logo Typeface
CUPPAJOE

VOICE & TONE

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

COLOR PALETTE

Primary Colors

Red
#ED1F24

Black
#000000

White
#FFFFFF

Secondary Colors

Dark Grey
#161616

Medium Grey
#585858

Light Grey
#DCDCDC

LOGO



SABER
TECHNOLOGIES



IMAGERY

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

Avoid: stock imagery that does not reflect our actual work or industry