BRAND GUIDELINES · EDITION 01 · 2026

Savour&Slice

Craft, Cut, Cultivate

How the brand looks, sounds and behaves — the wordmark, the palette, the type, the photography, and the interface parts built from them.

Contents

1. The brand
2. Who it speaks to
3. Wordmark
4. Colour
5. Typography
6. The dashed edge
7. Photography
8. Voice
9. Interface parts
10. Panels
11. In application
12. Do & don't

IN ONE LINE

A build-your-own charcuterie board company where the guest is the chef, and every board is arranged to be looked at before it is eaten.

01 The brand

Imagine a place where culinary creativity meets artisanal excellence—welcome to "Savor & Slice," the ultimate build-your-own charcuterie board restaurant. At Savor & Slice, you are the chef of your gastronomic journey. Choose from a curated selection of the finest cheeses, premium cured meats, fresh fruits, and gourmet spreads, all sourced from local farms and global artisans.

Whether you're a foodie, a casual diner, or planning a special event, our vibrant atmosphere and expert staff will guide you in crafting a personalized board that satisfies your taste and aesthetic. Savor & Slice is not just a meal; it's an experience of taste exploration, perfect for creating unforgettable memories with friends and family.

Join us to celebrate the art of charcuterie, one delicious bite at a time.

CATEGORY

Build-your-own charcuterie boards, made to order for pickup or delivery

PRICE POSITION

$–$$ · Affordable to moderate, scaling with products and quantity

HOME

Vancouver, downtown · Savour&Slice.com

02 Who it speaks to

Business people ordering for the workday: quick snacks for during meetings, or big trays to impress clients. The order usually passes through several hands, so every page has to make sense to all of them.

Rory Mcleod, 29

THE OFFICE ASSISTANT

- Loves doing errands for the office
- Explores the city on weekends
- Keeps a very organised file system
- Everyone comes to them for help

Harrison Baker, 38

THE EXECUTIVE

- Runs a tech start-up
- Strives to impress clients in meetings
- Takes the team to dinner after a project
- "I want to create a welcoming space for my clients"

John Tanaki, 25

THE INTERN

- Recent graduate, likes learning new skills
- Strives for success
- An avid runner
- Runs the company Instagram page

03 Wordmark

Savour&Slice

Clear space = cap height of the S on all four sides (dashed rule). Minimum width 96px screen / 28mm print.

Savour&Slice Savour&Slice Savour&Slice

White on slate · ink on cream · ink on mist. Never amber-on-mist, and never the wordmark over photography without a slate scrim behind it.

One word, one ampersand, no space: **Savour&Slice**. Set in Playfair Display Regular with the ampersand at the same size as the letters — it reads as a knife between the two halves of the name.

The wordmark is the only logo. There is no icon, monogram or symbol lockup; where a square avatar is required, use **S&S** centred on slate.

S&S S&S S&S

04 Colour



Slate 45%

#557284
rgb(85 114 132)
Navigation, footers, body bands, primary buttons



Mist 30%

#99C4CD
rgb(153 196 205)
Cards, panels, section headers, photo frames



Amber 10%

#E3A33C · deep #B46B0D
rgb(227 163 60)
Active nav pill, one highlight per view

Cream 15%

#ECECE2 · ink #2E3B44
rgb(236 236 226)
Page ground, footer, print stock

HOW THEY STACK



Slate carries structure, mist carries content, cream gives the page air, amber points at exactly one thing. Amber is never a background for text and never used twice on the same screen.

TEXT PAIRINGS

White on slate — body and UI ✓

Ink on mist — body and UI ✓

Ink on cream — body and UI ✓

White on amber — large labels only

Amber on mist — never

05 Typography

Aa Playfair Display
Wordmark and every heading. Regular and Medium only.

Aa Parisienne
Display script for taglines and page titles. One per screen, 40px minimum.

Aa Lato
Body, navigation, buttons, forms, labels. 300 / 400 / 700.

Script / 52 / 1.1 — *Craft, Cut, Cultivate*

Display / 40 / 1.15 — Build your own board

Heading / 25 / 1.3 — Meats, cheeses, crackers

Lead / 20 / 1.6 — Caramel, fruit and chocolate OH MY!

Body / 16 / 1.7 — Savour&Slice is a gourmet charcuterie board company offering beautifully crafted assortments of fine meats, cheeses, and artisanal snacks perfect for any occasion.

Label / 12 / .28em — CHOOSE A SIZE

06 The dashed edge

The one graphic device the brand owns: a run of dashes where two colour bands meet — a cut line, borrowed from a serving board and a coupon.

Use it only on horizontal band transitions, in cream or white, 8px tall with 26px dashes and 22px gaps. Never as a border around a card, never vertical, never in amber.

```
height: 8px;
background-image: repeating-linear-gradient(
  90deg, #ECECE2 0 26px,
  transparent 26px 48px);
```



Mist to slate, slate to cream — the dash always sits on the darker of the two bands.

07 Photography



Hero: overhead, edge to edge, no plate rim, no table. The food is the background.

Always — daylight, warm and dense; shot from directly above; real ingredients in generous quantity; colour doing the work.

Never — styled negative space, props competing with food, cool or grey grading, half-empty boards, people holding food.



Cut-outs: a whole board, background knocked out, free to overlap panels and type.



Framed: 7px mist frame for gallery and carousel images.

08 Voice

WARM, NOT PRECIOUS

"Caramel, fruit and chocolate OH MY!"

Menu and ordering copy is short, plain and a little delighted. Exclamation marks are allowed here — one at most.

CONSIDERED, NOT STIFF

"A sensory experience, blending flavours, textures, and colours."

About and provenance copy is full sentences, specific about sourcing, never boastful. Canadian spelling: flavour, colour, savour.

Say where it's from

Every ingredient names its farm or region when we know it. Provenance is the proof of quality.

Give the pairing

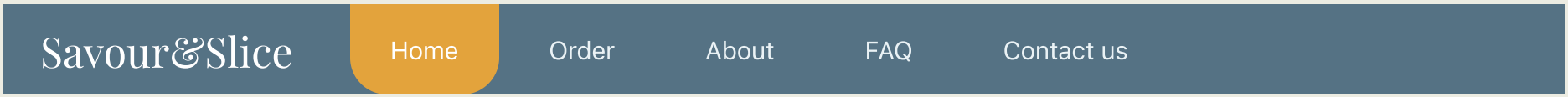
Where there's a choice, offer advice. The guest is the chef, and we hand them the guidance.

Answer the practical question

Hours, delivery area, lead time, pickup window — stated plainly, before it's asked.

09 Interface parts

NAVIGATION



54px slate bar, wordmark left, one amber pill marking the current page. The pill's bottom corners are rounded 22px — it hangs from the bar like a tag.

BUTTONS

Order Now

Choose Pick-up Date & Time

Place Order

Place Order

Square corners, no shadow. Slate moves forward, outlined is secondary, amber is the final commit, grey is disabled.

SIZE SELECTOR

Small | Medium | Large

A joined row, hairline dividers, selected segment filled slate. Board size and quantity steps.

STEP TRAIL

Date & Time Cart Shipping Payment

Four fixed steps, current one underlined amber. Never a progress bar or percentage.

FORM FIELD

Company name

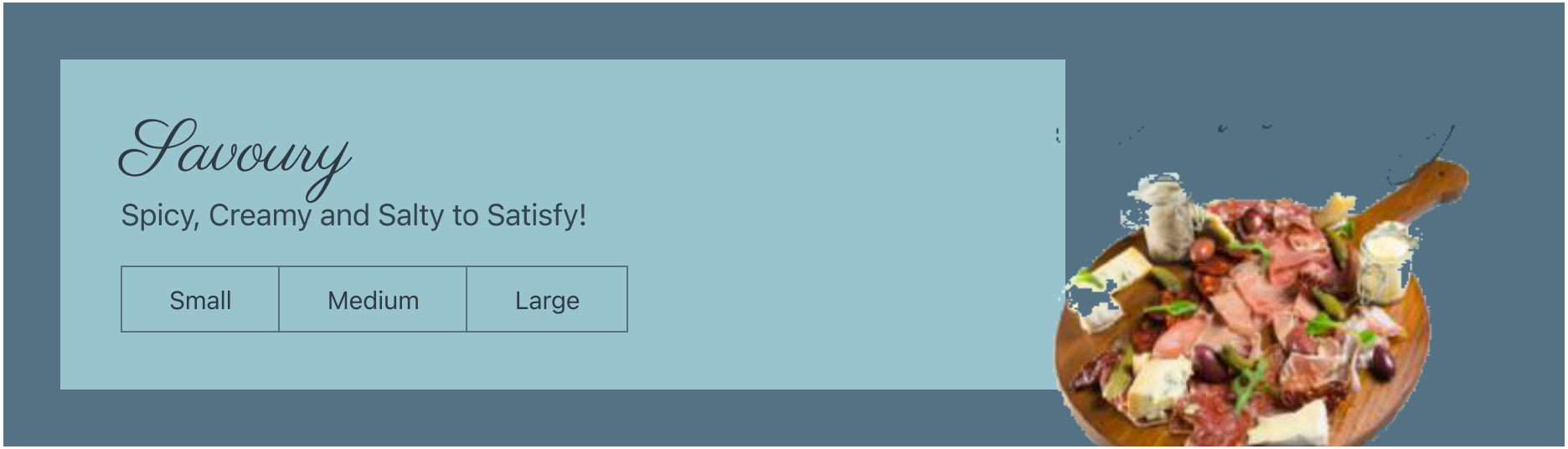
Harbour Lane Studio

2026-09-0

Orders need 24 hours' notice.

Hairline slate border, square, label above in the 12px uppercase label style. Errors switch the border and message to deep amber.

10 Panels

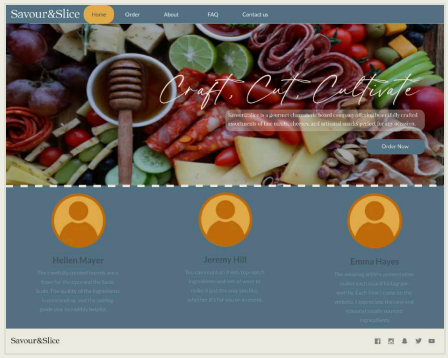


Mist panel on slate, square, no radius, no shadow. The panel holds a script title, one line of appetite copy, and one control — nothing more.

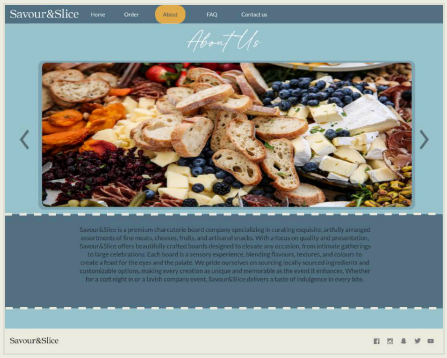
A knocked-out board may break the panel's edge and bleed off the page. That overlap is the only place the grid is allowed to break, and only once per screen.

11 In application

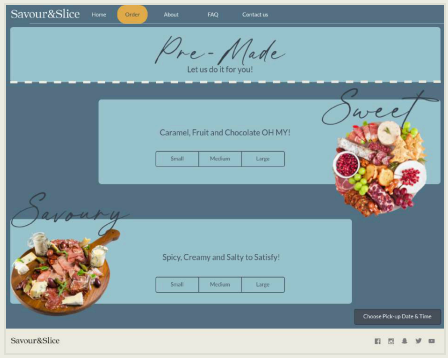
The reference screens the system was drawn from. Use them to check proportion — band heights, how much cream is left empty, how rarely amber appears.



Home — script tagline over a full-bleed hero



About — framed carousel, slate copy band



Pre-made — panels broken by cut-outs



Build your own — menu selection

12 Do & don't

DO

- Let food photography run edge to edge
- Keep one script headline per screen
- Use amber once, on the thing to click next
- Set the wordmark in Playfair with no space around the ampersand
- Spell it savour, flavour, colour
- Break a band with the dashed edge

DON'T

- Set body copy in the script face
- Round button corners or add shadows
- Put amber text on mist or cream
- Stretch, outline or recolour the wordmark
- Add a gradient behind anything
- Use photography of people instead of boards

Savour&Slice

Craft, Cut, Cultivate

Savour&Slice.com · Vancouver

Brand guidelines, Edition 01 · Amy MacLaren