SALES & SERVICE
SAFETY ASSOCIATION

SAFETY SIMPLIFIED

BRAND
GUIDELINES

BRAND ELEMENTS

Logo

Primary Vertical Logo

Colour Logo	Black Logo	Navy Logo	White Logo

Secondary Vertical Logo

Colour Logo	Black Logo	Navy Logo	White Logo

BRAND ELEMENTS

Logo

Primary Horizontal Logo

Colour Logo

Navy Logo

Black Logo

White Logo

Secondary Horizontal Logo

Colour Logo

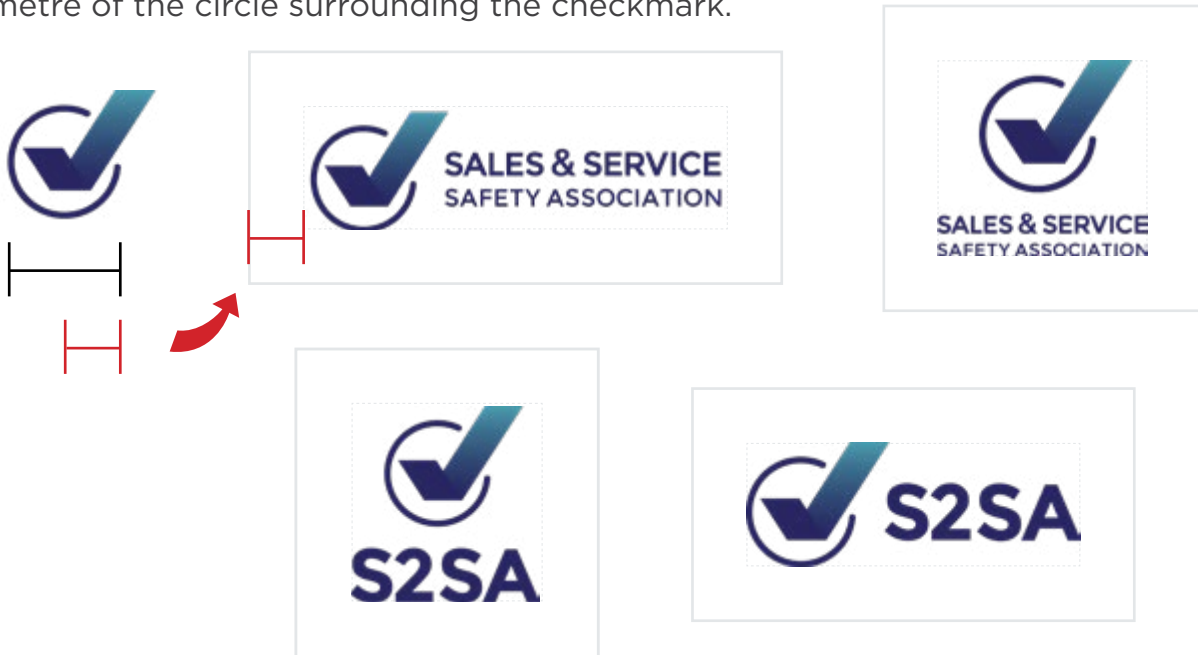Navy Logo

Black Logo

White Logo

BRAND ELEMENTS

Logo

Protected Space

The logo must have protected space around it equivalent to the size of half the diametre of the circle surrounding the checkmark.

Minimum Sizing

In order to maintain legibility, the logo must not be used smaller than these sizes (minimum width shown here uses the width of the wordmarks).

0.75"   0.75"   0.5"   0.5"

BRAND ELEMENTS

Logomark

Colour
Logomark

Black
Logomark

Navy
Logomark

White
Logomark

Tagline

SAFETY SIMPLIFIED

Gotham Medium

BRAND ELEMENTS

Improper Use of Logo, Logomark, or Tagline

Ensure sufficient contrast with background. If neccesary, the designer can use of a very slight Charcoal drop shadow is allowed to increase contrast over a photograph.

The logo, logomark, or tagline should **NOT** be altered or presented in any of the following formats:

Pixelated		Stretched or skewed	
Flipped or mirrored		Surrounded by a border or frame	
Tilted or rotated		Rearranged	
With different colours		With different typefaces	

BRAND ELEMENTS

Colour Palette

Primary Colours

Navy
PMS   2757 C
CMYK 100/93/24/23
RGB   34/45/104
HEX   #222d68

Turquoise
PMS   631 C
CMYK 70/24/28/0
RGB   77/156/173
HEX   #4d9cad

Gradient
RGB   34/45/104
RGB   77/156/173

Secondary Colours

Slate
CMYK 19/12/11/0
RGB   205/210/214
HEX   #cdd2d6

Frost
CMYK 28/10/10/0
RGB   181/207/217
HEX   #bacdd8

Dark Turquoise
CMYK 93/54/42/19
RGB   0/92/112
HEX   #255b6e

BRAND ELEMENTS

Typography

Any weight, as applicable, can be used of the following typefaces. Italics may also be used.

Compressed, narrow, extended, or wide versions should not be used.

Primary Typeface

Gotham
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz

Websafe Typeface

Open Sans
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz

BRAND ELEMENTS

Photography

Where possible in photos, paint an overall picture telling the story of the situation.

Style

Photos should be brightly lit (with natural lighting wherever possible).

When shooting individuals, one-on-one interactions or small groups, use shallow depth of field to focus on interactions and soften background elements.

Focus on moments where subjects are not acknowledging the camera (in most cases)

Additional

When shooting individuals (or minors) outside of public events, it's advised they fill out a consent/release form.

Professional photography is not always required. Group photos of SAFE Work Celebration events do not need to be professional.

BRAND ELEMENTS

SAFE Work Certified Co-Brand

When using the co-brand, follow the SAFE Work Manitoba Brand Standards (See Appendix A).

Vertical Co-Brand Logo

Full Colour Logo   Grayscale/Black Logo

Horizontal Co-Brand Logo

Full Colour Logo   Grayscale Logo