SAFEPASS®

BRAND GUIDELINES

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SAFEPASS · INNOVATIVE | SIMPLE | RELIABLE

LOGO: FORMATS

The following logo formats are the only way SafePass' brand should be depicted. The Primary format should be used whenever possible.

PRIMARY | VERTICAL

The PRIMARY logo format should be used whenever possible. If the space doesn't accommodate, it is permissible to use the SECONDARY version shown below.

LOGOTYPE

ICON

ALTERNATE

SECONDARY | HORIZONTAL

LOGO: MINIMUM SIZE & CLEAR SPACE

SIZING

There is no maximum size for the logo, as long as the logo is scaled proportionately.

Measurement area

0.625 in.

The minimum width of the logo is .625" when printed, or 85 pixels on screen.

Maintaining this minimum size will ensure legibility of the logotype, the width cannot be below 0.625".

CLEAR SPACE

Allow "S" cap height in all directions for empty space to let logo breathe.

LOGO: COLORS & BACKGROUNDS

PRIMARY

Primary logo colors are:
Pantone 282C
Pantone Cool Gray 8C

B & W

ON DARK BACKGROUNDS:

ON COLORED BACKGROUNDS:

On dark and colored backgrounds, the logo is knocked out.

COLOR: PALETTE

Ideally, Pantone colors will be used. For print applications, it is permissible to use the CMYK equivalent. For digital applications, use either RGB or HEX.
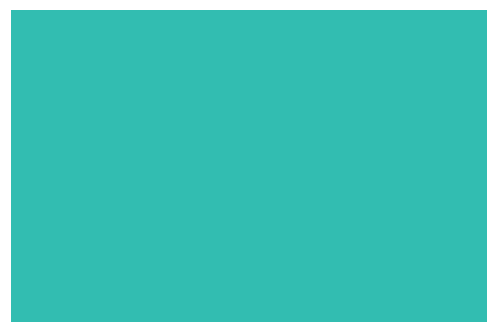
FOR PRINT

PRIMARY COLORS

PANTONE	282C
CMYK	100/90/13/68
RGB	4/30/66
HEX	#041E42

PANTONE	Cool Gray 8C
CMYK	23/16/13/46
RGB	136/139/141
HEX	#888B8D

PANTONE	3255C
CMYK	68/0/37/0
RGB	46/196/182
HEX	#2EC4B6

FOR WEB

HEX	#041E42

HEX	#FF3366
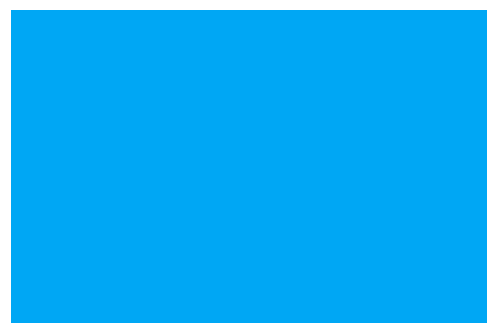
HEX	#20A4F3
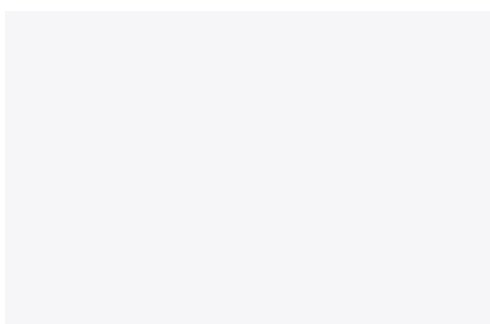
HEX	#F6F7F8

COLOR: TINTS

Use the tints, rather than the primary colors, in complex graphics or illustrations to give additional depth to designs.

PRIMARY COLORS

40	#989CAE	C43 M34 Y22 K1
60	#676E88	C65 M54 Y31 K7
80	#384463	C84 M73 Y38 K25
90	#213052	C94 M83 Y40 K36
95	#142749	C99 M86 Y42 K43
100	#041E42	C100 M90 Y13 K68

40	#D0CFCF	C17 M14 Y14 K0
60	#B8B7B9	C28 M23 Y22 K0
80	#A1A0A3	C39 M32 Y30 K0
90	#969598	C44 M36 Y34 K1
95	#909093	C46 M38 Y36 K2
100	#888B8D	C23 M16 Y13 K46

40	#ABE7E2	C27 M0 Y14 K0
60	#82DCD3	C40 M0 Y22 K0
80	#58D0C5	C54 M0 Y29 K0
90	#43CABD	C60 M0 Y32 K0
95	#38C7BA	C64 M0 Y34 K0
100	#2EC4B6	C67 M0 Y36 K0

TYPOGRAPHY

The approved typography for SafePass is:
Montserrat and the Avenir family.

HEADLINES

MONTSERRAT REGULAR

Headlines should use Montserrat Regular in all caps while body copy, call outs, and secondary headlines should use Avenir font family. This font family has many weights to accommodate many functions.

ex.: MONTSERRAT REGULAR

ABCDEFGHI JKLMNOPQRS TUVWXYZ

abcdefghijklmnopqrstuvwxyz
123456789~!@#$%^&*()_+

EVERYTHING ELSE

Avenir Light
Avenir Book
Avenir Roman
Avenir Medium
Avenir Black

ex.: Avenir Light

ABCDEFGHI JKLMNOPQRS TUVWXYZ

abcdefghijklmnopqrstuvwxyz
123456789~!@#$%^&*()_+

IMPROPER USAGE

The logotype cannot be altered or redrawn in any other way. Previous versions should never be used, and the logotype should not appear in a line or block of text. The word SafePass should be typed out in body copy.

Brand Lockup colors inconsistent with brand standards

Letters are stretched out and distorted

Background colors inconsistent with brand standards

Vertically stacking the letters of the logotype

Brand Lockup rotated