LiveSafe®

Visual Identity Co-Branding Guide

This guide is intended to be used as a reference when creating outreach materials — both print and web — to help communicate the value and functionality of the LiveSafe Platform to the constituents within your organization. Please reach out to marketing@livesafemobile.com with any questions pertaining to its usage.

Name

The LiveSafe Name *(in text)*

In text, "LiveSafe" should appear as a single word with a capital "L" and a capital "S" (this is called Pascal Case, concatenating two or more words that are only visually separated by the first letter in each word being capitalized).

Do Not

– Disassociate "Live" and "Safe" by making them separate words

– Only capitalize the "L"

– Only capitalize the "S"

– Use all lowercase letters

LiveSafe Logo

Primary Logo: Horizontal

Use the horizontal logo whenever possible.

Secondary Logo: Stacked

Use the stacked version of the LiveSafe logo if the placement area needs to be square-shaped, with height and width being similar dimensions.

1 Primary logo usage

2 Secondary logo usage

Logo Size & Clear Space

Minimum Size

Consider how legible a logo is. If a logo is too small, it may no longer be recognizable. In printed materials, the LiveSafe logo should **not be less than 3/8 inches tall**. For digital use, it should **not be less than 36 pixels tall**.

Clear Space

The LiveSafe logo should always have an adequate amount of padding equal to the below specifications, separating it from other elements:

- **Top and bottom:** at least one eighth of the logo's height
- **Left and right:** at least one quarter of the logo's height

This will help ensure the LiveSafe logo is visible and legible.

Minimum horizontal logo height should equal no less than 3/8" inches or 27 pixels

Minimum stacked logo height should equal no less than 1/" inches or 36 pixels

Clear space (left and right) should equal 1/4 of the height of LiveSafe logo

Logo Misuse

When Reproducing the LiveSafe Logo In Print or Web, Do Not:

1. Stretch, skew, or distort the LiveSafe logo

2. Retype "LiveSafe"

3. Single out the graphic or the typeface by changing the color

4. Single out the graphic or the typeface by altering the proportions

5. Using a color outside of the identified co-branding palette

6. Add additional graphics

Colors

Decisions Around Co-Branding

The suggested LiveSafe color palette for co-branding is a selected group of colors that are identifiable, representing the LiveSafe brand as well as providing a neutral palette to easily insert into existing partner brands.

HEX: #007CAB
RGB: 0, 124, 171
CMYK: 87, 44, 14, 1
Pantone: 7690 C

LiveSafe Blue
100% Tint

60%
Tint

15%
Tint

HEX: #1AB1E0
RGB: 26, 177, 244
CMYK: 71, 10, 4, 0
Pantone: 2995 C

Bright Blue
100% Tint

HEX: #69768B
RGB: 105, 118, 139
CMYK: 64, 49, 33, 6

Cool Gray
100% Tint

HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

Black
100% Tint

HEX: #DCDBDB
RGB: 219, 219, 219
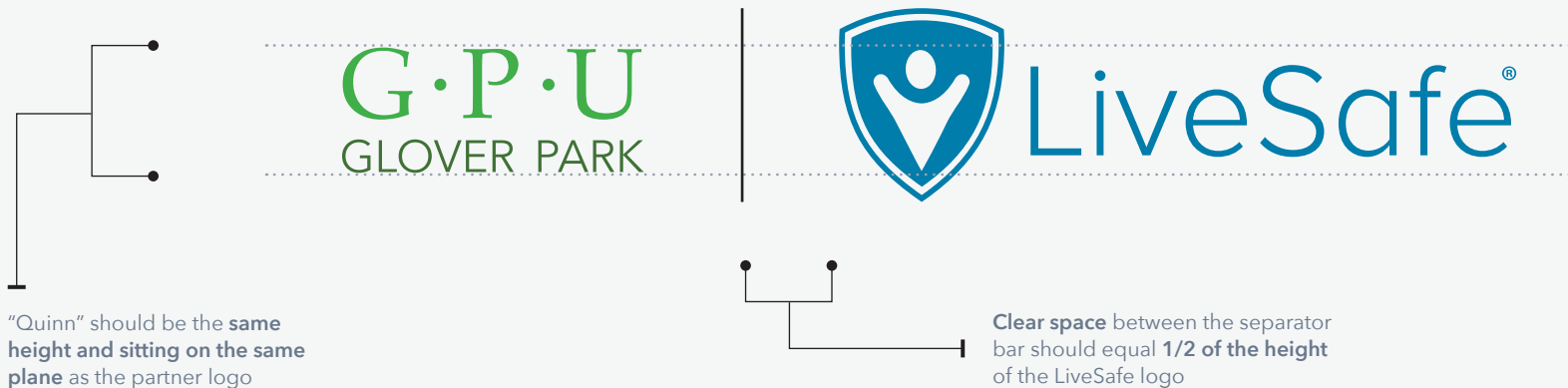**CMYK:** 12, 10, 10, 0

Light Gray
100% Tint

Co-Branding

Co-Branding

The LiveSafe logo may be combined with your organization's logo to help convey the joint partnership. The horizontal lockup is encouraged, if space permits in your collateral.

Horizontal Lockup

When using the horizontal lockup, "Quinn" (the stylized person within the LiveSafe logo's graphic) should be the same height as your organization's horizontal logo. This is to give it adequate weight while appearing to the right of the partner logo. The space between the separator bar and the LiveSafe logo should be 1/2 of the height of the LiveSafe logo.

"Quinn" should be the **same height and sitting on the same plane** as the partner logo

Clear space between the separator bar should equal **1/2 of the height** of the LiveSafe logo

Typography

Stylistic Consistency

In addition to protecting the LiveSafe brand, our goal is to enable you to seamlessly fit the LiveSafe brand assets into your collateral and materials to best support your outreach efforts in communicating the value and functionality of the LiveSafe Platform to your constituencies.

Follow Your Organization's Style Guide

When creating outreach or informative materials for your organization that contain information on LiveSafe, follow the typography conventions provided in your organization's style guide. Having multiple font types will only detract from the content being presented.

LiveSafe helps organizations reduce operational risk by enabling them to prevent serious safety & security incidents by uniquely leveraging insights from their people