



VISUAL BRAND STANDARDS

Resources

If you have any questions regarding the correct usage of the liveSAFE Resources brand, or if you would like to request artwork files, please contact:

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Logo

The liveSAFE Resources signature, or logo, consists of two components: the mark, the graphical icon representative of an origami bird that reflects the transformation of our clients throughout the healing process; and the logo type or wordmark, “liveSAFE Resources”. Both elements combine to modernize the logo in a professional, dynamic way. It distinctly differentiates liveSAFE Resources in the marketplace and reflects the history, culture and growth of the organization.

Mark and Wordmark

The mark and wordmark should always be used together on all liveSAFE Resources communications. The wordmark must never be displayed alone. The mark can appear alone, as long as the full logo is used in conjunction with the material it is appearing on.

**RECREATING THE LOGO, IN ANY WAY,
IS NOT PERMITTED.**



Logo

Colors

These colors must be used consistently across all internal and external communications.

Great care should be taken to ensure accurate color reproduction when the logo is applied to all types of paper and materials, as well as web and broadcast channels.

Please obtain approval from liveSAFE Resources if you have a unique situation requiring an exception to these guidelines prior to production. See contact information on page 2 of this document.

PMS 268	PMS 258	PMS 2577	PMS 7721	PMS 7710	PMS 1655	PMS 1575	PMS 370	PMS 375
CMYK 80 99 11 2	CMYK 49 86 0 0	CMYK 35 57 0 0	CMYK 91 45 56 26	CMYK 77 13 28 0	CMYK 0 84 98 0	CMYK 0 45 95 0	CMYK 65 26 98 8	CMYK 46 0 98 0
RGB 91 46 131	RGB 145 71 156	RGB 169 124 183	RGB 3 94 95	RGB 15 167 181	RGB 241 80 34	RGB 250 147 38	RGB 101 142 63	RGB 150 201 62
HEX #5b2e83	HEX #91479c	HEX #a97cb7	HEX #035e5f	HEX #0fa7b5	HEX #0fa7b5	HEX #fa9d26	HEX #658e3f	HEX #96c93e

Logo

Color Options

The liveSAFE Resources logo can only be reproduced in three ways:

- **Full Color:** this is the preferred logo and colors, make sure to use the full color logo on all color materials.
- **Black:** please use this color option only on black and white materials.
- **White:** please use this color option only on black and white materials or dark backgrounds.



Logo

Clear Space Requirements

The liveSAFE Resources logo must clearly stand out wherever it appears. One way to ensure this is by maintaining clear space around the logo.

Clear space is an area that is kept free of any other text, graphic elements or other visual distractions.

Please ensure that a clear space of $1/4X$ is maintained around the logo, where X is the height of the wordmark. More than this clear space is always acceptable. Also remember to leave at least this distance between the logo and the edge of the page, sign or label where it appears.



Logo

Size Requirements

Maintaining the legibility and the integrity of the logo is very important, regardless of what the application is or the manner in which it is reproduced. Be sure that when determining the size of the logo that its legibility and integrity are not compromised.

A print media test was conducted to determine absolute minimum logo size to maintain legibility on print applications. The minimum logo size should not be less than .5" in height.



Logo

Background Applications

The liveSAFE Resources logo can be displayed in two versions, a positive expression (the full color logo on a white or light color background), and a reverse expression (a white logo on a dark or colored background).

POSITIVE



REVERSE



Logo

Background Applications

In special situations where the logo cannot be used in full color, the black and white logo must be used. The black and white logo can be displayed in two versions, a positive expression and a reverse expression.

POSITIVE



REVERSE



Logo

Misuse Examples

The liveSAFE Resources logo has been carefully created to work across a broad range of applications. This logo configuration should not be modified or recreated in any way.

This page illustrates some, but not all, of the possible misuses.

If you do not have the proper logo artwork, please contact the liveSAFE Resources marketing resource on page 2 of this document.



Correct logo



Color Palette

Primary And Accent Colors

The liveSAFE Resources color palette consists of the nine colors used in the logo.

Give preference to this palette before any other color. This will help ensure the aesthetic quality and visibility of marketing materials. For example, these colors can be used for either a background color, headline color, etc.

Tints of these colors may be used, ranging from 20% to 100%.



Typography

The two key typefaces of LiveSAFE Resources are Charter and Open Sans. They're clear and readable regardless of the media application. They also have a timeless quality and feel modern without being quirky. They are meant to stand the test of time.

Primary Typeface

The primary typeface is Charter. Charter is meant for use on headlines and/or headers. It is not intended to be used for body copy and/or legal copy.

Sentence case is the recommended format when using this typeface.

Charter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Charter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Charter Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

Secondary Typeface

The secondary typeface is Open Sans. Use Open Sans Regular for all body copy and legal copy. Open Sans Semibold may be used in the body copy when a word or short phrase requires special emphasis. Open Sans Bold may be used for page and subtitle headers.

Never use Open Sans Bold to write body copy with 20 words or more. Sentence case is recommended for body copy. Left justified is the recommended body copy format.

Legal copy (such as a disclaimer) must be no less than 5.5pt for print and must not be smaller than 8pt in web, video or other digital media.

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Photography

Please obtain all approved print/web ready photography from liveSAFE Resources. See contact information on page 2 of this document.

