

UPDATED MAY 2021

# LiveSafe Resources Brand Guide

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# 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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LiveSafe Resources

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# Logo

## Overview

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.**



# Color

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

**CMYK** 80 - 99 - 11 - 2  
**RGB** 91 - 46 - 131  
**HEX** #5b2e83

## PMS 258

**CMYK** 49 - 86 - 0 - 0  
**RGB** 145 - 71 - 156  
**HEX** #91479c

## PMS 2577

**CMYK** 35 - 57 - 0 - 0  
**RGB** 169 - 124 - 183  
**HEX** #a97cb7

## PMS 7721

**CMYK** 91 - 45 - 56 - 26  
**RGB** 3 - 94 - 95  
**HEX** #035e5f

## PMS 7710

**CMYK** 77 - 13 - 28 - 0  
**RGB** 15 - 167 - 181  
**HEX** #0fa7b5

## PMS 1575

**CMYK** 0 - 45 - 95 - 0  
**RGB** 250 - 147 - 38  
**HEX** #fa9d26

## PMS 370

**CMYK** 65 - 26 - 98 - 8  
**RGB** 101 - 142 - 63  
**HEX** #658e3f

## PMS 375

**CMYK** 46 - 0 - 98 - 0  
**RGB** 150 - 201 - 62  
**HEX** #96c93e

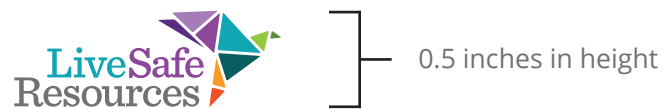
## PMS 1655

**CMYK** 0 - 84 - 98 - 0  
**RGB** 241 - 80 - 34  
**HEX** #0fa7b5

# Logo Sizing

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 0.5 inches in height.



# 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

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 Backgrounds

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 Backgrounds

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

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:



(incorrect overall proportions)



(incorrect)



(incorrect color usage of Wordmark)



(incorrect/altered color of mark)



(incorrect layout/placement)



(incorrect)

# Color Palette

## Primary & 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

## Primary

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: 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.

AaBbCc  
012345

### Charter – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Charter – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Charter – Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# Typography

## Secondary

### Secondary Typeface: 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 6pt for print and must not be smaller than 10px in web, video or other digital media.

AaBbCc  
012345

**Open Sans – Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Open Sans – Semibold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Open Sans – Black**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# Photography

- Photos should all have a **high resolution** and be **full color**.
- When choosing a photo, pay attention to **negative space** (open space around the object/element of interest) that will allow text to be incorporated into the photo.
- Photos should convey a **lighter and hopeful mood** rather than a depressing or sad one.
- Photos should show **diversity**.
- **Engaging photos** rather than staged people.
- Photos should depict people with **hopeful facial expressions**.
- Avoid any type of filters laid over them.
- Avoid photos that seem posed and unnatural.
- Avoid using photos that are over-complicated or cluttered.
- Avoid shirts with corporate or other university logos, and branded packaging.

