



# BRAND GUIDELINES

## GUIDELINES & TIPS FOR BEST PRACTICES

When a company has the same name as its brand, there are special challenges in ensuring that we are using the name and the trademark in ways that will best protect our trademark rights. A lot depends on context.

### WHEN BONGARDE REFERS TO SAFETYNOW

When referring to the company/product, SafetyNow is a noun. As with other nouns, in this context, the word can be used as a possessive.

Examples:

- SafetyNow inked a deal for its space.
- SafetyNow's growth has impressed investors.
- SafetyNow released its earnings report on Tuesday.

User Tip: If the word “SafetyNow” in the sentence can be replaced by the term “the company” or “SafetyNow Companies” without corrupting the meaning, then the reference is to the company and use as a noun is OK.

## WHEN SAFETYNOW REFERS TO THE SAFETYNOW BRAND

When the term “SafetyNow” is used as a brand name, it differentiates the services that the company offers from those provided by others. When “SafetyNow” is used in text as a brand name, it

- must always be used as an adjective that modifies (precedes) a noun, and
- if possible, should be displayed in a manner that distinguishes it from the other text (such as being presented in all caps or all lowercase, or in a different font, color, size or stylization).

In this context, the adjective SAFETYNOW will modify nouns such as: location, workspace, office, space, building, community, platform, etc. Do not use SafetyNow as a verb (“SafetyNowing”) or as the root of a new noun (“SafetyNowers”).

## USE OF THE ® AND ™ SYMBOLS

- Use of trademark symbols gives notice to others that the word is a trademark.
- The ® symbol can be used if the mark is registered.
- The ™ symbol is used when the mark is not registered. It means that the company claims trademark rights in a phrase.

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## Brand Guidelines

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- Please use a ® or ™ on the first and/or most prominent use of the trademark in the document or screen. Generally speaking, it is not necessary to use a symbol every time that a trademark appears in text.
- At present, it is correct to use the ® symbol for SafetyNow and the ™ symbol for all other trademarks.

## OUR LOGO

The SafetyNow logo should always appear in SafetyNow Black, or White for darker backgrounds. It shouldn't be twisted, turned, stretched, or altered in any way.



## SIZE & SPACING

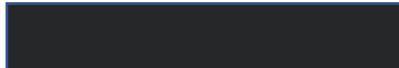
There should always be a clear area between our logo and text, including other brands' logos. To define this area, measure the height and width of the letter 'r' in our logo and use this measure to create the boundary of clear space around the logo as defined below.

Our logo shouldn't be printed any less than 1.25" wide.

# OUR COLORS

This is our color palette for print and web collateral.

## ANCHORAGE



#252729

Main black, for titles, names, nav, huge impact. Base of brand.

## TULSA



#D3596C

Only for error states, wrong, deletes. For disabled text and buttons.

## MIAMI



#EDAE49

Only for buttons or extreme attention. Avoid Yellow Overload.

## CHICAGO



#7AB9DE

For links, sharing, and items that bring you away to the web.

### DETROIT

#E2E2E2



Main background color.

#818284

Most body copy, icons, secondary to Anchorage.

### SYRACUSE

#F7F7F7

For section separation.

### PORTLAND



#C4C3C3

For disabled text and buttons. Also for pre-text input fields.

### LIME



#BAD636

Only for buttons

### PITTSBURGH



**GREEN**

#92C230



Only for buttons

# TYPOGRAPHY

Our fonts are Knockout Featherweight and Proxima Nova. For specific designs, we may introduce a new font for special cases. To be safe, stick with these two.

Headlines should be in Knockout 48 Featherweight and always in caps.

Body copy should be in Proxima Nova, sentence case.

## SECONDARY FONTS

**Montserrat Extra Bold**

**Montserrat Semi Bold**

Lato Regular

Arial

# HEADER 1

KNOCKOUT | ALL CAPS | 48PT

# HEADER 1 ALTERNATIVE

MONTSERRAT EXTRA BOLD | ALL CAPS | 36PT

## HEADER 2

KNOCKOUT | ALL CAPS | 28PT

## HEADER 2 ALTERNATIVE

MONTSERRAT EXTRA BOLD | ALL CAPS | 24PT

### HEADER 3

KNOCKOUT | ALL CAPS | 20PT

### HEADER 3 ALTERNATIVE

MONTSERRAT SEMI BOLD | ALL CAPS | 18PT

**HEADER 4**

KNOCKOUT | ALL CAPS | 16PT

**HEADER 3 ALTERNATIVE**

MONTSERRAT SEMI BOLD | ALL CAPS | 14PT

Normal

PROXIMA NOVA | REGULAR | 12PT

Normal

LATO | REGULAR | 12PT

Normal

ARIAL | REGULAR | 12PT