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Welcome to the SafeLogic brand guidelines.

LAST UPDATED 8.22.26

INTRODUCTION

This Brand Guide is a roadmap for how we communicate who we are, what we stand for, and how we show up in the market. It brings together our identity—our positioning, messaging, and values—so that every member of SafeLogic and our Partners can confidently represent the firm.

By following these guidelines, we ensure that no matter who is speaking for SafeLogic, we all communicate with a clear, unified voice that makes an impact.

OUR LOGO

SafeLogic Logo



Use on dark background



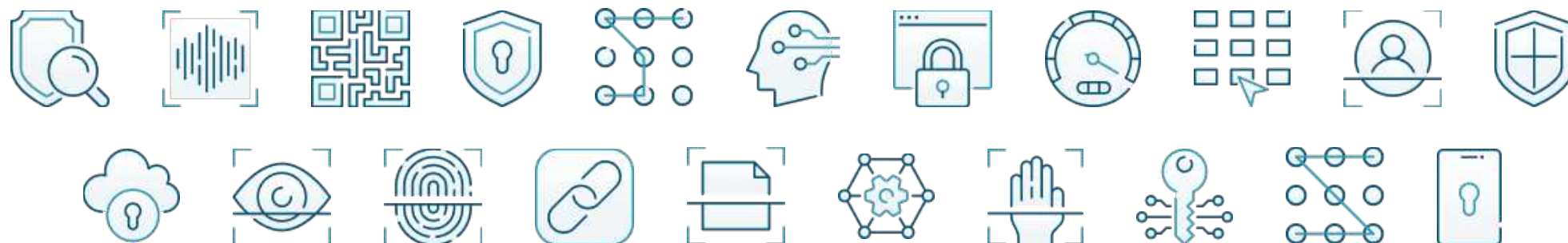
PRODUCT LOGOS + ICONS



Our icon system embodies simplicity, clarity, and accessibility. Use our icons to convey fundamental solution and service concepts across various platforms—from marketing materials and presentations to web content, infographics, and diagrams. Designed to maintain legibility even at smaller sizes, they excel within the range of 35 to 150 pixels.



ICONS



FONTS & COLORS

Page Headline - H1

Subheading - H2

Subheading - H3

Body copy big – Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Subheading - H4

Body copy normal – sum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptat esse cillum dolore eu fugiat nulla pariatur.

Body copy small – Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

YALDEVI REGULAR
 YALDEVI MEDIUM
YALDEVI BOLD
 42dot Sans

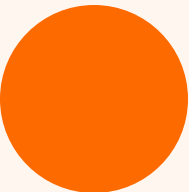
MICROSOFT SUBSTITUTE

Helvetica Light Arial Regular
 Helvetica Regular **Arial Bold**
 Helvetica Bold

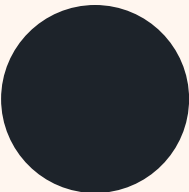
COLORS

Overall usage of the primary color should be more prominent than secondary colors usage.

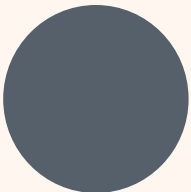
PRIMARY



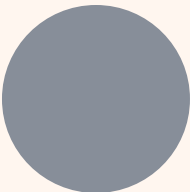
ORANGE
 #FE6B00
 C0/M72/Y100/K0
 R236/G113/B46



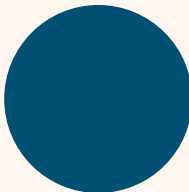
SAFELOGIC BLACK
 #1E242B
 C79/M68/Y58/K68
 R31/G36/B42



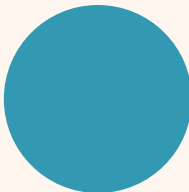
CHARCOAL
 #57606C
 C68/M55/Y44/K19
 R89/G96/B107



GREY
 #878F99
 C51/M38/Y32/K2
 R136/G143/B152

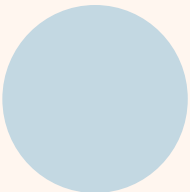


DARK BLUE
 #005173
 C97/M66/Y35/K17
 R32/G80/B112

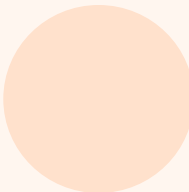


BLUE
 #3399B3
 C75/M24/Y24/K0
 R82/G151/B176

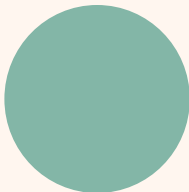
SECONDARY



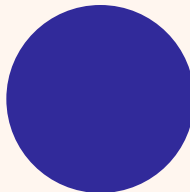
LIGHT BLUE
 #C4D9E2
 C22/M7/Y7/K0
 R200/G216/B225



LIGHT ORANGE
 #FFE1CC
 C0/M13/Y17/K0
 R250/G226/B207



GREEN
 #84B6A7
 C15/M13/Y37/K0
 R143/G181/B168



PURPLE
 #312A9B
 C97/M98/Y0/K0
 R48/G42/B149



CONTACT

For any inquiries regarding the SafeLogic brand guidelines or assistance in accessing our branded assets, please do not hesitate to reach out to:

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