

Brand Guidelines

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01

Introduction

Purpose of this document

This document is designed to unify all departments within Safelincs under a cohesive brand identity. It aims to ensure that both our internal team and external audience can clearly recognise and relate to our business.

Our visual identity significantly influences how we are perceived. To achieve and sustain success, it is crucial that everyone within our organisation, as well as our customers, can easily identify with the Safelincs brand. By consistently applying these standards, we will present a strong, unified image that reinforces our identity in every area we operate.

These brand guidelines provide essential rules for applying our brand identity. It is vital that all staff involved in the creation of stationery, literature, advertising, packaging, signage, vehicle graphics, and any other branded materials understand, respect, and consistently follow these guidelines.

While these guidelines cover the basics, they cannot anticipate every design need. If you have any questions or encounter any challenges, please reach out to the content team for assistance.

Our mission

Inspire & deliver positive change in fire safety through innovation, education and engagement

Our values

We are **accountable** for our actions – we do what we say we do

We are **dynamic** – we look to the future and drive innovation

We are **connected** – we reach out to the community, our customers and our workforce

We are **dependable** – we are an established resource and experts in our field

02

Brand voice

Tone of voice

Human

We might know our stuff, but we don't over complicate things with technical jargon. Anyone who interacts with us, talks to a person, not a robot we are always relatable. We take time to get to know you so that we can offer tailored advice and support.

Knowledgeable

No one likes a know-it-all, but we make it our business to constantly build our knowledge behind the scenes, staying current and critical so we are best placed to support our customers. We are professional but not too formal, bringing clarity without preaching.

Inspiring

More border collie than spaniel, we are enthusiastic with a strong work ethic, but are not persistent. Often playful, proactive and energetic, we inspire confidence and lead by example whilst staying true to our core values.

Committed

You can rely on us, if we say we're going to call you back, we will. We are passionate about issues that affect our staff, community and industry and are not afraid to strive for change if we believe it will have a positive impact.

Watch your tone!

When Safelincs talks to businesses or organisations

We are friendly but authoritative. We know our stuff and deliver information with confidence. We want to be respected for our knowledge and expertise but without intimidating with over-complicated language and long explanations.

Example:

“Comprehensive fire door inspections

If you think you have issues with your fire doors, a fire door inspection is a good place to start. Our accredited fire door inspection team will assess the condition of your fire doors and frames and give you a full detailed report with suggested actions to resolve any issues. Fire doors are not a ‘fit and forget’ solution and require continuous monitoring and maintenance, particularly in high traffic areas or where vandalism is common.”



Watch your tone!

When Safelincs talks about home safety

We keep it simple and easy to understand. We relate to individual circumstances when talking to customers, putting them at the centre of our communication. We are friendly, empathetic and reassuring.

Example:

“Choking can kill in 10 minutes or less.

Losing a loved one is devastating, but having this simple choking device to hand could save their life. The LifeVac gives you the peace of mind of having 24/7 protection against choking emergencies.”



Watch your tone!

When Safelincs posts on social media

We let our personality shine through! We embrace topics that we are passionate about and keep communication concise. On LinkedIn we are professional and confident but relatable. On TikTok, we let our hair down and are more playful whilst still ensuring accuracy and positivity.

Example:

“A huge shoutout to our incredible maintenance team who made the transformation of our new lunch room possible! The attention to detail has paid off and created a space which we can all be proud of”



Watch your tone!

When Safelincs talks to industry professionals

We are confident in our delivery and committed to our principles. Our leadership on key issues sets us apart from our peers and our deep understanding means we are comfortable engaging at the highest levels of technical discussion.

Example:

“How do you ensure fire door inspection ‘competency’?”

The inspection would normally need to follow the guidelines of BS 8214 or door manufacturer information. That is, carried out by a ‘competent person’, ideally third party certificated to a scheme operated by a UKAS accredited organisation. The objective is to endeavour to establish traceability from BSEN test evidence to site conditions, at times pragmatism may need to be applied but declared as a limitation to performance.”



03

Logos

Primary logo

The Safelincs logo is unique and does not utilise a standard font. It should never be replaced with a similar font. Any alterations to the logo's colour should only be made when absolutely necessary to fit the document's design and required colour palette.

Always ensure the logo is scaled proportionally. Do not stretch or distort it either vertically or horizontally.



Alternative logo

In rare circumstances, the primary Safelincs logo may not be suitable for use. In such cases, the house icon from the logo may be utilised independently. Use of the alternative logo must be signed off by the content team to ensure consistency and professionalism.

If the tagline text is substituted with alternative wording, the font size, kerning and tracking of the new tagline should maintain the same as the original tagline.

Alternative logo



Alternative tagline



Exclusion zones

To maintain the clarity and impact of the Safelincs logo, no other content or items should encroach upon its space.

A minimum exclusion zone of X should be maintained around each edge of the logo.

The measurement of X is defined as equal to the height of the ® symbol within the Safelincs logo.

Measurements

The Safelincs logo and tagline must always remain legible, whether printed or displayed on screen. Provided this rule is followed, the logo can be reproduced in any size.

Correct



Incorrect



Incorrect usage



Do not squeeze



Do not stretch



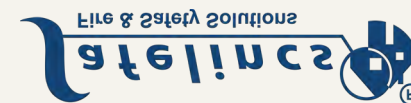
Do not rotate



Do not extrude



Do not add shadow or glow



Do not reflect



Do not recolour



Do not outline



Do not edit shapes

04

Colours

Primary colour palette

Our primary colour palette is a cornerstone of our brand identity, underscoring our position as a leader in the fire safety industry.

Safelincs Blue, Parchment, and Flame are the foundational colours of our brand. Together, they create a cohesive and impactful palette that conveys professionalism, trust, and warmth.

The relative size of the colour boxes indicates the prominence each colour should have in our branded materials.

Safelincs Blue	HEX: 004976 RGB: 0, 79, 118 CMYK: 99%, 69%, 29%, 15% RAL: 5001
Parchment	HEX: f5f3ed RGB: 245, 243, 237 CMYK: 5%, 4%, 8%, 0% RAL: 9010
Flame	HEX: e68b3a RGB: 231, 139, 57 CMYK: 6%, 53%, 83%, 0% RAL: 060 70 60
Baxter Grey	HEX: 3F4444 RGB: 63, 68, 68 CMYK: 69%, 55%, 54%, 52%
Mid Grey	HEX: bebebe RGB: 190, 190, 190 CMYK: 29%, 22%, 22%, 3%
Light Grey	HEX: e8e8e8 RGB: 232, 232, 232 CMYK: 11%, 8%, 8%, 0%

PANTONE

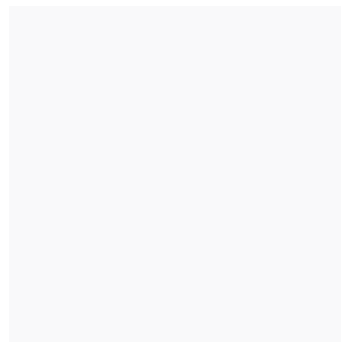
Pantone is a colour-matching system used in graphic design, fashion, and product design.

It assigns unique codes to thousands of colours, ensuring consistent reproduction across materials and processes.

Pantone guides provide swatches for precise colour matching, and it serves as a universal language for colour decisions throughout the design workflow



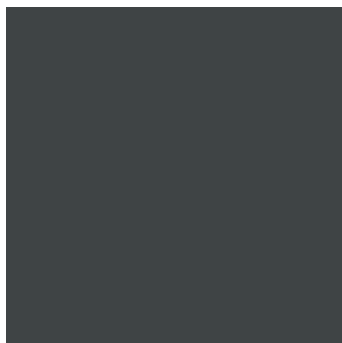
PANTONE
P 108-15 C



PANTONE
P 179-1 C
*No exact match for Parchment



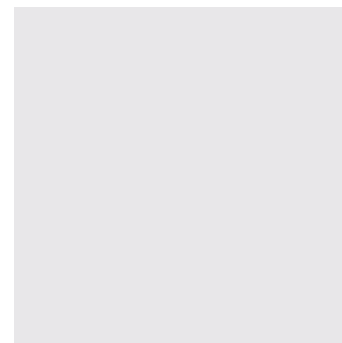
PANTONE
7413 C



PANTONE
446 C



PANTONE
420 C



PANTONE
Cool Gray 1 C

Shades & tints

Shades and tints should be used sparingly to complement our primary colours. They provide additional options for creative expression while ensuring a consistent and cohesive look across all brand touchpoints.

20% shade		20% tint
20% shade		20% tint
20% shade		20% tint
20% shade		20% tint
20% shade		20% tint
20% shade		20% tint

Accepted colour combinations

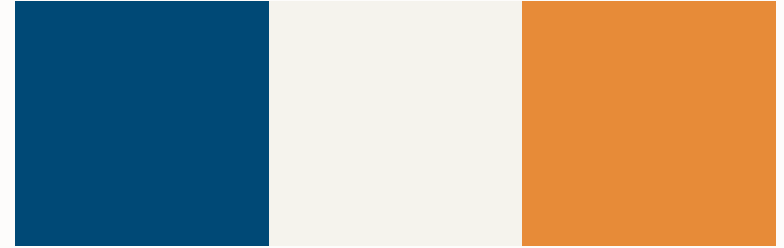
Our primary colours—Safelincs Blue, Parchment, and Flame—are the foundation of our brand. To maintain a strong and consistent brand expression, it is crucial to use these colours thoughtfully and in harmony.

Safelincs Blue is our anchor colour and should always be featured prominently in any colour combination.

Parchment adds warmth and a sense of approachability, but it should never be combined with any shade of Grey to avoid visual discord.

By adhering to these guidelines, we ensure that our brand remains recognizable and consistent, projecting professionalism, trust, and warmth in all our communications and materials.

Colour combination 1



Colour combination 2



Colour combination 3



Colour application (logo)

The colour application of our logo is crucial for maintaining brand consistency and ensuring maximum visibility.

Safelincs Blue Logo: This should be the default choice and used whenever possible to maintain brand identity.

White and Black Logos: These variants are to be used when the blue logo is not a viable option. They should be employed to ensure maximum contrast and visibility against different backgrounds.

By following these guidelines, we ensure that the Safelincs logo remains clear and impactful in all applications.

Colour combination 1



Colour combination 2



Colour combination 3



05

Assets

Iconography

Icons play a crucial role in our visual identity, embodying the essence of our brand in compact, memorable forms.

They serve as visual shorthand for Safelincs. Consistency in style, proportions, and strokes is essential across all applications, whether they are navigation icons or symbolic representations. Adhering to this visual language ensures the cohesive charm of our brand is maintained.

Icons are the unsung heroes that enhance clarity and usability throughout our communications and materials.



Textures

If patterns appear unsuitable for a particular application, textured backgrounds offer an alternative approach. They introduce additional dynamism and texture to what might otherwise be a straightforward asset, as demonstrated here.

Overlay



06

Typography

Typeface

Arial is our primary typeface for all professionally printed materials and documents created internally using Microsoft Office applications (PowerPoint, Word, and Outlook). It is the standard font to be consistently used by all colleagues.

Typography Guidelines

Alignment: When possible, align text to the left on the page. Do not unevenly space the text to keep line width consistent (known as justification).

Line Design: When creating headlines or subheaders, make sure the spacing between lines is consistent. This helps the text look clean and easy to read. Also, try to avoid splitting words with hyphens at the end of lines. Keeping words whole makes the text look more professional and improves readability

Casing: Sentence casing is our recommended approach for type casing.

Arial

Primary

A large, bold, dark gray 'Aa' in a sans-serif typeface, demonstrating the primary typeface.

Typeface style

The quick brown fox jumps over
the lazy dog

01234567890

Additional typefaces

Neue Haas Grotesk may be used for headings and titles on large format artwork at the discretion of the design team.

This typeface provides a more balanced option that is gentler on the eyes when used in larger formats, ensuring readability and visual appeal in such contexts.

Visually similar to Arial, Neue Haas Grotesk maintains consistency with our primary typeface while offering flexibility for impactful design elements.

Neue Haas Grotesk

Primary

Aa

Typeface style

The quick brown fox jumps over
the lazy dog

01234567890

Sizing

Typeface sizing is essential for our brand's consistency and readability. Here are guidelines for selecting appropriate sizes:

Headings and subheadings: Use larger sizes to establish hierarchy and highlight key information, utilisation of the ***golden ratio** can help in ensuring correct sizing is maintained.

Body text: Opt for smaller sizes to ensure legibility and a comfortable reading experience, considering medium, distance, and context.

Digital mediums: Adjust sizes for readability across devices like desktops, tablets, and smartphones, considering viewing distances and screen resolutions.

Print design: Adapt sizes based on output size, viewing distance, and printing method for materials like brochures, posters, and business cards.

*The ratio between each text size is based on the Golden Ratio, **1.618** ensuring harmonious proportions.
e.g. $80/1.618=49.44$.

H1 Heading 1 86pt

Aa

H2 Heading 2 53pt

Aa

H3 Heading 3 31pt

Aa

B1 Body 1 20pt

Aa

B2 Body 2 12pt

Aa

07

Photography

Photographic style

Our photography should vividly portray the operational aspects of our business, dynamically showcasing motion or activity, showcasing our daily activities and emphasising our greatest asset: our people.

Product photography is crucial for presenting our offerings clearly and attractively.

Studio Photography: All studio product photos must be square and set against a white background. This approach ensures consistency and focuses attention solely on the product, highlighting its features without distractions.

In-Situ Photography: In-situ images should depict products in their intended environment, emphasising practical use and context. These images must be product-focused, demonstrating how our solutions integrate seamlessly into real-world settings.



08

Brand in action

Brand in action (digital)

For our digital presence:

Website: Safelincs Blue, Light Grey, and a Parchment tint are used primarily for backgrounds, ensuring a cohesive and professional appearance. Accent colours from our palette are used sparingly to enhance visual interest.

The Head of Web Development may adjust colour usage as needed for technical or design reasons.

Social Media: We have more flexibility to use a wider range of colours from our palette as backgrounds. Careful selection is key to maintaining visual harmony across posts.

By following these guidelines, we achieve a consistent brand identity on our website while leveraging creativity on social media platforms.



Brand in action (print)

Colour application across printed collateral aligns consistently with our digital platforms, employing various colour palette combinations and brand assets as appropriate.

The Head of Marketing and Graphic Designer reserve the right to make adjustments to adhere to specific print requirements or creative needs.



Safelincs
Fire & Safety Solutions

SHW LIVE
12th January 2024
Birmingham, UK

**EXCLUSIVE OFFER
FOR SHW LIVE**

HeartSine 500P Semi-Automatic AED & Training

- Visual & verbal feedback to guide the user
- Supplied with 4 year combined battery and electrode cartridge
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- 10 year warranty

Free online training Included

Training package includes:

- Introduction to first aid
- Cardiac arrest and CPR
- How to use an AED
- Next steps after using the defibrillator
- Level 2 Cardiopulmonary Resuscitation and AED
- CPD Certification upon completion

Safelincs
Fire & Safety Solutions

Need further advice? Call 0800 612 6537
or email support@safelincs.co.uk

*Offer expires on 2nd February 2024. Offer code only valid once per customer

Safelincs
Fire & Safety Solutions

**Fire door
inspections**
with comprehensive report

Brand in action (Typography)

Here is an example demonstrating how our typefaces interact to establish a clear visual hierarchy and guide the reader's attention:

The future of portable fire extinguishers



**P50 Service-Free
Extinguishers**
vs
Steel extinguishers:

- Half the carbon footprint
- Significantly lower costs over 10 years
- 100% corrosion-proof & highly durable
- 10 year warranty and fully recyclable

Book a free site survey
or find out more
email info@safelincs.co.uk
or call 0800 978 8212




Contact

If you have any questions concerning our brand design
please get in touch with:

Safelincs Design
Design@safelincs.co.uk

