



Brand Guide

A reference for usage

The logo is comprised of two parts: The roundel or “nest” & the logotype.

Multiple colour variations are available in the brand colours to provide maximum flexibility and we have placed minimal rules on usage for simplicity.



Primary Logo

The space around the should be at least 50% of its height on all sides. To ensure clarity, it should not be placed over busy areas of an image, distorted, cropped nor rotated.



Incorrect usage



Do not skew



Do not resize parts



Do not rotate



Do not distort



Do not rotate



Do not crop





Secondary branding using nest motif

To allow for effective, flexible branding across media including video, social channels, presentations & printed literature, the nest motif is intended to be used separately.

When used alone, the nest motif can be shown whole but it is most effective placed off the edge of a page or screen, implying something more is going on that isn't immediately visible. It can be accompanied by the full logo if desired, but the full logo must never be cropped.





Typography

The Safe Space brand font is Lato, a sans serif typeface that is free to use and requires no licensing fee.

Lato's classical proportions give the letterforms familiar harmony and elegance while the sleek sans serif gives it the modern edge of a font designed in 2010. It was designed to be unobtrusive when used in body text but it displays a modern, friendly feel when used in larger sizes.

The Lato font family was published under the open-source Open Font License and is available to download for free online.



Font:

Lato Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Font:

Lato Bold


ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Font:

Lato Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz
1234567890



Lato comes in around 18 weights & styles which an experienced designer can use well, but can be confusing and inconsistent in normal use.

we recommend that you limit your normal use to Regular, Light & Bold weights included in the brand pack.

Headings should be in Lato Bold
with subheadings in lato light

Body copy is best left in regular, with occasional bold used to highlight **relevant information**.

Be bold

You are doing great things

These guidelines are intended to assist you in creating visually coherent assets. The combination of brand colours, nest motif and modern font should be used with confidence, reflecting the bold stance Safe Space takes when dealing with sensitive issues.



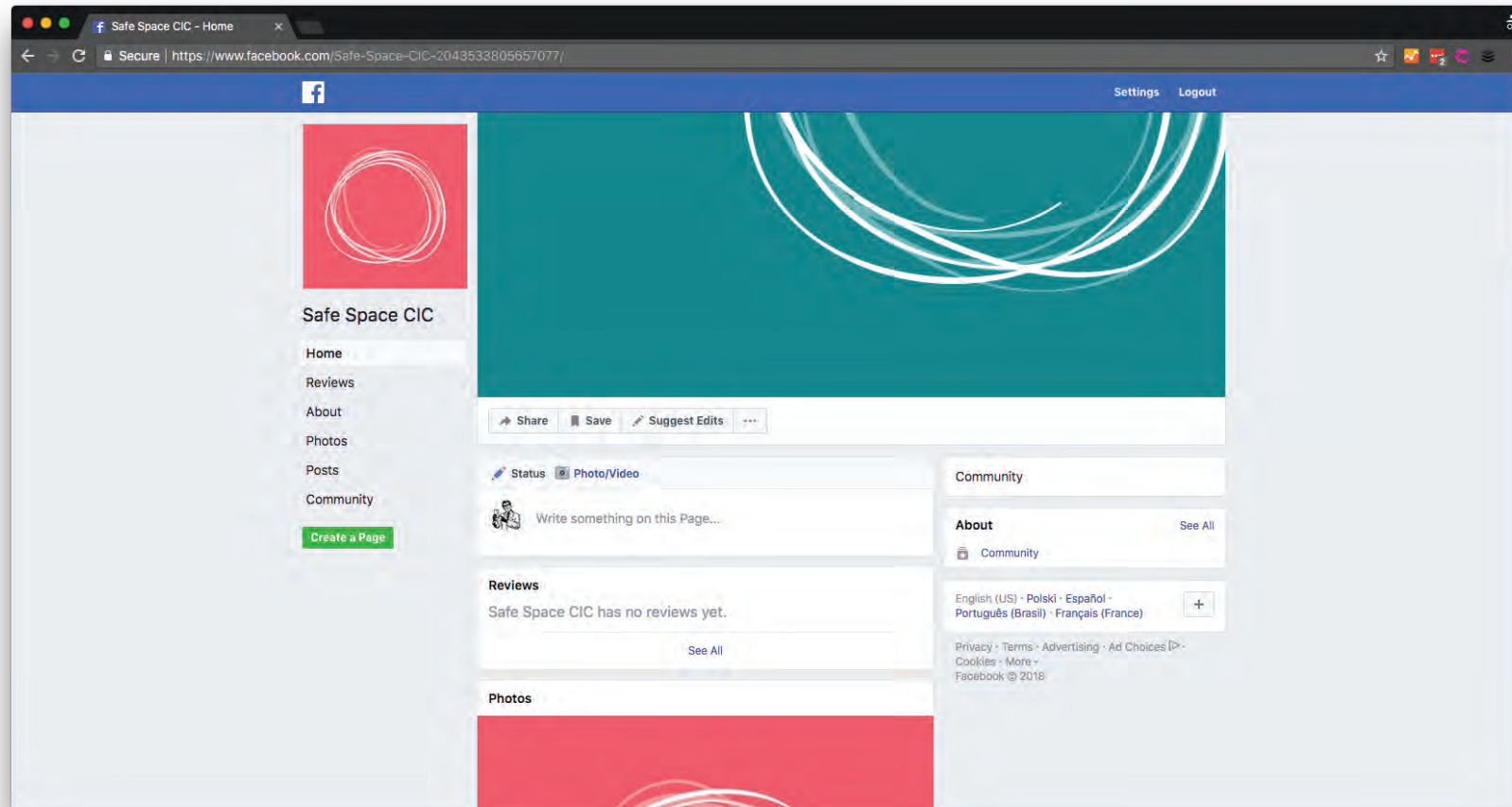
Examples and usage

Supplied for reference.



Social Avatars

The nest motif can be used as an avatar on social & webapps where the full logo might not be legible or suitable.



C

#01A2c6
C: 77
M: 17
Y: 14
K: 0

O

#04858A
C: 85
M: 30
Y: 44
K: 5

L

#F93652
C: 0
M: 80
Y: 46
K: 0

O

#DEDBD5
C: 13
M: 10
Y: 10
K: 0

U

#4F4F4F
C: 55
M: 42
Y: 41
K: 32

R

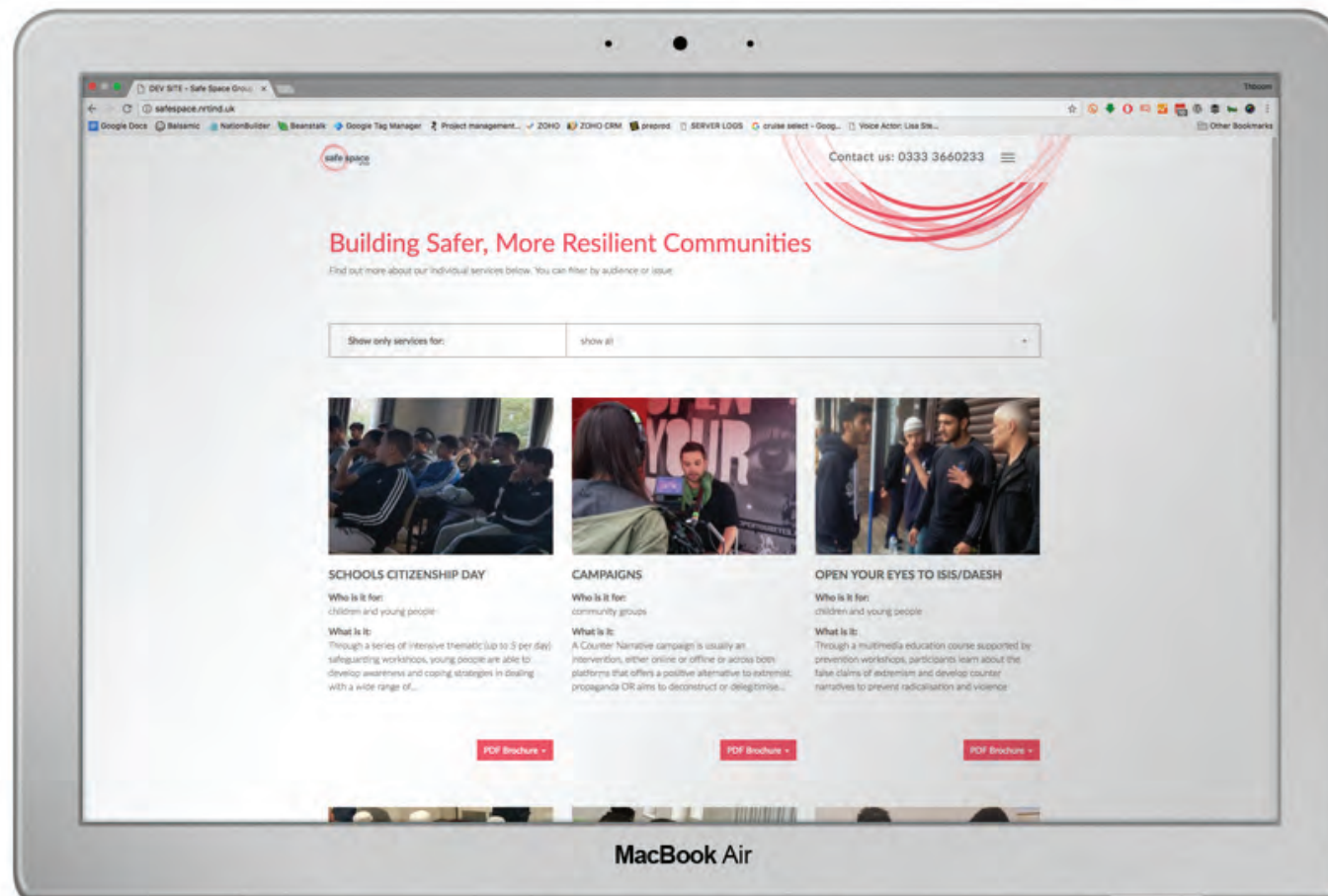
#362E38
C: 68
M: 62
Y: 51
K: 35

The colour palette has been chosen to work in formal environments as well as when presenting to youth audiences.



Opportunities exist for bold use of colour to reflect the positive messages and optimism that Safe Space represents.





DEV SITE - Safe Space Group

safe space


Contact us: 0333 3660233

Building Safer, More Resilient Communities

Find out more about our individual services below. You can filter by audience or issue.

Show only services for:

show all




SCHOOLS CITIZENSHIP DAY

Who is it for:
children and young people

What is it:
Through a series of intensive thematic (up to 5 per day) safeguarding workshops, young people are able to develop awareness and coping strategies in dealing with a wide range of...

PDF Brochure




CAMPAIGNS

Who is it for:
community groups

What is it:
A Counter Narrative campaign is usually an intervention, either online or offline or across both platforms that offers a positive alternative to extremist propaganda OR aims to deconstruct or delegitimise...

PDF Brochure



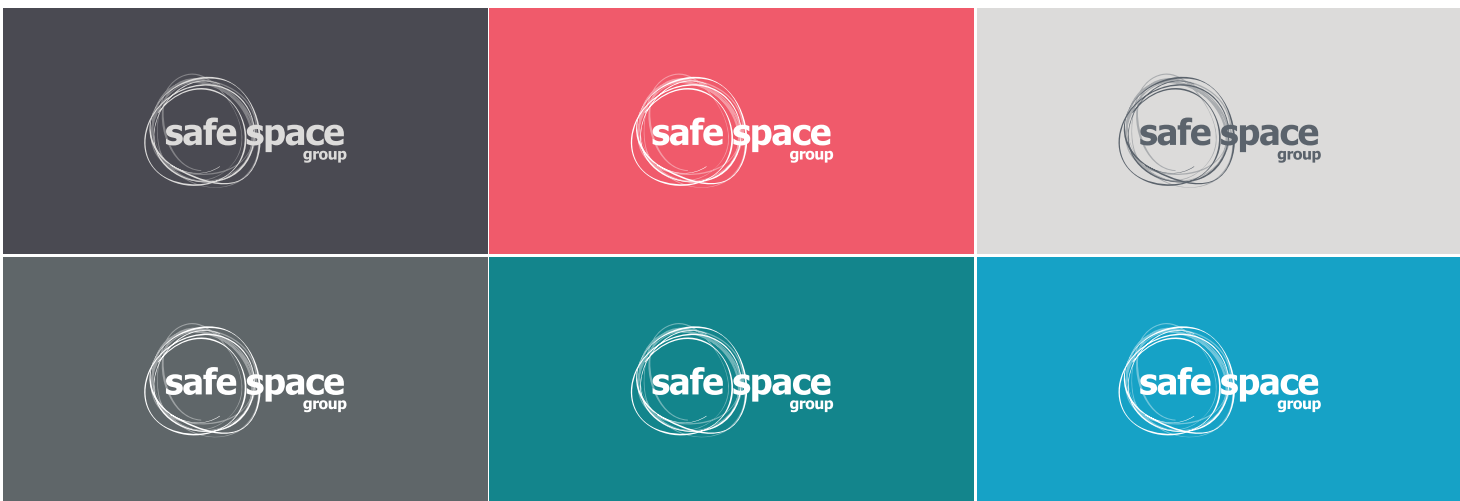
OPEN YOUR EYES TO ISIS/DAESH

Who is it for:
children and young people

What is it:
Through a multimedia education course supported by prevention workshops, participants learn about the false claims of extremism and develop counter narratives to prevent radicalisation and violence

PDF Brochure

The logo has been supplied in a range of colours to offer flexibility.





Safe Space Group

Brand guidelines created by Narrative Industries Ltd
for Safe Space Group in association with TFA Ltd.

2018