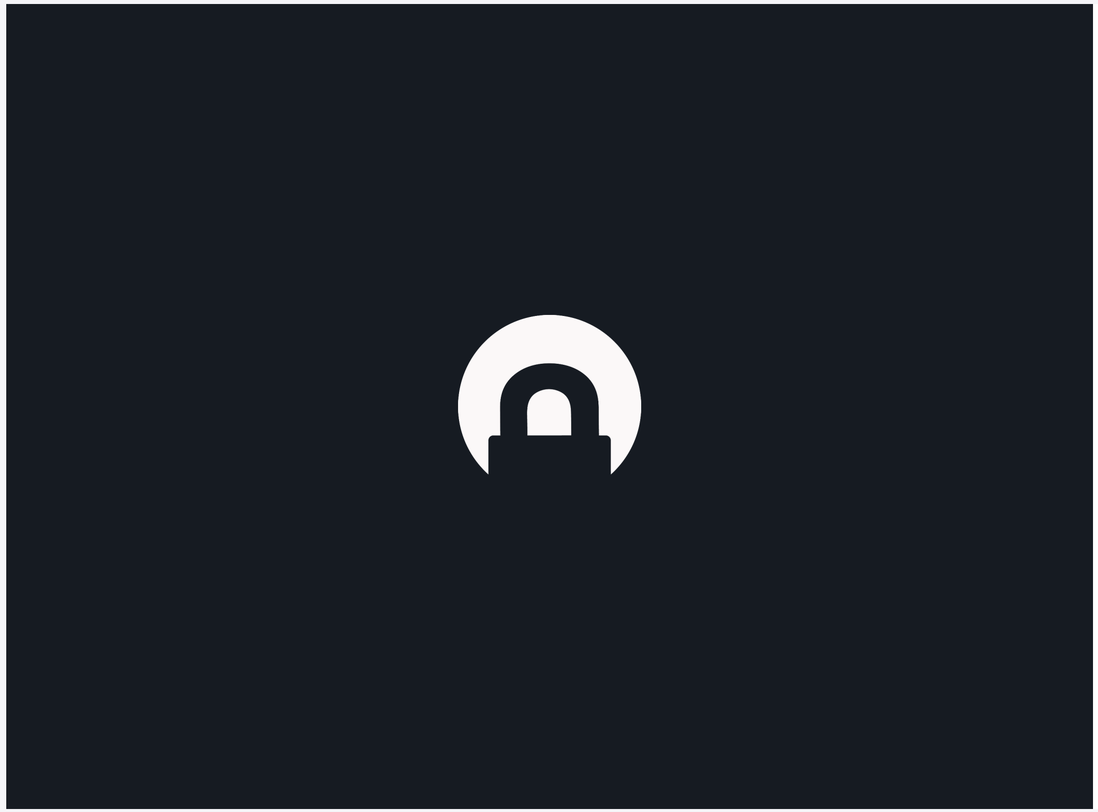
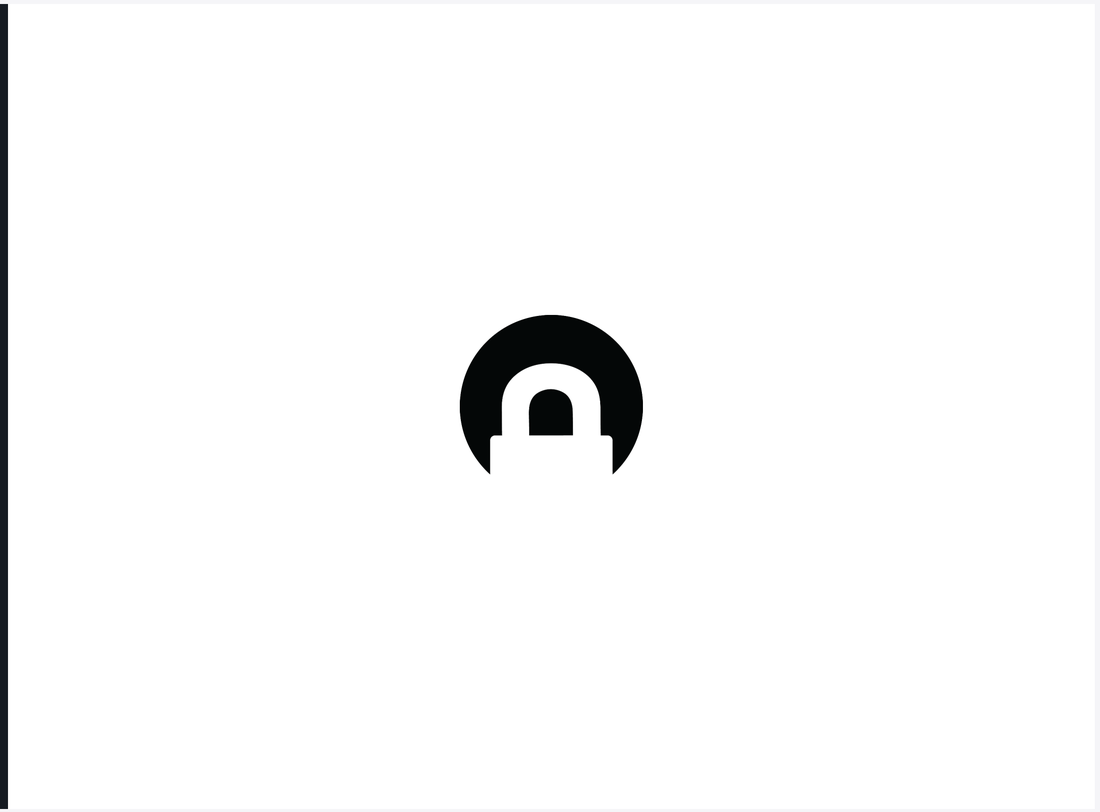
Safetify

BRAND GUIDE

LOGOTYPE

LOGO MARK





FONT & COPY

MANROPE

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ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
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This is a headline Manrope Extrabold 100% (eg. 40 px)

This is a sub headline Manrope Semibold 60% (eg. 24 px)

This is a body copy Manrope Light 40% (eg. 12 px)

TAGLINE

Safetify | Professional Wireless Security System

Safetify | Professional Wireless Security System

Safetify | Certified Professional Security System

Safetify | Certified Professional Security System

Safetify | Simplify Professional Security. Safetify.

Safetify | Simplify Professional Security. Safetify.

COLORS

Primary
Bunker Black

HEX #161b22
RBG 22, 27, 34
CMYK 35, 21, 0, 87

Secondary
Soft Peach

HEX #fbf8f8
RBG 251, 248, 248
CMYK 0, 1, 1, 2

Main Accent
Athens Gray

HEX #f5f5f8
RBG 245, 245, 248
CMYK 1, 1, 0, 3

Accent 1
Medium Purple

HEX #986ee8
RBG 152, 110, 232
CMYK 34, 53, 0, 9

Accent 2
Anzac Yellow

HEX #e5be56
RBG 229, 190, 86
CMYK 0, 17, 62, 10

Accent 3
Wild Willow Green

HEX #a1c979
RBG 161, 201, 121
CMYK 20, 0, 40, 21

Accent 4
Cornflower Blue

HEX #5697e5
RBG 86, 151, 229
CMYK 62, 34, 0, 10

Accent 5
Mandy Red

HEX #e65672
RBG 230, 86, 114
CMYK 0, 63, 50, 10

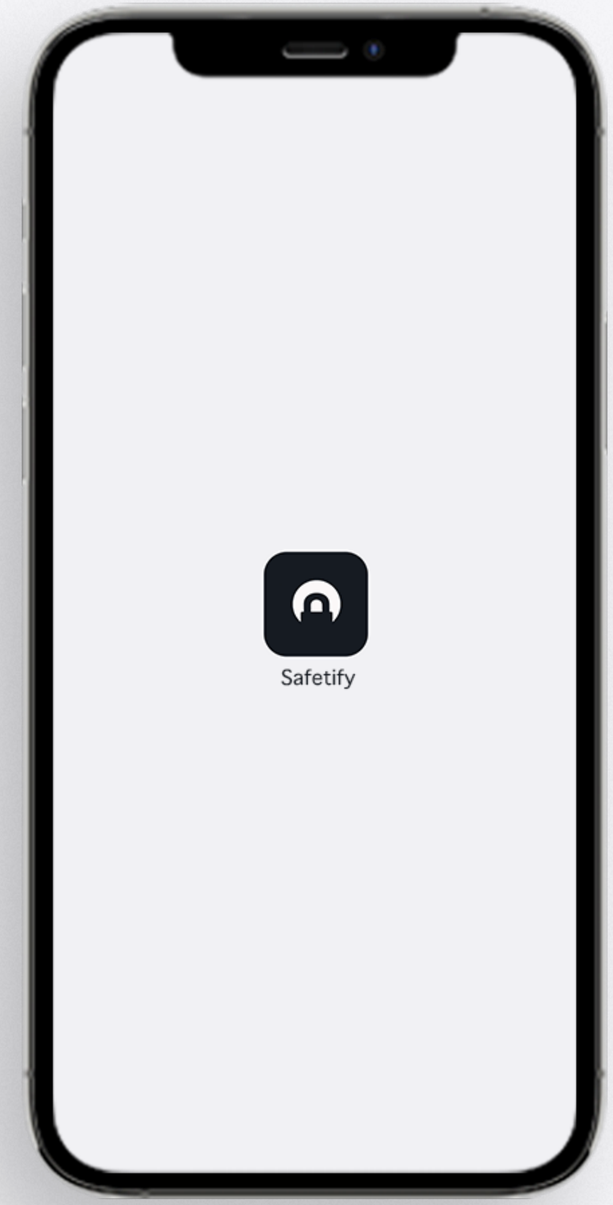
PARTNER BRANDING

AUTHORIZED RESELLER

AUTHORIZED INSTALLER

PARTNER MARK

APP ICON



GUIDELINES FOR USE

Mentioning of Safetify

Correct spelling of the Safetify brand and company name.

The correct way to spell and display the Safetify brand name is with the S in capital and the rest of the word in lower cases. Do not write it in all capital letters or all lower cases. Also do not alter the word in any way.

GUIDELINES FOR USE

Distinguishing your brand from Safetify

While sharing a common objective, we employ distinct communication strategies. To uphold brand clarity and prevent any potential confusion, it's crucial to differentiate your brand names, domains, and social media presence from Safetify.

When engaging with your clientele, it is essential to refrain from employing materials that could lead to misconceptions, falsely implying that you are a manufacturer of Safetify products. To this end, it is imperative not to incorporate Safetify company, brand, or product names in:

1. Your company's official name.
2. The names of your products.
3. Domain or subdomain site names.
4. Social media account handles or names.

Additionally, we recommend prominently displaying your Safetify partner status on your website, within marketing collateral, and across various communication channels. This includes the utilization of co-branding logos and partner tags on your website, in marketing materials, and other creative assets. This clarity in communication will fortify your association with Safetify while maintaining the distinct identity of your brand.