

# Brand Guidelines



## Graphic Identity

# Logos

### Full color (primary)

#### On white



#### On dark



### Single color (secondary)

#### Black



#### White



## Graphic Identity

# Logos

### Safe zone

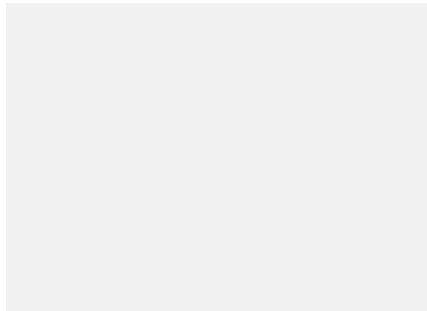
The safe zone space is equal to the height of the green graphic element, x.



## Graphic Identity

# Color Palette

SAFR Light Gray



#f1f1f1  
R241 G241 B241  
c4 m3 y3 k0

SAFR Dark Gray



#4d4d4f  
R77 G77 B79  
c0 m0 y0 k85

SAFR Dark Green



#68a000  
R104 G160 B0  
c67 m14 y100 k1

SAFR Light Green



#a6ce39  
R166 G206 B57  
c40 m0 y100 k0

\*SAFR Light Green is used primarily in the SAFR logo. For typography, use SAFR Dark Green for better readability.

## Graphic Identity

# Typography

The primary typeface is Nunito Sans. Nunito is a Google font and can be downloaded [here](#).

Nunito Sans is used for body copy.

The SAFR logotype is set using Nunito Sans Light.

The use of Nunito Sans Light is reserved for Headlines and Subheads

The use of Nunito Sans Extra Light is reserved for large Headlines.

### Nunito Sans

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWX  
YZŽabcčćdďefghijklmnopqrsštuvwxyzž  
ĂÂÊÔŮŤăâêôů1234567890'?"!"(%)[#]{}@/&\<-  
+÷×=>®©\$€£¥¢::,\*

### Nunito Sans Light

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ĂÂÊÔŮŤăâêôů1234567890'?"!"(%)[#]{}@/&\<-  
+÷×=>®©\$€£¥¢::,\*

### Nunito Sans Extra Light

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