



Corporate Identity Guide
2021



Some Guides



- Use only the logos provided on the brand resource page
- You may not amend, rotate, colour, shadow or disparage the logos in any way whatsoever
- You are not allowed to **balloon** up our logo i.e. the logo takes up half a page.
- Please keep the logo in similar dimensions to other logos when placed next to each other
- The logo must be clearly visible
- Place the logo in a manner that it does not get lost with other images and backgrounds.



Brand Colours

PRIMARY COLOURS



C: 0 M: 100 Y: 60 K: 0

R: 229 G: 0 B: 70

PANTONE 192C



C: 44 M: 32 Y: 30 K: 32

R: 122 G: 127 B: 130

PANTONE 423C

SECONDARY COLOURS



C: 44 M: 32 Y: 30 K: 0

R: 159 G: 164 B: 169



C: 44 M: 32 Y: 30 K: 0

R: 159 G: 164 B: 169

(60% TINT)



C: 0 M: 0 Y: 0 K: 100

R: 0 G: 0 B: 0





C: 44 M: 32 Y: 30 K: 0

R: 159 G: 164 B: 169

(30% TINT)

Logo Colours








-  C: 0 M: 100 Y: 60 K: 0
R: 229 G: 0 B: 70
PANTONE 192C
-  C: 44 M: 32 Y: 30 K: 32
R: 122 G: 127 B: 130
PANTONE 423C



-  C: 0 M: 100 Y: 60 K: 0
R: 229 G: 0 B: 70
PANTONE 192C
-  C: 44 M: 32 Y: 30 K: 0
R: 159 G: 164 B: 169
(60% TINT)
-  WHITE
-  C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
-  C: 44 M: 32 Y: 30 K: 0
R: 159 G: 164 B: 169
(30% TINT)



-  C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
-  C: 0 M: 100 Y: 60 K: 0
R: 229 G: 0 B: 70
PANTONE 192C
-  C: 44 M: 32 Y: 30 K: 0
R: 159 G: 164 B: 169
(60% TINT)
-  C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
-  C: 44 M: 32 Y: 30 K: 32
R: 122 G: 127 B: 130
PANTONE 423C

Fonts

Headlines

Ubuntu Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890()=!?

Ubuntu Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890()=!?

Ubuntu Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890()=!?

General Text

Montserat Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890()=!?

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.

Helvetica Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890()=!?

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.

Pay-off line



The Tradesafe pay-off line always appears in lowercase only as shown



Visual assets



Icons



Pattern

