Brand Guidelines

January 2022

multiSAFE

Logo

Logo
The logo should be black/red on lighter backgrounds and white/red on darker backgrounds.

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Clearspace
Clearspace around the logo is equal to the height of the "S".

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Logo

Logo lock-ups

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Partnership lock-up

Aligning partnership logos should have the clear space of two "S".

BYRÅET SYDVEST multiSAFE

Colors

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Our primary colors are red, white and black.

Red

White

Black

Typography

Primary typeface

Our primary typeface is Helvetica Neue, set in two different weights; Bold for headlines and regular for body text.

Falback typeface

If the primary typeface can't be used, you can use the fallback typeface: Arial. It's pre-installed on every computer on earth.

Helvetica Neue

Bold
Regular

Arial

Bold
Regular