

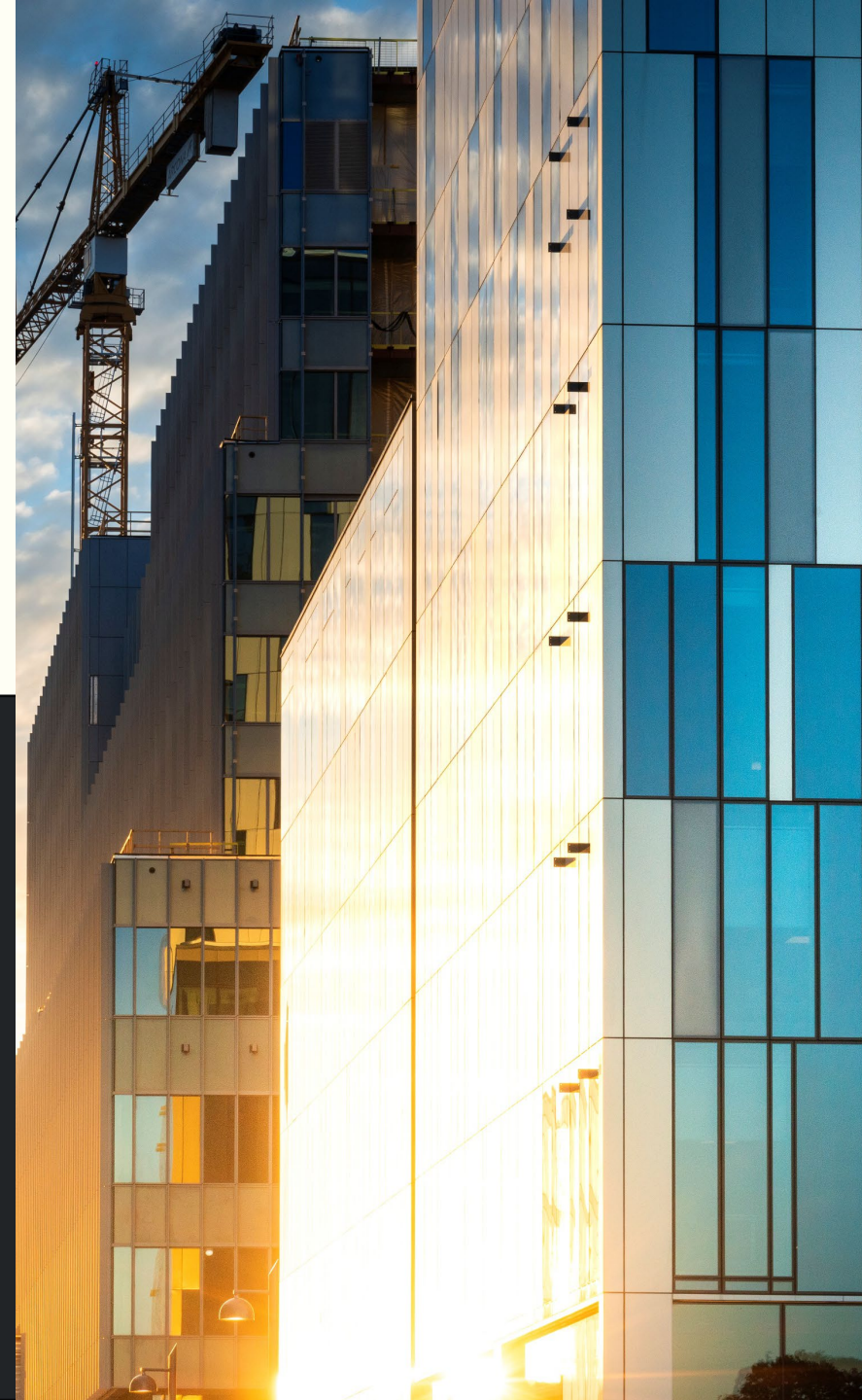
# Brand guidelines

External version  
2024-12-02



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# General instructions

## Purpose of the brand guidelines

Our brand guidelines serve as a comprehensive framework designed to ensure consistency and coherence in all aspects of our brand communication. These guidelines define the visual and verbal elements that make up our brand, providing clear instructions on how to use them effectively. By following these guidelines, we create a unified brand identity that resonates with our audience and strengthens our market presence.

## Commitment to our brand

Every member of our organization plays a crucial role in upholding our brand standards. By familiarizing yourself with these guidelines and applying them in your work, you contribute to the strength and clarity of our brand.

Let's work together to ensure that every piece of communication, every visual, and every message consistently reflects who we are and what we stand for, reinforcing our brand.

## Importance of understanding and following the guidelines

Understanding and following these guidelines is crucial for several reasons:

1. **Consistency:** Consistent use of brand elements across all platforms and materials helps build a strong, recognizable brand. It ensures that every interaction with our brand reinforces our identity and message.
2. **Professionalism:** Adhering to established guidelines demonstrates a commitment to quality and professionalism. It reflects our attention to detail and dedication to maintaining high standards.
3. **Brand integrity:** Consistency in design and messaging helps protect the integrity of our brand. It prevents dilution of our brand identity and ensures that our values and personality are communicated effectively.
4. **Efficiency:** Clear guidelines streamline the design and approval process, saving time and resources. They provide a reliable reference point for everyone involved in creating brand materials, ensuring that the results align with our brand vision.

**Concept**



# Maximizing brand impact

- Our new visual identity aims to make Saferoad stand out and be more visible, showcasing our positive impact on society and the quality and dedication we bring to improving infrastructure and our industry.
- We seek to genuinely and clearly communicate who we are and what we do, making our presence felt more strongly in the industry and among the communities we serve.
- Central to this are our design principles, tonality and guidelines. They guide every aspect of our visual communication, ensuring consistency and impact across all platforms, supporting our aims.
- By adhering to the design principles Reliable, Visible, and Robust, and maintaining a consistent tonality as outlined in the following pages, we aim to build trust with our audience and create a lasting impression.



# RELIABLE

Reliability is key to our visual identity. Every element we use must be consistent, clear, and trustworthy. By maintaining consistent tonality, imagery, and layouts, we create a dependable visual language that builds trust with our audience. This involves the meticulous simplification of complex topics into understandable, straightforward visuals.

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# VISIBLE

Visibility ensures our brand stands out. We use clear, concise elements and strategic contrast to make our messages recognizable and memorable. Consistent text, colour schemes and high-quality imagery help us leave a lasting impression.

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# ROBUST

Robustness means strength, simplicity, and adaptability. We focus on strong essential elements, minimizing clutter for impactful designs. Thoughtful use of size and colour makes our visuals effective across all platforms.

# RELIABLE

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- **Consistent design:**  
Ensure all visual elements follow a unified style.
- **Clear communication:**  
Simplify complex topics into straightforward visuals.
- **Precise visual language:**  
Use text, imagery and layouts that reinforce our tonality.

# VISIBLE

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- **High contrast:**  
Utilize high contrast in design elements to enhance visibility.
- **Recognizable elements:**  
Maintain a consistent layout, colour scheme and high-quality imagery.
- **Memorable messaging:**  
Use clear, concise elements and text that leave a lasting impression.

# ROBUST

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- **Strength and simplicity:**  
Focus on strong and simple elements for impactful designs.
- **Adaptability:**  
Ensure effective layouts, using adapted spacing and placement.
- **Distinctive look:**  
Embrace a bold and distinctive design style that stands out.

# Tonality

- **Language**

Clear, direct, and informative. We use precise and straightforward language to ensure our messages are easily understood by diverse audiences. Avoiding jargon and overly technical terms, we make our communications accessible to everyone, from industry professionals to the public. This simplicity in language helps us convey our dedication to transparency and openness in all our dealings.

- **Voice**

Confident, sincere, and knowledgeable. Our tone is professional yet approachable. We speak with authority and clarity, conveying our expertise and reliability. This voice ensures our audience feels secure in the knowledge that Saferoad is a trusted leader in the industry.

- **Emotion**

Trustworthy and dependable. We aim to evoke feelings of reliability and robustness, highlighting our dedication, knowledge and industry leadership. By consistently showcasing who we are and what we do, we build connections with our audience, reinforcing their trust in Saferoad.

- **Consistency**

Uniform across all platforms, ensuring that every interaction reinforces our brand principles and identity. Whether through websites, social media posts, advertisements or physical material, our tone remains steady and coherent. This consistency helps to solidify our brand identity, making Saferoad easily recognizable and dependable. It ensures that our audience always knows what to expect from us, fostering a sense of reliability and trust.



# Consistent steps leads to great impact

- The power of consistency cannot be overstated. This disciplined approach ensures that we stay aligned and creates a ripple effect that leads to significant and lasting impact – wherever our visual identity appears.



**Logo**

Instructions:

# Logo

- **Main Logo**  
The main logo is the cornerstone of our visual identity. It is essential to maintain sufficient spacing around the logo to margins, other objects, or text, ensuring it remains clear and prominent. Always utilize the logo in its original proportions and the provided colour options to preserve its integrity and impact.
- **Logo variations**  
The logo with a one-liner is a secondary option and should be used sparingly. Prioritize the main logo for all general branding surfaces to maintain a unified and strong brand presence.
- **Best Practices**
  - **Consistency:** Always use the main logo when a logo is required, to ensure consistency and brand recognition.
  - **Spacing:** Ensure adequate spacing around the logo to avoid clutter and maintain clarity.
  - **Proportions and colours:** Utilize the logo in its original proportions and specified colours to ensure brand integrity.
  - **Direction:** The logos should never point downwards, and the logo with one-liner should always be horizontal.

- **Logo colours**  
The logo shall mainly be displayed using our [main colours](#), in accordance with the [approved contrast combinations](#). When the logo is displayed together with logos from other companies, use our black or white logo.

## Main logo



## Logo with one-liner



# Logo use

## ✓ Approved

General use – Primary logo



General use – Limited application



Use on background with main SR colour



Use on background with main SR colour



Use on images



Use on images



## ✗ Not approved

Additional text



Distorted



Direction



Over images



Other colours than the main ones

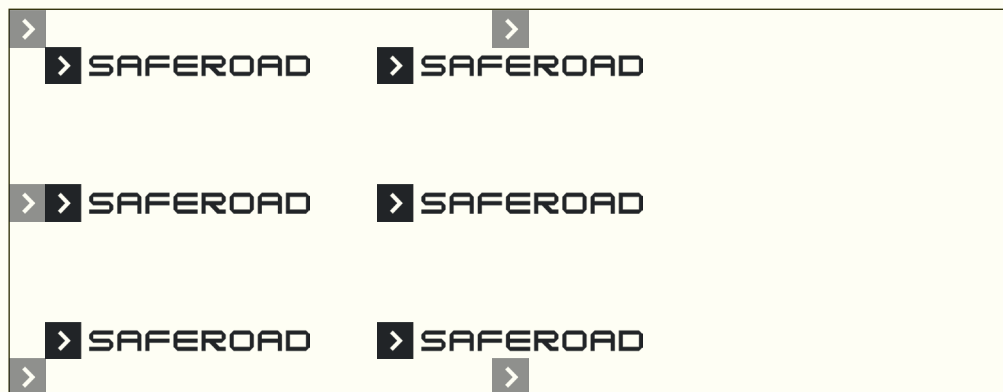


Other colours than the main ones



# Logo placement

## ✓ Approved



## ✗ Not approved



- The arrow symbol is the primary spacer guide.
- Minimum spacing may in certain cases be half (1/2) of the arrow symbol, if the overall design allows it.
- If you have any questions regarding spacing on challenging surfaces and/or areas, kindly ask your contact person.



# Use of logo with one-liner



Placement		Must be used	Can be used	Do not use
Business cards	<i>Template available, do not design own</i>		x	
Letterheads				x
Envelopes				x
Marketing / Advertising				x
Videos	<i>Preparing template, do not design own</i>		x	
PowerPoint / Presentations	<i>Template available, do not design own</i>		x	
Websites				x
Interior / exterior signage				x
Roll-ups			x	
Vehicles	<i>See design guide under <a href="#">physical material</a></i>		x	
Clothing				x

**Symbol**

Instructions:

# Symbol

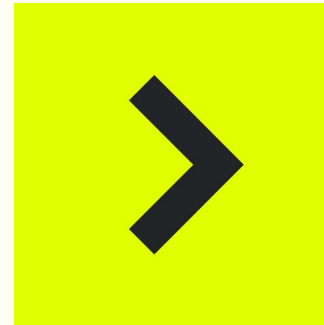
## In social media and websites:

- For our brand on social media, always use the Safety yellow symbol. This gives our brand a consistent look across all platforms and helps everyone recognize us easily.
- Using the same symbol shows our dedication to a familiar and unified look. Changing it might confuse our audience and not truly show who we are as a brand.

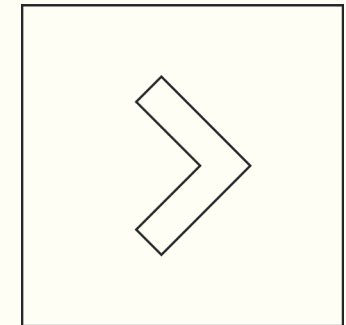
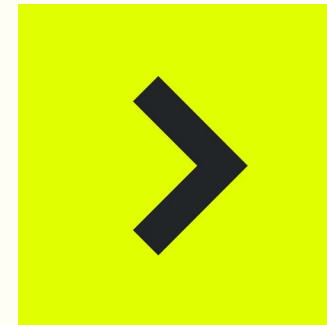
## In graphic design:

- When the symbol is used alone it is a design element. It is there to catch the eye and not rely on text or other elements.
- Do not pair the symbol with text or other elements, it might create confusion with our logo.

## Social media and website symbol



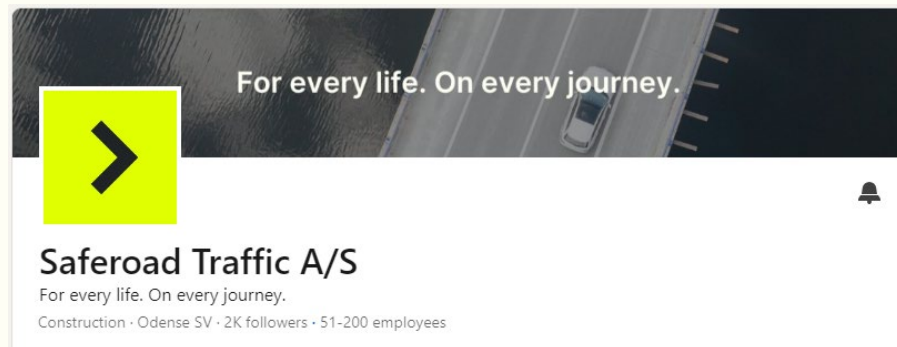
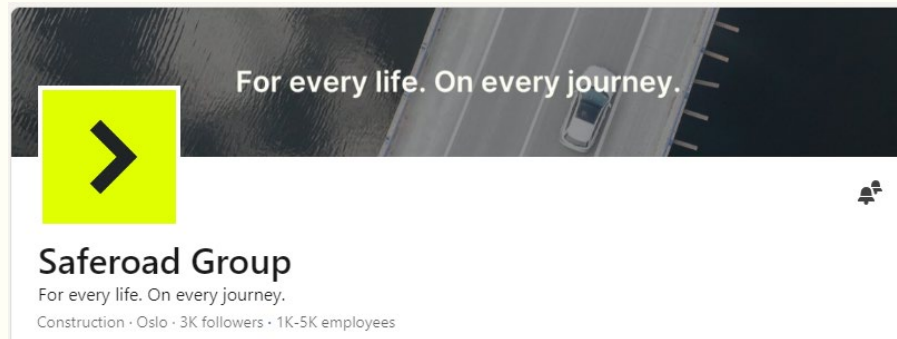
## Graphic symbols



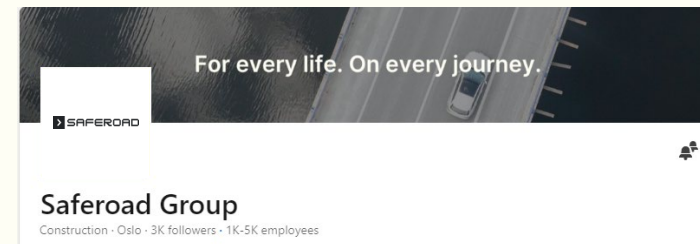
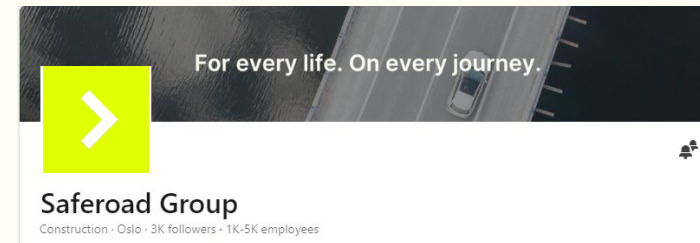
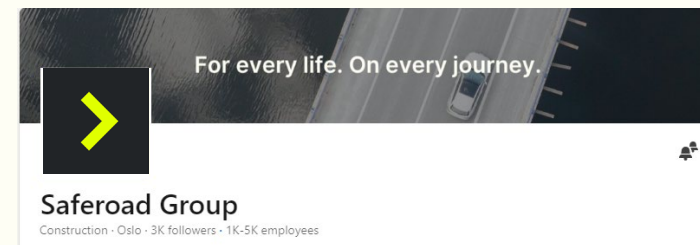
# Symbol use – Social media



Approved



Not approved



# Symbol use – Graphic design



## Approved

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- The symbol should stand alone and have good spacing around it. For color options, the logo comes in four versions – Safety yellow, Asphalt grey, and outlined in the same colors.



## Not approved

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- Do not pair the symbol with text or other elements.



Any text close to the symbol



> SAFEROAD



Any text above or below  
the symbol



# Colours

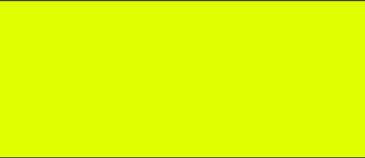
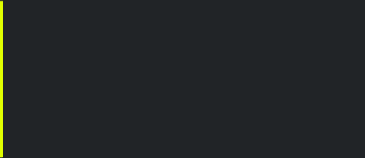




Instructions:

# Colours

- Our colour palette is handpicked for our content to thrive in a clear and precise environment. They represent what we do and who we are.
- **Main colours:**  
These are the primary colours; they are selected for their strong visual impact and ability to stand out (contrast).
- **Support colours:**  
Complementing the main colours, they are used to provide variety and depth. They are used as support without overpowering the main colours.
- **Spot colours:**  
These are colours used to accent or highlight specific elements, e.g., links, bullet points or highlighting certain words, as well as tables and graphs.



# Colour codes

Main colours		Support colours		Spot colours	
Safety yellow	Asphalt grey	Steel grey	Warm white	Warning orange	Forest green
					
<b>Digital</b> HEX #e0ff00 RGB 224, 255, 0	<b>Digital</b> HEX #212427 RGB 33, 36, 39	<b>Digital</b> HEX #cfd4e5 RGB 207, 212, 229	<b>Digital</b> HEX #fefef4 RGB 254, 254, 244	<b>Digital</b> HEX #ff4d00 RGB 255, 77, 0	<b>Digital</b> HEX #0e2b0d RGB 14, 43, 13
<b>Print</b> CMYK: 20,0, 100, 0 Pantone: 387 C	<b>Print</b> CMYK: 74, 66, 63, 70 Pantone: 426 C	<b>Print</b> CMYK: 10, 7, 0, 10 Pantone: 5445	<b>Print</b> CMYK: 0, 0, 4, 0 Pantone: P 1-9 C	<b>Print</b> CMYK: 0, 70, 100, 0 Pantone: 1655	<b>Print</b> CMYK: 67, 0, 70, 83 Pantone: 5535
<b>Paint and Textile</b> RAL: 1026 NCS S: 0570-G70Y Pantone: 13-0630 TN	<b>Paint and Textile</b> RAL: 9011 NCS S: 9000-N Pantone: 19-4301 TSX	<b>Paint and Textile</b> RAL: 7035 NCS S: 1005-B	<b>Paint and Textile</b> RAL: 9010 NCS S: 0300-N	<b>Paint and Textile</b> RAL: 2005 NCS S: 0585-Y70R	<b>Paint and Textile</b> RAL: 7021 NCS S: 8505-G
Used consistently		Used as support		Used for highlighting links, words, bullet-points	Used in in graphs, tables and certain elements

# Colour contrast combinations



## Approved\*

	Primary	Secondary
Safety yellow		
Asphalt grey		
Asphalt grey		
Asphalt grey		
Steel grey		
Warm white		
Warm white		
Warm white		
Forest green		



## Not approved

	Primary	Secondary
Safety yellow		
Safety yellow		
Safety yellow		
Safety yellow		
Asphalt grey		
Asphalt grey		
Steel grey		
Steel grey		
Warm white		

	Primary	Secondary
Warm white		
Forest green		
Forest green		
Forest green		
Warning orange		
Warning orange		
Warning orange		
Warning orange		
Warning orange		

# Typography



Instructions:

# Typography

- Correct typography is crucial for effective branding and communication. It enhances readability and perception, ensuring that text is easy to read and understand, while also establishing a clear visual hierarchy that guides the reader through the content.
- Use Arial for general use. E.g., Word documents, PowerPoint presentations, Excel etc.
- Use Inter for all design purposes. E.g., Posters, roll-ups, marketing material, websites, SoMe content etc.
- The fonts should not be used together.

## General use

### Arial

a b c d e f g h i j k l m n o p q r s t u v w x y z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

Arial regular: The quick brown fox jumps over the lazy dog

**Arial bold: The quick brown fox jumps over the lazy dog**

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## Design use

### Inter

a b c d e f g h i j k l m n o p q r s t u v w x y z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

Inter regular: The quick brown fox jumps over the lazy dog

**Inter bold: The quick brown fox jumps over the lazy dog**

**Imagery**

Instructions:

# Imagery

Examples of...

- All images should be of high quality, natural\*, and free of special filters. Our goal is to reflect who we are, what we do, and where we operate in the most genuine way possible.

## Team in action

- Images of our employees\*\* actively engaged in their work. These photos should reflect our dynamic culture, showcasing the expertise, dedication and passion of our team.

## Showcase of offerings

- Highlight our products and services. These images should illustrate the variety and quality of what we offer, making it easy for viewers to understand our value proposition.

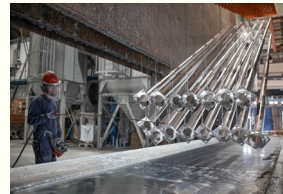
## Operational environments

- Feature the diverse environments in which we operate. These images should convey the real-world contexts of our work, emphasizing our adaptability and the scope of our operations.

## Details and close-ups

- Focus on abstract or detailed shots of our operations, products, services, and employees. These images should provide an intimate look at the intricate details, showcasing the precision and care in everything we do.

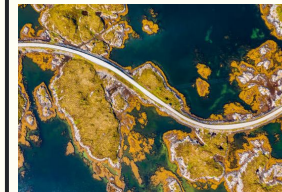
Team in action



Showcase offerings



Operational environments



Details and close-ups



\* Black & white images can be used

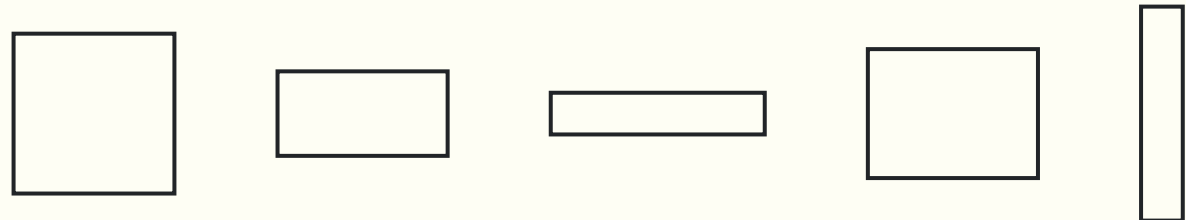
\*\*Models can be used, but must reflect the same style, engagement, dedication and passion as if they were an employee.

# Shapes

Instructions:

# Shapes

- The shapes and lines that we use, defined by **clean edges** and geometric **precision**, are a direct reflection of our logo's structure.
- By integrating the shapes and lines with our **grid-based layout**, we create a harmonious visual design that enhances the brand's **impact** and **clarity** of communication.
- See [Layout](#) for guidelines on how this can be done effectively.





# Layout

Instructions:

# Layout

- A good **design layout** is vital because it ensures clarity and ease of understanding, presenting content in an organized, professional way that enhances user experience.
- In the context of a good design layout, **simplicity** is a great strategic approach to impactful communication. By embracing simplicity, we can ensure that every element **serves a purpose**, and the core message is delivered without distraction.
- A **grid system** is a designer's tool that provides structure and balance, it's the backbone that supports a clear and impactful design layout.
- **Best practices**
  - Every box in the grid should be utilized fully for the **base layer**.
  - For elements on top, use spacing based on guidelines and needs.
  - See examples on the following pages.

1	2	3	4	5	6
2					
3					
4					
5					

# Layout grid examples

1	2	3	4	5	6
2					
3					
4					
5					

**A4 / A3**  
(Posters, Brochures etc.)

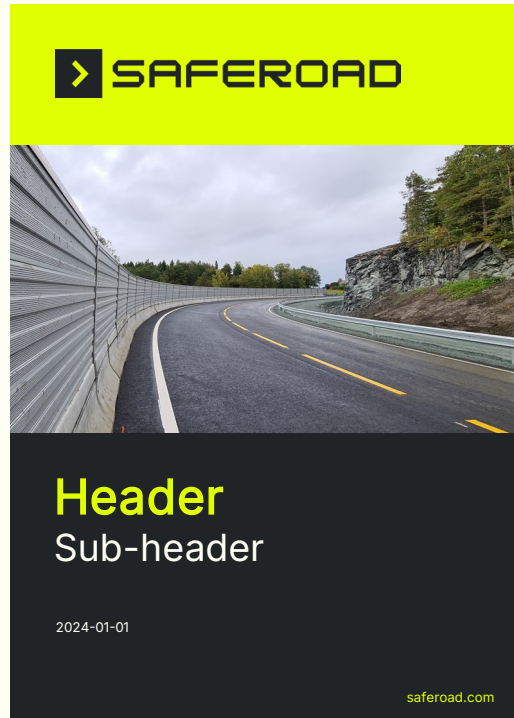
1	2	3	4	5	6
2					
3					
4					
5					

**16:9**  
(Advertisement, SoMe, Flyer etc.)

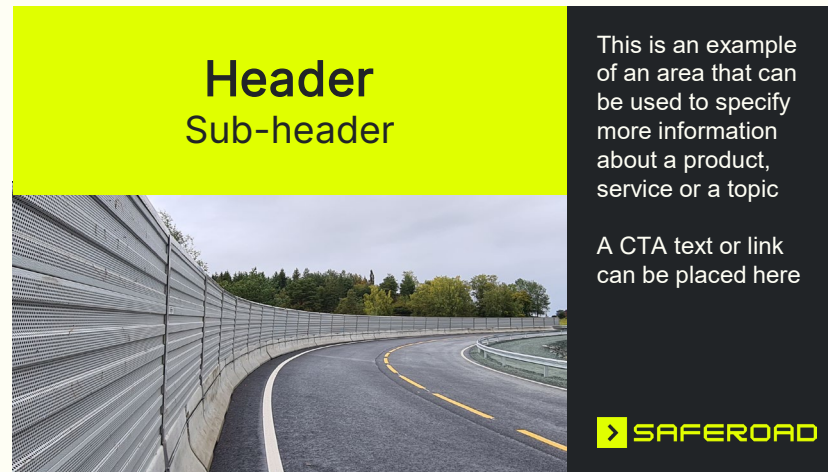
1	2	3	4	5	6
2					
3					
4					
5					

**1:1**  
(Advertisement, SoMe, Flyer etc.)

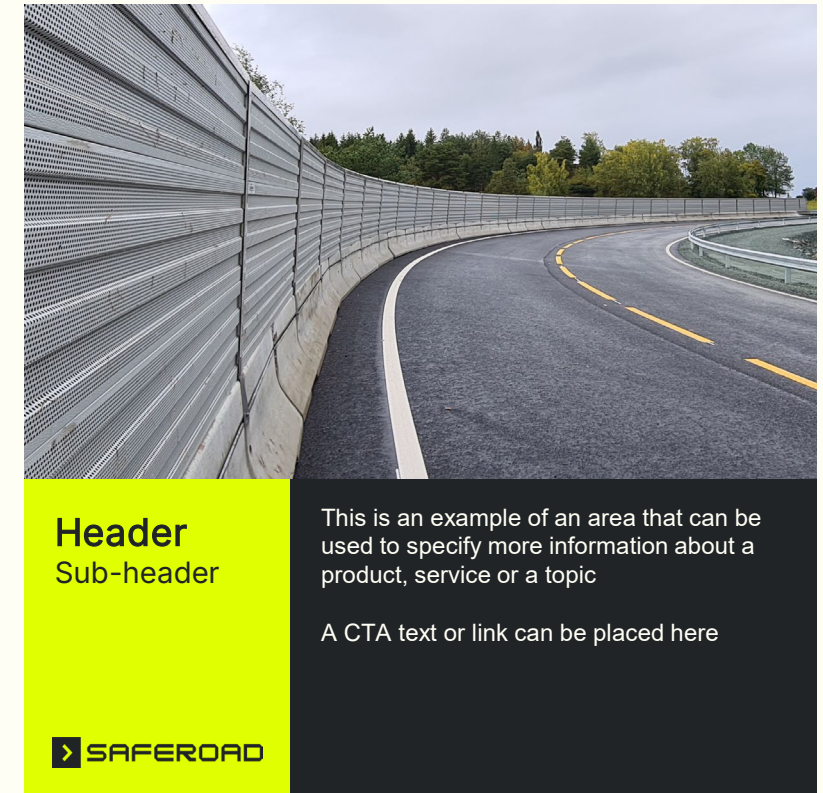
# Layout examples based on grid



A4 / A3  
(Posters, Brochures etc.)



16:9  
(Advertisement, SoMe, Flyer etc.)



1:1  
(Advertisement, SoMe, Flyer etc.)

**Digital material**

Digital material

# Overview of current and planned templates

Type	Available	Link	Comments
Letterhead (MS Word)	Yes	SharePoint	
Presentation (MS PowerPoint)	Yes	SharePoint	
Virtual backgrounds (MS Teams)	Yes	SharePoint	
Email signature	Yes	SharePoint	
Desktop backgrounds		SharePoint	Coming soon
Policies (MS Word)	Yes	SharePoint	
Square (1:1)	Yes	Canva	
Rectangle (4:3)		Canva	Coming soon
Leaderboard (4:1)		Canva	Coming soon
Skyscraper (1:4)		Canva	Coming soon
Half page (2:5)		Canva	Coming soon
Banner (16:9)	Yes	Canva	
Video (16:9)		Canva	Coming soon

**Physical material**

Print material

# Overview of examples

Type	Comments
Office supplies	
Signage	For design adaptations, please seek guidance.
Roll-ups	
Vehicles	For design adaptations, please seek guidance.
Clothing	For design adaptations, please seek guidance.
Giveaways	

If you have any questions regarding design adaptations, please contact your BA communication representative for guidance.



# Office supplies

Please ensure the logo proportions are maintained accurately, whenever possible

## Coffee cup – Asphalt grey



## Lanyard – Safety yellow



# Signage

Please ensure the logo proportions are maintained accurately, whenever possible

## Building – Embossed



## Building – Flat



# Signage

Please ensure the logo proportions are maintained accurately, whenever possible

## Example – Outdoor with directions



## Example – Outdoor with company info



# Signage

Please ensure the logo proportions are maintained accurately, whenever possible

## Reception – Embossed



## Reception – Embossed



## Reception – Flat



# Signage

Please ensure the logo proportions are maintained accurately, whenever possible

## Flags – Asphalt grey



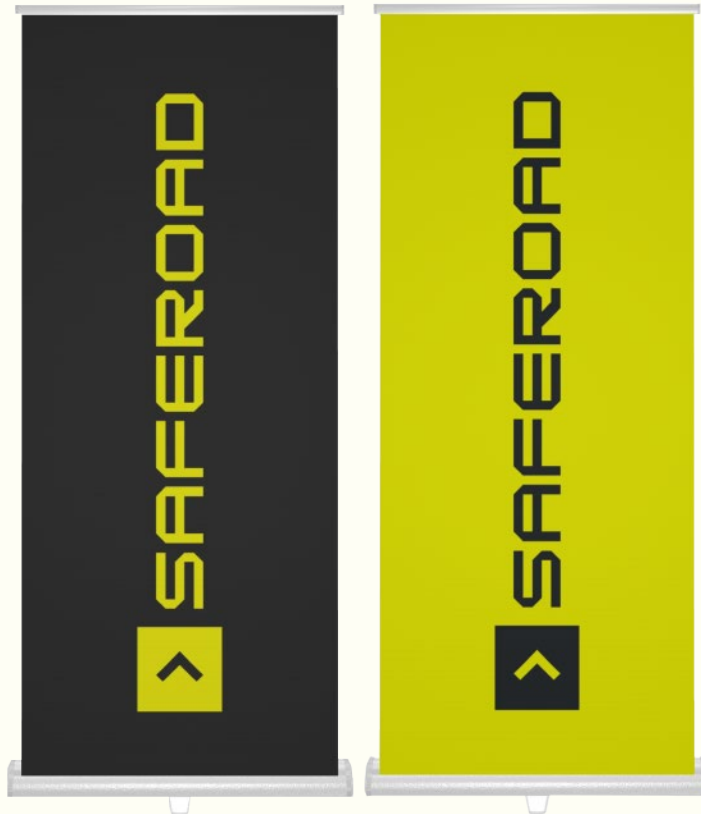
## Flags – Safety yellow



# Roll-ups

Please ensure the logo proportions are maintained accurately, whenever possible

## Roll-up banner with logo



## Roll-up banner with image



## Roll-up banner with text





# Exhibition wall example

Please ensure the logo proportions are maintained accurately, whenever possible



# Vehicles

Please ensure the logo proportions are maintained accurately, whenever possible

## Pick-up truck



## Transport van





# Vehicles

Please ensure the logo proportions are maintained accurately, whenever possible

## Transport car



## Company / manager car



# Vehicles

Please ensure the logo proportions are maintained accurately, whenever possible

## Truck



# Clothing

Please ensure the logo proportions are maintained accurately, whenever possible

## Safety vest



## Safety hat



# Clothing

Please ensure the logo proportions are maintained accurately, whenever possible

## Safety jacket



## Safety pants



# Clothing

Please ensure the logo proportions are maintained accurately, whenever possible

## Pique shirt



## T-shirt



# Clothing

Please ensure the logo proportions are maintained accurately, whenever possible

## Sportswear



## Caps





# Giveaways

Please ensure the logo proportions are maintained accurately, whenever possible

**Bottles – Safety yellow / Asphalt grey**



**Tote bag – Asphalt grey**

