Brand guidelines

2025-05

SAFEROAD

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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.

Questions

If you have any questions regarding this document or general branding, please contact:

This document

- Group Communication
  fredrik.s.andersen@saferoad.com

Initial contact general branding

- BA Restraint Systems
  thomas.panthel@saferoad-rrs.de
- BA Traffic
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- BA Infrastructure
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- BA Services
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Changes since previous version

Section	Changes	Additional comments
Symbol	New instructions	
Colours	Updated types, new colours, instructions and examples	
Elements	New arrows and instructions, guide on use of icons	
Layout	Updated instructions and new examples	
Digital material	New templates and examples	

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.

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.

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

- **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

- **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

- **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 (depending on the background).

Main logo

Logo with one-liner

Logo use

Approved

General use – Primary logo

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General use – Limited application

SAFEROAD
For every life. On every journey.

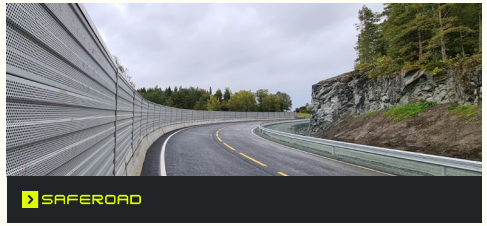
Use on background with main SR colour

SAFEROAD

Use on background with main SR colour

SAFEROAD

Use on images



Use on images

Not approved

Additional text

SAFEROAD
BA / BU Name / text

Distorted

SAFEROAD

Direction

SAFEROAD

Over images (any colour version)

Other colours than the main ones

SAFEROAD

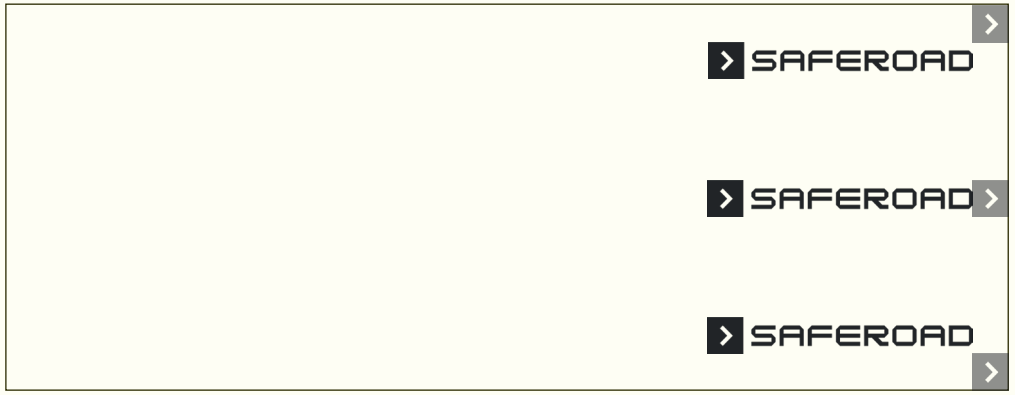
Other colours than the main ones

SAFEROAD

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 see contact details on p.4*

Use of logo with one-liner

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

Symbol

Instructions:

Symbol

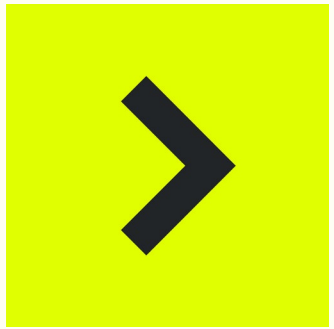
In social media and websites:

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

Social media and website symbol



Graphic symbols

Symbol use

Approved

- Its purpose is to be used instead of our logo, when beneficial for the surface, due to e.g., space limitations. The symbol should stand on its own, with good space around it.

Not approved

- Do not pair the symbol with text, other elements or our logo. It should not be used as a graphic element.

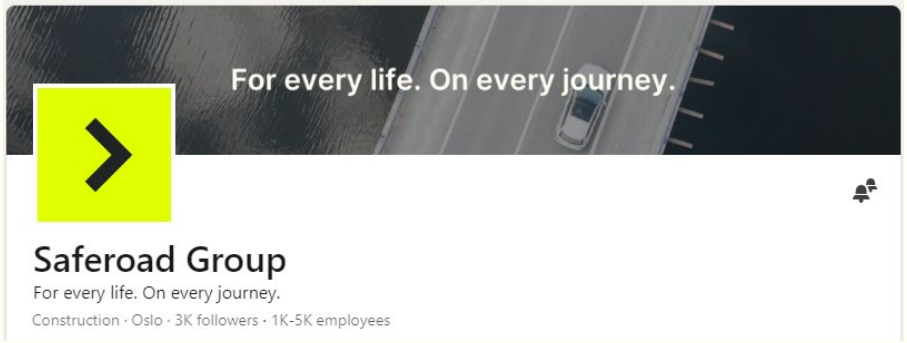
Any text close to the symbol

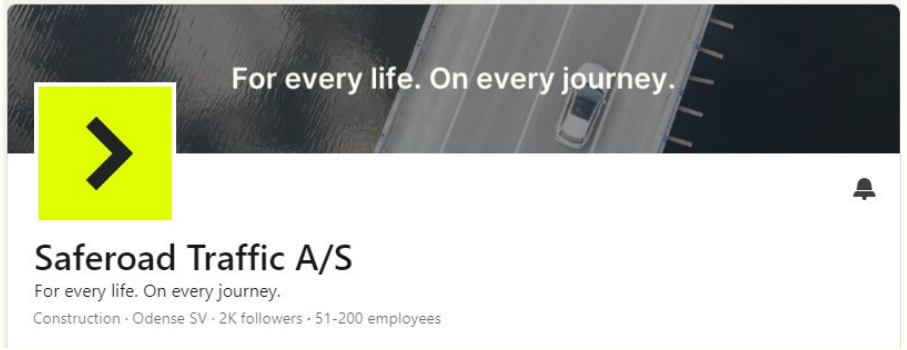
Any text above or below the symbol

**We have other arrow designs available that can be used as graphical elements. See section "Elements".*

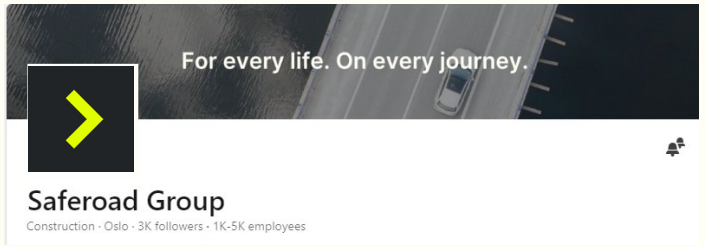
Symbol use – Social media

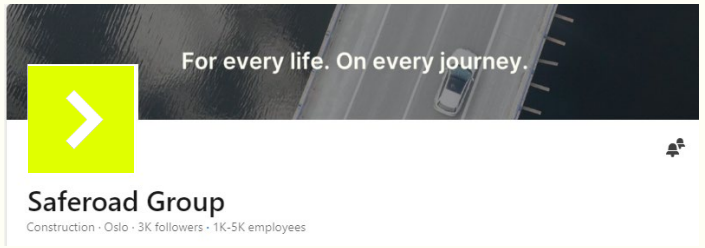
Approved

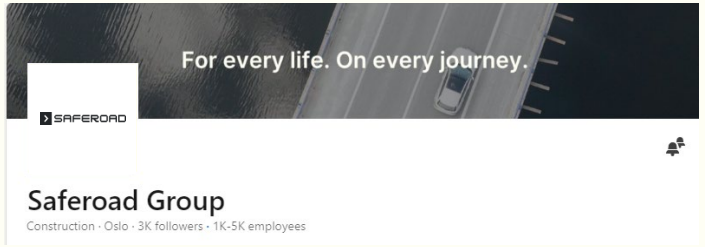




Not approved







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.
- **Accent 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			Accent colours	
Safety yellow*	Asphalt grey	Steel grey*	Forest green*	Sand beige	Warm white	Warning orange
80% 60% 40% 20%		80% 60% 40% 20%	80% 60% 40% 20%			
Digital HEX #e0ff00 RGB 224, 255, 0	**Digital** HEX #212427 RGB 33, 36, 39	**Digital** HEX #cfd4e5 RGB 207, 212, 229	**Digital** HEX #3e553d RGB 62, 85, 61	**Digital** HEX #f4f4e1 RGB 244, 244, 225	**Digital** HEX #fefef4 RGB 254, 254, 244	**Digital** HEX #ff4d00 RGB 255, 77, 0
Print CMYK: 20,0, 100, 0 Pantone: 387 C	**Print** CMYK: 74, 66, 63, 70 Pantone: 426 C	**Print** CMYK: 10, 7, 0, 10 Pantone: 5445	**Print** CMYK: 72, 45, 77, 39 Pantone:	**Print** CMYK: 4, 1 , 12, 0 Pantone:	**Print** CMYK: 0, 0, 4, 0 Pantone: P 1-9 C	**Print** CMYK: 0, 70, 100, 0 Pantone: 1655
Paint and Textile RAL: 1026 NCS S: 0570-G70Y Pantone: 13-0630 TN	**Paint and Textile** RAL: 9011 NCS S: 9000-N Pantone: 19-4301 TSX	**Paint and Textile** RAL: 7035 NCS S: 1005-B				
Used consistently		***Used as support, such as secondary backgrounds and boxes on top of warm white***			***Used as background and / or text colour on dark-coloured backgrounds***	***Used for highlighting links, certain words, bullet-points***

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** Colour gradients available*

Colour combinations

Approved

Text

Asphalt grey on Safety yellow	Asphalt grey on Sand beige
Safety yellow on Asphalt grey	Asphalt grey on Steel grey
Steel grey on Asphalt grey	Steel grey (80%) on Forest green
Warm white on Asphalt grey	Warning orange on Warm white
Asphalt grey on Warm white	

Box / elements

Safety yellow on Asphalt grey		Steel grey on Forest green	
Asphalt grey on Safety yellow		Forest green on Steel grey	
Safety yellow on Warm white		Asphalt grey on Sand beige	
Asphalt grey on Warm white		Asphalt on Steel grey	
Steel grey on Warm white		Steel grey on Asphalt grey	
Forest green on Warm white		Warm white on Asphalt grey	
Sand beige on Warm white			

Colour combinations

Not approved

What	Examples
Light on light – low visibility	Safety yellow on Warm white, Steel grey on Sand beige
Similar tones – weak contrast	Steel grey on Sand beige, Forest green on Asphalt grey
Hard to read or unclear in digital and / or print formats	Any combination that lacks clear contrast and / or hard to read

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

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

- 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.

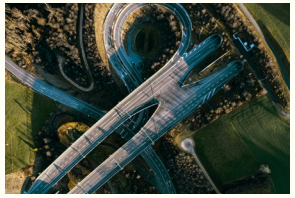
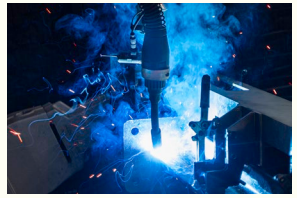
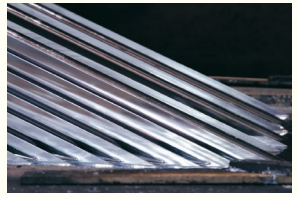
Team in action
- Images of our employees** actively engaged in their work. These photos should reflect our dynamic culture, showcasing the expertise, dedication and passion of our team.

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.

Examples of…

Team in action	Showcase offerings	Operational environments	Details and close-ups
			
			

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** 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.*

Elements & icons

Arrow elements

Approved

- **Call to action arrows**
  Use this for buttons, links or actions. Its bold, clear, and aligned with our visual identity.

- **Directional arrows**
  Use in graphics to guide the reader. Always use the full set—do not crop or make into one.
- Do not add more than one set per page to ensure visual clarity.

Not approved

- Do not use the single arrow from the Saferoad logo in design layouts.

- Its purpose is to be used instead of our logo – not as a graphical element. See instructions in the section “Symbol”.

Icon elements

Approved

- Use icons that are sharp, bold, and match the overall visual style of our brand. They should be easy to understand and feel consistent with our design.

Not approved

- Avoid icons that are overly thin, sketch-like, or unclear. Icons should never cause confusion or weaken the message.

Layout

Instructions:

Layout

A good layout makes content easy to read and understand. It helps you present information clearly and professionally.

Use a grid to build structure and balance. It helps align elements and creates a consistent, confident design.

Best practices

- Use the templates in Canva—they include ready-made layouts and additional colour options.
- Choose the design and layout that best fits your purpose. You can change the text and add icons based on the guide.
- If you design outside of Canva, use the templates as inspiration and follow the guidelines strictly.
- Follow best practice for spacing and structure. Keep it simple, sharp, and bold.

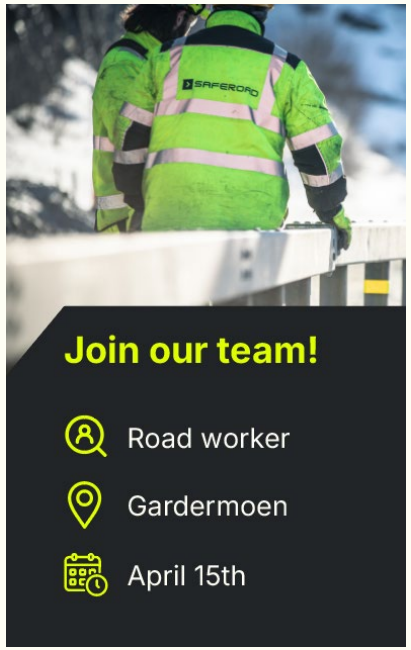
See the next pages for examples.

Example:

Examples

Employee announcement

Recruitment



Product or service highlight

Examples

Product or service highlight

Product or service highlight

Examples

Product or service highlight

There is a new player in the french crash barrier market!

We have taken the first step and can now supply the GS2, GS4, GCU and DE2 model.

More will follow.

With our NF-certified systems, we can now offer our innovative road safety solutions across France.

For every life.
On every journey.

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	
Rectangle (e.g., 4:3)	Yes	Canva	
Vertical (e.g., 1:4)	Yes	Canva	
Horizontal (e.g., 16:9)	Yes	Canva	
Video (e.g., 16:9)	Yes	Canva	

Vertical designs

Lorem ipsum dolor sit amet, consecur adipiscing elit.

Ut vitae ligula tempus, vestibulum sem eu, ornare ex. Nunc ultricies neque nibh, sed tristique quam tincidunt ut. Fusce at lorem nec felis iaculis.

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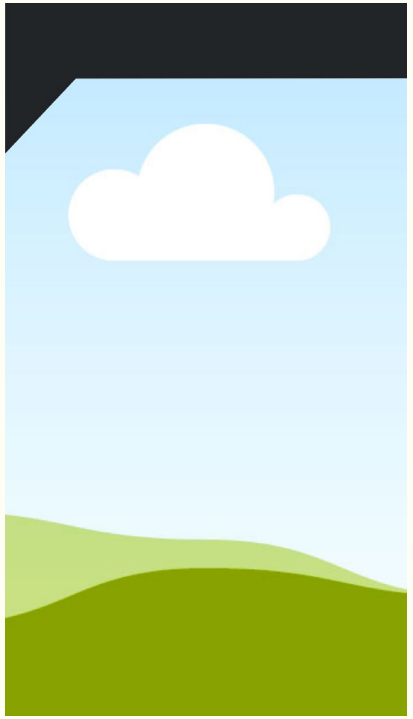

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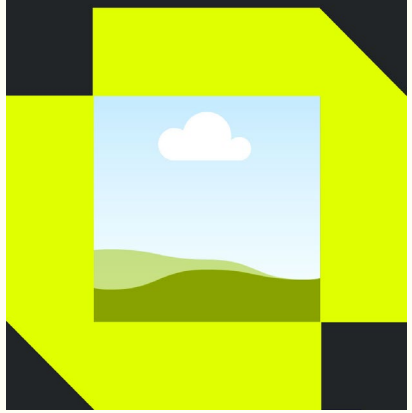
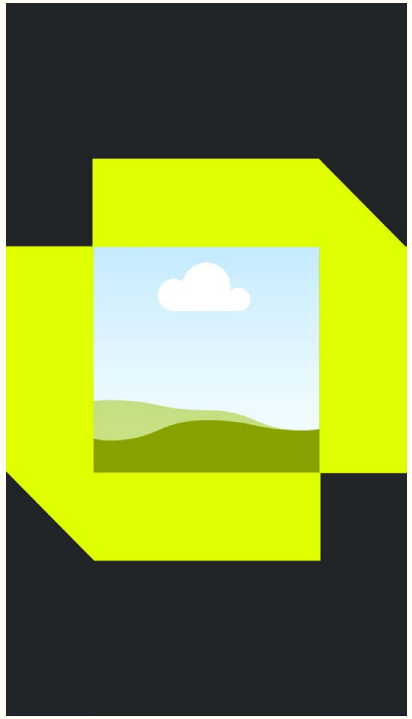
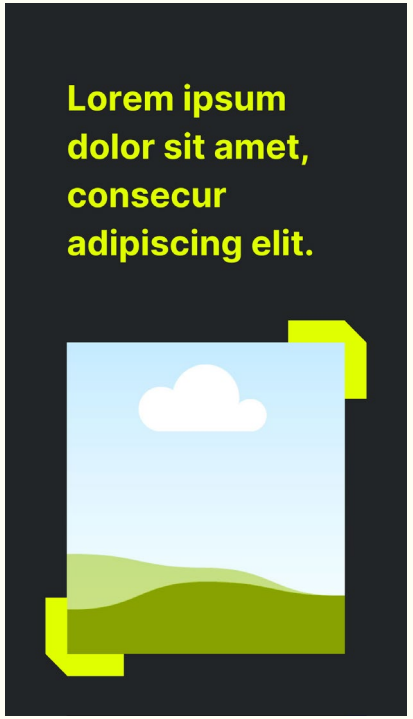
Ut vitae ligula tempus, vestibulum sem eu, ornare ex. Nunc ultricies neque nibh, sed tristique quam tincidunt ut. Fusce at lorem nec felis iaculis consequat.

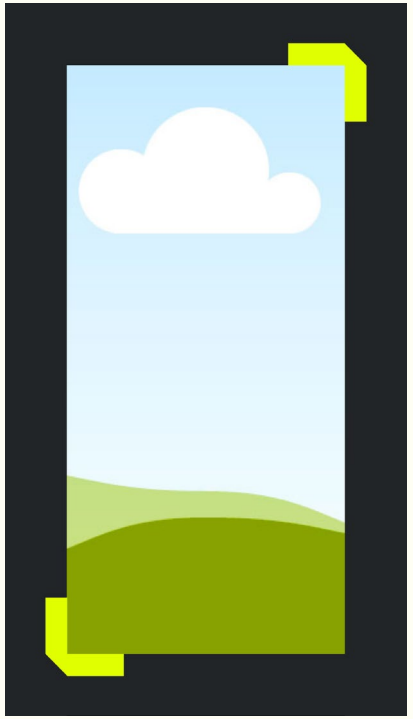
Lorem ipsum dolor sit amet, consecur adipiscing elit.



Vertical designs (continued)







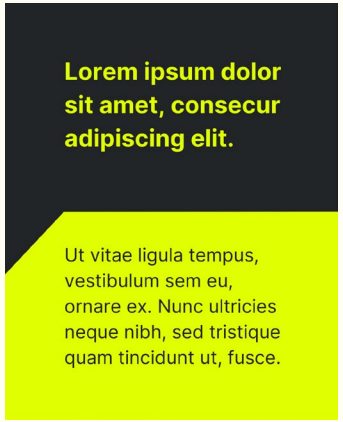
Ut vitae ligula tempus, vestibulum sem eu, ornare ex. Nunc ultricies neque nibh, sed tristique quam tincidunt ut. Fusce at lorem nec felis iaculis conseq.

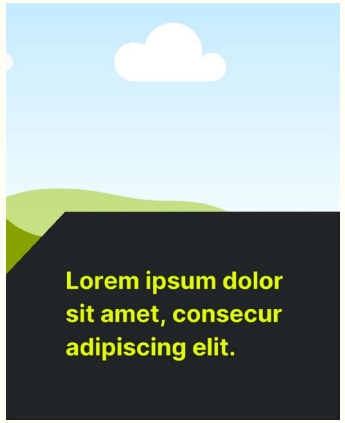
Ornare ex. Nunc ultricies neque nibh, sed tincidunt ut.

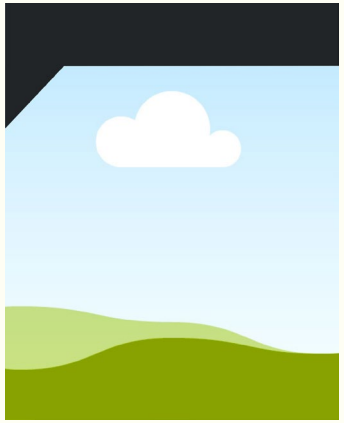
Ut vitae ligula tempus, vestibulum sem eu, ornare ex. Nunc ultricies neque nibh, sed tristique quam tincidunt ut. Fusce at lorem nec felis iaculis conseq.

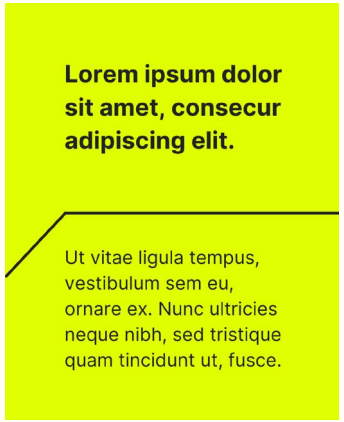
Ornare ex. Nunc ultricies neque nibh, sed tincidunt ut.

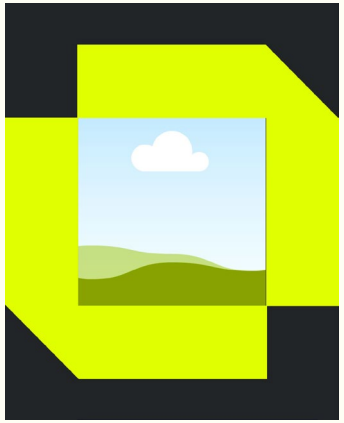
Rectangular / Square designs

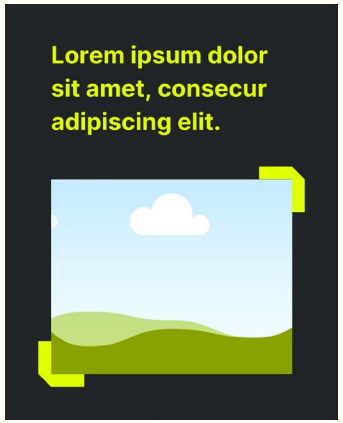


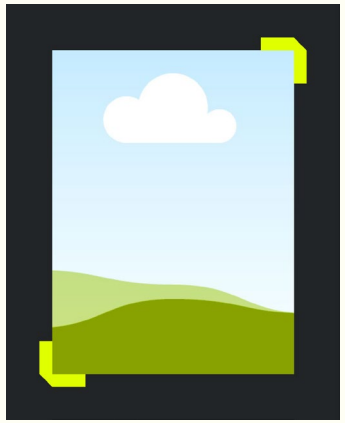


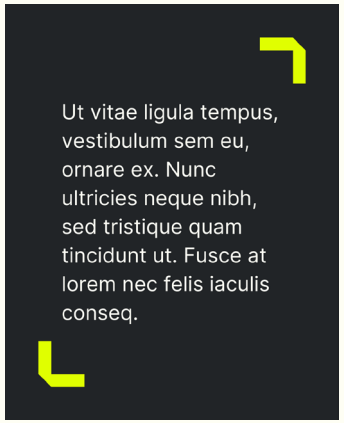


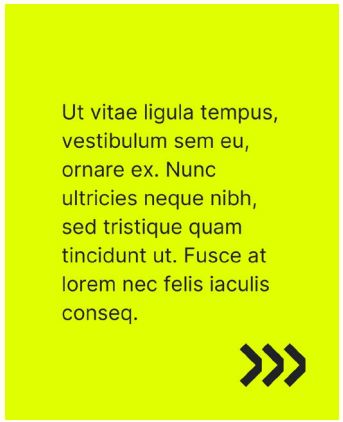




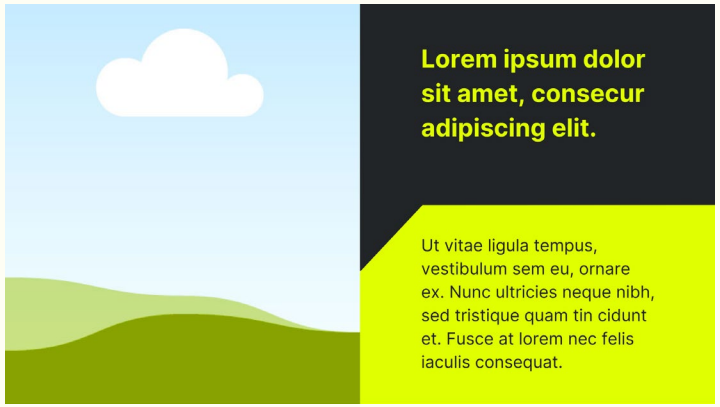


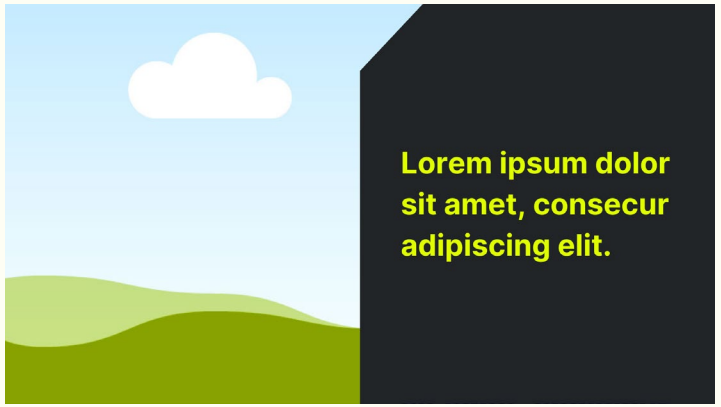


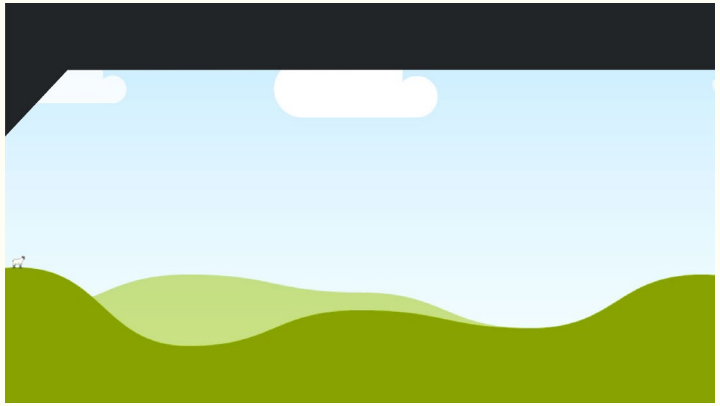


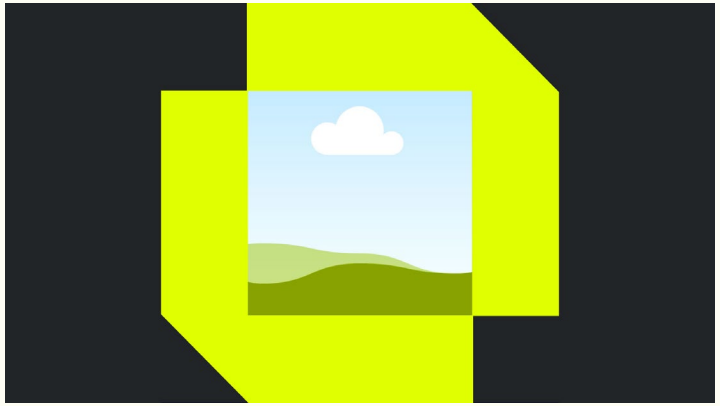


Horizontal designs

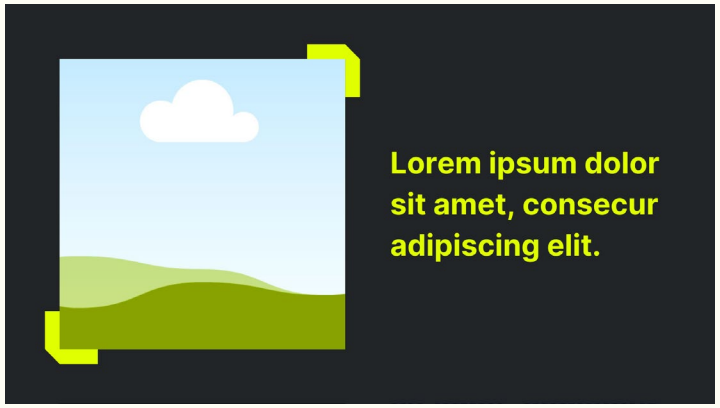








Horizontal designs (continued)



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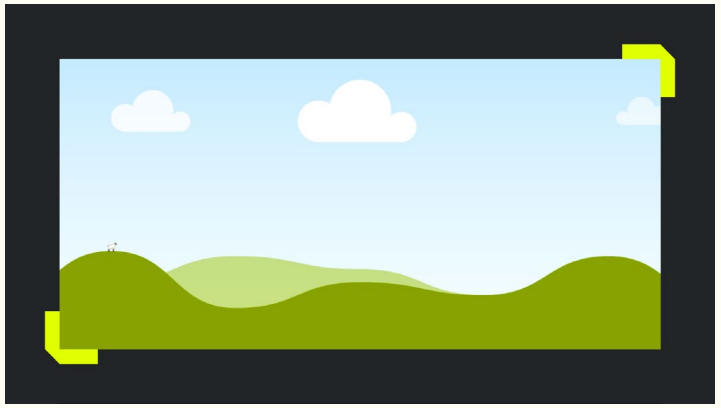

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Ut vitae ligula tempus, vestibulum sem eu, ornare ex. Nunc ultricies neque nibh, sed tristique quam tincidunt ut. Fusce at lorem nec felis iaculis consequat.

Physical material

Print material

Overview of examples

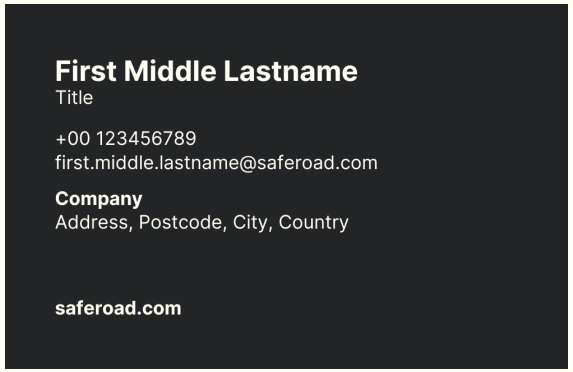
Type	Comments
Office supplies	
Signage	For design adaptations, please seek guidance.
Roll-ups	
Vehicles	For design adaptations, please seek guidance.
Clothing	For design adaptations, please seek guidance.
Giveaways	

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

Business card – Alternative 1



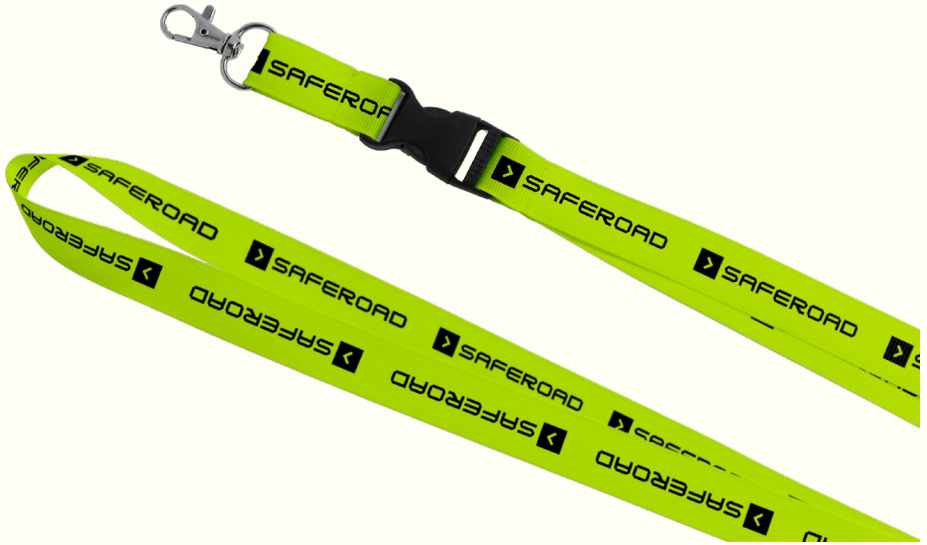
Business card – Alternative 2

Office supplies

Please ensure the logo proportions are maintained accurately, whenever possible

Coffee cup – Asphalt grey

Lanyard – Safety yellow



Signage

Building – Embossed

Building – Flat

- *If you have any questions regarding logo placement or styling on challenging surfaces and/or areas, kindly see contact details on p.4*

Signage

Please ensure the logo proportions are maintained accurately, whenever possible

Example – Outdoor with directions

Example – Outdoor with company info

- *If you have any questions regarding logo placement or styling on challenging surfaces and/or areas, kindly see contact details on p.4*

Signage

Please ensure the logo proportions are maintained accurately, whenever possible

Reception – Embossed

Reception – Embossed

Reception – Flat

- *If you have any questions regarding logo placement or styling on challenging surfaces and/or areas, kindly see contact details on p.4*

Signage

Please ensure the logo proportions are maintained accurately, whenever possible

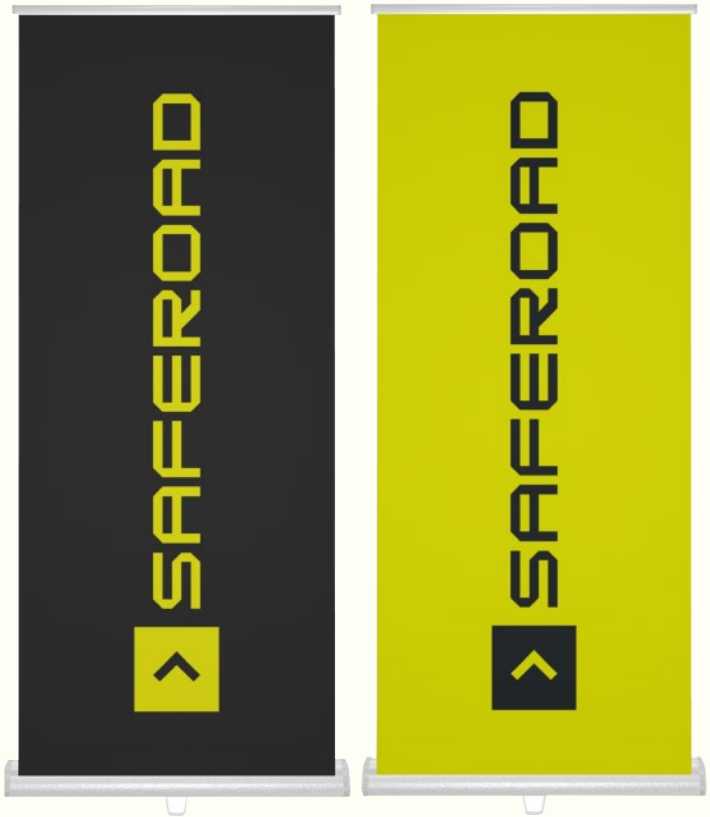
Flags – Asphalt grey

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

Vehicles

Please ensure the logo proportions are maintained accurately, whenever possible

Pick-up truck

Transport van

- *If you have any questions regarding logo placement or styling on challenging surfaces and/or areas, kindly see contact details on p.4*

Vehicles

Please ensure the logo proportions are maintained accurately, whenever possible

Transport car

Company / manager car

- *If you have any questions regarding logo placement or styling on challenging surfaces and/or areas, kindly see contact details on p.4*

Vehicles

Please ensure the logo proportions are maintained accurately, whenever possible

Truck

- *If you have any questions regarding logo placement or styling on challenging surfaces and/or areas, kindly see contact details on p.4*

Clothing

Please ensure the logo proportions are maintained accurately, whenever possible

Safety west

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