

Brand

Guidelines

UTILITY
SAFETY
PARTNERS

This is our logo.

Our logo is modern and devoid of clutter. The “LIFE” box highlights the true purpose of our organization.

Our logo comes in different variations to offer design flexibility—full colour, knockout and grayscale. Use your discretion as to what logo version looks best in application.

Design misuse:

- + Do not modify the colours
- + Do not change the sizing ratios
- + Do not change the orientation
- + Do not place on top of an image if legibility is poor
- + Do not add special effects
- + Do not add an outline

The logo should be protected from other graphic elements getting too close. Use the width of the life box as a guide for surrounding safe space.

Minimum size restrictions ensure that the logo is always clearly legible. The minimum width is 0.75 inch or 225 pixels.



MINIMUM SIZE



0.75 inches / 225 pixels

This is our tagline.

It is the call-to-action that should be placed on every communications piece, alongside the logo.

Our tagline comes in different variations to offer design flexibility—full colour, knockout and grayscale. Use your discretion as to what version looks best in application.

When the tagline is used as a headline, It is encouraged to play with graphic lines around the tagline to reinforce the utility lines visual. (see mockup pages)

Design misuse:

- + Do not modify the colours
- + Do not change the orientation
- + Do not place on top of an image if legibility is poor
- + Do not add special effects
- + Do not add an outline

The tagline should be protected from other graphic elements getting too close. Use the width of "the" as a guide for surrounding safe space.

Minimum size restrictions ensure that the tagline is always clearly legible. The minimum width is 0.75 inches or 225 pixels.

Where's the **LINE?**

Where's the **LINE?**

Where's the **LINE?**

Where's the **LINE?**

SAFE AREA



MINIMUM SIZE

Where's the **LINE?**

0.75 inches / 225 pixels

This is our dig safe wordmark.

This wordmark comes in different variations to offer design flexibility—full colour, knockout and grayscale. Use your discretion as to what version looks best in application.

Design misuse:

- + Do not modify the colours
- + Do not change the sizing ratios
- + Do not change the orientation
- + Do not place on top of an image if legibility is poor
- + Do not add special effects
- + Do not add an outline

The CBYD wordmark should be protected from other graphic elements getting too close. Use the width of the 'C' as a guide for surrounding safe space.

Minimum size restrictions ensure that the wordmark is always clearly legible. The minimum width is 0.5 inches or 150 pixels.



SAFE AREA



MINIMUM SIZE



0.5 inches / 150 pixels

These are our brand colours.

The colours chosen represent the theme of safety and industry. The saturation of the orange gives the brand energy and boldness.

The brand colour palette is bold, bright and full of personality. It is intended to represent the community of marketers coming together from all different backgrounds and levels of expertise to grow and support the network.

The Utility Safety Partners brand colour palette is categorized into colour groupings to maintain a consistent look. The primary colours should feel dominant in application whereas the secondary colours should be used as accents.

Design Considerations:

- + refer to Pantone values for any offset printing or screen printing
- + refer to CMYK values for any digital printing
- + refer to HEX/RGB values for any digital/online applications
- + tint of any colour is allowed

PRIMARY

orange

PMS Orange021 | C0 M78 Y100 K0 | R255 G92 B0 | HEXff5c00

PRIMARY

gray

PMS 426 | C72 M60 Y65 K60 | R45 G51 B48 | HEX2d3330

SECONDARY

blue-gray

PMS 642 | C17 M6 Y3 K60 | R207 G223 B236 | HEXcfdfec

SECONDARY

white

C0 M0 Y0 K0 | R255 G255 B255 | HEXffffff

SECONDARY

black

PMS Black | C0 M0 Y0 K100 | R35 G31 B21 | HEX231f20

**Thank you
for elevating
our brand.**

UTILITYSAFETY.CA

If you have any questions,
please contact us at info@utilitysafety.ca