# SAFE Credit Union
## Logo Guidelines

## Primary Logo

The primary logo for SAFE is the horizontal combination of the SAFE dome, the logotype for the name "SAFE," and the words "Credit Union." Always use the original and approved art; never alter any aspect of it. Do not attempt to redraw or recreate the logo. When re-sizing the logo, keep the proportions the same.

### Minimum Clear Space

To ensure its integrity and visibility, the lockup should be kept clear of competing text, images, and graphics. It must be surrounded on all sides by an adequate clear space, equal to half the size of the dome graphic, as indicated in the diagram.

### Minimum Size

The width of the lockup should never appear smaller than 1" in width when used in print materials. When used in digital or on-screen formats, the width should never appear smaller than 120px.

### Color Specifications

Color specifications are provided for a consistent appearance. Pantone® spot colors and 4CP colors are specified for print use. RGB and Hex specifications are for use with on-screen and web applications.



**Minimum Clear Space**

.5x   .5x
x
.5x   .5x

**Minimum Size**

1"

### SAFE Blue

| Pantone | Process | | On Screen | |
|---------|---------|-----|-----------|-----|
| 2945 U | C | 100 | R | 0 |
| 2945 C | M | 74 | G | 81 |
| | Y | 20 | B | 138 |
| | K | 5 | | |
| | | | #01528a | |

## Reversed Logo

The reversed logo for SAFE is a white version of the SAFE dome, the logotype for the name "SAFE," and the words "Credit Union." However, the SAFE dome is drawn with a line around it, forcing the dome to be white. Always use this version when placing the SAFE logo on any approved color other than white.



## Other Logo Versions

Other versions of the SAFE logo may be available, but must be applied by a SAFE Marketing Department employee only. To request other versions of the SAFE logo, or if there are special circumstances involving the use of SAFE's logo, contact SAFE's Marketing Department at **(916) 733-7233, ext. 4505**, or email **design@safecu.org**.