

SAFE STANDARD

Brand Identity & Logo Usage Guide

Domain: safestandard.ai

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This guide outlines the approved usage, colour systems, spacing, and presentation standards for the Safe Standard brand identity.

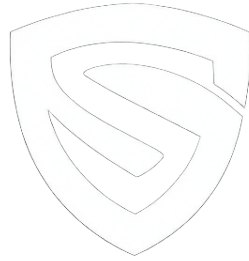
Safe Standard Blue Gradient



Safe Standard Black



Safe Standard White Glow



Safe Standard Blue Flat



Official Colour Palette

Primary Blue	#0057FF
Electric Blue	#00A3FF
Black	#000000
White	#FFFFFF
Dark Navy	#0A1633

Logo Usage — DOs

- Maintain clear spacing around the shield logo.
- Use approved brand colours only.
- Use vector SVG versions for print and signage.
- Use transparent PNG versions for digital overlays.
- Maintain original proportions when scaling.

Logo Usage — DON'Ts

- Do not stretch or distort the logo.
- Do not alter the shield shape.
- Do not apply unapproved gradients or colours.
- Do not place the logo on visually cluttered backgrounds.
- Do not rotate or skew the logo.

Recommended Typography

Primary Typeface Suggestions: Montserrat Inter SF Pro Display These typefaces align with the Safe Standard positioning of trust, security, AI, compliance, and enterprise readiness.

Brand Positioning Keywords

Trust • Security • Compliance • AI Governance • Enterprise • Assurance • Verification • Integrity