SafeGad

Brand Guidelines

CONTENTS

- Brand Overview - Logo - Colours
- Typography - Logo Application

WELCOME

Inside this identity guide you'll find the images we use, the colors we choose, our logos, words and best practices.

The following pages will help you understand our brand, what it stands for and how to express it in the best possible way.

Each has a vital role to play, but the real magic happens when they're all used together.

Logo Monochromatic View

BRAND OVERVIEW

SafeGad is a gadget protection startup.
The name was derived from a combination of two words
- Safe + Gadget = SafeGad

We at SafeGad help protect your gadgets ensuring you enjoy them with peace of mind knowing they are covered against unexpected issues.

Our mission is to provide affordable, reliable and stress-free gadget protection services

We aim to ensure you can enjoy your gadgets without the constant worry of damage, theft or loss.

The Double Shield Represents *'Extra layer of Device Protection (Insurance)'*
The Triangle(Roof) represents 'A Repair Hub' & The Lock Icon represents 'Relaibility'
The Triangle & Lock Icon *'Reliable Repair Hub'*

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Do not stretch the logo horizontally or vertically.

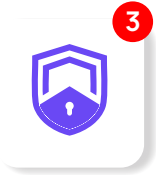
Do not put a drop shadow on the logo.

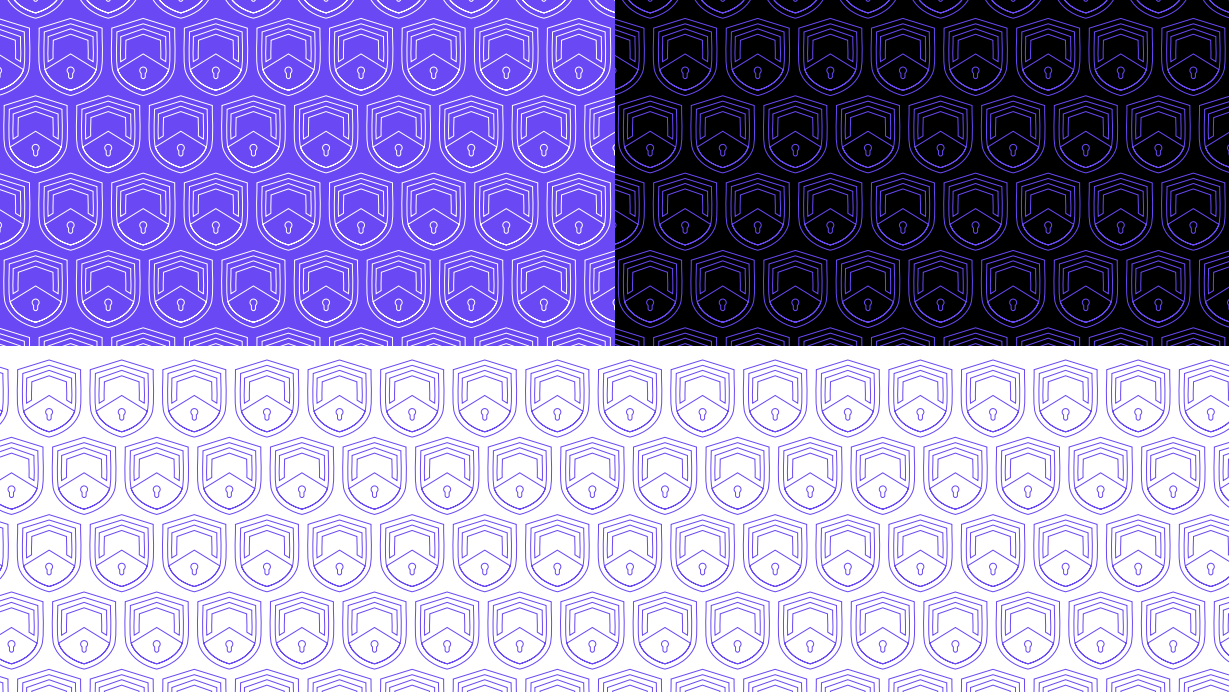
Do not rotate the wordmark or icon.

Do not put a stroke on the logo.

Do not use wrong color template on the logo.

Logo Icon (The Shield)





Circular Spotify Text

Light Normal Medium
Bold Black Italic

a b c d e r g h l 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

A B C D E R 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

Circular Spotify Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Circular Spotify Normal

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Circular Spotify Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Circular Spotify Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Circular Spotify Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Brand Primary Colours

Purple Blue (Primary Colours)

C	74%	R	106
M	75%	G	72
Y	0%	B	244
K	0%	HEX	6A48FA

Apt Black (Primary Colours)

C	75%	R	0
M	68%	G	0
Y	65%	B	0
K	90%	HEX	000000

Clear White (Primary Colours)

C	0%	R	255
M	0%	G	255
Y	0%	B	255
K	0%	HEX	FFFFFF

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MOCKUPS/ LIVE USAGE

The following pages will help you understand the brand, what it stands for and how to express it in the real way.

Each of the brand points earlier discussed now come together and the real magic happens now..

9:41
WED
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Calendar
Photos
Camera
SafeGad
Notes

Search

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Thank You.