Safe Home
INSURANCE

Brand Style Guide

Visual identity for Learning and Sales materials

Logo System

One identity, with two formats for different spaces.



Primary logo

Use the full name on covers, job aids, and the first screen of a course.



Standalone Symbol

For compact uses when the company name is already visible.

Color Palette

Navy leads the identity. Teal highlights actions and key information.

Main / Safe Navy

#022F6A

RGB 2, 47, 106

Titles, brand headers, and key messages

Accent / Home Teal

#087F8C

RGB 8, 127, 140

Section labels, buttons, and emphasis

White #FFFFFF

RGB 255, 255, 255
Main background

Mist #EDF5F7

RGB 237, 245, 247
Callout background

Slate #243447

RGB 36, 52, 71
Body copy

Typography

DejaVu Sans supports a clear, consistent reading experience.

Aa

DejaVu Sans

Regular for body copy
Bold for headings and labels

Office fallback: Arial
Check wrapping after substitution.

Heading example

36 pt / Bold / Safe Navy

Section heading

20 pt / Bold / Home Teal

Body text explains one idea at a time.

18 pt / 15 pt / Regular / Slate

Sizes shown are starting points for 16:9 slides. Use 10–12 pt body text for printed job aids. Keep the logo as artwork.

Logo Placement

Keep the original proportions, colors, and relationship between symbol and name.



Clear space

Leave at least one quarter of the shield’s height around the full logo.
Measure from the visible artwork.

Recommended minimums

Full logo: 280 px wide
Symbol: 48 px high
Check at the final output size.

Backgrounds and handling

Use white or a light neutral.
Avoid stretching or rotating.
Keep effects and busy photos away.

Training Application

A sample content slide using the identity system.



Understanding your deductible

A clear explanation helps customers compare options and make an informed choice.

Review an Example

Use the system

- White for reading space
- Navy for the main heading
- Slate for supporting copy
- Teal for the next action