

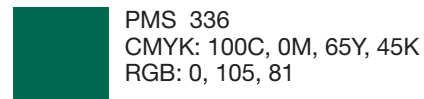
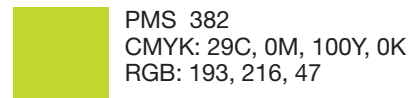
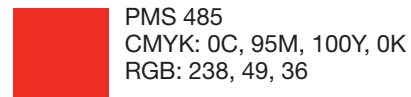
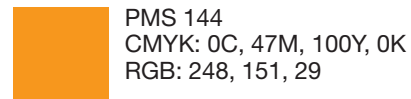
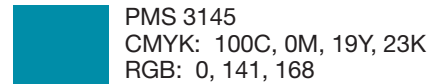
Safe Communities America Branding Style Guide

Congratulations!

With your accreditation in the Safe Communities America® program it's time to promote your community advantage, not only to be recognized for this honor but also to engage your community in your efforts. Place this logo on your website, stationery, newsletters, reports, signage, promotional and apparel. The logo should not be used to endorse products.

Safe Communities America is a trademark of the National Safety Council and usage is restricted to proper application of the logo. This Safe Communities America style guide defines the usage parameters. To request a logo file please contact the NSC Creative Services Department at (630) 775-2212, or email logo@nsc.org.

Full-color logo



Black and white logo



Community logo (example)



Sponsor examples



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Safe Communities America logo standards

The Safe Communities America logo follows unique design specifications developed exclusively by NSC. **NO** unauthorized, computer-generated files containing logos from National Safety Council may be used in internal or external communications. Reproducible art for these logos is available and in specialized instances, electronic art may be provided.

Dos

- The logo must always use authorized colors and be scaled in proportion to the original height and width.
- The logo must always appear at minimum acceptable size or greater. Minimum size is one-half inch. Please contact the NSC Creative Services Department for approval on any usage smaller than a half-inch.
- The logo must always be easily discernible from any background or image on which it rests or to which it is adjacent.

Don'ts

- Do **NOT** add any effects that alter the internal integrity of the logo (i.e., emboss, bevel, highlight, internal shadow, etc.).
- Do **NOT** alter the transparency/opacity of any of the colors.
- The logo must never be retype set or redrawn (i.e., by hand illustration or computer drawing).
- The logo must never be stretched or placed too close to the edge of any print or electronic page (i.e., margins of stationery).
- The logo must never be re-generated as a digitized image, scanned image or text file.

Approved uses



Logo on white/light background.



Reverse logo on black/dark background.



Black and white logo on white.

The logo is only to be shown in colors or black, **never** any other color.

Unapproved uses



The logo should never be horizontally/vertically distorted. The original height and width should **never** be scaled disproportionately.



The logo should **never** be changed to any other color variation. Please confirm proper colors from previous page.



The logo should **never** have any effects applied to alter the integrity of the logo. A light drop shadow is acceptable but should not impact the surface of the logo.



The logo transparency should **never** be adjusted or multiplied on any background.