

SIMPLY SAFE GROUP

Logo Style Guide · v1.0 · 2026



More time to care.

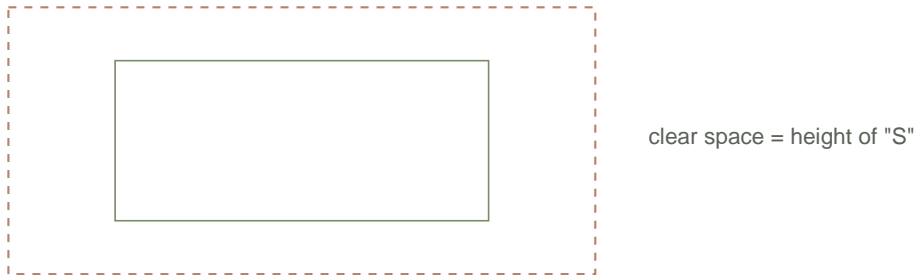
A short, simple guide so the mark always shows up the way it should.

1. The mark

The Simply Safe Group logo is a circular emblem: two open hands cradling a leafy plant with a heart-shaped bloom, the wordmark beneath, and the tagline "More time to care." in italic script. The full lockup (emblem + wordmark + tagline) is the preferred form.

CLEAR SPACE

Always leave clear space around the logo equal to the height of the letter "S" in the wordmark. Nothing — text, edges, photos, other logos — enters this space.



MINIMUM SIZES

- Digital — full lockup no smaller than 120 px wide. Emblem only no smaller than 32 px.
- Print — full lockup no smaller than 30 mm wide. Emblem only no smaller than 12 mm.
- Favicon / app icon — use the emblem only, never the full lockup.

APPROVED LOCKUPS

1. Primary — full lockup (emblem + wordmark + tagline) on cream or white.
2. Emblem only — for favicons, app icons, social avatars, embroidery.
3. Wordmark only — for tight horizontal spaces (footers, email signatures).
4. Reversed — full lockup in cream on ink or sage backgrounds.

2. Colour

A calm, editorial palette. One sage green dominates. Clay is the accent — used sparingly. Never re-tint the logo into brand colours that don't belong to Simply Safe Group.



Ink

#1A1F1A

Primary type, wordmark on light backgrounds.



Sage

#7A8A6B

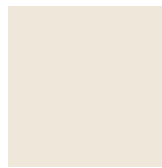
Primary brand colour. Botanical detail.



Clay

#B8826A

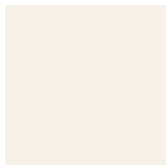
Accent only. Heart bloom, key callouts.



Sand

#EFE7DA

Warm neutral surface. Section backgrounds.



Cream

#F7F2E9

Default page background. Calm, editorial.



Slate

#5A6258

Body text, secondary information.

APPROVED BACKGROUNDS

- Cream (#F7F2E9) — preferred.
- Pure white — acceptable.
- Ink (#1A1F1A) — use the reversed cream lockup.
- Sage (#7A8A6B) — use the reversed cream lockup.
- Photography — only over calm, low-contrast areas with a soft cream scrim behind the lockup.

3. Don't

A short list of things that quietly cheapen the brand.

- × Don't stretch, skew, or rotate the logo.
 - × Don't recolour the emblem into off-brand hues (no purples, neons, or gradients).
 - × Don't add drop shadows, outlines, glows or 3D effects.
 - × Don't place the logo on busy photography without a cream scrim.
 - × Don't reset the tagline in another font — it is hand-drawn and part of the mark.
 - × Don't crop the circle. The emblem is always whole.
 - × Don't use the full lockup below the minimum size — switch to the emblem.
 - × Don't pair with high-contrast competing brand colours that fight the sage.
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4. Voice beside the mark

When the logo appears with a headline, keep the headline in the display serif, sentence case, italic for emphasis. The brand voice is calm, plain, human — never corporate, never childish. The logo should feel like the quiet signature at the end of a sentence the reader already trusts.

More time to care.