



SAFER BUSINESS ACTION DAYS

Brand Guidelines

Provided by



Reducing crime through partnership and prevention

Overview

The following guidelines are provided to give you a basic understanding of how to correctly and effectively use the Safer Business Action Days (SaBA Days) logo from the National Business Crime Centre (NBCC).

You will find all of the necessary information to properly use the logo and visuals, as well as some suggestions and tips for how to get the most out of our visual identity.

Should there be any questions concerning general usage, you should initially contact:

Patrick Holdaway

Patrick.Holdaway@cityoflondon.police.uk



Safer Business Action Days
Brand Guidelines



Our Brand

We have several variations of the SaBA Days logo. Familiarise yourself with them so you know which version to use and how to use it appropriately.

Careful and consistent application as outlined in this document will help build visibility and name recognition over time.

Permission must be sought from the National Business Crime Centre (NBCC) before using the logo in any other capacity not stated within this document.



Safer Business Action Days
Brand Guidelines



SAFER BUSINESS
ACTION DAYS

Master Logo



SAFER
BUSINESS
ACTION DAYS

Secondary Logo



SAFER BUSINESS
ACTION DAYS

Stacked Logo



SaBA
DAYS

Monogram Logo



Icon

Master Logo

The 'master' logo is used to represent our brand. All other brand logos stem from this logo design. It should be used in most instances where possible/suitable. It is best used on mediums with plenty of room to breathe, unrestricted by space.

To ensure the legibility of the logo and its components, please follow the minimum application size guide.

We have supplied JPG, PNG, PDF, and EPS files.



Safer Business Action Days
Brand Guidelines



Minimum application size:

Print: 8mm height

Web: 55px height

Secondary Logo

The 'secondary' logo is an alternative version of the 'master' logo that is more compact. It should be used when there isn't enough space to use the 'master' logo, but there's still a moderate amount to work with.

To ensure the legibility of the logo and its components, please follow the minimum application size guide.

We have supplied JPG, PNG, PDF, and EPS files.



Safer Business Action Days
Brand Guidelines



SAFER
BUSINESS
ACTION DAYS



Minimum application size:

Print: 9mm height

Web: 65px height

Stacked Logo

The 'stacked' logo is an alternative version of the 'master' logo at a different arrangement. It should be used at times when space is a bit limited or if the space doesn't accommodate the 'master' or 'secondary' logo.

To ensure the legibility of the logo and its components, please follow the minimum application size guide.

We have supplied JPG, PNG, PDF, and EPS files.



Safer Business Action Days
Brand Guidelines



SAFER BUSINESS
ACTION DAYS



Minimum application size:

Print: 12mm height

Web: 60px height

Acronym Logo

Safer Business Action Days are also referred to as 'SaBA Days'. The 'acronym' logo is an alternative of the 'master' logo to shorten the brand's name to aid in brand recognition.

This logo should only be used when there is some brand recognition with the intended audience, or for internal communications.

To ensure the legibility of the logo and its components, please follow the minimum application size guide.

We have supplied JPG, PNG, PDF, and EPS files.



Safer Business Action Days
Brand Guidelines



Minimum application size:

Print: 8mm height

Web: 40px height

Icon

The icon is the standalone symbol that identifies the brand on its own.

You are permitted to use the icon in certain instances as a stand alone graphic (such as a favicon or watermark). When used in this manor, one of the other logo variations should also be present within the same marketing material.

To ensure the legibility of the logo and its components, please follow the minimum application size guide.

We have supplied JPG, PNG, PDF, and EPS files.



Safer Business Action Days
Brand Guidelines



Minimum application size:

Print: 8mm height

Web: 30px height

Our Sub Brand

Our Sub Brand, Safer Business Action Week, is an event organised by the National Business Crime Centre (NBCC) to support businesses and reduce business crime across the country. This is a specific campaign logo that can be used during the event by businesses. It should not be used in place of the Safer Business Action Days logo outside of the campaign period.

Careful and consistent application as outlined in this document will help build visibility and name recognition over time.

Permission must be sought from the National Business Crime Centre (NBCC) before using the logo in any other capacity not stated within this document.



Safer Business Action Days
Brand Guidelines



SAFER BUSINESS ACTION WEEK

Master Logo



**SAFER
BUSINESS
ACTION WEEK**

Secondary Logo



**SAFER BUSINESS
ACTION WEEK**

Stacked Logo



**SAFER BUSINESS
ACTION WEEK**

Monogram Logo



Icon

Spacing

To ensure the logo has the greatest impact, it is important to provide an area of clear space around it.

Please ensure any of our logos at all times have the clear space specified here.

The distance marked x represents the height of the logo. There needs to be a clear space measuring the division of the height (indicated in the grey box) to create the spacing border around the logo (indicated by the dotted box)

i.e. the 'master' logo needs a clear space measuring $\frac{1}{3}$ of the width of the logo.

The formulas shown are applicable to all sizes of logo reproduction

Master Logo



Secondary Logo



Stacked Logo



Acronym Logo



Icon



Safer Business Action Days
Brand Guidelines

Colour Variants

We've created the following colour variants of the logos and request you to use them appropriately.

The **full colour** logo should be used in the first instance as this contains our brand colours.

The **greyscale** and black logo should only be used when it cannot be produced in colour. (i.e. black and white printing)

Use the **white** logo variations when using on a dark coloured background or photo. Be careful about insufficient colour contrast.

Master Logo



Secondary Logo



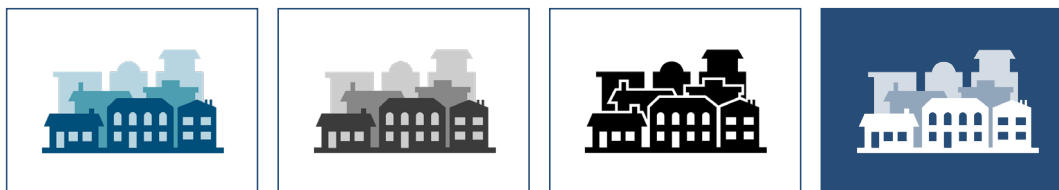
Stacked Logo



Acronym Logo



Icon



Safer Business Action Days
Brand Guidelines

Incorrect Usage

Applying the SaBA Days logo correctly is essential to our communications. **The examples on this page represent just a few examples of the incorrect uses of the logo.**

The instructions on this page apply to all versions of the logo.

Please be careful not to alter, tweak, mutilate, redraw or take any personal creative freedom that breaks any of the specific rules set out in this guide.

Do not modify the SaBA Days brand features or suggest sponsorship or endorsement by SaBA Days in a way that confuses SaBA Days with another brand.

Do not overprint or obstruct any part of our brand features.

Big or small, our logo should be recognisable everywhere we use it. This is why the logo never changes. Please stick to the provided files.



Never add special effects



Never add drop shadows



Never add gradients



Never change orientation



Never remove or reposition elements of the logo



Never add graphic elements or words on or around



Never use the logo as an outline or cut-out



Never extrude the logo or symbol in 3D



Never use any colour variations not presented in these guidelines



Never stretch, compress, warp or distort the shape or proportion of the logo



Never attempt to recreate the logo with different fonts or shapes



Never place the logo over any background or image that inhibits legibility



Safer Business Action Days
Brand Guidelines

Typography

Typography is an essential element that impacts the viewer's perception of the brand.

The typeface **Pragmatica** is used in the logo.

Pragmatica is a sans-serif typeface that has five versatile weights from Extra Light to Black.

(Regular, Bold and Black shown as examples adjacent)

Open Sans is our body text and webfont. It has five versatile weights from Light to Extrabold.

(Regular, Semibold and Extrabold shown as examples adjacent)

Open Sans should be used as a fallback when Pragmatica is unavailable.



Safer Business Action Days
Brand Guidelines



Bold Weight

SAFER BUSINESS
ACTION DAYS

Book Weight

Pragmatica

Primary/Headline font

Regular weight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*?#()

Bold weight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*?#()

Black weight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*?#()

Open Sans

Body/Webfont

Regular weight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*?#()

Semibold weight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*?#()

Extrabold weight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*?#()

Brand Palette

Primary colours

Our primary colours are Deep Blue and Pacific Blue. Blue creates a feeling of trust and calm and is often seen as a sign of stability and reliability — key positive values which resonate with the brand.

Secondary colours

The secondary colour palette is used for complementing the primary colour. These colours provide an all encompassing depth while maintaining a complimentary, integrated look.

Tints of any of the colours may be used as a background colours or for supporting graphics.

Deep Blue

#004E7A
R0 G78 B122
C97 M66 Y28 K13
Pantone 7693 C

80% Tint

50% Tint

Pacific Blue

#4D9FB1
R77 G159 B177
C69 M20 Y27 K3
Pantone 2219 C

80% Tint

50% Tint

Sky Blue

#8ED2ED
R142 G210 B237
C47 M0 Y5 K0
Pantone 2975 C

80% Tint

50% Tint

Metallic Seaweed

#1F7D89
R31 G125 B137
C81 M30 Y38 K14
Pantone 321 C

80% Tint

50% Tint

Light Blue

#B6D5E0
R182 G213 B224
C33 M7 Y11 K0
Pantone 552 C

80% Tint

50% Tint

Alice Blue

#e5edf2
R229 G237 B242
C12 M4 Y4 K0
Pantone 656 C

80% Tint

50% Tint



Location Suffix

The SaBA Days logo can be used by Police forces to promote/develop their own action days. Such as adding the logo to publicity material, guidance, hashtags for social media etc.

If a force wishes to include their region/ county within the location, we suggest using the Secondary or Stacked Logo options to do so for best balance.

Please see guidance opposite on how to go about doing this or contact the National Business Crime Centre (NBCC) to request a logo.



Safer Business Action Days
Brand Guidelines

Secondary Logo



Stacked Logo



Files

We've created a simple system for labelling the files that everyone can understand and find what they need.

We have supplied JPG, PNG, PDF, and EPS files.

JPG

Most often used for screen or web use, quality can vary depending on size of the file.

PNG

Supports high resolution and transparency, saved in RGB.

PDF

Used for online documents and printed purposes.

EPS

A vector file that can be scaled up or down.



Safer Business Action Days
Brand Guidelines












SAFER BUSINESS
ACTION DAYS

SaBA_Master Logo_Greyscale

Brand Name

Logo Version

Colour Variant

 01. Master Logo >	 EPS >
 02. Secondary Logo >	 JPG >
 03. Stacked Logo >	 PDF >
 04. Acronym Logo >	 PNG >
 05. Icon >	

Logos have been numbered in order of preference for usage.

Each contain four folders with the logo saved in various file formats as listed.

The **Master Logo** should always be the "go to" logo if suitable.

For any additional file formats please contact Pitched
contact@pitched.co.uk | www.pitched.co.uk | 01726 418 118