



Vector Solutions & LiveSafe Brand Style Guide 2022



Vector LiveSafe Boilerplate



Approved Copy and Descriptions

PRODUCT DESCRIPTION

Vector LiveSafe, the leading risk intelligence and safety communications platform, engages employees via a mobile app to surface early warning insights and prevent serious safety and security incidents. The solution supports risk-aware organizations to mitigate operational risks, reduce financial loss, and create a safe and informed workplace.

POSITIONING STATEMENT

Ability to provide safety, readiness, and employee engagement at your fingertips - uncover risks, improve communication, and report organizational security incidents or concerns.

SOLUTION

The ideal solution to this problem is an easy-to-use app that allows users to provide information that prevents health, safety, and security incidents and access health and safety information while also facilitating communication between the organization and their employees.

Vector Solutions Branding



Font & Color Guide

Print Primary



Medium Blue
PMS: 285 C
C: 91
M: 52
Y: 0
K: 0



Light Green
PMS: 367 C
C: 40
M: 0
Y: 81
K: 0



Dark Grey
PMS: 446 C
C: 71
M: 57
Y: 61
K: 44



Light Grey
PMS: 442 C
C: 40
M: 25
Y: 30
K: 0

Font Family: Open Sans
(Backup is Arial/Helvetica Nue)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.,:;?!\$&*)
Weight: 400
Style: normal

Print Secondary



Dark Blue
PMS: 293 C
C: 100
M: 80
Y: 12
K: 3



Light Blue
PMS: 298 C
C: 65
M: 10
Y: 1
K: 0



Teal
PMS: 7465 C
C: 68
M: 0
Y: 40
K: 0



Dark Purple
PMS: 2612 C
C: 63
M: 100
Y: 11
K: 1



Purple
PMS: 2582 C
C: 42
M: 78
Y: 0
K: 0



Dark Green
PMS: 369 C
C: 67
M: 12
Y: 100
K: 1



Orange
PMS: 715 C
C: 0
M: 54
Y: 93
K: 0



Red
PMS: 7417 C
C: 4
M: 85
Y: 85
K: 1



Yellow
PMS: 7548 C
C: 0
M: 22
Y: 100
K: 0

Vector LiveSafe Logo

Used to represent the LiveSafe Brand



Vector LiveSafe Icons

Used to represent the LiveSafe Brand

