



Proper Use of Safeco's Visual Identity

With the launch of the new Safeco logo and tagline, here is a great reminder on proper usage of the logo and some common inaccuracies.

Backgrounds

White is the only acceptable background for the 2-color (gray/blue) Safeco logo

- Never place this logo on a dark color, texture, or photo background



When a background cannot be avoided, use a single-color logo instead:



Sizing

- Minimum height: 1/2" for print, or 44 pixels for online use
- Minimum width: 2.15" for print or 155 pixels for online use



White Space

No design or text elements should be closer than one-half the logo's height. This includes allowing enough space between the logo and the edge of any online or printed page.



Scaling

Do not alter the logo's proportions. Always scale from the lower-right corner of our logo for proper proportions.



Resources

Contact your Territory Manager, Agency Specialist, or Colin Schroeder for additional logo considerations or questions.



Any use of the Safeco logo must be pre-approved.