

The background of the slide is a photograph of a large, multi-level stadium seating area. In the foreground, a wide, metal-grated ramp with silver handrails leads up towards the bleachers. The bleachers themselves are made of light-colored concrete or metal and are arranged in a tiered fashion. A building with windows is visible in the upper right background. The left side of the image is partially covered by a dark blue overlay containing text.

# Brand Guidelines

LAST UPDATE: 04/2022



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# Introduction.

Welcome to the world of **Work Safe Access**. In these pages we've outlined the brand basics. It's everything you need to know to live in - and correctly grow - the world of **Work Safe Access**.

# Brand Standards.

The **Work Safe Access** visual identity guidelines has been established to guide a new approach to visual communication in printed and digital branded content. This visual identity guide is a reference for everyone who is authorized to work with the **Work Safe Access** brand.

Our intent with this guide is not to restrict creativity and innovation: far from it. We strive for a coordinated, consistent, and effective brand presence in everything we create. If we make something, we want to make sure that people know where it came from.

By utilizing these tools, resources, and adhering to the guidelines within, you'll make things that look like the **Work Safe Access** brand, every time.

Please refer back to this guide often. If you have any questions concerning the content of this guide, please don't hesitate to reach out our Marketing Team at **marketing@worksafeaccess.com**.

# Our Brand.




# Our Brand

## 8-Second Story

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2020	Aquas et minis quaecerum cullam faces aut opta doloratin ea post que sum.
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Nemporum\_Litatiis\_Expliatem  
Nemporum\_Quaecerum



# Brand Mission & Vision.

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## Mission & Vision

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# Brand Logo.

Name, company logo, colours, typeface: these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market.

A brand's logo is one of the core elements of its visual identity. It is because of this reason every brand wants to opt for a design that is unique, aesthetically enriched and represent the organization at its best.

The graphic of our definitive logo is very clean, square, essential, strong and emphasizes the values of the brand.

The organization name is incorporated as a simple graphic treatment to create a clear, visually memorable identity. The representation of the word becomes a visual

symbol of the organization or product. The lettering is created using the Montserrat typeface.

The logo should be always produced from the master artwork.

BRAND LOGO

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**Work Safe Access**

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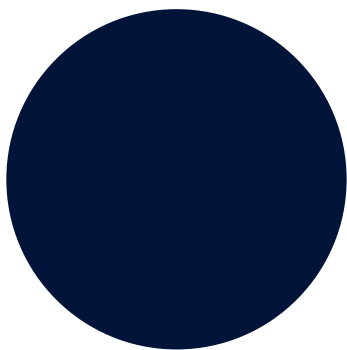
DO NOT change the main  
typeface



DO NOT distort or warp  
the logo in any way

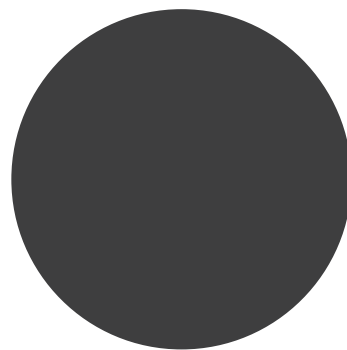
# Brand Colors.

## Primary



**PANTONE 282 C**

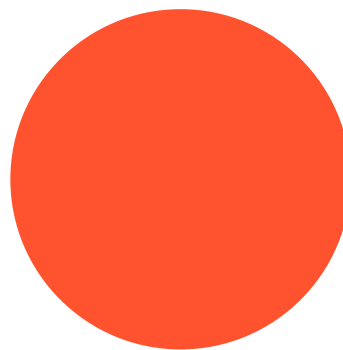
CMYK 100 / 91 / 42 / 57  
RGB 0 / 19 / 57  
HEX #001339



**PANTONE 4287 C**

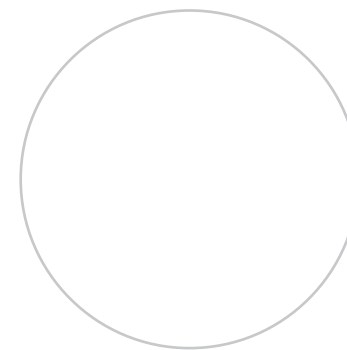
CMYK 00 / 00 / 00 / 90  
RGB 65 / 64 / 66  
HEX #414042

## Secondary



**PANTONE 172 C**

CMYK 00 / 82 / 86 / 00  
RGB 255 / 83 / 47  
HEX #FF532F



**WHITE**

CMYK 00 / 00 / 00 / 00  
RGB 255 / 255 / 255  
HEX #FFFFFF

# Typography.

## MONTERRAT SOURCE SANS PRO

Extralight

Light

Regular

Medium

**Bold**

**Extrabold**

**Black**

Extralight

Light

Regular

**Semibold**

**Bold**

**Black**

# Visual Style.



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**Every brand needs a visual style guide.**

It's the graphical culmination of all strategic work, a collection of elements that serves as the visual embodiment of the brand identity. This process constructs a comprehensive and cohesive system for execution, and addresses the full range of potential uses; from physical size and shape constraints and varying color formats, to the filetypes required to perform on all modern media platforms.

At its core, the Visual Style System will be composed of a brand signature (the logo, wordmark or logotype) to serve as the trademark (and potentially countless other visual components).

To support that primary identifying element, we develop complementary patterns, color

and typographic systems, as well as other visual elements designed to round out the comprehensive and unique graphic style for the brand.

As a result of this process, it is critical to consider and build all necessary variants to ensure both ease of use and effective presentation at all sizes and in all environments.

Concepts are to be evaluated within the context of example communications and must evaluate those touchpoints most critical for the client (e.g. stationery, collateral, website, environments).

This considers both the primary brand lockup and possible brand extensions, geographic signifiers, and other necessary alternates.



To : April Brown  
1554 Bishop Rd., Chehalis, WA 98532

Date:  
15 March, 2021

Dear \_\_\_\_\_,

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Best regards,  
APRIL BROWN

xxx-xxx-xxxx  
www.worksafeaccess.com

xxxx@xxxxx.com  
7815 S 208TH ST STE D101  
KENT, WA 98032

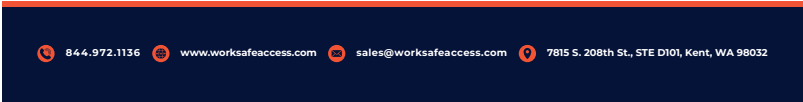


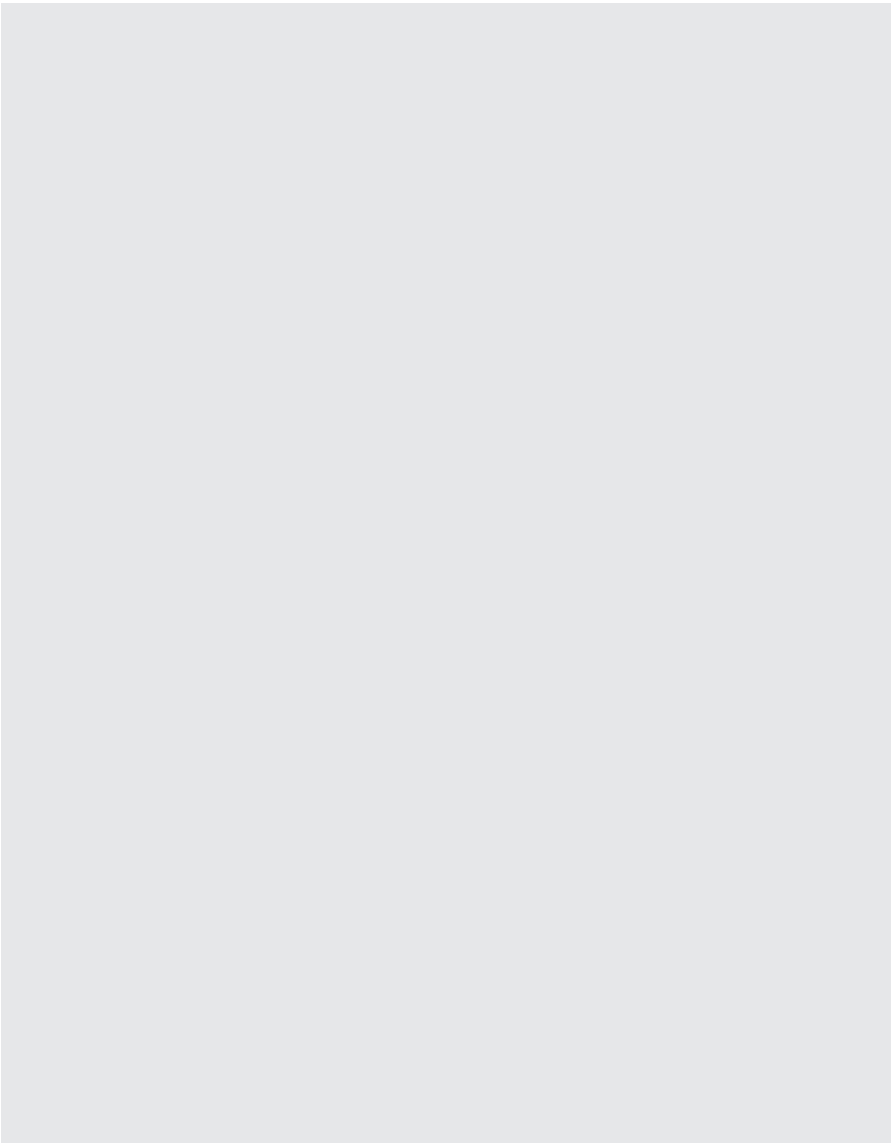
**April Brown**  
Marketing Coordinator

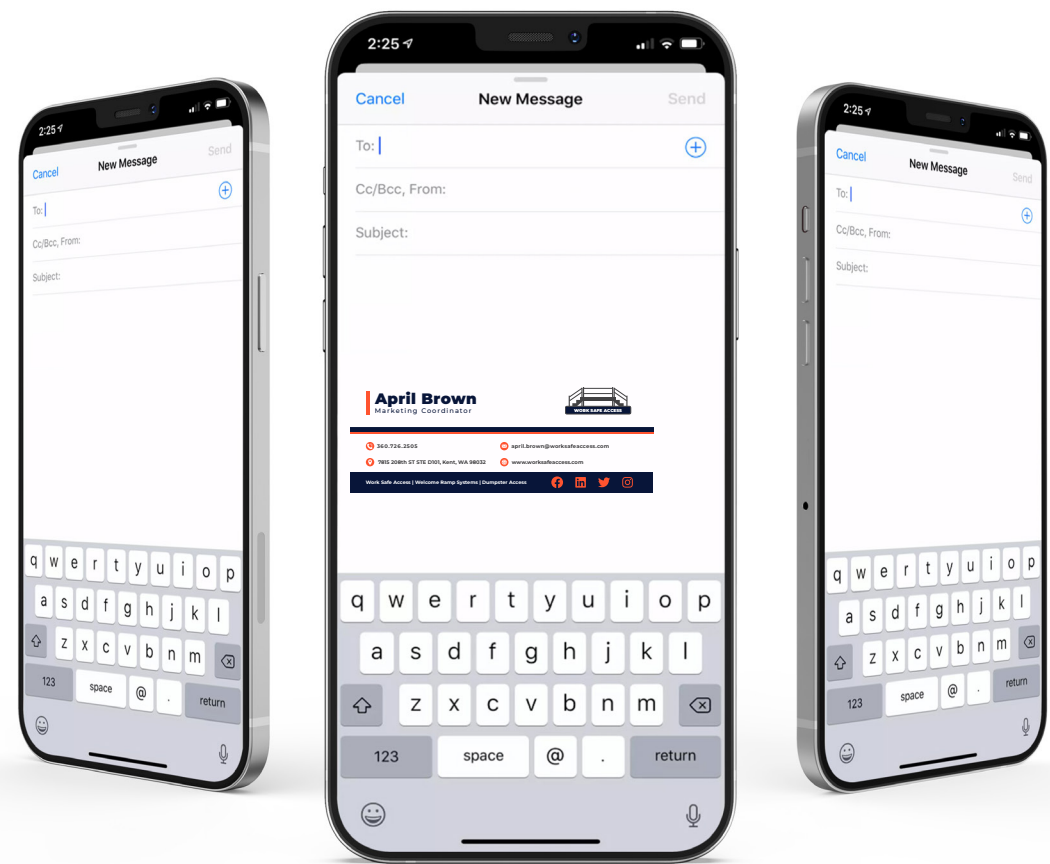


360.726.2505    april.brown@worksafeaccess.com

7815 208th ST STE D101 Kent, WA 98032







## BRAND IMAGES

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## Work Safe Access

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# Resources.





Our website **[www.worksafeaccess.com](http://www.worksafeaccess.com)** also contains additional resources and information that we think you will find useful.

Please visit it for:

- **Work Safe Access** brand photo library
- Logotype artwork
- Links and information

For additional information please contact the marketing team at **[marketing@worksafeaccess.com](mailto:marketing@worksafeaccess.com)** or call **844.972.1136**.

# Contacts.



Should you need any further information,  
please do not hesitate to contact us.

## Kent Office



7815 S. 208th St, D101, Kent, WA 98032



844.972.1136



[marketing@worksafeaccess.com](mailto:marketing@worksafeaccess.com)

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# Brand Guidelines

[worksafeaccess.com](https://worksafeaccess.com)



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