

PROFILE MANUAL



Safemate AS

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1. Safemate's logo

1.1 The importance

The choice of the logo's appearance is a reverse drop, and it is supposed to indicate a map location.



1.2 The use, size and location

It is important to have a minimum and maximum with space. See below.

Place the logo visibly and tidy if it's supposed to represent the Safemate products. If the logo is represented as a partner the location must confirm this, and must be approved by Safemate AS before use.

1.3 The appearance and variants

The logo can be integrated with text and drop alone.

1.4 Partners

If need of Safemates partner's logo, the design and use must be approved by Safemate AS.

2. Fonts for print and screen

Fonts give an impression of space and seriousness.

Print

Apex Sans family for printed advertising materials.

Web/screen

Title: **Arial**

Running text: **Verdana**

3. Paper quality and formats:

The print must give a sense of quality.

Example: Brochure format is 15 * 15 cm, paper quality "folded silk", 170 g.

4. Roll ups

The roll ups have been printed up with Safemate's logo on white canvas. Other suggestions will be considered. Used size ; 180x200cm

5 Colors

Safemates primary colors are yellow and orange, black and grey.

5.1 Choice of colors

Yellow and orange give a sense of caution, and black is a well functional contrasting color to these. Gray is shaded. It is not possible to use other primary colors than yellow and black, but suggestions for additional colors will be considered.

5.2 Color Codes

Yellow: PMS 109C/CMYK 0-9-100-0

Orange color: PMS 44C/CMYK 0-51-100-0

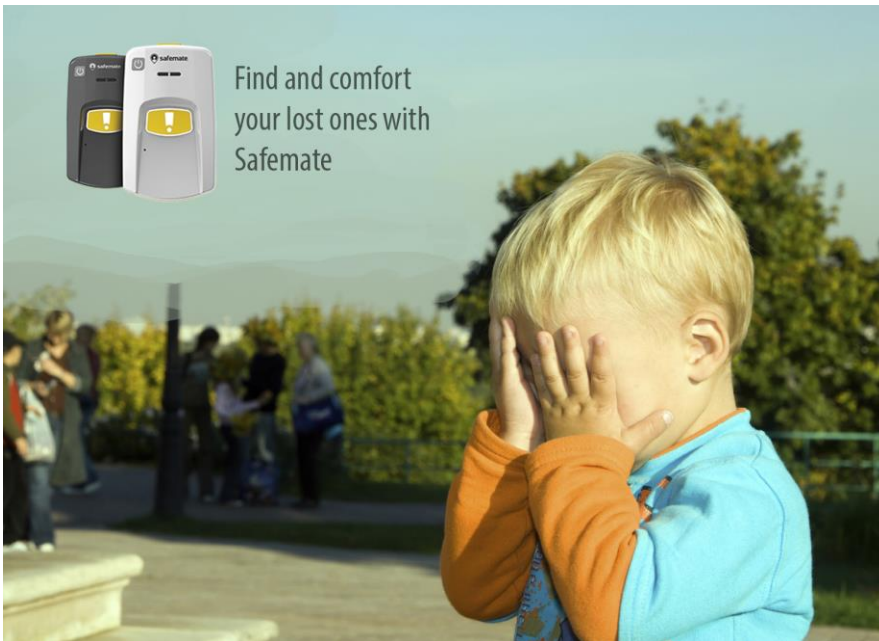
Black: PMS PROCESS / BLACK 100% / CMYK 0-0-0-100



6. Photo frame and advertise

6.1 Private marked

Simple images with strong colors, and with Safemate in focus. Create a close up and a good picture view. The people in the picture must give strong feelings.



6.2 Public marked

Soft and bright advertise with Safemate in focus. Be aware of space. Use appropriate and simple images.



Feel safe with Safemate

- the security alarm in emergency

- ✓ Security alarm with set up call og location (GSM/GPS)
- ✓ Uptill four recipients are called paralell
- ✓ 24/7 emergency central (optional)
- ✓ Setup for silent warning

www.safemate.no



7. Concepts and definitions

Personal Alarm

Security alarm, personal alarm

Safemate user

Alarm wearer, carrier of the alarm

Alarm recipients

Alarm Receiver, warning recipients

SMS

Text message, message, notification

Position

Map position, GPS location, location data, map data

Water resistant

Splash resistant / waterproof

Movements

tracking, GPS tracking

Map link

Map Link

24/7 emergency central

Alarmcentral