

Logotype

Our logotype creates impact, awareness and recognition. It is the most prominent element in the Securitas design. Therefore, it is important to ensure correct and consistent usage. The logotype consists of three red dots and a white wordmark that is placed on a black frame. The logotype must never be altered, separated, reconstructed or adjusted in any way.

Versions

There are two versions of our logotype: a colored one and a black and white one. The color logotype should be used to the greatest extent. However, it is possible to use the black and white version for technical or reproduction reasons, for example on fax sheets and internal forms. When producing material, always make sure that the original artwork is used and that a color reference is enclosed so that the colors appear correctly. Logotype artwork can be obtained from Brand portal: Logotype/Artwork.



Color



Black and white

- Logotype
- Basic Design Elements
- We are Securitas

Sizes

In order to achieve consistency, we have defined standard sizes of the logotype as listed below. If formats other than the listed ones are used, choose the standard size closest to the desired format as a benchmark and scale the logotype proportionally.

Logotype – standard sizes

Format	mm	Logotype width (mm)
A5	148 x 210	21
A4	210 x 297	25
Letter (8½ x 14 in)	216 x 356	25
A3	297 x 420	34

Minimum size

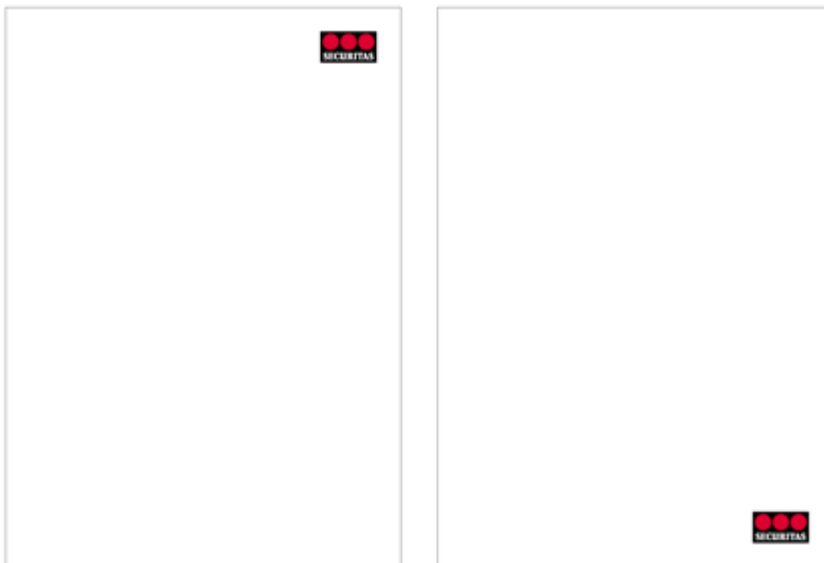
For extremely small formats, e.g., when applying on a pen, it is possible to use the logotype at its minimum size as illustrated below.



- Logotype
- Basic Design Elements
- We are Securitas

Placement

Asymmetrical, horizontal placement is the general rule of thumb. The logotype is never placed vertically. More specific information about the correct placement of the logotype can be found in the corresponding implementation guidelines, for example Stationery, Signage or Marketing Material.



Clear space

In order to ensure the dignity of the logotype, it is surrounded by a defined minimum area, the so-called clear space. Other objects or text may not be placed in this area. The clear space is based on the height of the Securitas word-mark.



- Logotype
- Basic Design Elements
- We are Securitas

Reproduction and Backgrounds

Since our logotype is the most important visual identity element, always make sure it is clearly visible and stands out in contrast to the background. When using the logotype on images, make sure that it is placed on a calm and homogenous area, preferably in a bright part of the image. The black and white logotype should only appear in B/W productions or when it is impossible to use the color logotype for technical reasons.

Preferred backgrounds



on Securitas gray



on white

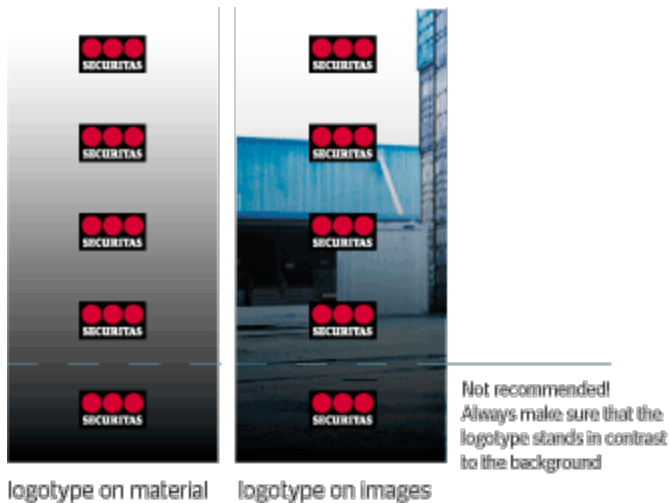


on image

Materials and images

The visual impression of the logotype should always be the same as that of the logotype on Securitas grey – no matter what the background. Therefore it is important to choose images/material that are not too dark and stand in good contrast to it. When the logotype appears on images, place it on a calm and homogenous area.

The visual impression of the logotype



Background exceptions

Some application areas e.g., uniforms, may have fixed prerequisites that need specific solutions. These situations are described in the corresponding implementation guidelines.

[Design Implementation](#)

Corporate Colors

By using Securitas' own brand colors in a consistent way, we support recognition across all our communication and all channels – from uniforms to marketing material. By doing this correctly, we will create a distinct look and feel that will differentiate the Securitas Brand as modern, straightforward and true.

Specific guidelines on how to use our colors can be found in the various implementation guidelines.

- Corporate Colors
- Basic Design Elements
- We are Securitas

Color Categories

Color experience

1. Primary colors

Our primary colors are the Securitas blue and green. Always strive for a balanced use of the Securitas blue and green. No color is more dominant than the other.

2. Secondary colors

The Securitas grey colors complement the primary colors when needed.

3. Accent colors

The orange is only to be used as a sporadic accent, and only in combination with other brand colors. It should not replace the brand colors.

4. Logotype colors

The logotype consists of three colors – black, white and the vibrant Securitas red. The red color is reserved exclusively for the dots in the logotype and may not be used in any other way or manner.

- Corporate Colors
- Basic Design Elements
- We are Securitas


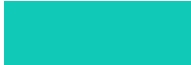
Color Reference Chart

Always double check your print-outs with the color references that you have hopefully received to make sure that they are as close as possible to the original color. Let us know if you need any further assistance.

To order color samples please send a request to brand@securitas.com



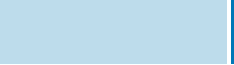

1. Primary colors

Color system Securitas blue Securitas green

		
Pantone	2171 C/2171 U	326 C/326 U
CMYK	71.22.0.0	72.0.39.0
RGB	45.171.226	17.201.183
NCS	tba	tba
Hex	2DABE2	11C9B7



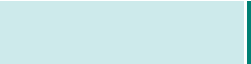

Extra primary colors blue

Color system Securitas blue 70% Securitas blue 45% Securitas blue 25% Securitas blue darker

				
Pantone	2141 C/2141 U	291 C/291 U	545 C/545 U	2144 C/2144 U
CMYK	52.9.0.0	38.5.4.0	24.4.4.0	87.47.4.0
RGB	110.189.233	151.206.231	189.220.235	0.119.183
NCS	tba	tba	tba	tba
Hex	6EBDE9	97CEE7	BDDCEB	0077B7






Extra primary colors green

Color system Securitas green 70% Securitas green 45% Securitas green 25% Securitas green darker

				
Pantone	570 C/570 U	572 C/571 U	573 C/573 U	2243 C/2243 U
CMYK	50.0.26.0	33.0.15.0	18.0.7.0	86.29.58.10
RGB	129.211.201	167.219.218	205.234.235	0.128.116
NCS	tba	tba	tba	tba
Hex	81D3C9	A7DBDA	CDEAEB	008074


2. Secondary colors

Color system 75% black 60% black 45% black 30% black 15% black

					
Pantone	Cool gray 10C / 11U	Cool gray 8C / 9U	Cool gray 6C / 6U	Cool gray 4C / 4U	Cool gray 2C / 2U
CMYK	0.0.0.75	0.0.0.60	0.0.0.45	0.0.0.30	0.0.0.15
RGB	98.99.102	128.129.132	156.158.161	187.189.191	219.220.221
NCS	tba	tba	tba	tba	
Hex	626366	808184	9C9EA1	BBBDBF	DBDCDD

3. Accent color

Color system Orange




Pantone	137 C/7409 U
CMYK	0.41.94.0
RGB	249.172.49
NCS	tba
Hex	F9AC31

The orange is only to be used as a sporadic accent, and only in combination with other brand colors. It should not replace the brand colors.

4. Logotype color

Color system Securitas black Securitas red



Pantone coated	Black	186 c
Pantone uncoated	Black	186 u
CMYK	0.0.0.100	0.100.81.4
RGB	0.0.0	206.20.44
NCS	S9000-N	S 1080-Y90R
Hex	000000	CE142C