SafeLink Alberta

Brand Language

To Walk the Path Together

At SafeLink Alberta, we see the humanity in those we serve, and work to improve the health of people and communities. Through a unique philosophy of care for individual support and community wellness, we reduce the harms associated with sexual activity and substance use. By walking the path together, we honour the experiences of those affected and build collective understanding towards social change.

Inclusive, Empowered, and Healthier Communities.

To reduce the harms associated with sexual activity and substance use by offering low-barrier, non-judgmental, and informed programs and services.

Treating People with Humanity

At SafeLink Alberta, human experience forms the core of what we do. We offer services through an evidence-based harm reduction framework and philosophy, focusing on prevention, education, and support in response to HIV, transmission of STBBIs, and substance use. As change-makers with a wealth of collective knowledge, experience, and expertise, we work to see every client as a person rather than a statistic, and to forge a path towards connection and empowerment as the foundation of healthy communities.

Though that is what we do, we also prioritize empathy and understanding in how we reach these goals. Regardless of circumstance, we recognize that each individual is a person first, and that all people have a right to equitable health care and support. We do not make light of heavy burdens; rather, we make those burdens lighter by helping to carry those of the people we serve.

	Human Connection	Leading the Way	Through an Unbiased Lens	Authentic Education	Guided by Firsthand Knowledge
Identity	Community Advocates	Exponents for Equality	Empathetic Allies	Open-Minded Resource	Systemic Changers
Value	People-Focused	Specialized Support	Sense of Inclusivity	Informed Prevention	Evidence-Based
Experience	Integrated	Collaborative	Non-Judgmental	Empowered	Trusted

Safelink Alberta is an organization that works to reduce the risks associated with sexual activity and substance use. We serve and advocate for priority populations in Calgary and Southern Alberta by providing education, non-judgmental services, and harm reduction programming. Since 1983, we have been committed to supporting those affected by HIV, hepatitis C, and other sexually transmitted and blood-borne infections.

Logo

In this logo, the heart iconography is divided into individual pieces that add up to the whole - showing the connection between different parts of the community and the people SafeLink Alberta works with. This can be further emphasized with the use of colours in certain graphics.

The font is professional, but retains a welcoming and approachable personality.

Safe Space

Keep a clear space around the logo to ensure that the integrity of the logo itself is maintained. For all versions, the minimum clearance zone is the size of the width of the icon in the image, and will be determined by the overall size of the logo on the page. This provides a guide for using the logo in conjunction with other graphic forms. As a general rule, try to keep other graphics from encroaching within the clearance zone, as shown here.

Minimum Size

It is very important not to make the logo smaller than the minimum size indicated here, as this will compromise clarity and legibility. In addition, note that each version of the logo has a different minimum size requirement; adhere to the correct guidelines for the version used.

30mm

16x16
(favicon)

Guidelines

⊗ Do not stretch, condense, or distort the logo along any axis. Do not use low-res files or versions.

⊗ Do not reposition, manipulate, or otherwise add effects to the logo. Do not crop.
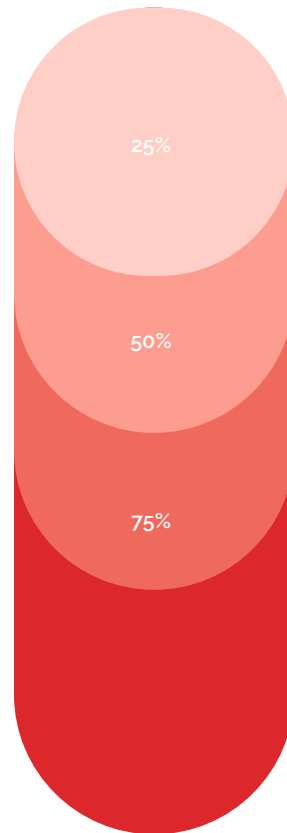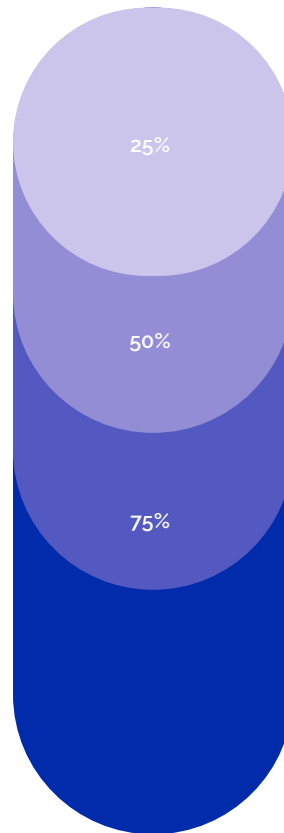
Colour

Building from the previous brand, the red was made more vibrant and a supportive colour palette was created. The SafeLink Alberta primary colour palette exists to support that they have a core focus, to serve the community. This helps to reinforce the diversity of the groups they work with.

The vibrancy of the colour palette helps to promote engagement. It is meant to be approachable and fun to offset the severity of the topics at hand.
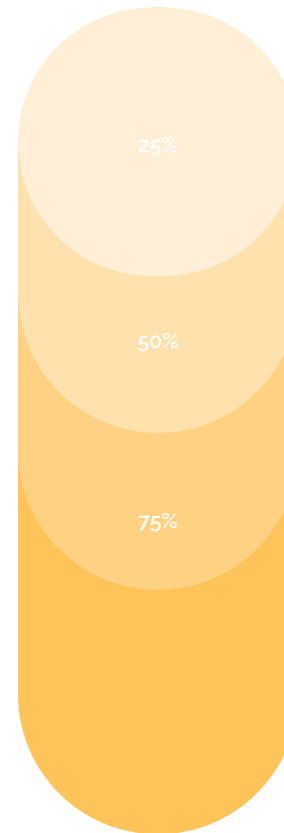
Primary Colours

Secondary Colours

25%

25%

25%

50%

50%

50%

75%

75%

75%

Pantone 550C
CMYK: 45/16/15/0
RGB: 140/183/201
HEX: 8cb7c9

Pantone Cool Gray 5C
CMYK: 31/25/26/0
RGB: 177/177/177
HEX: b1b1b1

Pantone Black 6C
CMYK: 82/71/59/75
RGB: 16/24/32
HEX: 101820

Pantone 1795C
CMYK: 10/98/93/1
RGB: 215/40/47
HEX: d7282f

Pantone 2736C
CMYK: 99/93/0/0
RGB: 18/38/170
HEX: 1226aa

Pantone 135C
CMYK: 0/24/76/0
RGB: 255/197/87
HEX: ffc557

Typography

The primary typeface for SafeLink Alberta is Raleway. This family features both old style and lining numerals, standard and discretionary ligatures, a pretty complete set of diacritics, as well as a stylistic alternate inspired by more geometric sans-serif typefaces than its neo-grotesque inspired default character set.

Download

Raleway may not work in all programs, nor be available in all documentation. In cases where it cannot be used, Arial is the alternate font of choice.

Primary Font

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Alternate Font

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
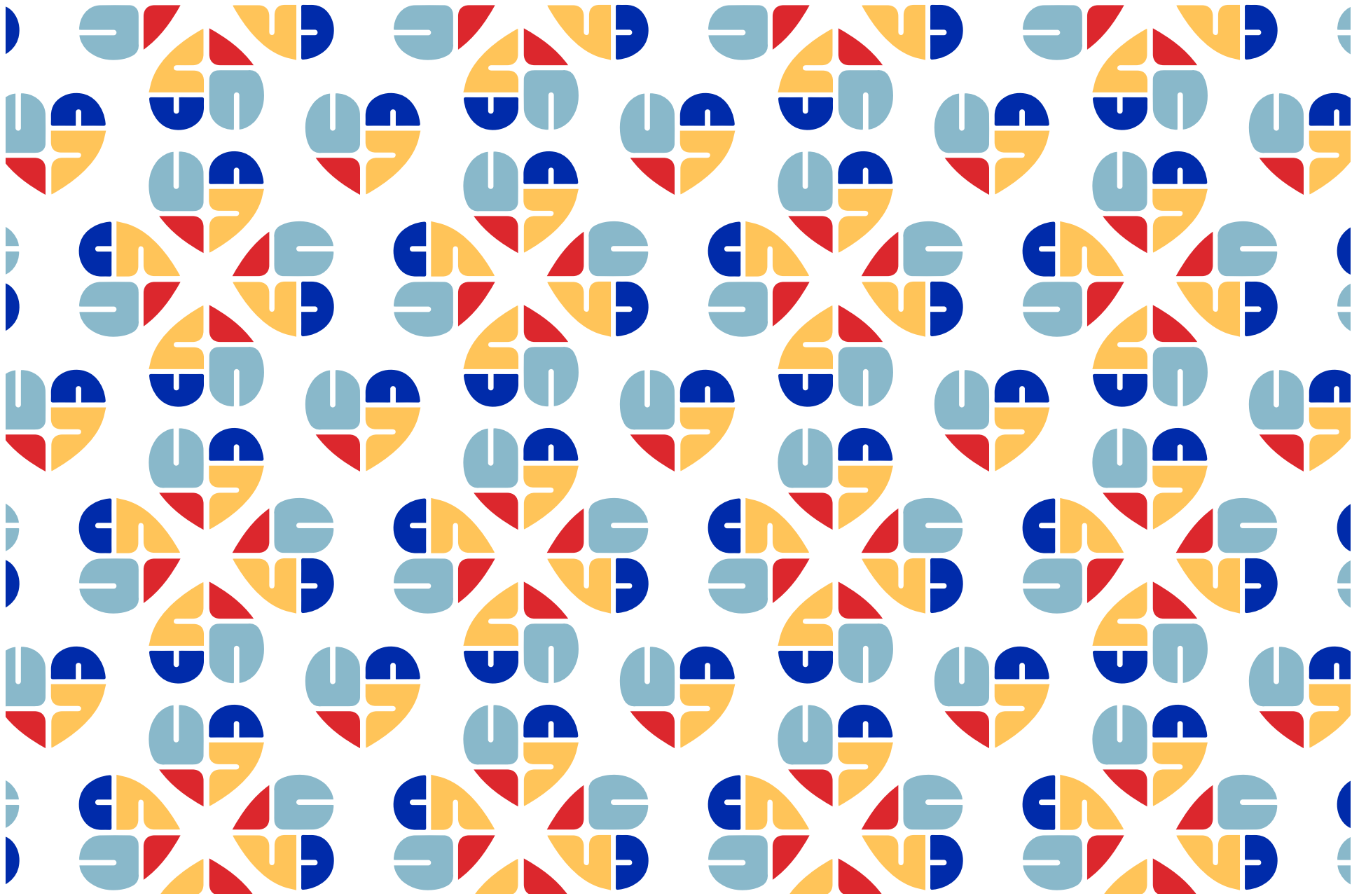0 1 2 3 4 5 6 7 8 9

Visuals

Imagery should have a balance between individuals looking into the camera and people interacting with each other. Imagery should also show candid interactions between people, documenting a moment in time.

Use cool-toned imagery with warm highlights. Strong differences between the highlights and dark shadows help to add depth to the images. Images shouldn't be staged, but have a natural interaction.

Images should showcase the diverse group of individuals SafeLink works with, including but not limited too, race, orientation, gender, age.

Documentary-style images will show hand details and objectives, and also create a variety of interest within subject matter.

Samples

Treating people
with humanity

safelinkab.ca

1 (877) 440-2437

SafeLink
Alberta