



# **SAFESITTER**

*Teaching Site Brand Book*



**Founded in 1980, Safe Sitter® is a national nonprofit organization devoted to preparing young teens with the life and safety skills they need when they are home alone, watching younger siblings, or babysitting.**



**The mission of Safe Sitter® is to provide life skills, safety skills, and child care training to all youth in order to build safer communities.**

**Our vision: Every child should be safe.**

**WE BELIEVE IN**

- Intrinsic worth of all children
- Protecting the health and welfare of children
- Providing nurturing, positive experiences
- Providing relevant and medically accurate information
- Adhering to the highest ethical standards





# SAFESITTER

## CONCEPT

The overlapping forms in the logo represent adolescent babysitters and children in their care. Showing the overlap emphasizes the community that Safe Sitter® creates, with each individual having a connection to each other.

The color range shows that every student and child is unique, yet they are all part of the Safe Sitter® community and the Safe Sitter® mission: to provide life skills, safety skills, and child care training to all youth in order to build safer communities.

Finally, the circle represents connectedness, for every Safe Sitter® graduate has an impact on the world around them. Some will become Safe Sitter® Heroes, saving a life with the rescue skills they learned; others will become a role model for the children they babysit. And others still will become parents someday, better off because they understand how to be nurturing caregivers.



## CLEAR SPACE



Clear space is always 50% larger than the height of the logo with symbol.



Clear space is always equal to the height of the letter "S" on all sides with the words only logo.

## MINIMUM SIZE

Print



Web



Print



Web



## PREFERRED COLOR VARIATIONS

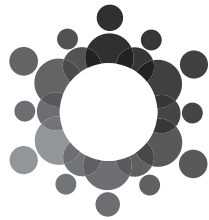
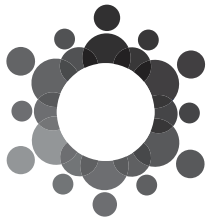
**SAFESITTER**

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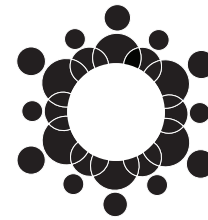
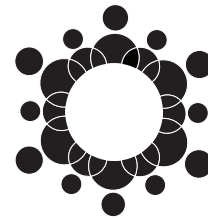
## GRAY SCALE



**SAFESITTER**

**SAFESITTER**

## BLACK AND WHITE



**SAFESITTER**

**SAFESITTER**





## LOGO

Always keep the logo in proportion and legible. Always pull corners of image instead of the top or sides as to not change the shape and distort the logo.

Little or no contrast in color.



Pattern that interferes with legibility.



Changing the color of any or all of the logo.



Use of special effects or shadows.



Resize only height or width to distort the logo.



Placing over a photo which interferes with legibility.



Use of any outdated logos.



## PRIMARY



**CMYK:** C100 M92 Y31 K26

**RGB:** R0 G38 B100

**SPOT:** PMS 281C

**WEB:** #002664

## SECONDARY



**CMYK:** C92 M78 Y0 K0

**RGB:** R0 G71 B187

**SPOT:** PMS 2728C

**WEB:** #0047BB



**CMYK:** C73 M19 Y0 K0

**RGB:** R25 G163 B221

**SPOT:** PMS 299C

**WEB:** #19A3DD



**CMYK:** C60 M0 Y100 K2

**RGB:** R111 G187 B66

**SPOT:** PMS 360C

**WEB:** #6FBB42

## TERTIARY



**CMYK:** C71 M99 Y0 K0

**RGB:** R109 G46 B145

**SPOT:** PMS 267C

**WEB:** #6D2E91



**CMYK:** C0 M60 Y96 K0

**RGB:** R245 G130 B38

**SPOT:** PMS 5151C

**WEB:** #F58226

## ACCENT



**CMYK:** C0 M19 Y100 K0

**RGB:** R255 G205 B3

**SPOT:** PMS 122C

**WEB:** #FFCD03





# PLUTO SANS COPY

## Headline Text

### Pluto Sans Heavy

**Safe Sitter® teaches young teens life and safety skills for when they are home alone, watching younger siblings, or babysitting.**

## Body Text

### Pluto Sans Regular

Safe Sitter® teaches young teens life and safety skills for when they are home alone, watching younger siblings, or babysitting.

## Accent Text

### Pluto Sans Extra Light

Safe Sitter® teaches young teens life and safety skills for when they are home alone, watching younger siblings, or babysitting.

