PEOPLESAFE

Brand guidelines



November 2026

About these guidelines

These guidelines show how to present Peoplesafe clearly and consistently, everywhere we appear: from the website and presentations to print, advertising and social media.

They cover who we are and how we sound, our logo, colour, typography, graphic elements and imagery, and how it all comes together in everything we make.

Questions about the brand go to the marketing team at **marketing@peoplesafe.co.uk**.

01 Who we are 03

02 Logo 10

03 Colour 18

04 Typography 23

05 Graphic elements 26

06 Imagery 31

07 Brand in use 35

PEOPLESAFE

01

Who we are

Brand positioning

Peoplesafe gets emergency help to people at work, wherever and whenever they need it.

Founded to protect the most vulnerable workers, Peoplesafe is now the largest provider of workforce safety services in the world. We protect lone workers, hybrid teams and whole workforces, from high-risk sites to public-facing roles and people working from home.



Our mission

Protect your people. Wherever. Whenever.

Our mission is to protect people at work, wherever they are, so every employee feels safe, supported and valued.

We give people the confidence to get on with their jobs, and help organisations meet their duty of care with reliable technology and a trained team answering alarms around the clock.

Because everyone deserves to feel safe at work, whatever their role, environment or location.

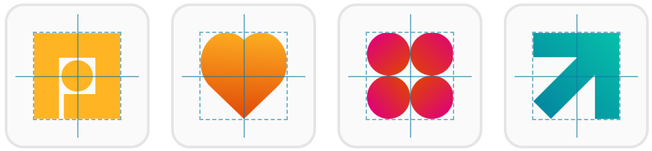


Our values

Our values shape how we work with each other, with our customers and for the people we protect.

Built from our core

Each value icon is drawn on the same square as our P symbol, with the same bold, solid shapes. Their colours come from our gradients, so the values always sit naturally beside our logo.



Peoplesafe Care Partnership Challenge

We care

So we deliver excellence

At Peoplesafe, saving lives is not just what we do — it's why we do it. That responsibility drives us to deliver excellence in every interaction.

Work in partnership

So no one ever feels alone

Keeping people safe takes more than technology — it takes partnership. We work side by side with our customers to make sure protection is there when it matters most.

Challenge how it's done

So we always evolve

Personal safety never stands still — and neither do we. We challenge the status quo to deliver better protection today and in the future.

From short to long

One message at every length. Use the line that fits the space, so what we say stays consistent everywhere.

Each version builds on the one before it. Never write a new tagline or rework these lines; choose the closest length instead.

Short headline

Protect your people.

Headline

Protect your people.
Wherever. Whenever.

Brand statement

Peoplesafe gets emergency help to your people, wherever and whenever they need it.

Introduction

A simple way for employees to raise an alarm, through an app or a dedicated device, answered by trained operators around the clock, so no one ever feels alone at work.

Tone of voice

Peoplesafe sounds like a trusted safety specialist: confident enough to lead, clear enough to understand and always focused on protecting people. We write in plain UK English, one idea per sentence, and keep safety serious without making it frightening.

1

Lead with the useful answer

Answer first, then add the context that makes it useful.

Say

“Employees can raise an alarm and reach help 24/7.”

Avoid

“Our innovative technology will revolutionise your safety strategy.”

2

Serious, not frightening

Describe risk factually and in proportion.

Say

“Help may not be nearby when someone works alone.”

Avoid

“Lone workers face serious danger every day.”

3

Confident, not absolute

Use approved claims precisely. An average is not a guarantee.

Say

“Alarms are answered in 3 seconds on average.”

Avoid

“We always answer instantly.”

Writing style

A few details keep everything we write consistent, whoever writes it.

UK English

Colour, organisation, licence, programme. Use “while”, not “whilst”.

Talk to the reader

Speak to the employer as “you” and about their staff as “your people”.

Active voice

“Trained operators answer alarms 24/7”, not “Alarms are answered by trained operators”.

Sentence case

For headings, body and status lines. Title Case only for navigation, buttons and article titles: “Get a Quote”.

Plain words

No jargon or hype. Avoid “revolutionise”, “seamless”, “leverage”, “thus” and “moreover”.

Hyphenate compound adjectives

“A 24-hour service”, “a highly trained team”.

Curly quotes and apostrophes

“Don’t just take our word for it”, never straight quotes.

Calm punctuation

No exclamation marks in headings, and no emoji.

PEOPLESAFE

02

Logo

Primary logo

The Peoplesafe logo is one piece of artwork: a bold symbol, a stylised “P” that stands for both a person and protection, and the Peoplesafe wordmark.

Navy and Peoplesafe Yellow give it clear contrast, putting the emphasis on what matters most: keeping people safe.

The full-colour logo is our **primary version**. Use it on White and other light backgrounds wherever possible.

Keep the symbol and wordmark at their supplied size and spacing. Never redraw, recolour, stretch or add effects.



Symbol **Wordmark**

Logo versions

Choose the version that gives the strongest contrast on its background.

Full colour is our primary logo, for White and other light backgrounds.

Full colour reversed is for Navy, other dark backgrounds and dark photography.

White is a one-colour version for gradients and coloured backgrounds, or dark backgrounds where full colour can’t be used.

Never use colour combinations other than these.

Full colour on White and light backgrounds

Full colour reversed on Navy and dark backgrounds

White on gradients and colour



Full colour reversed on dark photography

The symbol

The symbol keeps Peoplesafe recognisable where space is tight.

Use it on its own when the full logo would be too small to read, and for app icons, favicons, social media profile pictures, merchandise and background graphics.

It never replaces the full logo in core brand communication or with new audiences, where brand clarity matters most.

Use the full-colour symbol on light and dark backgrounds, and the White symbol on gradients and colour.



Full colour on light backgrounds



Full colour on dark backgrounds



White on gradients and colour

Clear space

Always leave clear space around the logo, so nothing crowds it: no text, images or other graphics.

The clear space, **x**, equals the height of the circle in the symbol. Keep at least x clear on every side, at every size.

Check the “P” and the lettering stay clear as the logo gets smaller. When the name becomes hard to read, use the symbol on its own.



x = the height of the circle in the symbol

Logo placement

Place the logo in one of the preferred positions, in order of preference. Top left comes first.

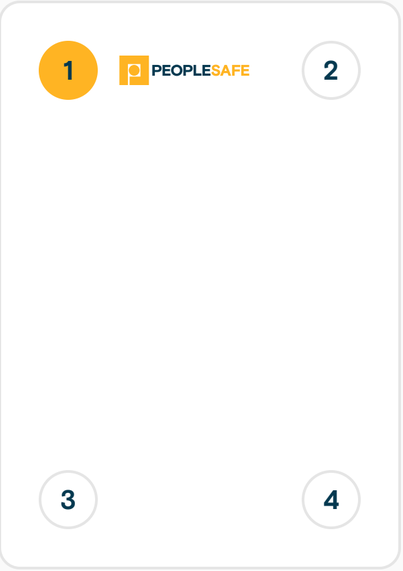
Keep clear space from the edges and from other elements.

Avoid centring the logo or placing it in unusual positions, unless it’s approved for a specific campaign.

In presentations, the logo appears only on the title, section-break and closing slides: top left, at the slide margins.



Landscape: screens, slides, ads



Portrait: documents, flyers

Logo don’ts

Always use the master artwork as supplied. These are the most common mistakes to avoid.

Don’t stretch or squash it

Don’t rotate or tilt it

Don’t change its colours

Don’t outline it

Don’t rearrange its parts

Don’t use it on low-contrast colours



Don’t place it on busy images

Protect your people.

Don’t crowd it

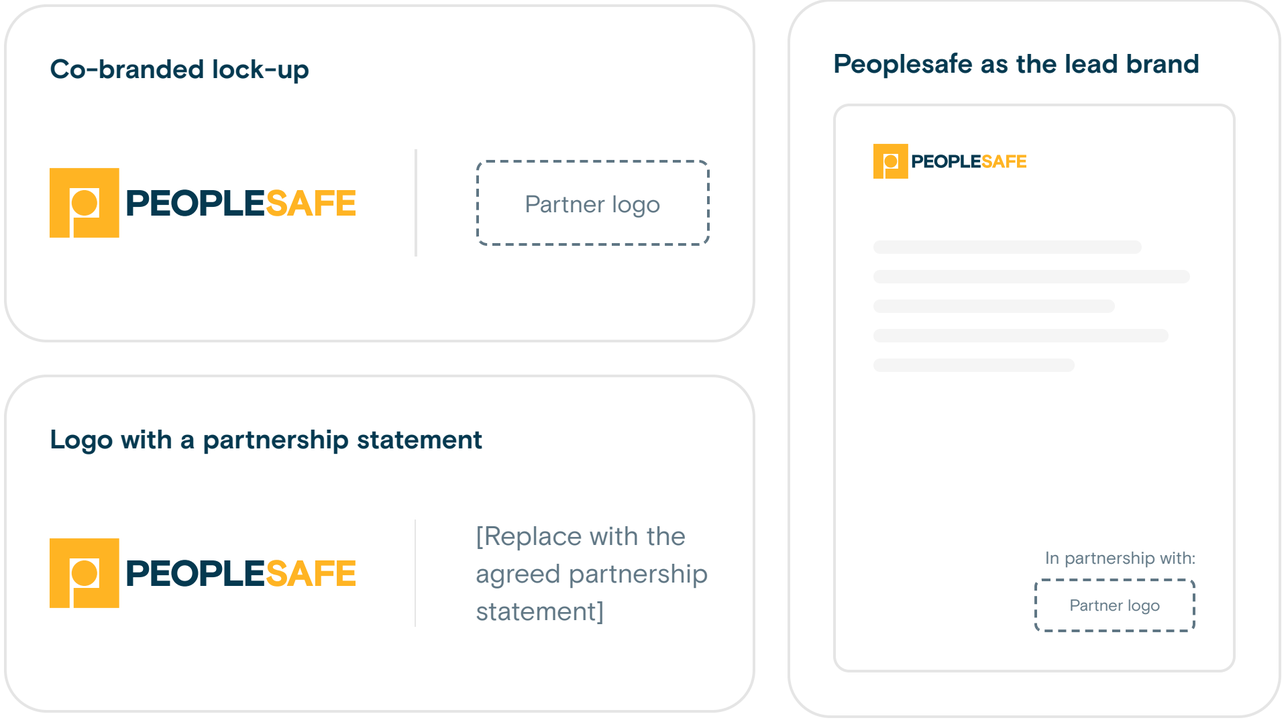
Partnerships and co-branding

When Peoplesafe appears with a partner or sponsor, present both logos with balance, clarity and consistency.

Scale the logos to the same visual weight, align them centrally and separate them with a thin divider. Keep clear space between them.

The Peoplesafe logo can sit before or after a partner's logo, but it is never dominated or altered. Where agreed, add a short partnership statement.

When Peoplesafe is the lead brand, our logo sits top left. Partner logos sit in the lower corner, introduced by "In partnership with:".



PEOPLESAFE

03

Colour

Core colours

Navy, Yellow and White carry every piece of Peoplesafe communication.

Navy

Headings, text, and dark backgrounds such as heroes and footers.

HEX	#043950
RGB	4 57 80
CMYK	95 29 0 69

Yellow

Our action colour: the primary call to action only, one per view.

HEX	#FFB423
RGB	255 180 35
CMYK	0 29 86 0

White

The page: our main background, with space to breathe.

HEX	#FFFFFF
RGB	255 255 255
CMYK	0 0 0 0

Accent and supporting colours

Accents add colour only where it’s needed, mostly in charts and infographics. Supporting colours do the quiet work.

Supporting colours

Ink
Body text.
#525252 · RGB 82 82 82 · CMYK 0 0 0 68

Navy muted
Secondary text and captions.
#5F7684 · RGB 95 118 132 · CMYK 28 11 0 48

Surface
Alternate section backgrounds.
#FAFAFA · RGB 250 250 250 · CMYK 0 0 0 2

Mist
Icon circles and fills.
#EEF4F7 · RGB 238 244 247 · CMYK 4 1 0 3

Blue

Links, eyebrows and charts.

HEX #127AA6
RGB 18 122 166
CMYK 89 27 0 35

Teal

Success, live status and charts.

HEX #04BEA9
RGB 4 190 169
CMYK 98 0 11 25

Pink

Only where needed.

HEX #DE007D
RGB 222 0 125
CMYK 0 100 44 13

Orange

Only where needed.

HEX #DF4305
RGB 223 67 5
CMYK 0 70 98 13

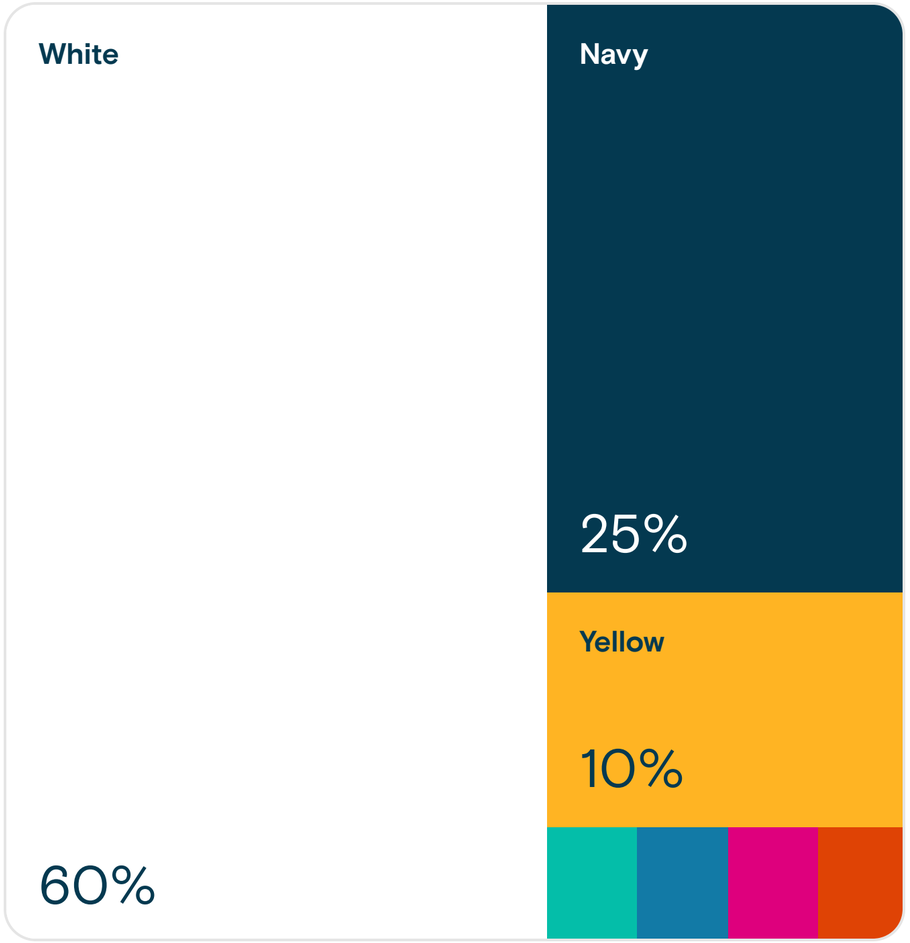
Using colour

Lead with White and Navy, and keep Yellow small so it always points to the next step: the primary call to action, one per view.

Readable pairings

Text needs 4.5:1 contrast

Aa	Aa	Aa
✓ **12.3:1** Navy on White	✓ **6.9:1** Navy on Yellow	✓ **12.3:1** White on Navy
Aa	Aa	Aa
✓ **4.8:1** Blue on White, links only	× **1.8:1** White on Yellow	× **1.8:1** Yellow on White



Each area shows its approximate share of a layout. Accents (Teal, Blue, Pink and Orange) make up the last 5%.

Gradients

Gradients are a creative tool, not a default. Use them only when a design needs them.

Primary first

Use Teal–Blue and Yellow–Orange first. Pink–Orange is for creative campaign work only.

Always behind

Gradients sit behind content, never over text, logos, photos or products.

Logo and text

Use the White logo on gradients. Text is Navy, or large Bold White on section breaks.

Teal–Blue Primary

Behind illustrations, product renders and big numbers.

#04BEA9 → #127AA6, 105°

Yellow–Orange Primary

Section breaks, CTA banners and campaign backgrounds.

#FFB423 → #F7941D → #DF4305, 97°

Pink–Orange Creative use only

Creative campaign work, when a design needs extra energy.

#DE007D → #DF4305, 97°

PEOPLESAFE

04

Typography

Basis Grotesque Pro

Basis Grotesque Pro, by Colophon Foundry, is our one typeface. Its clear, modern shapes feel confident, approachable and easy to read.

We use two weights. **Bold** for headlines, subheadings, key messages and buttons. **Regular** for body copy.

We use no other weights.

The font is licensed: don’t share the files outside Peoplesafe. Ask the marketing team to install it.



Bold 700
Regular 400

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#£%&

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#£%&

Setting type

Headlines

Bold, in sentence case, tracked at −2% from 30px up.

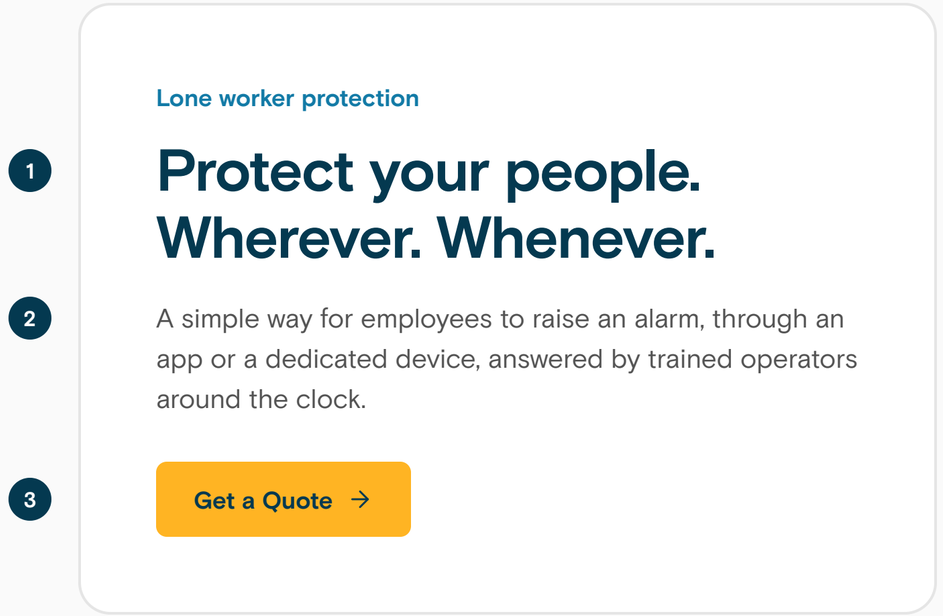
Body copy

Regular, set no wider than 736px on screen, about 70 characters a line.

Colour

Navy for headings, Ink for body copy, Navy muted for secondary text and Blue for links.

In practice



1. **Headline** Bold, sentence case, −2% tracking, Navy.
2. **Body copy** Regular, Ink, no wider than 736px on screen.
3. **Call to action** Bold, Title Case, Navy on Yellow. One per view.

PEOPLESAFE

05

Graphic elements

The aura and dot grid

The **aura** is a soft Teal-to-Blue glow that rises from the bottom of a card. We use it on bento grids, “How it works” step cards and other feature cards, behind illustrations, product renders and big numbers.

The **dot grid** sits beneath the aura and fades towards the edges. Navy dots at 16%: 1px on a 14px grid on the web, 6px on a 28px grid on slides.

Use both sparingly, and always at the back. Text, icons, cards, photos and products sit on top, and the dot grid never runs under text.

On slides, the aura is one simple shape: a rectangle filled with Teal fading to transparent, so anyone can resize or delete it.

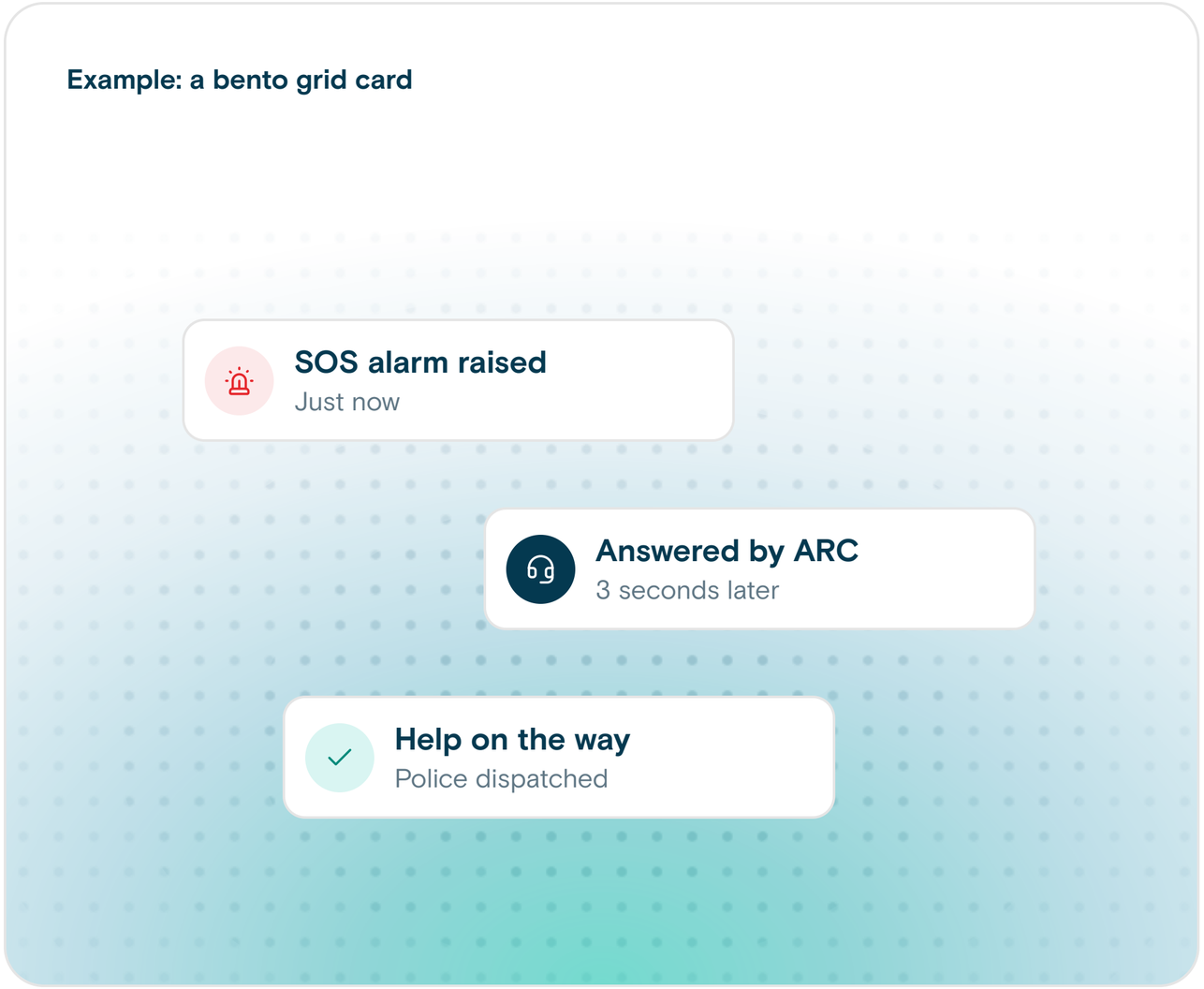


Photo treatments

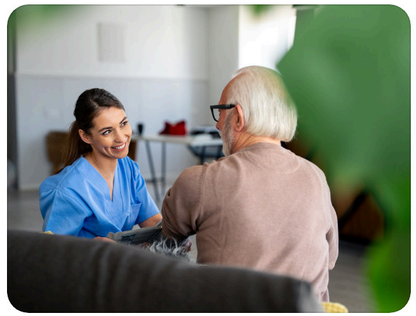
Photos in layouts have rounded corners (16px on the web) and a fine inner edge in black at 10%, so they sit cleanly on White.

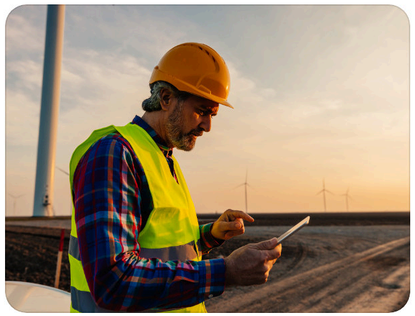
For page heroes, title slides and stand-out moments, run a photo full-bleed with a hard Navy fade on its left edge, and set White copy on the Navy.

The fade sits over the photo but always under the text. Keep faces and the person's task clear of copy and cards.



Photo hero: full-bleed photo, hard Navy fade on the left, White copy on the Navy







Photos in layouts: rounded corners and a fine inner edge

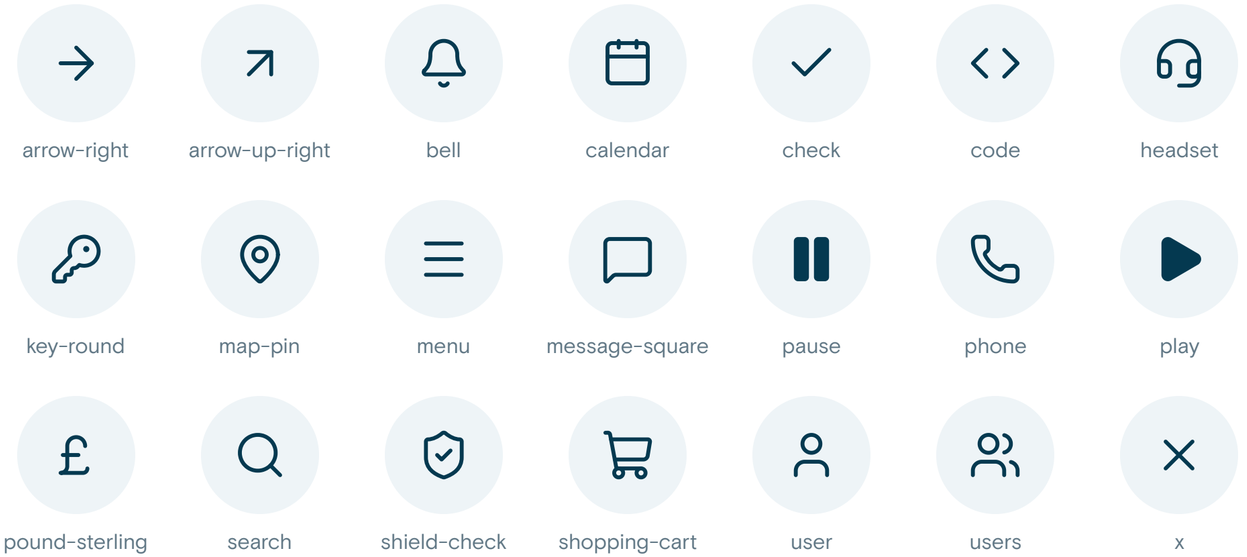
Iconography

We use **Lucide** icons (lucide.dev, free for commercial use). Don’t mix in other icon sets, and never use emoji as icons.

Set every icon with a 1.75px stroke, round caps and joins, on its 24 × 24 grid. Icons take the colour of the text around them.

In documents and slides, insert icons as SVG so they stay sharp and can be recoloured. Never use PNG icons.

Icons in use on our website



Sizes (px)



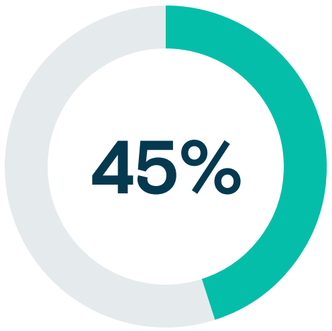
Icon circles



Mist by default. Teal at 15% for success. SOS red at 10% for SOS status only.

Data and charts

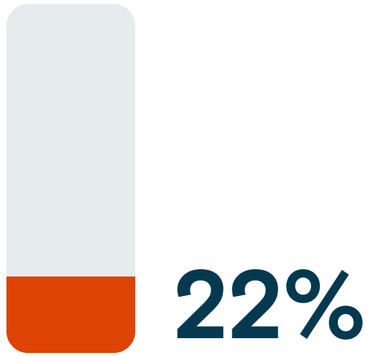
Show the data, don’t just state it. Draw every figure to scale from its exact value, so its size is seen before it’s read, and use the accent colours: Blue, Teal, Pink, then Orange.



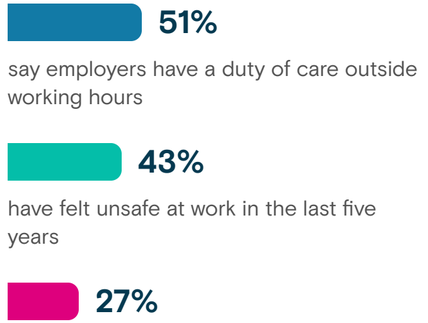
45% of workers say having a lone worker device or app with them makes them feel safer.



1 in 5 employees worry about their safety at least once a week.



22% of employees have left a job because of safety concerns.



Several values side by side, each bar drawn to its exact figure.

PEOPLESAFE

06

Imagery

Photography

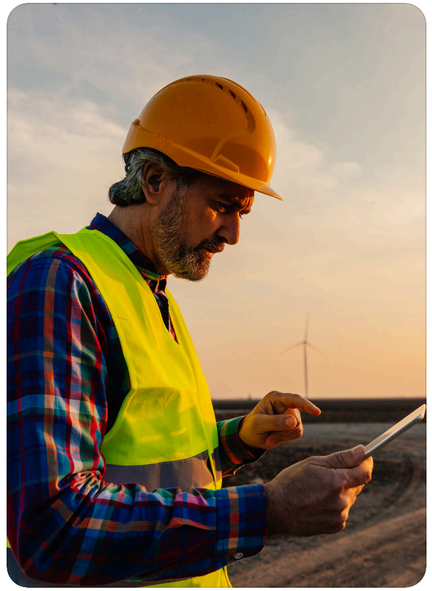
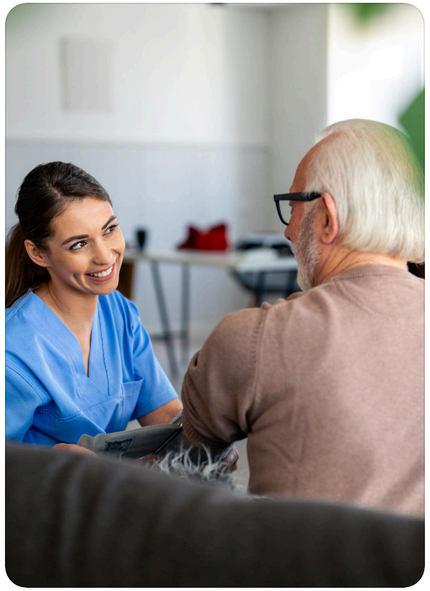
We show real people at work, in the places they work, in natural light. Authentic photography builds trust, empathy and a sense of human connection.

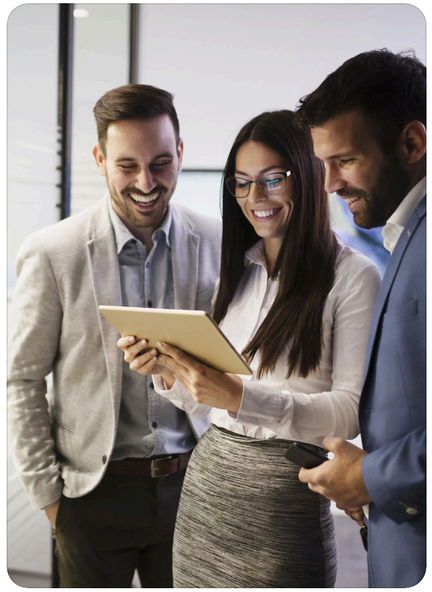
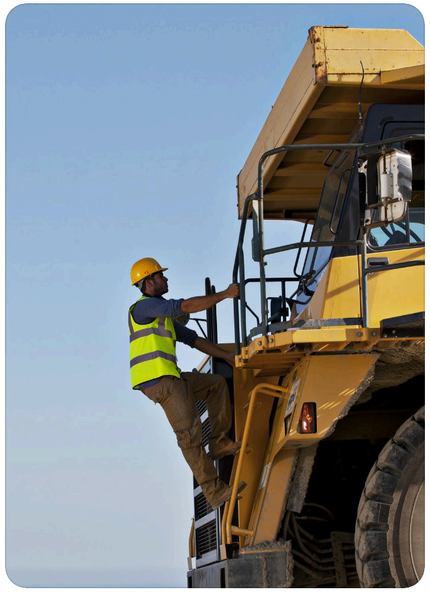
Keep the person and their task at the centre of the frame. Show genuine emotion, from focus and confidence to concern or relief, to suit the story.

Whether it's someone working alone on site, a care worker on a home visit or a team in the office, imagery should feel relatable, natural and purposeful.

Avoid staged, artificial or generic stock photos that lack emotional depth or relevance.

Avoid AI-generated imagery wherever possible. Use real photography of real people, so our images stay honest and believable.

Products and devices

When we show Peoplesafe devices or technology, the product is the clear focus of the image.

Use **straight-on** renders for formal and sales materials, such as proposals and brochures, where the device must be seen clearly and in full.

Use **hero** renders, tilted, for campaigns and promotion, where the angle adds energy.

Straight on



Hero



Example product line-up



Interface mockups

When we show the app, Nexus or the website, the interface itself is the focal point.

Show devices on a clean White background. Where it helps, they can overlap a brand background or gradient slightly.

Anonymise every screen. Replace any real names, locations, contact details or alerts with placeholder data.

Show current device models with up-to-date screens. Use Apple device frames wherever possible.



PEOPLESAFE

07

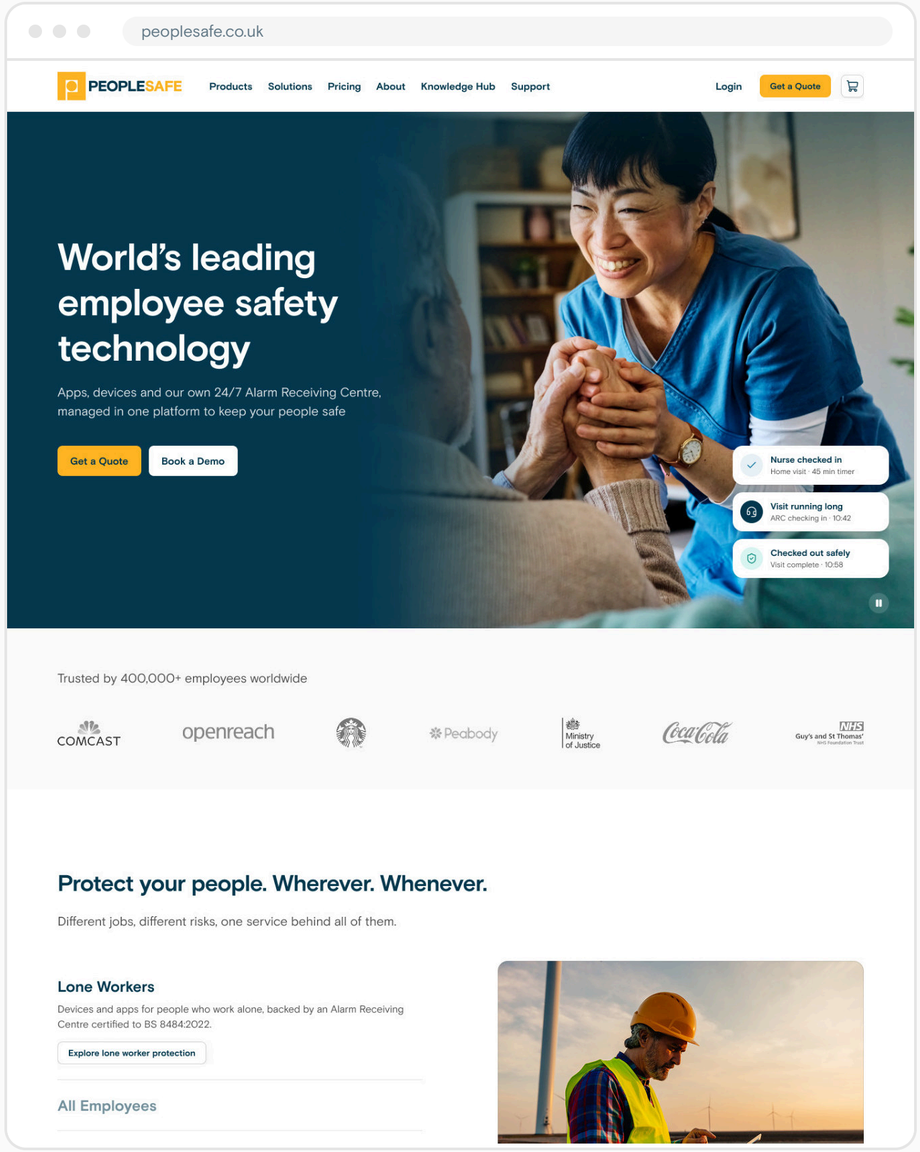
Brand in use

Website

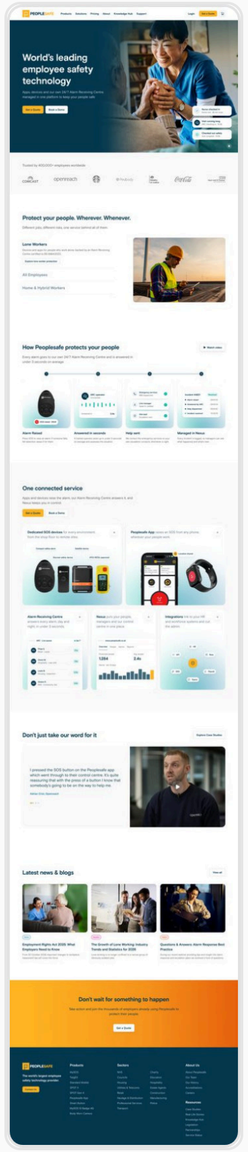
Our website leads with White and Navy, uses generous white space and puts the key message high on the page.

Yellow is kept for one primary call to action per view, such as “Get a Quote”. Sections alternate White and Surface, and the aura and dot grid sit behind illustrations.

Content sits in a 1440px container with 80px gutters on desktop, and every page works down to phone width.

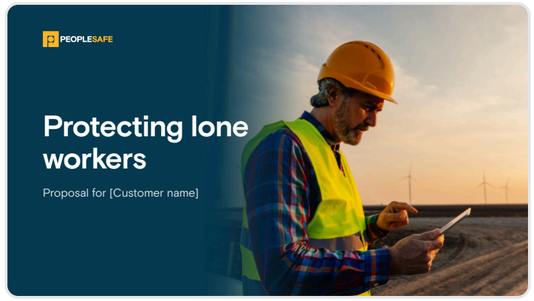


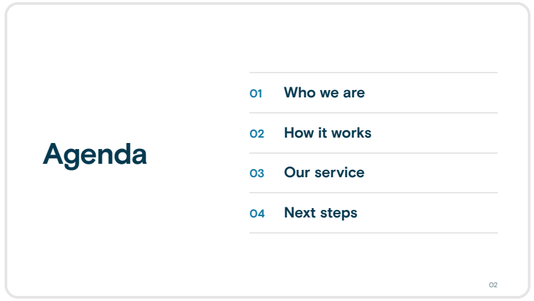
Homepage, desktop at 1440px



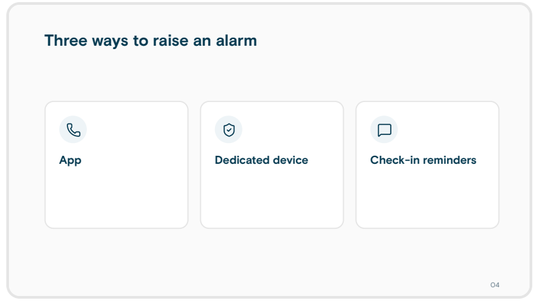
Full page

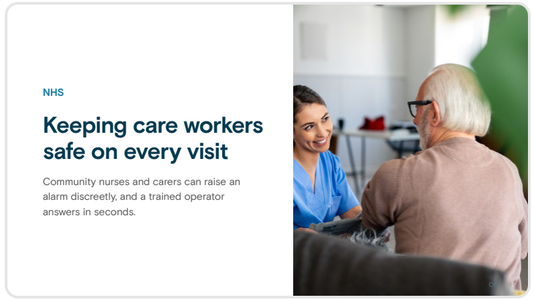
Presentations



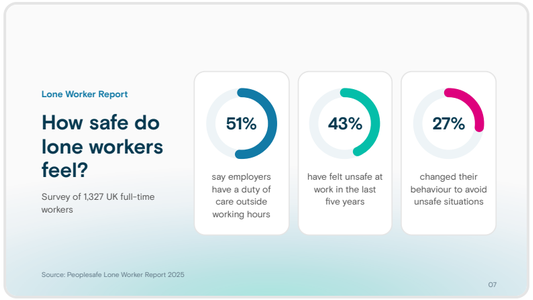


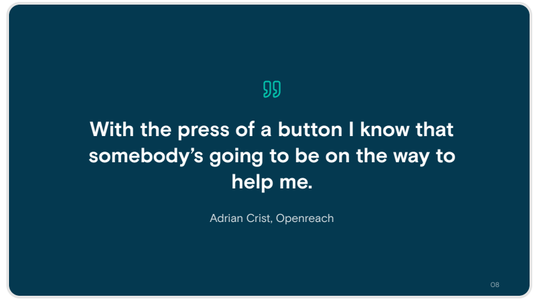












Display ads

PEOPLESAFE

Working alone, never on their own.

Devices and apps backed by our own 24/7 Alarm Receiving Centre.

Get a Quote →



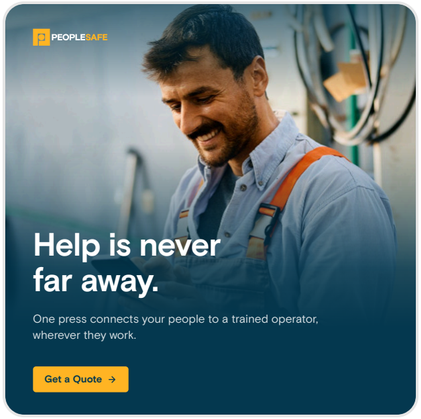
PEOPLESAFE

Wherever the shift takes them, help is one press away.

Trained operators answer every alarm, day and night.

Get a Quote →





PEOPLESAFE

SOS at the press of a button.

Discreet devices and the Peoplesafe App, answered 24/7.

Get a Quote →



PEOPLESAFE

Every alarm answered in seconds.

Our own Alarm Receiving Centre is staffed 24/7, 365 days a year.

Get a Quote →

SOS alarm raised
Just now

Answered by ARC
Seconds later

Help on the way
Manager notified

PEOPLESAFE

Protect your carers on every visit.

Discreet lone worker safety for health and social care teams.

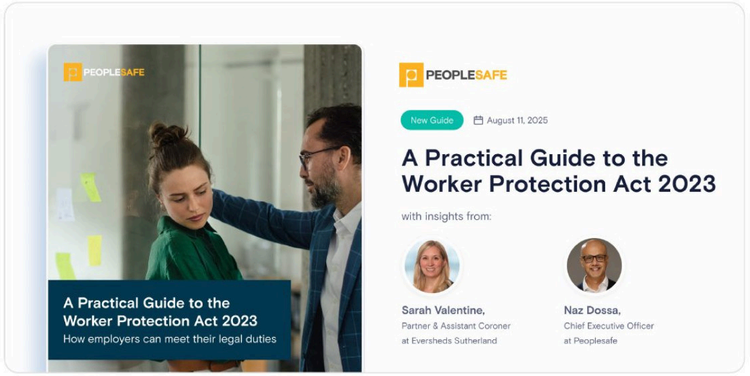
Get a Quote →

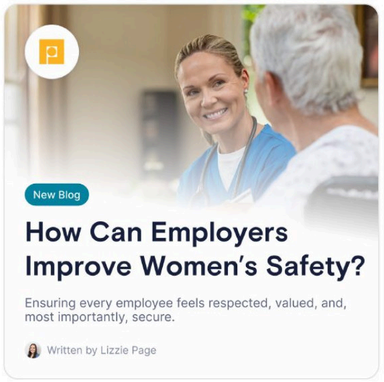


Social media

We use our logo, colours, type and graphic elements for instant recognition, with bold headlines and concise messages.

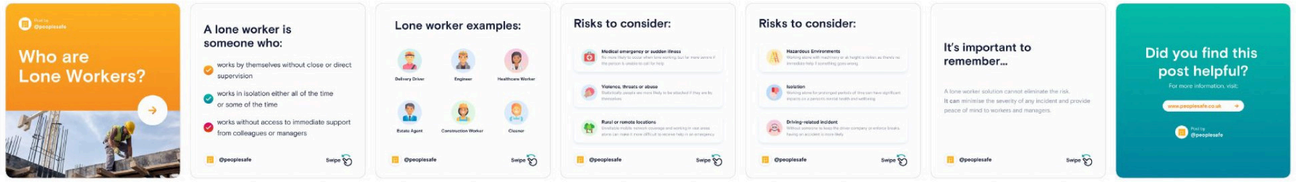
Imagery pairs real-world photography with interface visuals, to show how we protect people. Carousels keep one idea per frame.











Print

Brochures, flyers, stationery and merchandise use the same logo, colours, type and graphic elements as everything else.

The symbol works well at scale on folders, packaging and merchandise.

Use the CMYK values in these guidelines, send print-ready PDFs with fonts embedded, and always ask the printer for a proof before a print run.



PEOPLESAFE

Questions about the brand?

marketing@peoplesafe.co.uk

