



Brand Guidelines

SEELER

SAFE HAVEN

FOUNDATION

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01

Logo System



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The primary logo serves as the main representation of the brand and should be used in all standard applications to maintain consistency and recognition.



The secondary logo is available for use in limited applications; however, the primary logo should be used in most cases to ensure consistent brand recognition.



The secondary circular logo is intended for use in limited applications, such as social media icons or small-scale placements, where the primary logo may not be practical. The primary logo should remain the default choice to ensure consistent brand recognition.



The secondary circular logo alternative provides an additional option for specific applications, such as social media or merchandise, where a compact or circular format is required. The primary logo should be used in most cases to maintain brand consistency.



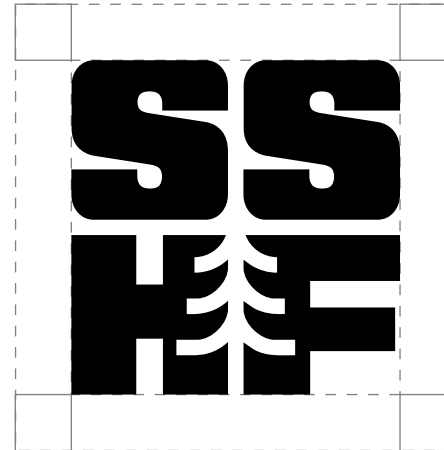
The logo initials may be used as a simplified representation of the brand in limited applications where the full logo is not practical. Use the initials only in approved colors and maintain the same clear space and proportions as the full logo to ensure consistency.



To ensure the logo remains legible and visually balanced, maintain a minimum size and adequate clear space around the logo in all applications. The clear space should be free of any text, graphics, or other visual elements.



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Do not stretch or distort the logo in any way.



Do not use the logo on an angle.



Do not remove the icon from the secondary logo.



Do not apply any effect to the logo such as a drop shadow, emboss, etc.



Do not add an outline to the logo.



Do not place the logo on a background that does not provide sufficient contrast.

The logo must always be used according to the established guidelines. Do not alter colors, distort proportions, rotate, add effects, or place the logo on backgrounds that reduce legibility. Any deviation from these rules may compromise brand consistency and recognition.

02

Brand Colors



Tilled Earth

HEX: #2d4136

CMYK: 76 52 71 52

RGB: 45 65 54

Burnt Sienna

#e86d50

CMYK: 4 71 72 0

RGB: 232 109 80

Forest Green

#3c6648

CMYK: 76 38 78 28

RGB: 60 102 72

Sea Foam

#a0cdb8

CMYK: 38 4 32 0

RGB: 160 205 184

Green Smoke

#94a264

CMYK: 45 24 74 3

RGB: 148 162 100

Light Ivory

#fbf9db

CMYK: 1 0 17 0

RGB: 251 249 219



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Designing effective color pairings can be challenging, as some combinations work better than others. The following suggested pairings are curated to ensure harmony, readability, and accessibility. These colors layer well together and provide adequate contrast for digital and print applications.



03 Typography



Nickel Gothic Variable
Regular

Aa
Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
()&?!.,;:'"/

Arpona
Regular

Aa
Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
()&?!.,;:'"/

The typography used in the logo is a core element of the brand identity and must not be altered. Do not change the typeface, spacing, weight, or proportions. Always use the logo with its approved typography to ensure consistency and recognition.

Arpona
Bold

**Aa
Bb**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
()&?!.,;:'"/**

Roboto Serif
Regular

Aa
Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
()&?!.,;:'"/

Website typography should follow the approved typefaces and hierarchy to ensure readability, accessibility, and a consistent brand experience. Headings, subheadings, body text, and calls-to-action should adhere to the specified styles, sizes, and weights outlined in the guidelines.

Type: Arpona
Size: 65px
Line height: 75px
Weight: Bold
Letter Spacing: 0px

Headline 1

Type: Arpona
Size: 50px
Line height: 60px
Weight: Bold
Letter Spacing: 0px

Headline 2

Type: Arpona
Size: 40px
Line height: 50px
Weight: SemiBold
Letter Spacing: 0px

Headline 3

Typography hierarchy should be applied consistently across all brand communications to guide the reader's attention and ensure clarity. Headings, subheadings, body text, and captions must follow the specified styles, sizes, and weights to maintain a structured and cohesive visual flow.

Type: Arpona
Size: 30px
Line height: 40px
Weight: Bold
Letter Spacing: 0px

Headline 4

Type: Roboto Serif
Size: 22px
Line height: 34px
Weight: Regular
Letter Spacing: 0px

Headline 5

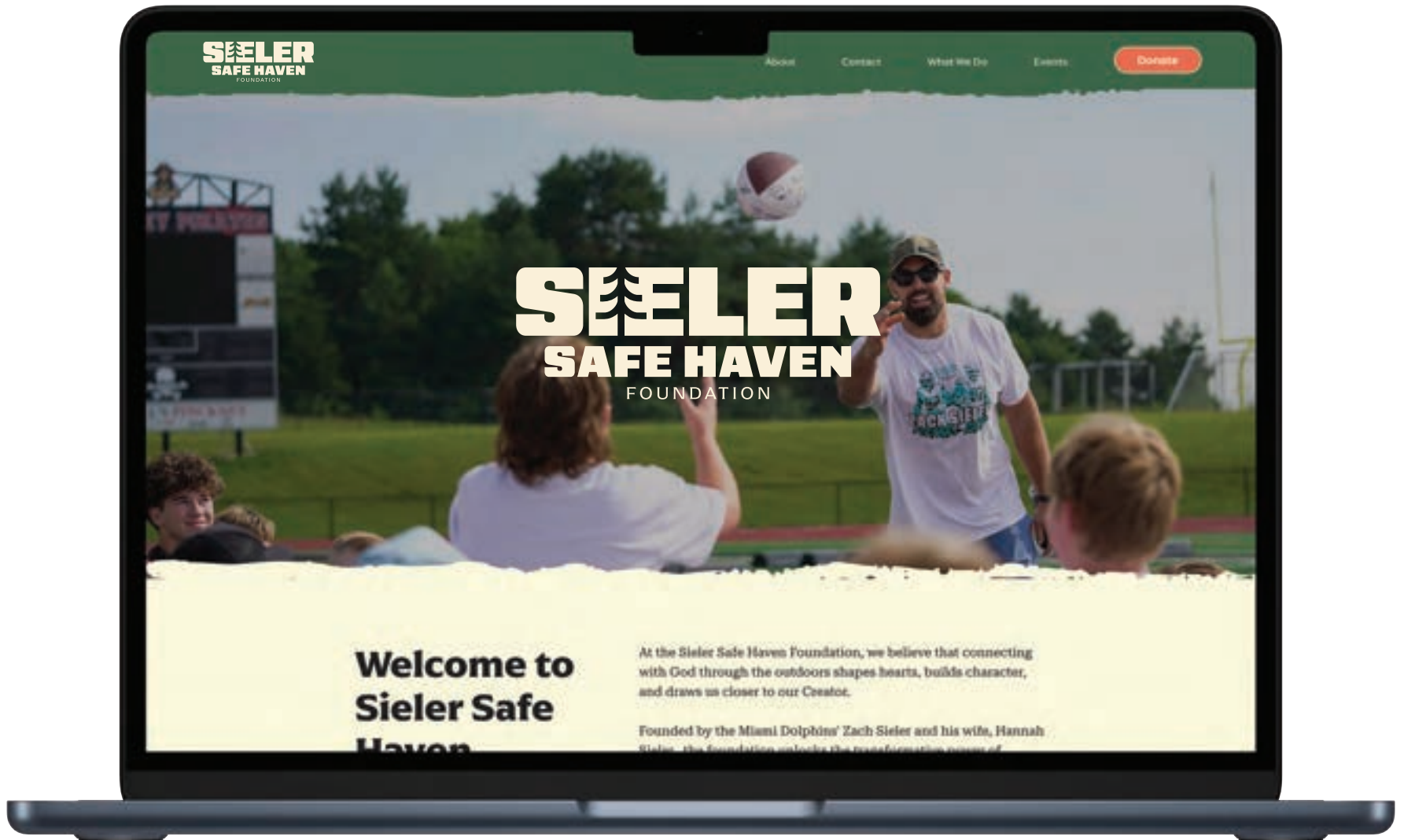
Type: Roboto Serif
Size: 20px
Line height: 30px
Weight: Regular
Letter Spacing: 0px

Headline 6

04

Design Components & Brand Use Examples











**THANK
YOU**

