



CLIENT: Safety

Logo Design

ROUND #1

8/12/2013



CREATIVE BRIEF

BRAND ATTRIBUTES

The characteristics that were identified and defined in the creative brief are represented in all three logo concepts.

Clean

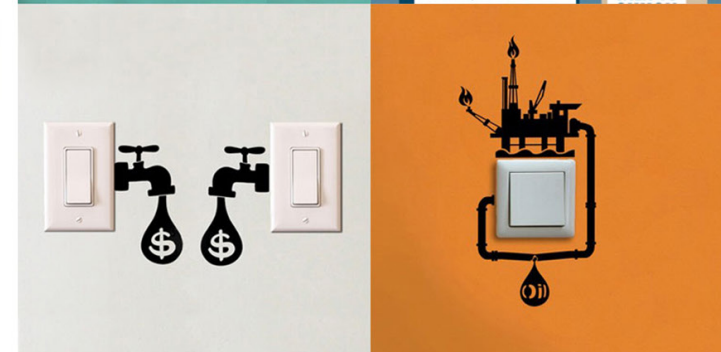
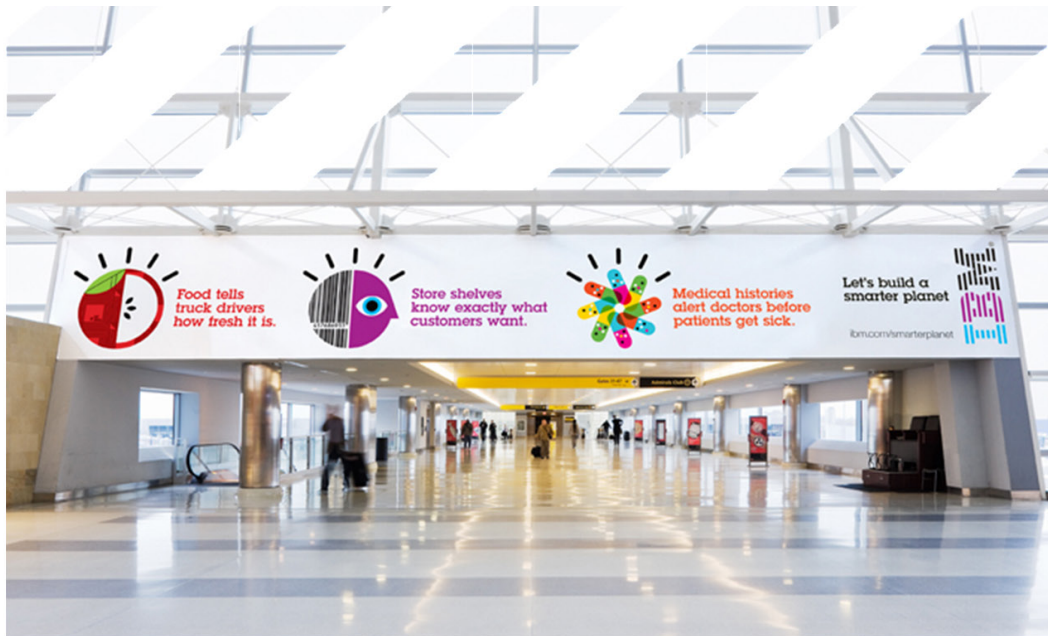
Professional

Reliable

Trusted Partner

Cutting-Edge

MOOD BOARD - Visual representation of the emotion and style that the brand should reflect





DESIGN DECISIONS

NAMING

SAFETY

The name “Safety” will be the brand name, but there will also be a descriptive sub-title.

“Facilities Maintenance or Services” is the most descriptive sub-title. “Safety Building Services” becomes misleading because of the use of the word “Safety”. Leading one to believe it is related to the literal safety of said building.

1. **Facilities Maintenance**
2. **Facility Services**
3. **Building Services**

TYPOGRAPHY

As a hard-working, efficient brand the typography for the logo should reflect those qualities. Capital letters are serious, corporate and bold while lowercase type tends to be more fun and friendly.

SAFETY
Services

A combination of all caps name with a lowercase sub-title can create a nice juxtaposition and introduce a bit of friendliness into the professional feel of the brand.

~~SAFETY~~

The weight, or thickness, of the font should also be as sturdy and dependable as the brand; not thin and elegant as in fashion and style-based brands

COLOR SELECTION

Blue is the most widely used hue for conveying trust and professionalism in a brand. Examples include its popularity in the design of banks, insurance companies and financial institutions. Since orange hues convey a sense of caution and literal safety it should be used sparingly and always in combination with its cooler, more stable blue or gray hues.



Slate Blue

Cool, calming, stable and reliable. Means business



Neon "Safety" Orange

Cautionary, bold or noticeable, urgent



Electric Blue

Stable but energetic. Bright, clean and friendly



Burnt Orange

A more mature orange, aged, more subtle



Deep Blue

Stately, professional and approachable



Steely Grays

Mature and professional



Emerald

A modern green that feels more progressive than eco-green hues



White & Black

Clean. Bold

USAGE

The “Safety” brand and logo needs to be multi-faceted to cover all the various touchpoints: Uniforms, in print, online, in advertisements, apps, etc.

To work well across multiple media it is important to have an icon and typeface that can each stand-alone, but also lock up together nicely.

S

SAFETY

S SAFETY

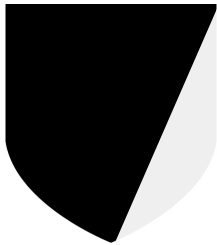


CONCEPT #1

“WE’VE GOT YOUR BACK”

CONCEPT #1 - VISUAL INSPIRATION

- An abstract shield can allude to protection in a subtle way
- Military symbols have great connotations of teamwork, getting the job done, precision, etc.
- Buildings and their shapes are great imagery because of their literalness



CONCEPT #1 - Logo lockup



CONCEPT #1 - Icon



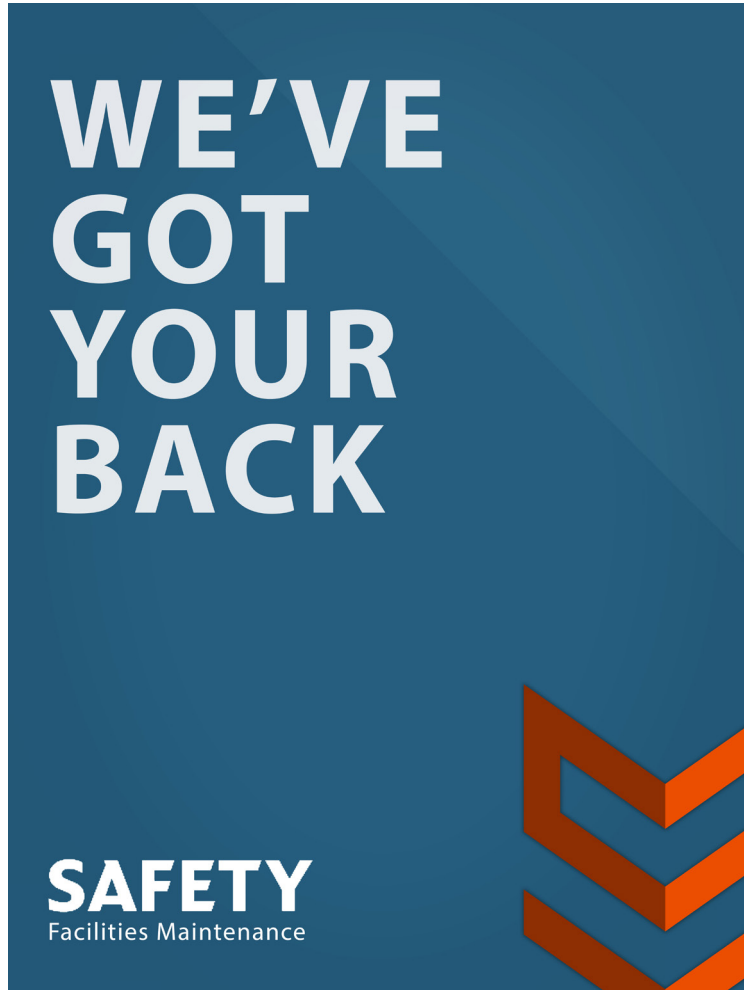
CONCEPT #1 - Apparel



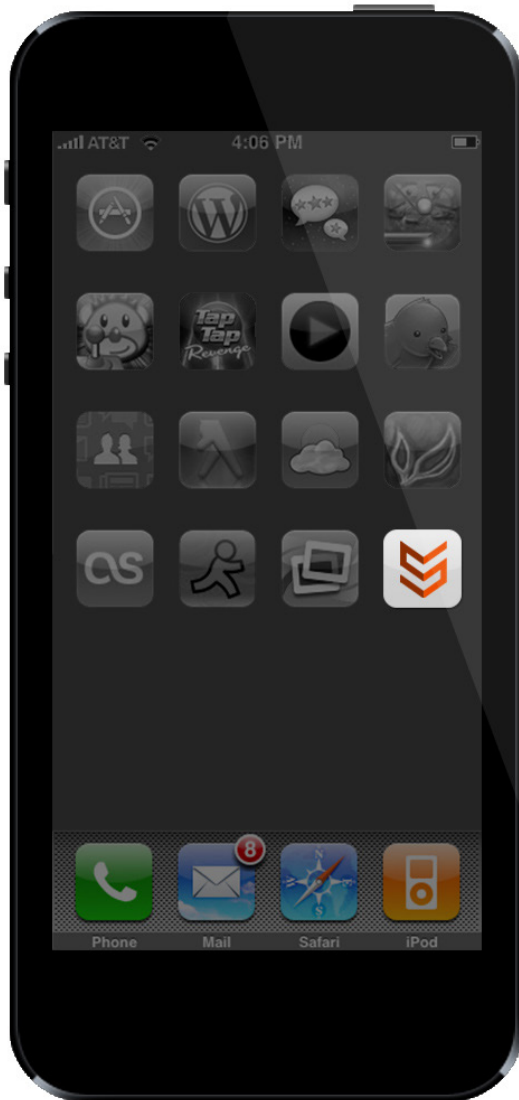
CONCEPT #1 - Transportation



CONCEPT #1 - Advertisement



CONCEPT #1 - App



CONCEPT #1 - Variations

A.



C.



D.





CONCEPT #2

“LET US EARN YOUR TRUST”

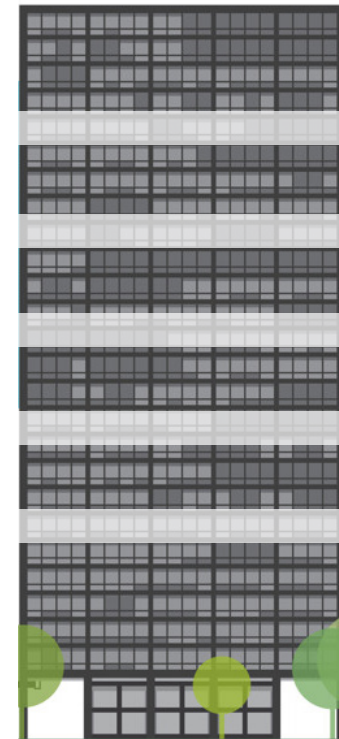
CONCEPT #2 - VISUAL INSPIRATION

- Trust takes time to build
- Ladder, steps, and even a building are images that represent building up on a trusted relationship
- Visually representing the progression towards trust (4 stages: Know, Like, Trust, Refer)
- This can also be used as a marketing campaign to acquire more business by asking them to give you a chance to *earn their trust*



**HARD
WORK**

TRUST



CONCEPT #2 - Logo lockup

SAFETY
Facilities Maintenance

CONCEPT #2 - Icon



CONCEPT #2 - Apparel

SAFETY

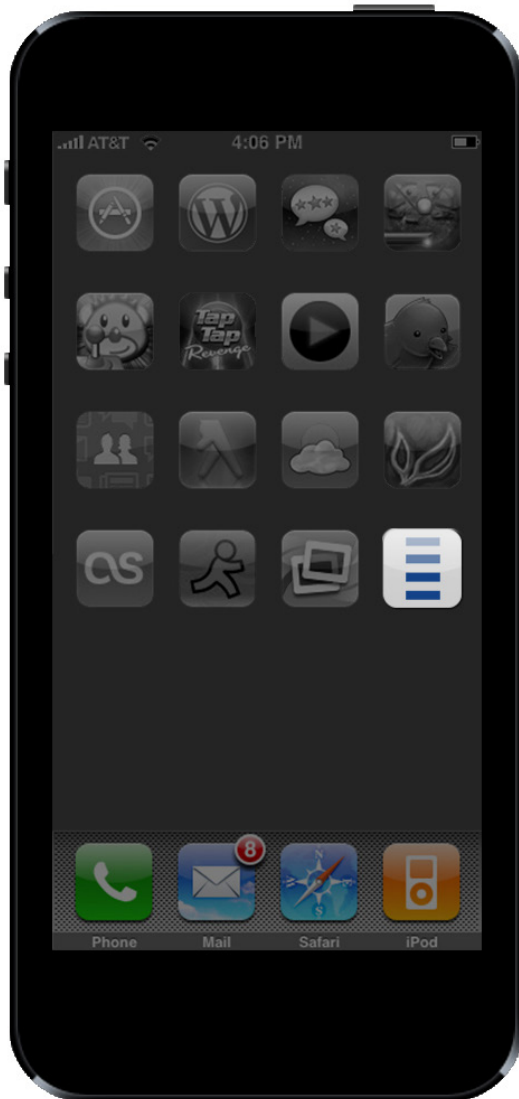
CONCEPT #2 - Transportation



CONCEPT #1 - Advertisements



CONCEPT #2 - App



CONCEPT #2 - Variations

A.

SAFETY
Facilities Maintenance

B.

SAFETY
Facilities Maintenance

C.

SAFETY
Facilities Maintenance

D.

SAFETY Facilities
Maintenance

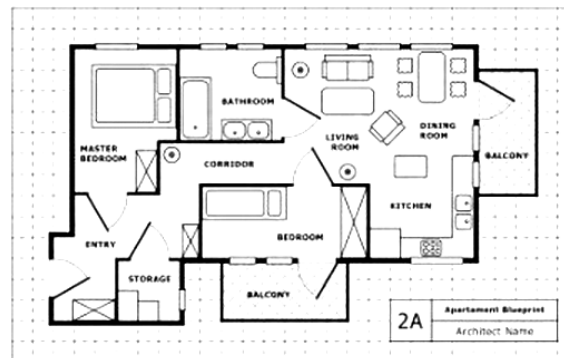


CONCEPT #3

“WE’VE GOT YOU COVERED”

CONCEPT #3 - VISUAL INSPIRATION

- “Helping” hands are a sign of trust, teamwork and assistance
- Floorplans and blueprints are a literal depiction of the work site: Buildings
- Total coverage and full service through cyclical imagery



CONCEPT #3 - Logo lockup



CONCEPT #2 - Icon



CONCEPT #2 - Apparel

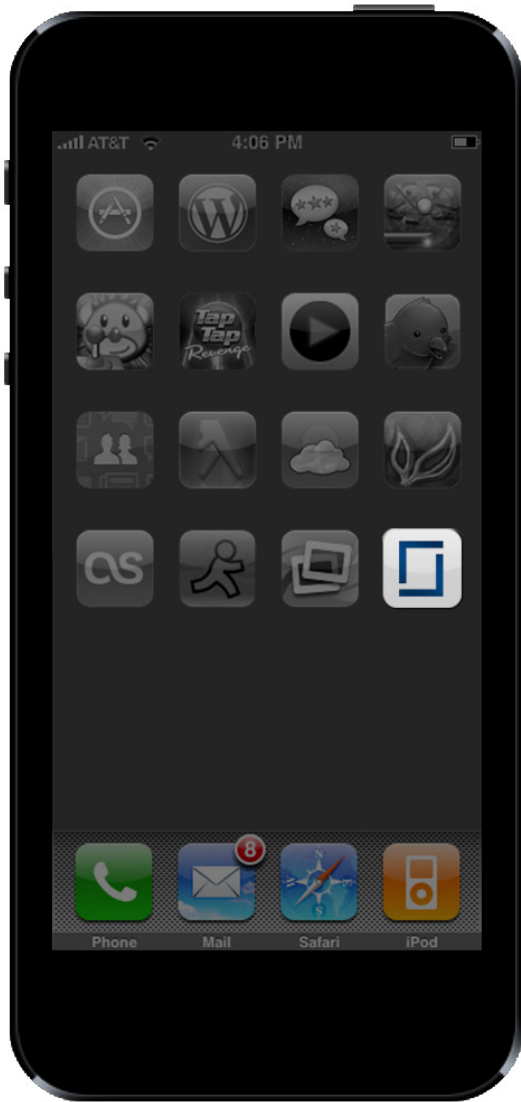


 **SAFETY**
FACILITIES
MAINTENANCE

CONCEPT #2 - Transportation



CONCEPT #2 - App



CONCEPT #3 - Advertisement



CONCEPT #2 - Variations

A.



B.



C.



D.

