



Balancing function and emotion

The Challenge

Anthony Neary, MD, at Safe, was all too aware of the changing face of online retail and the challenge he'd face in the coming years from marketplace retailers. He needed a strong brand to establish the company as the 'go to destination' for safes, locks and security solutions.

The Approach

The company was set up for success – they had great supplier partnerships, a hugely knowledgeable team in the office, and oozed the passion and enthusiasm to grow.

It was this insight that we started with. The brand looked tired and very functional, and didn't reflect any of the knowledge, expertise and advice that the company offered. We changed the name, dropping the functional 'shop' element, and 'Safe with us' became the new brand positioning. We developed the positioning, the visual brand and tone of voice, and worked hard behind the scenes with the digital team at Safe to rebrand the whole site, bringing the brand to life.

We launched the brand to staff on a Friday afternoon and rebranded the office over the weekend. We then developed the strategy and creative for the external advertising campaign to increase awareness of the Safe brand.

Visit safe.co.uk

The Results

Anthony Neary, Managing Director commented:

"10 did such a great job of guiding us through this process, the brand they created for us is spot on and is easy for us to live up to as it truly captures who we are. They wowed us creatively and are full of ideas for how we give customers a fabulously branded experience."





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Dictionary definition

safe

Adjective: Protected from or not exposed to danger or risk. Not likely to be harmed or lost.

Noun: A strong fireproof cabinet with a complex lock, used for the storage of valuables.

Our positioning line
How it sits with the brand mark

Our positioning line and signature
Underpinning the brand mark and positioning line is our signature which covers off our key disciplines and URL.

safes | locks

Our brand's on a journey

At Safe we have a vision to offer innovative solutions to give our customers real peace of mind. We are passionate about our great customer service and always aim to listen, guide and care.

To achieve these bold ambitions, our brand must also evolve. It must be stronger, more distinctive and more measurable to set us up for success.

Our behaviours

We care
We're genuinely caring people, we guide our customers to solutions that are right for them.

We're trustworthy
We are open and honest with our customers. We're always approachable and reliable.

We're experts
We're passionate and we know our staff or customers can rest assured they are in safe hands with us.

Colour palette

Our colours are what bring the brand together and help us to stand out. Secondary colours have been chosen to help with this - use them to help add dynamism and energy. Cool Grey 10 should be the default choice if you need to colour text. Remember to always think about how legible it will be.

Primary colour	Secondary
HEX: #E67E22 CMYK: 00, 100, 50, 0	HEX: #2980B9 CMYK: 100, 0, 0, 0



Open Box Returns

Example

A	B	C
Product A	Product B	Product C
Example 1	Example 2	Example 3

25% OFF

Treasured jewellery, passports, important documents... those things you love and value are worth keeping safe, right? Let the experts help you make the right choice.

safe

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You're safe with us - learn more at safe.co.uk