SAFETRX

ACTIVE

BRAND EXPRESSION
AND GUIDELINES

SAFETRX
ACTIVE

What is Safety?
More than just red tape.
Or another box to tick...
For us it's a much bigger idea than that.
It's the innovation that makes room for progress.
The confidence that makes way for daring.
The ingenuity that empowers new possibilities.
It's the technology that protects the things we care about
Our loved ones, our livelihoods, our futures.
It's calm, reassurance in a storm.
And, capability in the face of adversity.
It's the accuracy that says we know where you are.
And the signal that says... *'ok, we've got you'*.
It's our number one priority.

REDUCE RISK. PROTECT LIVES.

REASSURING PROTECTION WHEN AND WHERE IT'S NEEDED THE MOST.

BRAND VISION

HARNESS TECHNOLOGY TO MINIMISE RISK AND ENHANCE PERFORMANCE.

BRAND
CHARACTER

Our core brand character is the unassuming hero.

Consider the character of an Emergency and Rescue professional; they are certainly heroes, but would never call themselves that. They are never bombastic, boastful or shouty. They are driven by an overriding motivation; to protect and ensure the safety of others. Everything they say and do aligns with this. Overall their character is one of calmness, capability and expertise.

TONE OF VOICE

THE HERO, THE SAGE AND THE EXPLORER.

Consider an archetypal emergency or rescue professional – unassuming heroes whose expertise and service helps save lives.

These people communicate clearly, precisely, effectively, and efficiently. Words aren't wasted – and more often than not, there is a wrong way, and a right way – crisis situations are binary.

Real experts don't need to show off – their actions and capabilities communicate the truth.

Our tone of voice is exactly this.

Depending on the situation and who they are speaking to, these unassuming heroes can slightly alter their tone of voice to get the job done.

If they need to inspire people around them to push themselves, they are supportive, and bolder than usual. This 'voice' is then in the role of the **'explorer'**, and we use it in our brand when we're enabling adventurers to explore further – or whenever we want to inspire and excite.

The assured, guiding and acutely knowledgeable voice of the **'sage'**, is often used by

our unassuming heros. For our brand, it helps build trust. This calm, clear, expert and protective voice is used to talk about the capabilities of our technology, or how exactly we can help our customers.

Getting our messages across clearly and effectively can help prevent injuries and save lives, which is why, just like a rescue professional, it's absolutely vital we never over complicate our language or use indecipherable jargon.

SAGE
[ENTERPRISE FOCUS]

THE UNASSUMING HERO

EXPLORER
[B2C FOCUS]

VISUAL STYLE

HUMAN FRAGILITY. HUMAN CONNECTION.

Our visual style is a careful and considered balance of visual elements which work together to consistently communicate our brand.

The brand aesthetic needs to do various different jobs depending on who we are talking to, and about what, so our visual elements can 'flex' in their relative balance to each other.

This means our brand can support lots of varying messages all the way through the purchase process, from building brand awareness to converting sales.

TYPE ONE 'BRAND' PHOTOGRAPHY

TYPE TWO 'BENEFIT' PHOTOGRAPHY

TYPE THREE 'PRODUCT' PHOTOGRAPHY [STATIC AND IN-USE]

SAFETRX GRAPHIC FAMILY

SAFETRX TYPOGRAPHY

TYPE ONE 'BRAND' PHOTOGRAPHY

Type one imagery is broadly based around **Human Fragility.**

We communicate this, and occasionally allude to the world of tracking and locating, by showing very wide shots of the type of environments SafeTrx customers work or explore in. So huge, wide shots with a communicated impression that humans are tiny and vulnerable in a big and sometimes dangerous world.

There are examples of this type of imagery all through this document.

VISUAL STYLE

TYPE TWO 'BENEFIT' PHOTOGRAPHY

Type two imagery is broadly based on **Human Connection.**

Protecting lives is at the core of our brand, and human is an important brand pillar, so let's portray humans and humanity.

Our shots will be natural, authentic and far more editorial in style.

TYPE THREE 'STATIC PRODUCT' PHOTOGRAPHY

Type three imagery is used to clearly and proudly showcase our wearable device and other physical technology.

Clear, clean, premium product shots or renders are used here. We must ensure everything is razor sharp and clean and communicates the high quality of the product.
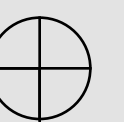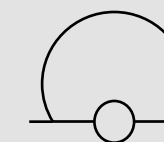
VISUAL STYLE

TYPE THREE
'IN USE PRODUCT'
PHOTOGRAPHY

Our graphic family of iconography, and imagery of our products in use, are used in combination to make the complex simple.

Clear narratives of functionality and features can be told using graphic overlays and simple, considered premium photography.

GRAPHIC FAMILY

A laser sharp, accurate set of lines and icons, inspired by the iconography of tracking, navigation and the sea. This is used to frame text, connect points of detail and interest, and add consistency and structure to the brand expression.

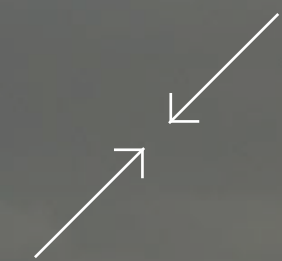# IMPACTFUL, EMOTIONAL HEADLINES.

SafeTrx is tracking and alerting technology.

In our world scale is everything. So our typography reflects this – each execution is a balance of very big, and very small type.

In broad terms, when we're communicating 'big' emotional messages, headlines, or trying to attract attention or make an impact our typography is big and bold.

Then, in conjunction, our supporting messages, technical information, or body copy is displayed in small, accurate highly crafted typography.

Big and small type should always be used in balance with each other, never on their own. We're uncompromising with this – we're macro or massive, with nothing in the middle or average.

HEADLINES IN GOTHAM ULTRA
123456890!?[]\-+=
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Uppercase, +300 kerning

SUB HEADLINES IN GOTHAM LIGHT
123456890!?[]\-+=
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Uppercase, +250 kerning

Body copy in Roboto Light
123456890!?\-+=
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

i

Our colour palette is simple, premium and bold.

Predominantly monochrome, with black being the most dominant colour.

'Rescue' orange is often used to encourage action – and as a highlight colour.

Photography and film is also graded in line with our pallete, with imagery being slightly de-saturated and darkened in the shadows.
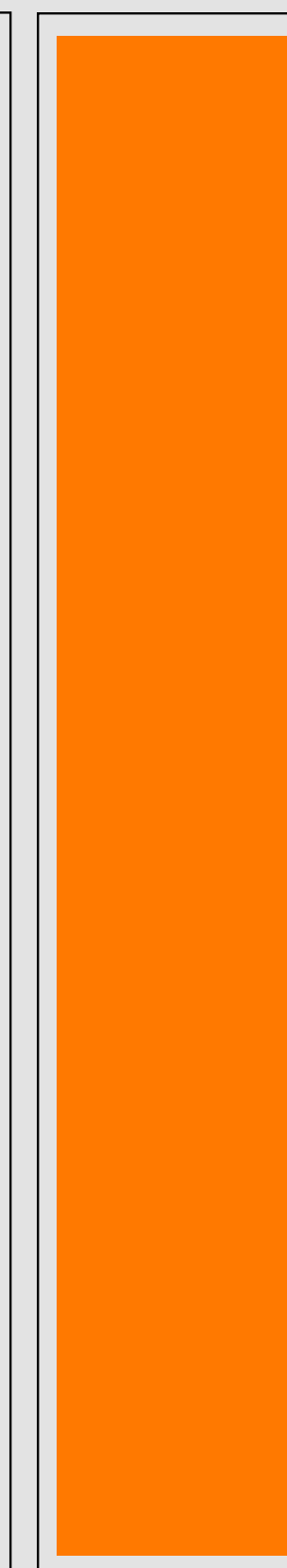
BLACK
0/0/0
50/0/0/100
#000000

WHITE
255/255/255
0/0/0/0
#000000

LIGHT GREY
227/227/227
0/0/0/15
#E3E3E3

ORANGE
255/121/0
0/77/100/0
#FF7900

SAFETRX

ACTIVE

THANK YOU