

Information Technology

Safeguardit

Safeguardit are IT consultants who specialise in systems management tools for efficient computer networks. They are a new company and required an identity and website to publicise the new venture.

Verve held a workshop with Safeguardit to determine the elements that define the identity - vision, proposition, positioning and personality.

The workshop:

- Establish who the target audience is
- Determine Safeguardit's long-term vision
- What is Safeguardit's proposition to its clients?
- How does Safeguardit position itself in the market?
- What is the company personality?

The results of the workshop determined the direction of the identity. We agreed that competitive services in this market sector concentrated on the danger and perils of information loss and recovery. The company proposition is peace of mind. Safeguardit's service can monitor a computer network around the clock. The motif of a setting sun symbolises the end of a good day with peace of mind as you leave the office.

Safeguardit wanted to stand apart from other IT companies. It was a requirement that the identity was not coloured blue.

We supplied guidelines, stationery and digital artwork.

CORPORATE IDENTITY



STATIONERY



WEBSITE DESIGN



IDENTITY GUIDELINES

