Logomark

Project

No. 023

A retail plaza redevelopment in the DMV. The contractor needed georeferenced documentation of subsurface infrastructure before any work could proceed. SafeLine delivered a Tier 2 Subsurface Documentation package: RTK GPS-tagged utility alignments, confidence classifications, and a KMZ deliverable ready for the project file.

WE TAKE SUBSURFACE RISK SERIOUSLY

OFFICIAL DOCUMENT
SafeLine

Name: SafeLine

Year: 2026

Location: Virginia, USA

Stage: Growth

Industry: Construction & Infrastructure

Sector: Pre-Construction Intelligence

Built On Knowing

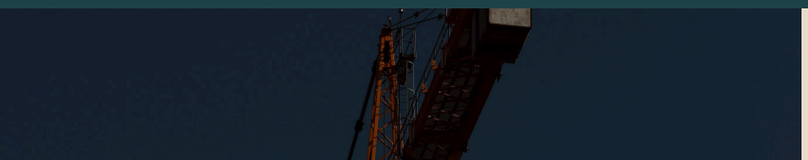
Pre-Construction Intelligence

The consequences of uncertainty underground are serious. A missed line can lead to injury, damaged infrastructure, project delays, and major financial loss. SafeLine was built to eliminate that uncertainty, providing specialist utility designation of the highest standard and engineering-level documentation for projects that call for pre-construction intelligence.

Playbook

Style Guide

Pitch Deck



To become the standard in utility locating for major excavation projects globally.

SafeLine Mission

The Challenge

The Solution

The industry had settled for the same standard: mark the lines, acknowledge the uncertainty, and move on. Every private utility locating company in the market used the same language and produced the same deliverables.

SafeLine looked and sounded identical to those competitors, yet aimed for something bigger. As a result, SafeLine struggled to convert clients. It didn't matter how professionally they showed up, the messaging across his service offerings, website, social media, and team was scattered.

SKULPT created SafeLine's full brand system so that the positioning, language, and visual identity proved SafeLine's expertise.

The result was a company that showed up the way it thought of itself. Expert across every touchpoint.

How much do you feel the company's branding is adapted to future growth and change?

"10/10"

Joe Freeman, Co-Founder

The Logo

The logo mark connects the S and L into one continuous line, creating a symbol that feels minimal, recognizable, and quietly assured. It signals confidence, elevated and gives a bold look to an otherwise blue collar industry in need of something bigger.

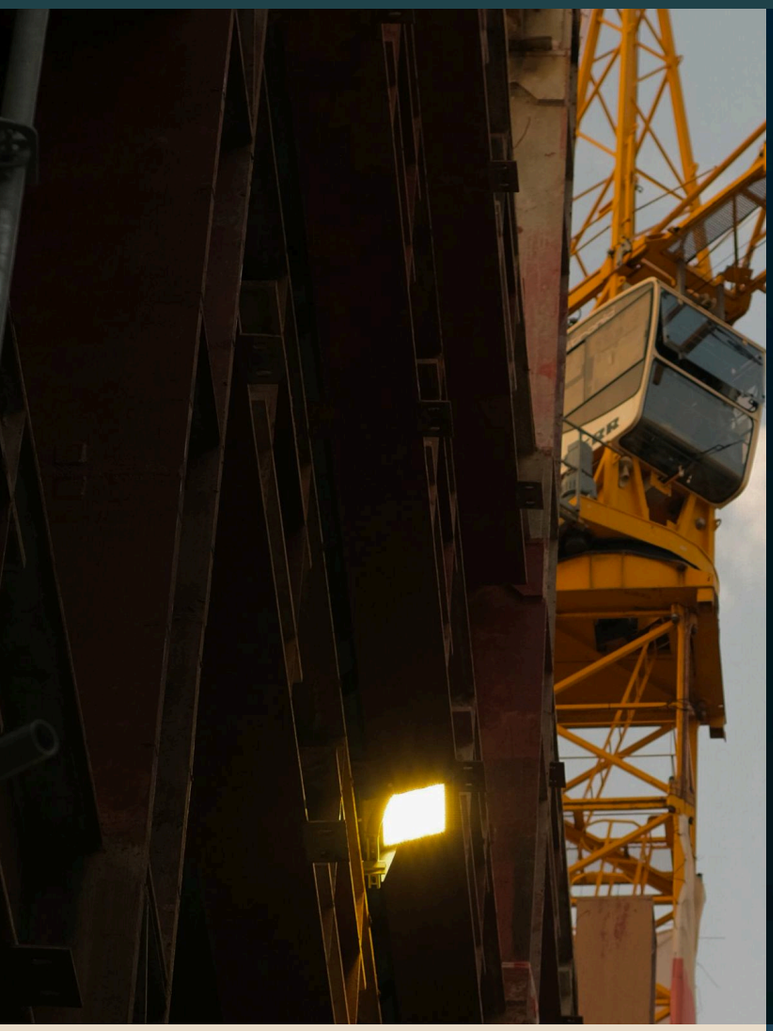
SAFE LINE

BUILT ON KNOWING

On a scale of 1–10, to what extent does SafeLine's new branding stand out in its industry?

"10/10"

Joe Freeman, Co-Founder



Brand Persona

Clive, 45

Frederick, Maryland.

Core Values: Excellence, integrity, accountability.

Hard working, decisive, emotionally intelligent, disciplined

Clive is a senior project manager with a background in Urban Studies and deep knowledge of the contracting space on both sides of the table. He is the kind of person who walks into high-stakes rooms with a calm confidence. He asks precise questions, listens without interrupting, and gives clear answers. He's never the loudest in the room, but he carries a seriousness that never feels chaotic. Others look to him when the pressure is high and the room needs someone steady.

> The brand reflects how I approach the work, focused on risk and clarity. We position our services around helping clients avoid costly mistakes, not just marking utilities."
>
> Joe Freeman, Co-Founder

We take your project seriously

One The Skulpting Process

The Skulpting Process produced a competitive positioning strategy, a brand story, a complete messaging architecture, and a visual identity that together moved SafeLine out of the utility locating category entirely and into a position no competitor currently holds.

Joseph Freeman

Chief Executive Officer

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SAFE LINE

Private Utility Locating

Specialist utility locating of *the highest standard.*

SAFE LINE

KNOW WHAT'S BELOW

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