

A photograph of a tailor in a white shirt measuring a blue pinstriped suit jacket on a mannequin. The mannequin has a wooden head and is positioned in a workshop with various garments hanging in the background. A yellow measuring tape is being used to measure the shoulder area of the jacket. The scene is dimly lit, focusing on the tailor's hands and the jacket.

ST SAFÉ
TAILORS

ABOUT BRAND

SAFÉ TAILORS is a premium Nigerian tailoring brand dedicated to crafting high-end, custom-made suits for professionals, executives, celebrities, and individuals who desire refined elegance for official engagements, special occasions, and major events.

Built on values of luxury, royalty, and uniqueness, SAFÉ TAILORS blends world-class tailoring techniques with the rich creativity of Nigerian craftsmanship. Every suit is designed with precision, sculpted to elevate presence, and finished with the sophistication expected of a truly distinguished brand.



ST SAFÉ
TAILORS

ST SAFÉ
TAILORS

ST

SAFÉ
TAILORS

ST

SAFÉ
TAILORS





STITCHED WITH
PRECISION, DESIGNED
TO SUIT YOUR STYLE



11 OLOGUN STREET,
LAGOS ISLAND, LAGOS.



07015561995
09067360576



ST SAFÉ
TAILORS

**WAKE UP TO
FASHION, WEAR
YOUR DREAM**



**11 OLOGUN STREET,
LAGOS ISLAND, LAGOS.**



**07015561995
09067360576**

ST SAFÉ
TAILORS

STITCHED
WITH
PRECISION,
DESIGNED
TO SUIT
YOUR STYLE



11 OLOGUN STREET,
LAGOS ISLAND, LAGOS.



07015561995
09067360576

ST SAFÉ
TAILORS



GET YOUR
NIGERIAN
MADE SUITS AT
QUALITY RATES



11 OLOGUN STREET,
LAGOS ISLAND, LAGOS.



07015561995
09067360576

#050A30

#3E160C

#785D32

#E8D9C4

#FFFFFF

LOGO RATIONALE



The SAFÉ TAILORS logo was designed to visually communicate the brand's values of precision, craftsmanship, trust, and luxury, while presenting a modern identity that stands out in the tailoring and fashion industry.

1. Monogram Concept (ST): The centerpiece of the logo is a custom “ST” monogram, created by merging the initials of Safe Tailors into a single, unified symbol.
2. Crown at the top: The design features a unique element at the top of the monogram that resembles a crown, castle battlements, or a protective guard shape.

The SAFÉ TAILORS logo embodies strength, precision, luxury, and trust. It symbolizes the brand's commitment to safety, represented by the crown, while also incorporating the brand's initials. Each design element is thoughtfully curated to reflect the essential qualities of a premium tailoring brand. This logo encapsulates the brand's promise of exceptional craftsmanship, refined elegance, and a reliable, secure service.

PRIMARY TYPOGRAPHY

CINZEL

CHOSEN FOR ITS TIMELESS ELEGANCE, CINZEL
PAIRS SHARP STRUCTURE WITH GRACEFUL
CURVES, ECHOING THE CUT AND DRAPE OF A
PREMIUM SUIT. IT COMMUNICATES HERITAGE,
AUTHORITY, AND ENDURING STYLE.

TYPOGRAPHY — BOLD

TYPOGRAPHY — REGULAR

AA BB CC DD EE FF GG

HH II JJ KK LL MM NN

OO PP QQ RR SS TT UU 1 2 3 4 5 6 7 8 9 0

VV WW XX YY ZZ

Secondary Typography

RADLEY

Chosen for its timeless elegance, Radley pairs sharp structure with graceful curves, echoing the cut and drape of a premium suit. It communicates heritage, authority, and enduring style.

Typography — BOLD

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0



SAFE TAILORS • SAFE TAILORS • SAFE TAILORS • SAFE TAILORS

ST





A hand is holding a dark blue business card against a light-colored wall. The card features a white logo consisting of a crown above the letters 'ST', followed by the word 'SAFÉ' in a serif font and 'TAILORS' in a smaller sans-serif font below it. The hand holding the card has a gold ring on the ring finger.

ST SAFÉ
TAILORS