

PROTECHT BRAND GUIDELINES



INDEX

1.0 BRAND LANGUAGE

2.0 LOGO STANDARDS & USAGE

3.0 COLOR PALETTE

4.0 TYPOGRAPHY STANDARDS

5.0 PRIMARY BRAND ELEMENTS



1.0

BRAND LANGUAGE



BRAND CONCEPT

A NEW ANGLE

Insurance is a clear indication that structure breeds freedom, but old ways don't open new doors. This concept highlights Protecht's fresh perspective on an outdated industry, connecting past with future to create a dynamic world of new possibilities.

This iteration expands upon the brand's existing identity by first calling upon its roots, a powerful, dynamic widget that puts a more protected future in reach. A straightforward sans-serif wordmark paired with a structured, symbolic icon represents the brand's fundamental strength and utility in a variety of applications. An eye-catching, digital-forward color palette nods to the brand's technological foundation while capturing its boldness and unapologetic spirit.



ARCHETYPE

THE DREAMER + RULER

Protecht builds best-in-class technologies to create new possibilities for the future of insurance. We unlock new doors for insurers by putting the consumer at the center, in turn opening our consumer's eyes to a more protected future. Protecht makes quality products that allow you to dream big.



BRAND STORY

Life is marked by experiences. For you, maybe it's seeing your favorite artist in concert, or purchasing the handbag that perfectly complements your style. For your consumers, it's raving to their friends about their favorite brand, or warning them against their brand nemesis. As an individual or as a brand, experiences become your identity.

Don't risk compromising the customer experience to factors outside of your control. Protecht puts the power back into your hands with an award-winning embedded technology that lets your customers purchase an insurance policy right from your platform, without interrupting the checkout flow.

Increased revenue and fewer chargebacks are just the start. Buying without regrets creates a better buying experience. Better experiences create loyal fans.



VALUES & PROMISES

BE DISCIPLINED.

Through deliberate and focused pursuit of our true north we will recognize and celebrate excellence in execution. Change what is possible and #protechtwhatmatters.

BE TRUE.

Be Authentic. Showcase your unique talents or genius, with confidence and pride. By masking your individual strengths, we cannot optimize our team's collective potential. As we continue this journey into uncharted territory together, we cannot afford to waste energy, leave resources untapped, or risk losing potential gains from our investments. Be candid, accept your victories and losses, and respect yourself and your fellow Protecht team members.

BE PHENOMENAL.

Strive for Excellence. Every day, you earn another chance to make yourself a better version of the person you were the day before. Empower yourself to take an active role in the betterment of your life. Share your personal growth to motivate those around you to be the best they can, for themselves, their families, and communities, and our communities, and our customers. Lend an ear or extend words of encouragement when you sense a Protecht peer needs a lift.

BE CONNECTED.

Connected with our peers, our stakeholders, our vision, and our community.



BRAND PERSONALITY

SECURE

Our best-in-class system security and reputable insurance partners give clients and consumers peace of mind. While we're anything but stodgy, we pride ourselves on our professionalism, candor, and integrity.

CONFIDENT

We're unapologetically ourselves because our boldness is what got us here. We know how to stand out in all the right ways, and we don't shy away from a challenge because we know we'll come out victorious.

PIONEERING

We play to win. Being the best means competing with ourselves and the industry at large, staying a step ahead of the game on all fronts to build a better future for insurance.

UNCONVENTIONAL

Insurance is boring. We're not. A product like no other deserves an approach like no other, so we conquer the industry with a willingness to redefine what insurance looks, sounds, and feels like.

RELATABLE

We're insurance pros by day and event junkies by night. We're in this for you because we are you.

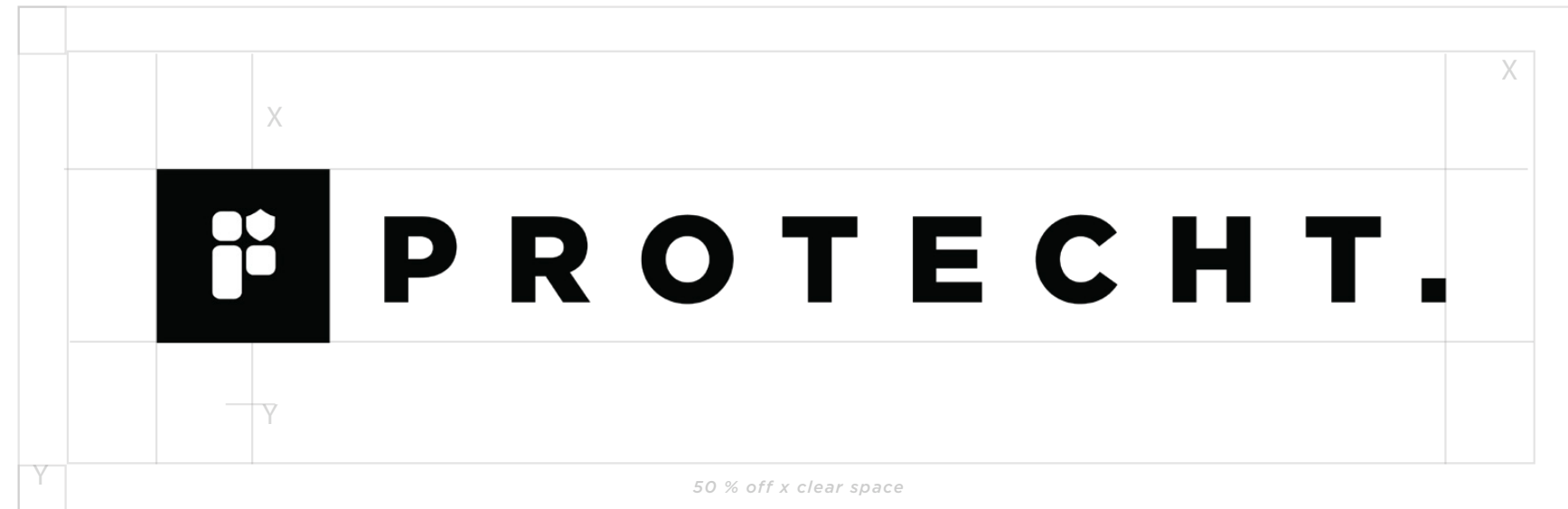


2.0

LOGO STANDARDS & USAGE



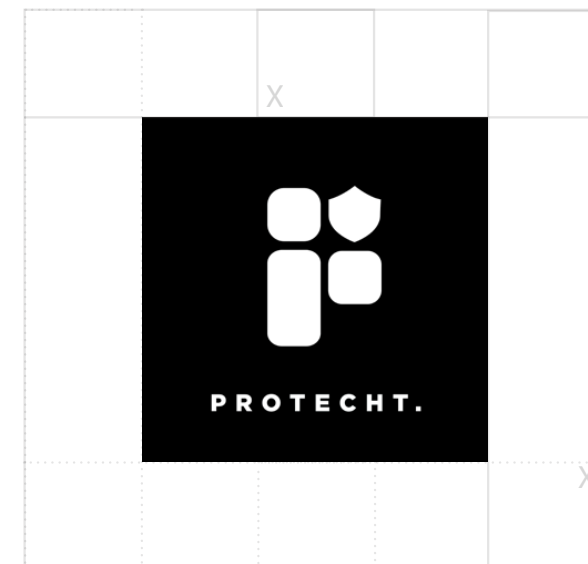
PRIMARY LOGO



2.1 LOGO DESIGN

This logo represents many ideas, but mostly protection by showing a piece that is being held inside the square.

ALTERNATE LOGO



SLOGAN

PROTECHT WHAT MATTERS.



2.2 LOGO USAGE

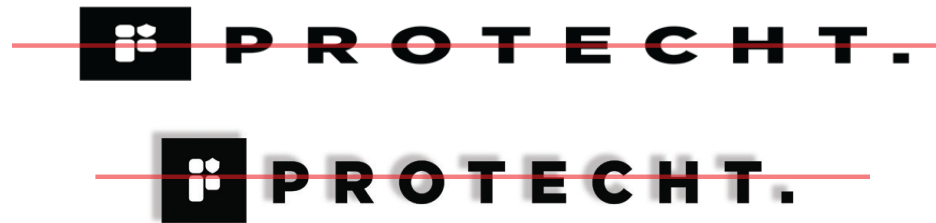
Here are some important usage rules to follow when placing our logo into designs.



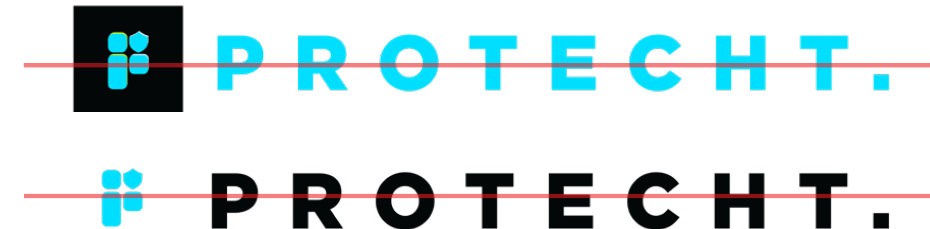
Never alter the angle of the logo



Do not alter logotype spacing



Do not expand, stretch, distort or add effects



Do not use color



Never use a different font



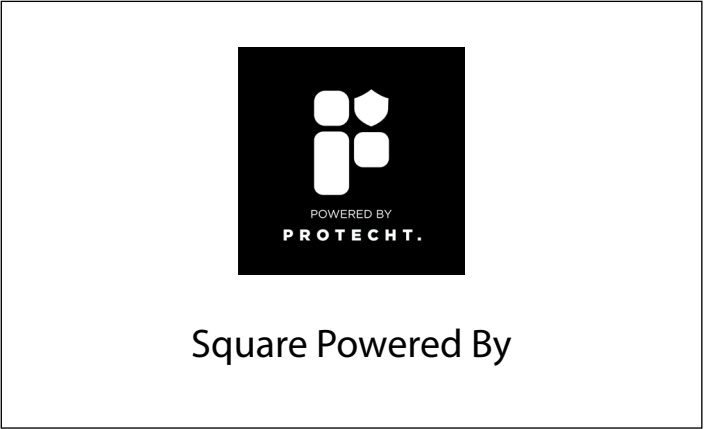
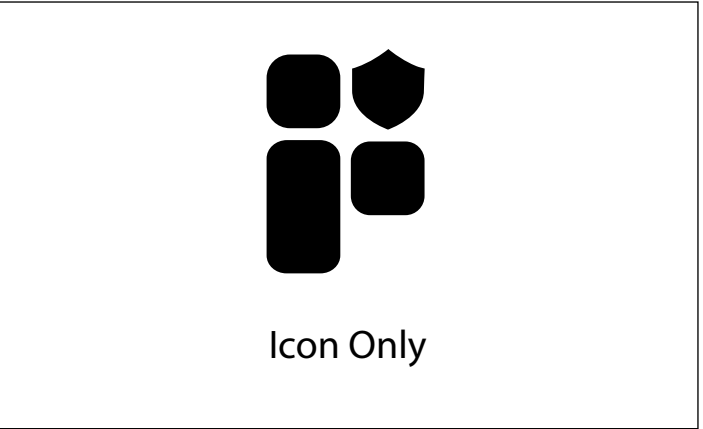
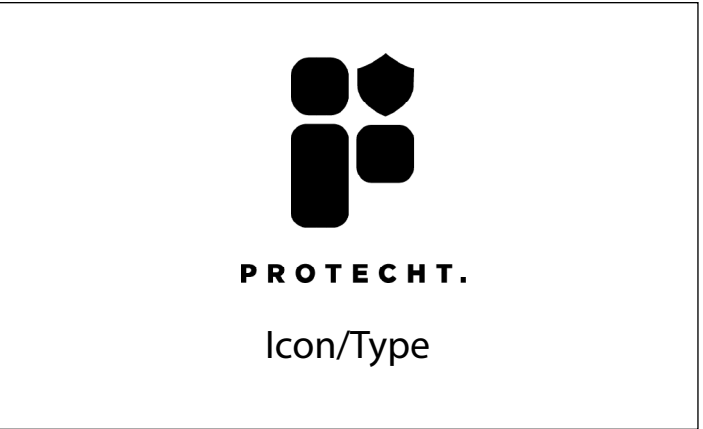
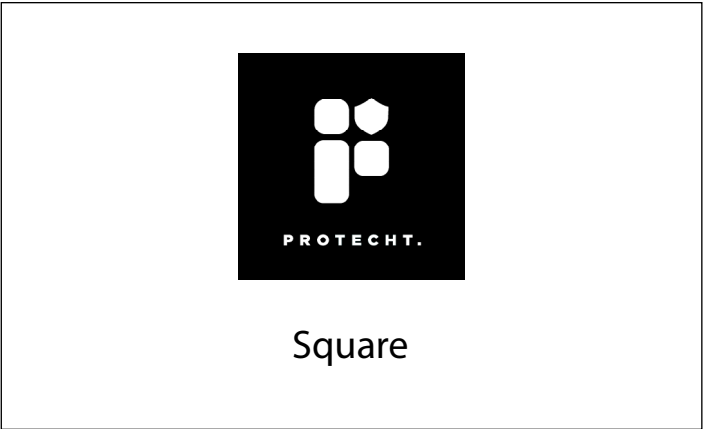
Maintain a safe-area around the logo



2.3 LOGO OPTIONS

Like the company, which offers multiple insurance coverages, the logo also offers options for use according to a specific need.

All logo options are available in reversed formats for dark backgrounds.





2.4 PRODUCT LOGOS

All product logos are available in reversed formats for dark backgrounds.

Black and white options are also available.



 **FANSHIELD**

Ticket cost protection for event attendees



 **REGSHIELD**

Registration fee protection for endurance event participants



 **TOURSHIELD**

Booking expense protection for travel & tours



 **SHOPGUARANTEE**

Consumer eCommerce shipping coverage



 **STAYSHIELD**

Accommodation reservation protection



 **ATHLETESHIELD**

Protections for Athletes

Refund as a service model:



SERVICED BY **PROTECHT.**



3.0

COLOR PALETTE



3.1 COLOR PALETTE

Protecht carries a young soul. It presents itself as a global insurance company with an entrepreneurial aura.

To embrace the dynamic background and to connect with multiple experiences, a vibrant color palette was created.

The hues evoke a digital feeling, freshness and dynamism.

The secondary color should be used sparingly.

NAVY - PRIMARY
#283a55
89/75/43/35
PMS #234C

BLUE - PRIMARY
#31b0e5
68/12/0/0
PMS #298C

DK GRAY
BACKGROUND
#303135

LIGHT GRAY
BACKGROUND
#ECECEC

BROWN - SECONDARY
#b38e57
29/42/75/5
PMS #2317C

BLACK - BACKGROUND
#000000

Rich Black 60/40/30/100



3.2 LOGO BACKGROUND OPTIONS

The Protecht logo is always used in either black or white. The 'P' icon should always be the same color as the background.

Use the logo color option that offers the best contrast against a colored background.

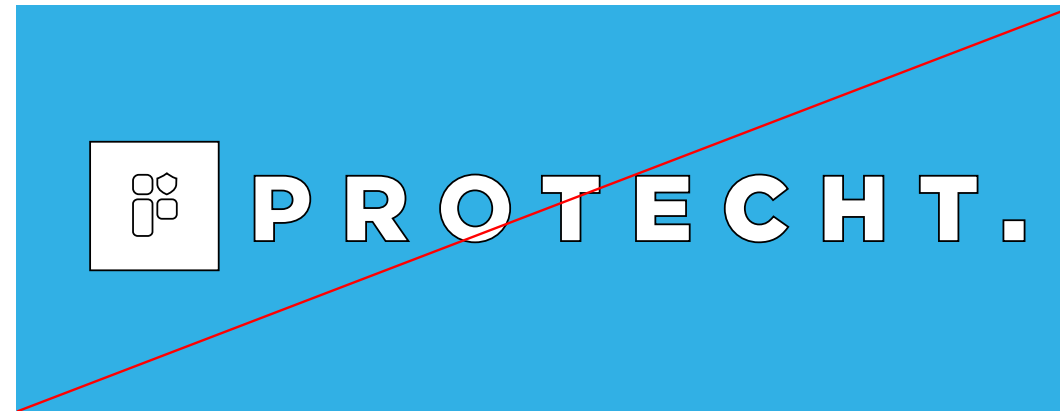
Secondary color backgrounds should be minimal in size.





3.3 LOGO COLOR USAGE

It is important to preserve the brand so its recognition is easy and the branding is inclusive to everyone.



Do not use the logo outlined.



Do not change the logo opacity.



Never use the logo on backgrounds that don't offer good contrast.



The logo must be used only in black or white, no color.



4.0

TYPOGRAPHY STANDARDS



4.1 TYPOGRAPHY DISPLAY FONT

A font, or typeface, is a collection of letters. While each letter is unique, certain shapes are shared across letters. A typeface represents shared patterns across a collection of letters.

We choose fonts based on their style, legibility and readability.

The font chosen for display has an elongated shape, implying movement and growth. The condensed style has a dynamic appeal. It changes space usage and creates a bigger presence of letters, conveying boldness and strength.

TUSKER GROTESK 4600

(USED IN ALL CAPS)

A B C D E F



4.2
TYPOGRAPHY
TEXT FONT

As the display font is used to draw attention to headlines and ideas, the text font must focus on readability and intention.

To evoke a friendly feeling, we've chosen a sans serif font, that holds 4 different weights, offering many possibilities for information hierarchy.

Gotham

Book
Medium
Bold
Black

Bit illore, num que alis doluptas qui
quos magnatqui cullati totae laut od qui
berspicimus, as assin eos sim is molorent re
eatem doloribeur rendi qui ut ipsae plabo.
Liam repro optatae ctasint int am fugitas
incim autati sunt, quis ipsaniatur?

Temqui sitatem volorepro offic to optatius
maximaximint ant omnitibus qui dolum nos
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fuga. Tem estor sequi doloreperio beaquias
ernatio repuditiatio voluptus dit alitaquam
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am, versped mos illatis magnis rem volorio.

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

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4.3 TYPOGRAPHY HIERARCHY

To create a concise look and feel not only the images, but the copy must respect rules.

On the side we show mostly proportion and level of usage.

TITLE

Tusker Grotesk 4600 (Caps)
48/52 | Tracking -25

TITLE 2

Gotham Black (Caps)
19/26 | Tracking 200

NOTE

Gotham Book (Caps)
8/12 | Tracking 0

COPY

Gotham Book
10/16 | Tracking 0
No Hyphenation

TUSKER GROTESK4600

G O T H A M B L A C K

SUBTITLE

Gotham Bold (Caps)
14/16 | Tracking 50

G O T H A M B O L D

G O T H A M B O O K

Bit illore, num que alis doluptas qui quos magnatqui cullati totae laut od qui berspicimus, as
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Temqui sitatem volorepro offic to optatius maximaximint ant omnitibus qui dolum nos
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ernatio repuditiatio voluptus dit alitaquam quibea eume am sitaspi enihil exerrovit alit am,
versped mos illatis magnis rem volorio. Itatur andis enihit re por renditem que pos iur sumet
facitatint.

Tem estor sequi doloreperio beaquias ernatio repuditiatio voluptus dit alitaquam quibea
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5.0

PRIMARY BRAND ELEMENTS



5.2 PHOTOGRAPHY STYLE

Photography is a huge part of the Protecht's branding. It displays the experiences and the actions the company takes to support them.

We highly discourage using overly-posed stock photography, and instead prefer to feature natural, candid images.

Black and white photography must be used mostly, in order to balance information and color. But when inside presentations and clear spaces, they can be used in full color. Black and white photos can also have spots of color and highlights, to help showcase a product.





5.3 ICONS

Protecht uses a variety of icons inside black or navy circles.

The navy circles may have a pop of the Protecht Blue in them.

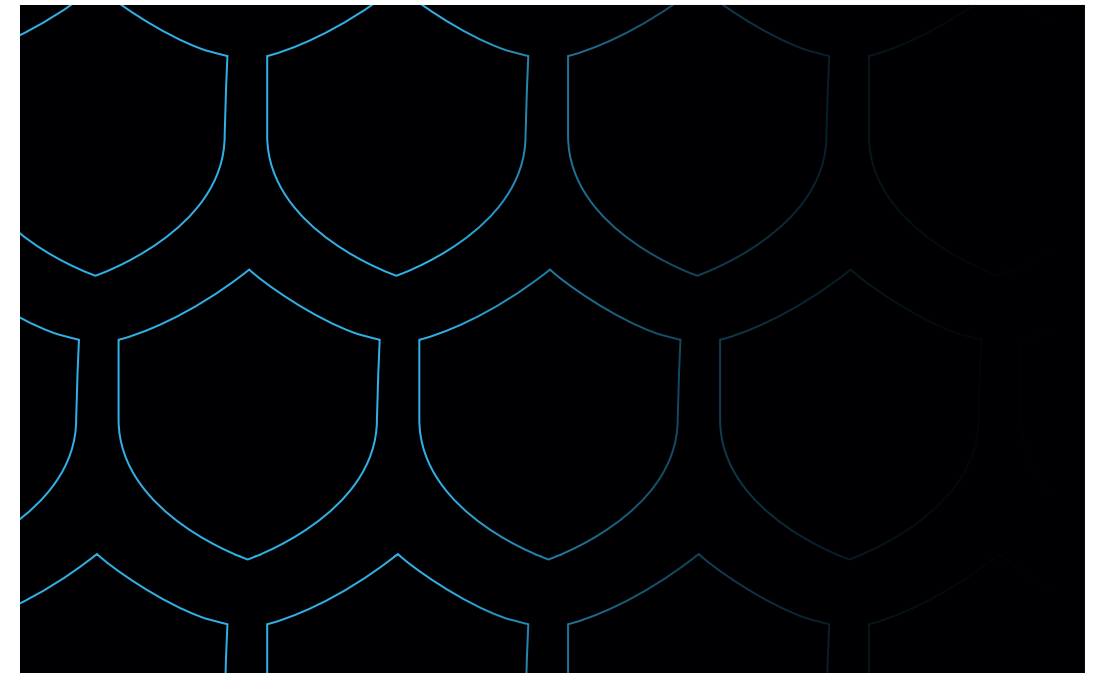




5.4 PATTERNS

The Protecht shield is used as a repeating pattern. The example images to the right show some of the possible color combinations.

All shield patterns fade into the background color on the right side using a directional feather or gradient fill.





PROTECHT WHAT MATTERS.