

PROTECTALL

**BRAND &
IDENTITY
MANUAL**

**AN IN-DEPTH MANUAL CONTAINING BRAND LAYOUTS,
IDENTITY, GUIDELINES, GRAPHICS AND APPLICATIONS**

Consistency creates trust. The concrete way to create consistency is maintaining a constant brand experience from start to finish and across all communication channels.

PROTECTALL

Our Goal

The objectives of the re-brand are to re-establish our place in the industry as the most prestigious protection and top of bed provider, looking at our company history, clients, language, and approach, as well as our target audience and competition.

Implementation timeline Q1/2021.

PROTECTALL

The principle that guides our organization's day-to-day decisions; a defining component of our culture

Our Mission

To provide the highest quality, most innovative, consumer centric products and services in the industry.

PROTECTALL

What our brand will consist of

Logo (variation formats and file types. Print and web)

Colors (color specs sheet/style guide)

Fonts (font families/style guide)

PROTECTALL

The visual cornerstone of our company and brand

Logo Variations

PRIMARY USAGE

PROTECTALL

SECONDARY
USAGE
(COLORED
BACKGROUNDS)

PROTECTALL

PROTECTALL

NEGATIVE
USAGE
(BLACK OR WHITE
BACKGROUNDS)

PROTECTALL

PROTECTALL

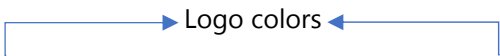
GRAY SCALE

PROTECTALL

PROTECTALL

Color Guide

PRIMARY COLORS



PANTONE
7683 C
(Alt. 7455 C)

CMYK
82 | 59 | 0 | 0
RGB
58 | 107 | 180

PANTONE
2128 C
(Alt. 278 C)

CMYK
40 | 18 | 0 | 0
RGB
148 | 184 | 226

Rich
Black

CMYK
0 | 0 | 0 | 100
RGB
35 | 31 | 32

Opaque
White

CMYK
0 | 0 | 0 | 0
RGB
255 | 255 | 255

Color Guide

SECONDARY COLORS (ACCENTS)

PANTONE

7577 C

(Alt. 4012 C)

CMYK

3 | 59 | 86 | 0

RGB

237 | 131 | 59

PANTONE

180 C

(Alt. 7619 C)

CMYK

21 | 86 | 82 | 10

RGB

182 | 67 | 57

PANTONE

135 C

(Alt. 141 C)

CMYK

1 | 23 | 76 | 0

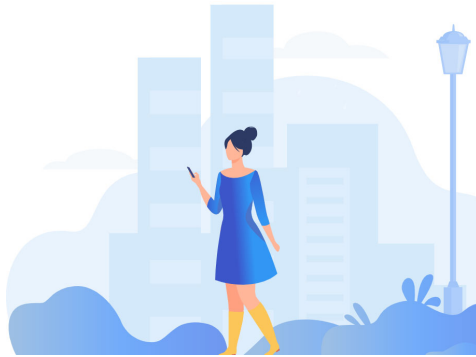
RGB

252 | 198 | 87

Color Guide

COLOR APPLICATIONS EXAMPLES

PRIMARY COLORS

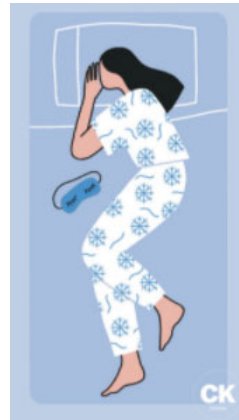
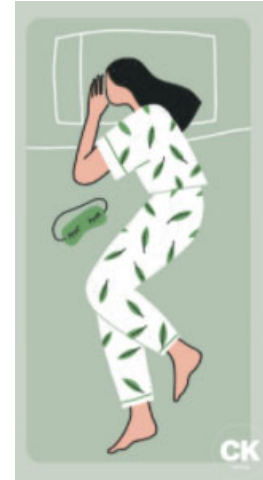
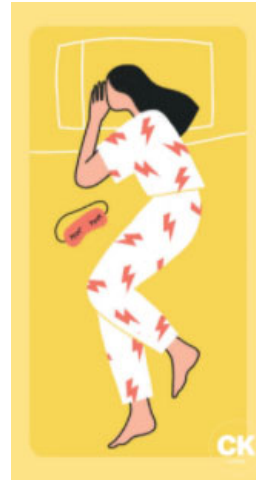


SECONDARY COLORS (ACCENTS)

PROTECTALL

Illustration | Mood board

Aesthetic feel of both **Healthy Sleep** and **ProtectAll** brand design structures



PROTECTALL

Typography

PRIMARY TYPEFACE

FONT SPECIMEN (LIGHT|**BOLD**)

MICROSOFT

NEW TAI LUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

!@#\$%^&*()_+{}

HEADER

Aa

SECONDARY TYPEFACE

FONT SPECIMEN (LIGHT|**BOLD**)

Gill Sans

MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

!@#\$%^&*()_+{}

BODY TEXT

Aa

UPPER CASE USE

ABCD

PROTECTALL

Corporate Design. A key visual element of our corporate identity

Where our brand will be used

Email signature

Stationary (Business cards, letterheads, envelopes)

Presentations

Overall office supplies and giveaway items

Corporate office and workspace

Staff Uniforms | Apparel | Accessories

Additionally

Signage

POS materials

Web | Social Media

Others

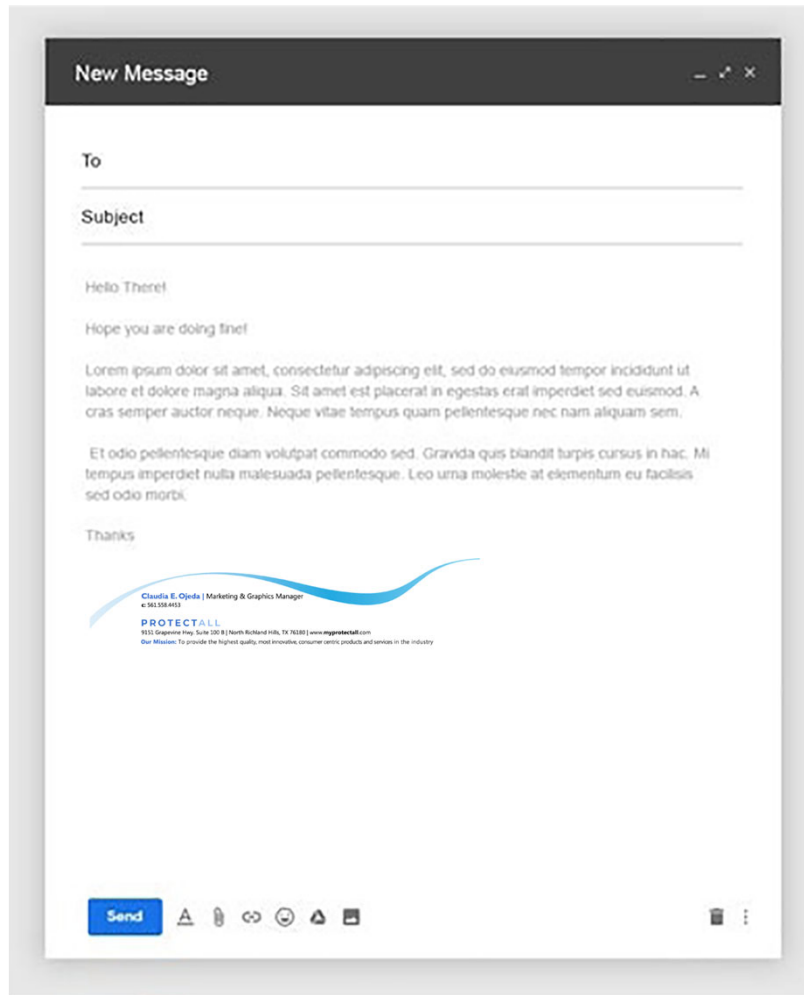
PROTECTALL

BRANDING

Waves Concept. Water. Power. Strength.
Dynamic, always changing. Fluidity. Abundance. Motion.
A company that moves and evolves.

PROTECTALL

Email Signature



Kevin P. Rupkey | Chief Executive Officer
c: 469.799.8620

PROTECTALL

9151 Grapevine Hwy, Suite 100 B | North Richland Hills, TX 76180 | www.myprotectall.com

Our Mission: To provide the highest quality, most innovative, consumer centric products and services in the industry

PROTECTALL

Business Cards



Front view

Our Mission: To provide the highest quality, most innovative, consumer centric products and services in the industry.

PROTECTALL

Kevin P. Rupkey | Chief Executive Officer

c: 469.799.8620 | e: krupkey@gbisent.com
9151 Grapevine Hwy. Suite 100 B | North Richland Hills, TX 76180
www.myprotectall.com

Back view

**HEALTHY
SLEEP**

We understand that a bad night sleep
affects not only our physical health
but also our mental and emotional health.

9240 Prototype Drive | Reno, NV 89521
www.livehealthysleep.com

PROTECTALL

Letterhead



9151 Grapevine Hwy | Suite 100B | 9240 Prototype Dr.
North Richland Hills, Texas 76180 | Reno, Nevada 89521

1+ (877) 277-6043 support@myprotectall.com

PROTECTALL

Envelopes

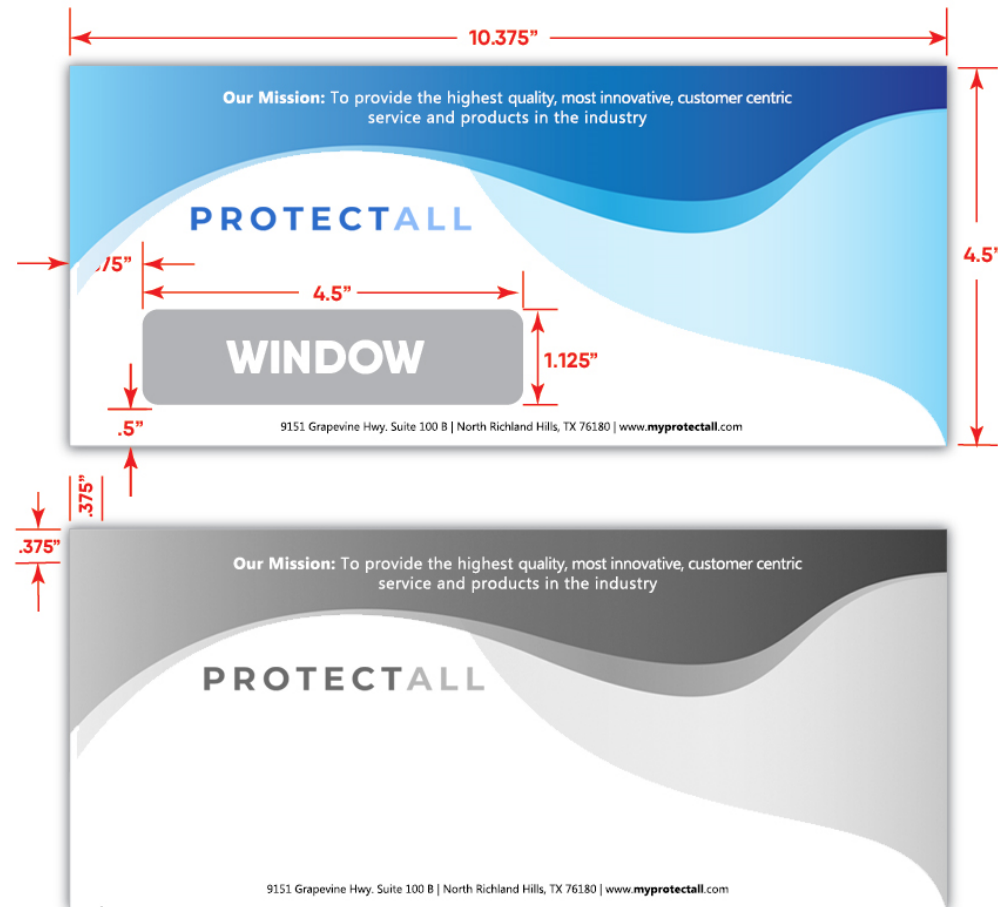
11 Envelopes

COLOR OPTIONS:

- 4 Color print
- B&W print

STYLE OPTIONS:

- Window
- No Window



PROTECTALL

Stationary



PROTECTALL

Presentations

Cover page



PROTECTALL

Slides



PROTECTALL



Office Space

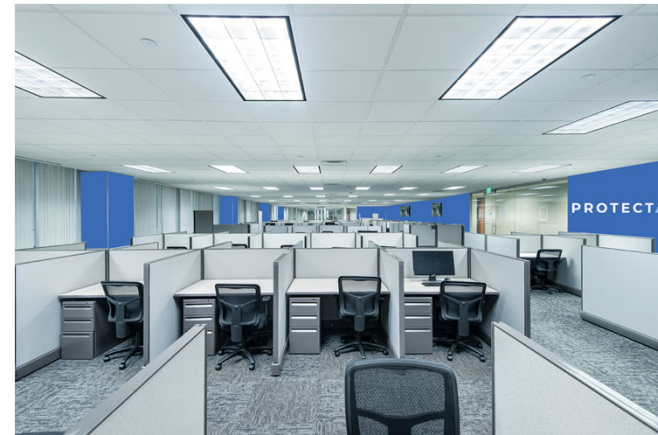
Company wide usage
Applicable for ANY final identity brand style selected



Entrance and
Lobby signage



Call Center and
conference room*



PROTECTALL

- * Can be replicated in training room and break room areas
- * Mission Statement should be included in wall branding signage

Apparel

Company wide usage
Applicable for ANY final identity brand style selected

Management / Office Staff



Warehouse / Back-end Staff



PROTECTALL

Accessories | Merchandising

Company wide usage

Applicable for ANY final identity brand style selected



PROTECTALL

Corporate Images are responsible to transfer values of our Brand to our Customers or potential customers

PROTECTALL

THANK YOU

Claudia Ojeda