



PROTECT AMERICATM

User experience guidelines

2014

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We are the leaders in technology-enabled, self-installed home security and automation. We are dedicated to the protection of our customers and of society. We will always remain true to our culture. We are vigorously devoted to growth. Our name is our commitment.

The value proposition of home security goes beyond protection. It affords the user with peace of mind and freedom. This improves the quality of everyday life since homeowners are no longer obliged to worry about the safety of their homes and families. They are free to spend their energy on other things. Quality of life is raised by a greater connectivity to home and family; the user being able to accomplish tasks with unprecedented ease.

Our brand image represents strength and stability. Achieving the goal of an enduring brand requires a conscious, coordinated, and consistent approach to communications and behavior. That approach is based on the understanding that every choice and every decision - not advertising or collateral alone - communicates something to someone about the Protect America brand.

AUTHORIZED REPRESENTATIVE - HORIZONTAL



The Primary Logo should be used in all authorized representative communication from Protect America. White variations should only be placed on our primary blue or primary red backgrounds.

AUTHORIZED REPRESENTATIVE - VERTICAL



PROTECT AMERICA™
AUTHORIZED REPRESENTATIVE



PROTECT AMERICA™
AUTHORIZED REPRESENTATIVE



The Secondary Logo can be used in situations where space is a limitation or where the content does not justify the Primary Logo's use.

CLEAR SPACE

To preserve the Protect America logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography, or background patterns that may divert attention. The minimum clear space for the Protect America logo and the alternate vertical logo is defined as the height of the "diamond" logomark.



This minimum should be maintained as the logo is proportionally enlarged or reduced in size.



DON'TS

1



2



3



4



5



6



7



8



9



10



11



1. Don't rotate the logo.
2. Don't place the logo on a busy photograph or pattern.
3. Don't change the logo colors.
4. Don't bevel or emboss the logo
5. Don't add "glow" or "drop shadow" effects to the logo.
6. Don't place the logo on similarly-colored backgrounds.
7. Don't present the logo in "outline only" fashion.
8. Don't reconfigure or change the size or placement of any logo elements.
9. Don't stretch or squeeze the logo to distort proportions.
10. Don't recreate elements or replace with something else.
11. Don't change the logo wordmark / typeface.

USAGET	YPEFACE, SIZE LEAD WEIGHT, COLOR
Heading 1	Museo Slab, 30px 36px 900, #222222
Heading 2	Museo Slab, 20px 26px 700, #273347
Heading 3	Proxima Nova, 18px 24px Semibold, #273347
Body Copy	Proxima Nova, 14px 20px Regular, #555555
Link	Proxima Nova, 14px 20px Regular, #418fde
Link Hover	Proxima Nova, 14px 20px Regular, #418fde
Footer	Proxima Nova, 12px 18px Regular, #cccccc

These are the preferred typefaces, styles, and colors. If above fonts are not available, **Courier** can replace Museo Slab, and **Arial** replaces Proxima Nova.

RESULT

QUICK BROWN FOX

Quick brown fox jumped

Quick brown fox jumped over the lazy

Quick brown fox jumped over the lazy dog

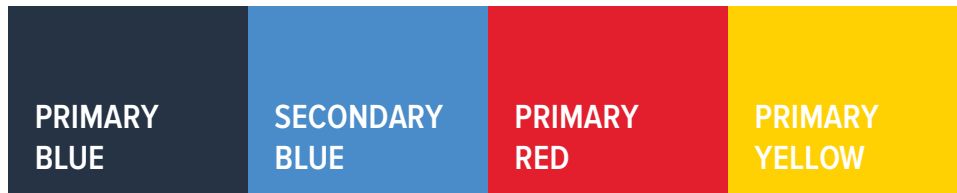
[Quick brown fox jumped over the lazy dog](#)

[Quick brown fox jumped over the lazy dog](#)

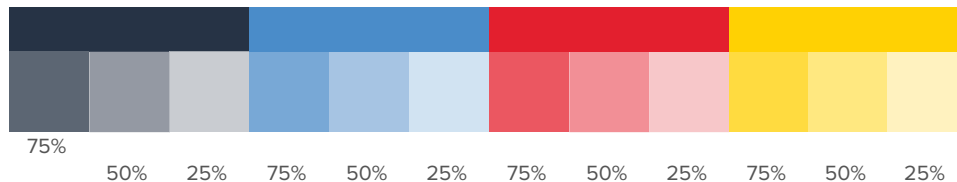
Quick brown fox jumped over the lazy dog

COLORS

Primary and tertiary palette



HEX 273347	HEX 418fde	HEX e4002b	HEX ffd100
RGB 39, 51, 71	RGB 65, 143, 222	RGB 228, 0, 43	RGB 255, 209, 0
CMYK 45, 28, 0, 72	CMYK 68, 34, 0, 0	CMYK 0, 100, 81, 11	CMYK 0, 18, 100, 0
Pantone 19-4024	Pantone 279 C	Pantone 185 C	Pantone 109 C



HEX eeeeeee	HEX cccccc	HEX 555555	HEX 222222
RGB 238, 238, 238	RGB 204, 204, 204	RGB 85, 85, 85	RGB 34, 34, 34
CMYK 5, 4, 4, 0	CMYK 19, 15, 16, 0	CMYK 64, 56, 55, 31	CMYK 72, 66, 65, 72

The color palette is made up of the Protect America Primary Blue, Red, Yellow, and Secondary Blue. The primary red should only be used for the logo and sparingly for very important visual cues. Primary Blue and white are our primary online colors. Use other colors sparingly - 1-3 secondaries at a time. This helps keep the content from looking too complex and cluttered. Highlight important information to help create emphasis, clarify hierarchy, and organize layout.

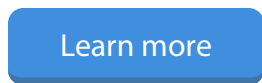
Only use tints of colors when treating information graphics, otherwise use the color at 100%. Visual representations of data are conveyed more clearly and are better understood when color is properly used. Using pairs of colors that have adequate contrast will make the design of information graphics more effective.

ONLINE ELEMENTS

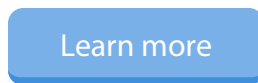
Buttons and icons

BUTTONS

Standard button. 6px rounded corners and a 4px bottom border.

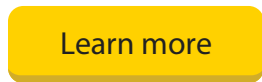


Standard

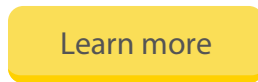


Hover

Yellow should only be used for special deals or quote forms.

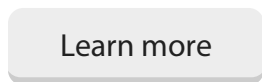


Standard

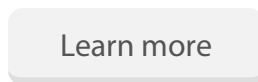


Hover

Grey buttons are for dark backgrounds or photos.



Standard



Hover

BUTTON SHADOW
HEX 4175a7

BUTTON SHADOW
HEX d0ae28

BUTTON SHADOW
HEX cccccc

BUTTON HOVER
HEX 7ab0e8

BUTTON HOVER
HEX fbd557

BUTTON HOVER
HEX f1f1f1

ICON EXAMPLES

Representative icons that tell a story.



Font Awesome for flat web icons. fontawesome.io



Simple outline icons for equipment, solutions, and concepts.



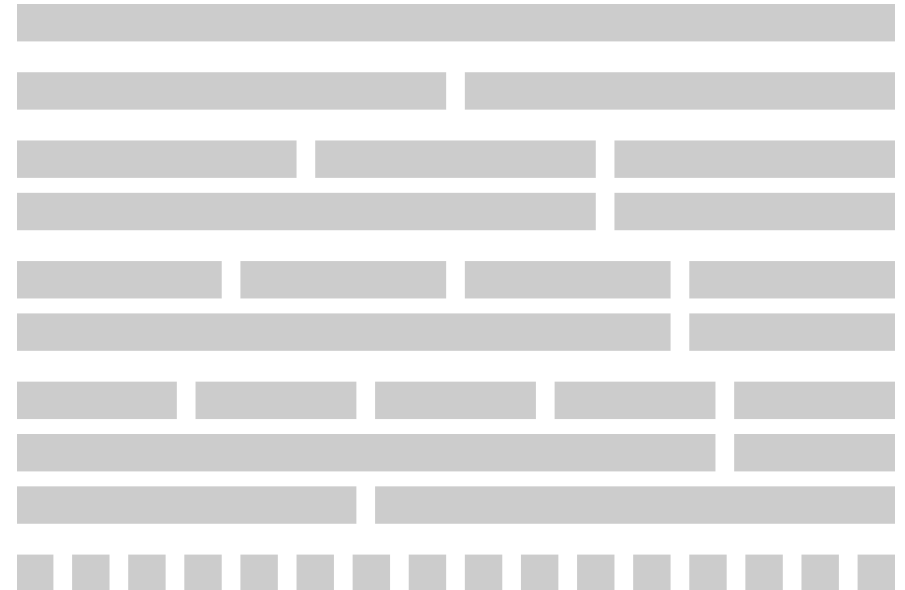
GRID

For the desktop experience, set the active text area to 960px width and 600px height. Our most viewed desktop size is 1366x768. There are 20px of space between columns.

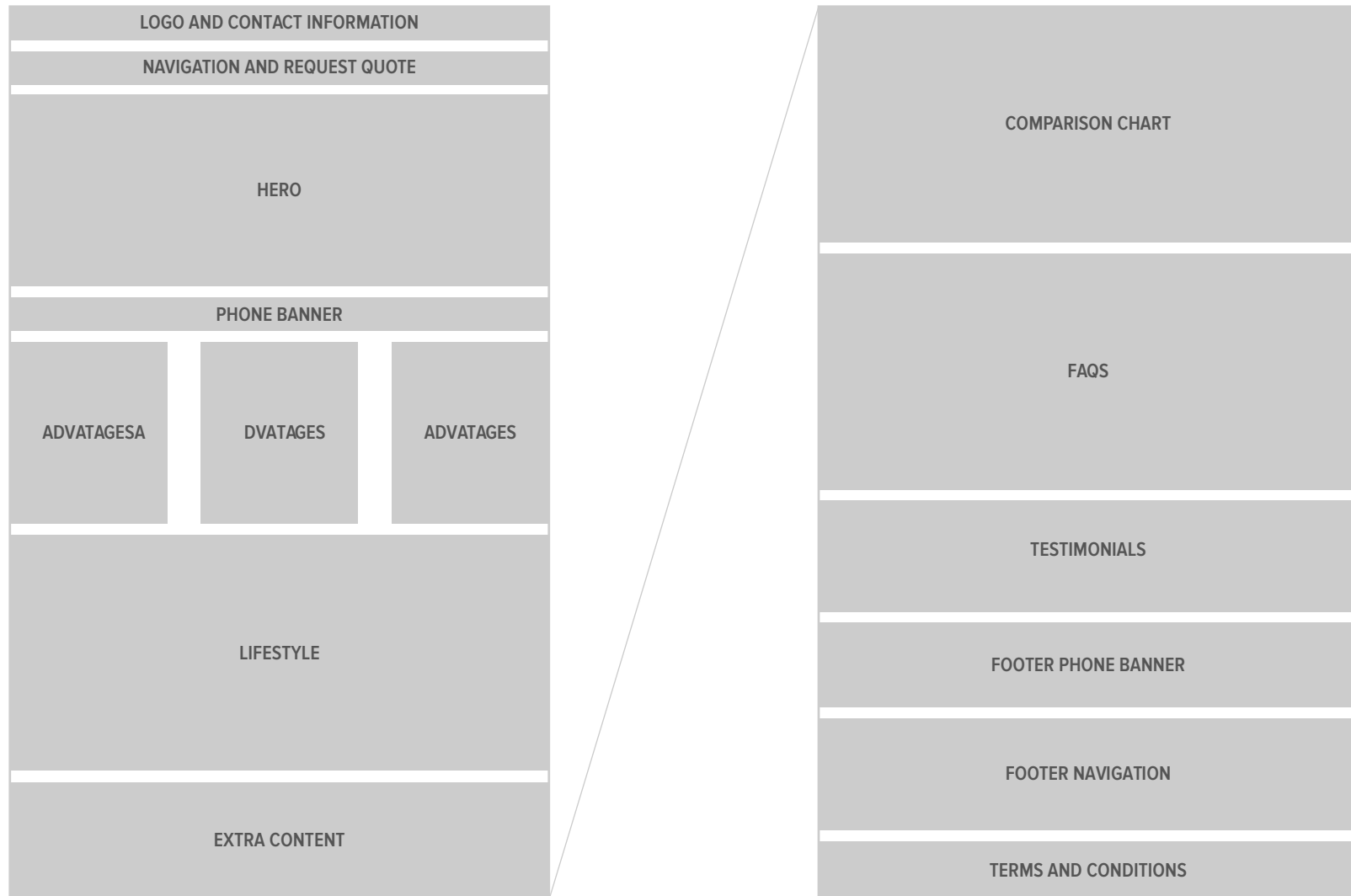
One column	940px
One-half column	460px
One-third column	300px
Two-thirds column	620px
One-quarter column	220px
Three-quarters column	700px
One-fifth column	175px
Two-fifths column	365px
Three-fifths column	555px
Four-fifths column	750px

Use LESS and Skeleton, a responsive, mobile-friendly boilerplate. (<http://www.getskeleton.com/>)

Skeleton is built on a lightweight 960px grid, which scales down to resized windows, tablet, and mobile phones for rapid development. It is style-agnostic and the media queries are almost exclusively targeted at max and min widths, rather than device sizes or orientations, meaning it's future-friendly.



STANDARD PAGE LAYOUT



- Deliver semantically correct HTML markup
- Deliver validated, standards-compliant code
- Seperate code by: content/presentation/behaviour
- Nest and compile LESS
- Use HTML 5 DOCTYPE
- jQuery is the recommended library for JavaScript
- Inline styles are discouraged
- Inline JavaScript is discouraged
- Tables are for tabular data, avoid using for page layout
- Supported browsers IE7+ non beta, Firefox, Safari, Chrome