protx
RISK MANAGEMENT LLC

PROTX Brand Identity and Trademark Guidelines

CONTENTS

DESIGN / LOGO USAGE:
Pat Sullivan   (212) 884-0197   psullivan@uwstrategies.com

PRODUCTION / REQUEST:
Pat Sullivan   (212) 884-0197   psullivan@uwstrategies.com

TECHNICAL:
Pat Sullivan   (212) 884-0197   psullivan@uwstrategies.com

ADDRESS: Protx
            31 Pardoe Road
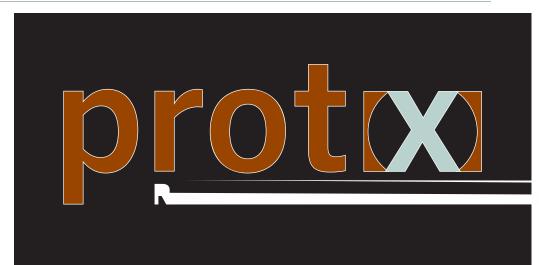   Princeton, NJ 08540
            (609) 924-5408

Clear space area for the logo is the "X" height

protx

A

RISK MANAGEMENT LLC

Sub-text spacing is based on 63% of the height of the "A"

Sub-text is justified to "X icon"

Small format usage: less than 1.5" (38mm) but no smaller than 13mm.

COLOR HERO LOGO (LIGHT & DARK BACKGROUNDS)

BLACK & WHITE HERO LOGO (LIGHT & DARK BACKGROUNDS)

LOGO USAGE

prot(x)
RISK MANAGEMENT LLC

DO NOT

prot(x)
PROTX RISK MANAGEMENT LLC

Do not combine with name

prot(x)
31 Pardoe Road Princeton, NJ 08540 USA
(609) 924-5408

Do not customize text

prot(x) RISK MANAGEMENT LLC

Do not stack text

prot(x)
RISK MANAGEMENT LLC

prot(x)
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Do not squash or elongate the logo

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Do not use the logo vertically or diagonally

R41 G50 B128
C100 Y96 M12 K0
Pantone 2935U

R21 G174 B75
C80 Y1 M100 K0
Pantone 7481U

prot[x]
RISK MANAGEMENT LLC

R0 G0 B0
C100 Y100 M100 K1000
Pantone Black

R147 G149 B151
C0 Y0 M0 K50
Pantone Cool Grey 7U

prot[x]
RISK MANAGEMENT LLC

HEX 293280

HEX 15AE4B

prot(x)
RISK MANAGEMENT LLC

HEX 000000

HEX 939597

prot(x)
RISK MANAGEMENT LLC

TYPOGRAPHY

The appearance and effectiveness of printed communications relies greatly on typeface. Protx has four suggested options that provide versatility while maintaining visual consistency. It is recommended that you incorporate no more than two different typefaces per document or written execution to minimize visual or graphic clutter.

SERO OT Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SERO OT Extralight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SERO OT BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SERO OT Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789