

Brand Guidelines

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LOCKUP & VARIATIONS

CLEAR SPACE

COLOUR USAGE

RESTRICTIONS

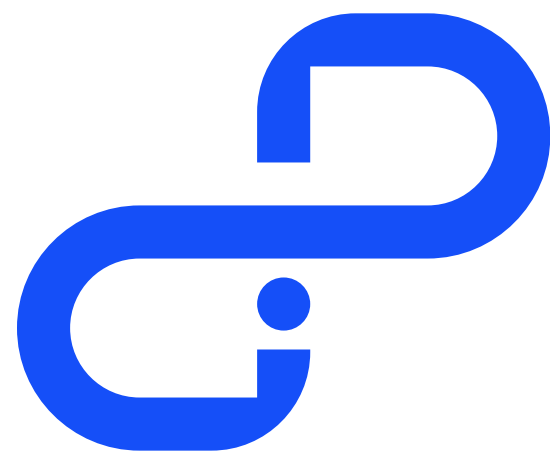
Logo

LOGO

LOCKUP & VARIATIONS

The logo is how we identify the Protect Group brand.
The stacked logo is the primary logo for Protect Group and should be used wherever possible. The brandmark is used

when the stacked logo cannot be used due to space limitations or scaling requirements. The horizontal logo is often used in design footers and references the website URL.



BRANDMARK



STACKED LOGO LOCKUP



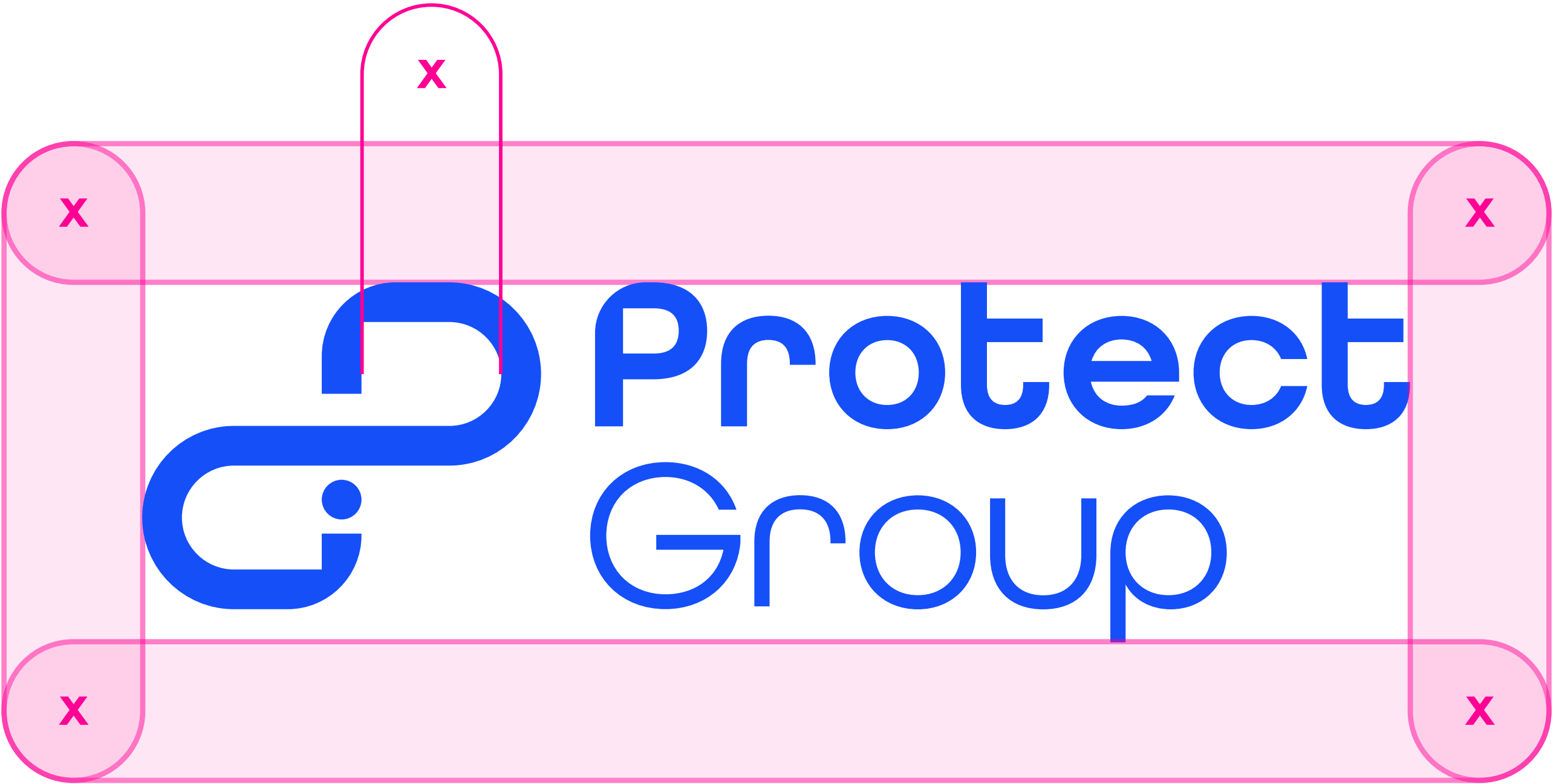
HORIZONTAL LOGO LOCKUP

LOGO

CLEAR SPACE

It's important to keep clear space around the Protect Group logo. This ensures the logo is visually effective and maintains its integrity no matter the application. In this case, the clear

space around the Protect Group logo is the same width as the clear space within the logotype. This makes it easier to adapt to various contexts and maintain aesthetic balance.



LOGO

COLOUR USAGE

When using the Protect Group logos with the brand colours, it's important to ensure there is a strong colour contrast. The below examples are approved colour combinations that

ensures the logo variations are clearly legible. These should be the only combinations used in print and digital media.



LOGO

RESTRICTIONS

The below example show how the Protect Group logo should not be used. Do not stretch the logo, disassemble, use effects or multiple colours. It's important to always use the clear space around the logo no matter the placement and ensure only approved colours are used for the logo.



✗ Do not stretch or distort



✗ Do not disassemble



✗ Do not use text effects



✗ Do not use multiple colours



✗ Do not add outlines



✗ Do not rotate



✗ Do not use alternative colours



✗ Always use clear space

PRIMARY PALETTE

SHADES AND TINTS

Colour

COLOUR

PRIMARY PALETTE

Protect Group’s bright blue is associated is trust, reliability and professionalism. The shades of blue communicate security and dependability ideal for a tech and customer-centric brand like Protect Group.

The accent green introduces vibrancy and symbolises innovation, growth and forward-thinking—all essential traits of a modern tech company.

BRIGHT BLUE

#164FF8
RGB: 22 79 248
CMYK: 91 68 0 3
PANTONE: 2728 C

LIGHT BLUE

#71D9FE
RGB: 113 217 254
CMYK: 47 0 0 0
PANTONE: 297 C

DARK BLUE

#0B1957
RGB: 11 25 87
CMYK: 100 92 0 26
PANTONE: 2748 C

ACCENT
#0DFF9A

RGB: 13 255 154
CMYK: 55 0 68 0
PANTONE: 7479 C

COLOUR

SHADES & TINTS

This page highlights the approved shades to be used for digital and print materials. These shades can highlight aspects of the brand like website buttons, call-to-actions, and emphasise important information. When sending materials to print, always reference the correct Pantone colours present in this guide.

<div><div>BRIGHT BLUE SHADE</div><div>#001CC5</div></div>	<div><div>LIGHT BLUE SHADE</div><div>#3EA6CB</div></div>	<div><div>DARK BLUE SHADE</div><div>#00003E</div></div>	<div><div>ACCENT SHADE</div><div>#00CC67</div></div>
<div><div>BRIGHT BLUE TINT 400</div><div>#4572F9</div></div>	<div><div>LIGHT BLUE TINT 400</div><div>#8DE1FE</div></div>	<div><div>DARK BLUE TINT 400</div><div>#3C4779</div></div>	<div><div>ACCENT TINT 400</div><div>#3DFFAE</div></div>
<div><div>BRIGHT BLUE TINT 300</div><div>#7395FB</div></div>	<div><div>LIGHT BLUE TINT 300</div><div>#AAE8FE</div></div>	<div><div>DARK BLUE TINT 300</div><div>#6D759A</div></div>	<div><div>ACCENT TINT 300</div><div>#6EFFC2</div></div>
<div><div>BRIGHT BLUE TINT 200</div><div>#A2B9FC</div></div>	<div><div>LIGHT BLUE TINT 200</div><div>#C6F0FF</div></div>	<div><div>DARK BLUE TINT 200</div><div>#9DA3BC</div></div>	<div><div>ACCENT TINT 200</div><div>#9EFFD7</div></div>
<div><div>BRIGHT BLUE TINT 100</div><div>#D0DCFE</div></div>	<div><div>LIGHT BLUE TINT 100</div><div>#E3F7FF</div></div>	<div><div>DARK BLUE TINT 100</div><div>#CED1DD</div></div>	<div><div>ACCENT TINT 100</div><div>#CFFFEB</div></div>

PRIMARY TYPEFACE

SECONDARY TYPEFACE

TYPESETTING

Typography

TYPOGRAPHY

PRIMARY TYPEFACE

Our primary typeface for headings is Century Gothic. This font is easily legible and has a clean, polished look that works with modern website design trends. The geometric

sans serif font makes a good visual impact for headlines and headers in print and digital applications. The font is open source and free ensuring all browsers can display the font.

Century Gothic

Bold

Regular

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

1234567890!@#\$%&:~?".()/*

TYPOGRAPHY

SECONDARY TYPEFACE

Our secondary typeface is Inter which is used for all paragraph texts as the readability is high for mixed-case and lower0case texts. The font has a range of styles and at

Protect Group, we use Semi Bold and Regular. Inter is open source and free ensuring all browsers can display the font correctly.

Inter

Semi Bold
Regular
Italic

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

1234567890!@#\$%&:?"'./_*

TYPOGRAPHY

H1

Font: Century Gothic
Size: 68pt / 80pt leading

H2

Font: Century Gothic
Size: 52pt / 64pt leading

H3

Font: Century Gothic
Size: 32pt / 40pt leading

SUB HEADING

Font: Century Gothic
Size: 24pt / 30pt leading

P1

Font: Inter
Size: 24pt / 34pt leading

P2

Font: Inter
Size: 18pt / 24pt leading

P3

Font: Inter
Size: 12pt / 18pt leading

TYPESETTING

Below is an example of the Protect Group typesetting. We've clearly differentiated between headers to ensure paragraphs and long text can be easily scanned for quick reading.

All headings should be written in sentence case and capitalised letters should only be used for proper nouns and acronyms. We never use the ‘&’ in headers or paragraphs.

Protect Group

Leading the way in seamless refund solutions

Customer experience

REFUND PROTECT

Refund Protect is the world’s leading end-to-end refundable ticket service. Our innovative, tech-forward solution integrates seamlessly into your purchase flow.

We handle customer service, refund 100% of their transaction, send the tickets back to you for resale and provide you with a portion of the fee revenue.

Note: Partner must be merchant of record on the entire transaction. (i.e. the original booking value and the Refund Protect upgrade)

BRAND ICONS

BRAND ELEMENTS

CONSUMER IMAGERY

INDUSTRY IMAGERY

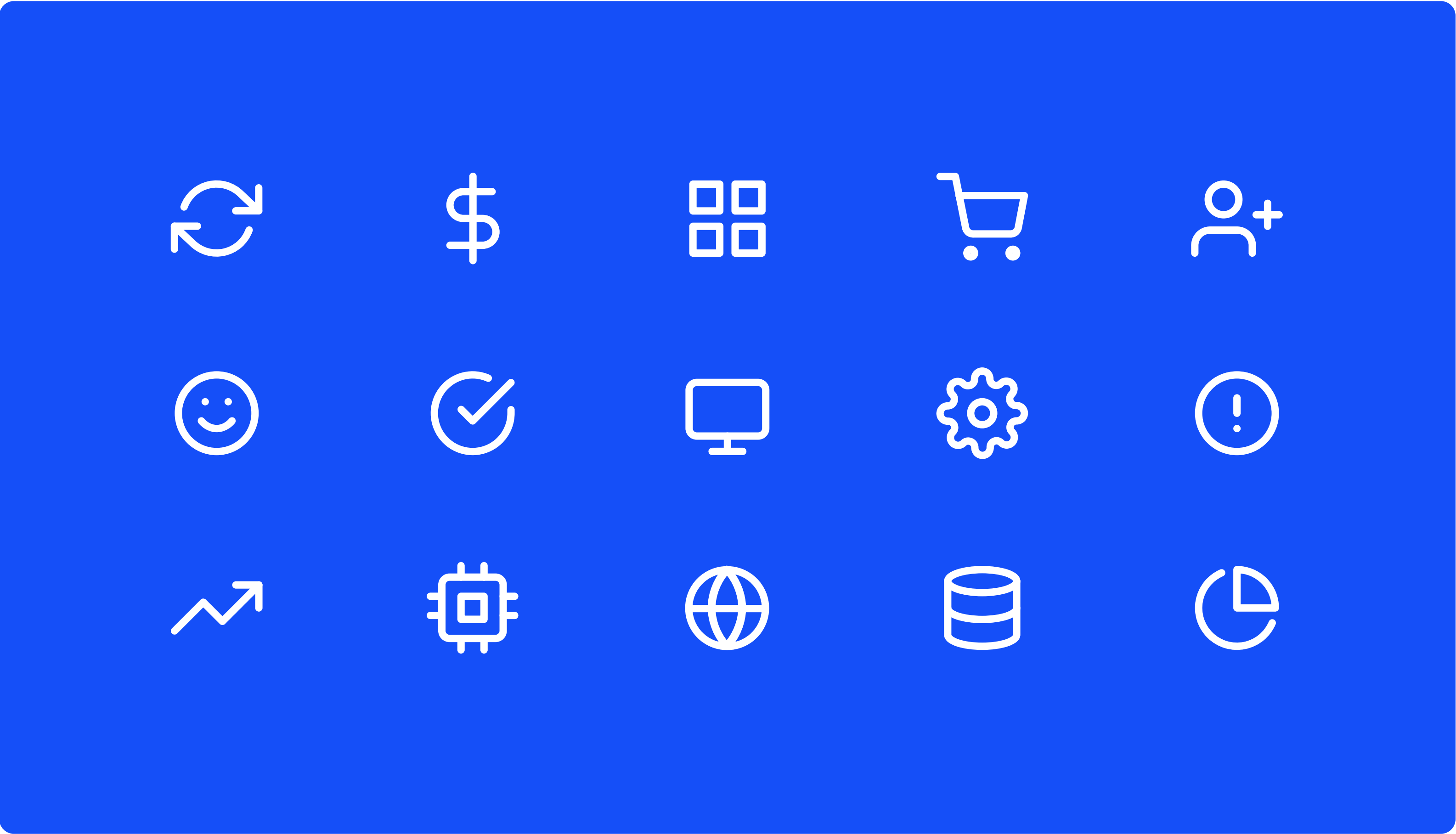
Visual Elements

VISUAL ELEMENTS

BRAND ICONS

Protect Group’s minimalistic icons hold a serious tone through their simplicity.

These icons should be used in small sizes up to 64px in digital and 20mm for print.



VISUAL ELEMENTS

BRAND ELEMENTS

Protect Group’s brand elements are inspired by the landmark. They give a modern and minimalistic look appealing to contemporary designs. Shapes help customers quickly consume information and the graphic elements

associate the visuals with the brand while creating an engaging and structured design layouts for digital and print mediums.

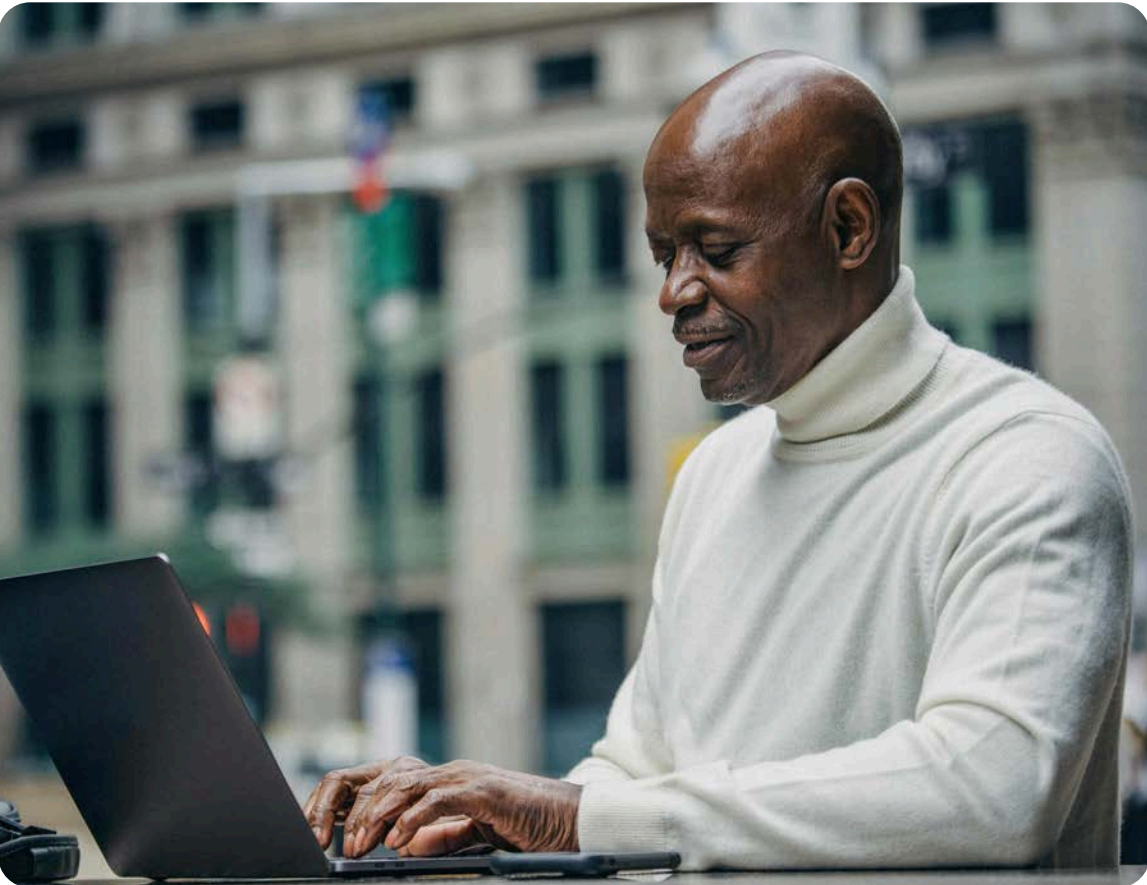


VISUAL ELEMENTS

CONSUMER IMAGERY

Protect Group uses photography to convey emotions and depict real-life situations. Images should have an uplifting feel to them and should represent all ethnicities and ages.

This ensures Protect Group is perceived as a reliable brand that puts people first. When using images of people, they should not look directly at the camera.



VISUAL ELEMENTS

INDUSTRY IMAGERY

Our industry images depict the end consumer. They should clearly show how the refundable tickets are used and which problem it solved. For example, an airline industry vertical

should show passengers (not a plane exterior) and an OTA vertical should show guests (not a tropical beach). Images depict experiences, not objects.

