

# Brand Guide

Colours

Logo

Mockups

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0558FF
0D68FF
1A70FF
2678FF
3380FF
4088FF
66A0FF
99C0FF
B2CFFF
CCDFFF

8006DC
820BDC
8716DC
8B21DC
902CDC
9537DC
A358DC
B684DC
C09ADC
C9B0DC

19191A
303031
474748
5E5E5F
757576
8C8C8C
A3A3A3
BABABA
D1D1D1
E8E8E8

Logo & Icon











# Logo Clearspace

Make sure you give proper spacing (All assets by Default Comes with this spacing)





# Logo Crimes

Don't Use Logos in this manner



Don't use rotate, position



Don't Stretch



Don't use random text with logo



Don't use unwanted colours colours

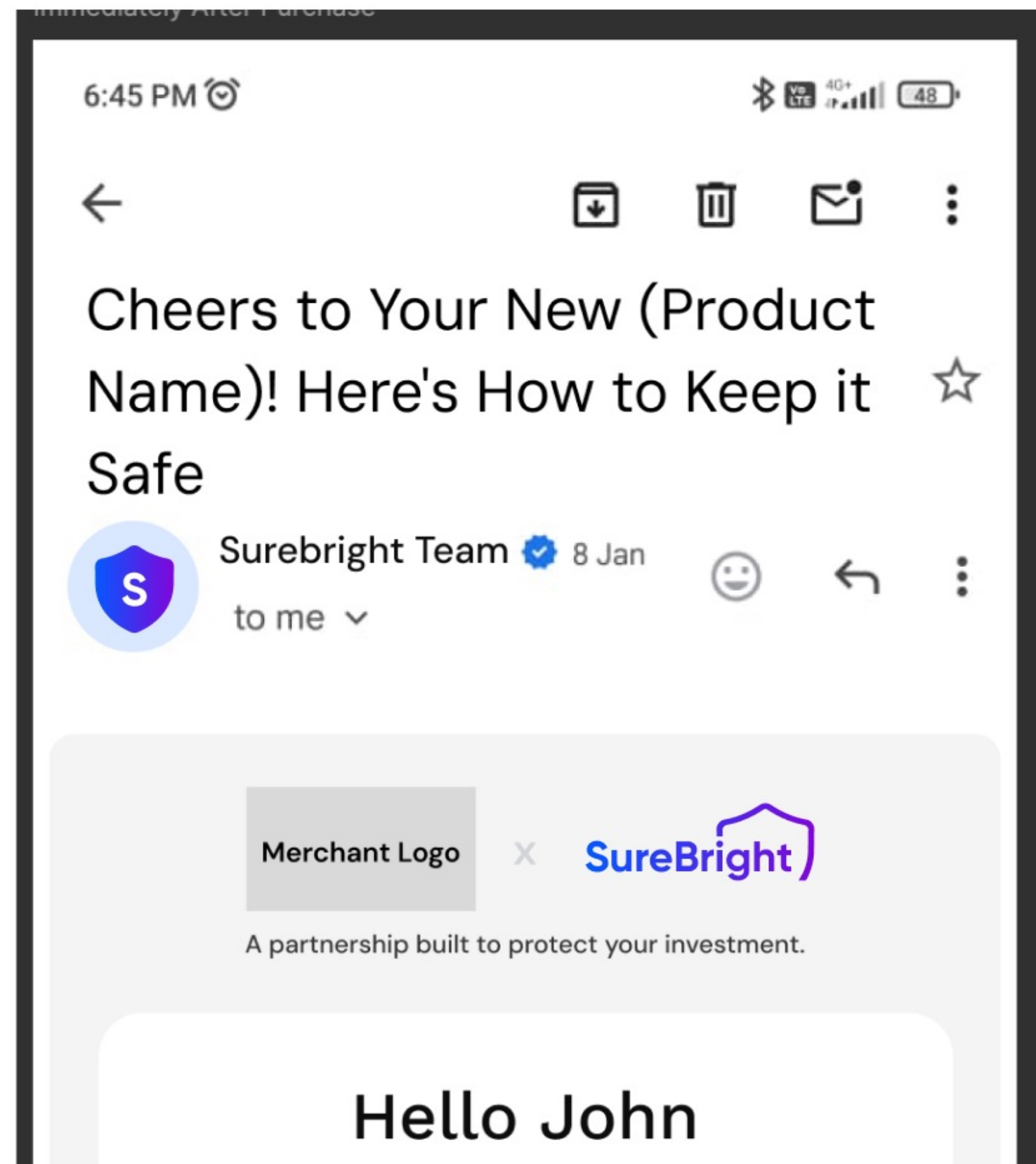


Don't stretch the symbol



Don't Use patch

Logo Usage Rule



In Email logo and linkedin we use symbol based logo

Within mail and footer we use main logo






+ SureBright


Use your purchase worry-free for years to come. Your warranty plan provides:

- Protection for unforeseen damage to the product from mishaps such as product drops, liquid spills, and other accidental events
- Comprehensive coverage for mechanical or electrical breakdowns and even power surges
- 100% coverage for parts and repairs for extended years
- Safeguarding against inevitable wear & tear affecting product functionality


**Why Surebright?**




Replacement or reimbursement, if we can't repair it



Cancel anytime on pro-rata basis



24x7 Support and quick online claims filing in just 5 minutes



Definitive Technology AW6500 Outdoor Speaker (Each)


**Add Protection**

<b>2 Year</b> Budget Plan \$199	<b>3 Year</b> Best Value Plan \$279	<b>5 Year</b> Super Plan \$359
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**PROTECT MY PURCHASE**


No, Thanks

With in Warranty Pop ups use main logo

The SureBright logo, featuring the brand name in blue text with a purple house-shaped outline above the 'i' in 'Bright'.


## Shipping Policy

Add protection against accidental damage

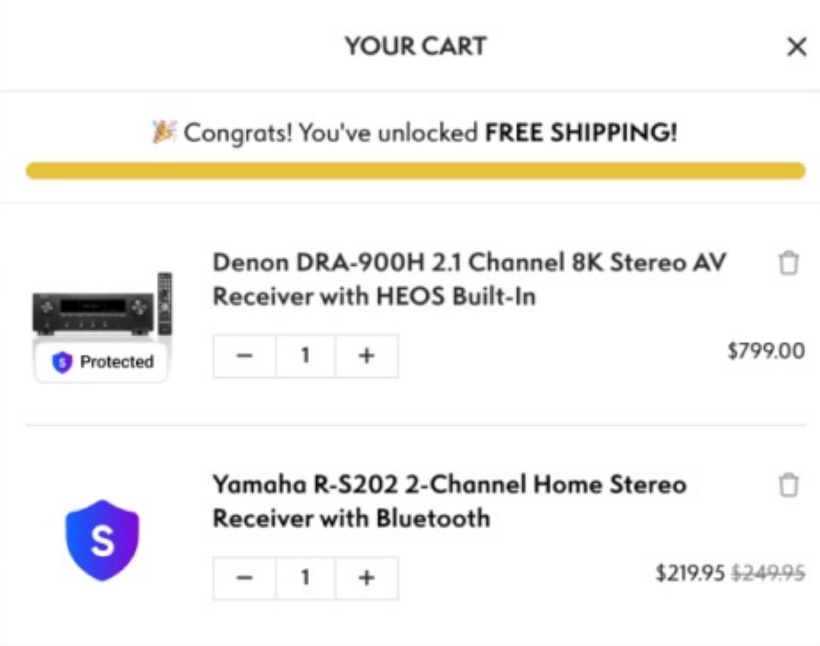
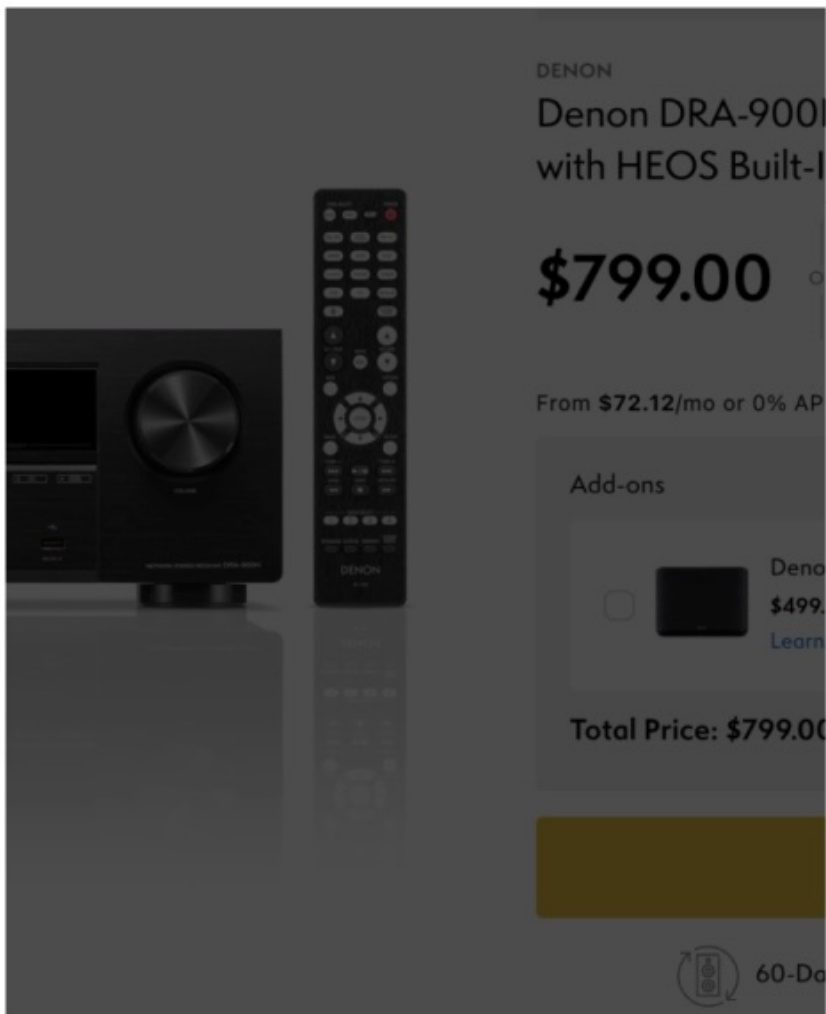
A button with a green circle containing a white 'T' and the text 'See Details' in blue, with the SureBright logo below it.

<b>1 Year</b> \$199	<b>2 Year</b> \$279	<b>3 Year</b> \$359
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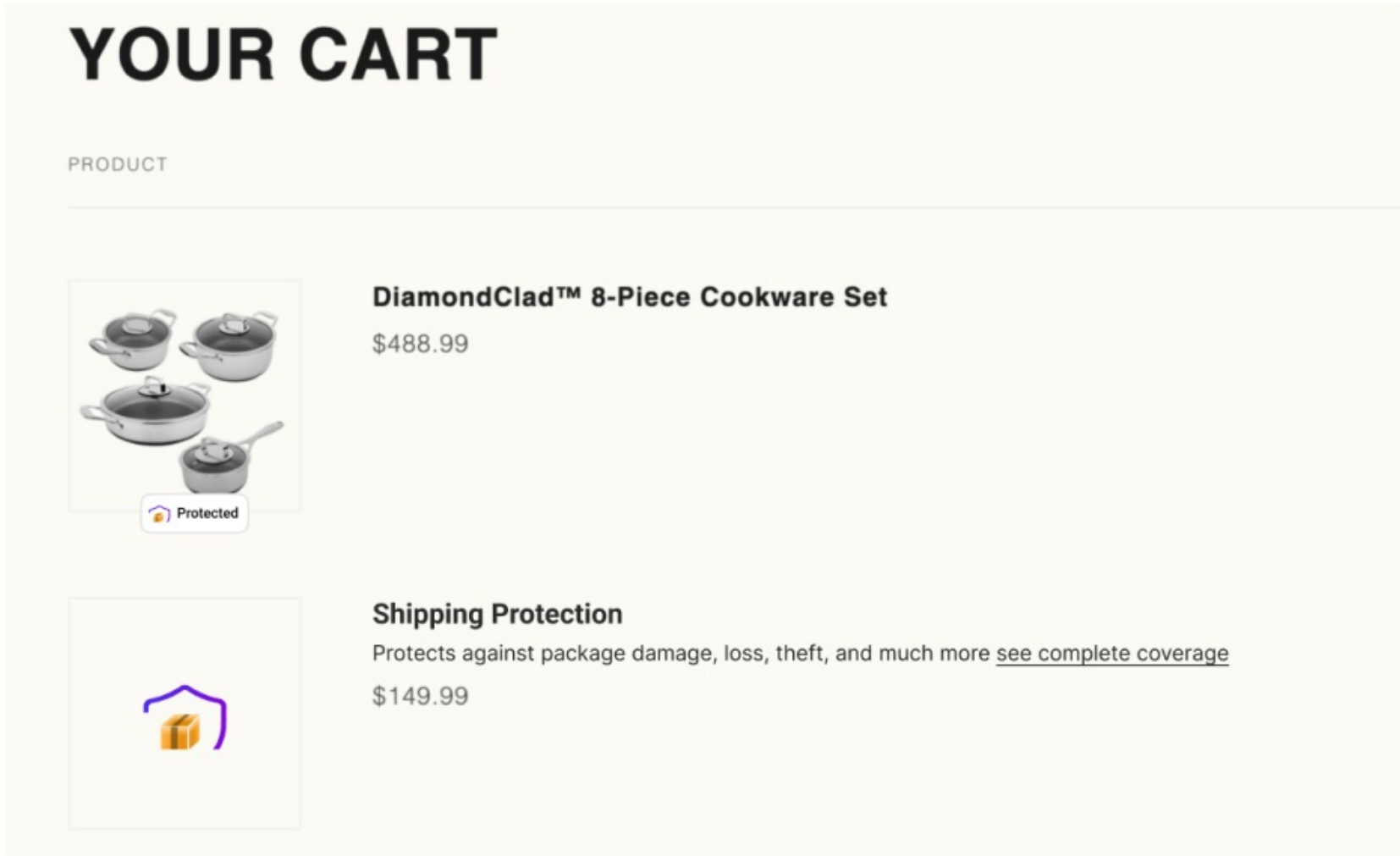
Warranty page

The SureBright logo, featuring the brand name in blue text with a purple house-shaped outline above the 'i' in 'Bright'.





Symbol is used inside cart item



Shipping icon inside cart item



# Logo Color Variations















Mockups



## Boost profits and customer loyalty with SureBright Extended Warranties in just a few clicks!

We empower merchants like you to offer an extended product warranty of up to 10 years right in the consumer purchase journey at zero cost. You get a revenue share on every policy sold and an elevated consumer trust in your brand. We take care of financial risk, customers, claims, regulatory compliance, and everything else related. Use our exhaustive product protection plans covering accidental damage like product drops and liquid spills and turn product mishaps into delightful customer experiences!

70%

Revenue share on every policy sold

15.7%

Increase in customer conversions

14%

Increase in average order value

16.3%

Increase in customer retention

Add Product Protection  
2 Year  
Budget

## Why Choose Us

SureBright



**10-minute Setup:** Apps for 10+ eCommerce platforms. Plus, support for websites, marketplaces, in-store, tele sales, and all upsell channels - emails, product registration, calls.



**Geo-Fenced Reach:** Offer coverage across North America or select specific regions.



**Fully Customizable:** Tailor purchase flow and coverage terms to your exact needs.



**AI Powered:** Support unlimited SKUs across 60+ categories with zero extra tech or operational burden.



**Unified Merchant Portal:** Track all sales in one place, maintain full transparency, and keep 100% control.



**24/7 Support:** Assistance through portal, phone and email with 2-minute claims—no product registration required.



SureBright Instantly Sends Confirmation Email To  
With All

Custo

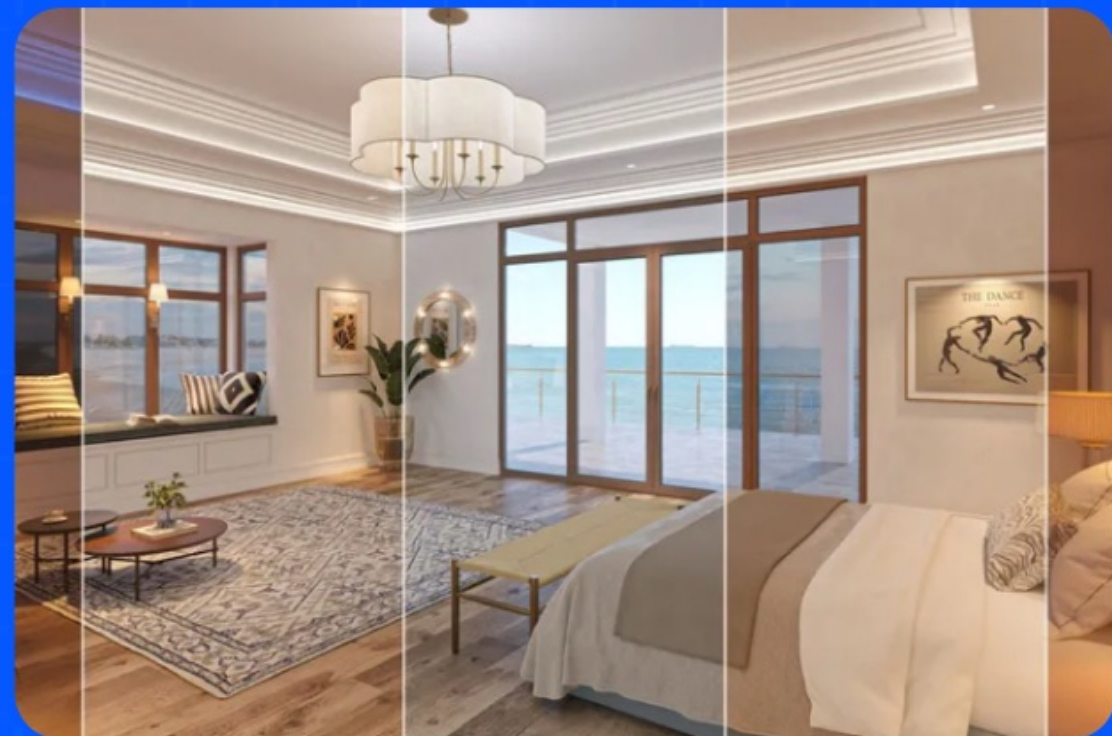




Extended Warranty

# Enjoy your product stress-free without extra costs for years.

Covering unexpected damages for total peace of mind



## Customer Journey

- You purchase a Sound Bar with a warranty
- SureBright instantly sends a confirmation email to you with details of the warranty purchase, coverage and claims process
- Your Sound Bar gets an accidental crack
- You file an online claim with SureBright in less than 2 minutes

## What do extended warranties cover?

- 100% coverage for repairs for extended years that also includes labor and not just parts
- Coverage for inevitable wear & tear affecting product's functionality after years of usage
- Comprehensive coverage for mechanical or electrical breakdowns and even power surges
- Replacement or reimbursement, if we can't repair it
- & much more

- Cancel anytime
- Quick repair
- Under 5-minute claim filing
- 24x7 Support



## Customer Journey

- You purchase a Sound Bar with a warranty
- SureBright instantly sends a confirmation email to you with details of the warranty purchase, coverage and claims process
- Your Sound Bar gets an accidental crack
- You file an online claim with SureBright in less than 2 minutes
- Repair scheduled
- SureBright provides repair
- Your Sound Bar gets restored to mint condition



## Boost profits and customer loyalty with SureBright Extended Warranties in just a few clicks!

We empower merchants like you to offer an extended product warranty of up to 10 years right in the consumer purchase journey at zero cost. You get a revenue share on every policy sold and an elevated consumer trust in your brand. We take care of financial risk, customers, claims, regulatory compliance, and everything else related. Use our exhaustive product protection plans covering accidental damage like product drops and liquid spills and turn product mishaps into delightful customer experiences!

70%

Revenue share on every policy sold

14%

Increase in average order value

16.3%

Reduction in returns

## Why Choose Us



**10-minute Setup:** Apps for 10+ eCommerce platforms. Plus, support for websites, marketplaces, in-store, tele sales, and all upsell channels – emails, product registration, calls.



**Geo-Fenced Reach:** Offer coverage across North America or select specific regions.



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SureBright



**AI Powered:** Support unlimited SKUs across 60+ categories with zero extra tech or operational burden.



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**24/7 Support:** Assistance through portal, phone and email with 2-minute claims—no product registration required.

## Customer Journey



SureBright Instantly Sends Confirmation Email To Lisa With All Details



Lisa Purchases A



Headphones Stop Working



Repair Scheduled



SureBright Provided Repair



Lisa Has Working Headphones





Scan to Get Started

## Want to know Big Box Stores' best kept Secret? Come closer!

More than 50% of their operating profit  
comes from selling Extended Warranties  
— and now you can offer them, too!

**250+**

Merchants

**60+**

Product categories

**6B+**

Covered Merchant revenue