

# *Branding Guide*



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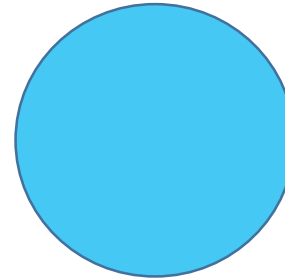
## Company Overview:

Pro-Tech(t) is a company devoted to our customers safety. We offer a line of protective cases for a variety of devices including cell phones, tablets, apple watches, and ear buds. How is our product different from competitors? Simple, same price, better product. We incorporate an electromagnetic shielding fabric capable of protecting the user from 99% of radio-frequency waves induced by wireless and Bluetooth connectivity. Within the 25 to 60 year old market, the rate of exposure to radiation has increased significantly in recent years. Endorsed by the American Medical Association, our customers safety is our number one concern. In our second year of business, we have continued to research potential risks and create products to protect our customers.

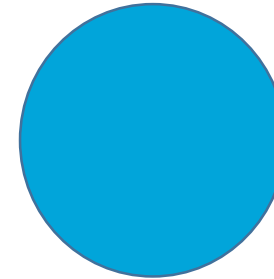
# Logo And Color Selection



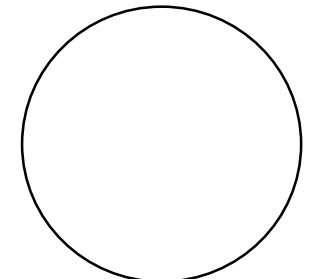
Our logo was designed using a simple and easy to remember approach. We utilized the “signal patterns” seen on the P & T, to identify our company with the use of technologies that use Bluetooth connectivity.



R: 69  
G:200  
B:244



R: 1  
G:165  
B:218



R: 255  
G:255  
B:255

We chose to utilize a variety of blues as represented in our logo design. **Blue** is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, and truth. **Blue** is considered beneficial to the mind and body. We felt this color was a good representation of our company image.

# Font Selection



Pro-Tech(t) uses the font **Avenir Next LT Pro & Avenir Next LT Pro Light** as the font to be utilized on all website text, logo design, company literature, and communication. This simple but elegant text is clear to read and falls within the company image.

12 pt: Do you care about your future self, because we sure do?  
24 pt: Do you care about your future self, because we sure do?  
32 pt: Do you care about your future self, because we sure do?

12 pt: Do you care about your future self, because we sure do?  
24 pt: Do you care about your future self, because we sure do?  
32 pt: Do you care about your future self, because we sure

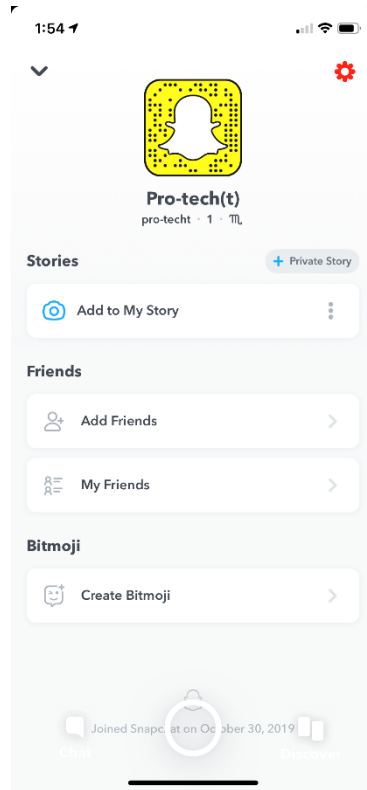
# Business Card



Keeping consistent with the image of the business, our business card uses a simple and easy to read format incorporating our color scheme and logo. The back of the business card provides the recipient with the QR Code Reader for our snapchat page.



# Social Media



Snapchat

We chose to utilize snapchat as a way of communicating about our product to our target market. It is a quick and easy way to snap shot a photo of our products, customers using our products, and events we attend. The majority of Generation Z's are familiar with this application and use it on a daily basis.