



Brand Identity
& Communication
Standards Guide

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PROTEGIS
FIRE & SAFETY

Introduction

Why the Protegis Brand Matters

The Protegis brand isn't just a logo, and it is more than colors, advertising and taglines. It's a symbol of the way we do or business. The name stands for professional, proactive, protection for a world in need of a more secure environment and it comes with our promise of exceptional branded products and services.

The brand is the overall perception of our product and service offerings by all audiences and the promise of what Protegis offers to the world.

To continually strengthen the Protegis brand, we must ensure that the perception is positive and that the promises Protegis makes are fulfilled as we continue to grow and increase our product and service offerings.

We must communicate our successes to the world through a unified identity. The Protegis brand must be supported by the actions and words of everyone who represent Protegis.



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Brand Manifesto

*The Protegis
Manifesto defines
who we are,
what we do, and
why it matters.*

PROFESSIONAL EXPERTS

Companies partner with the experts at PROTEGIS for reliable, quality products and services that cover all areas of fire and life safety – to save time, money, frustration and potentially, property and lives.

PROACTIVE SERVICES

Companies count on PROTEGIS for proactive fire and life safety services delivered by a team of ready, responsive and resourceful professionals dedicated to protecting people and property in real-time.

PROTECTION PRODUCTS

Companies rely on the protection PROTEGIS provides with centralized fire and life safety products, services and parts – and the security that comes from working with a longterm partner they can trust.



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Marketing Department

Marketing is an integral part of a brand's image. The tone and attitude of copy in all communications sets the brand's character.



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The marketing department promotes your business and drives sales of its products or services. It provides the necessary research to identify your target customers and other audiences.

Connecting Customers to Products

The marketing department implements customer relationship management functions to track and predict what customers want in their products. It connects the customer to the product with hard data as well as emotional, qualitative information that can help product designers differentiate your products from those of a competitor. This information also helps marketing promotions by highlighting these differences in marketing materials.

Promotions and PR

The marketing department will carry out promotional strategies for products and services, and we may also incorporate promotional activities, such as public relations, for the business as a whole. The promotions staff assists the sales force with sales promotions; offers public relations support for product launches, trade shows and other events. Promotion activities range from creating awareness of a product to persuading customers to try and then buy the product.

New Business Development

The marketing department works closely with sales in generating new business. Employees entice prospects to engage with your company in some way, even if it's just visiting the website, and then uses incentives to get customers to continue thinking about the product so that the sales team can convince them to buy the product.

We are here for you, and we want to increase your presence in your area!

Protegis Logo

The stacked logo is the preferred version to be used in the approved two colors whenever possible.



Protegis Logo

The stacked logo is the preferred version to be used in the approved two colors whenever possible.



Protegis logo details.

The pyramid symbol is to be positioned 1 unit and centered above the Logotype. The size of the pyramid symbol is 4 units

The unit is equal to the x-height of the Logotype.

A minimum safe area of 2 units must be maintained around the brand logo.



Protegis Logo

*The horizontal logo version
can be used when
space dictates a horizontal
application.*



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Protegis Logo

The horizontal logo version is to be used when space dictates a horizontal application.



Protegis logo details.

The pyramid symbol is to be positioned 3/4 unit to the left of the Logotype. The size of the pyramid symbol is 3 units



A minimum safe area of 2 units must be maintained around the brand logo.

Protegis Logo

The logo is to be used in the approved two brand colors whenever possible.

When color limitations exist, it is permissible to use an approved one-color version as shown.



Protegis Logo

The logo is to be used in the approved two brand colors whenever possible.

When color limitations exist, it is permissible to use an approved one-color version as shown.



Protegis Logo

*The stacked logo version
with brand positioning line.*



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Professional Proactive Protection

Protegis Logo

*The horizontal logo version
with brand positioning line.*



PROTEGIS
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Professional Proactive Protection

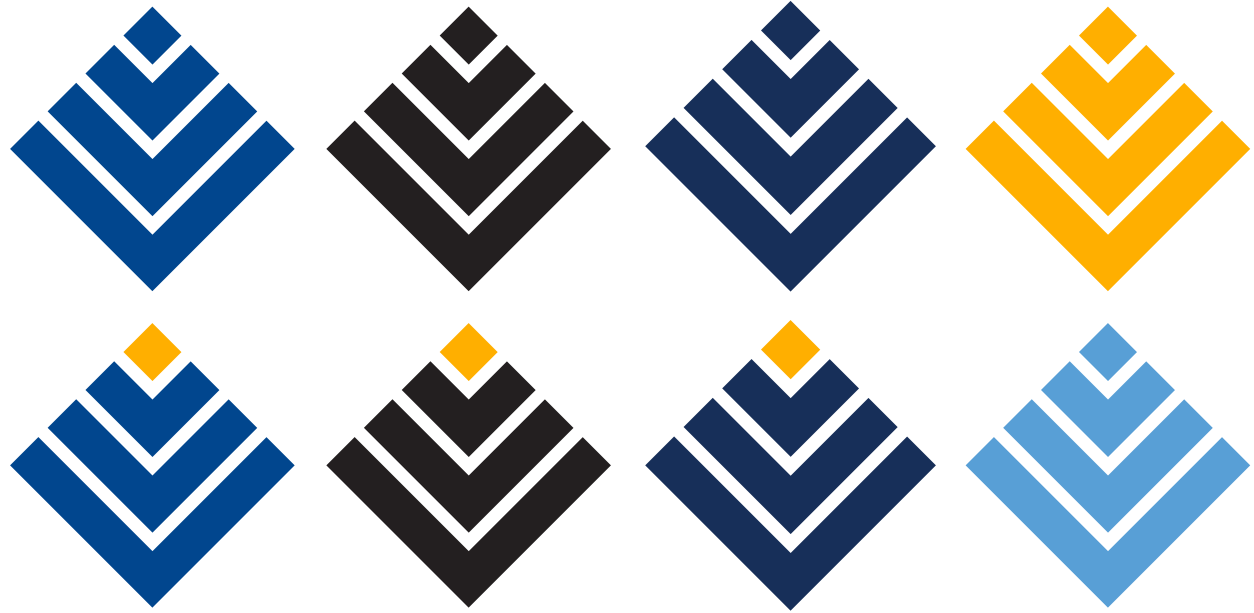


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Protegis Logo

The pyramid symbol may be used as a design element as long as the entire brand mark appears within the design piece.

Protegis pyramid symbol



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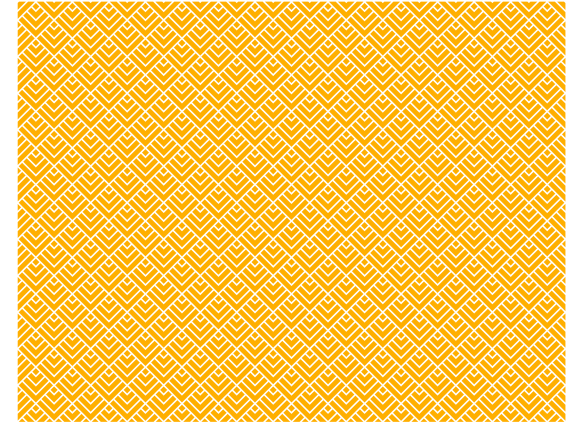
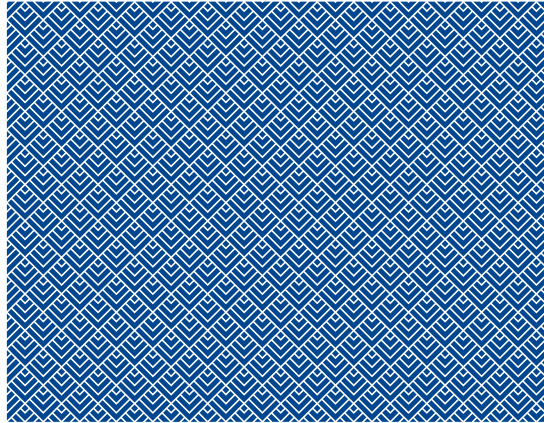


Protegis Patterns

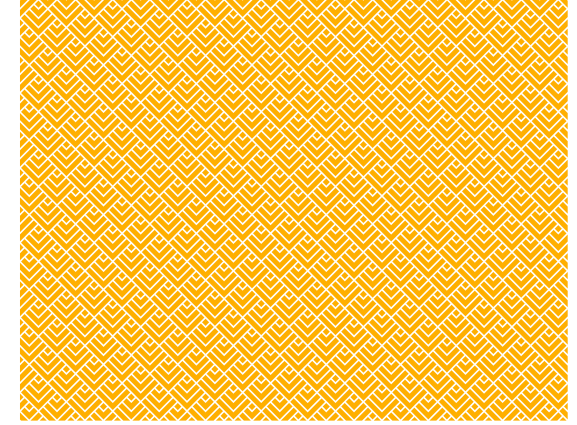
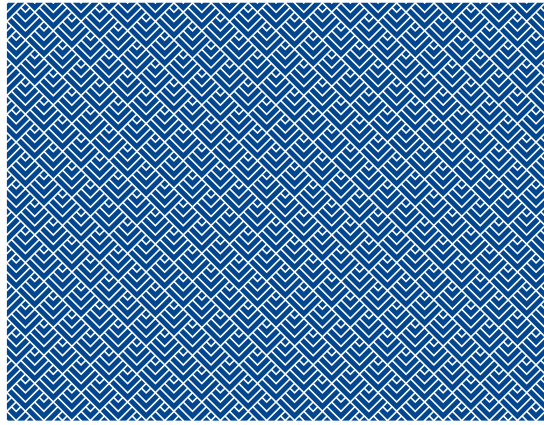
Protegis
Brand Patterns

The brand patterns may be used as a design element in any brand approved color, tint or screen as long as the entire brand mark appears within the design piece.

Pattern A



Pattern B



Pattern C



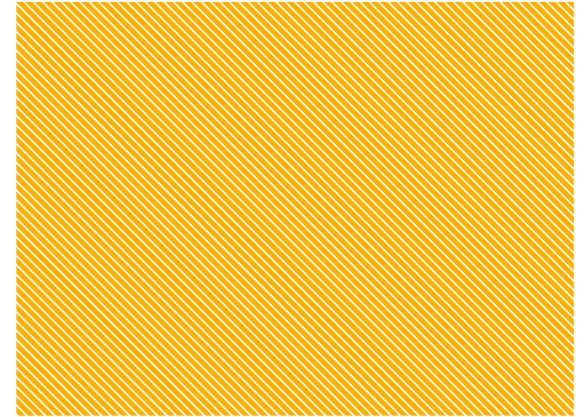
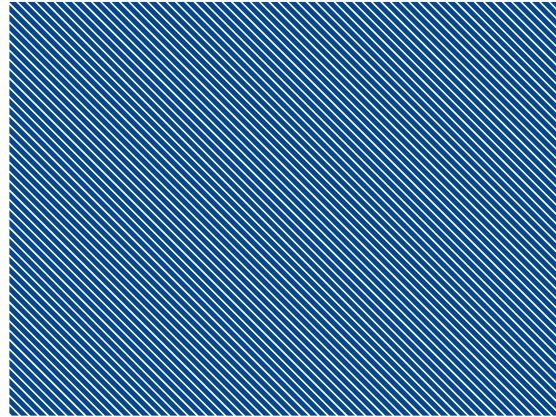
PROTEGIS
FIRE & SAFETY

Protegis Patterns

Protegis
Brand Patterns

The brand patterns may be used as a design element in any brand approved color, tint or screen as long as the entire brand mark appears within the design piece.

Pattern D



Pattern E



Pattern F



Protegis Color Palette

The Primary Colors

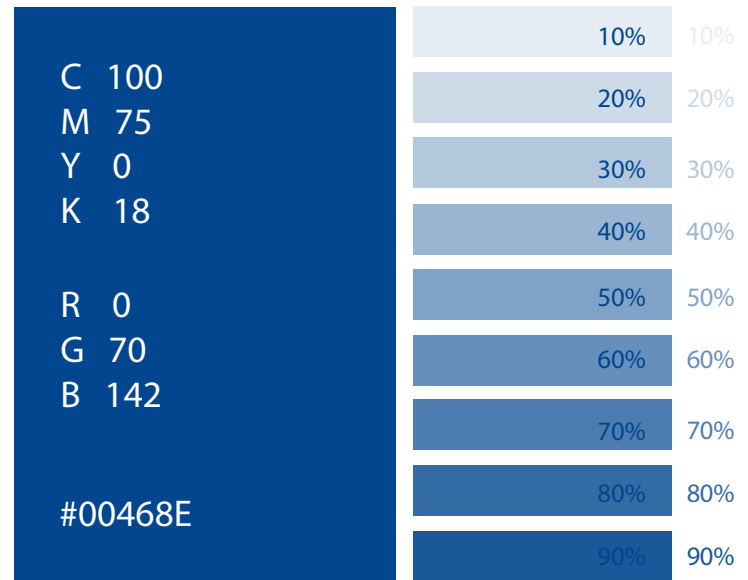


PROTEGIS
FIRE & SAFETY

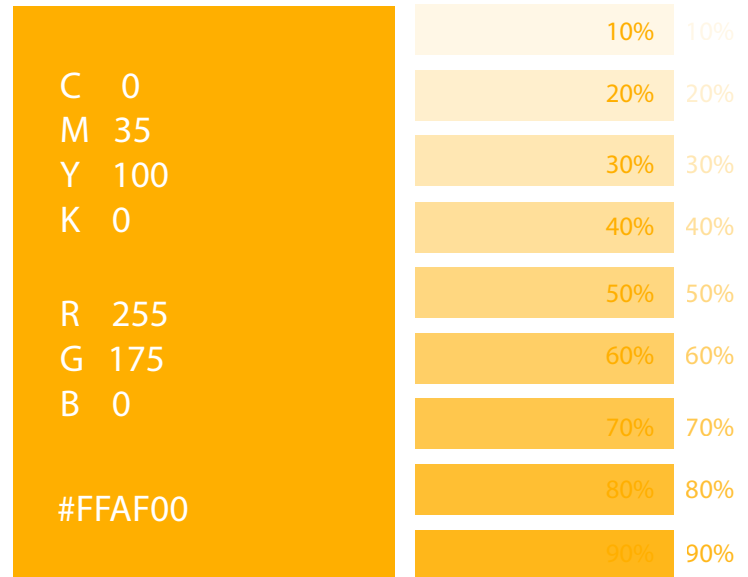
Protegis Primary Colors

*It is permissible to use
screens and tints of both
Pantone 7687 C and
Pantone 130 C to improve contrast
and legibility in certain instances.*

Pantone 7687 C



Pantone 130 C



Protegis Color Palette

The Secondary Colors

Protegis Secondary Colors

These Secondary Colors and their tints and screens may be used in conjunction with the brand Primary Colors for both print and digital design.

Pantone 648 C

C 100
M 71
Y 9
K 56

R 0
G 46
B 93

#002E5D

Pantone 292 C

C 59
M 11
Y 0
K 0

R 100
G 179
B 231

#69B3E7

Pantone Black

C 75
M 68
Y 67
K 90

R 0
G 0
B 0

#00000

Pantone 424

C 30
M 20
Y 19
K 58

R 113
G 114
B 113

#717271



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Brand Type Fonts

This suggested typeface is available in Light, Regular, Semibold, Bold, Italics and various Condensed forms for use in designing communication pieces.



PROTEGIS
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Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Myriad Pro Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

Myriad Pro Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Myriad Pro Semibold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Myriad Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Myriad Pro Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

*Myriad Pro
SemiCondensed*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

*Myriad Pro
SemiCondensed Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

*Myriad Pro Semibold
SemiCondensed*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

*Myriad Pro Semibold
SemiCondensed Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

*Myriad Pro Bold
SemiCondensed*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

*Myriad Pro Bold
SemiCondensed Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Brand Type Fonts

This suggested typeface is available in Light, Regular, Semibold, Bold, Italics and various Condensed forms for use in designing communication pieces.



PROTEGIS
FIRE & SAFETY

*Myriad Pro
Condensed*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

*Myriad Pro
Condensed Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

*Myriad Pro Semibold
Condensed*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

*Myriad Pro Semibold
Condensed Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

*Myriad Pro Bold
Condensed*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

*Myriad Pro Bold
Condensed Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Protegis

Social Media & RSS Feeds

*Social media is a great marketing tool
and we need you to help with the overall marketing
strategy.*

Social Media Marketing Strategy

- Engage the audience in two-way conversations
- Recruit advocates
- Share important announcements
- Gain awareness for a benefit or program
- Drive traffic to a website



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Facebook

1. Like the Facebook page at <https://www.facebook.com/ProtegisFire/>. (Facebook pages Protegis Fire & Safety and Protegis, LLC will be merging soon.)
2. If you had ISA or ABCO listed as your employer on Facebook it should automatically change to Protegis Fire & Safety. If it doesn't autocorrect in your profile you can manually input it.

LinkedIn

1. Go to <https://www.linkedin.com/company/35659071/> and "Follow" the page.
2. Go back to your profile and under "Experience" click the pencil symbol next to your job to edit your position. Remove ISA, ABCO, Trico or Superior as your company and replace it with "Protegis Fire & Safety".
3. Follow Protegis Fire & Safety at <https://www.linkedin.com/company/35659071/> and visit <https://www.Protegis.com> for more on our company."

Twitter

Follow Protegis Fire & Safety a.k.a. @ProtegisFire at <https://twitter.com/ProtegisFire>

Instagram

Follow Protegis Fire & Safety a.k.a. @ProtegisFire at
<https://www.instagram.com/protegisfire/>

YouTube

Follow our YouTube channel at
<http://www.youtube.com/c/ProtegisFireSafety>

Protegis

Electronic Email Signatures

Your email signature is a great opportunity to share information in a non-intrusive way. Your signature should be professional and informative, but not overwhelming.

Email Signature Policy & Procedure

We have implemented a companywide email signature. This signature will be a company format that will not be changed in any way. This policy and procedure will guide you through the process of setting this up on your computer and mobile devices.

Available for download from
Protegis.com/Employee-Resources.html



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Create a Signature in Outlook

Follow these instructions to create a signature for use in a single e-mail message, or for all outgoing messages. Note: it will remain possible to send e-mail messages that do not include the signature.

Create a new Signature:

1. Copy the Company Signature from marketing email by highlighting the full signature and holding CTRL+C.
2. Launch Microsoft Outlook and click on New E-mail in the Include Group menu bar.
3. With the new, blank, email message open, click Signature from within the Message menu and select Signatures.
4. From within the Email Signature tab, click New.
5. Enter a name for the signature and click OK.
6. In the Edit Signature box, enter your Signature message by pasting into Signature message by holding CTRL+P.
Please take out "PROMO BANNER GOES HERE".
(Company Signature will be sent via email with all formatting and links created)
7. Please confirm that your new signature is selected to be under New Messages & Replies/Forwards.

Update Content with Formatting:

1. Select each Text Section and update it with your company information
2. Please keep all formatting the same as the template was originally sent.

To add an image banner to your Signature

1. Place your cursor where you'd like the image to appear and click on the Picture icon.
2. Browse to select the image and click OK.

Picture Icon

Add a Hyperlink to the Signature
Right Click the Picture & Click add Hyperlink , type "https://www.protegis.com" in the Address

FIRSTNAME LASTNAME

TITLEGOESHERE

DEPARTMENTHERE



PROTEGIS FIRE & SAFETY

City/Town, FullStateName

"PROMO BANNER GOES HERE"

XXX.XXX.XXXX **OFFICE**

XXX.XXX.XXXX **DIRECT**

XXX.XXX.XXXX **CELL**

www.protegis.com



This electronic message is intended for transmission by Protegis to authorized persons only. It may contain information that is confidential, privileged, proprietary or subject to other confidentiality protections. It is not intended for transmission to, or receipt by, any unauthorized persons. If you are not authorized to receive this message, you may not review, copy, forward or otherwise distribute this message. If you have received this message in error, please notify the sender by reply e-mail and delete it from your system.

Protegis Website

*Think of the Protegis
web site as our store front —
our home office. The internet will
play a major role in our branding.*

*We have included information on our website that will
allow our customers to find all the details they need
about Protegis Fire & Safety.*



PROTEGIS
FIRE & SAFETY



[Parts Store](#) [Programs](#) [Locations](#) [Insights](#) [National Accounts](#) [Careers](#) [Contact](#)

[SPRINKLER SYSTEMS](#)

[SUPPRESSION SYSTEMS](#)

[FIRE EXTINGUISHER](#)

[FIRE ALARM SYSTEMS](#)

[FIRE ALARM PARTS](#)

[SECURITY SYSTEMS](#)

SERVICES OFFERED



INSPECTION

Protegis offers complete visual inspection of all sprinkler heads, piping and hangers ensuring there are no painted heads, disconnected hangers or leaking pipes.



TEST

Test all alarm devices and all supervisory devices on the system and conduct a flow test or a "main drain test" and compare to past numbers to make sure there's no pressure drop in water.



SERVICE & EMERGENCY

We are available 24/7 emergency services, diagnose problems, repair system problems and provide central monitoring.



INSTALLATION

Our factory-trained and certified technicians install and maintain sprinkler systems customized to any facility.



FIRE PUMPS

We offer full testing and installation of fire pumps. This includes review of electronic controllers, as well as full rebuild capabilities.



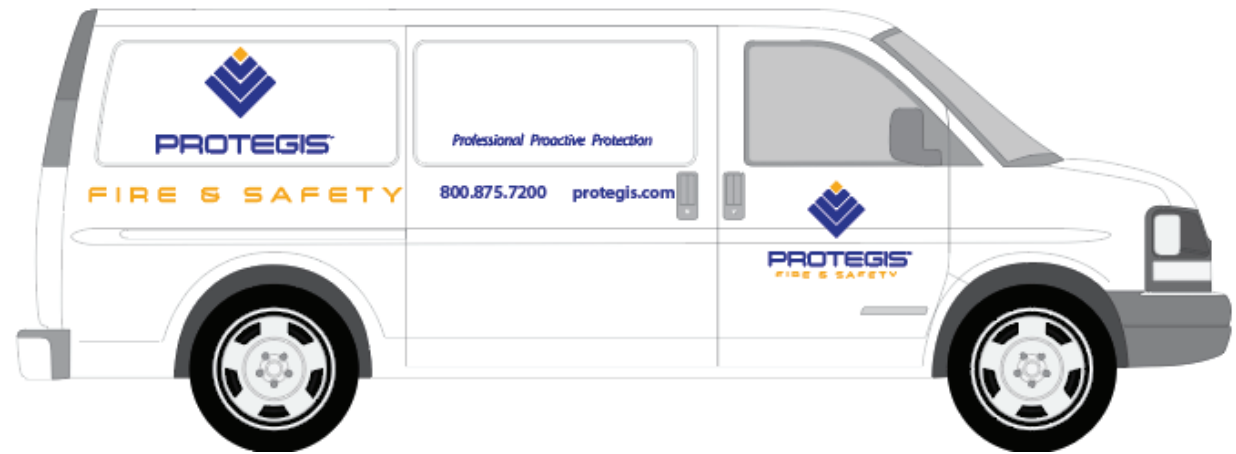
BACKFLOW

Our sprinkler team is certified to perform backflow tests, repairs and rebuilds of all makes and models of backflow preventers.

Protegis Vehicles

To assist with maintaining a consistent brand image, all vehicles will be white with consistent branding.

The marketing department will be able to assist you when rebranding any new or current vehicles in your fleet.



Protegis Apparel

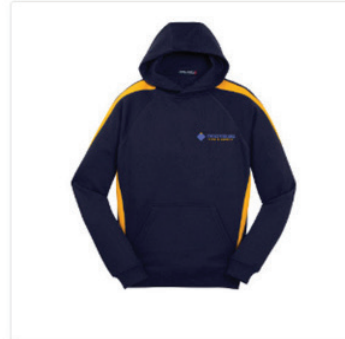
The Work Uniform will be developed with logo formats to display the company logo prominently.

A employee handbook and apparel ordering packets will be available for download at Protegis.com/Employee-Resources.html.

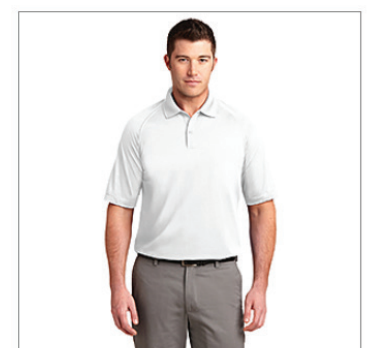


PROTEGIS
FIRE & SAFETY

Uniform Attire

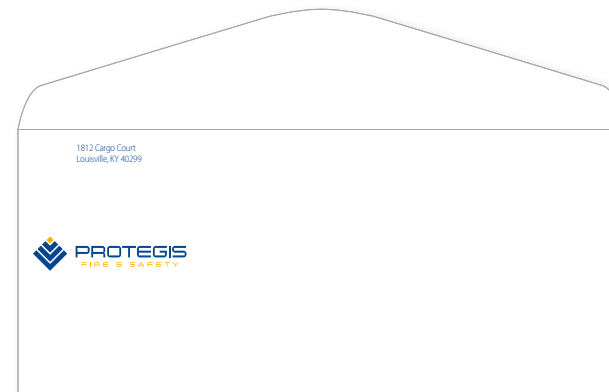
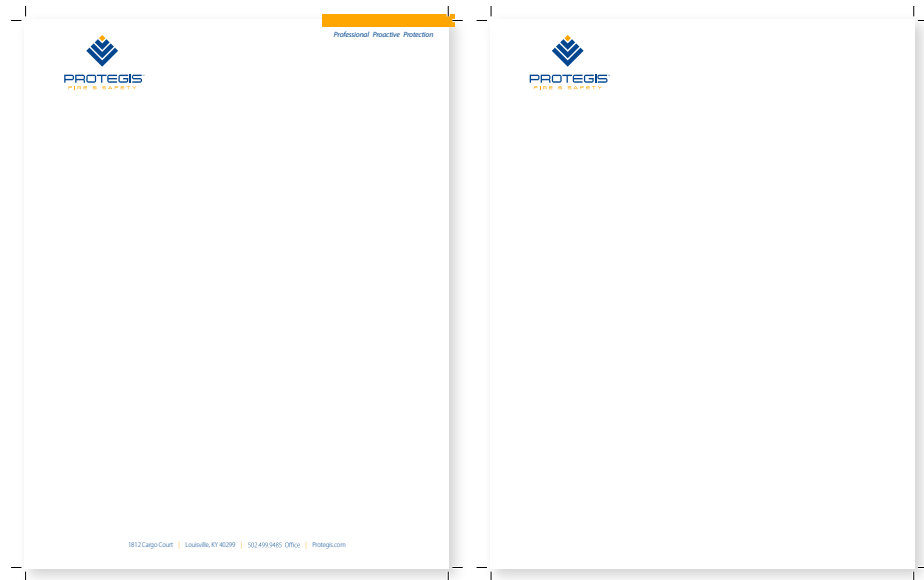


Office Attire



Letterheads, Business Envelopes and Business Cards

To assist with maintaining a consistent brand image, a letterhead template, business envelope template and business card template is available for purchase from Protegis.com/Employee-Resources.html and click on Protegis E-Store.



Marketing Material

Marketing material is a important part of advertising Protegis.

All new material is located on our Protegiswebsite under <https://www.protegis.com/resources.html>

We will continue to create and develop new content and marketing material in the coming months.

All materials will be able to be purchased through a new company E-Store.

Every piece of material can be customized to a particular sales person or branch location.



WHAT MAKES PROTEGIS THE SAFE CHOICE

Fire & Safety

PROTEGIS is the industry's trusted fire and safety provider, which is why companies partner with our highly regarded professionals for the long-term. They appreciate the convenience of working with a single source for the installation, inspection and monitoring of protection, prevention and suppression products and replacement parts.

WHY COMPANIES PARTNER WITH PROTEGIS

Professional Experts

Companies partner with the experts at PROTEGIS for reliable, quality products and services that cover all areas of fire and life safety – to save time, money, business interruption and, potentially, property and lives.

Proactive Services

Companies count on PROTEGIS for proactive fire and life safety services delivered by a team of ready, responsive and resourceful professionals dedicated to protecting people and property in real-time.

Protection Products

Companies rely on the protection PROTEGIS provides with centralized fire and life safety products, services and parts – and the security that comes from working with a long-term partner they can trust.

Sprinkler – Suppression – Extinguisher
Fire Alarm Services – Fire Alarm Parts – Security

BRANDS



SERVICE: 800.875.7200
PARTS: 502.694.1550
NATIONAL ACCOUNTS: 844.499.3473
MAIN OFFICE: 800.430.6013
PROTEGIS.COM



SERVICE

- Sprinkler Systems
- Suppression Systems
- Fire Alarm Systems
- Security Systems
- Backflow Testing
- National Accounts

PARTS

- Fire Alarm Parts
- Fire Extinguishers
- Security Parts
- Energy Management
- New, Refurbished, Legacy
- Buy-Back Program



AKRON 883 Hampshire Rd Bldg 2 Ste H Stow, OH 44224 800.875.7200	CLEVELAND 4545 W 160th St Cleveland, OH 44135 216.433.7200	NASHVILLE 1451 Elm Hill Pike Ste 210 Nashville, TN 37210 615.399.9101
AUSTIN 8403 Cross Park Dr Ste 3C Austin, TX 78754 512.583.5579	COLUMBUS 3486 E Dublin Granville Rd Westerville, OH 43081 614.471.9700	PORT CLINTON 4125 E Kirk Rd Ste 4 Port Clinton, OH 43452 419.732.7873
BALTIMORE 1516 Jabez Run Millersville, MD 21108 410.487.0500	DALLAS 10719 Plano Rd Ste 100 Dallas, TX 75238 469.484.2752	ST. LOUIS 9647 Dielman Rock Island Ind Dr St. Louis, MO 63132 314.872.1908
BOWLING GREEN 1353 Old Louisville Rd Unit B Bowling Green, KY 42101 270.925.8665	FT CAMPBELL 1260B Lafayette Rd Clarksville, TN 37042 270.439.1501	TOLEDO 115 S Erie St Toledo, OH 43604 419.241.3430
CAMBRIDGE 1315A Beckett Ave Cambridge, OH 43725 740.432.6622	KANSAS CITY 996 SE 401 Rd Leeton, MO 64761 660.460.0072	
CINCINNATI 510 W Benson St Cincinnati, OH 45215 513.948.1030	LOUISVILLE 1812 Cargo Ct Louisville, KY 40299 502.499.9485	

PROFESSIONAL
PROACTIVE
PROTECTION

ALARM PARTS

TEST & INSPECT

FIRE SPRINKLER SYSTEM (DRY-PIPE, PRE-ACTION, DELUGE)

TESTING & INSPECTION, SERVICE & REPAIR

SCOPE
PROTEGIS, LLC (also Protegis Fire & Safety) (PROTEGIS) will test and inspect the Dry-Pipe Sprinkler System(s) determined to be the landlord's responsibility present at any location.

Each call will be scheduled with a service report detailing the tasks to perform and any special tools and instrumentation required to properly maintain the system(s). Upon completion of each service call, a summary of the tasks completed will be provided to the client.

TESTING & INSPECTION FREQUENCY
PROTEGIS will perform one (1) annual full-year pre-qualifier (1) annual low pressure (low pressure) quarterly tests on the Sprinkler System(s) based on NFPA, State and Locally adopted codes.

During each of these quarterly inspections, the following tests will be performed unless otherwise noted:

- Check and adjust dry pipe pre-action water level
- Test Low-Pressure Alarm Devices and record pre-pressure alarm activities
- Test dry pipe System Flow Alarm by opening the alarm system valve if manufacturer's instructions permit
- Test quick opening devices and accelerators of applicable systems
- Test fire detection system for proper operation and reaction to the Fire Alarm System

One of the annual scheduled inspections above, PROTEGIS personnel will visually inspect all accessible sprinklers, sprinkler piping, fittings, hangers and wiring starting from the floor level and will perform the following:

- Confirm proper gasketing of the dry pipe valve
- Record the time
- Open the dry pipe valve, inspect and clean interior

Check all low pressure alarms (Drum Drift) - drain thoroughly

- Test the air pressure maintenance device (compressor)
- Perform a Main-Drain Test annually and record test and residual pressure
- Check all hose connections and inspect PCC if applicable during each scheduled inspection
- From the floor level, check for signs of leakage, corrosion, improper hangers, misalignment, physical damage or system fluid that has leaked or damaged in any way (i.e. glass bulb sprinklers)
- Check for proper sprinkler head orientation and/or any obstructions to the sprinkler cover pattern
- Check all gauges and control valves for proper operation
- Check to ensure adequate head can be maintained on the dry pipe valve upon conversion of all dry pipes
- Check hydraulic ramification if applicable and the health of some sprinklers, proper storage and service types

All tests and inspections will be completed in accordance with the NFPA, State and Locally adopted codes.

INSPECTION REPORTS
PROTEGIS will furnish a report detailing that such tests and inspections have been completed documenting any deficiencies found which may require corrective action.

REPAIRS
PROTEGIS will make all necessary repairs to the dry sprinkler system upon written authorization by the customer.

NFPA Required Inspections	Responsibility
Annual	Inspection

**PROFESSIONAL
PROACTIVE
PROTECTION.**

SERVICE

- Sprinkler Systems
- Suppression Systems
- Fire Alarm Systems
- Security Systems
- Backflow Testing
- National Accounts

PARTS

- Fire Alarm Parts
- Fire Extinguishers
- Security Parts
- Energy Management
- New, Refurbished, Legacy
- Buy-Back Program

PROTEGIS
FIRE & SAFETY

BRANDS: ALARM, EXTINGUISHERS, SUPPRESSION, PARTS, SECURITY
TESTING & INSPECTION, SERVICE & REPAIR

PAGE 11

Protegis Presentation Template

To assist with maintaining a consistent brand image, a PowerPoint presentation template is available for download from Protegis.com/Employee-Resources.html and click on Protegis E-Store.

