



IDShield Brand Style

IDShield Logo

The IDShield logo represents our identity protection plan product. The blue logo is preferred, but the black or white version of the logo may be used if needed. **DO NOT alter the color of the logo when using it.** The logo must be surrounded by a minimum clear space matching the width of the shield in the logo.

'TM' or ® trademark symbol as determined by PPLSI must always be visible and readable for both the IDShield Logo in the placements shown in these guidelines. You may not remove or obfuscate either of the TM or ® symbols in the IDShield Logo.

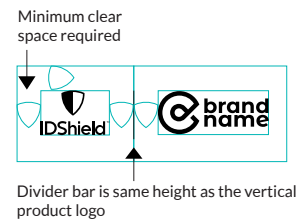
Primary Stacked & Vertical (Light & Dark Backgrounds)



Cobranded

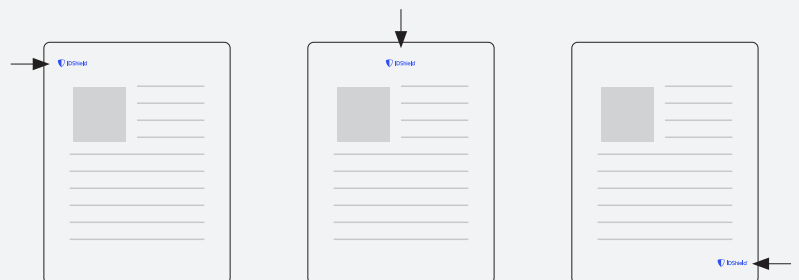


Note: when co-branding our product logos, the vertical version of the logo is preferred. If space considerations prevent this, then the horizontal version may be used.



Logo Placement

Place the logo at the top-left, top-center or bottom-right of the layout, leaving plenty of clear space around it.



IDShield Colors

Primary colors are applied to projects lightly. When used, they should be placed to draw attention to specific content. Avoid using large floods of color on a layout.

Secondary colors are designed to create a family look among the brands, but should be used solely as accent colors for additional emphasis if needed. Tints and shades of the primary and secondary colors—applied sparingly—are available to adapt the palette to the circumstances of the design.

Primary

#3050F0
R 48 G 80 B 240
C 81 M 70 Y 0 K 0
Pantone 7455 C

Secondary

#5DB0DE
R 93 G 176 B 222
C 59 M 16 Y 2 K 0
Pantone 2915 C

#F7BF6F
R 247 G 191 B 111
C 2 M 27 Y 65 K 0
Pantone 1355 C

Neutral Grays

#F2F1F5
R 242 G 242 B 245
C 4 M 4 Y 2 K 0
Pantone 663 C

#A3A8BD
R 163 G 168 B 189
C 37 M 29 Y 15 K 0
Pantone 7445 C

#000000
R 0 G 0 B 0
C 20 M 20 Y 20 K 100
Black

Tints & Shades

#4778F7	#8AD9F0	#FFDEA8	#FAFAFC	#D1D4DE
#2138A8	#407A9C	#B0854F	#A8A8AB	#737585
#0F1A95	#0FE6FF			