



DEFEND INSURANCE
A FORTEGRA COMPANY

DEFEND INSURANCE GROUP

CORPORATE IDENTITY GUIDELINES

2020

LET THIS BE YOUR GUIDE

This DEFEND INSURANCE GROUP Corporate Identity Manual is constantly being updated as new products and elements are created and developed. Once new information is approved it will be added to this manual.

There may be some missing information you may find useful so do not hesitate to email marketing@defendinsurance.eu for more information or guidance.

EDITION 04 | 11.2019

DEFEND is a registered trademark.
DEFEND INSURANCE GROUP is used as a trade name.

In text form, all DEFEND names have to be written with an uppercase letters!

We are using these trade and company names:

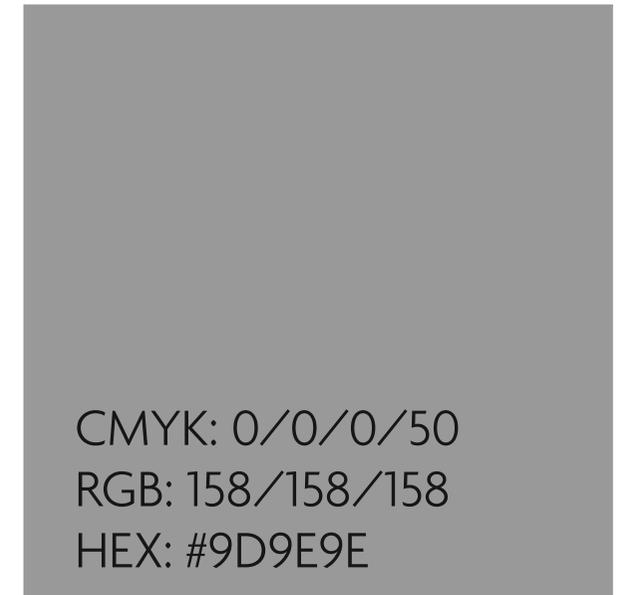
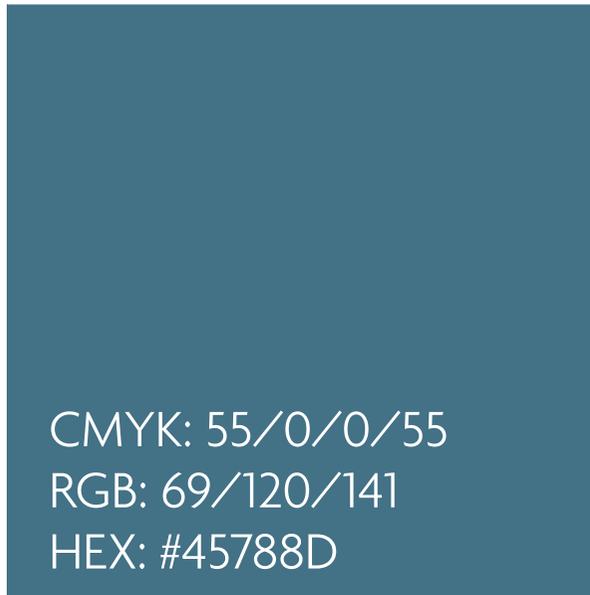
DEFEND INSURANCE GROUP (DIG) - trade name
DEFEND INSURANCE HOLDING s.r.o. - holding company
DEFEND INSURANCE s.r.o. (CZ + SK operating companies, members of DIG)
DEFEND INSURANCE Kft. (HU operating company, member of DIG)
DEFEND INSURANCE Sp. z o.o. (PL operating company, member of DIG)
DEFEND ASSIST Ltd. (UK operating company, member of DIG)

Product names:

DEFEND Gap
DEFEND Gap Truck
DEFEND Car Protect
DEFEND Truck Protect
DEFEND Smart Protect
DEFEND Servis-Link
DEFEND Technical Control

COLOUR DEFINITION

There are three main colours of DEFEND INSURANCE GROUP incorporated in the logo:

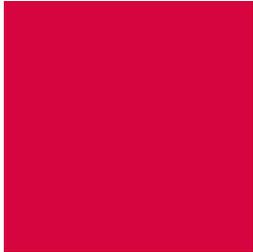


Other shades of grey can be used for additional graphic elements as well.



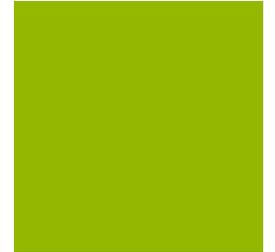
COLOUR DEFINITION

To differentiate our products, we can also use secondary colours:



CMYK: 0/100/60/10
RGB: 211/30/70
HEX: #D31E46

CMYK: 45/0/100/20
RGB: 139/170/37
HEX: #8BAA25



CMYK: 20/80/0/40
RGB: 144/64/110
HEX: #90406E

CMYK: 0/20/1000
RGB: 254/204/0
HEX: #FECC00



CMYK: 100/20/0/0
RGB: 0/141/210
HEX: #008DD2

CMYK: 0/70/100/0
RGB: 236/105/31
HEX: #EC691F



COMMUNICATIONS OVERVIEW

If including a brief overview of DEFEND INSURANCE s.r.o. or DEFEND INSURANCE Sp. z o.o., please use the following: DEFEND INSURANCE s.r.o./Sp. z o.o., member of DEFEND INSURANCE GROUP, is a leading provider of supplementary vehicle insurance products with a focus on extended warranties, GAP and other innovative solutions. From 2012/2017, DEFEND INSURANCE is Coverholder at Lloyd's and is authorized to bind and administer insurance locally on behalf of Lloyd's.

In July 2019, DEFEND INSURANCE GROUP announced an acquisition of a majority stake by a leading international A-rated insurer, Fortegra Financial Corporation, to support both parties' strategic goal of Pan-European growth.

DEFEND INSURANCE is constantly striving to exceed customer expectations by developing and offering peerless products and services, that not only reflect current market trends but in many ways lead the direction of the market, empowering customers to worry less and Experience More.

If including a brief overview of DEFEND INSURANCE Kft., please use the following first paragraph:

DEFEND INSURANCE Kft., member of DEFEND INSURANCE GROUP, is a leading provider of supplementary vehicle insurance products with a focus on extended warranties, GAP and other innovative solutions. From 2014, DEFEND INSURANCE is Principle Agent of CIG Pannónia and is authorized to bind and administer insurance locally on behalf of CIG.

The rest of the overview is the same as for other companies.

COMMUNICATIONS OVERVIEW

DEFEND Boilerplate:

Typically applied at the end of every press release, the DEFEND boilerplate provides a topline company description approved by DEFEND Legal and Marketing.

About DEFEND INSURANCE GROUP

DEFEND INSURANCE GROUP companies provide specialty insurance solutions for the automotive sector and handle claims, focusing on extended warranties, GAP insurance and other innovative products. Driven by a commitment to exceed customer expectations by delivering peerless solutions, DEFEND empowers customers to worry less and Experience More and makes a significant contribution to their satisfaction and loyalty to DEFEND partners across the Czech Republic, Poland, Hungary, Slovakia and the UK. For further information please visit www.defendinsurance.eu or follow us on LinkedIn [/defend-insurance-group](https://www.linkedin.com/company/defend-insurance-group).

LOGOTYPE

Accross all CEE companies in DEFEND INSURANCE GROUP, we are using unified DEFEND INSURANCE logo in the following variants. In the UK, DEFEND ASSIST logo should prevail.

The new DEFEND logo symbolizes our intention to deliver insurance solutions that are outside the box, while a subtle „D” is hidden within the mark, connecting us with our roots.

Standard Lockup

The full logo is the preferred format across all materials.



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 **DEFEND INSURANCE**
A FORTEGRA COMPANY

Without Tagline

To be used only in limited space applications.



 **DEFEND**
INSURANCE

Without Wordmark

The icon without any wordmark may be used as a decorative element in design.



UK Standard Lockup

The full logo is the only format across all materials.



DEFEND ASSIST
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 **DEFEND ASSIST**
A FORTEGRA COMPANY

The following rules applies for all logo versions..

Protective zone:

Always maintain the minimum protective zone around the logo to maintain visual clarity. The minimum is A constant which is equal to the height of the middle square within the „D” mark. This rule applies to all logo versions.



Minimal size:

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility. The standard lockup should not be reduced further below the limit of 15 mm and 5 mm, respectively.



Lockup without watermark can be reduced to the limit of 10 mm or 4 mm, respectively.



LOGOTYPE

The following rules applies for all logo versions.

Colour versions/Logo backgrounds:
The full tone version is the primary logo to use.

The B/W version has been designed for use on light background or for B/W printing applications, such as newspapers. Inverse version shall be used on dark backgrounds.

The reversed B/W version is to be used when placing on dark backgrounds.

The solid mono version is only to be used for some forms special applications, such as embossing or foiling applications or to ensure clarity when printing on an image.



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When printing on a background, tagline can be in white.

LOGOTYPE MODIFICATIONS

Avoid any instances which causes the logo to become altered or modified in any way.

Examples of prohibited modification:



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Colour change:
Do not change the colours on any of the logos or its elements, even if they look similar.



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Drop shadow:
Do not drop any shadows or other effects to the logo.



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Glow:
Do not add glows or other effects to the logo.



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Keylines:
Do not create an outline around the logo.



Contrast:
Do not place logo on a background that is too busy in order to maintain proper legibility.



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Outlines:
Do not use any outlines.



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Wordmark typeface:
Do not recreate the wordmark using any other typeface.

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Change of compositions:
Do not alter the positions of the logo elements from the approved location.



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Bevel:
Do not bevel, tilt or angle the logo.



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Axis of the signature:
The axis of the whole logo should never be skewed.



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WWW.DEFENDINSURANCE.EU

Elements:
There should not be any additional elements added to the logos.



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Scaling:
The horizontal and vertical scale should always change proportionately.



DEFEND INSURANCE
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Scaling:
The horizontal and vertical scale should always change proportionately.



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Partial logo:
Do not remove or obfuscate any element of the logo



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Size relationships:
Do not alter the size relationships between the logo elements, which should remain constant.

PRODUCT LOGOS

Each product has its own product logo which can be used anywhere where the particular product is mentioned.

For the product logos the same prohibited modifications are valid.

DEFEND Gap®



DEFEND S.M.A.R.T. Protect



DEFEND Gap Truck



DEFEND Technical Control



DEFEND Car Protect



DEFEND Truck Protect



The DEFEND logo typeface is **Agenda**, which is also primary typeface for marketing materials.

If Agenda font is not available, we recommend to use the following fonts: **Myriad Pro**, **Trebuchet MS**, **Verdana**, **Calibri** or **Arial**, sorted from the most recommended to the least one.

To avoid any inconvenience, here are some general recommendation for typography:

- ✓ use general sans-serif fonts, which are easy to read
- ✓ make the size easily readable
- ✓ use size and weight to create contrast
- ✓ adjust the line-heights for better readability
- ✓ remember that less is more
- ✓ try to avoid underlining
- ✓ email us for guidance if you are not sure
- ✗ don't add strokes or outline
- ✗ don't drop shadows
- ✗ don't cram too much in. Less is more
- ✗ don't use too many different fonts on one page

CORPORATE PATTERN

DEFEND corporate pattern has been designed for use on all corporate and promotional items and is a part of the DEFEND INSURANCE GROUP brand identity.

It may be used as a background or single image in 4 angles, always full bleed. Remember, the main element of our logo should always point to left.

There are two main colour options:

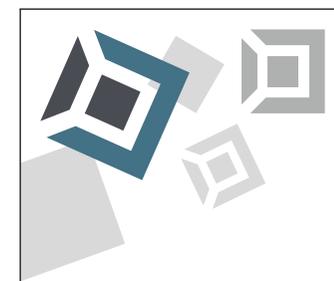
full colour:



B/W implication (as a background):

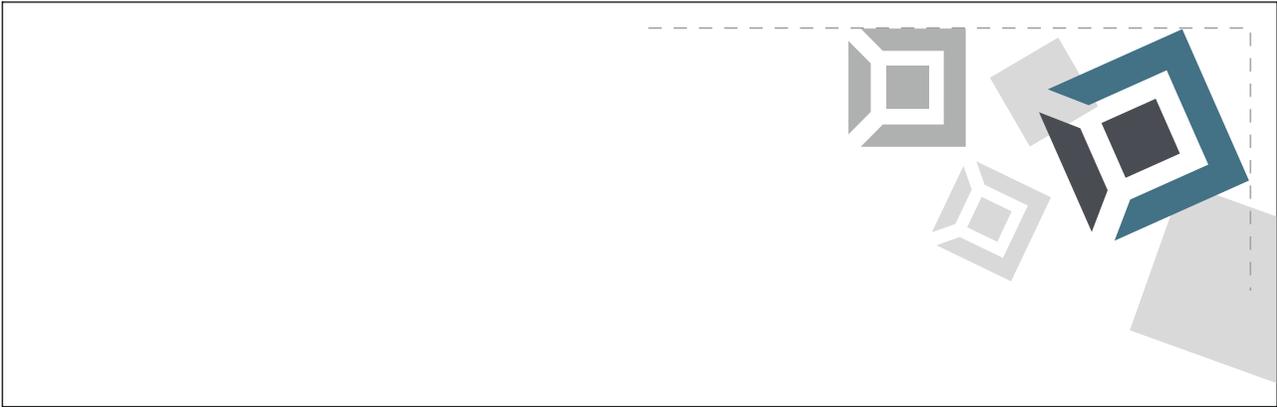
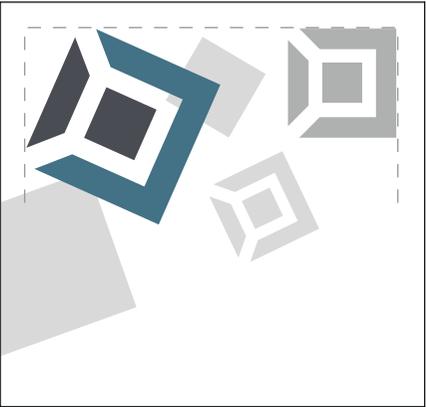


other angles:



CORPORATE PATTERN

When placing the corporate pattern to the corner, try to maintain the same margins, based on the placement.





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THANK YOU!

