



**Body  
Guardz**

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Brand Expression Guide 2019  
Internal use only

Protection is not  
a locked door.  
Protection is an  
opening to opportunity.



When secure,  
we are free.





Free to dream.  
Free to make big plans.



Free to define our goals.  
Free to put the work in.



With confidence to  
journey, explore, and conquer.



When protection is in place,  
living can begin.





BodyGuardz

Protection for a  
life worth living.



## 01.0 Consumer.

# Who we work for.





# Future Builders



They Value

**Family, community, hard-work, life balance, status, style, and paying it forward**

Their Motivations

**Legacy, connection, personal progression, health / wellness, achievement, expression, and making a difference**

They Need

**Convenient, reliable protection that doesn't diminish expression, freedom, or experience**



# 02.0 Brand Platform. **Who we are.**



**Brand Position**  
Our unique place  
in the market.

The hassle-free,  
trusted, protection brand  
committed to enhancing  
the Good Life.



Our Mission  
The North Star.

Improving lives and  
enhancing experience  
through innovation and  
protection.



**Brand Vision**  
How we measure success.

The gold standard  
for convenient, reliable  
protection that enables  
freedom, expression,  
and experience.



Brand Values  
Our guiding principles.

# Quality.

Detail, Experience, Pride

# Hard Work.

Responsibility, Patience, Perseverance

# Integrity.

Respect, Accountability, Trust

# Customer Care.

Experience, Courtesy, Accommodation

# Innovation.

Courage, Risk, Progress

# Giving Back.

Legacy, Stewardship, Altruism



# 03.0 Brand Expression. **Bringing it to life.**



# The Good-Life Guardian.

The Good Life:

**A life lived in comfort, security, happiness, and integrity.**

Guardian:

**One who watches over others in order to keep them safe. Entrusted with the care of people, property, or both.**

We are:

**Strong,  
Trusted,  
Compassionate,  
Optimistic, and  
Confident**



## The Good-Life Guardian

# Design Ethos

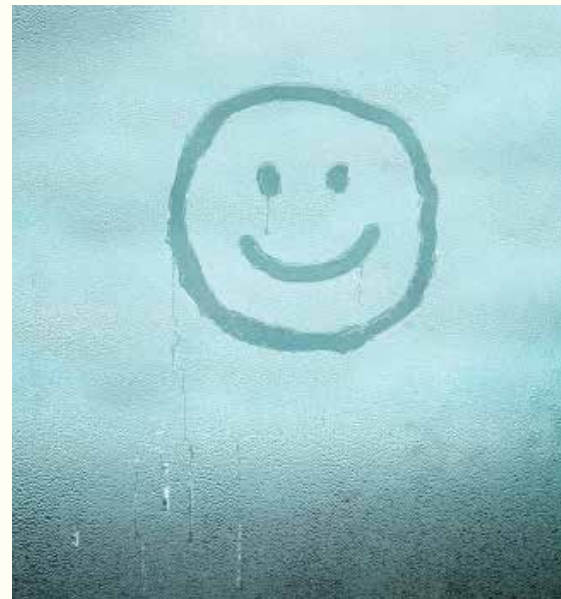
Our design ethos captures the passion and commitment of the people at BodyGuardz, and the confidence our consumers feel when they step out into the world knowing their valuable investments are protected. We bring our brand character, The Good-Life Guardian, to life by celebrating our promise of protection for a life worth living with a look that is distinct from the competition. We capture the strength and reassurance of our name while remaining open and inclusive. Communication is clear, direct, compelling, and illustrative – engendering confidence and building credibility.



Strong is:  
**Bold**



Trusted is:  
**Simple**



Compassionate is:  
**Human**



Optimistic is:  
**Energetic**



Confident is:  
**Advanced**



# 04.0 Identity Guidelines. **Tools and guidance.**

# New Logo

Our logo is a visual representation of protection for a life worth living. The shield communicates our commitment to providing the ultimate in protection while the clean, inviting type reminds us that our protection is meant to empower humanity.

There is no “primary” logo per se, either the vertical or horizontal versions can be used as the only branding. Choice of logo should be determined by the context of where it is to be placed.

For the logo to have maximum impact, it must be employed consistently. Always use the supplied files and follow the guidelines described in the subsequent pages. Never alter or recreate the logo art; use only the official logo artwork.



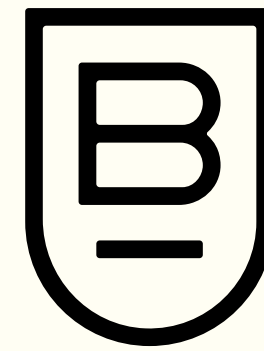


## Primary Logos



### Horizontal Logo

The Horizontal Logo can be used alone as primary branding. It is meant to be used when vertical space is constrained.



### Vertical Logo

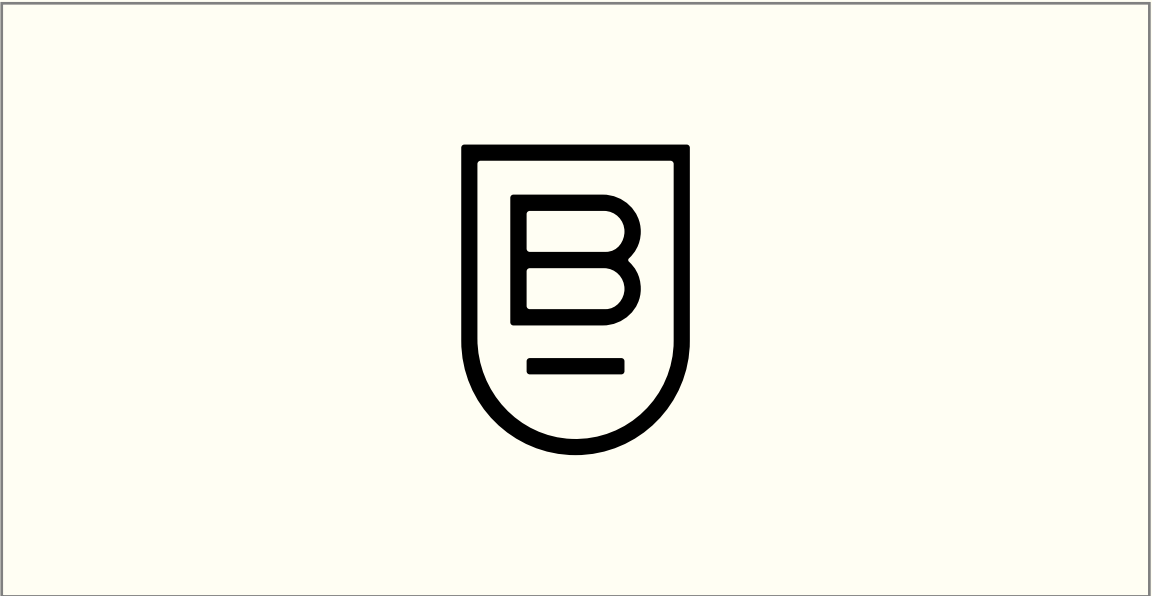
The Vertical Logo can be used alone as primary branding. It is meant to be used when placement centered from left to right is possible.

# Secondary Logo Usage

For the logo to have maximum impact, it must be employed consistently. Always use the supplied files and follow the guidelines below. Never alter or recreate the logo art; use only the official logo artwork.

## Icon

- 1. Use only when small size prohibits using the **Vertical Logo** or **Horizontal Logo**.
- 2. This logo is a supporting element, and should be used as a secondary placement. Support it with the **Vertical Logo**, **Horizontal Logo**, or **Word Mark**.



## Word Mark

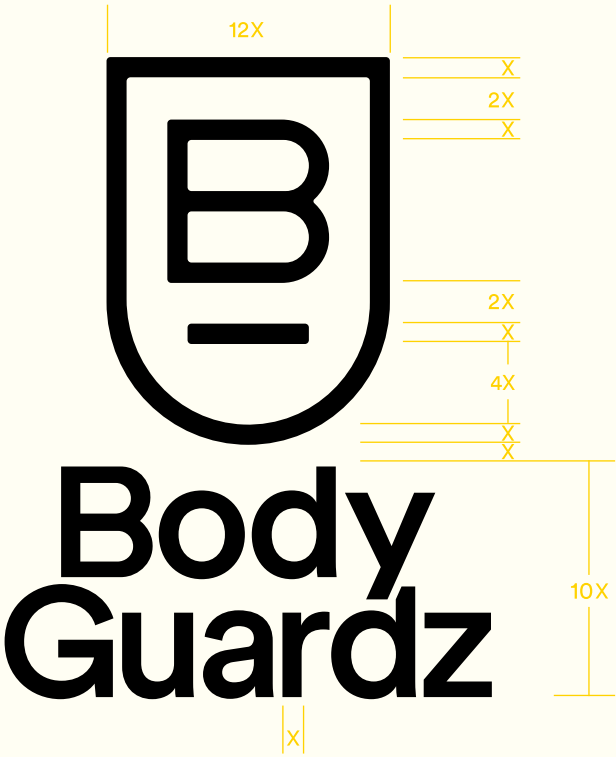
- 1. Always use single-line (non-stacked) **Word Mark** when separated from **Icon**.
- 2. Use only when small size prohibits using the **Vertical Logo** or **Horizontal Logo**.
- 3. This logo is a supporting element, and should be used as a secondary placement. Support it with the **Vertical Logo**, **Horizontal Logo**, or **Icon**.



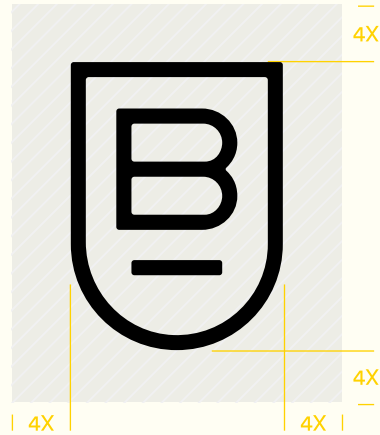
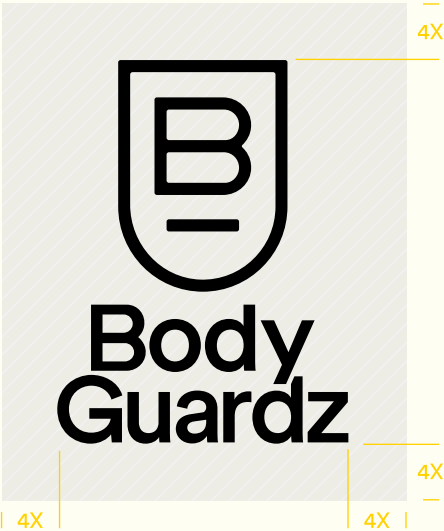


# Logo Spacing

For the logo to have maximum impact, it must be employed consistently. Always use the supplied files and follow the guidelines described below. Never alter or recreate the logo art; use only the official logo artwork.



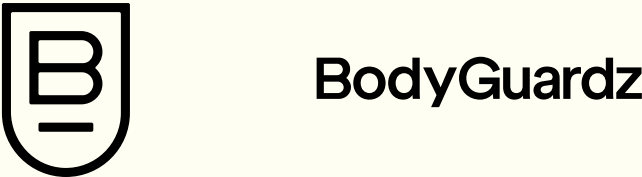
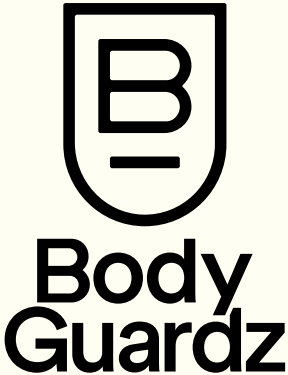
**Proportions**  
X = width of logo stroke



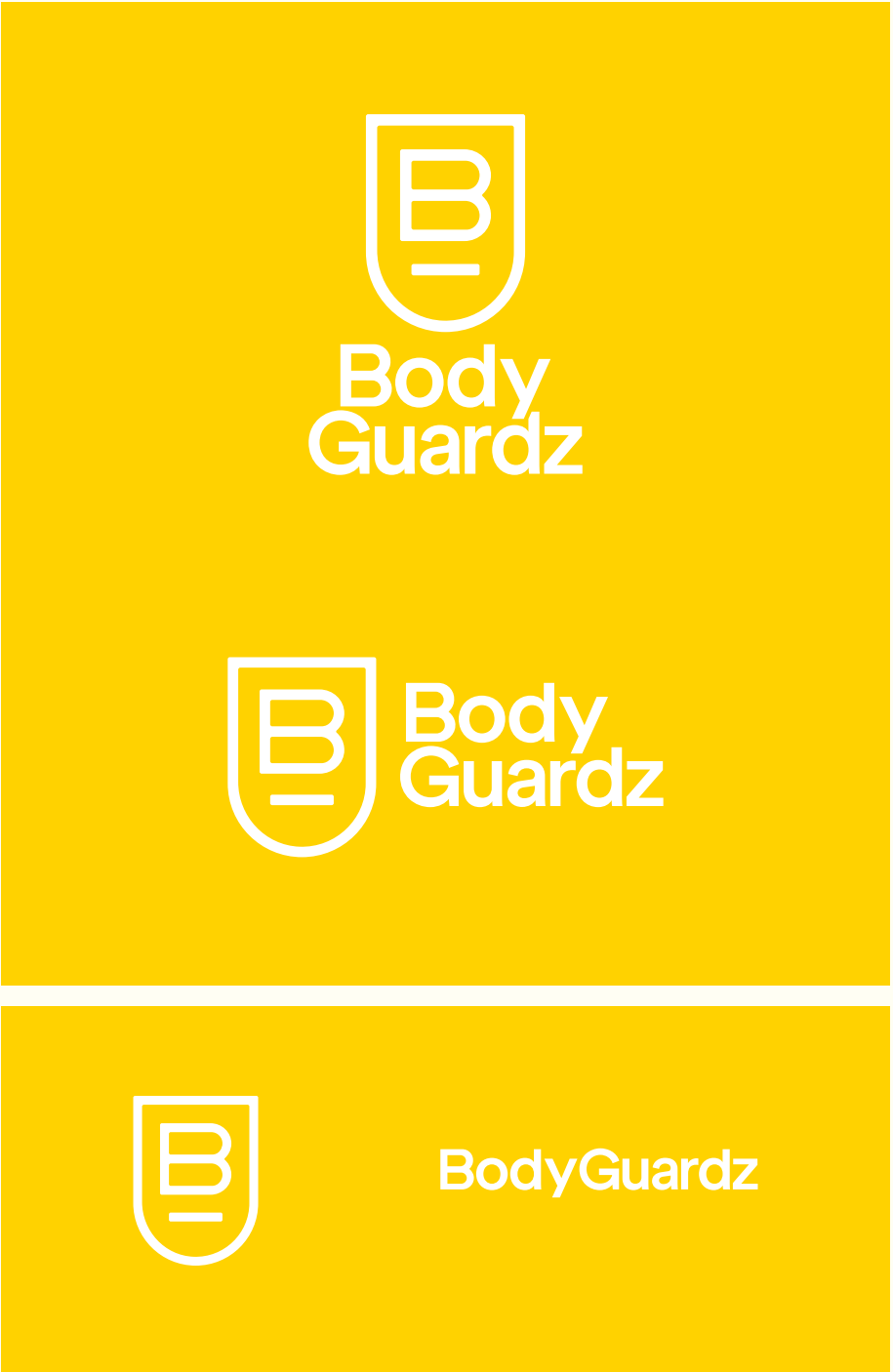
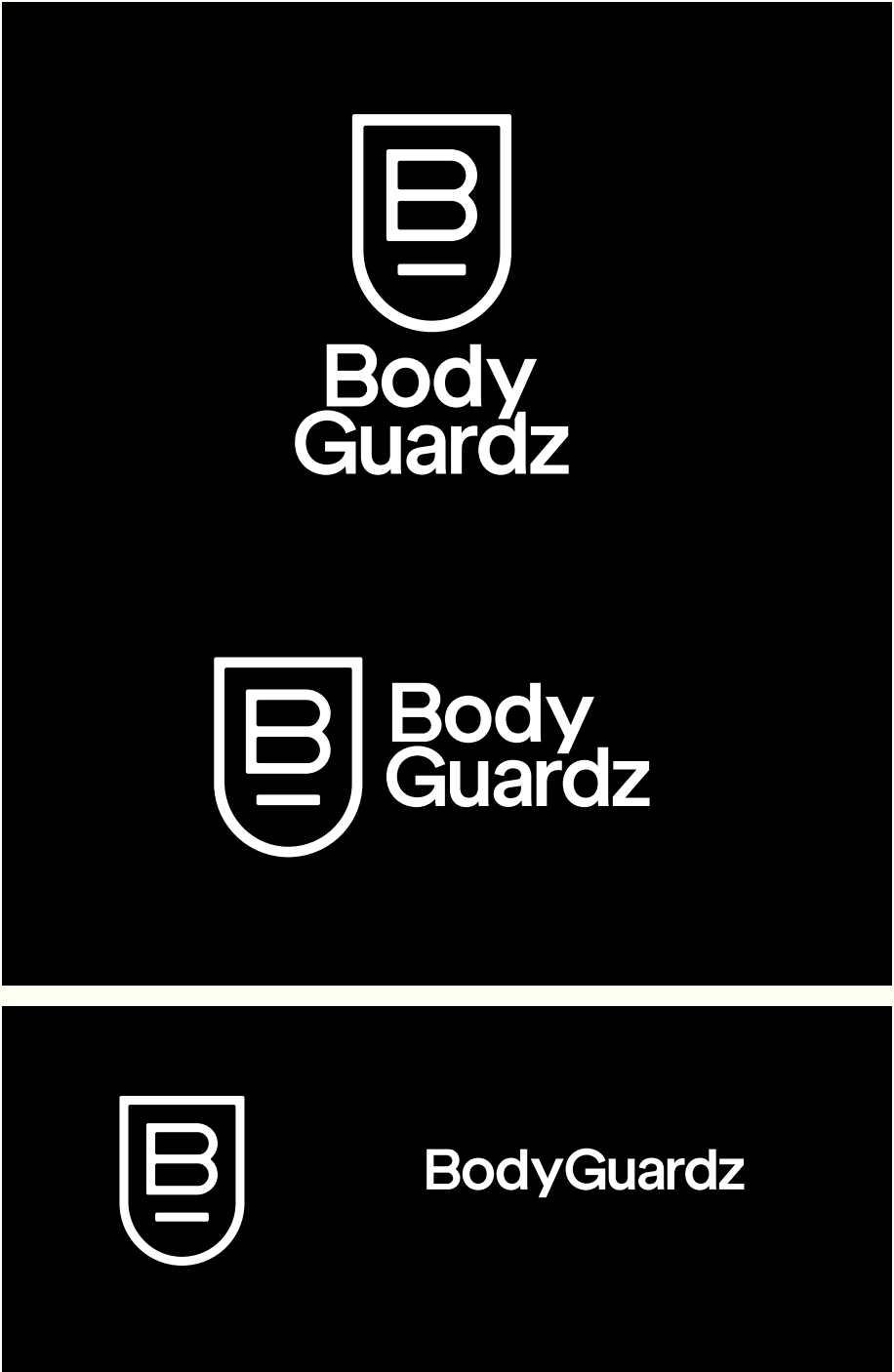
**Clear Space**  
X = width of logo stroke  
Border represents the clear space needed around the logo.



Logo Color



The logo is always white or black in marketing materials. Use your best design judgment when choosing white or black. Whenever possible, a 7:1 contrast ratio should be employed to ensure legibility.





# Logo Don'ts



Don't Scale Components



Don't Separate Components



Don't Rotate Components



No Unapproved Fonts



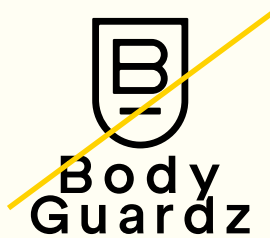
No Gradients & Textures



No Unapproved Colors



Don't Rearrange Components



Don't Separate Letterforms



Don't Outline



No Drop Shadows



Don't Remove Sheild from 'B'



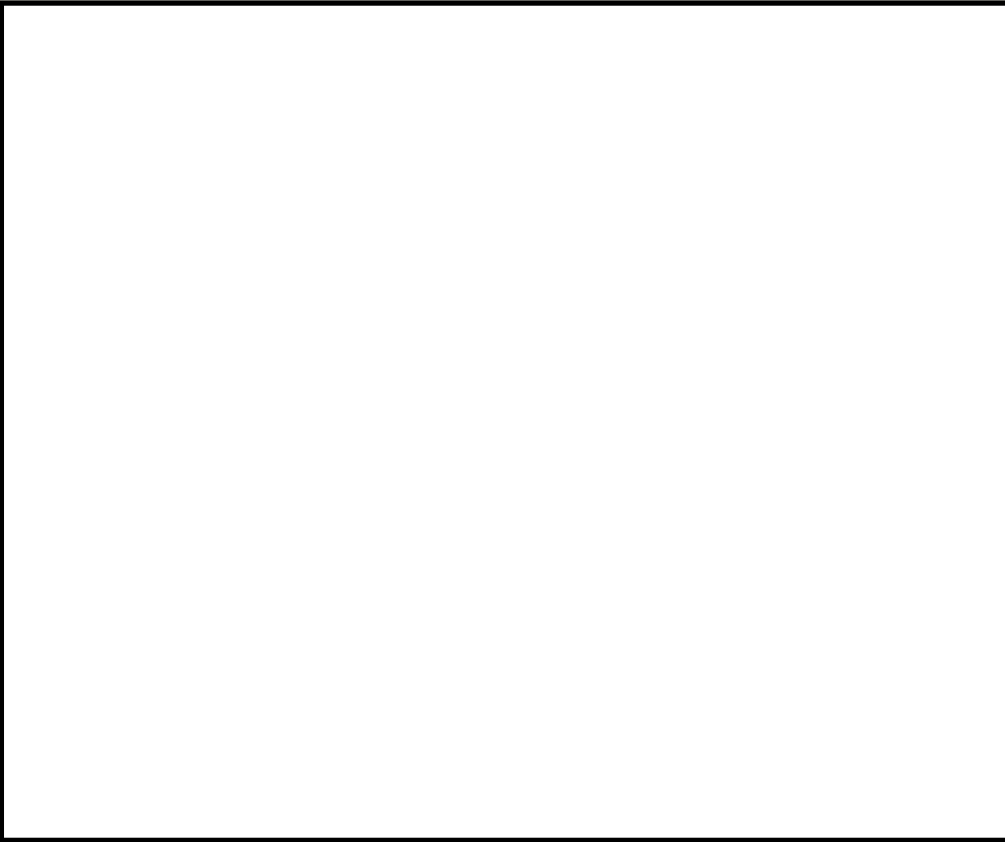
No Unapproved Shapes

For visibility, impact, and overall brand integrity, it is important to retain a consistent use of the logo. Remember that the logo is a sign-off for the brand and never to be used as a piece of art or a graphic on marketing materials. Please follow these guidelines and avoid “Dont’s” at all times. Never reproduce the logos in any other way than those specified in this document. Never attempt to recreate the examples shown here. All other deviations from the guidelines are incorrect and should be avoided.

# Brand Colors

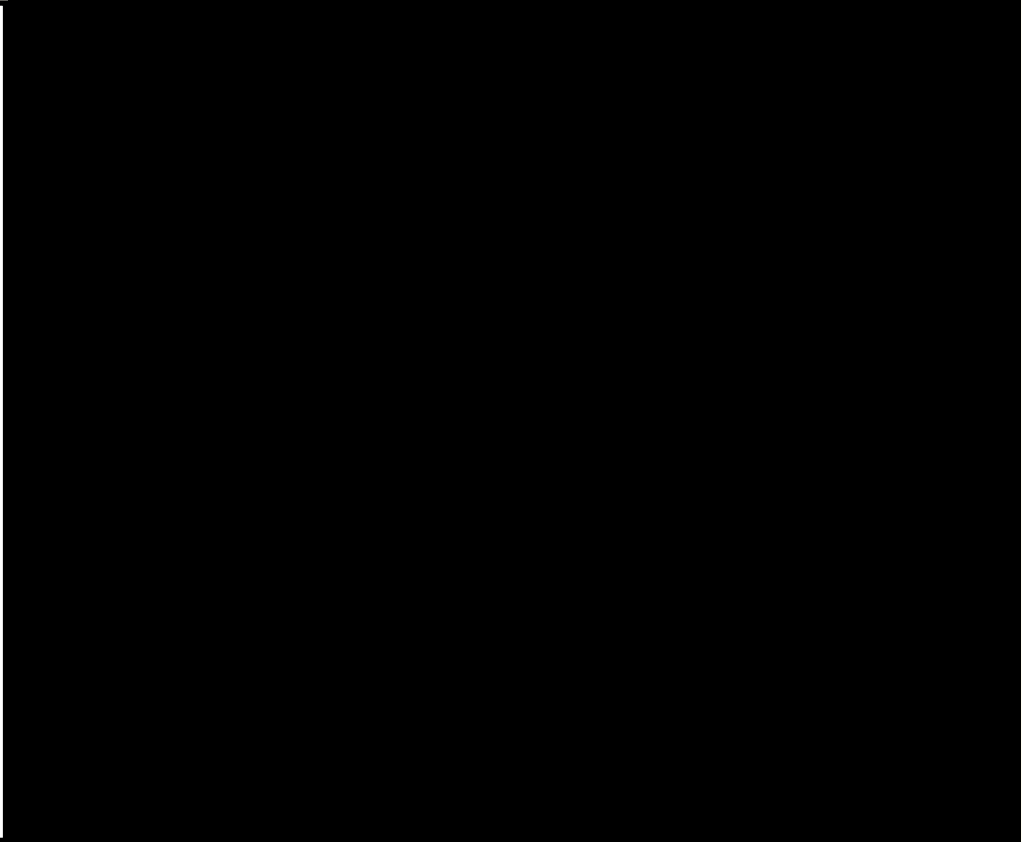
Our primary colors are pure black and white driving the bold, simple strength of our design ethos. The secondary colors of Empire Yellow and HighLighter bring in our human warmth and advanced energy.

## White Primary Color



HEX    **FFFFFF**  
RGB    **255 255 255**  
CMYK   **0 0 0 0**  
PMS    **White**

## Black Primary Color



HEX    **000000**  
RGB    **0 0 0**  
CMYK   **0 0 0 100**  
PMS    **Black**

## Empire Yellow Secondary Color



HEX    **FFD200**  
RGB    **255 210 0**  
CMYK   **0 16 100 0**  
PMS    **116**

## HighLighter Tertiary Color



HEX    **FFE850**  
RGB    **255 232 80**  
CMYK   **0 5 80 0**  
PMS    **113**



# Brand Typography

Our brand font is Circular. It is strong, clean, and direct, but has character in the details. It communicates clearly while offering a warm smile, bringing humanity and peace of mind to the forefront.

Protection for a  
life worth living.

Primary headline font: Circular Bold

Your phone says “thank you.”

Subheadline font: Circular Book

ALUMINOSILICATE GLASS SCREEN PROTECTOR

Caption font: Space Mono Italic

**BodyGuardz** was founded in 2002, in Draper, UT. What began as a small line of screen protectors for a limited number of devices, grew into a solid organization that provides thousands of protection products to mobile device users throughout the world. **BodyGuardz** was placed on the Inc. 500 list as one of the fastest-growing companies in 2015. We’ve Got You Covered.

Body copy fonts: Circular Book, Book Italic & Bold

# 05.0 Application Examples.

# **All together now.**



