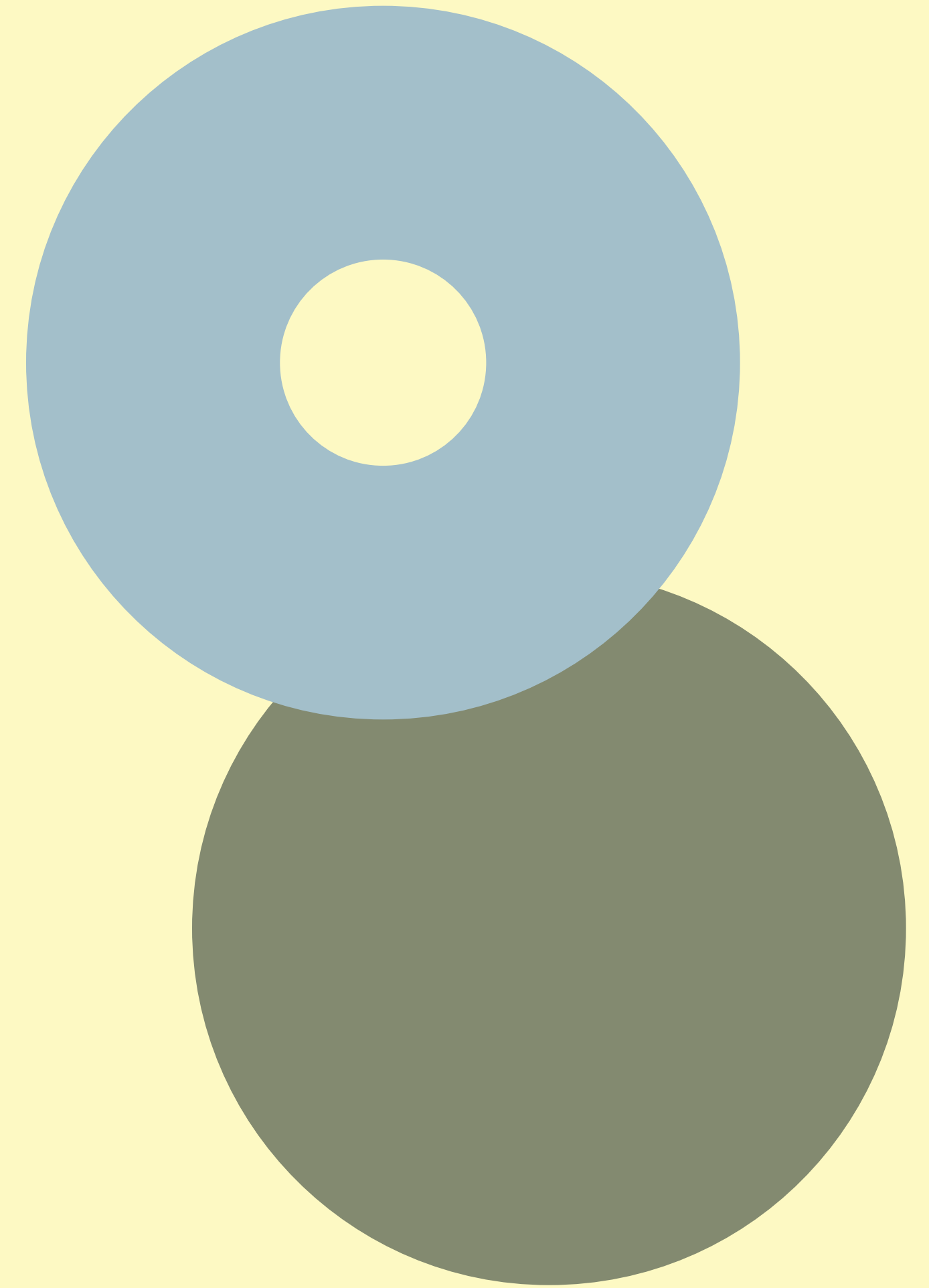


SECURED.social

content strategy & brand manual



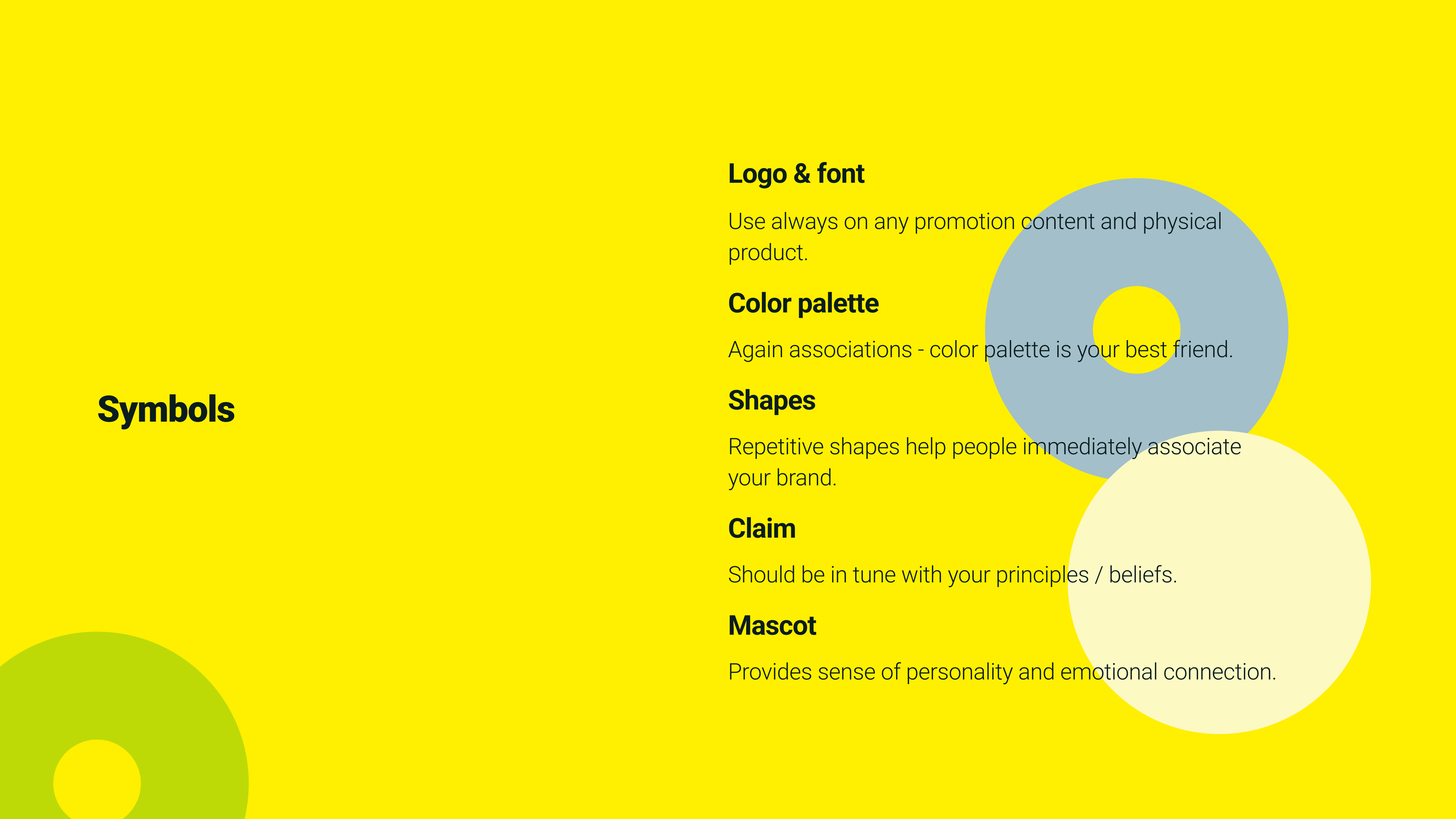
Guidelines

Brand



Brand manual can help with planning and keeping the tone of voice.

Symbols



Logo & font

Use always on any promotion content and physical product.

Color palette

Again associations - color palette is your best friend.

Shapes

Repetitive shapes help people immediately associate your brand.

Claim

Should be in tune with your principles / beliefs.

Mascot

Provides sense of personality and emotional connection.

Logo Variations

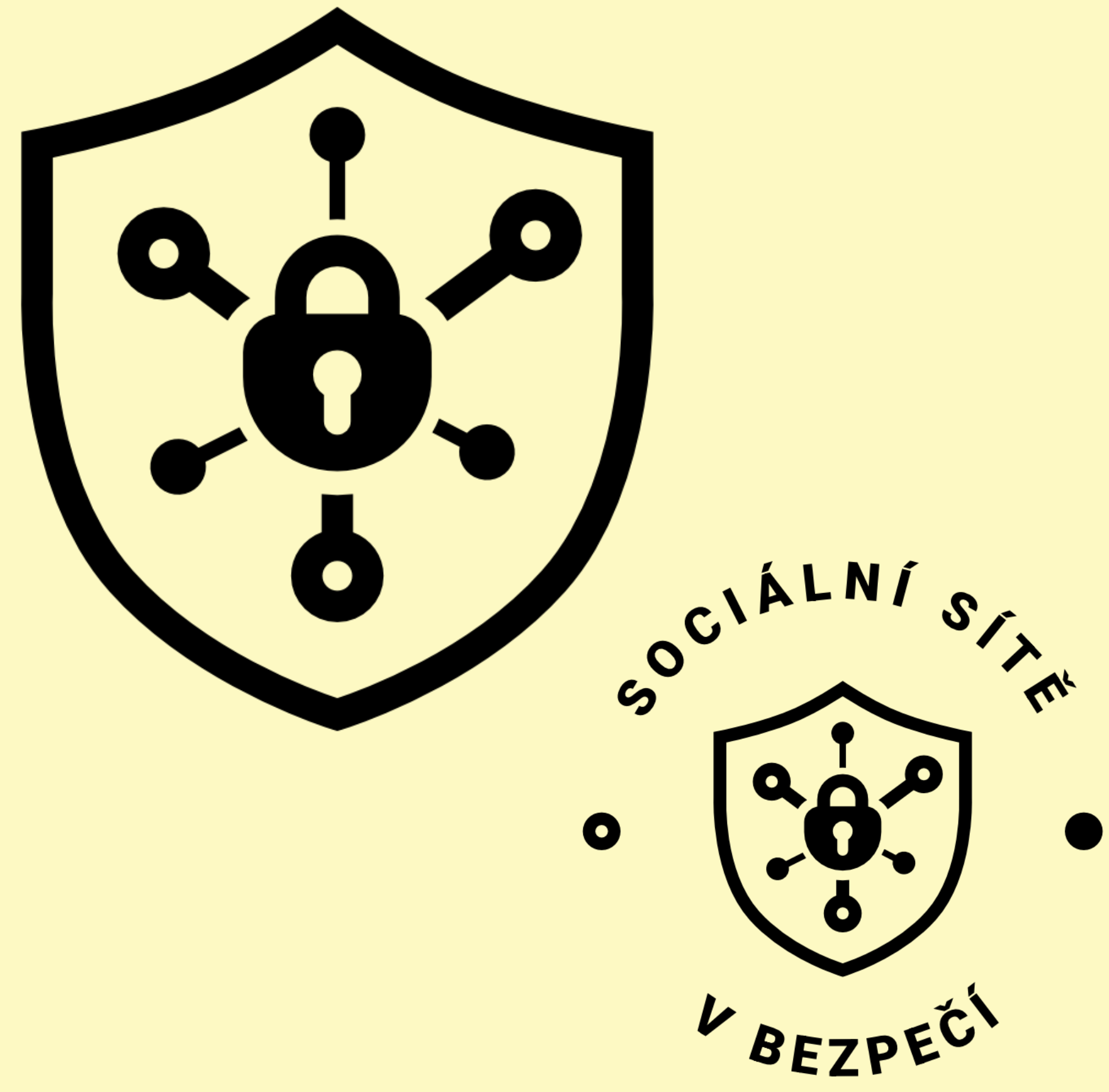
Logo variations ensure your brand maintains consistency while adapting to different contexts and spaces. A complete logo system typically includes primary, simplified, horizontal, and monochrome versions that work across various applications—from large signage to small digital icons. This flexibility preserves brand recognition regardless of where your logo appears. Same applies to fonts - SECURED.social uses Roboto (in different weights.)

The shield with lock and six connected dots creates a powerful visual metaphor for the brand's core promise of protection. The gradient from yellow (FFF000) to green (008F00) conveys energy, growth, and security.

When creating logo variations, it's important to maintain these core elements:

- Primary version: Full shield with lock and connected dots
- Simplified version: Just the shield outline with lock symbol for small applications
- Horizontal version: Shield icon followed by wordmark for website headers
- Monochrome version: Single-color adaptations for printing and special applications

Logo Variations



Color Palette

A strategic color palette communicates brand personality, creates emotional connections, and ensures consistency.

Primary colors establish core identity, while secondary and accent colors provide flexibility. A well-defined color system helps customers recognize your brand instantly, even without seeing your logo.

The palette of 008F00 (green), FFF000 (yellow), FDF9C3 (pale yellow), 848B71 (sage), 134357 (deep blue), and A4BFCB (light blue) creates a sophisticated system that balances:

- **Green** (008F00): Represents security, growth, and stability—perfect for a brand focused on protection and development
- **Yellow** (FFF000): Adds energy, optimism, and attention-grabbing capability
- **Pastel Yellow** (FDF9C3): Provides a subtle background option that maintains brand connection
- **Grey** (848B71): Offers a neutral but distinctive alternative for text and supporting elements
- **Deep Blue** (134357): Brings trustworthiness and professionalism
- **Light Blue** (A4BFCB): Creates contrast and lightness for balance

Use this palette consistently across digital and print materials, with green and yellow as primary brand identifiers, blue for important information and for backgrounds or supporting elements.

Primary palette

 *three main colors

#008F00

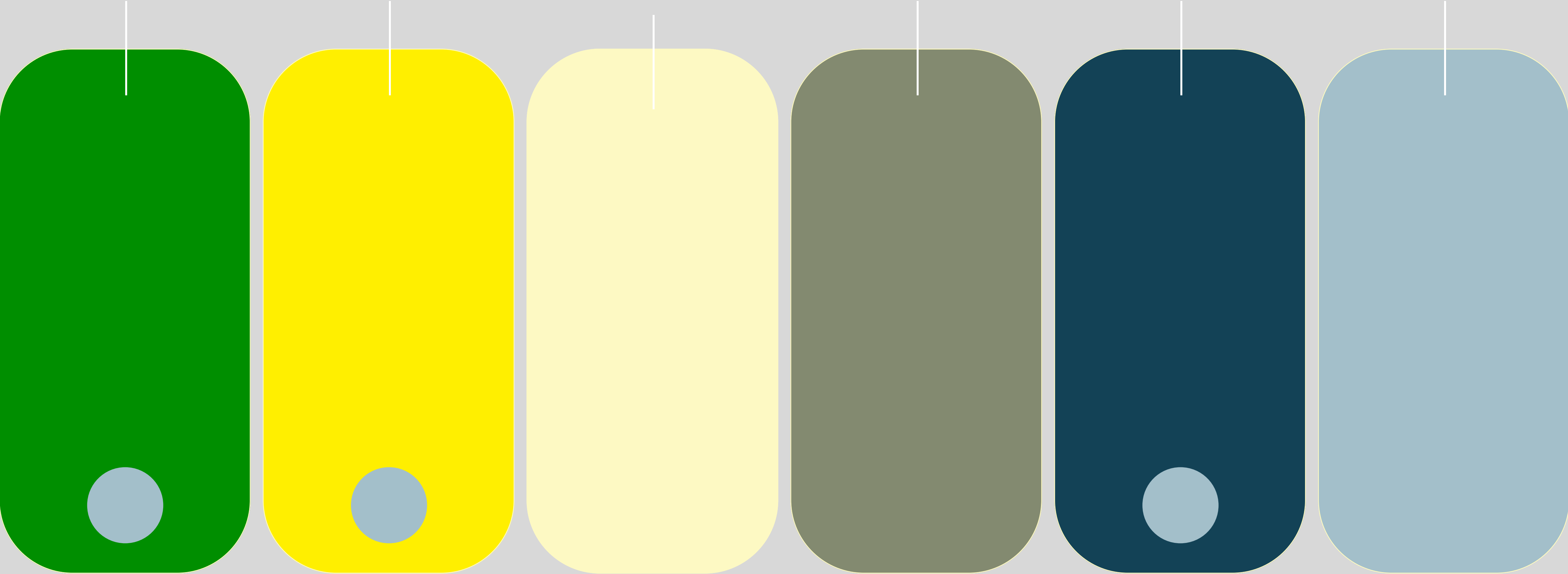
#FFF000

#FDF9C3

#848B71

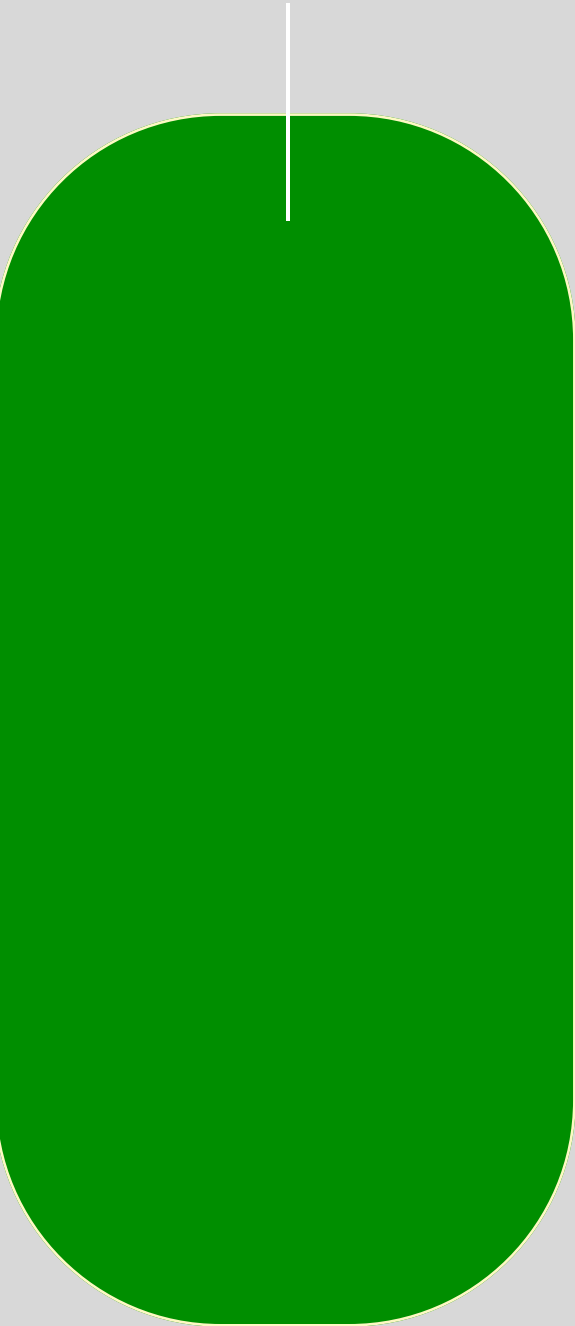
#134357

#A4BFCB

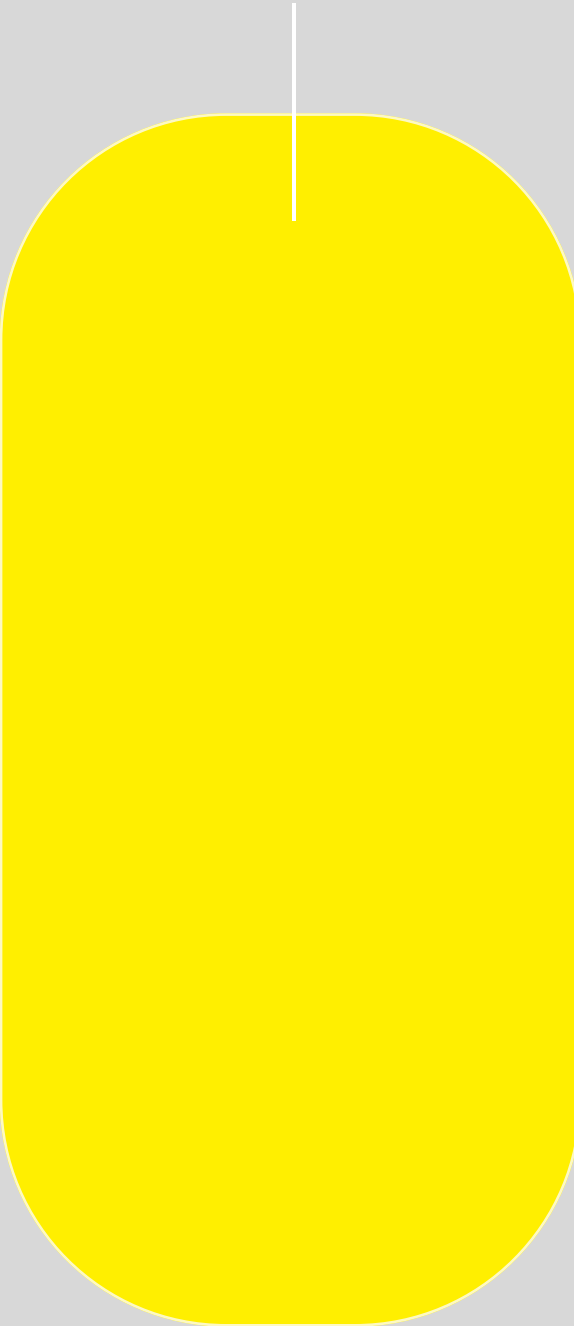


Secondary palette

#008F00



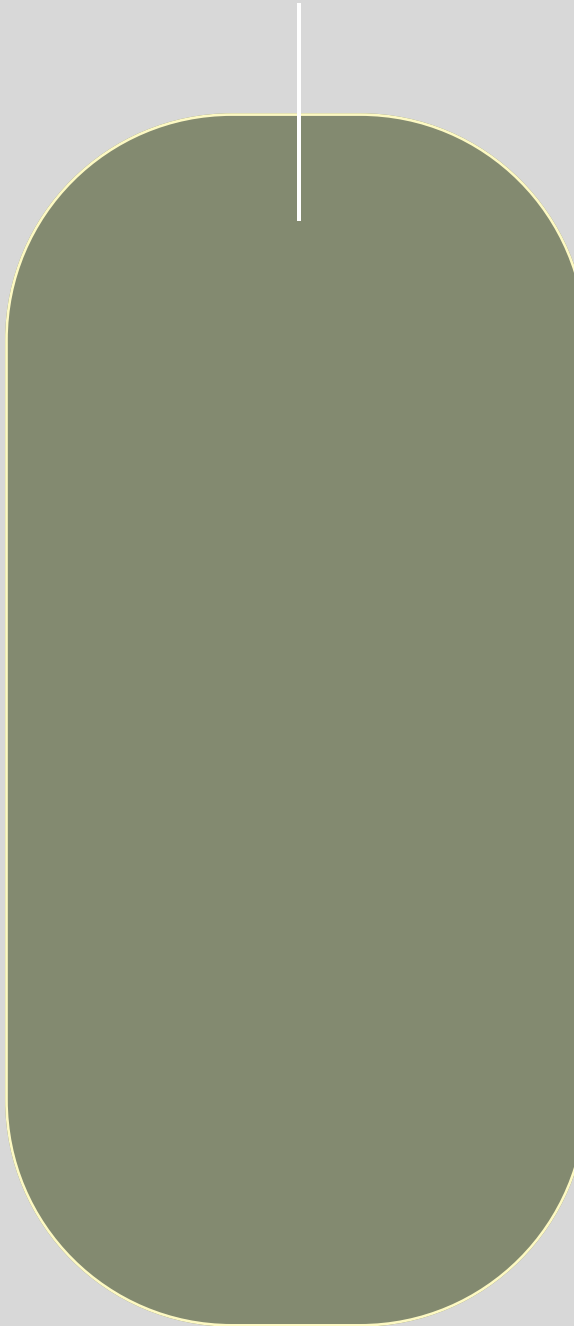
#FFF000



#FDF9C3



#848B71



#134357



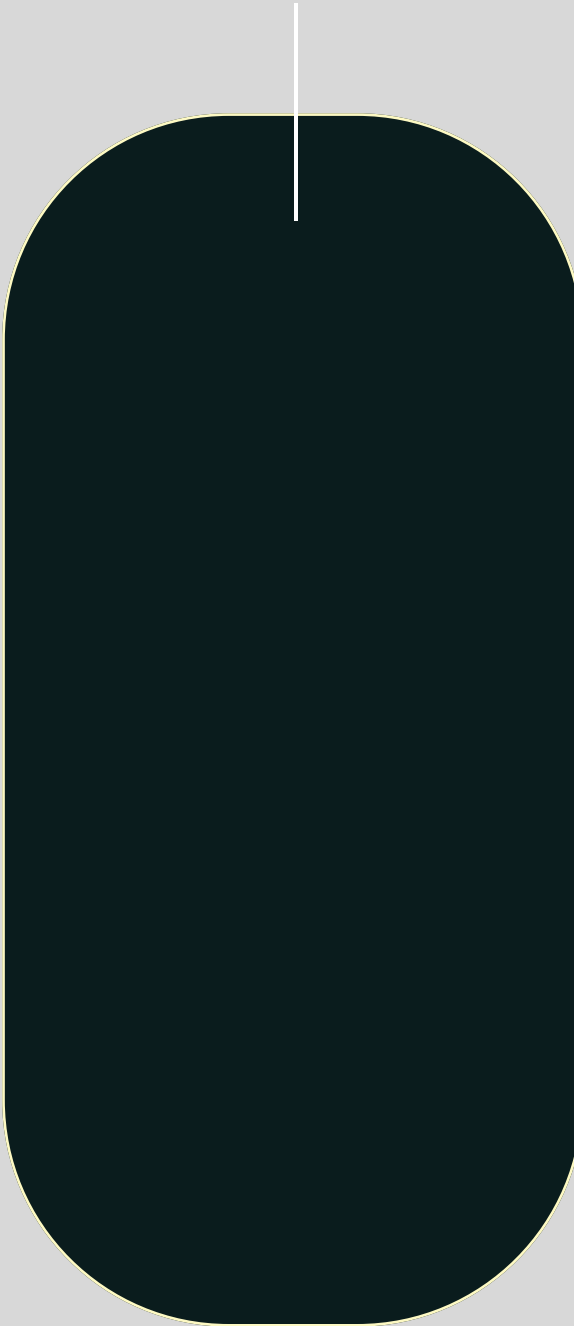
#A4BFCB



#BEDA07



#0B1C1E



Shapes

Brand shapes create a consistent visual language that extends beyond the logo. These geometric elements become recognizable brand signatures when used consistently across all touchpoints. They help create visual harmony, reinforce key brand attributes, and make materials instantly recognizable even without the logo.

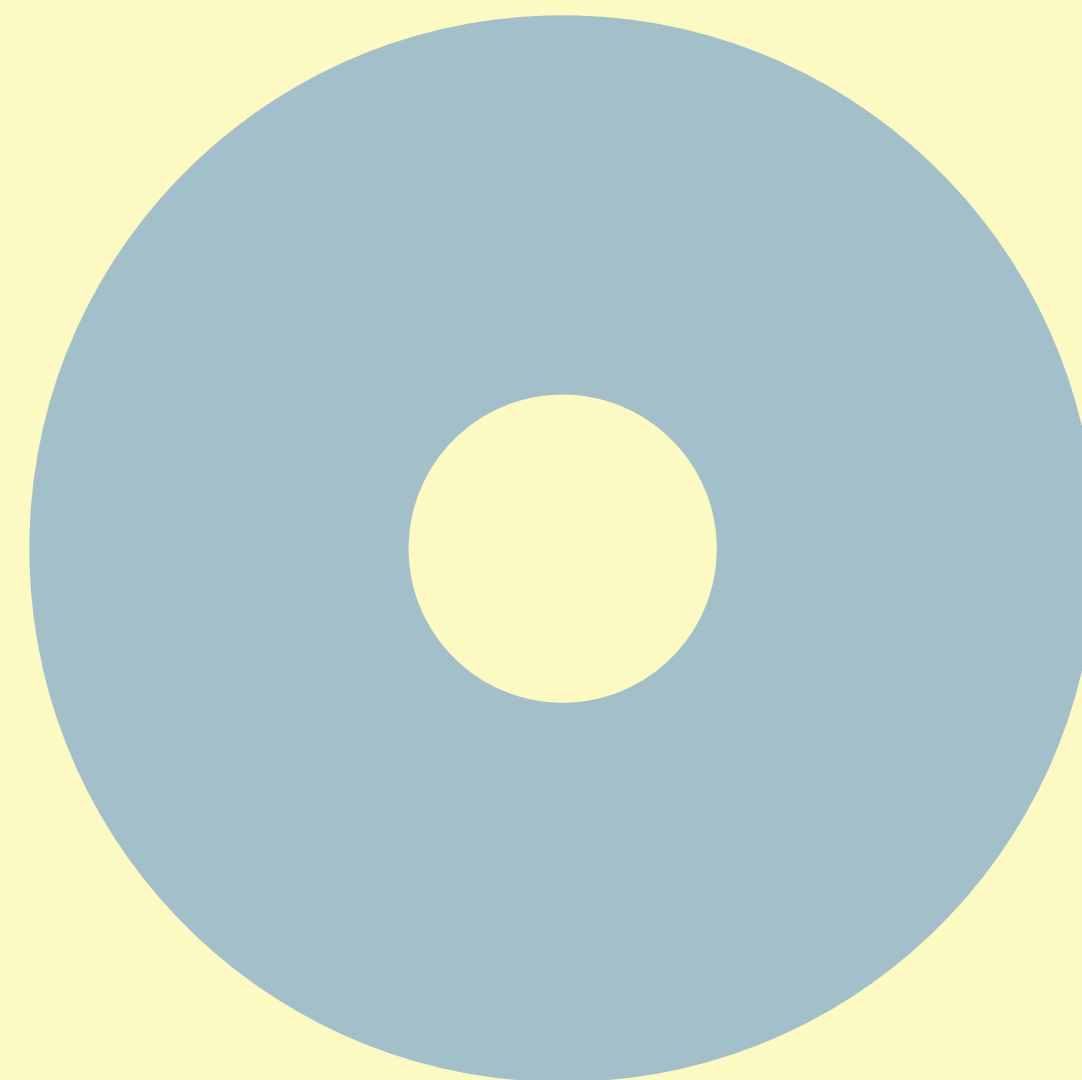
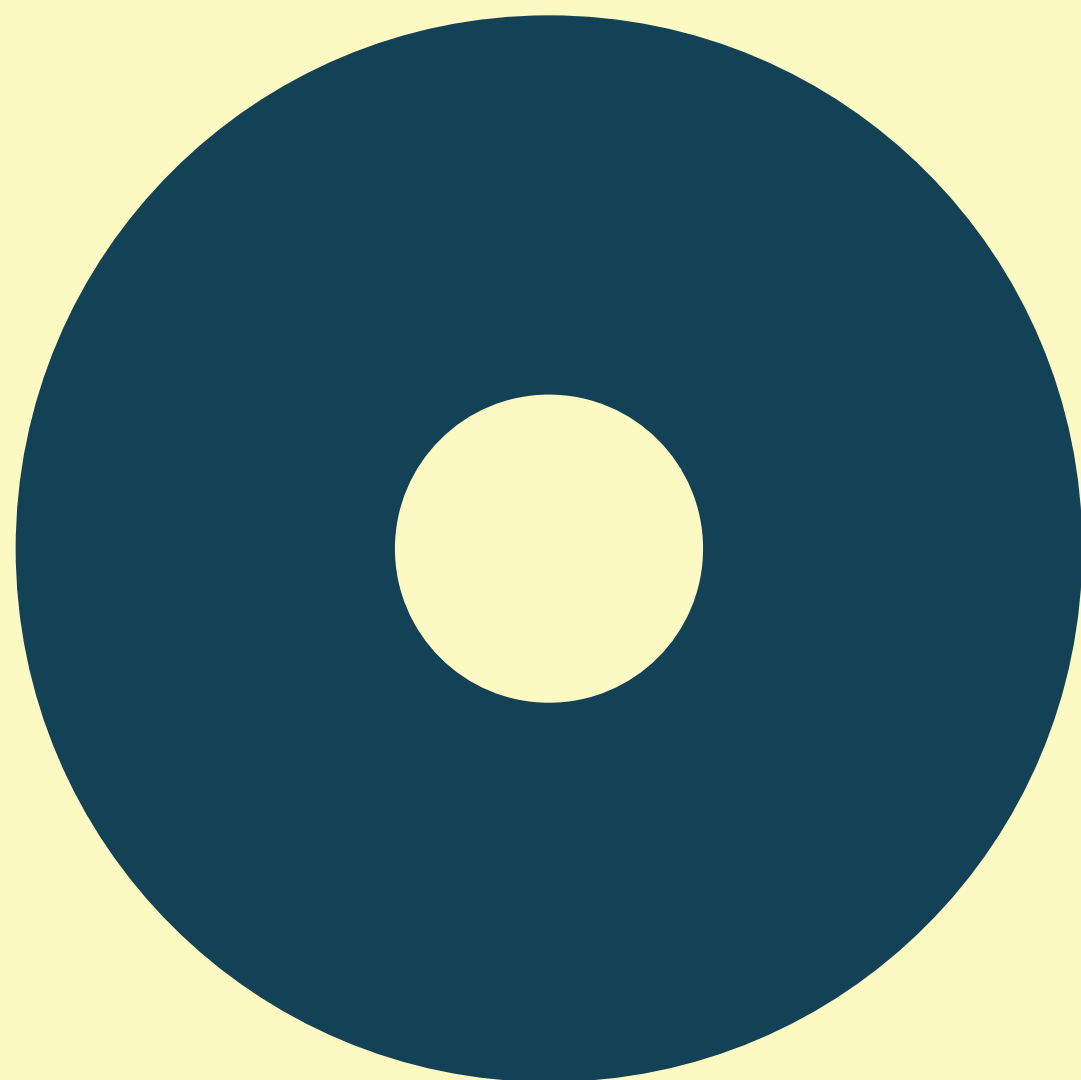
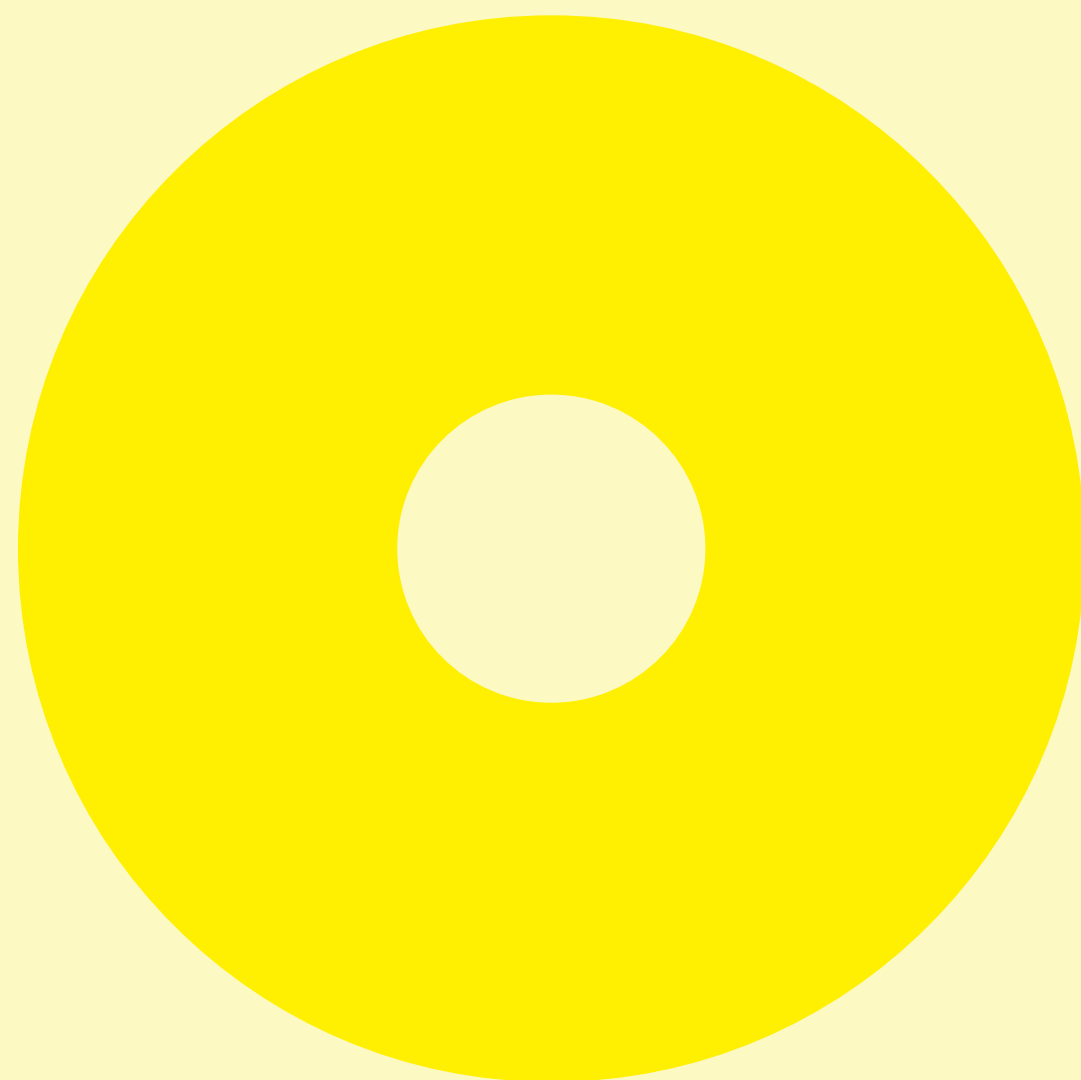
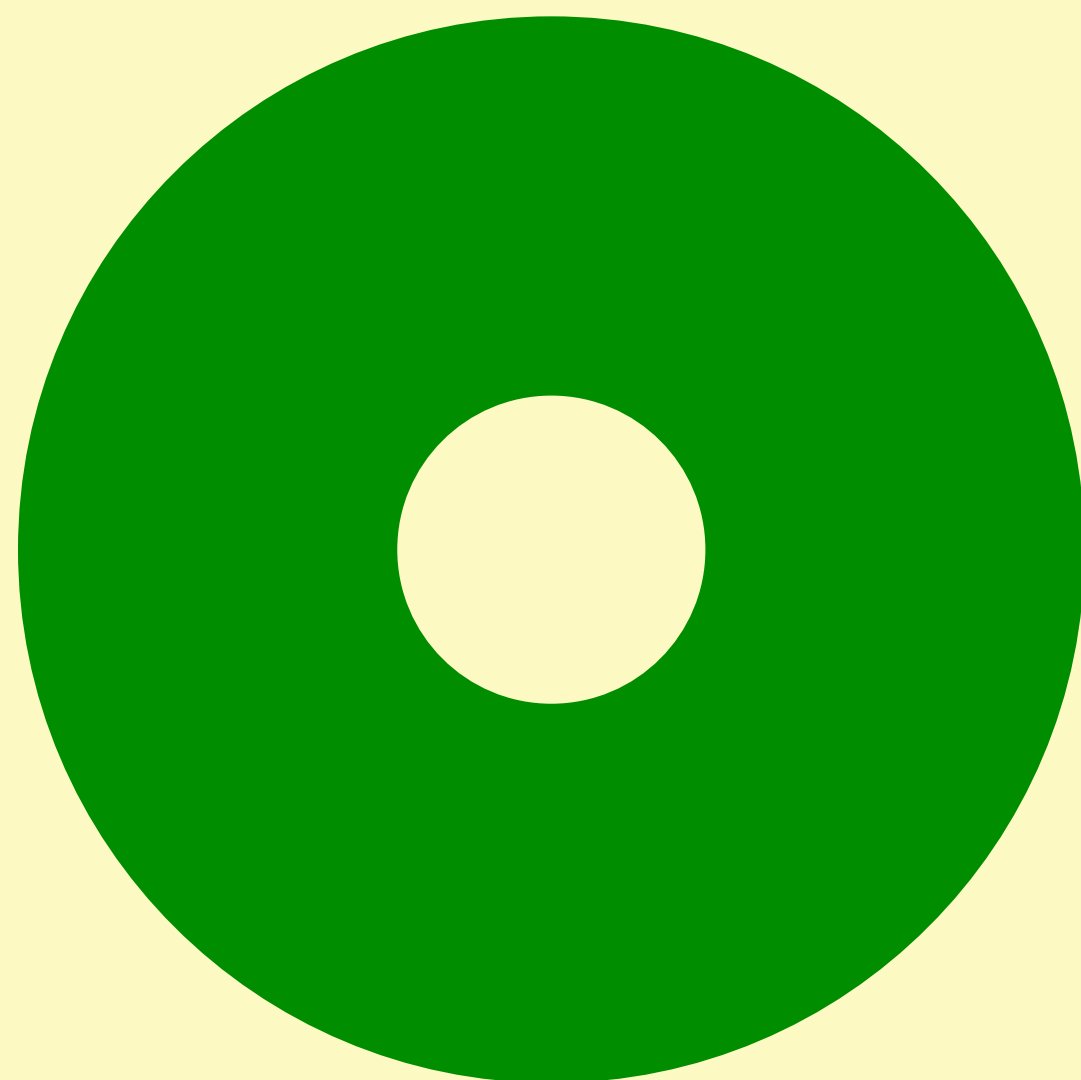
Halfcircles, circles, and dots create a visual language that:

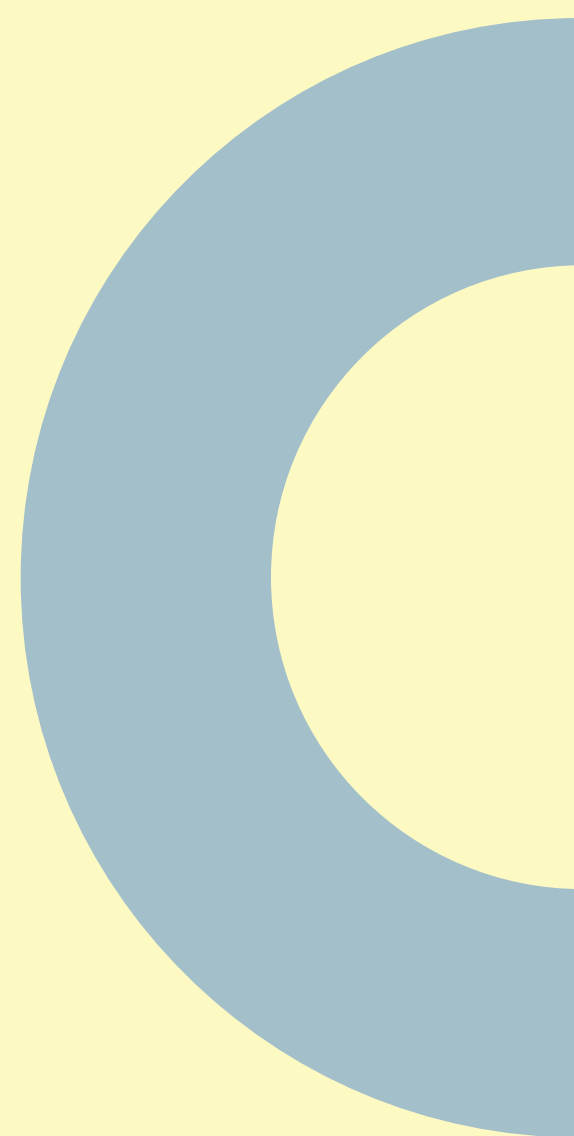
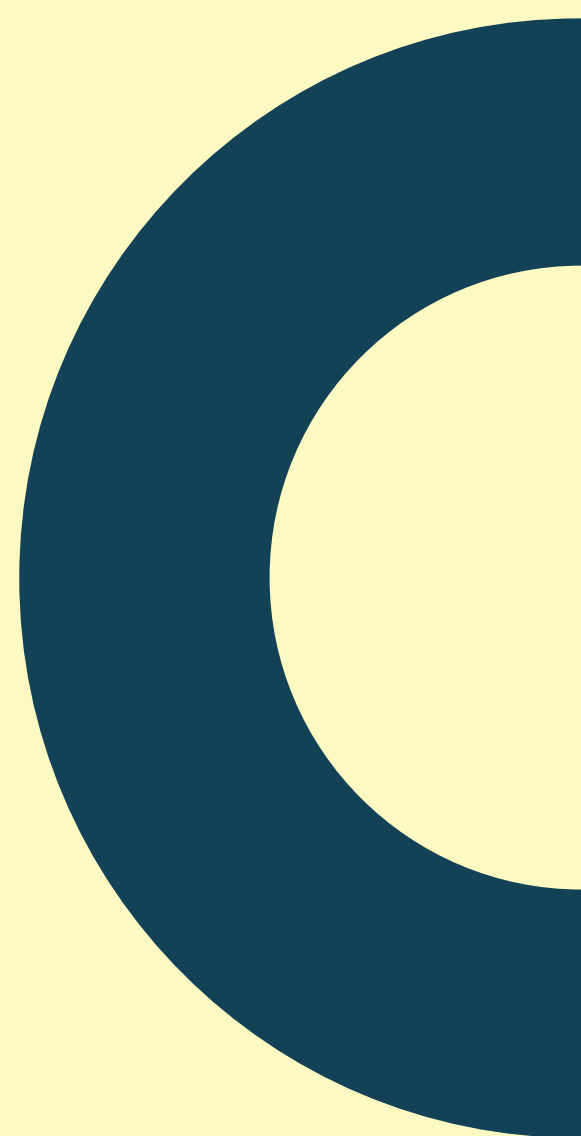
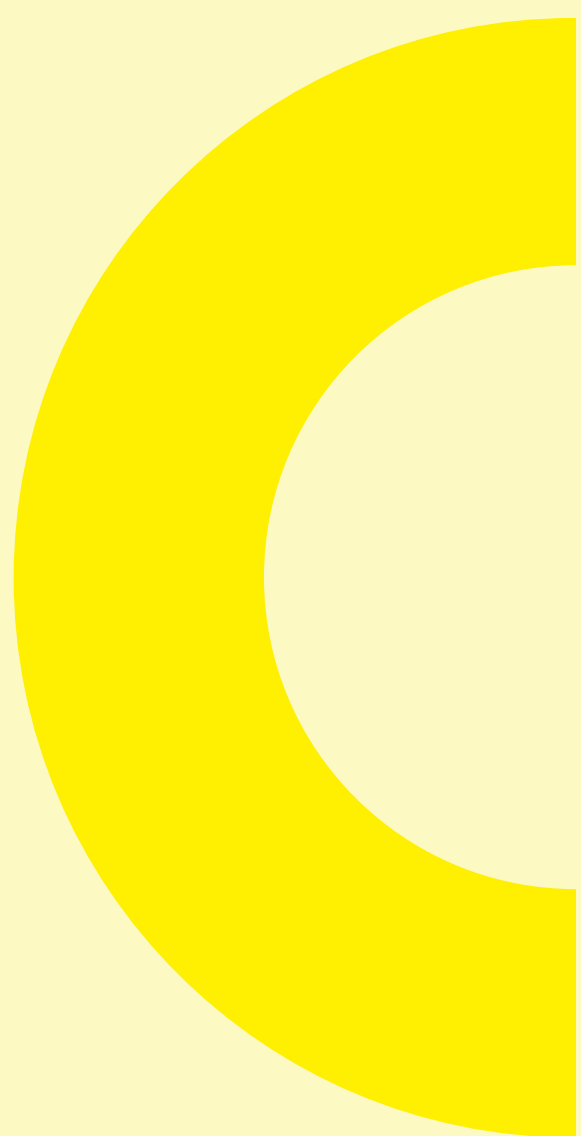
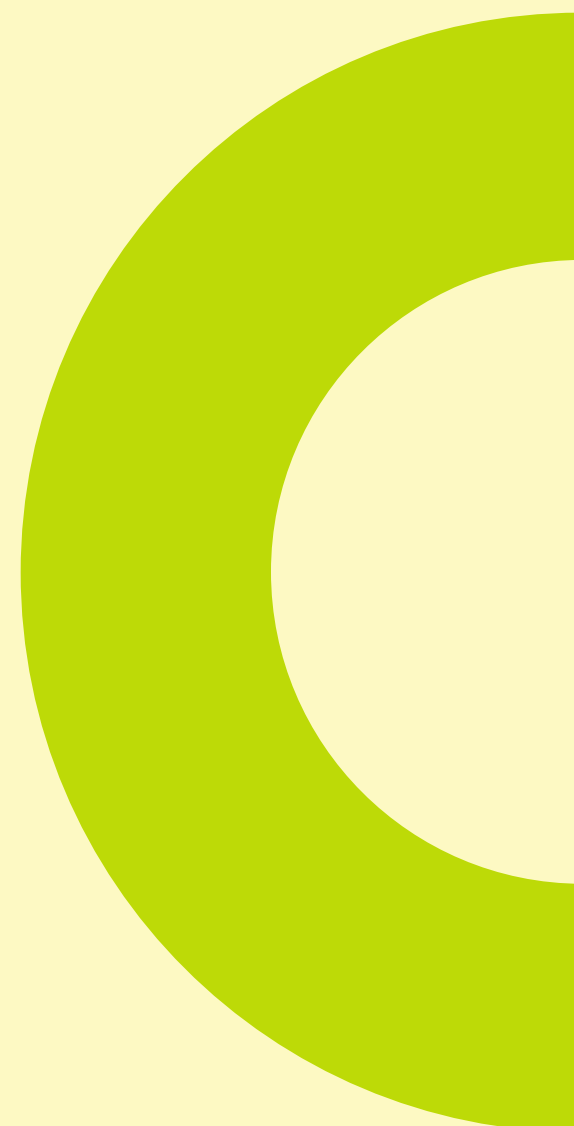
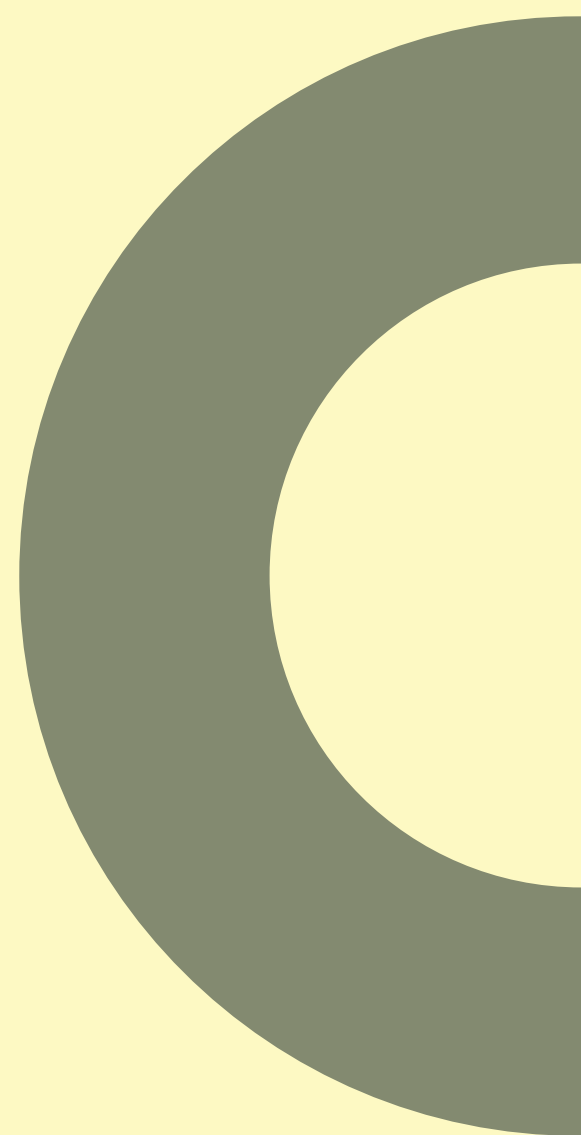
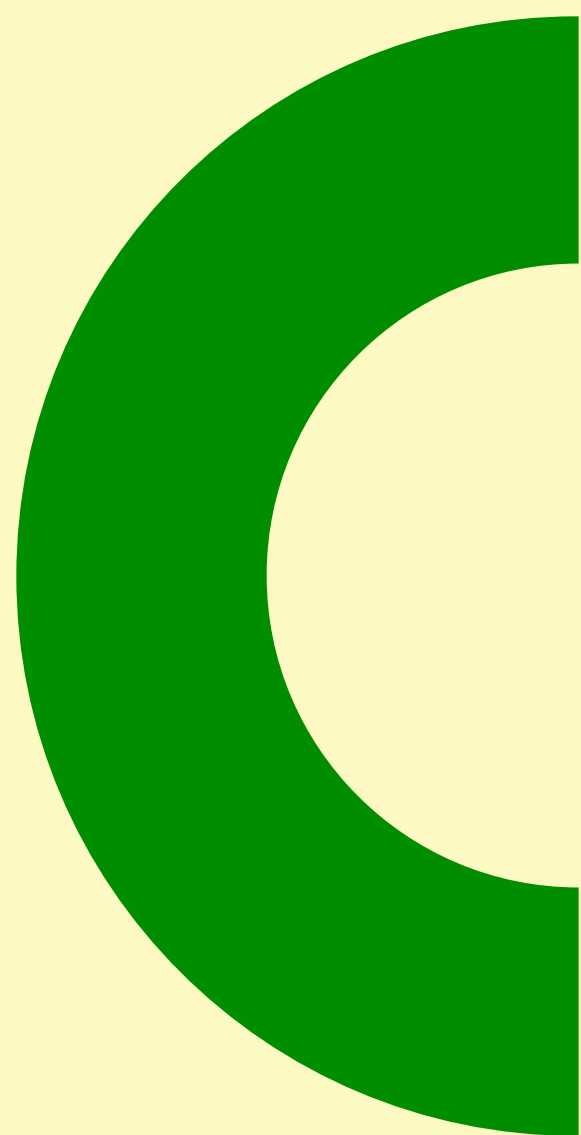
- References socials connectivity (connected dots)
- Suggests completeness and protection (circles)
- Provides dynamic movement (halfcircles)

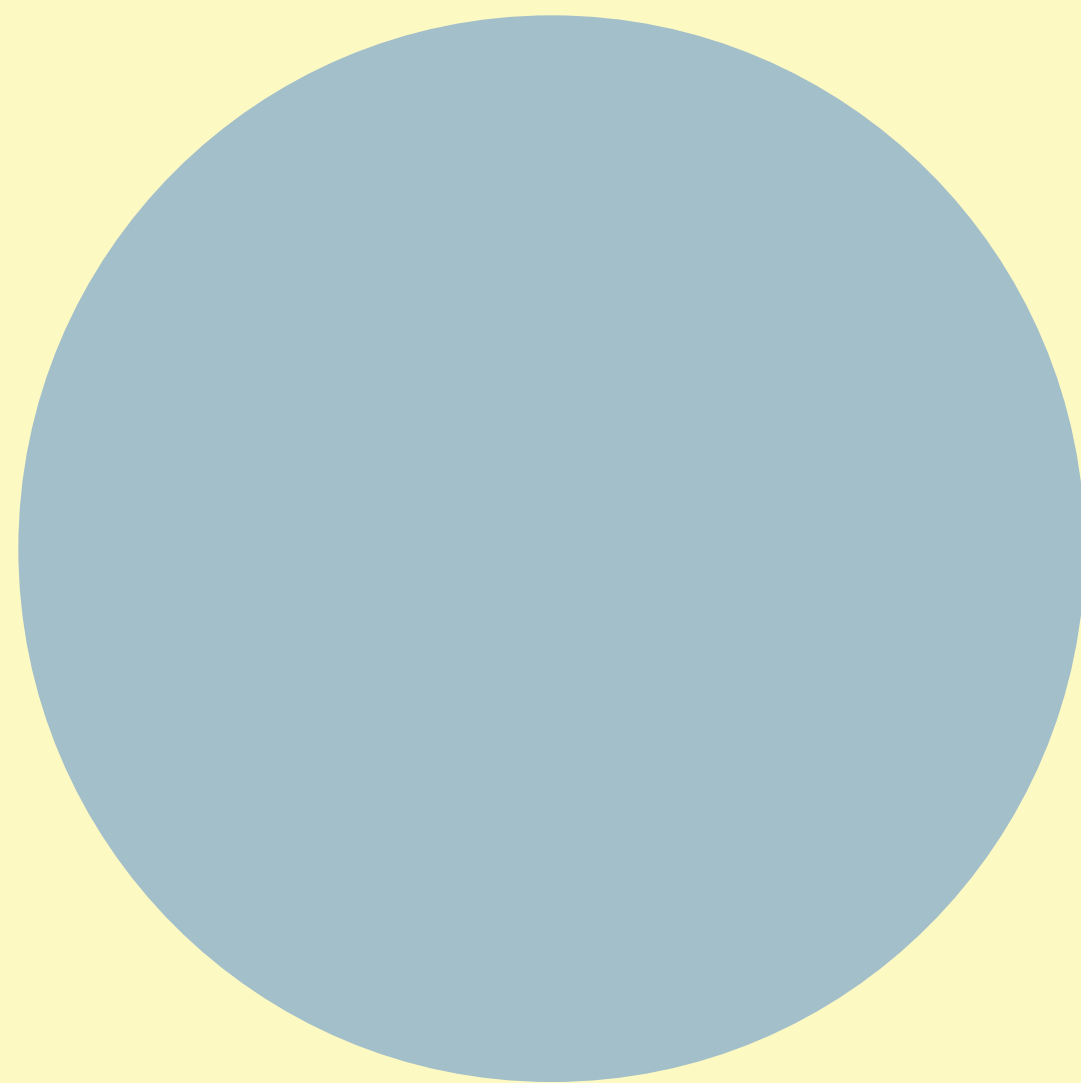
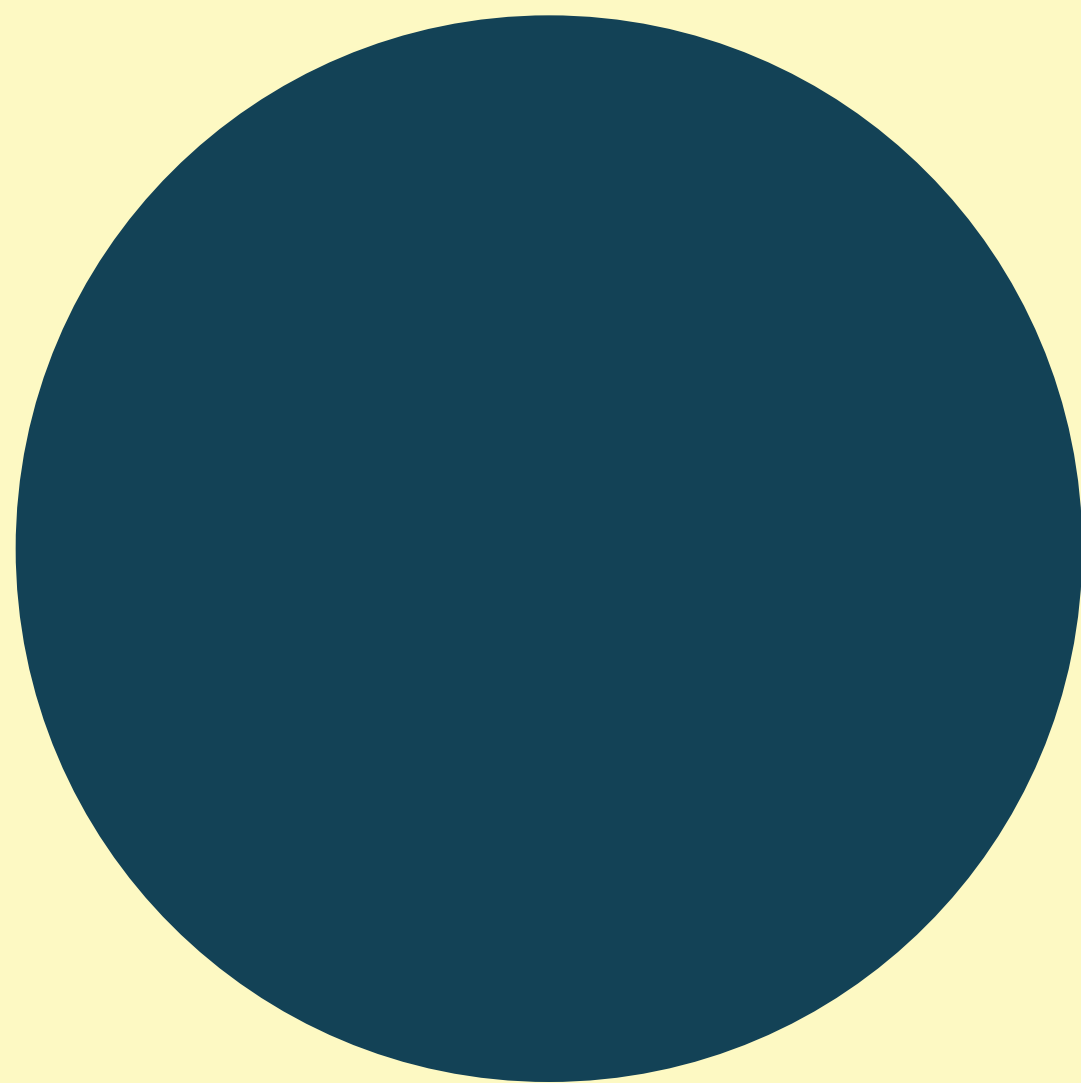
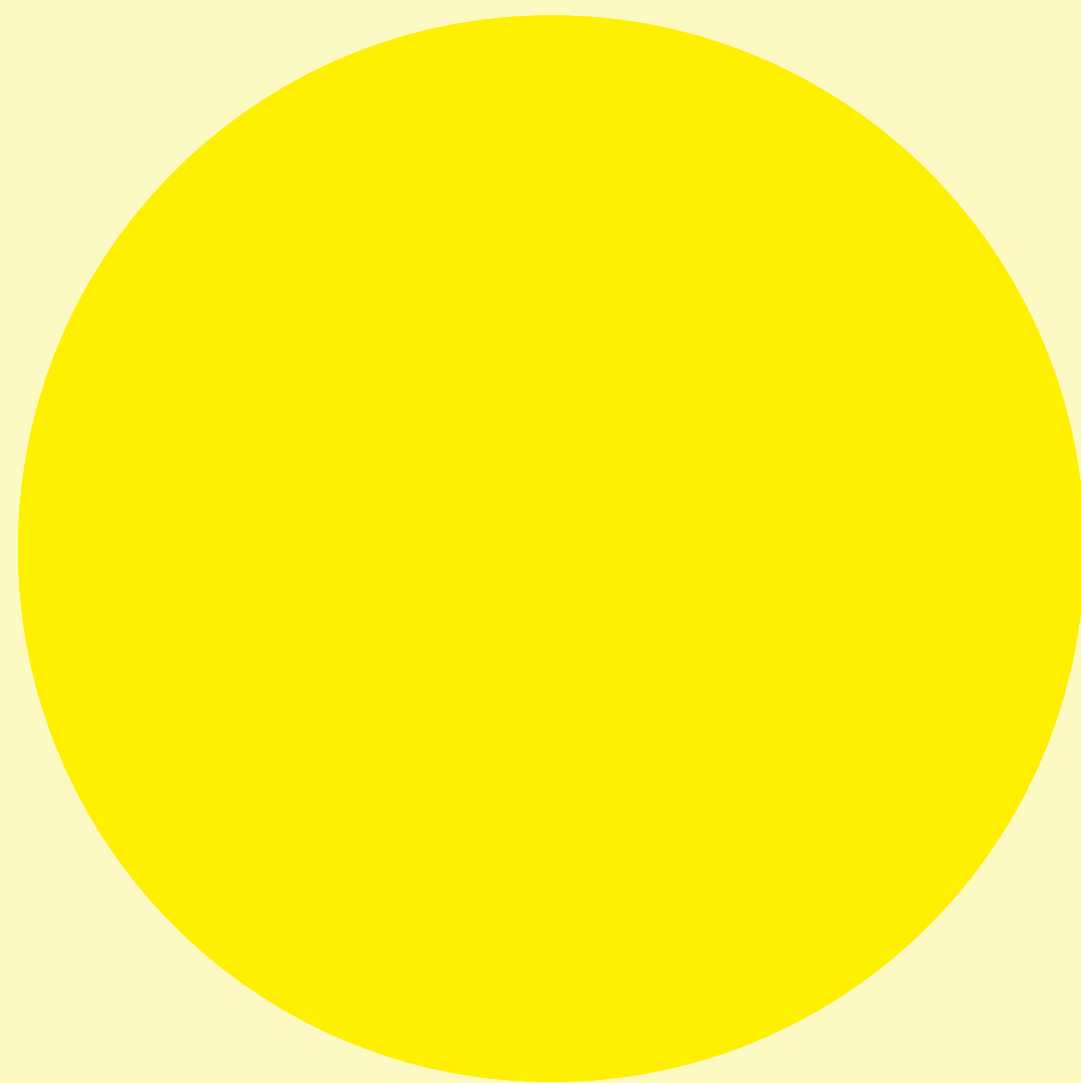
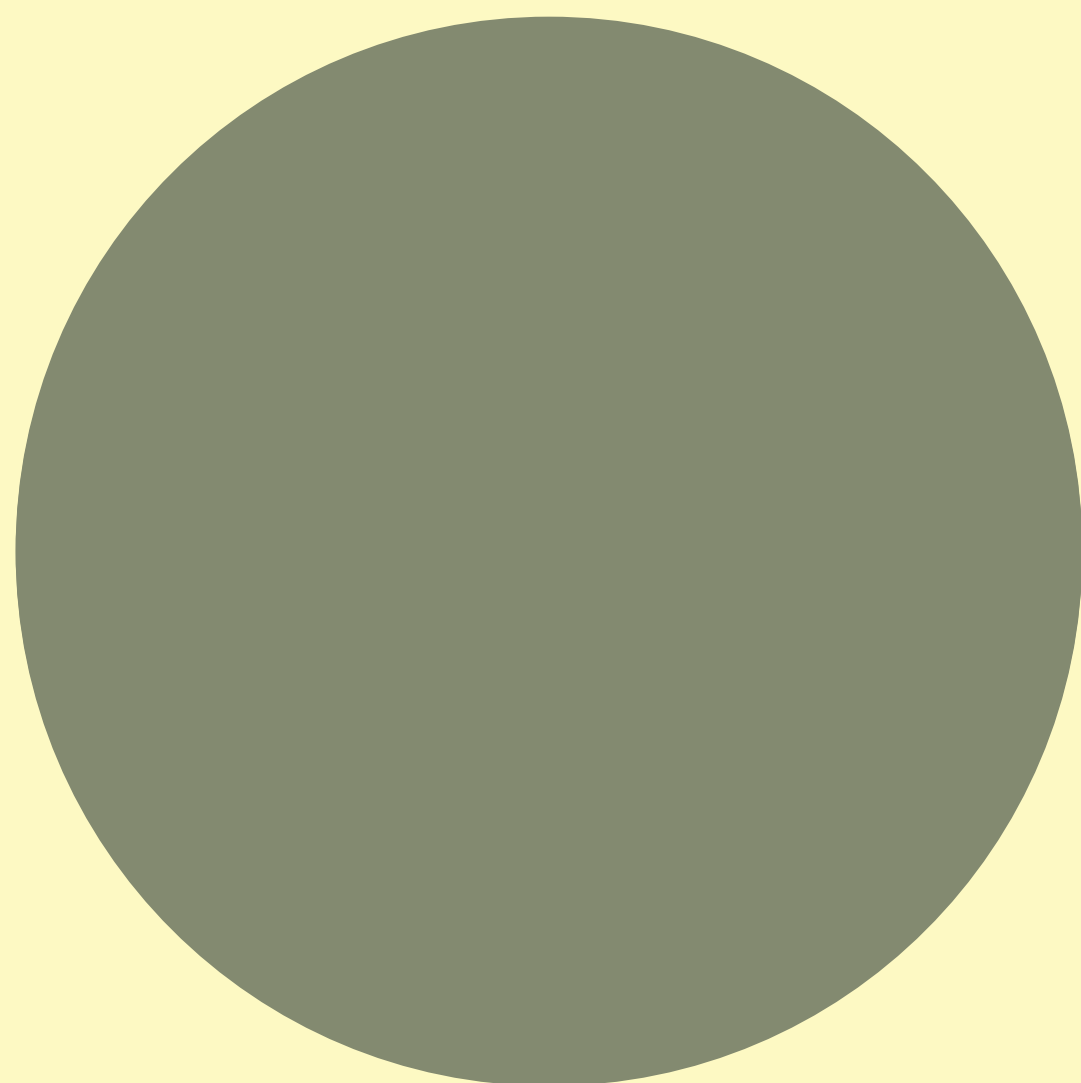
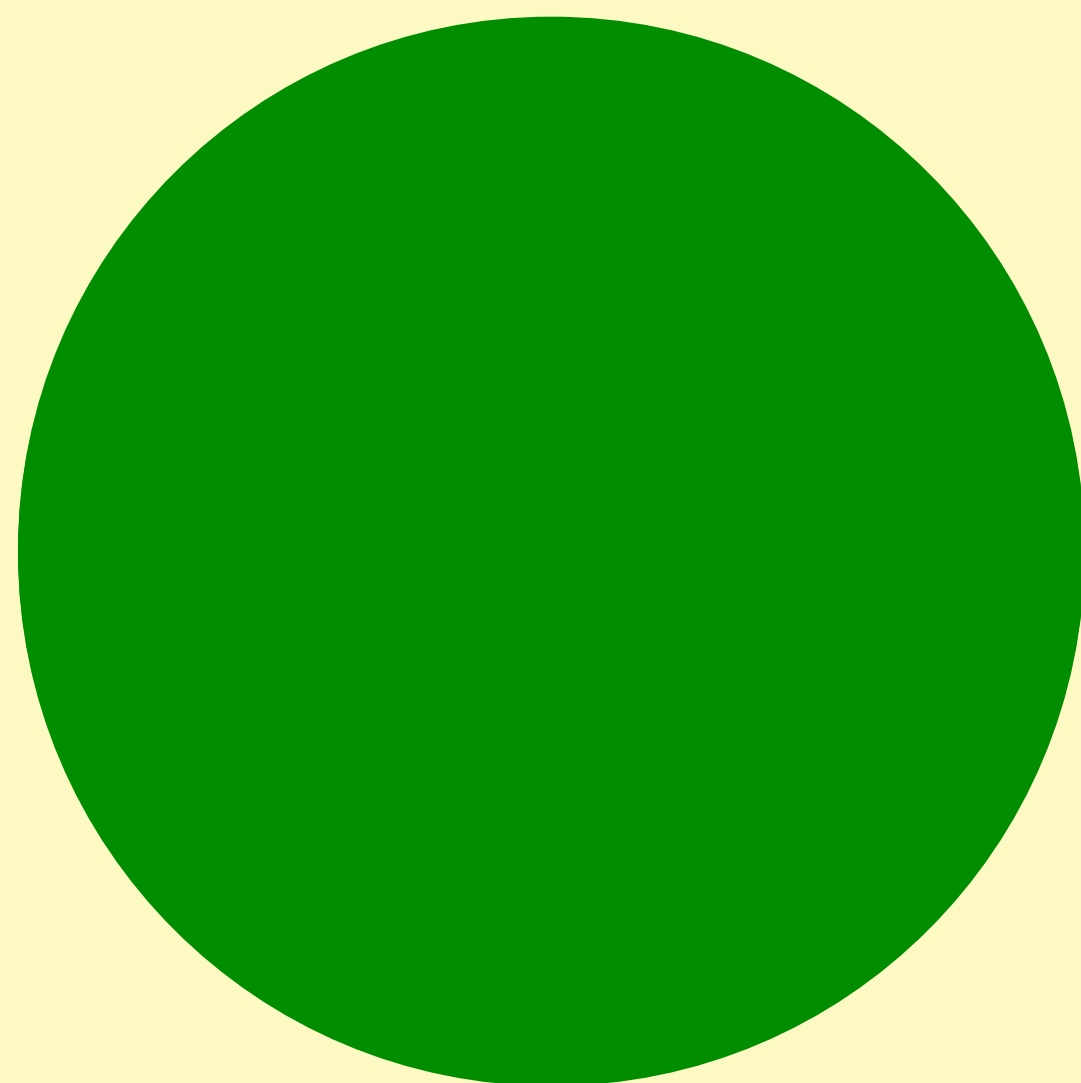
Shapes can be used as:

- Background patterns on marketing materials
- Section dividers on the website
- Decorative elements in presentations
- Iconography foundations

The rounded forms balance the technical nature of security with accessibility and approachability. When consistently applied across touchpoints, these shapes will create immediate visual recognition for SECURED.social, reinforcing the sense of connection and protection central to the brand promise.







Claim

A brand claim/tagline distills your core promise into a memorable phrase. It should communicate your unique value proposition, be distinctive from competitors, and resonate emotionally with your audience. An effective claim works across all touchpoints and creates immediate understanding of what makes your brand special.

"Socials - Securely Protected"

This claim is:

- Concise and memorable
- Focusing on the benefit (protection of digital presence)
- Using clear, direct language
- Working across all audience segments
- Avoiding the inconsistent "thou/you" pronoun issue

It directly addresses what matters most to your audiences—protecting their online presence, whether business or personal—while emphasizing the security expertise that differentiates SECURED.social from general social media management services.

Tone of Voice

Is how your brand personality comes through in words. A consistent tone creates recognition beyond visual elements and builds emotional connections with your audience. It should reflect your brand values and resonate with your target customers' communication preferences.

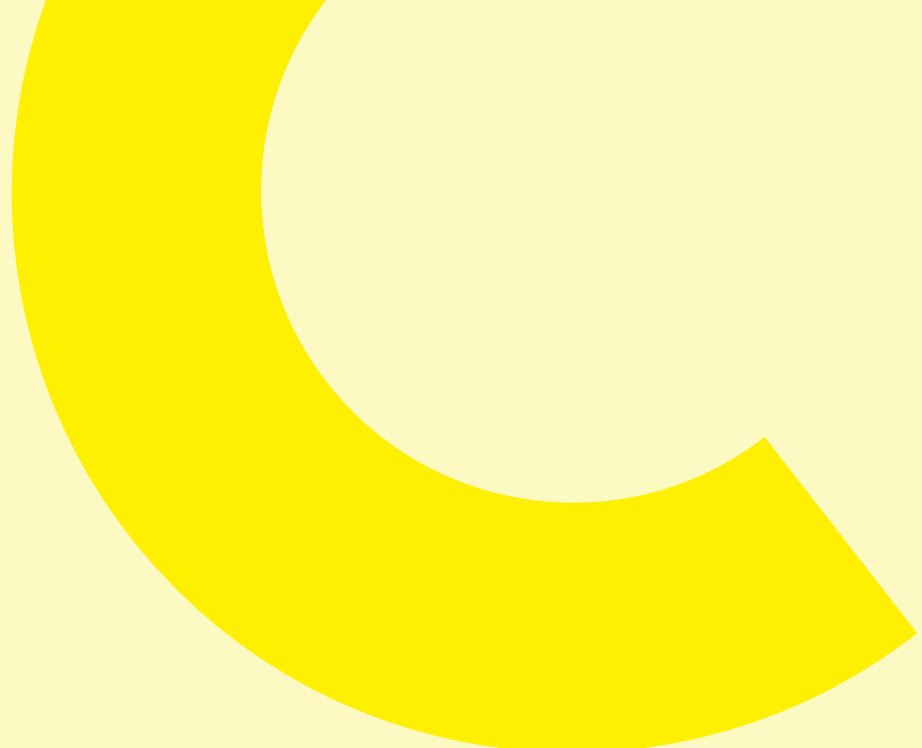
SECURED.social's tone should be:

- Clear & Straightforward: Uses simple language to explain complex security concepts
- Helpful: Focuses on practical solutions rather than technical jargon
- Reassuring: Conveys confidence without creating unnecessary fear
- Approachable: Makes security feel manageable rather than overwhelming

For educational content specifically:

- Use short sentences and paragraphs
- Include real-world examples that relate to audience experiences
- Break complex processes into numbered steps
- Use analogies to familiar concepts

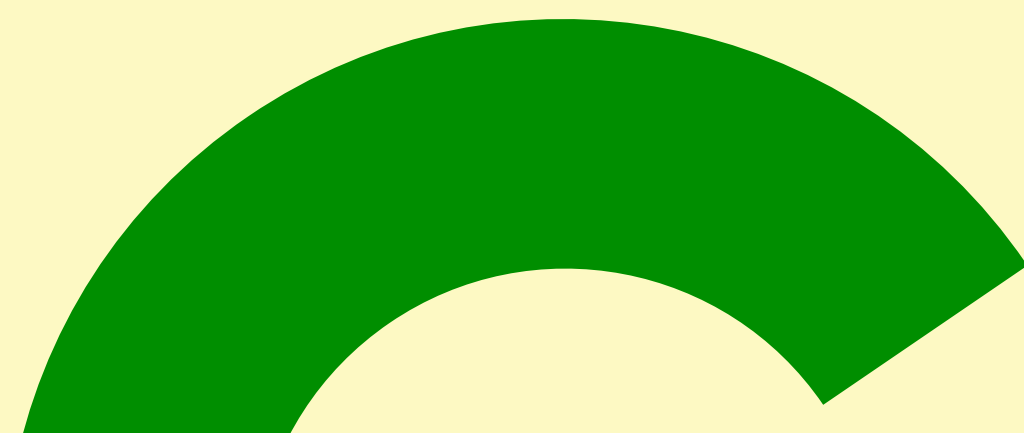
Example: Instead of: "Multi-factor authentication utilizes disparate verification methodologies to mitigate unauthorized access vectors." Use: "Two-step verification is like having both a key and a password for your house. Even if someone gets your password, they still can't get in without the second key."



simple

helpful

serious



Yes / No Words

- Protection - emphasizes the core security focus
- Simplicity - reflects the approachable, non-technical nature
- Guidance - shows the helpful, educational approach
- Peace of mind - the key emotional benefit
- Clarity - speaks to making complex topics understandable
- Reliability - builds trust in the service
- Accessibility - reinforces that security isn't just for experts
- Empowerment - helps users take control of their security
- Responsiveness - suggests quick help when problems arise
- Prevention - focuses on avoiding issues before they happen
- Community - creates a sense of shared protection
- Confidence - feeling customers have after the service
- Expertise - subtly reinforces Lukáš's background
- Technical - too complex and intimidating
- Jargon - creates distance between brand and customers
- Fear-mongering - security without unnecessary anxiety
- Complication - security shouldn't feel overwhelming
- Elitist - security is for everyone, not just tech experts
- Vague - communication should be clear and specific
- Impersonal - the human touch is important in security
- Alarmist - balanced warnings without panic
- Robotic - warm, not cold communication
- Vulnerability - focus on strength, not weakness

These word sets should help guide content creation while reinforcing the brand's positioning as a friendly, approachable security solution that makes social media protection simple and accessible for everyone.

Touchpoints

Brand touchpoints are moments when customers meet your brand. Here are the key ones you should keep in your mind.

Online

- web, social media, e-mailing, online ads

Customer Experience

- order's process, product quality, customer service

Physical products

- packaging, printed materials, on site interior, merch

Content and media

- blogs, podcasts, videos, PR articles,

Personal contact

- events, workshops, networking

