

SecureShield Brief

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OVERVIEW

TruPay requires a brand mark for SecureShield, a way for employers to protect themselves and their employees from targeted digital security compromises and identity theft. With SecureShield businesses can retain the services of world-class data breach experts while offering state-of-the-art identity theft protection services to their employees and employees' families. SecureShield is affordable protection that no company can afford to be without.

MESSAGING

SecureShield messaging will cover three offerings: identity management/monitoring, identity theft resolution, and data breach services. In the execution of these offerings, SecureShield will emphasize three key differentiators from the competition:

- 24/7/365 support
- "White-glove", concierge style service and support
- no Power of Attorney required

tone

The voice of messaging will be the voice of a protector: someone charged with keeping safe from harm or injury those that matter most. This voice will speak in a tone that is confident, reassuring, and strong. SecureShield visual brand assets should utilize imagery and palettes that convey strength, toughness, and vigilance. Always on guard, SecureShield watches over companies, employees, and families. The logo should reflect that.

AUDIENCE

SecureShield is a business-to-business service. Specifically, this logo will be used in marketing that targets HR and leadership personnel in companies of all sizes, in all types of industries.

According to our research this target audience has above-average income and education, with 90% having gone to college, 45% emerging with at least a Bachelor's Degree. The majority of the people who will be exposed to SecureShield branding will greatly influence the decision to use SecureShield.

MANDATORIES

- TruPay will receive the final design files.