

Icon candidate for HP Extended Service Plans

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Distributed for internal review.

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Creative Direction

- It should be recognizable enough as part of the HP icons family as defined by the One Voice initiative.
- It should be generic enough to represent service plans for handhelds, printers, desktops, TVs, and other devices.
- It should be flexible enough to use for printed materials, online catalog, and on Windows desktops.
- It should be immediately identifiable globally across cultures much the way airport graphics are quickly understood.



Other HP One Voice icons



Product Assistant



Easy Internet Sign-up



Chat



E-mail



Music



Help

HP Extended Service Plans

Example of product description text for extended service plans

Protect your investment! Upgrade your standard warranty to one additional year of next-day exchange. HP Care Pack Hardware Maintenance Services can be purchased within one year of your HP product purchase. Available in the U.S. only. This service is also available for HP factory-refurbished products with base warranty. This extended service plan is not available for commercial Officejet 9100 series printers.

- Upgrades standard warranty to a total of two years of service coverage
- An upgrade to next-business-day exchange of product from the current 4-10 business days replacement timeline
- Provides the convenience of door-to-door product pickup and delivery
- All packaging provided and freight prepaid by HP
- Overnight delivery of permanent replacement product
- Prepaid shipping label, material and instructions for defective product return
- Maximized uptime and productivity
- Easy four-step resolution process
- Quick resolution of any hardware problems
- HP-trained service representatives

Much the way the Red Cross rescues those in distress, HP offers customers a way to protect themselves when needed. The use of the red cross is a universal symbol for aid, and the shield is a common shape used to denote coverage or protection. By using these visual symbols together we can have an easily understood icon.

The associated text emphasizes this point of hardware insurance rather than phone operator assistance or maintenance, which ties in nicely with the icon symbolism