

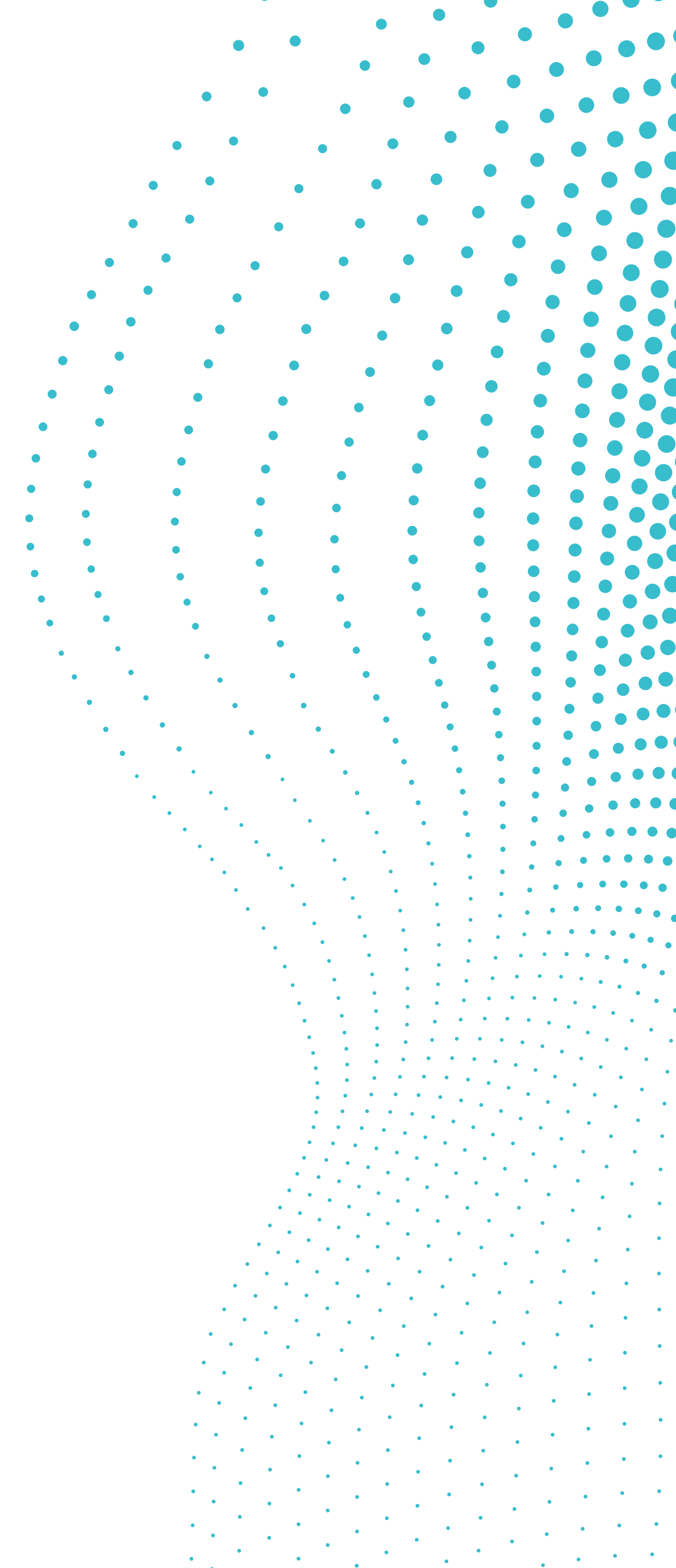


# broadvoice

Brand Guidelines v1.0

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A woman with dark hair tied back, wearing a bright yellow short-sleeved shirt, is seated in an office chair. She is smiling and holding a black mobile phone to her ear with both hands. The background shows an office environment with computer monitors and other people working. A large, semi-transparent teal graphic overlay covers the left side of the image, featuring a faint silhouette of a plant and a computer monitor. The text "Our Brand" is written in white, bold, sans-serif font across the lower part of this teal overlay.

**Our Brand**



# EVERY CONNECTION MATTERS.

Broadvoice empowers meaningful communication. Whether you're connecting with customers or collaborating with your team, companies rely on communication to succeed. Our platform creates the opportunity to interact, share ideas, and achieve your vision. **We prioritize human interaction as the foundation for brilliance.**





## Brand Purpose

# Make Technology More Human

We believe technology shouldn't just connect one person to another, or a customer to a business. It should open up new possibilities for connecting on a more human level to build more meaningful interactions.

## Brand Promise

# Brilliant Experiences With Every Interaction

Brilliance can be an innovation that changes the way you connect with your customers or an unexpectedly gratifying service experience. Whether you're interacting with our team, or using our technology to connect with your customers, we promise to always bring a more meaningful level of connection to your business.





# OUR BRAND IS...

## Brilliant

We bring creativity and innovation to everything we do—from our tech to the quality of our service. We go the extra mile to ensure every engagement exceeds customer expectations.

## Authentic

We believe conversation is the path to success. We don't pitch our customers, we talk to them. We work to understand their goals, and speak transparently about the best way to reach them.

## Optimistic

We celebrate shared wins and discuss possibilities over products. We are excited about our business, our customers' goals, and building the connections to drive our teams to success.

## Flexible

Our platform is seamless, allowing customers to easily transition from one task to the next. It's important that we deliver a scalable solution that feels personalized to their unique needs.





# The Broadvoice Logo





# The Logo

A focal point of our logo design is the letter “i” that is both legible and symbolic. The “i” is formed by a series of linked circles that denote the strength of the connections we build.

On a white background, use the full-color logo with charcoal text and aqua-colored “i”.

On a white background, use the full-color logo.



On a dark background, use the white logo featuring the aqua-colored “i” for legibility.



On a gray background, use this (all white) reversed-out version of the logo.



On a color background, use this (all white) reversed-out version of the logo.





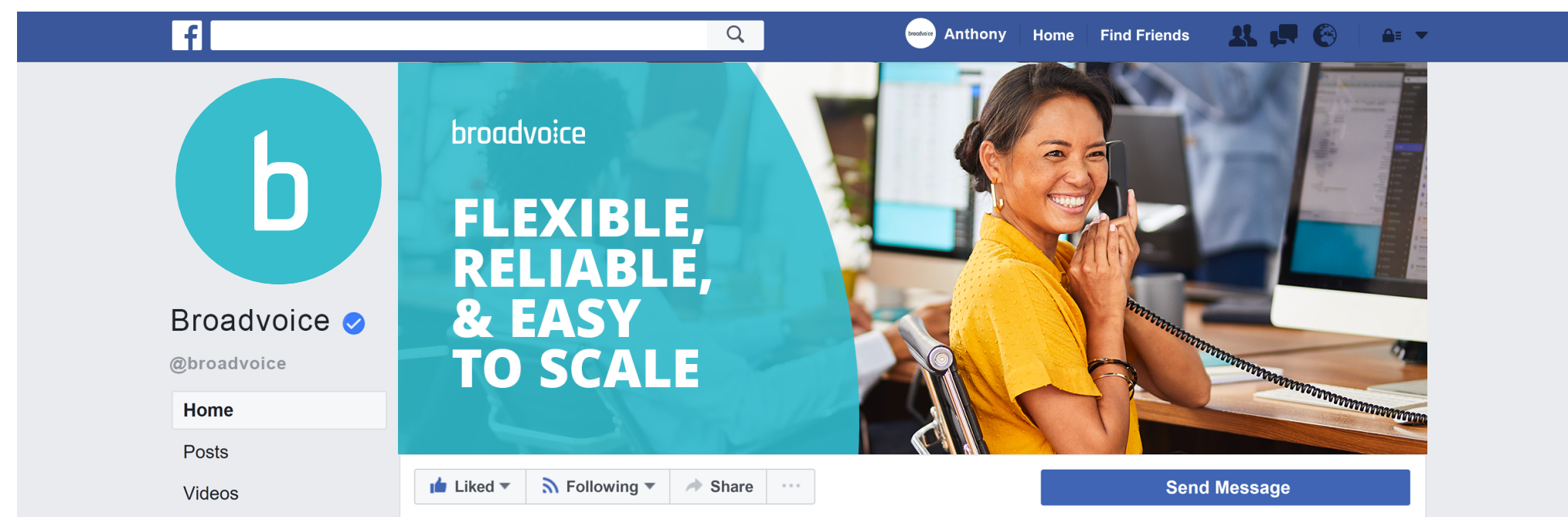
# The Icon

Use of the Broadvoice “b” icon can be used as an alternate logomark when the full logo is nearby and/or there is already a high level of brand awareness.

There are two versions of the icon, but the gray version is to be used only when you cannot print in color.



## Sample Execution (Social Media)



# Free Space

To ensure legibility and visual impact, the logo should always be surrounded by at least the amount of clear space shown in the diagram below. We have highlighted the minimum amount of space that should be kept clear of competing elements, but in most cases, allowing more clear space that show will enhance the presence of the logo.



# Minimum Size

It’s important to consider the detail that may be lost when you scale the logo to a smaller size. To the right, we have indicated minimum dimensions for your logo.

## In print



## Digital / Screen





# Inappropriate Usage

It is critical that the Broadvoice logo is applied consistently on all materials. The design and colors should not be altered in any way. To maintain its integrity, please refrain from doing any of the following:

Do not place the full-color logo on a color background



Do not put a drop shadow on any part of the logo



Do not place the logo on a busy background



Do not put a stroke on the logo



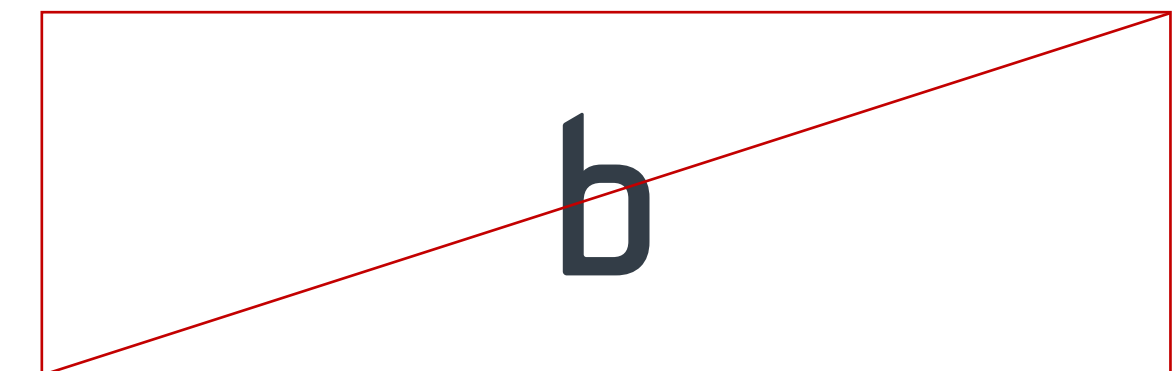
Do not change the angle of the baseline



Do not apply gradients to the logo



Do not use the "b" by itself (outside of the circle)



Do not warp or stretch the logo



# Typography

**Khula** is the Broadvoice font. It’s a contemporary font that provides design flexibility and easy readability. The font family was chosen to complement the logomark and is an essential part of the visual brand identity. Utilize all five weights to achieve emphasis and a sense of informational hierarchy.

**Download font here:**  
<https://fonts.google.com/specimen/Khula>

## Khula Font Family

**KHULA LIGHT**  
AaBbCcDdEeFfEeGgHhIijJkKlMnOoPp  
QqRrSsTtUuVvWwXxYyZz  
1234567890@#\$%&\*

**KHULA REGULAR**  
AaBbCcDdEeFfEeGgHhIijJkKlMnOoPp  
QqRrSsTtUuVvWwXxYyZz  
1234567890@#\$%&\*

**KHULA SEMIBOLD**  
AaBbCcDdEeFfEeGgHhIijJkKlMnOoPp  
QqRrSsTtUuVvWwXxYyZz  
1234567890@#\$%&\*

**KHULA BOLD**  
AaBbCcDdEeFfEeGgHhIijJkKlMnOoPp  
QqRrSsTtUuVvWwXxYyZz  
1234567890@#\$%&\*

**KHULA EXTRA BOLD**  
AaBbCcDdEeFfEeGgHhIijJkKlMnOoPp  
QqRrSsTtUuVvWwXxYyZz  
1234567890@#\$%&\*

## Sample Execution

**FLEXIBLE, RELIABLE,  
AND EASY TO SCALE**

Taking cloud communication to the next generation of technology.

### Where.

Work is no longer a place we go to from 8am-5pm, Monday through Friday. It has become a part of our lives allowing people to tailor their professional availability to meet their personal needs while bringing work-life balance into focus. Work anytime, anywhere, from any device with our mobile, flexible solution. Take “where” with you.

B-HIVE FEATURES



A background image of a call center with several agents wearing headsets and working at computers. A large, semi-transparent teal triangle is overlaid on the left side of the image, pointing towards the right. The word "Color" is written in white, bold, sans-serif font on the teal background.

# Color



# Primary

The color palette is vibrant and approachable. It was chosen to appeal to the modern workforce, yet stand out from the competition.

Use complementary color combinations. Avoid using two primary colors dominantly in any given layout. See sample executions for best practices on Page 26.

# Secondary

Our secondary colors offer brighter and darker variations of our primary palette. Use them thoughtfully.

See sample executions for best practices on Page 26.



CMYK: 76, 0, 22, 0  
RGB: 56, 189, 205  
PANTONE: 311C  
#38BDCD



CMYK: 0, 33, 100, 0  
RGB: 255, 182, 0  
PANTONE: 7549C  
#FFB600



CMYK: 0, 89, 67, 0  
RGB: 249, 80, 80  
PANTONE: 1785C  
#F95050



CMYK: 80, 65, 52, 43  
RGB: 51, 62, 72  
PANTONE: 432C  
#333E48



CMYK: 54, 0, 12, 0  
RGB: 66, 227, 240  
PANTONE: 3105C  
#42E3F0



CMYK: 0, 31, 97, 0  
RGB: 255, 194, 0  
PANTONE: 7548C  
#FFC200



CMYK: 0, 77, 62, 0  
RGB: 255, 102, 76  
PANTONE: 1645C  
#FF664C



CMYK: 71, 51, 41, 14  
RGB: 84, 104, 119  
PANTONE: 431C  
#546877



CMYK: 84, 37, 30, 3  
RGB: 20, 129, 156  
PANTONE: 7712C  
#14819C



CMYK: 2, 52, 97, 0  
RGB: 242, 143, 38  
PANTONE: 715C  
#F28F26



CMYK: 11, 94, 78, 2  
RGB: 212, 51, 64  
PANTONE: 1797C  
#D43340



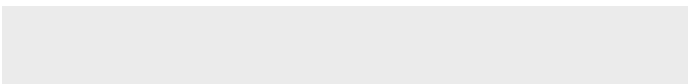
CMYK: 78, 67, 58, 60  
RGB: 38, 45, 51  
PANTONE: 426C  
#262D33



CMYK: 63, 52, 50, 21  
RGB: 96, 99, 102  
PANTONE: COOL GRAY 10C  
#606366



CMYK: 51, 42, 40, 5  
RGB: 130, 133, 135  
PANTONE: 430C  
#828587



CMYK: 7, 5, 5, 0  
RGB: 235, 235, 235  
PANTONE: 663C  
#EBEBEB



# Graphic Elements



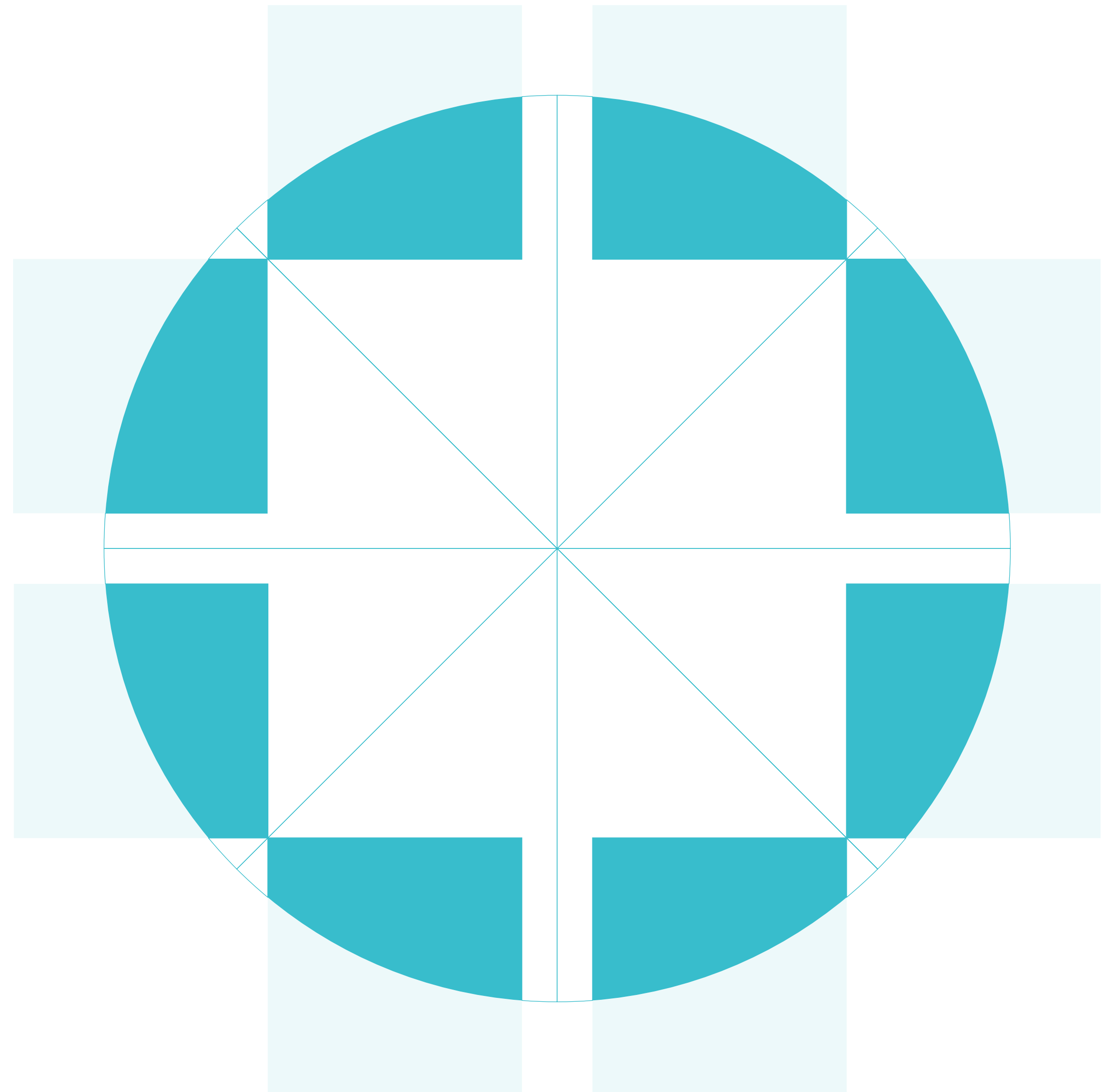


# The Shape

Our graphic elements come from one core shape: the circle. Inspired by the “I” in our logo, we use it thoughtfully, to highlight content or act as a container for photography. In our layouts, you may not see the full circle, but a hint of its curve, as we play with variation, negative space, and a sense of movement. The crop is an important part of this system.

 The Shape

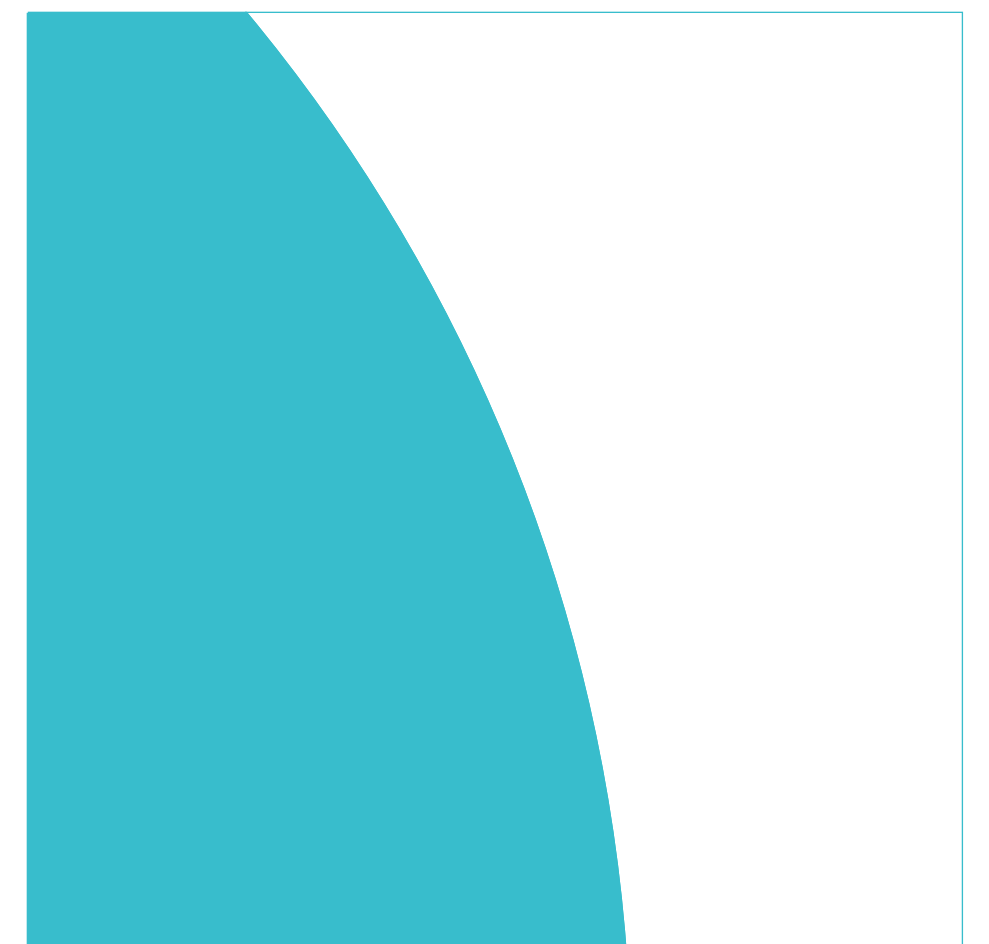
 The Crop





# Approved Crops

To achieve the right effect, you may crop the circle at several different angles (see right). The intention is to create a subtle curve and space for your content, whether text or visual (photography).

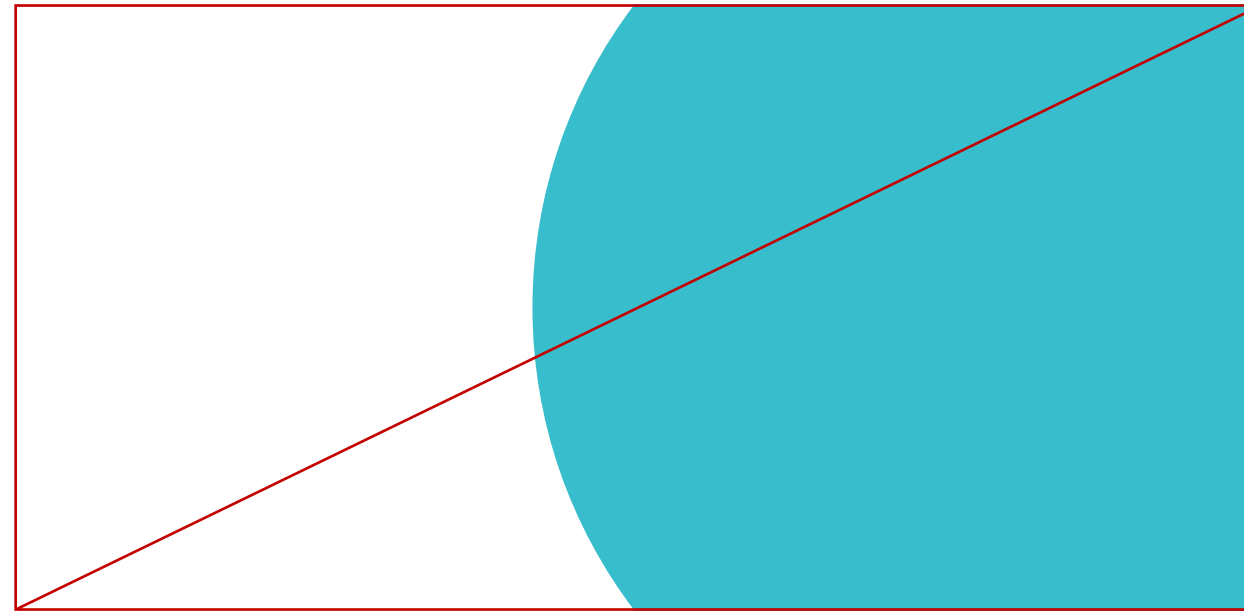




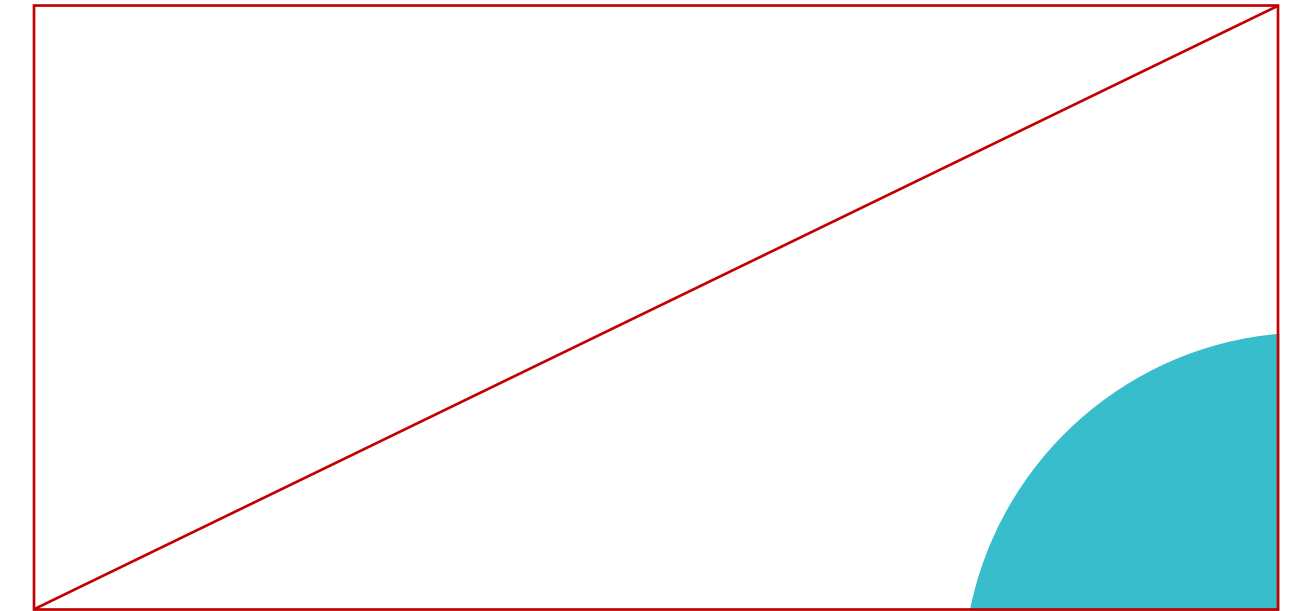
# Inappropriate Usage

To maintain the integrity of the shape, please refrain from doing any of the following:

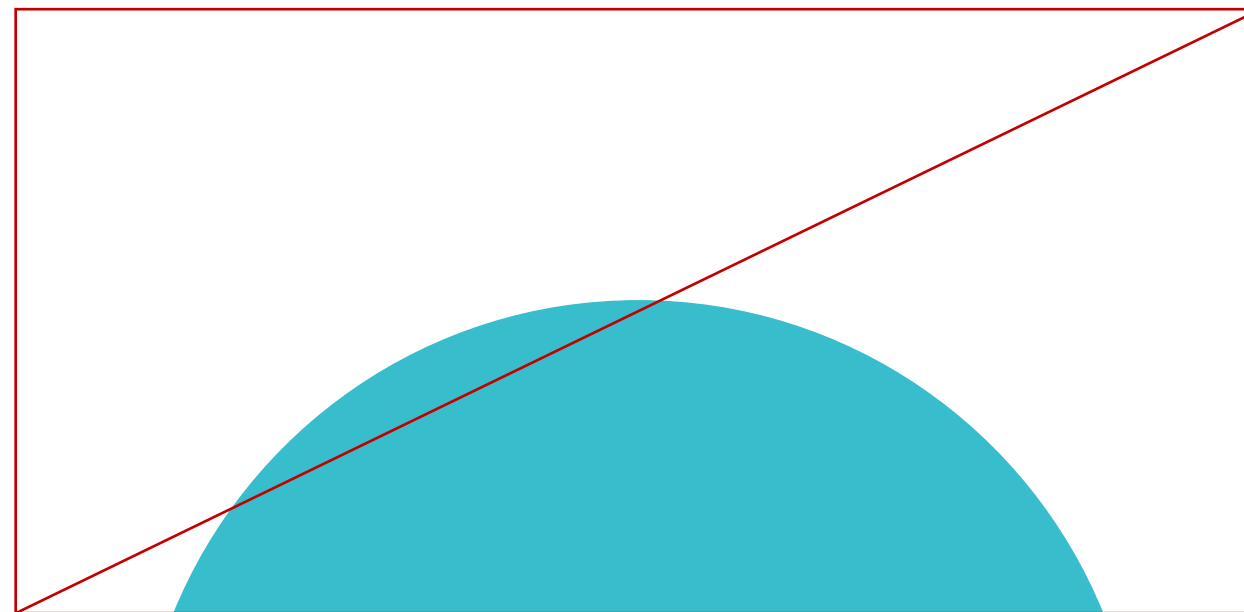
Avoid center aligning the shape or cutting a space in even halves.



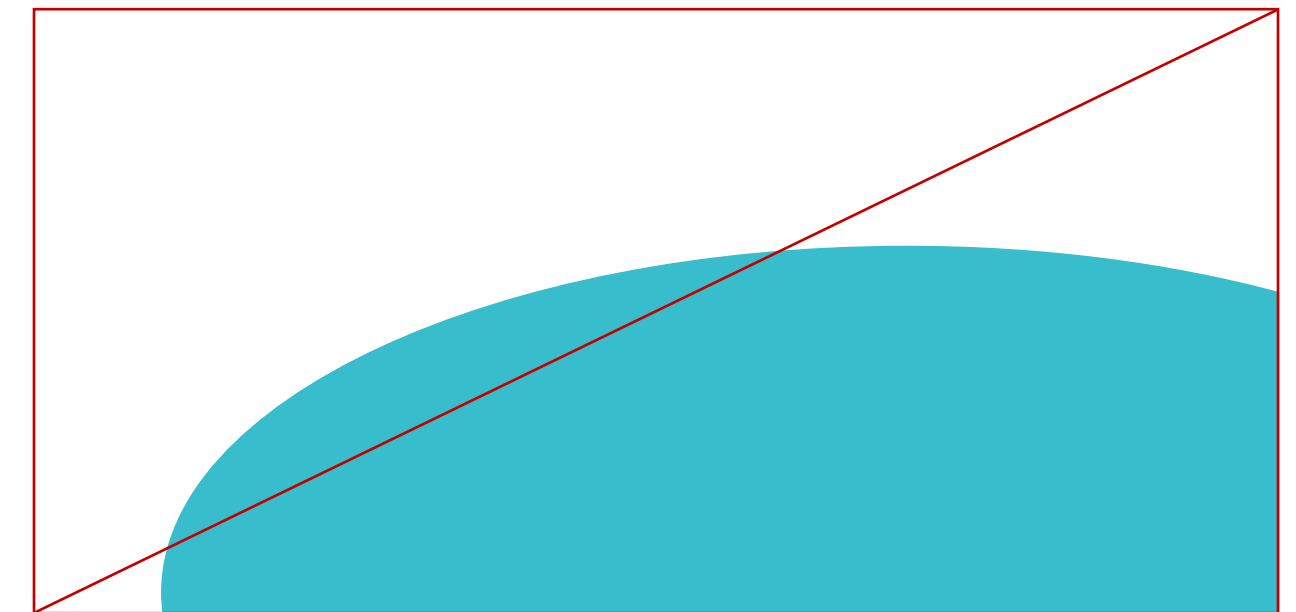
Allow the shape to take up at least 1/3 of your layout



The shape must touch 2 sides of your layout, at a minimum.



Do not skew or stretch the shape





# Patterns

Pattern plays a vital role in brand recognition. It should be used to add texture or complement imagery, and should not be placed simply as decoration.

Patterns can be used on white or color backgrounds. On white, the pattern appears in one of the colors in our primary palette. On color, we use a darker secondary color over a primary color for a tone-on-tone effect.

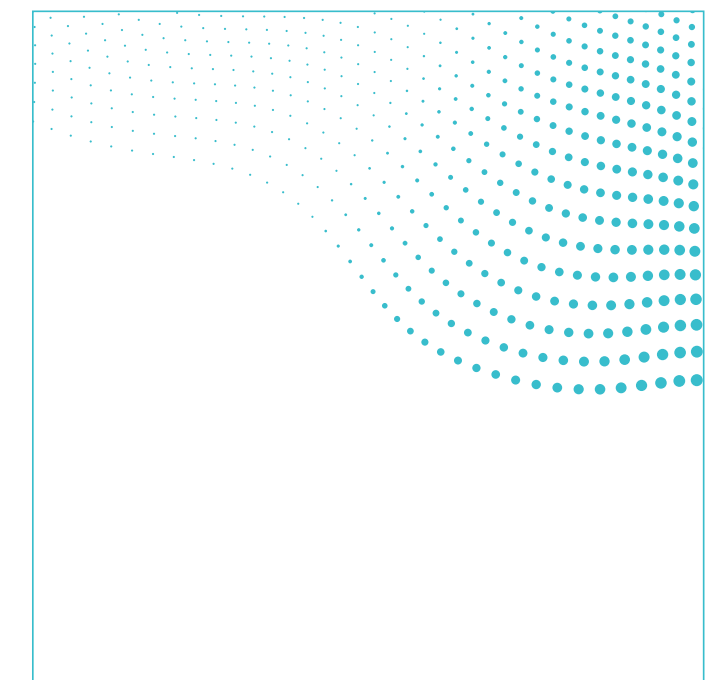
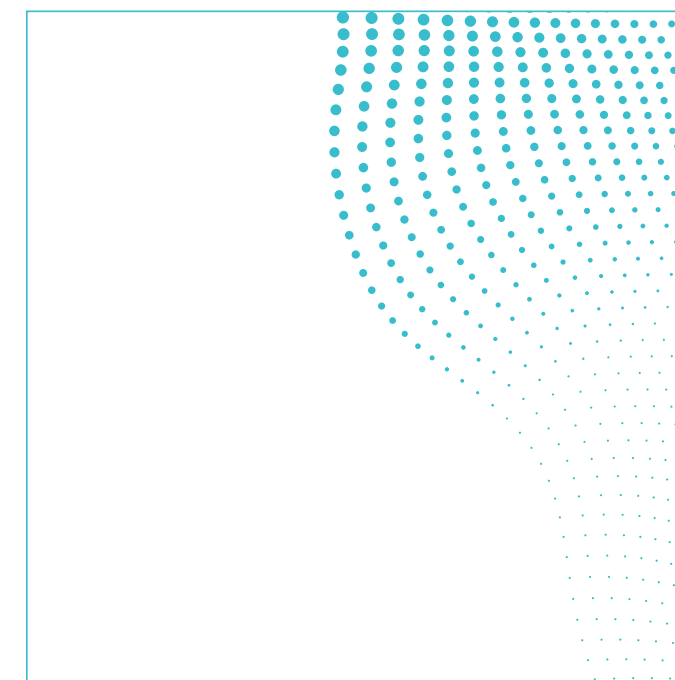
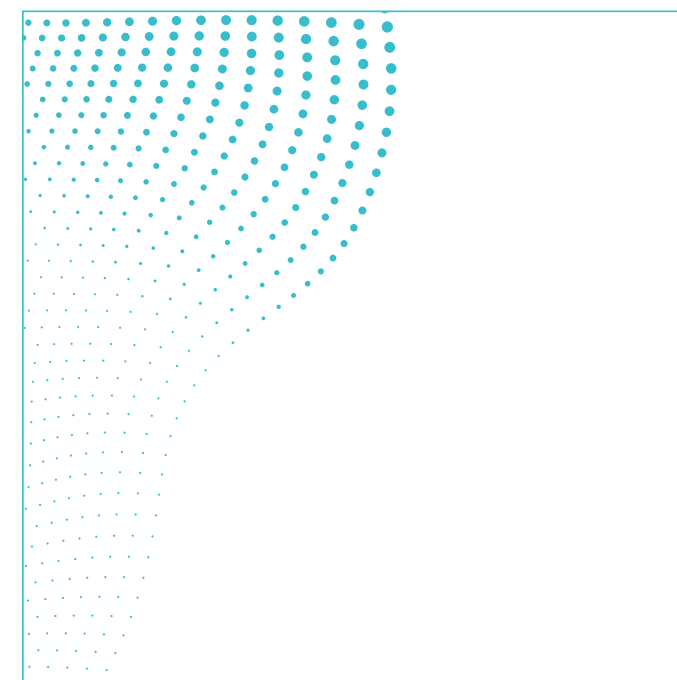
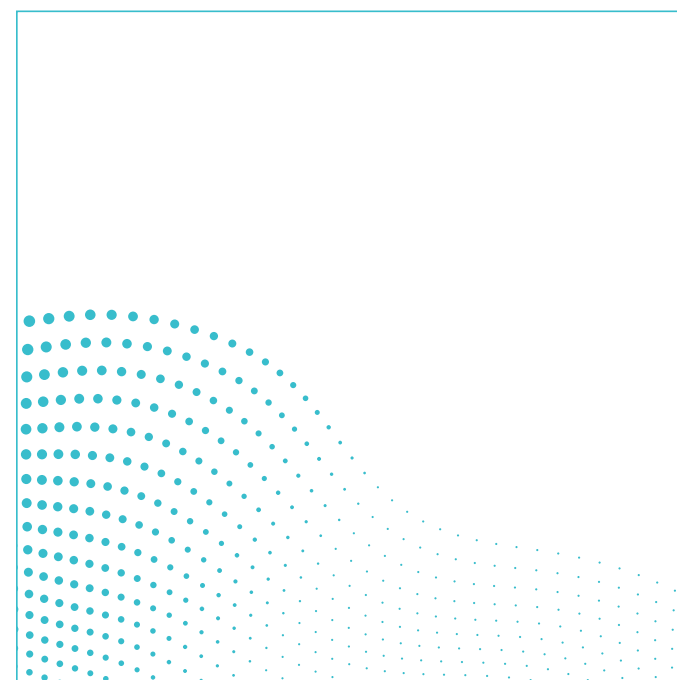
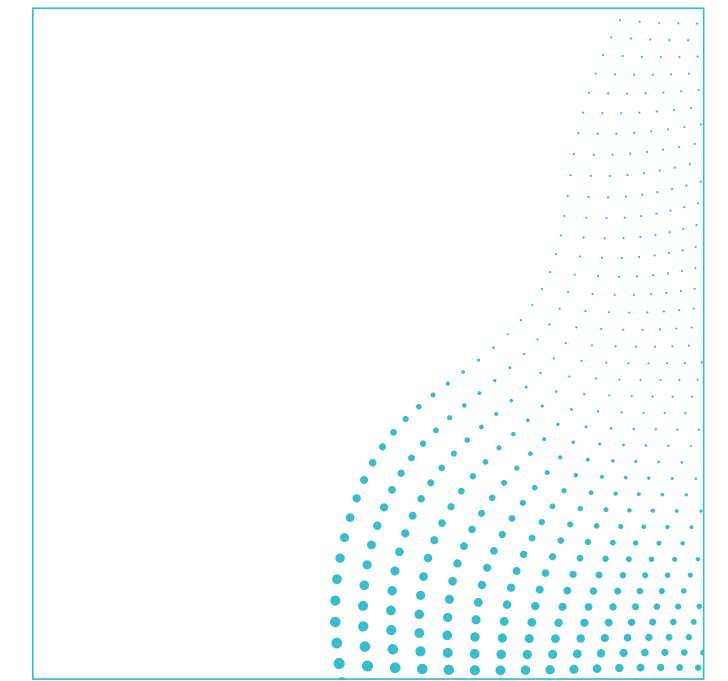
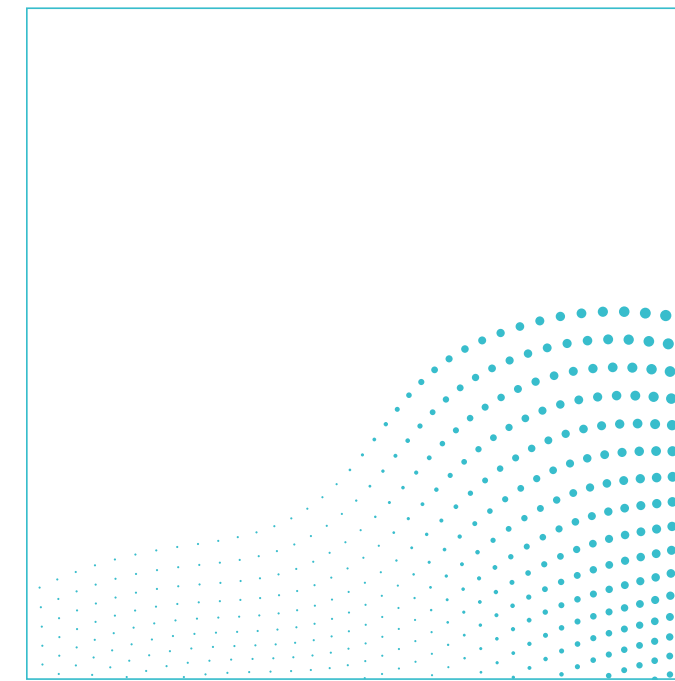
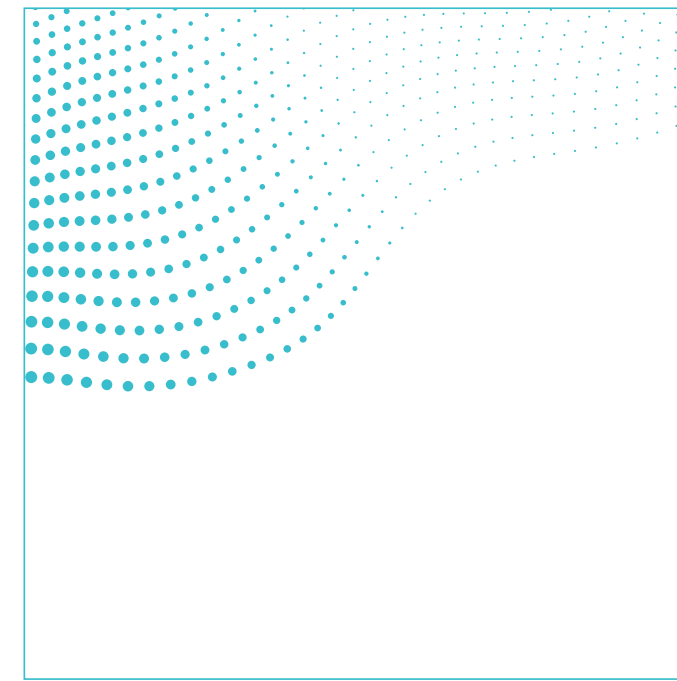
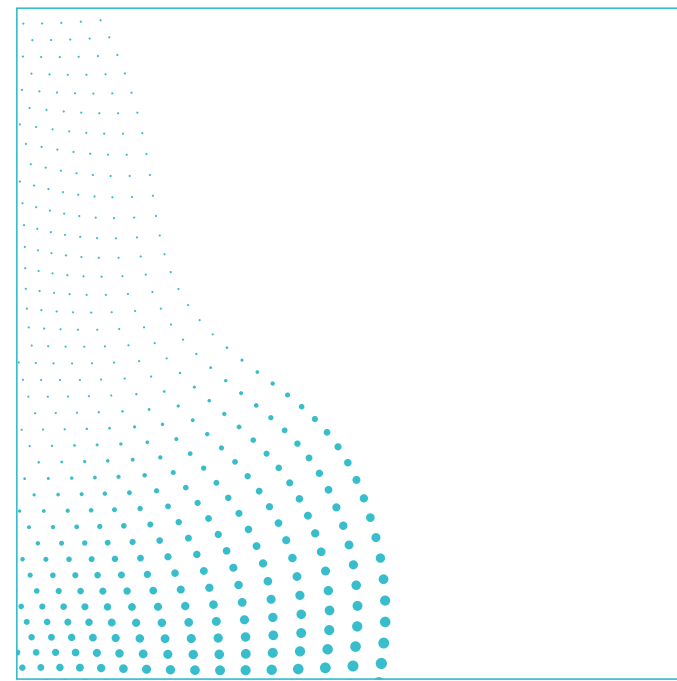
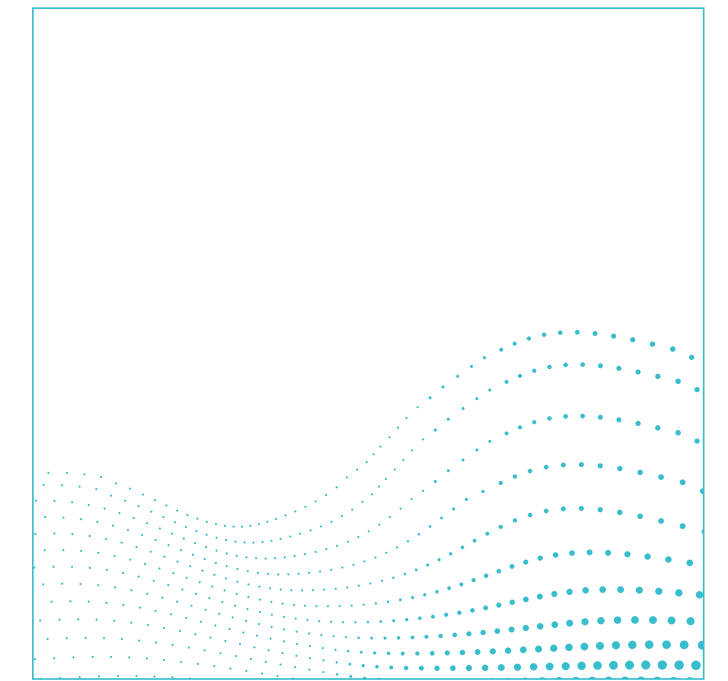
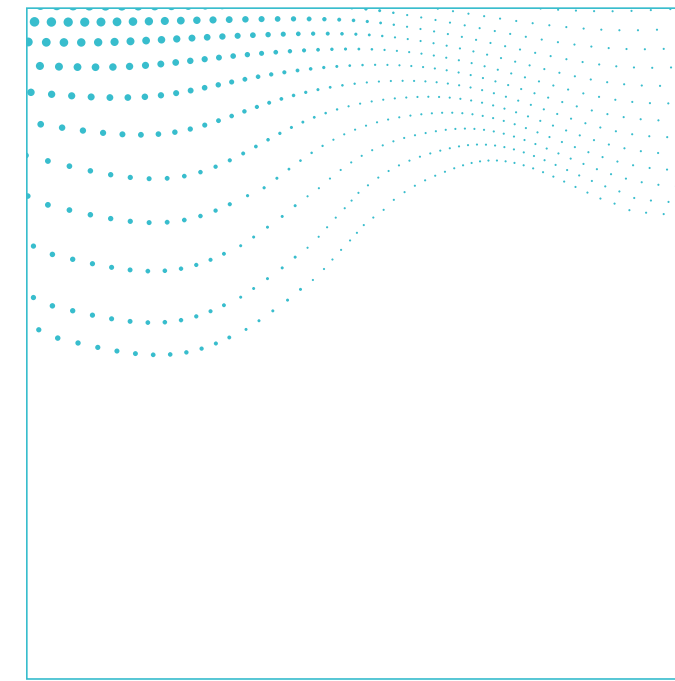
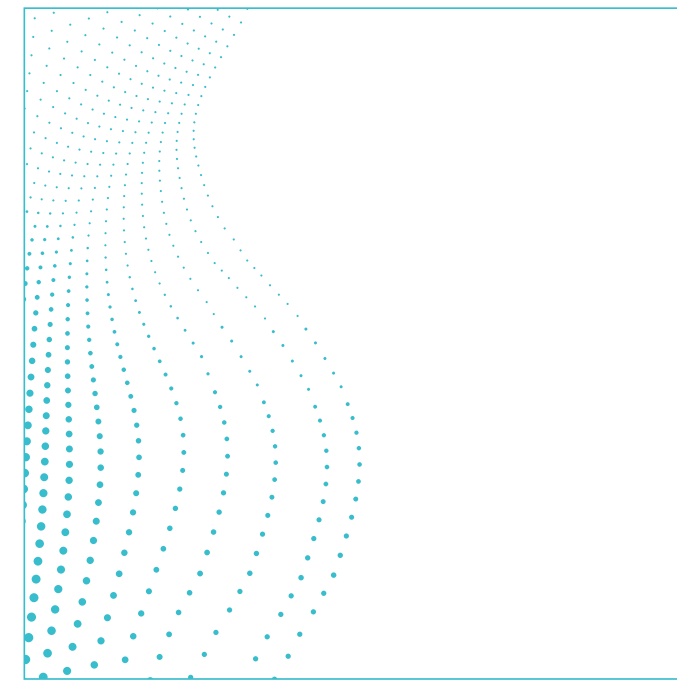
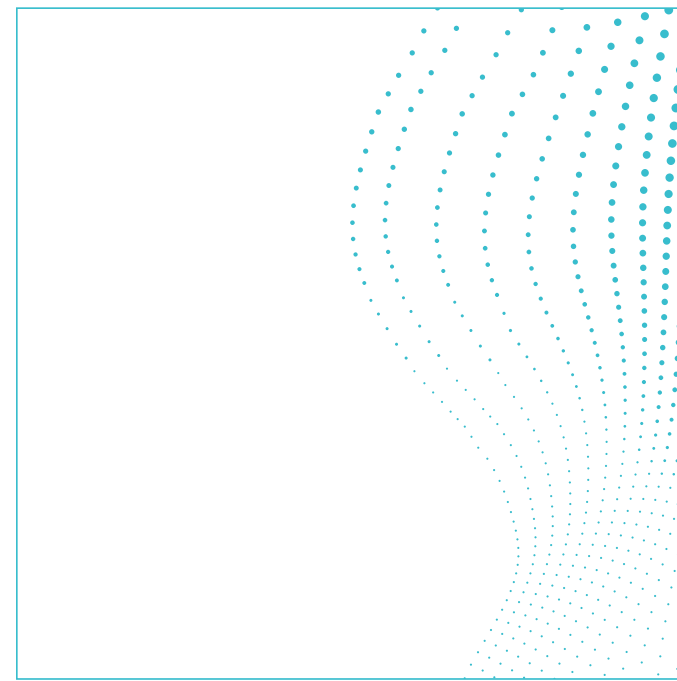




# Patterns— Approved Crops

The pattern can be rotated and cropped in multiple ways. To arrange it in a composition, use the philosophy “less is more” as your guide. Patterns should highlight and support your content, not divert attention away from it.

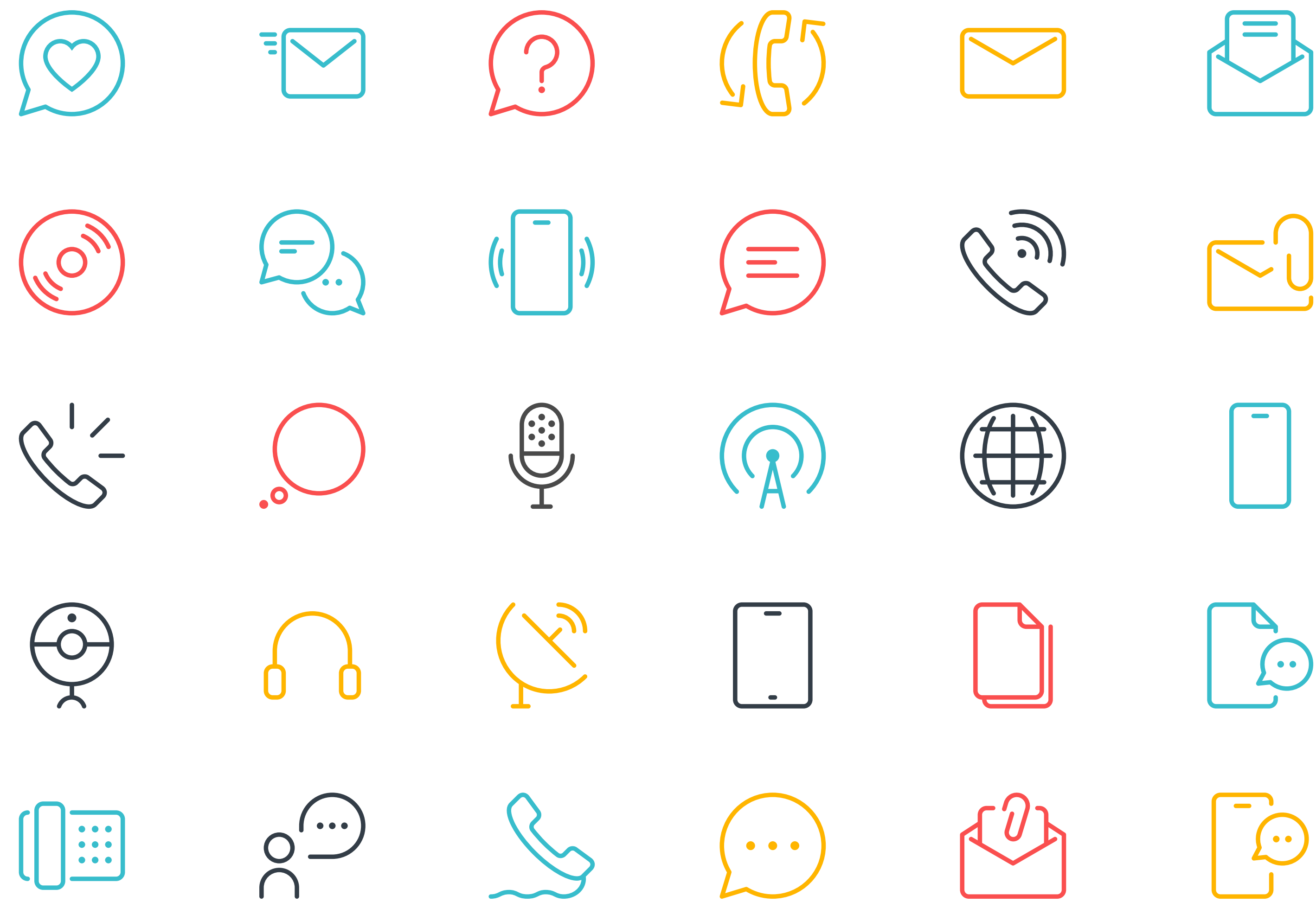
See samples to the right for recommended placement and crops.





# Iconography

Our icon library features simple line illustrations with just enough detail to communicate a clear message. Avoid using them on busy backgrounds or scaling them to a large size.





# Photography





# Photography

Broadvoice has created a custom photo library that captures our company culture the spirit of innovation. Our photography is colorful and human, focused on the collaboration and connection that are at the core of what we do.

Custom photography is preferred, but when stock imagery is necessary, please ensure that it is consistent with the look and feel of our own library. You may need to manipulate photos to achieve the same color, saturation and brightness.





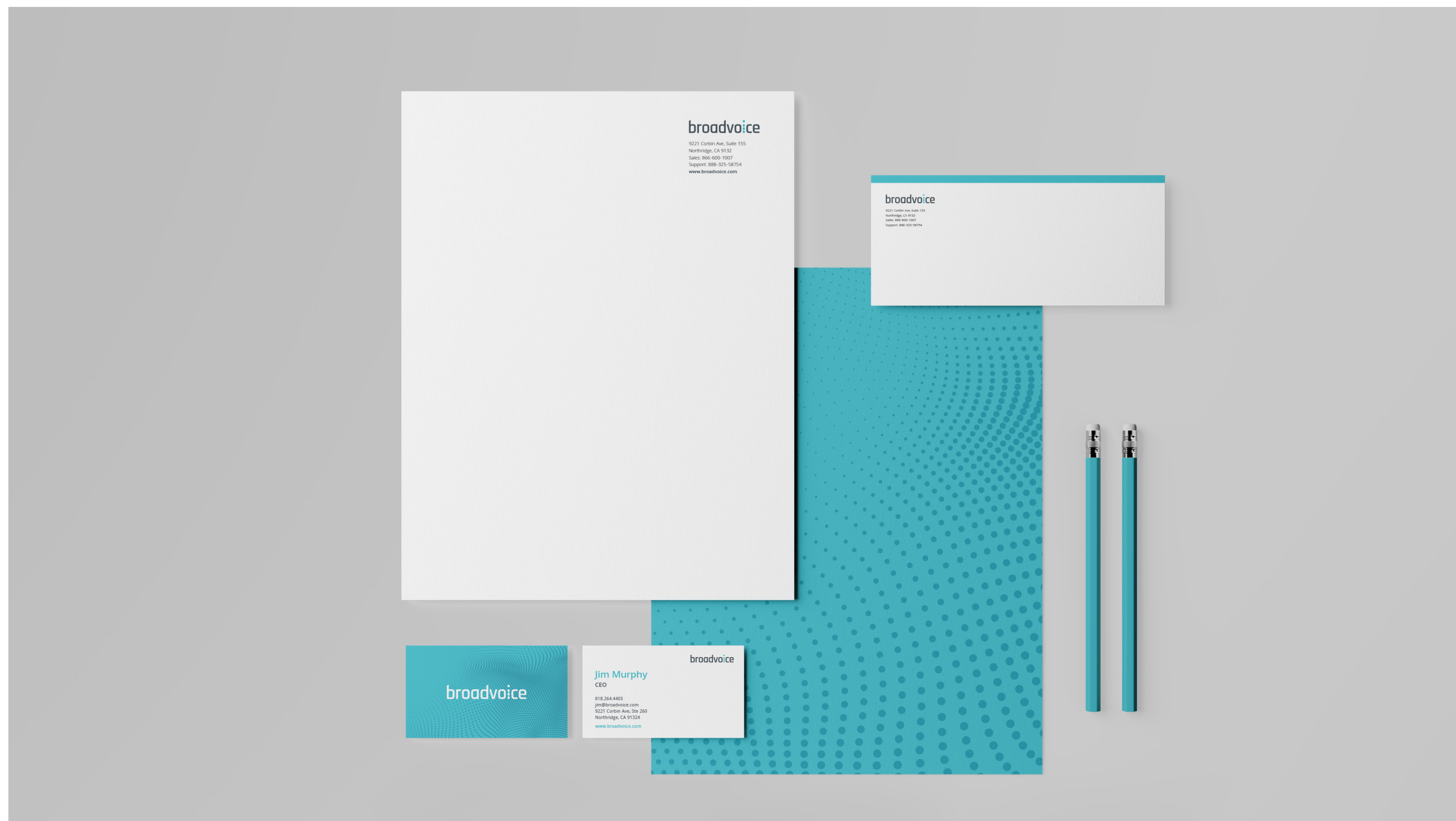
# Sample Executions

On the remaining pages, you will find examples of the brand elements all working together. Use these as a visual reference and guide as you create new materials. It is important to create consistency across all mediums, in web and print.





Corp ID





Swag





broadvoice

# SUMMER SIZZLE

## FREE PHONE PROMO

**1x SPIFF + VVW 450**

10+ Seat Deals Qualify For the Promo

### 7X SPIFF

**25+ Seats**

Includes Seats, Virtual Call Center, Premium Services

### 4X SPIFF

**10 - 24 Seats**

Includes Seats, Virtual Call Center, Premium Services

### 3X SPIFF

**1 - 9 Seats**

Includes Seats, Virtual Call Center, Premium Services

### 2X SPIFF


**SIP Orders**

Applied to SIP package only (DIDs, usage do not qualify)

**Promotional SPIFF effective July 1 - Sept 30, 2019**

Terms and Conditions

- Promotion applied to all contracted voice services on a 3YR term.
- Hardware and Toll-Free packages and usage do not qualify.
- Cannot be combined with another promotional offer.
- Broadband access services do not qualify.
- SPIFF applies to new orders or new locations with a corresponding service agreement. To qualify all sales must be customer signed and submitted and recorded in Broadvoice systems on or before COB on September 30, 2019.



# MECKANZIE SMITH

Sub text goes here lorem ipsum dolor sit amet

