



# Brand guide

Messaging and visual brand standards

October 2023



**01**

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**Our brand**

# Who we are

IntelPeer simplifies communications automation for businesses and contact centers. Harnessing the power of AI, IntelPeer's Communications Automation Platform lowers the cost of doing business, while improving customer experience and accelerating ROI. The platform automates digital customer service capabilities and instantly improves your customers' communications experience. IntelPeer provides industry-leading time-to-value with solutions that work seamlessly with existing business software and infrastructure, and easy-to-use tools that can be utilized by anyone.

**02**

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# **Communication**

# What we do

IntelPeer lets you engage your customers with AI-driven communications experiences that work with your existing infrastructure. Our Communications Automation Platform automates CX with advanced, real-time communications solutions to create a tailored customer engagement without requiring programming resources. We provide businesses with instantly available pre-built omnichannel solutions and workflow-based development tools to customize interactions. Unlike other communications automation providers, we make it easy for IT, software developers, sales, marketing, and customer service to do their jobs and improve the experiences of their customers.

# How we do it

- **Smart Automation with built-in AI:** End-to-end Smart Automation leveraging world-class AI including Azure Open AI for generative AI, and Amazon Lex, IBM Watson, and Google Dialog Flow for speech recognition and text-to-speech.
- **In-quarter ROI:** Automation projects can deliver a payback on investment in under three months.
- **No rip-and-replace:** A cloud-based overlay to existing infrastructure means easy on-boarding; no need to overhaul your current tech stack.
- **Industry-leading service:** Support that allows our customers and partners to build value over time with their clients.
- **Flexible delivery models:** Built for you, by you, with you.

# Mission statement

IntelPeer strives to help companies better engage their customers by creating AI-driven customer experiences from the cloud that augment existing communication solutions, enabling businesses to deliver an advanced customer communications experience rapidly and at scale. We provide powerful, enterprise-grade technology designed for an always-connected world so clients can implement communications automation specific to their business. Powered by AI, IntelPeer's Communications Automation Platform delivers speed, visibility, and flexibility – all built on top of a global, secure communications network. Unlike other providers, we make it easy for businesses to enhance their customer communications and interactions using our pre-built and customizable solutions backed by exceptional service, support, and expertise.

**03**

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# **Visuals**

# Logo

Our logo helps audiences identify IntelPeer across multiple channels. Our logo must be used thoughtfully and consistently. Logos should most often be displayed in the bottom-right corner but can be adapted based on use.

Primary logo (with or without tagline) on white background is always in IntelPeer blue brand color(s). Logo on any dark background is in white.

The mark is a more condensed version of the primary logo. Uses might include: in website/email footer, as imprints on small items like pens or lapel pins, as favicon, in custom graphics, in social media posts, and as watermarks.

## Primary logo

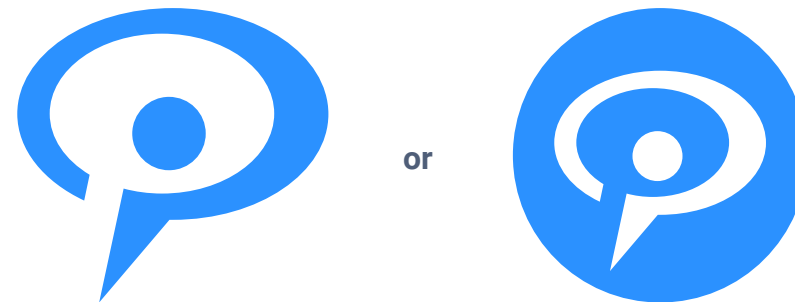


## Primary logo with tagline



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## Mark



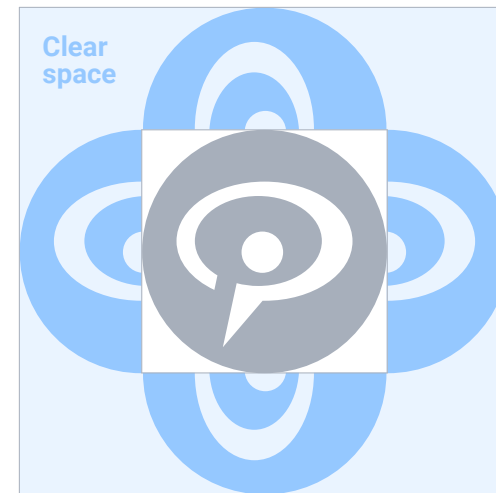
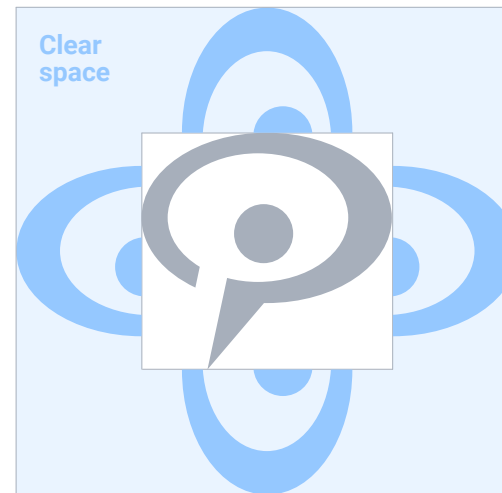


# Logo usage

Give the logo adequate room to breathe and avoid interference from other elements by allowing at least the height of the letter “e” on all sides of the logo.

For the mark, allow half the mark width on all sides. When used in custom graphics or emblems, this clear space may be reduced.

## Clear space



# Logo usage

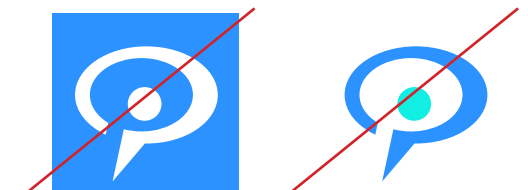
We use blue one-color logo on white or light gray backgrounds and white one-color logo on any other brand colors or images.

- **Do not** use logo in any other color on white background.
- **Do not** use blue logo on dark backgrounds.
- **Do not** change proportions of the logo elements.
- **Do not** add drop shadows or any other effects to the logo.
- **Do not** stretch or rotate the logo.
- **Do not** place mark in any shape except when centered within a circle.
- **Do not** use two or more colors for the logo or mark.

## Logo DOs



## Logo DON'Ts



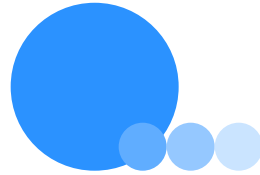
# Color palette

The IntelPeer color palette is simple and cool-toned, echoing our uniqueness and professionalism within the tech space.

Strictly adhering to a color palette is crucial to maintaining brand presence in a competitive space. Primary colors should be used in most applications, with the secondary palette available to add depth and interest. Accent colors are to be used sparingly when further differentiation is needed (e.g., a pop of color within an infographic that's looking too monotonal).

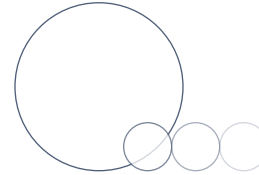
Various tints or opacities of the shades within this palette are also allowed when deemed creatively prudent.

## Primary color palette



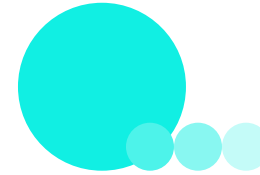
### IntelPeer blue

**HEX:** #2b92ff  
**RGB:** 43 146 255  
**CMYK:** 85 21 0 0  
**PMS:** 2925 C



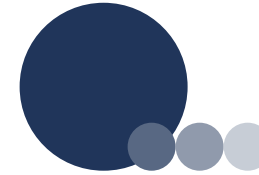
### White

**HEX:** #ffffff  
**RGB:** 255 255 255  
**CMYK:** 0 0 0 0  
**PMS:** White C



### Aqua

**HEX:** #11efe3  
**RGB:** 17 239 227  
**CMYK:** 56 0 23 0  
**PMS:** 3252 C

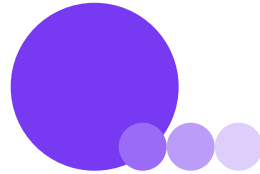


### Navy

**HEX:** #20355a  
**RGB:** 32 53 90  
**CMYK:** 95 74 7 44  
**PMS:** 534 C

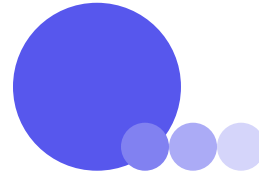
# Color palette

## Secondary color palette



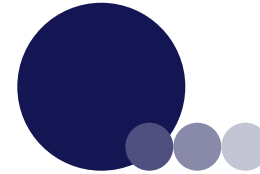
### Violet

**HEX:** #7839f3  
**RGB:** 120 57 243  
**CMYK:** 69 76 0 0  
**PMS:** 2725 C



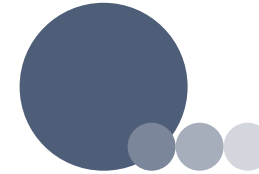
### Blue-violet

**HEX:** #5757ed  
**RGB:** 87 87 237  
**CMYK:** 75 69 0 0  
**PMS:** 2726 C



### Cobalt

**HEX:** #141654  
**RGB:** 20 22 84  
**CMYK:** 100 98 0 15  
**PMS:** 274 C



### Steel

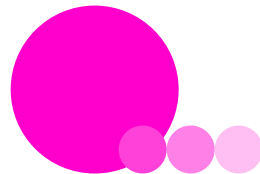
**HEX:** #4f5e78  
**RGB:** 79 94 120  
**CMYK:** 74 60 36 14  
**PMS:** 2376 C



### Mist

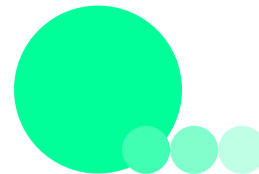
**HEX:** #f2f2f6  
**RGB:** 242 242 246  
**CMYK:** 4 3 1 0  
**PMS:** 649 C

## Accents



### Fuchsia

**HEX:** #ff00cc  
**RGB:** 255 0 204  
**CMYK:** 13 86 0 0  
**PMS:** 807 C



### Lime

**HEX:** #00ff99  
**RGB:** 0 255 153  
**CMYK:** 70 0 72 0  
**PMS:** 7479 C



### Tangerine

**HEX:** #fb992b  
**RGB:** 251 153 43  
**CMYK:** 0 47 93 0  
**PMS:** 1375 C

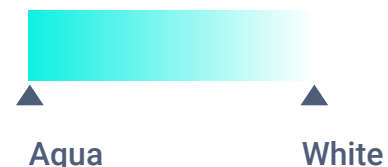
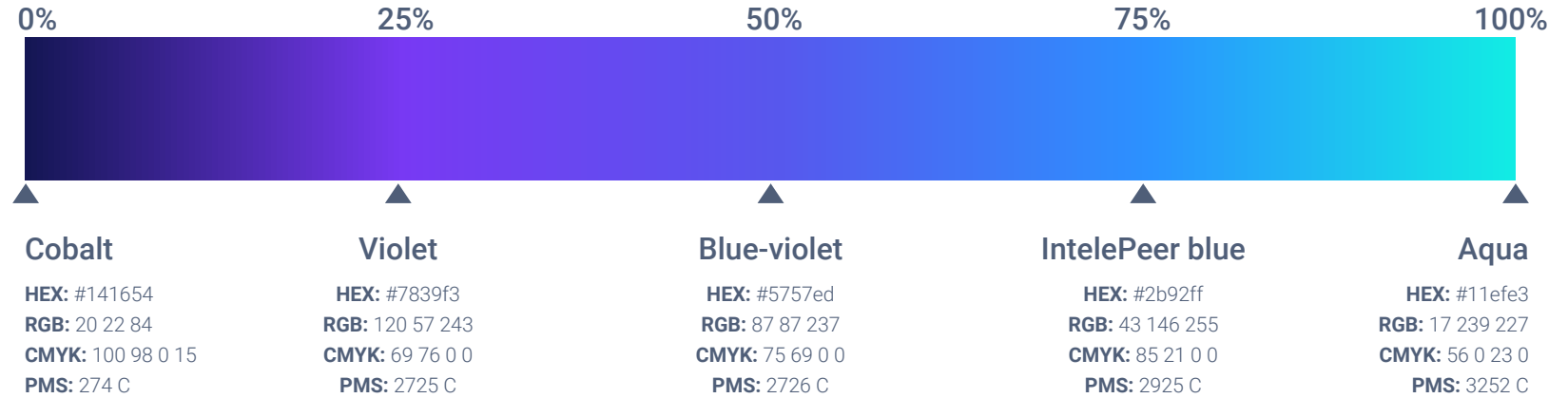
# Color palette

IntelPeer gradient consists of five brand colors in the order shown on this page. Zooming in on a portion of the full gradient allows for variations containing just two near-adjacent colors as well.

Gradients are mostly used in headers, graphics, and infographics as an accent, overlay, or background color.

Using one of the following five colors with white, as shown to the right, is also acceptable as a secondary option.

## Gradient





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