



# Brand Guidelines

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# Design Elements

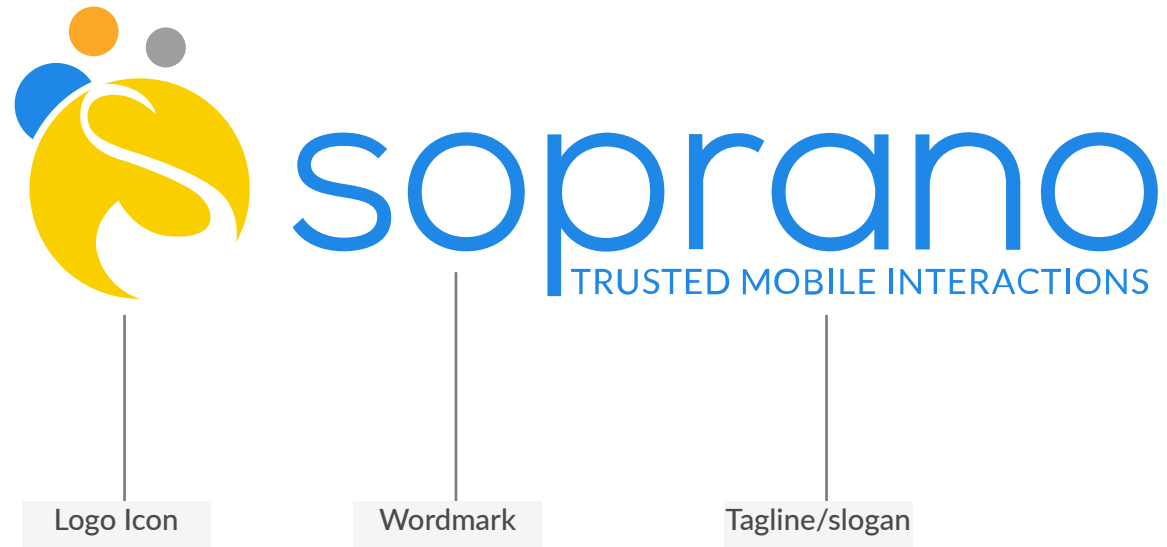
4	Our Logo
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## Characteristics

The full color logo is our most recognized asset and we use that version whenever is possible.

Always use the logo with tagline when is not visible anywhere else, except on small sizeing.

Font: NEXA



The black and white versions are only to be used if necessary due to color restriction or bad contrast with background.





### Clear space and size

Our logo should always have the full width of the “o” as a clear space around it.



Max. minimum Sizing Logo:

132px wide

35mm wide

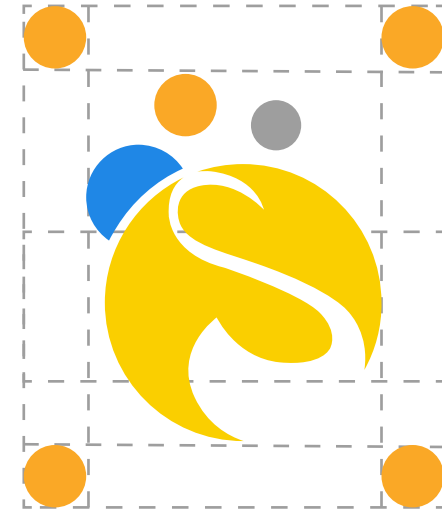


Always use the logo without tagline in small sizes.

### Logo Icon

Our logo icon can be used alone when it is not possible to place our main logo.

The clear space around it should always have the full width of the “orange circle” from the icon.



The smallest logo icon size is used for our Favicon: 16px x 16px.



## Usage on backgrounds

The full color logo is to be used on white, light grey and dark blue backgrounds.



### White Background

HEX: #FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0



### Dark Blue Background

HEX: #224267

RGB: 34, 66, 103

CMYK: 94, 72, 34, 24



### Light Grey Background

HEX: #EDED

RGB: 237, 237, 237

CMYK: 8, 6, 7, 0

## Usage on backgrounds

One-color logo should be used on color backgrounds and photographs.



### Soprano Blue Background

HEX: #1E88E5

RGB: 30, 136, 229

CMYK: 77, 42, 0, 0

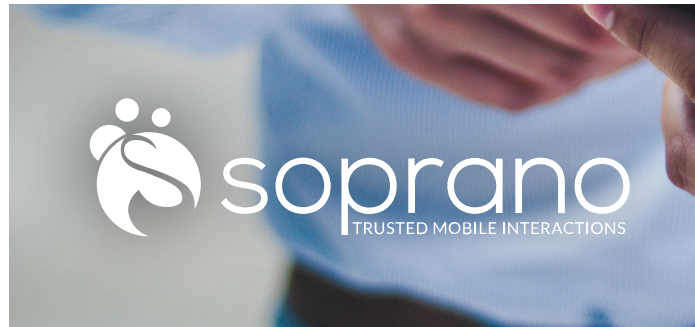


### Dark Grey Background

HEX: #7C7C7C

RGB: 124, 124, 124

CMYK: 51, 40, 40, 22



### Photography Background

Make sure the area where the logo will be placed is clear and creates enough contrast.

## Missuse



DO NOT shuffle around the colors



DO NOT disort the logo



DO NOT use colors out of brand



DO NOT recreate using other typeface



DO NOT change the size of the logo elements



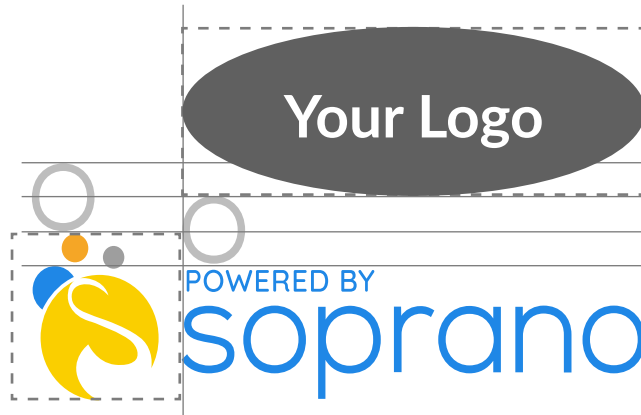
DO NOT change the position of the elements



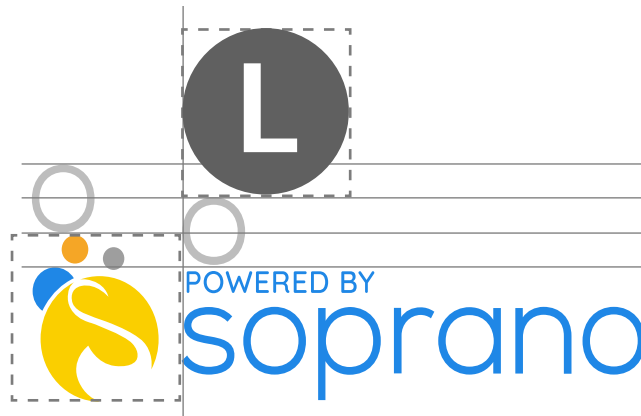
## Powered by Soprano Lockup

The powered by Soprano lockup is used for communication around approved Soprano partnership

### Wordmark Powered by Soprano



### Logotype Powered by Soprano



## Co-Branding Lockup

Our lockup logos should always have the full width of the “o” as a clear space around it.

Horizontal Lockup:



Vertical Lockup:



Primary Colors

Use these primary colors as dominant in any layout or collateral design created.

		<b>Primary Blue</b>	07	<b>Primary Orange</b>	05	<b>Primary Grey</b>	07
		HEX: #1E88E5 RGB: 30, 136, 229 CMYK: 77, 42, 0, 0		HEX: #F9A825 RGB: 249, 168, 37 CMYK: 0, 40, 89, 0		HEX: 7C7C7C RGB: 124, 124, 124 CMYK: 51, 40, 40, 22	
		#224267	11	#C93A0A	11	#000000	11
		#0D47A1	10	#E55100	10	#262626	10
		#1565C0	09	#EF6B00	09	#494949	09
		#1976D2	08	#F47C00	08	#606060	08
		#2196F3	06	#F98C00	07	#9E9E9E	06
<b>Primary Yellow</b>	06						
HEX: #F8CF00 RGB: 248, 207, 0 CMYK: 4, 17, 94, 0							
#FFEA3A	05	#42A5F5	05	#FF9900	06	#BCBCBC	05
#FFF275	04	#64B5F6	04	#FFB74C	04	#E0E0E0	04
#FFF49E	03	#90CAF9	03	#FFCC7F	03	#EDEDED	03
#FFF9C4	02	#B8DEFC	02	#FFE0B2	02	#F4F4F4	02
#FFFCE8	01	#E3F2FD	01	#FFF2E0	01	#F9F9F9	01



Secondary Colors

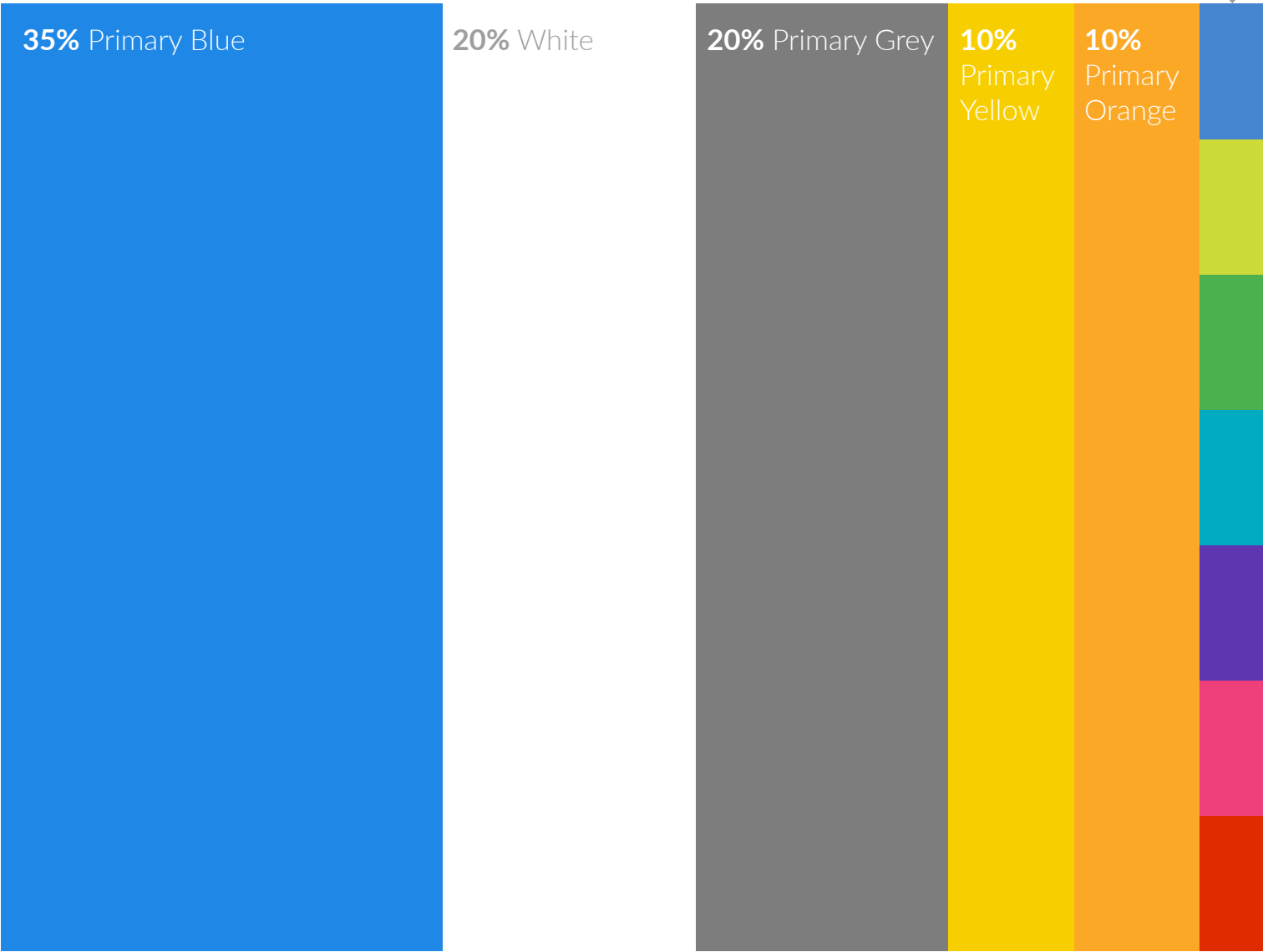
Highlight colors should be used to sparingly create visual contrast, excitement and variety when necessary.

We never use these colors as dominant colors.

01	02	03	04	05	06	07
HEX: #DD2B00	HEX: #ED3F7A	HEX: #5E35AF	HEX: #00AAC1	HEX: #4484CE	HEX: #4CAF4F	HEX: #CCDB38
RGB: 221, 43, 0	RGB: 237, 63, 122	RGB: 94, 53, 175	RGB: 0, 170, 193	RGB: 68, 132, 206	RGB: 76, 175, 79	RGB: 204, 219, 56
CMYK: 7, 95, 100, 1	CMYK: 0, 89, 26, 0	CMYK: 76, 87, 0, 0	CMYK: 76, 11, 22, 0	CMYK: 73, 42, 0, 0	CMYK: 72, 5, 96, 0	CMYK: 24, 0, 95, 0

Proportions

Use these color proportions in any layout or collateral design created.



Gradients

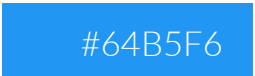
Use gradients to add vibrance to your designs. You can use them as backgrounds or in some illustrations.



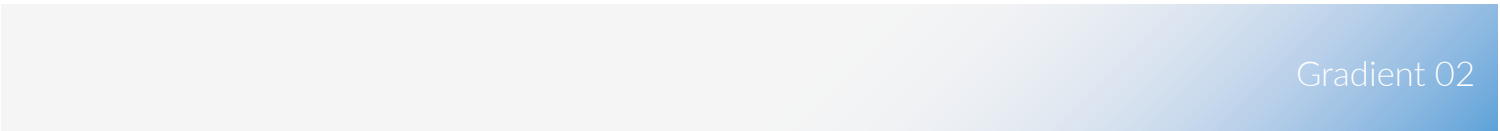
Linear  
Angle: 145°



Location 0



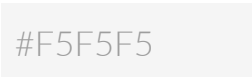
Location 100



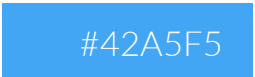
Linear  
Angle: -45°



Location 0



Location 27

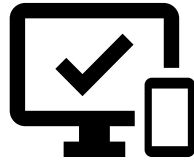


Location 100

## Missuse



DO NOT use black as a background or in illustrations. ONLY in copy text.



DO NOT change the proportions of the color spectrum



DO NOT use secondary colors in text. Only in illustrations or backgrounds.

Genduci ut occatiasperi odiciat reprepra  
estem nobis Enis et as iniaectem facimpo  
rporibu sandusdanit molorem quam  
laccabo riosantiis et facipsum alit, in pra



DO NOT use our CTA colors for other elements on the page



## Primary Fonts

### QuickSand

Use “Quicksand” font for headers, titles and subtitles.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

### Lato

Use “Lato” font for general text body.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

## Secondary Fonts

### Arial

Use “Arial” font when Quicksand is not available.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz**

### Calibri

Use “Calibri” font when Lato is not available.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz

## Text Hierarchy

### H1

Quicksand Medium 30/36pt  
3,75em/1.25em  
#FFFFFF  
Blue gradient 01  
Margin bottom 15px

### P Subtitle

Lato Regular, 24/28.8pt  
1.3em/1.5em  
Margin bottom 40px

### H2

Quicksand Medium, 24/28.8pt  
2.2em/1.2em  
#1E88E5

### H3

Quicksand Bold, 13/15.6pt  
1.1em/1.3em  
CAPS, #262626

# Automated Voice Message Campaigns

A full guide to communication platform as a service

## Voice API (Programmable Voice Calling)

OUR VOICE SOLUTION CAN ENHANCE YOUR COMMUNICATION

## Text Hierarchy

### Call Out Text

Lato regular, 12/14.4pt

1em/1.45em

#1565C0

Background Color: #EDEDED

Corner radio: 1.5mm

It means making sure the right info gets to the right person, on the right channel, at the right time. Here's where CPaaS, meaning Communications Platform as a Service, comes in.

### Body Text

Lato regular, 12/14.4pt

1em/1.45em

#262626

Integrate your IT systems with our platform to improve interactions with your customers or employees. We provide easy integration APIs through HTTP and REST protocols that include all channel capabilities such as text-to-speech, pre-recorded audio, IVR, and password delivery.

### CTA

Lato Bold, 16/19.2pt

1em/1.5em , #FFFFFF

Background color #ED3F7A

Corner radio: 1.5mm

Talk to an Expert



## Missuse



DO NOT use Quicksand font for body text.

Cus poreicia dolutas  
pliquiate sit quoditis etus  
prem idus mo blantecea  
ipis es ducimuscitat odi  
oditat eossiti isciis sunt



DO NOT use secondary colors on sub-titles

OUR VOICE SOLUTION  
CAN ENHANCE YOUR  
COMMUNICATION



DO NOT use secondary colors on titles

Voice API



DO NOT change the hierarchy and sizeing of the text.

Automated Voice Message  
Campaigns

Voice API (Programmable Voice Calling)

Our Voice Solution Can  
Enhance Your Communication

Integrate your IT systems with our platform to improve interactions with your customers or employees. We provide easy integration APIs through HTTP and REST protocols that include all channel capabilities such as text-to-speech, pre-recorded audio, IVR, and password delivery.

## Primary

Orange CTA is used on our online layouts as primary button.

Talk to an Expert

Shape Radius: 1.5mm  
Background: #F9A825  
Font: Lato, Bold, #FFFFFF  
Letter spacing 1px

Talk to an Expert

Hover:  
#FF9900

Talk to an Expert

Shape Radius: 1.5mm,  
Border: 1px Solid  
Background: #FFFFFF  
Font: Lato, Bold, #F9A825  
Letter spacing 1px

Talk to an Expert

Hover:  
Border:  
2px Solid

## Secondary

Magenta is used as secondary CTA color in all our online layouts.

Talk to an Expert →

Font: Lato, Bold, #ED3F7A  
underline 1px  
Letter spacing 1px

Talk to an Expert →

Hover:  
remove  
underline

Talk to an Expert

Shape Radius: 1.5mm  
Background: #ED3F7A  
Font: Lato, Bold, #FFFFFF  
Letter spacing 1px

Talk to an Expert

Hover:  
#DA3F7A

Talk to an Expert

Shape Radius: 1.5mm  
Border: 1px Solid  
Background: #FFFFFF  
Font: Lato, Bold, #ED3F7A  
Letter spacing 1px

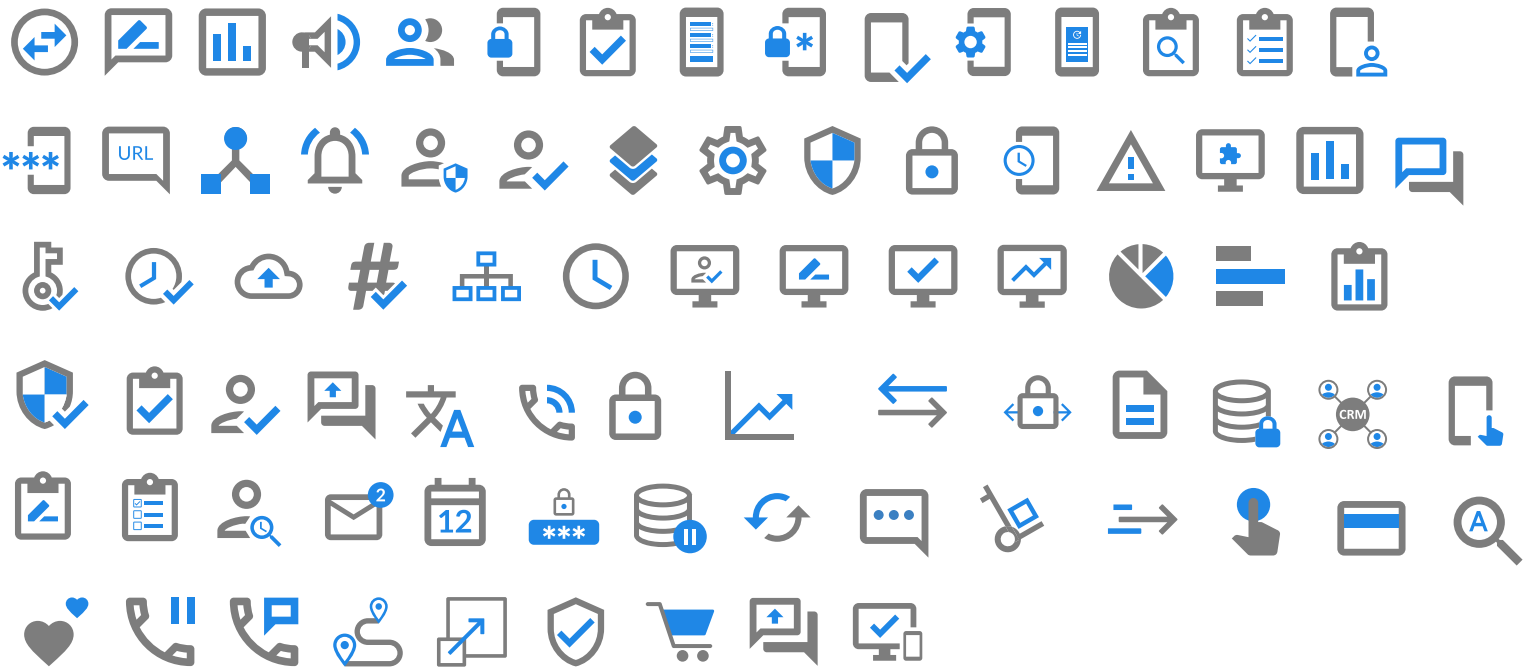
Talk to an Expert

Hover:  
Border:  
2px Solid

Usage

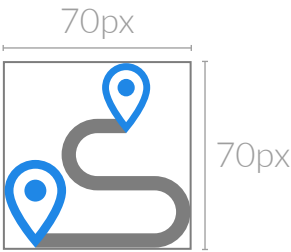
Icons should be used to represent ideas by providing conceptual clarity and visual interest.

The icon style we use is outlined.



Size

We use 70px icons size across our web page and collateral designs.



Color

The colors used on icons are our primary blue and primary grey.



Product Icons

Illustrative icons are use to represent our products online and offline.



SMS



Voice



Email



IP  
Messaging



RCS



WhatsApp  
Business



Omnichannel



Rich Media

Vertical Icons

Illustrative icons are use to represent our verticals online and offline.



Healthcare



Retail



Finance



Government



Logistics



Education

## Missuse



DO NOT use other colors on icons.



DO NOT place text on the icons



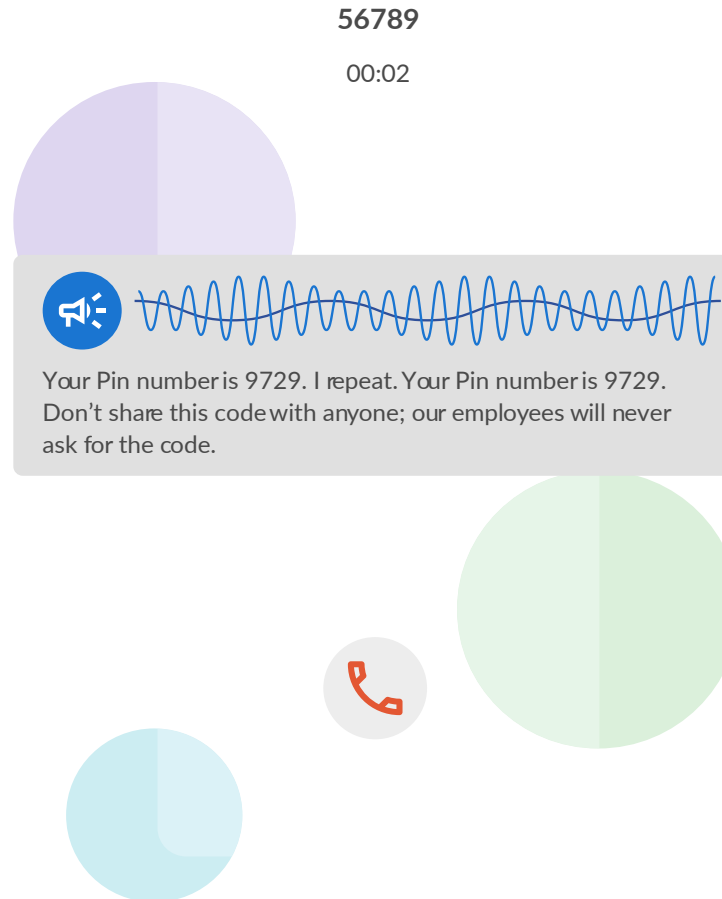
## Style

The illustration style we use is flat, with solid shapes and flat colors.

## When to use illustration?

We use illustrations to support content and to help the user understand visually the information given.

Please refer to our Illustration Guidelines for specific notes on composition, style and use.



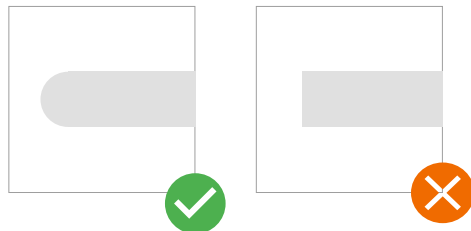
## Characters

Our characters represent personalities from each of our verticals.



## Rounded Strokes

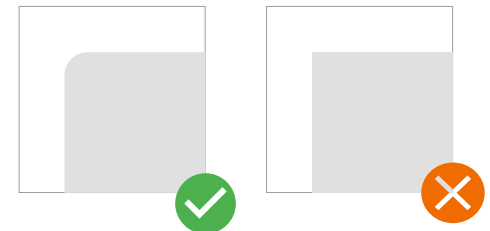
We always use rounded caps and joins.



## Rounded Shapes

We always use round corners when we draw solid shapes.

Shape radio: 3mm/ 1.5px



Color Palette

Colors used on illustrations.





## Missuse



DO NOT use other colors apart from our color palette.



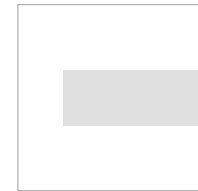
DO NOT use sharp corners.



DO NOT add expresions to our characters.



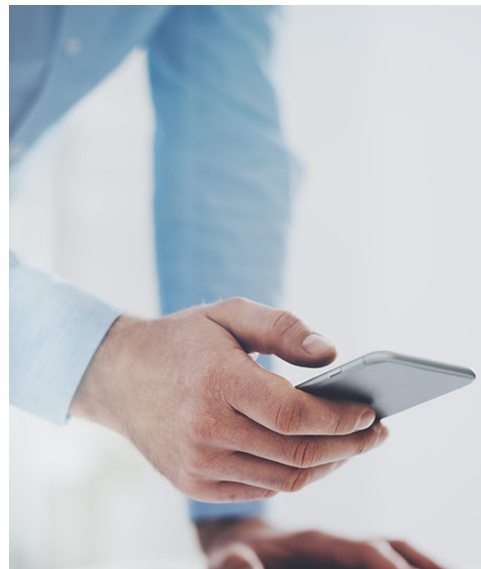
DO NOT use sharp endings.



## Style

Our photographs focus on a formal, technological and human style, in environments related to our verticals: healthcare, retail, finance, government, logistics and education.

We look for light and airy spaces to be able to place information that contrasts correctly.



## Missuse



DO NOT use photos with bright colors



DO NOT use photos with outdated technology



DO NOT use images that doesn't provide context.



DO NOT use images that dont provide contrast to text or logo.



# Brand Assets

- 33 Email Signature
- 34 Business Card
- 35 Letterheads
- 36 Collateral
- 38 Social Media

Elements

Blue Bar  
#1E88E5

NAME AND SURNAME

POSITION

t. +(34) 900 000 000


e. name.surname@sopranodesign.com

w. www.sopranodesign.com

Arial, Bold, CAPS  
#1E88E5

Arial, Regular, CAPS  
#4D4D4D

Arial, Regular  
#4D4D4D



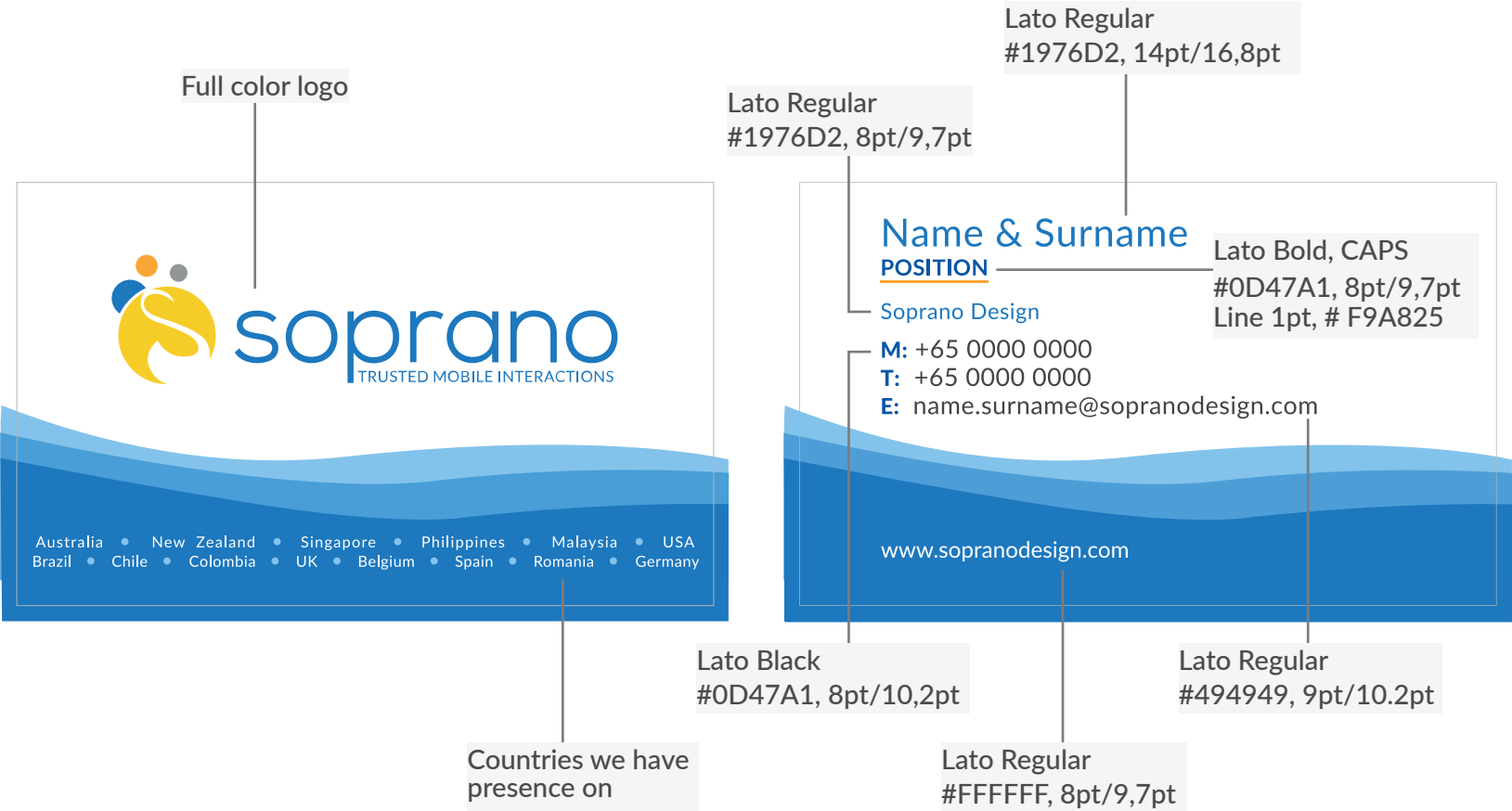
POWERING 25 YEARS  
OF TRUSTED MOBILE INTERACTIONS

soprano

Soprano full color  
logo

Firm creator:  
[https://www.sopranodesign.com/  
email-signatures/generator/](https://www.sopranodesign.com/email-signatures/generator/)

Elements

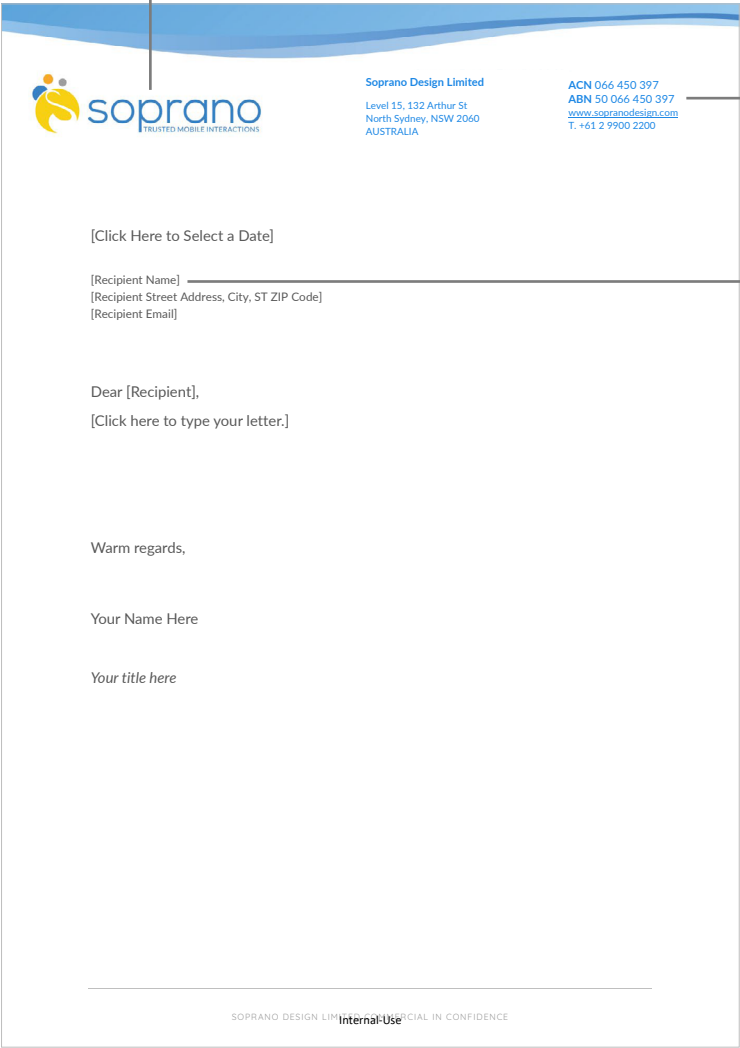


Elements

Letterheads are used to communicate between two parties.

Make sure to choose the template with the data corresponding to the country where you are located.

Full color logo



**Header**  
Lato Regular  
#1E88E5, 8pt

**Body Text**  
Lato Regular  
#606060, 12pt



## Brochure Layouts

We have two brochure main templates.

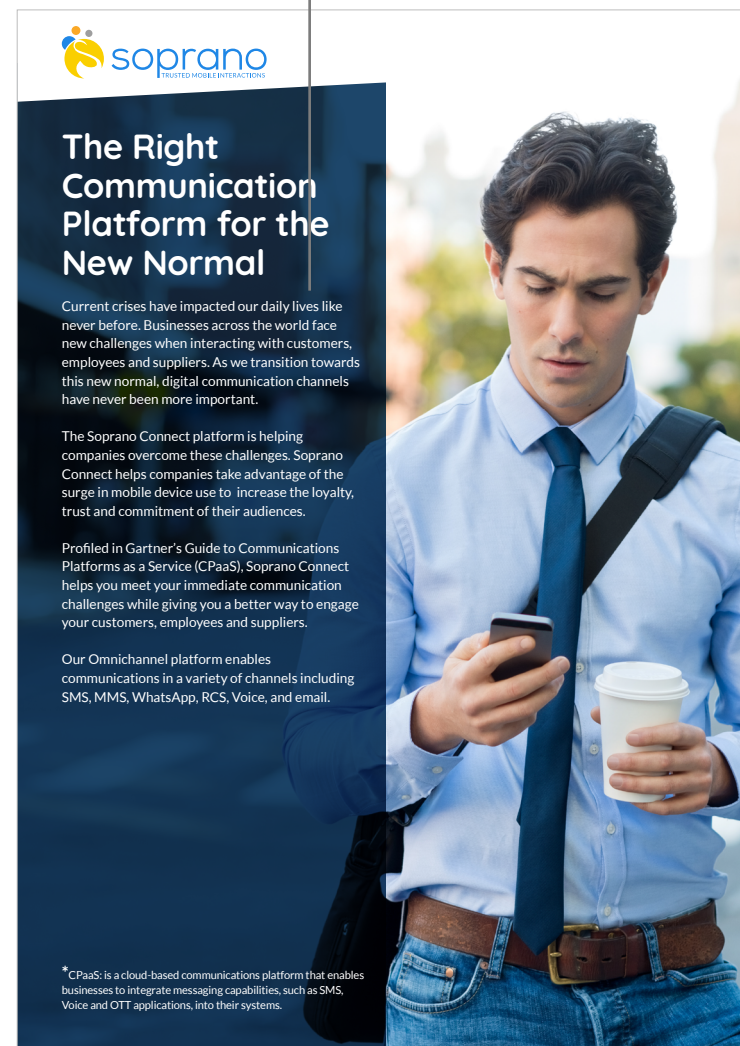
Our full color logo should be visible in all pages.

Make sure you choose an image that fits the template layout you picked.

**Title**  
Quicksand Bold  
#FFFFFF, 30pt/31,2pt

**Quote**  
Quicksand Bold  
#FFFFFF, 18pt/19,2pt

**Body Text**  
Lato Regular  
#FFFFFF, 11pt/15pt





## Playbook Layouts

Our full color logo should be visible in all pages.

Make sure you adapt the text to the template spaces and parameters.

## Cover Title

Quicksand Bold  
#1E88E5, 32pt/38,4pt

## Cover Subtitle


Quicksand Bold  
#606060, 16pt/19,2pt

## Title

Quicksand Bold  
#1E88E5, 24pt/28,8pt

## Body Text

Lato Regular  
#606060, 13.5pt/17pt



**10 Tips to Create an Effective Business Case for CPaaS**

Playbook for creating effective business case proposals to persuade your company to invest in a Communications Platform as a Service (CPaaS) solution.

Playbook



Quicksand Regular  
#606060, 21pt

10 Tips to Create an Effective Business Case for CPaaS

3

## 60-SECOND OVERVIEW

During an unexpected crisis such as the 2020 pandemic, businesses are often forced to rapidly adapt. Often that means onboarding new technology solutions with very little time to fully evaluate the benefits, risks and ROI of the options available on the market.

This playbook explores how to create an effective business case so you can accelerate the selection of a technology partner while demonstrating a return on your technology investment and minimizing your risks. To illustrate the best practices of a business case, we will use the example of a Communications Platform as a Service (CPaaS) solution to solve a productivity challenge, and we will offer ten best-practice steps you can take to prepare a compelling business case.

## INVESTMENTS REQUIRE TRUST

A crisis, by definition, is an unexpected situation that necessitates action. Often during a crisis there is no time to develop something new and slowing down is not an option. This becomes a dangerous situation for any firm that does not have a process for evaluating external investment options.

For example, during the early days of the 2020 COVID-19 lockdowns, organisations were forced to move so quickly that IT and security teams, temporarily at least, lost trust that their systems were being accessed securely. From the perspective of the IT and security gatekeepers in these firms, these hasty decisions opened new security and compliance risks.

Trust takes so long to build that preserving trust should be a priority for firms during a crisis. Acceleration can only happen once the business, security, compliance and privacy needs of the organisation have all been addressed.

A compelling business case can preserve trust because it can offer a mechanism for the business to see the value in investing in the higher-quality option, so the acceleration can happen while addressing the security, compliance and privacy needs of the organization.

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## Whitepaper Layouts

Our full color logo should be visible in all pages.

Make sure you adapt the text to the template spaces and parameters.

## Cover Title

Quicksand Bold  
#1E88E5, 32pt/38,4pt

## Cover Subtitle

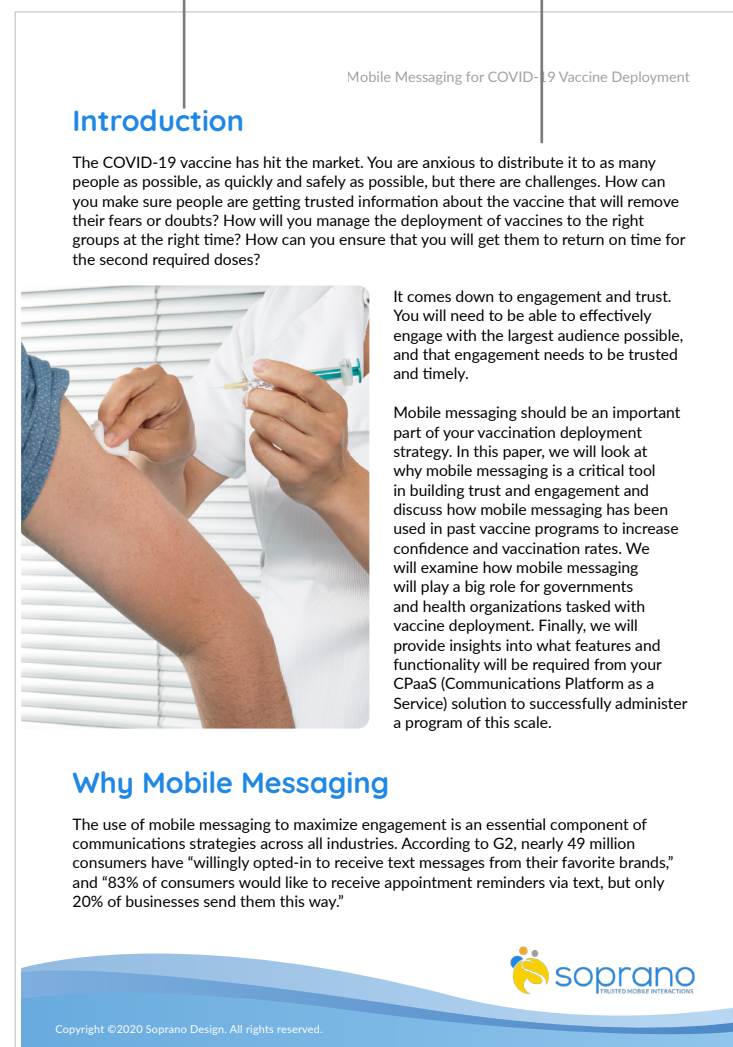
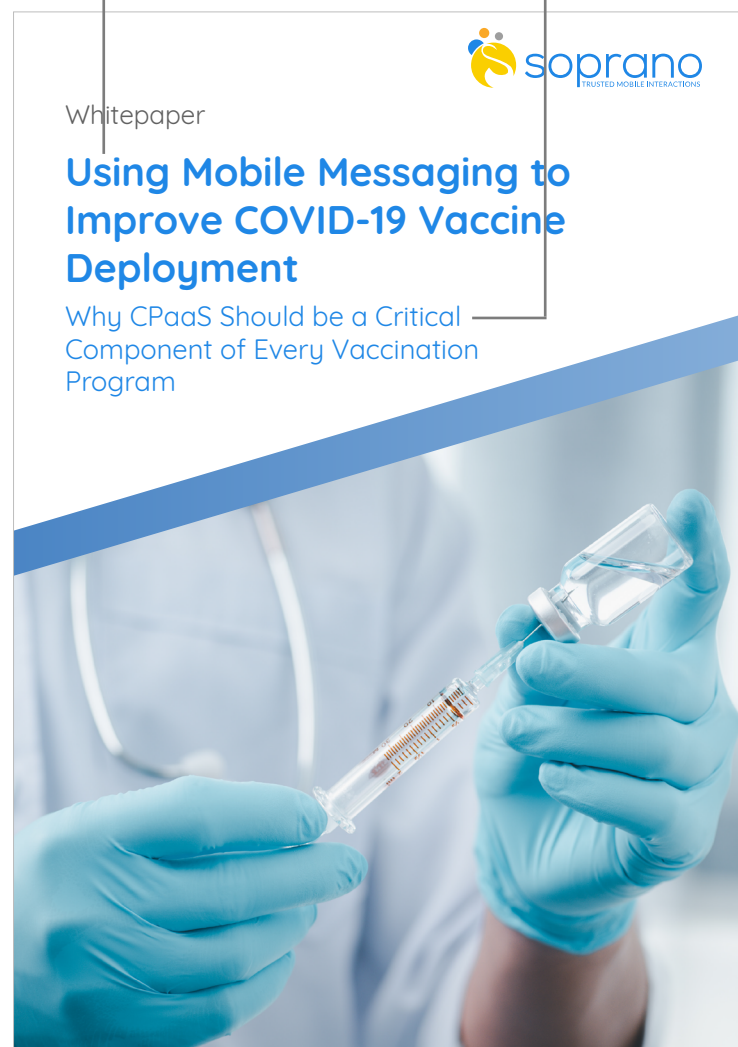
Quicksand Bold  
#1E88E5, 16pt/19,2pt

## Title

Quicksand Bold  
#1E88E5, 24pt/28,8pt

## Body Text

Lato Regular  
#606060, 13.5pt/17pt

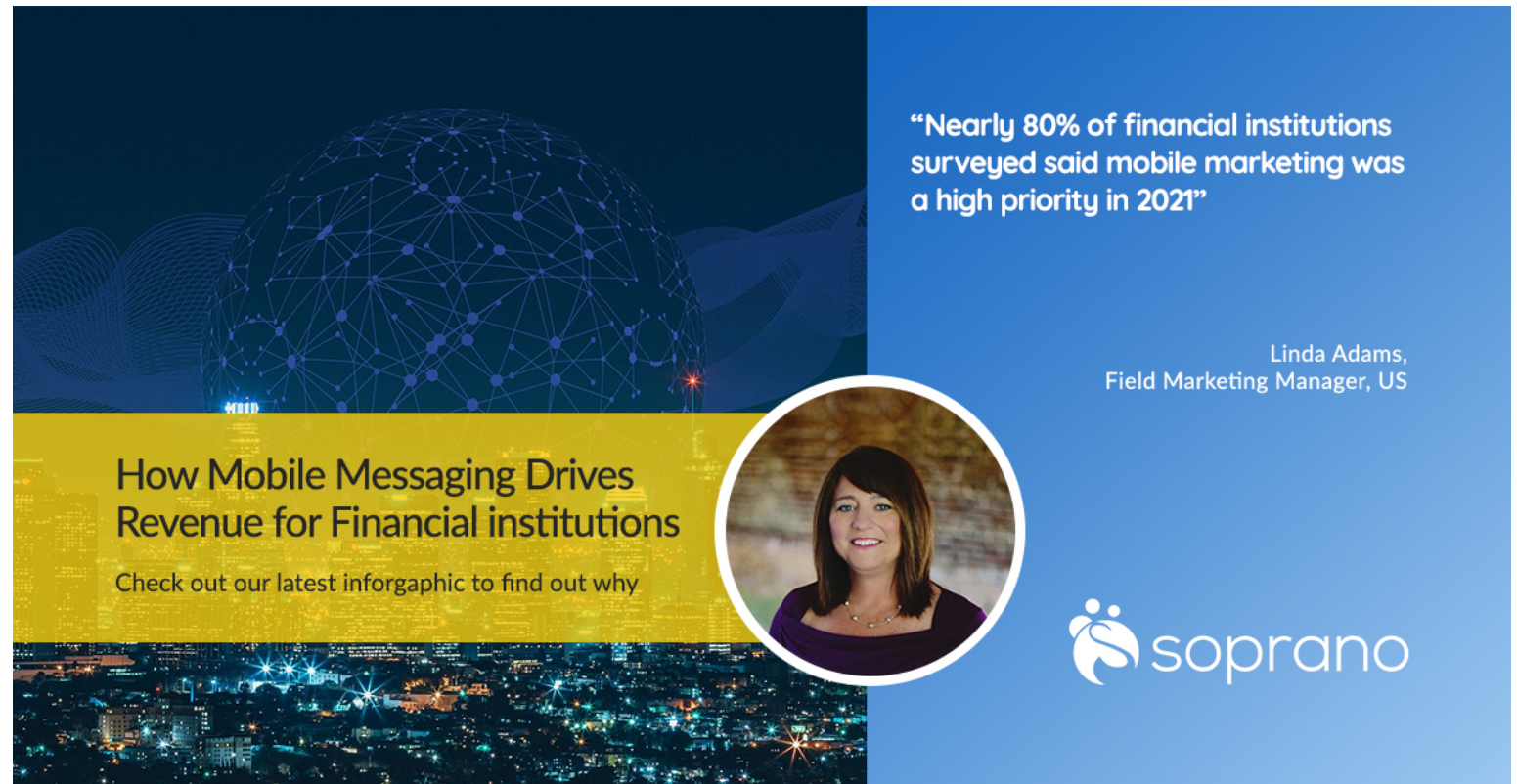


### Template 01 - Article

We use this template to promote articles written by the employees from the company.

It should contain title, subtitle, author along with profile picture, and logo.

The size used is 1200px x 628px and can be used in LinkedIn, Twitter and Facebook platforms.





### Template 02 - Article Minimal

We use this template to promote articles written by the employees from the company.

It should contain title, subtitle, author along with profile picture, and logo.

The size used is 1200px x 628px and can be used in LinkedIn, Twitter and Facebook platforms.



## Template 03 - Downloads

We use this template to promote and download any document.

It should contain a title, clear CTA button to download the content and logo.

The size used is 1200px x 628px and can be used in LinkedIn, Twitter and Facebook platforms.



## Template 04 - Event

We use this template to promote events/webinars.

It should contain a title, date & time and author along with iprofile picture, and logo.

The size used is 1200px x 628px and can be used in LinkedIn, Twitter and Facebook platforms.



## Template 05 - News

We use this template to make important announcements.

It should contain a title, short description of the news/announcement, and logo.

The size used is 1200px x 628px and can be used in LinkedIn, Twitter and Facebook platforms.





### Template 06 - Holiday

We use this template for especial occasions.

It should contain a clear and to the point text, and logo.

The size used is 1200px x 628px and can be used in LinkedIn, Twitter and Facebook platforms.





