



Brand Guidelines

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Design Elements

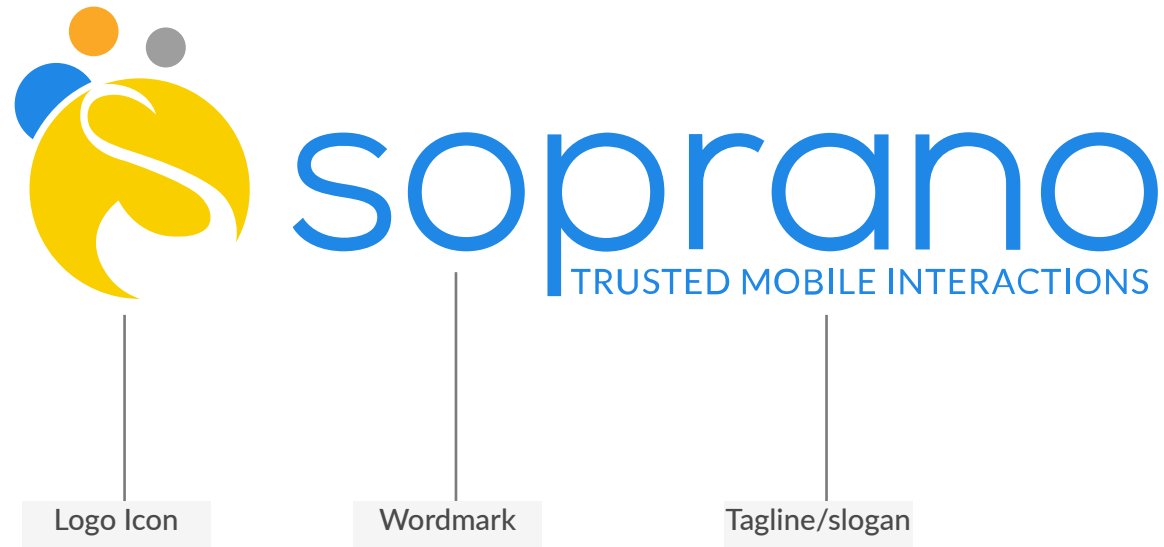
- 4 Our Logo
- 12 Colors
- 17 Typography
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- 22 Iconography
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Characteristics

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

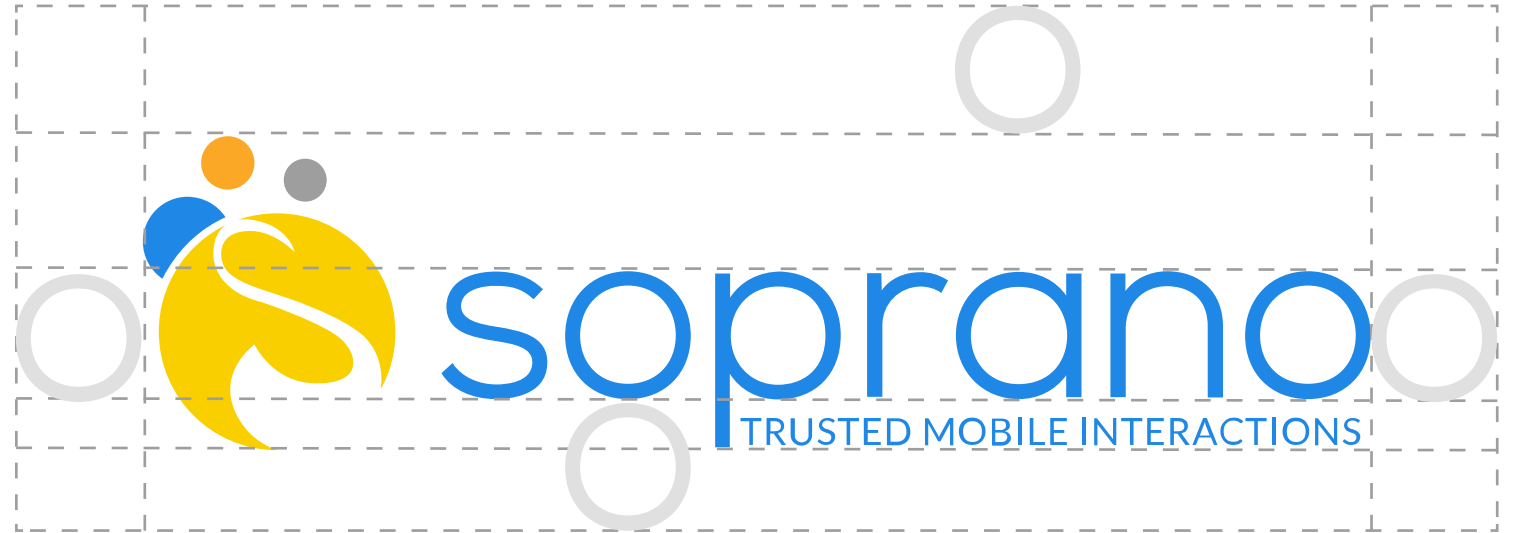


The black and white versions are only to be used if necessary due to color restriction or bad contrast with background.



Clear space and size

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



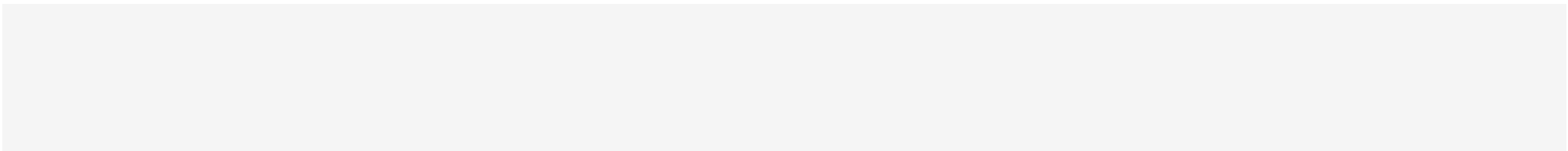
Max. minimum Sizing Logo:

132px wide

35mm wide



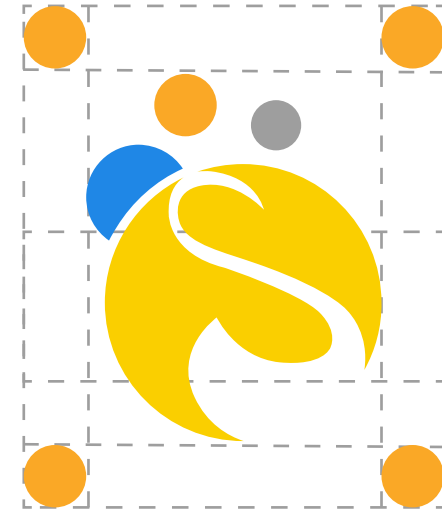
Always use the logo without tagline in small sizes.



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 use on color backgrounds and photographs.



Soprano Blue Background

HEX: #1E88E5

RGB: 30, 136, 229

CMYK: 77, 42, 0, 0

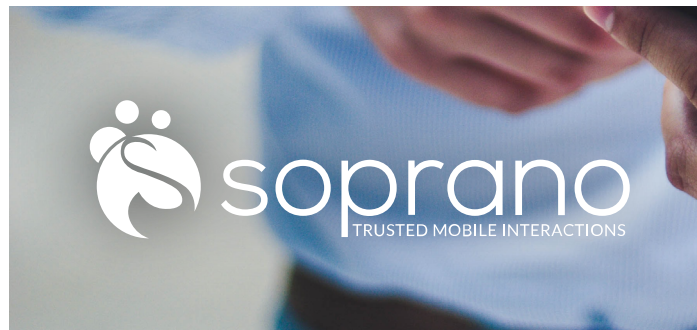


Dark Grey Background

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



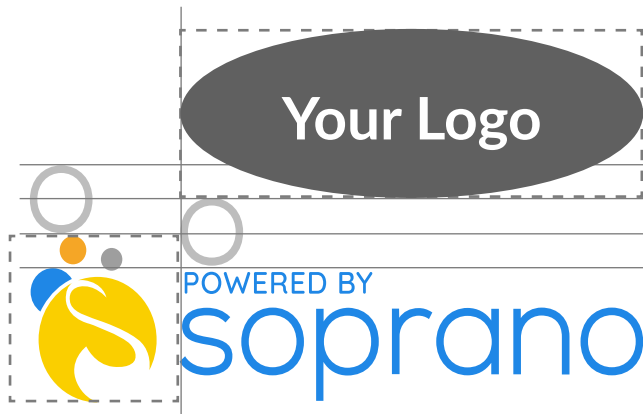
✗ DO NOT change the position of the elements



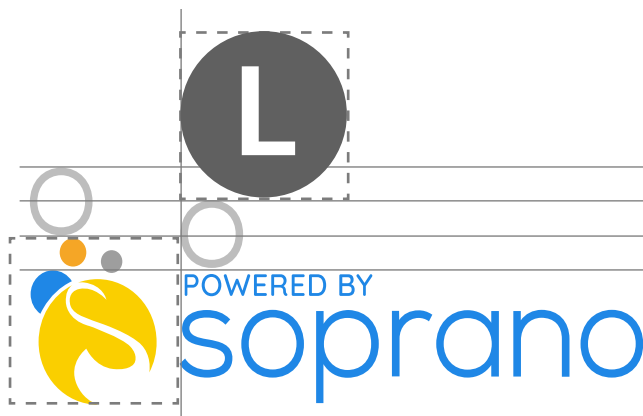
Powered by Soprano Lockup

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.

	Primary Blue 07 HEX: #1E88E5 RGB: 30, 136, 229 CMYK: 77, 42, 0, 0	Primary Orange 05 HEX: #F9A825 RGB: 249, 168, 37 CMYK: 0, 40, 89, 0	Primary Grey 07 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
Primary Yellow 06 HEX: #F8CF00 RGB: 248, 207, 0 CMYK: 4, 17, 94, 0	#1976D2 08	#F47C00 08	#606060 08
	#2196F3 06	#F98C00 07	#9E9E9E 06
#FFEA3A 05	#42A5F5 05	#FF9900 06	#BCBCBC 05
#FFF275 04	#64B5F6 04	#FFB74C 04	#E0E0E0 04
#FFF49E 03	#90CAF9 03	#FFCC7F 03	#EDED E D 03
#FFF9C4 02	#B8DEFC 02	#FFE0B2 02	#F4F4F4 02
#FFFCE8 01	#E3F2FD 01	#FFF2E0 01	#F9F9F9 01

Secondary Colors

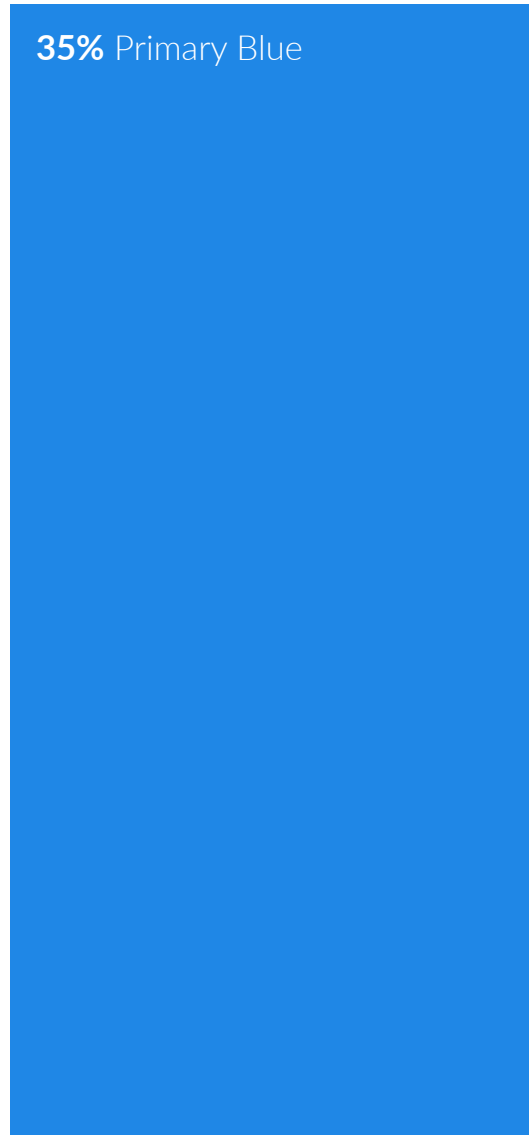
Highlight colors should be used to sparingly create visual contrast, excitement and variety when necessary.

We never use these colors as dominant colors.

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

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



20% White



Gradients

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



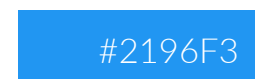
Linear
Angle: 0°

Location 50



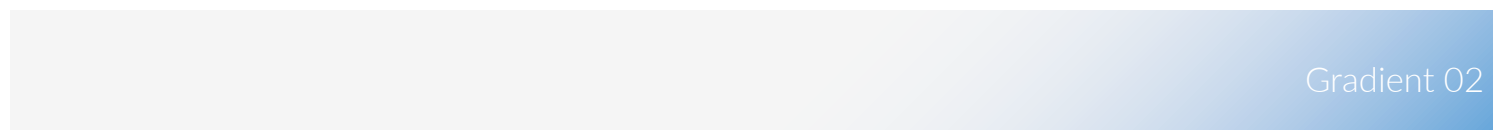
#90CAF9

Location 0



#2196F3

Location 100



Linear
Angle: -45°

Location 65

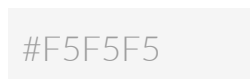


Location 75



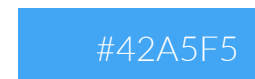
#FFFFFF

Location 0



#F5F5F5


Location 27




#42A5F5

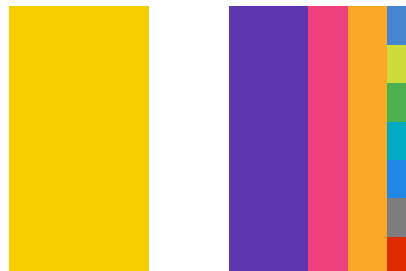
Location 100


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 Quicksans 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 Bold 30/36pt / 1.5em
 #FFFFFF
 Blue gradient 01
 Align Center

H2

Quicksand Bold, 24/28.8pt
 #1E88E5

H3

Quicksand Bold, 13/15.6pt
 CAPS, #1E88E5

Body Text

Lato regular, 12/14.4pt
 #000000

CTA

Lato Bold, 16/19.2pt
 #FFFFFF
 Background color #ED3F7A
 Corner radio: 1.5mm

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.

Talk to an Expert


Missuse

 DO NOT use Quicksans 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 titles

Voice API

 DO NOT use secondary colors on sub-titles

**OUR VOICE SOLUTION
CAN ENHANCE YOUR
COMMUNICATION**

 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

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

Secondary

Magenta is used as a 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

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



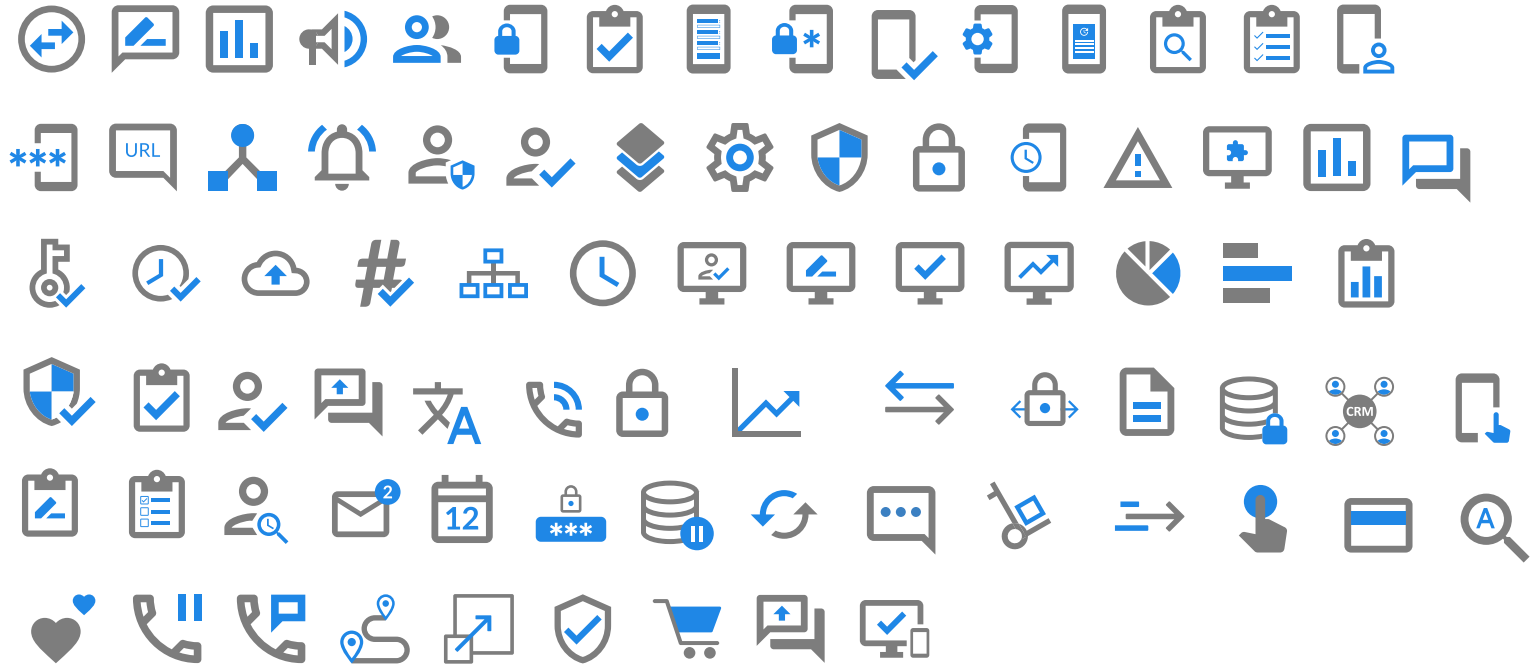
Talk to an Expert

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

Usage

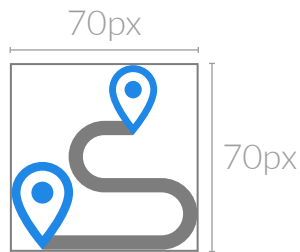
Icons should be used to represent ideas by providing conceptual clarity and visual interest.

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.

#1E88E5

#7C7C7C

Product Icons

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



SMS



Voice



Email



IP
Messaging



RCS



WhatsApp
Business



Omnichannel



Rich Media

Vertical Icons

Illustrative icons are used 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

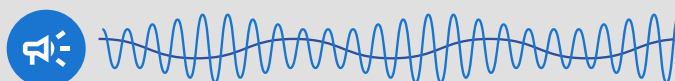
The illustration style we use is flat, with solid shapes and flat colors.

When to use illustration?

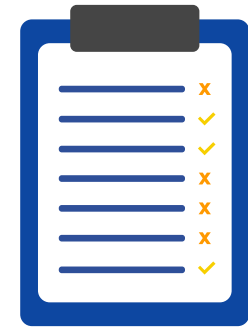
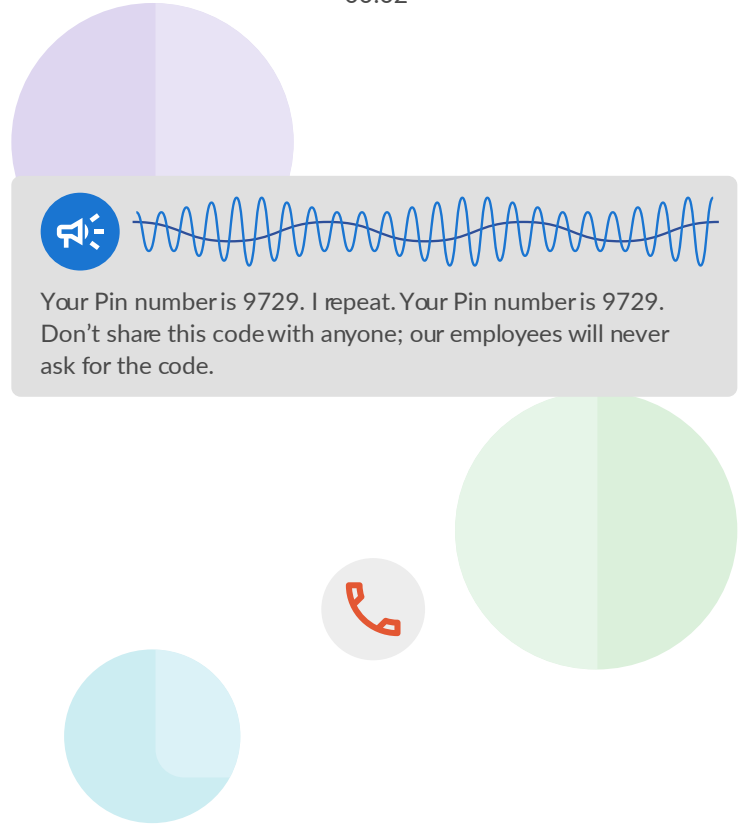
We use illustrations to support content and to help the user understand visually the information given.

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

56789
00:02



Your Pin number is 9729. I repeat. Your Pin number is 9729. Don't share this code with anyone; our employees will never ask for the code.



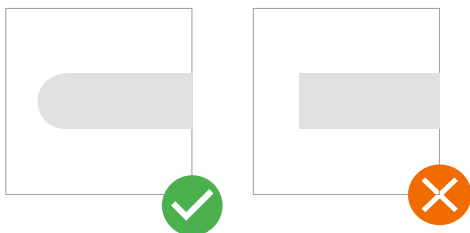
Characters

Our characters represent personalities from each of our verticals.



Rounded Strokes

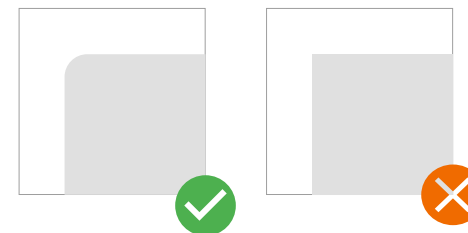
We always use rounded caps and joins.



Rounded Shapes

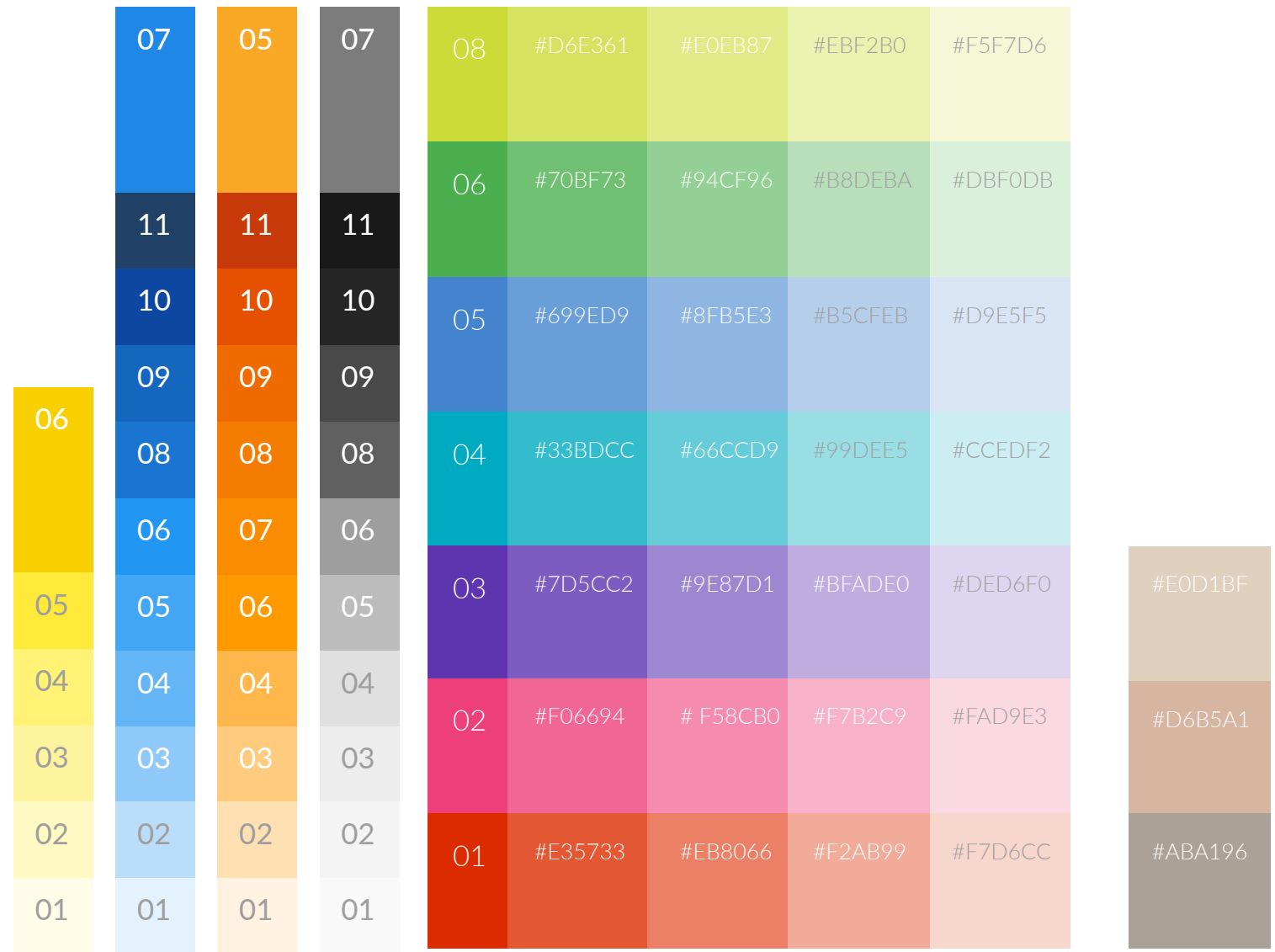
We always use round corners when we draw solid shapes.

Shape radio: 3mm/ 1.5px




Color Palette


Colors use on illustrations.




Missuse

 DO NOT use other colors apart from our color palette.




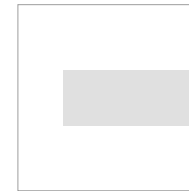
 DO NOT use sharp corners.



 DO NOT add expresions to our characters.



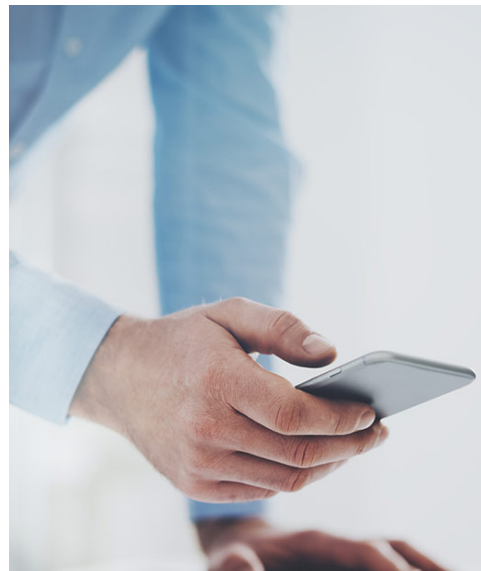
 DO NOT use sharp endings.




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.

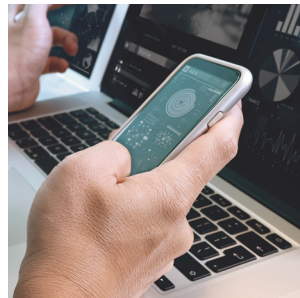



Missuse

 DO NOT use photos with bright colors




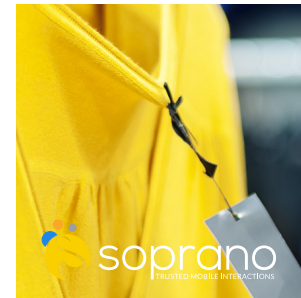
 DO NOT use photos with outdated technology



 DO NOT use images that doesn't provide context.



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



Brand Assets

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

Elements



A diagram showing the layout of an email signature. A vertical blue bar is on the left. To its right, the text 'NAME AND SURNAME' is in blue, bold, caps. Below it, 'POSITION' is in grey, caps. Further down, contact details are listed: 't. +(34) 900 000 000', 'e. name.surname@sopranodesign.com', and 'w. www.sopranodesign.com'. Lines connect text boxes to the corresponding elements in the signature.

Blue Bar
#1E88E5

NAME AND SURNAME — Arial, Bold, CAPS #1E88E5

POSITION — Arial, Regular, CAPS #4D4D4D

t. +(34) 900 000 000

e. name.surname@sopranodesign.com — Arial, Regular #4D4D4D

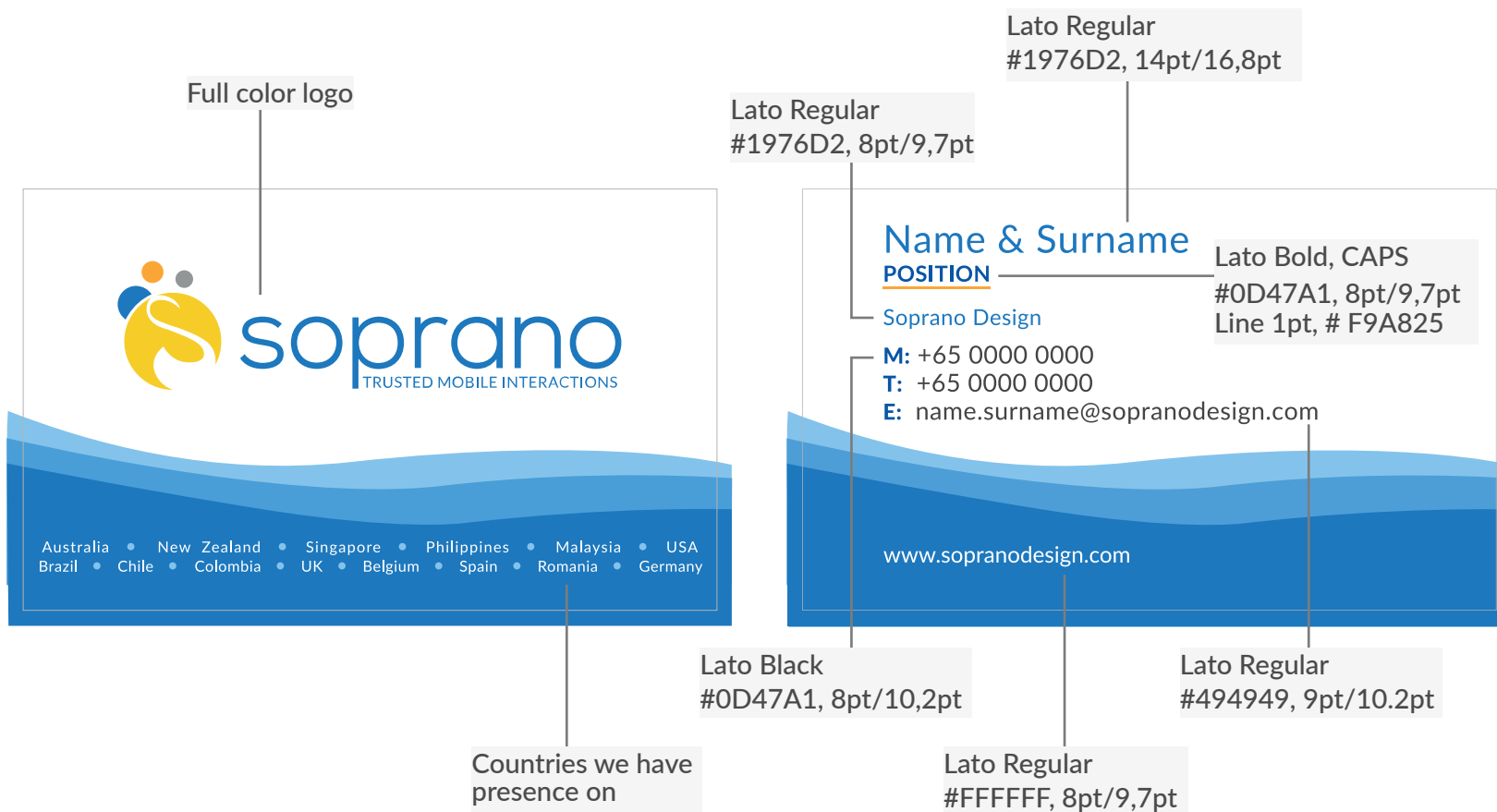
w. www.sopranodesign.com



Firm creator:

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

Elements

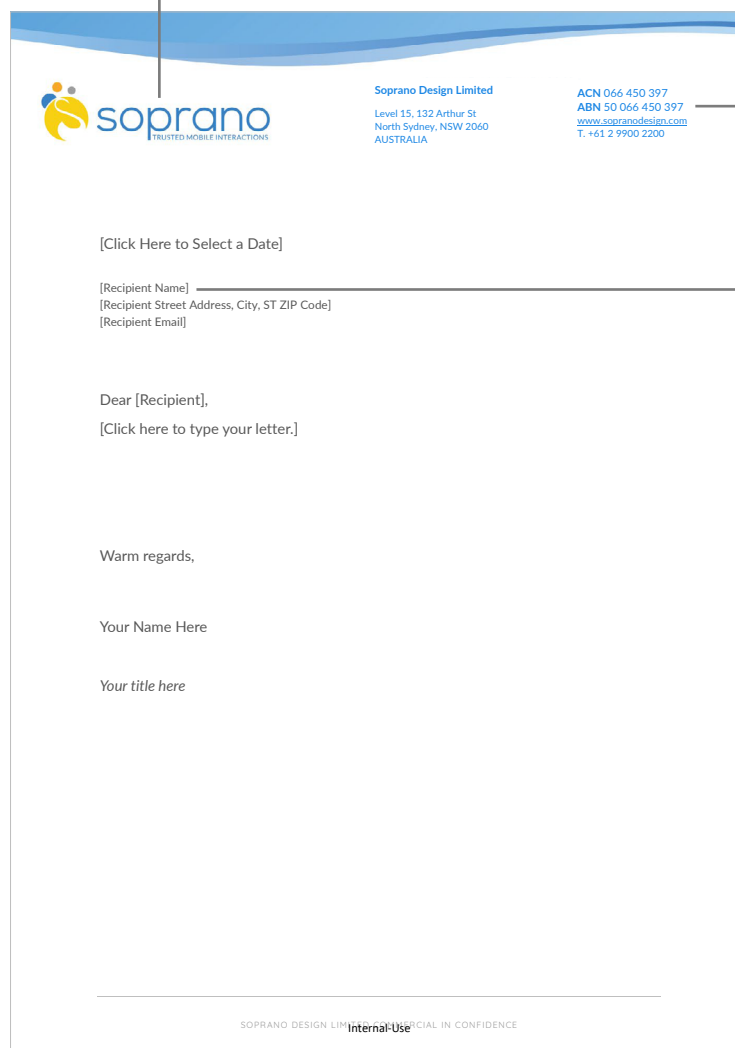


Elements

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.

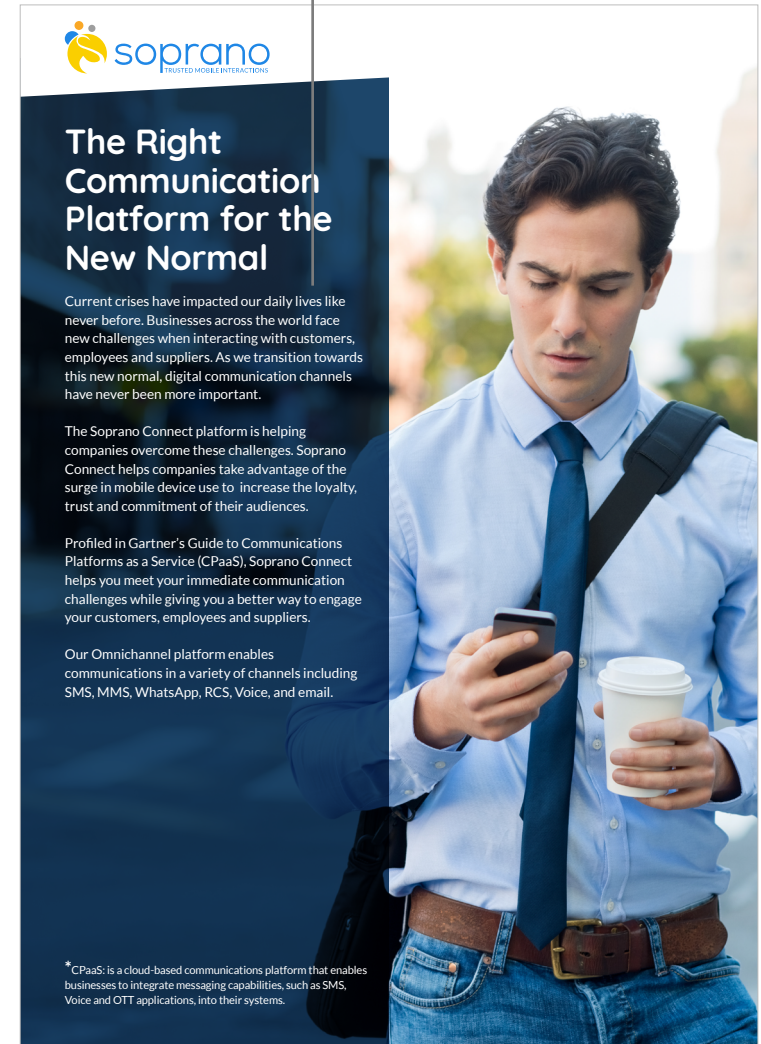
Our full color logo should be visible in all pages.

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.

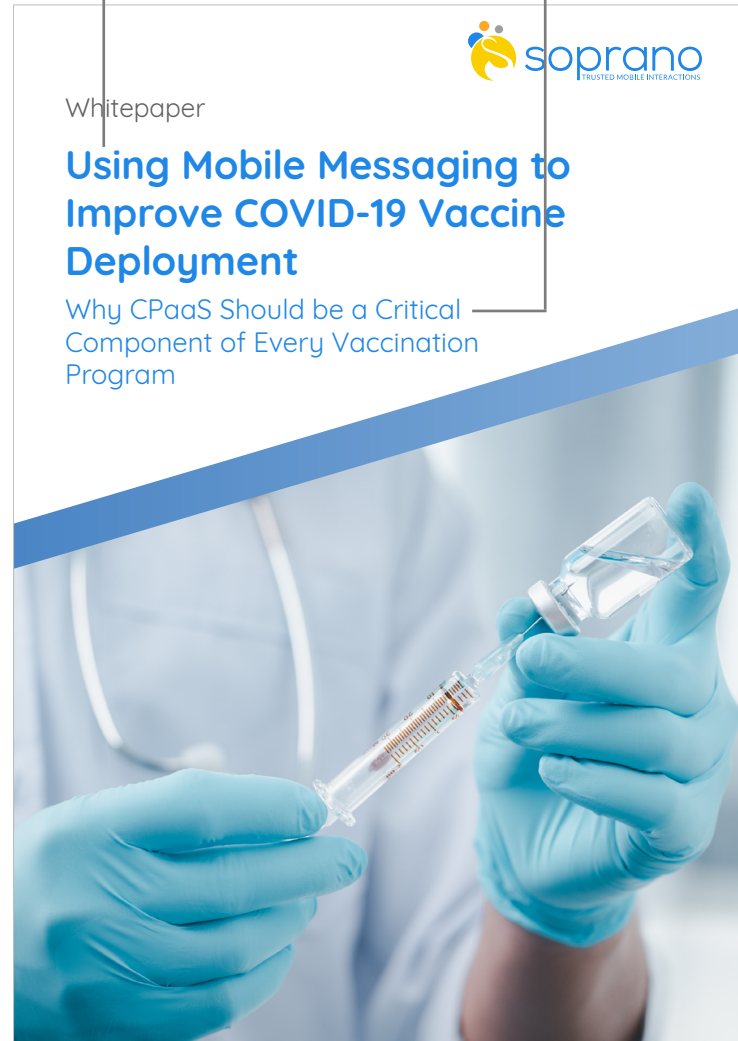
Make sure you adapt the text to the template spaces and parameters.

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



Mobile Messaging for COVID-19 Vaccine Deployment

Introduction

The COVID-19 vaccine has hit the market. You are anxious to distribute it to as many people as possible, as quickly and safely as possible, but there are challenges. How can you make sure people are getting trusted information about the vaccine that will remove their fears or doubts? How will you manage the deployment of vaccines to the right groups at the right time? How can you ensure that you will get them to return on time for the second required doses?



It comes down to engagement and trust. You will need to be able to effectively engage with the largest audience possible, and that engagement needs to be trusted and timely.

Mobile messaging should be an important part of your vaccination deployment strategy. In this paper, we will look at why mobile messaging is a critical tool in building trust and engagement and discuss how mobile messaging has been used in past vaccine programs to increase confidence and vaccination rates. We will examine how mobile messaging will play a big role for governments and health organizations tasked with vaccine deployment. Finally, we will provide insights into what features and functionality will be required from your CPaaS (Communications Platform as a Service) solution to successfully administer a program of this scale.

Why Mobile Messaging

The use of mobile messaging to maximize engagement is an essential component of communications strategies across all industries. According to G2, nearly 49 million consumers have "willingly opted-in to receive text messages from their favorite brands," and "83% of consumers would like to receive appointment reminders via text, but only 20% of businesses send them this way."



Template 01 - Article

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

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

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

The image shows a social media article template. The background is a dark blue gradient with a network of white dots and lines forming a globe-like structure. At the bottom, there is a cityscape at night with lights. A yellow horizontal band across the middle contains the article title and subtitle. On the right side, there is a blue vertical band containing a quote and the author's name. A circular profile picture of Linda Adams is positioned between the yellow band and the blue band. The Soprano logo is located at the bottom right of the blue band.

How Mobile Messaging Drives Revenue for Financial institutions
Check out our latest infographic to find out why

“Nearly 80% of financial institutions surveyed said mobile marketing was a high priority in 2021”

Linda Adams,
Field Marketing Manager, US

soprano

Template 02 - Article minimal

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

It should contain title, 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 title , a 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 title, date & time, 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 05 - News

We use this template to make important announcements.

It should contain 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 special occasions.

It should contain 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.



