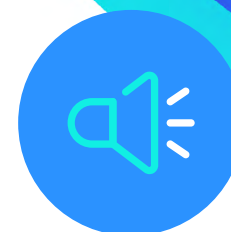




Brand guide

Messaging and visual brand standards

June 2022



01

Our brand

Who we are

IntelPeer helps companies better engage with their customers by creating modern experiences from the cloud that augment existing communication solutions – in minutes. IntelPeer’s communications platform as a service (CPaaS) and workflow automation solution automates digital and voice customer service capabilities. Powered by artificial intelligence (AI) and analytics, our omnichannel platform instantly improves your customers’ communications experience. IntelPeer provides industry-leading time-to-value with solutions that work seamlessly with existing business software and infrastructure. Our no-code templates and low-code, co-creation options provide customers with easy-to-use tools that can be utilized by anyone and are also accessible through developer APIs.

02

Communication

What we do

IntelPeer lets you engage your customers with modern communications experiences within your existing infrastructure, in minutes. Our platform is a communications workflow engine that automates CX with advanced voice, messaging, and self-service solutions to create a tailored customer engagement without requiring developer resources. We provide businesses with instantly available pre-built solutions, workflow-based development tools, and rich APIs — all built on our CPaaS platform to infinitely customize your interactions. Unlike other CPaaS 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

- **Rapid time-to-value:** Custom workflows that partners and/or their customers can build in hours, not days
- **Breadth:** Enterprise-grade advanced voice and CPaaS solutions across knowledge and frontline workers and contact center agents, all from a trusted partner
- **Industry-leading service:** Support that allows our partners to build value over time with their clients
- **Highly reliable, rock-solid, and secure communications network:** Fast, reliable delivery of the most demanding solutions
- **Scalability:** Rapidly deployable solutions that can scale to the entire enterprise, supporting millions of customer interactions

Mission statement

IntelPeer helps companies better engage their customers by creating modern customer experiences from the cloud that augment existing communication solutions — in minutes — 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 communication workflow automation specific to their business. IntelPeer's CPaaS is the only platform with no-code, low-code, and API-enabled options that delivers speed, visibility, and flexibility — all built on top of a global, secure, rock-solid communications network. Unlike other CPaaS 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

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.

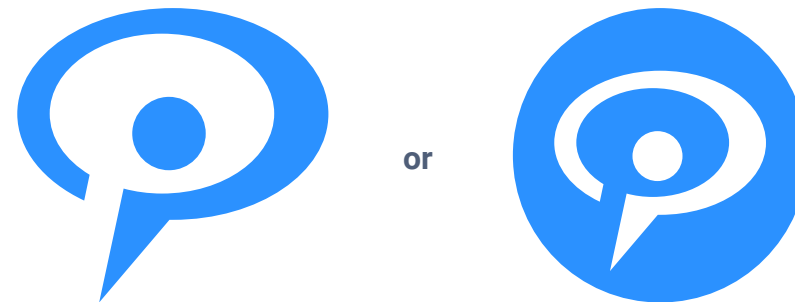
Primary logo on white background is always in IntelPeer blue brand color. Logo on any dark background is in white.

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



Mark

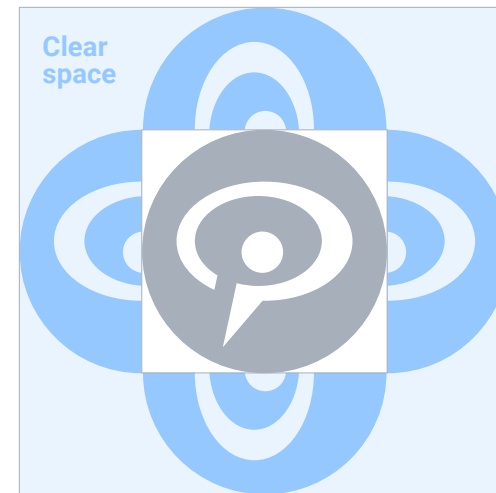
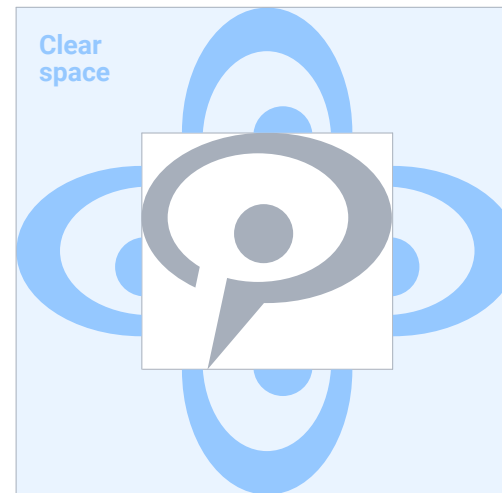


Logo usage

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

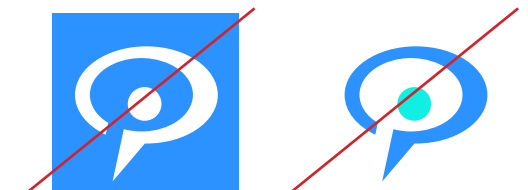
We use blue one-color logo on white or light gray backgrounds and white one-color logo on any other brand colors or images.

- **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



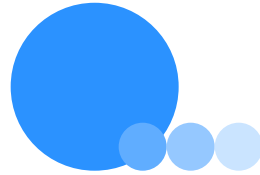
Color palette

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).

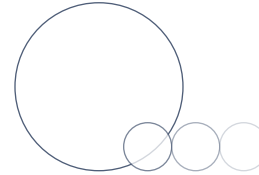
Various tints or opacities of the shades within this palette are also allowed when deemed creatively prudent.

Primary color palette



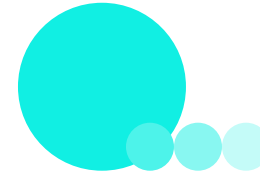
IntelPeer blue

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



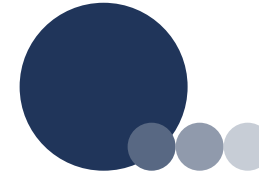
White

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

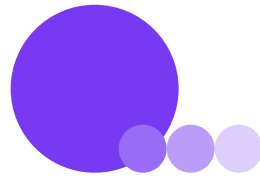


Navy

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

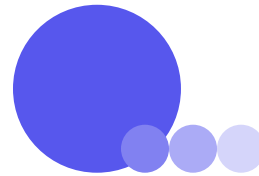
Color palette

Secondary color palette



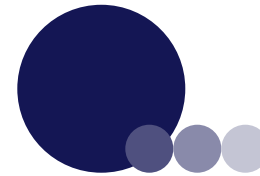
Violet

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



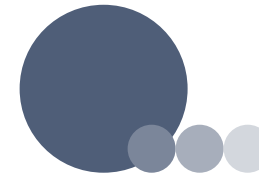
Blue-violet

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

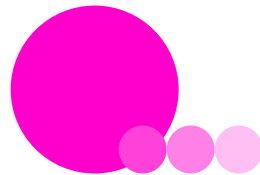
HEX: #4f5e78
RGB: 79 94 120
CMYK: 74 60 36 14
PMS: 2376 C



Mist

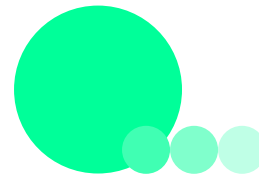
HEX: #f2f2f6
RGB: 242 242 246
CMYK: 4 3 1 0
PMS: 649 C

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

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

