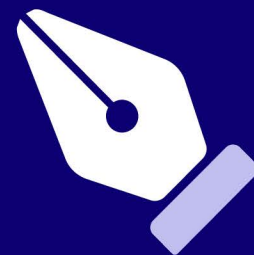




BRAND BOOK

Plivo Visual Identity Standards

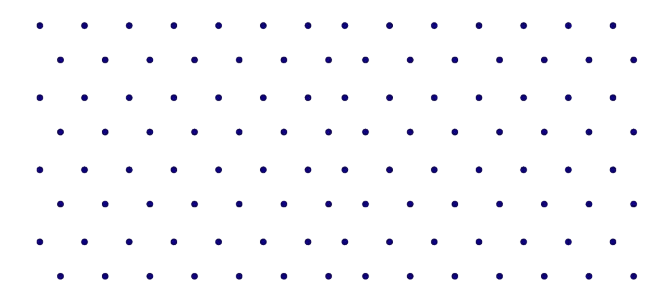




ABOUT US

Plivo offers a simple, quick, and scalable way to modernize customer communications. Businesses of all sizes — from growing startups to public companies — rely on Plivo to deliver better customer experiences.

Plivo's enterprise-grade communications platform includes a premium carrier network with connectivity in more than 190 countries, an API platform for messaging and voice calls, and solutions for sales and support teams. The Plivo team brings deep experience in communications and modern software to address the needs of today's businesses — quality, scale, innovation, and agility.





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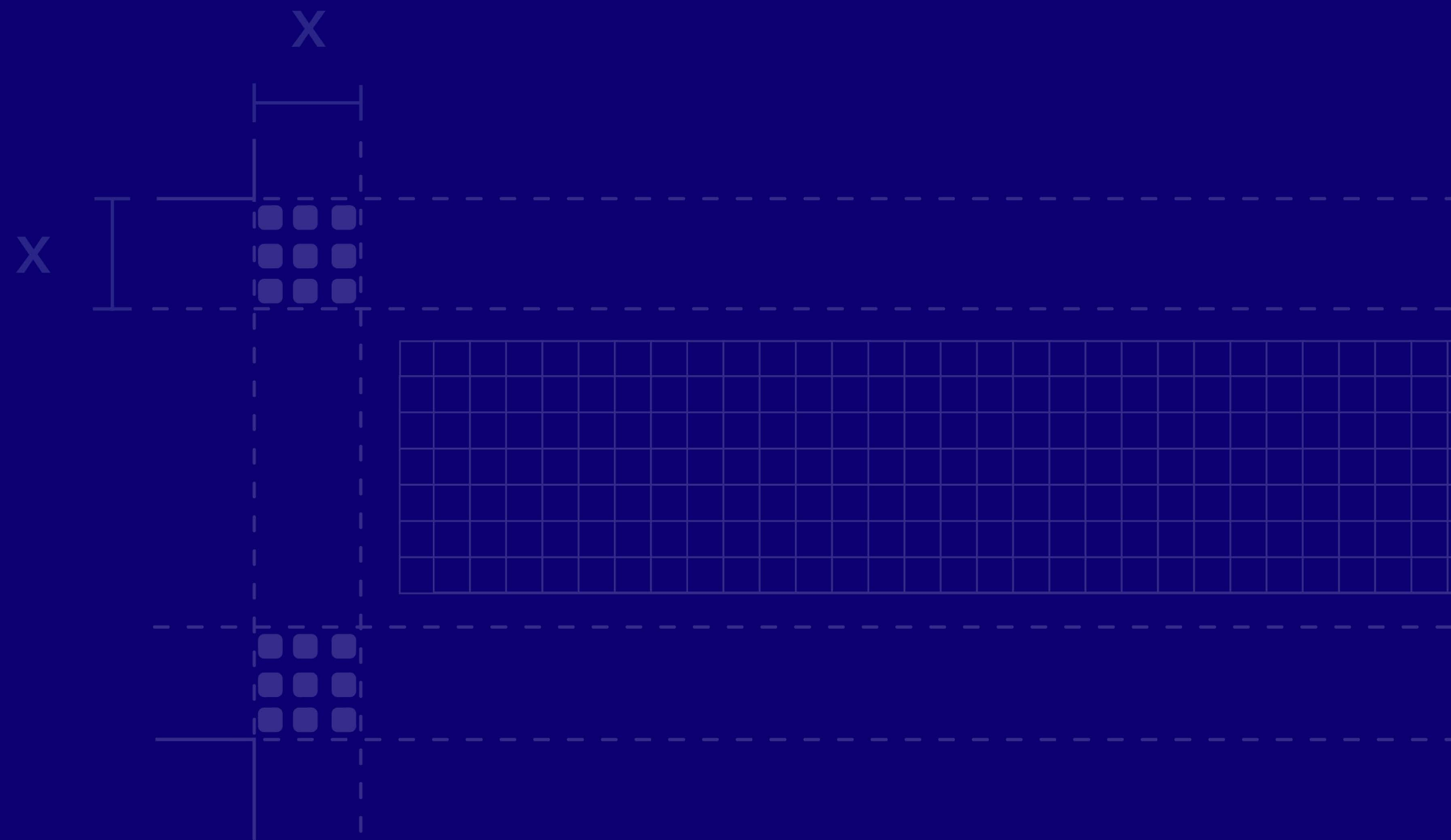
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| LOGO





LOGO

Our Logo

Plivo's logo is a combination of a simple wordmark with an icon that is a direct representation of the 'cloud communications' which is the business we're in. The simple approach to our logo design provides high recall value. We have a full-placement logotype version and an icon-only logomark version.

Clear Space	1/3x of logo height
Minimum height	5mm/15px





LOGO

Logo Colors

Primary Logo



Logomark



Logo on Dark Background



Monotone Color



[Download logo kit](#)



LOGO

Do's and Dont's

✓ Dos

We always use our logo as given below:



Primary logo color on white background



White color on Plivo blue (#05006D) background





LOGO

Do's and Dont's

✗ Don'ts

Please make sure that our logo is not altered in any of these:



Don't alter, rotate, bend, skew, crop or distort the logo.



Don't change the logo color in any case.



Don't place logo on busy backgrounds.



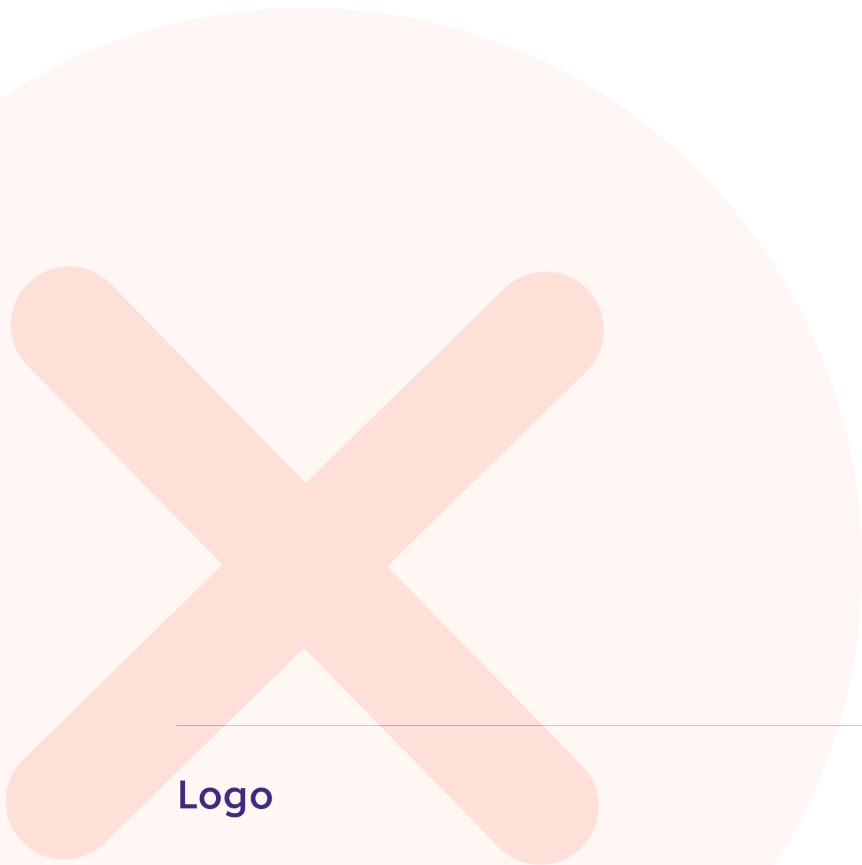
Don't place logo on any background other than white or Plivo blue.



Don't embellish logo with drop shadow or any other effects.



Don't use any gradient color on logo



| COLOR

R 03

G 169

B 74

#05006D

#03A94A





COLOR

Color Palette

Colors are one of the most crucial components when it comes to brand identity. We have an extensive palette of colors that allows us to create visuals for our marketing and product platforms. Our colors distinguish our brand and create a consistent experience.

Primary Palette

Plivo Green

HEX

#03A94A

RGB

03 169 74

CMYK

92 00 100 0

Plivo Black

HEX

#040403

RGB

04 04 03

CMYK

74 67 67 88

Plivo Blue

HEX

#05006D

RGB

5 0 109

CMYK

100 100 16 25

Secondary Palette

Picton Blue

HEX

#00C0ED

RGB

00 192 237

Amethyst

HEX

#9345E5

RGB

147 69 229

Puerto Rico

HEX

#33D396

RGB

51 211 150

Squash Blossom

HEX

#EDA11B

RGB

237 161 27

Cornflower

HEX

#3383DB

RGB

51 131 219



Accents

Accent colors form our tertiary palette and are used to create high contrast against dark backgrounds.

Bright Blue#074EDD

UFO Green#43D26C

Dark Orange#FB8C00

Neutral

Your neutral color will most likely be a background color, something chosen to avoid attention.

#0C233A

#163560

#3C6187

#6287A5

#A2BCCC

#C8DDE8

#E4EDF2

Gradients

Gradients work best as background colors, as they enhance the background more than a solid color.

#05006D#074EDD

#C1DDFB#F1F7FF

#E0C7F2#F8EDFF

#A4F6DD#E8FFF7

| TYPOGRAPHY

A A b B C c D d E e F f

K k L l M m N n O o P p

T t U u V v W w X x Y y

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ' () * + , - . / : ;



TYPOGRAPHY

Primary Typeface

Soleil, a sans-serif geometric font, offers a good twist with asymmetry in its circular letters. The letter shapes bring in a fluidity and clarity and help us to move away from the traditional rigid geometric structures and be more exploratory with modern ideas.

Soleil

Soleil Light

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
1234567890!@#\$%^&*()

Soleil Regular

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
1234567890!@#\$%^&*()

Soleil Semibold

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
1234567890!@#\$%^&*()

Soleil Bold

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
1234567890!@#\$%^&*()

Soleil Extrabold

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
1234567890!@#\$%^&*()



TYPOGRAPHY

Alternate Typeface

Verdana is our replacement font for business purposes, where Soleil is not available. Sample uses include Google slides, business presentations, corporate decks, Word docs, etc.

Verdana

Verdana Regular

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
1234567890!@#\$%^&*()

Verdana Bold

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
1234567890!@#\$%^&*()



TYPOGRAPHY

Hierarchy and Usage

This is an Example Header-H1

This is an example of body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magnaerat. volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci

This is an example header-H2

This is an example of body copy.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam

This is an example header-H2

This is an example of body copy.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam

H1 Soleil Regular

Font size - 40px for Hero section header
/ 36px for headers below Hero section
Font weight - Soleil Regular
Line height - 60px

H2 Soleil Semibold

Font size - 18px
Font weight - Soleil Semibold
Line height - 30px

Body Soleil Regular

Font size - 16px
Font weight - Soleil Regular
Line height - 25px



| ICONS





ICONS

Iconography

Icons aid navigation and help to drive action. They should be used in combination with meaningful text. They should be simple, help the design, and be easily understood.

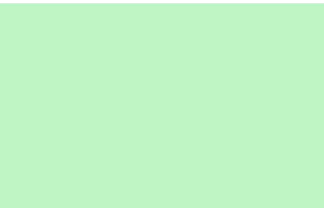




ICONS

Icon Style

We use dual colors for our icons to prevent monotony. The icons on our website use these colors:



#BEF4C5



#03A94A



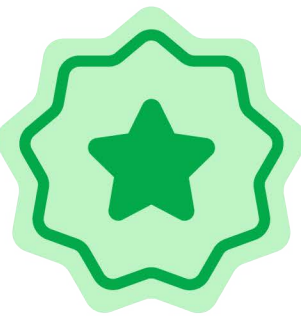
Simple and Nested

We prefer our icons to be simple enough to represent a concept. When nesting an icon, maintain a 2px gap.



Icon Size and Container

Icons must be contained in a 24x24px box for small size, 36x36px for standard size, and 40x40px for large size.



Round Edges and 2D

Icons with rounded edges and rounded stroke ends give a seamless look. All of our icons are 2D.

| ILLUSTRATIONS





ILLUSTRATIONS

Overview

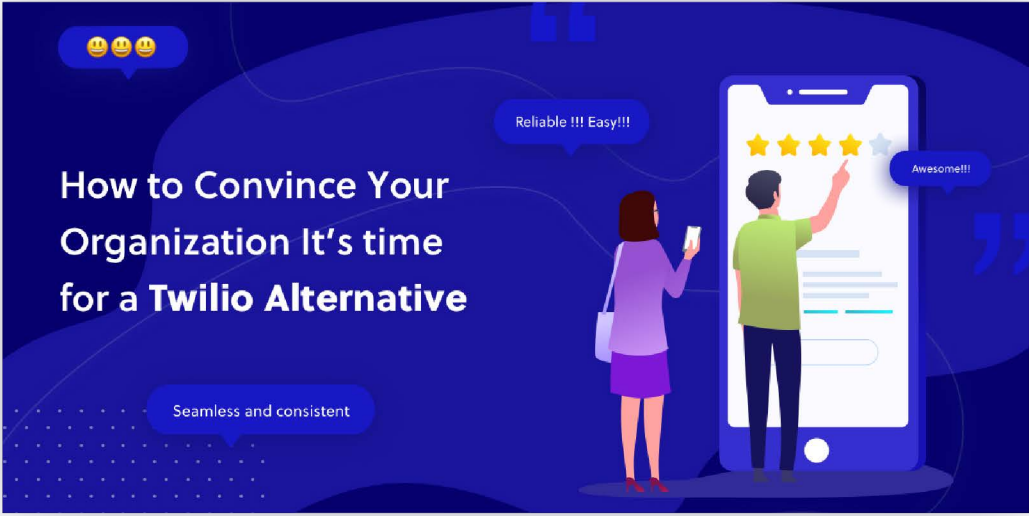
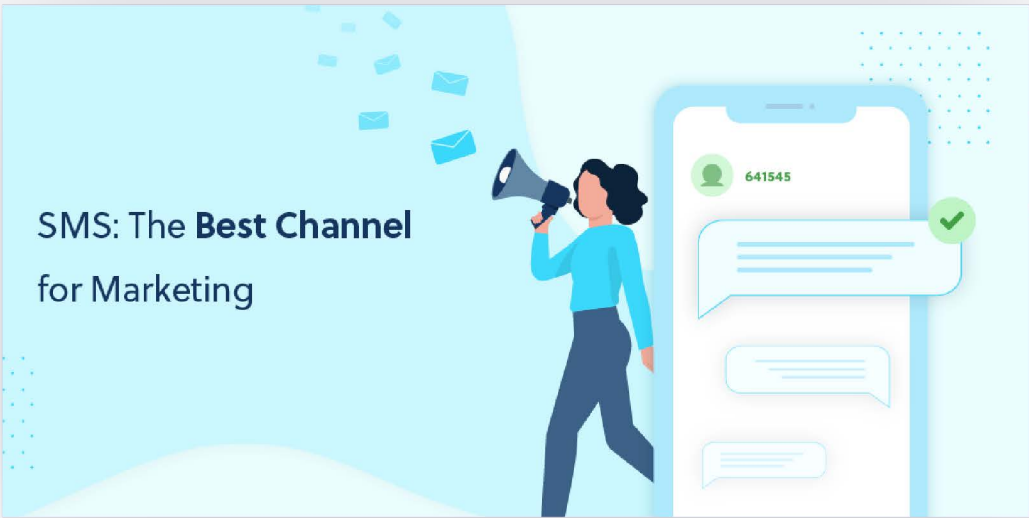
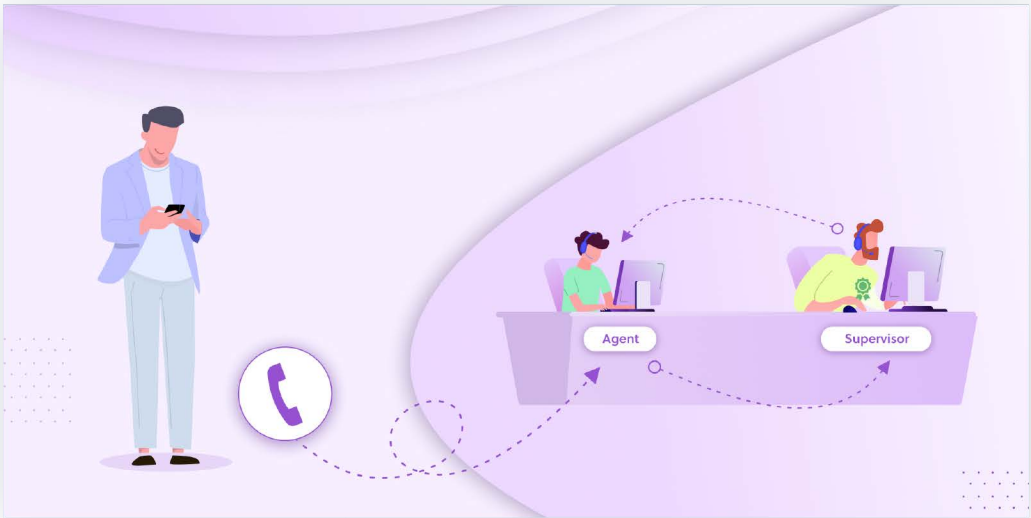
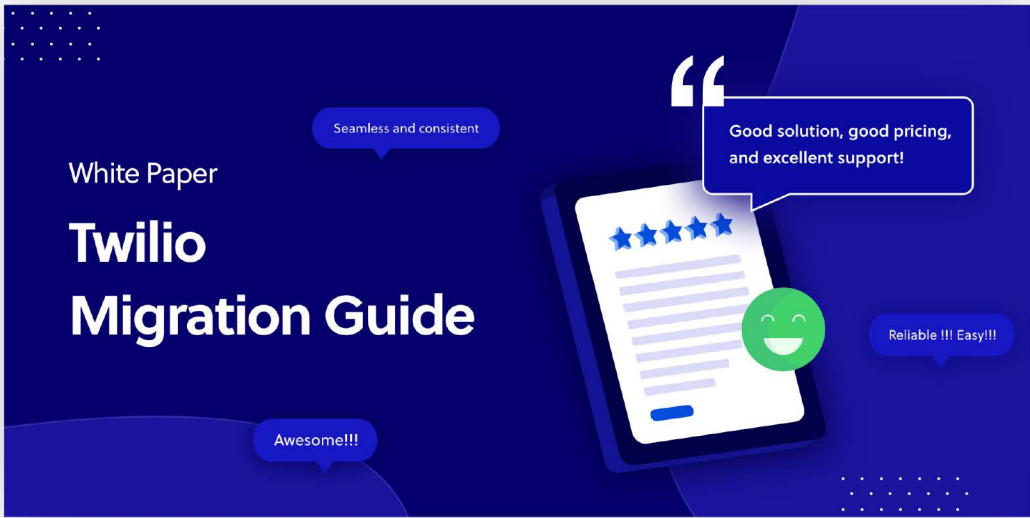
Illustrations are strong visual elements that help convey concepts and processes. We choose illustration over images because they help us narrate a concept or story better. They enhance and uplift our brand’s identity and allow us to communicate better with our users.





ILLUSTRATIONS

Examples





Thank you

Contact us today to get started

www.plivo.com | marketing@plivo.com