

# Our brand, your guidelines

*for immediate insight anytime, anywhere*



icall suite 

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# The iCall Suite Brand

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iCall Suite has evolved to become a market-leading global brand in hosted and on-premise call analytics and recording solutions. As the market advances, Tollring remains flexible in its approach and focused on developing product features in line with customer need.

The iCall Suite brand has developed in line with the product, most recently updated to co-inside with the launch of iCall Suite version 2016. Our new brand reflects the qualities of the product; modern and clear with graphical simplicity, whilst providing the channel with a strong product identity which will blend easily with a partner's own marketing communications.

02

*Cutting edge data visualisation  
and customer engagement solutions  
that help customers to gain a greater  
understanding of their business.*

# The iCall Suite Logo

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The iCall Suite logo always appears in lower case text without a strapline. No modifications of any kind should be made to the logo. The logo encompasses pips which are representative of the fully integrated modules that work together to create a complete solution.

The logo uses two colours, and is intended for use on white or dark grey. If it is to be used on a dark background colour, the white transparent version should be used.

The iCall Suite logo is the umbrella logo for the product suite. For each of the modules there is an individual logo with strapline (which should always appear with a strapline) and individual module icons.

The logo should work across all media. Please refer to the logo suitcase and choose a version to suit the production method and design context. All of these logo versions are included in the logo suitcase zip file and are explained in these brand guidelines.

## Written Text

When iCall Suite is written in body text of any document it should be written with a small 'i' and capital 'C' and 'S'. Each module is preceded with iCS, written in the same way, and the first letter of the module itself should be capitalised. For example iCS Report.

# 03

## Standard full colour logo

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## Standard full colour logo for use on a coloured background

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Use the reversed logo on solid black if required, dark grey or similar is preferred.

# Logo Colour Variations

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If it is necessary to use the iCall Suite logo on a colour, the colour should be one of the colours from the palette of primary module colours (please see page 13). The white transparent version of the logo should be used, enabling the pips to graduate over the colour background.



iCall Suite on green background



iCall Suite on blue background



iCall Suite on purple background

# Logo Clear Zone

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## The Logo Clearance Zone

The 'clearance zone' refers to the area directly surrounding the iCall Suite logo, to keep it separated from other content and logos. No other text or graphic elements should appear in the area immediately surrounding the logo. This clearance zone preserves the desired visual impact of the logo and is equivalent to the height of the 'C' in the wordmark. The space between the symbol and the wordmark is determined by the logo size.



## Minimum Size

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### The Logo Minimum Size

The iCall Suite logo should always be clear and legible on printed items. Please ensure the minimum width is no less than 25mm.





# The Logo: Incorrect Usage

These are examples of incorrect usage of the iCall Suite logo (both standard and reversed versions). No modifications of any kind should be made to the logo.



**DO NOT** change any colour of any part of the logo.



**DO NOT** rotate any part of the logo.



**DO NOT** stretch, squash or manipulate the logo in any way.



**DO NOT** add any straplines to the logo.



**DO NOT** lose transparency of the logo pips when on a colour background. Use the appropriate master.



**DO NOT** remove any part of the main logo.

# Product / Module Logos

iCall Suite consists of core products with module upgrades, each of which has a logo for use in sales and marketing. These logos should always be used with their respective straplines. Straplines can only be changed if authorised by Tollring, please email [marketing@tollring.com](mailto:marketing@tollring.com). For colour breakdowns please refer to page 13.

There are standard and reversed versions of each module logo. Please ensure the minimum width is no less than 25mm.





# Product / Module Logos

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For colour breakdowns please refer to page 13.





# Product / Module Logos: Incorrect Usage

These are examples of incorrect usage of the iCall Suite product/module logos (both standard and reversed versions). No modifications of any kind should be made to the logos.



**DO NOT** change any colour of any part of the logo.



**DO NOT** rotate any part of the logo.



**DO NOT** stretch, squash or manipulate the logo in any way.



**DO NOT** add or change any straplines to the logo.



**DO NOT** use the standard logo (for white backgrounds) on any colour.



**DO NOT** remove any part of the logo.

# Icons

The standard icons are grey (please refer to the colour breakdown on page 13). Reversed icons are white and it is recommended that they are used on either dark grey or the colour of that particular module.



iCS Insight icon



iCS Insight icon



iCS Report Premier icon



iCS Report Premier icon



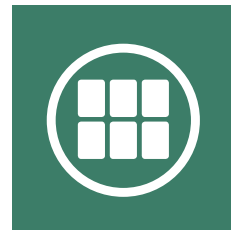
iCS Dial icon



iCS Dial icon



iCS Wallboard icon



iCS Wallboard icon



iCS Record icon



iCS Record icon



iCS Protect icon



iCS Protect icon



iCS Report icon



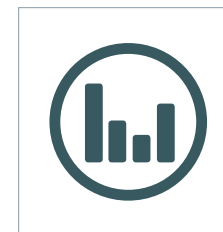
iCS Report icon



iCS Contact icon



iCS Contact icon



iCS Console icon

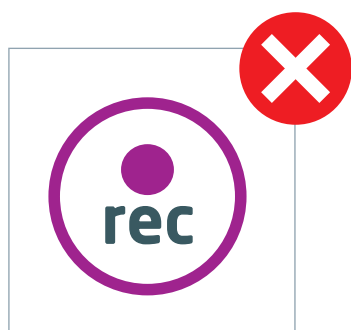


iCS Console icon

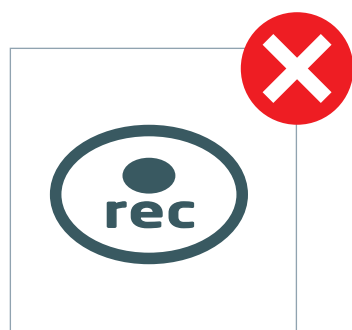


# Icons: Incorrect Usage

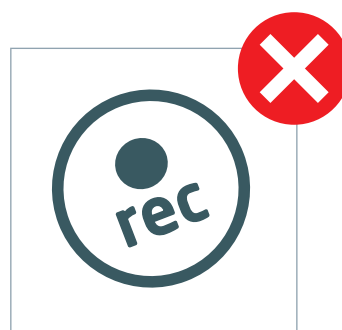
These are examples of incorrect usage of the iCall Suite icons (both standard and reversed versions). No modifications of any kind should be made to the icons.



**DO NOT** change any colour on any part of the logo unless authorised by Tollring: [marketing@tollring.com](mailto:marketing@tollring.com)



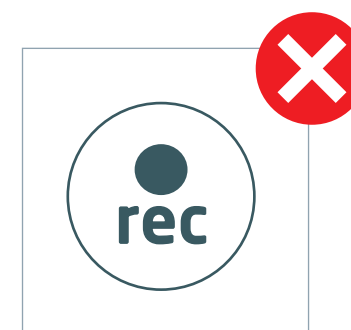
**DO NOT** stretch or manipulate the logo under any circumstances.



**DO NOT** rotate any part of the logo.



**DO NOT** change the infill colour of the icon. The colour of the icon should remain white, as they are on the master logos.



**DO NOT** change the line thickness of the module icon logos.

# Application Logo / Favicon

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The only time when the 'pips' are permitted to be separated from the logo is when using the application logo / favicon. The icon is on a grey background and can be found within the logo suitcase as both a .png and .ico file.

For a full colour breakdown please refer to page 13.



# Brand Colours

Please help Tollring to keep the iCall Suite brand consistent and refer to these colours in all assets and communication material. Agencies should be supplied with the correct logo files and colour values.

As a general rule, please encourage CMYK for print and use RGB or HEX values for online communications.

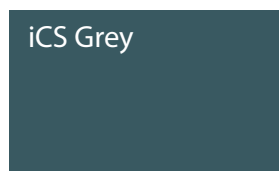
## Primary Colour Palette



C0 M100 Y100 K0  
R237 G29 B36  
HEX #ED1D24

C70 M40 Y40 K40  
R59 G90 B97  
HEX #3B5A61

## Secondary Icons



C70 M40 Y40 K40  
R59 G90 B97  
HEX #3B5A61



**Colour ratio**  
90% iCS Grey - 10% iCS Red

## Secondary Module Logos



C100 M0 Y0 K0  
R0 G174 B239  
HEX #00AEEF

C77 M32 Y64 K13  
R66 G125 B103  
HEX #427D67

C49 M0 Y100 K0  
R143 G199 B62  
HEX #8FC73E

C0 M50 Y100 K0  
R247 G148 B30  
HEX #F7941E

C0 M16 Y80 K25  
R200 G67 B63  
HEX #C8A73F

C42 M100 Y0 K0  
R159 G36 B143  
HEX #9F248F

C100 M27 Y0 K36  
R0 G99 B150  
HEX #006396

C0 M100 Y100 K0  
R237 G29 B36  
HEX #ED1D24

# Typography

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## Printed Items

The standard font for advertisements, brochures, trade show graphics and direct mail is Myriad Pro (Semi Bold) for headings and Myriad Pro (Light or Regular) for body text.

## Typography Colour

The iCall Suite primary module colours / or dark grey are available for use as headlines. Subheadlines and body text should be dark grey. Please refer to page 13 for colour references.

LEAFLETS/STATIONERY/POSTERS etc

### **Myriad Pro Semi bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

### **Myriad Pro Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

### **Myriad Pro Light**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

# Typography

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## Electronic Items

For electronic documents (PDF, Word, PowerPoint etc.) please use Calibri font. Headings H1 and H2 should be in iCS Report green (please refer to page 13) and headings H3 should be in black bold. Body text should be black regular.

PDF/WORD/POWERPOINT etc

**Calibri Regular or Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ONLINE/WEB

**Source SANS PRO**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



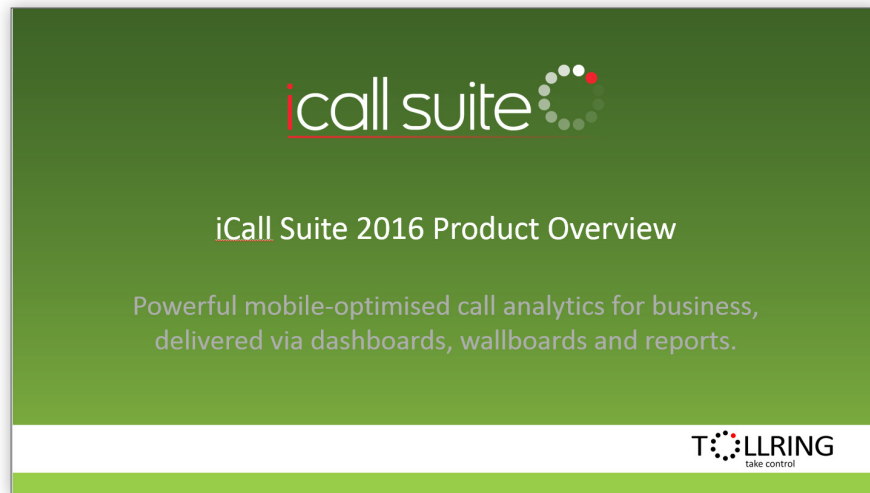
# Marketing Material

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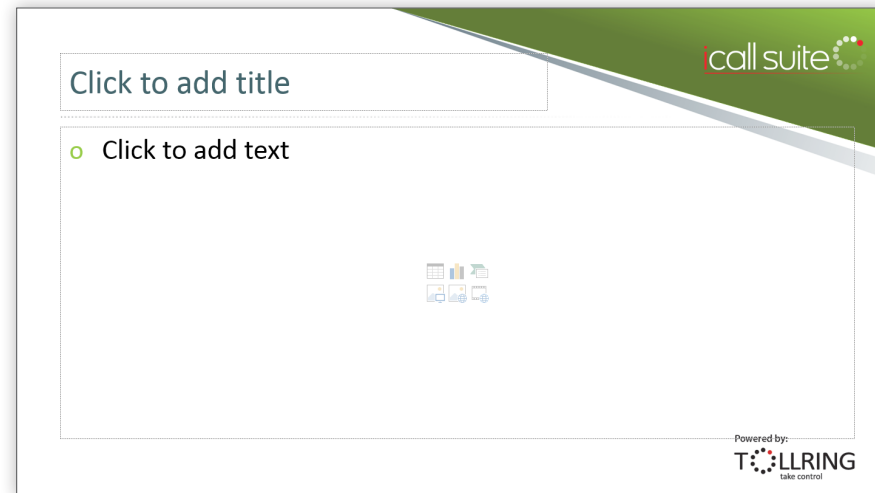
## iCall Suite PowerPoint Template

Please ask the marketing department for templates.

### Powerpoint Page Examples



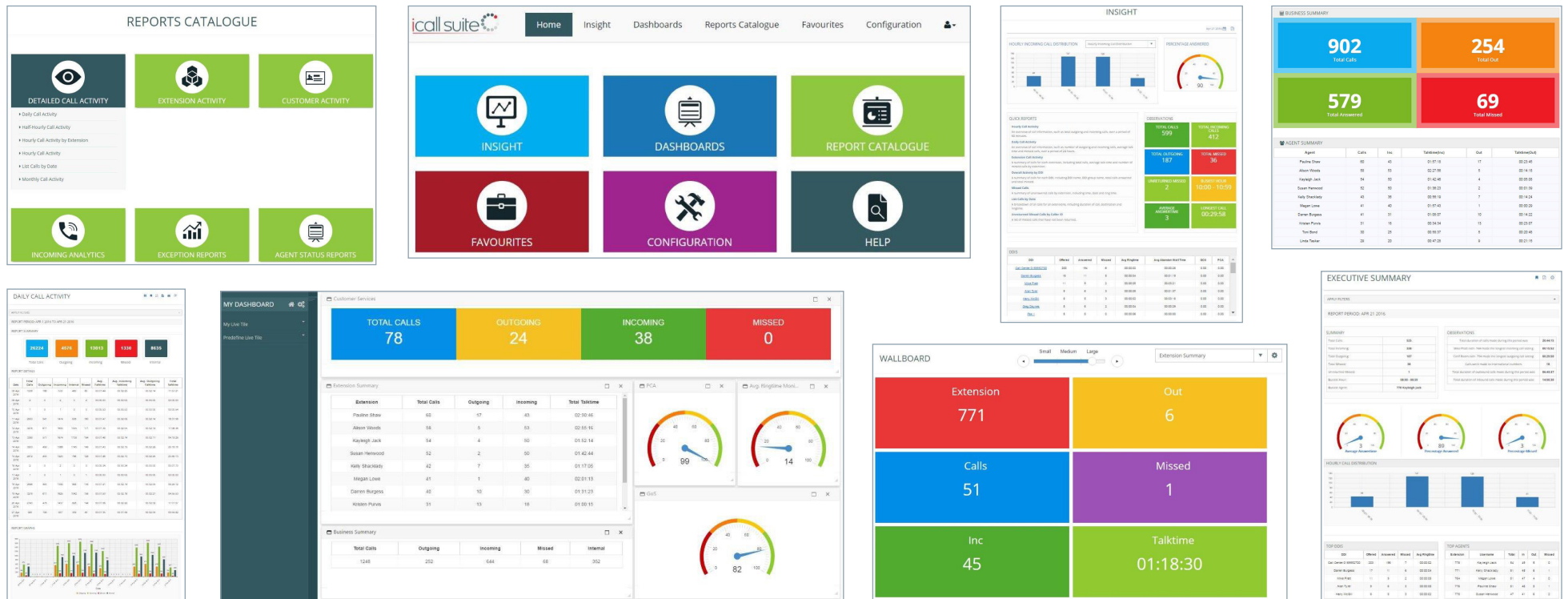
Title page



Contents page

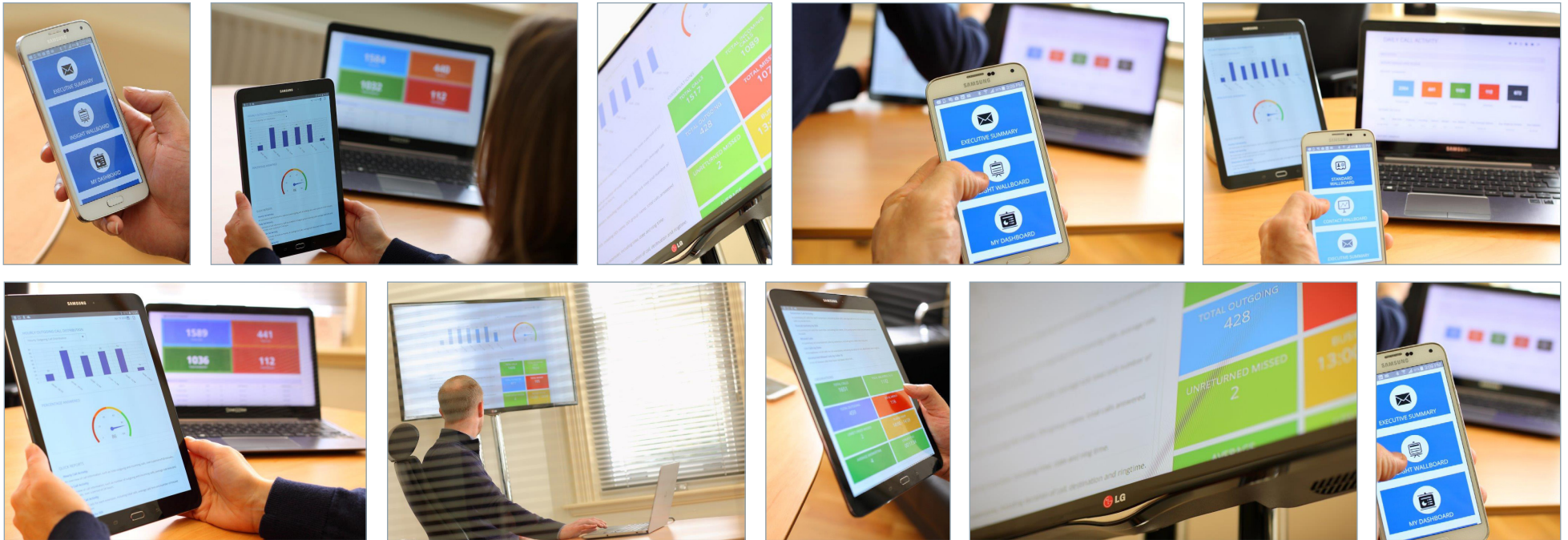
# Product Screenshots

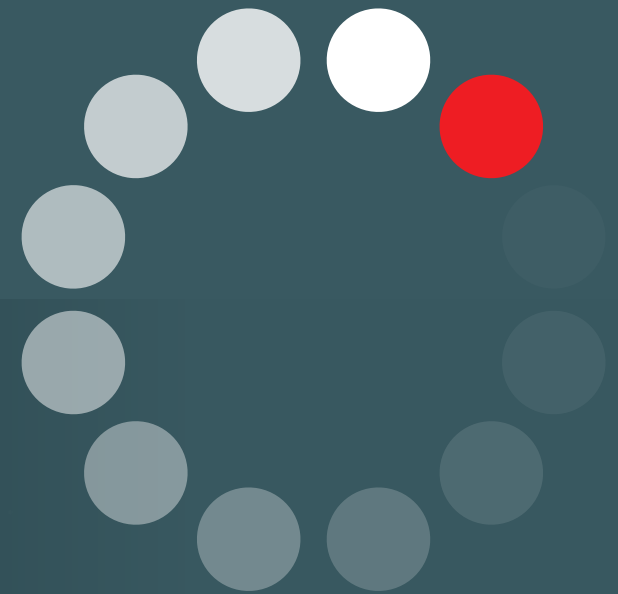
Product screenshots are available from the marketing team. Please email any specific requests to [marketing@tollring.com](mailto:marketing@tollring.com)



# Imagery

Photos are available from the marketing team for use in promotional material or PR. Please email any specific requests to [marketing@tollring.com](mailto:marketing@tollring.com)





# Our Brand Guardian

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For all assets and any further assistance and guidance on what can and cannot be done with the iCall Suite brand please contact the marketing team at Tollring:

[marketing@tollring.com](mailto:marketing@tollring.com)