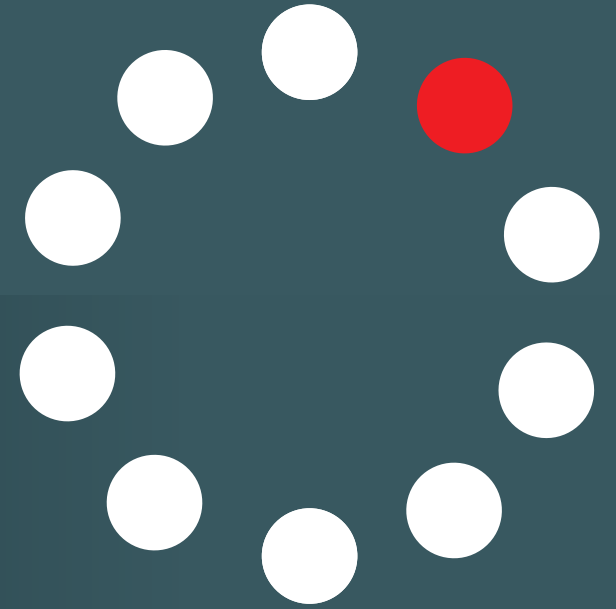


# Our brand, your guidelines

*for immediate insight anytime, anywhere*

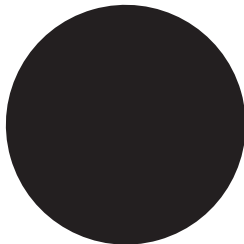
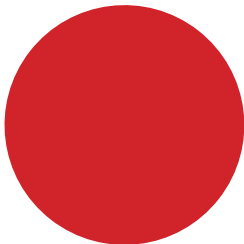
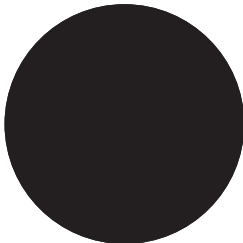


T:LLRING

# Page Index

---

The Brand	02
The Logo	03
Certified Partner Logo	04
'Powered by' Logo	05
Logo Clear Zone	06
The Logo: Incorrect Usage	07
Brand Colours	08
Typography: Print	09
Typography: Electronic	10
Guidelines for Internal Use	11
Our Brand Guardian	13



# The Brand



Tollring is a market leading software developer, providing data visualisation and business intelligence tools to help manage, understand and control a wide array of communications information, resources and assets.

With offices in the UK, the USA and Australia, Tollring specialises in telecoms management software, service provider analytics, fraud management, cloud billing services, customer level call analytics and call recording applications, delivered locally or via the cloud.

The Tollring brand is well-established and encompasses 10 pips which originate from the digit layout on rotary dial phones. These pips are representative of the fully integrated nature of Tollring applications, with modules that work together to create complete solutions.

*Cutting edge data visualisation  
and customer engagement solutions.*

# The Logo

---

The Tollring logo always appears without a strapline.  
No modifications of any kind should be made to the logo.

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

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. Both these logo versions are included in the logo suitcase zip file and are explained in these brand guidelines.

Standard full colour logo

---



Standard reversed logo on black  
(preferred background colour)

---



Standard reversed logo on a dark background

---



# Certified Partner Logo

---

The Tollring partner logo is for use by partners, where the partner is keen to publicise their working relationship with Tollring. No modifications of any kind should be made to the logo.

The Tollring partner logo is intended for use on white or black. If it is to be used on a dark background colour, the white transparent version should be used.

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. Both these logo versions are included in the logo suitcase zip file and are explained in these brand guidelines.

Standard full colour Certified Partner logo

---



Standard reversed Certified Partner logo on black (preferred background colour)

---



Standard reversed Certified Partner logo on a dark background

---



# 'Powered by' Logo

---

The 'Powered by Tollring' logo was designed principally for use on Tollring applications but can also be used in marketing communications. It is especially useful where Tollring software has been white-labelled and partners wish to discreetly publicise the source of the software. No modifications of any kind should be made to the logo.

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

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. Both these logo versions are included in the logo suitcase zip file and are explained in these brand guidelines.

Standard full colour Powered by logo

---

Powered by



Standard reversed Powered by logo on black (preferred background colour)

---

Powered by



Standard reversed Powered by logo on a dark background

---

Powered by



# Logo Clear Zone

## The Logo Clearance Zone

The “clearance zone” refers to the area directly surrounding the Tollring 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 ‘T’ in the wordmark. The space between the symbol and the wordmark is determined by the logo size.

## Minimum Size

### The Logo Minimum Size

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



06

### Standard logo



### Powered by logo



### Certified Partner logo





# The Logo: Incorrect Usage

These examples also apply to the Tollring partner logo and the Powered by Tollring logo.  
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 any straplines to the logo.



**DO NOT** use the standard logo on a dark colour background, please use the reverse logo.



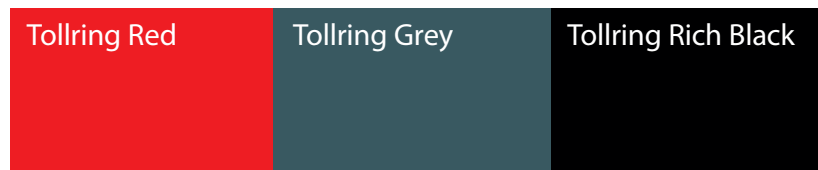
**DO NOT** change the size or position of any individual element or item within the master logo lockup



# Brand Colours

Please help Tollring to keep their 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 use Pantone or 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

C60 M40 Y40 K100  
R0 G0 B0  
HEX #000000

Tollring Rich Black should only be used as a background colour when a denser black colour is required or specified.

## Secondary Colour Palette



C80 M50 Y50 K50  
R25 G64 B64  
HEX #194040

C100 M0 Y0 K0  
R0 G174 B239  
HEX #00AEEF

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

# Typography

---

## Printed items

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

LEAFLETS/STATIONERY/POSTERS etc

### **Myriad Pro Semi bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

### Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Typography

---

## 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 08) 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**

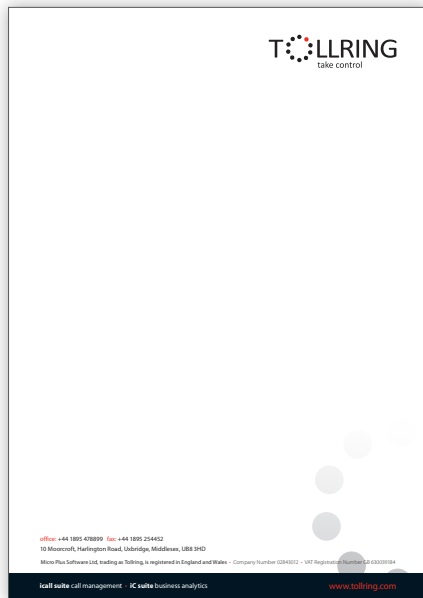
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

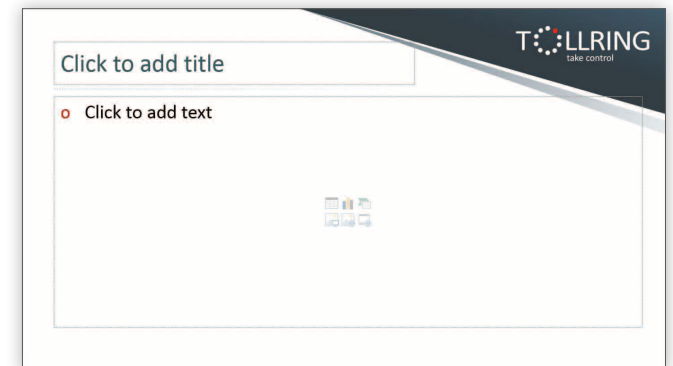
# Guidelines for Internal Use

Company templates can be found on SharePoint. Please email any specific requests to [marketing@tollring.com](mailto:marketing@tollring.com). Examples are below:

## Letterhead



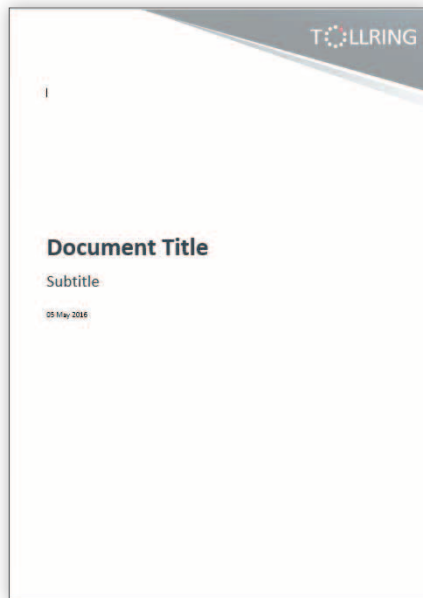
## Presentation template



# Guidelines for Internal Use

Company templates can be found on SharePoint. Please email any specific requests to [marketing@tollring.com](mailto:marketing@tollring.com). Examples are below:

Document template

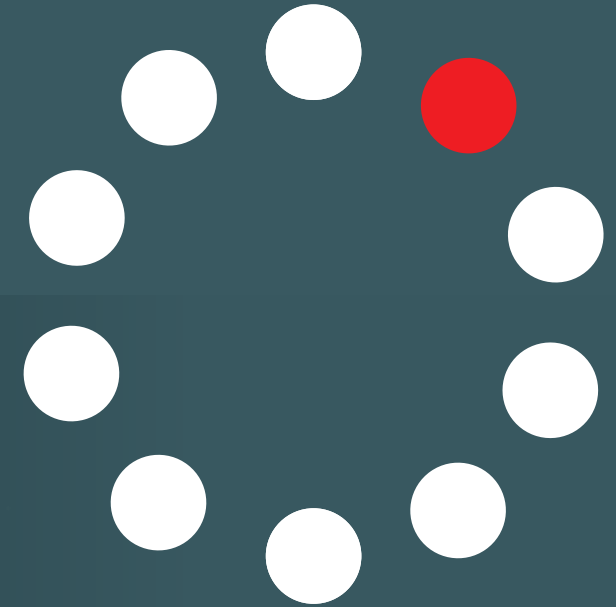


Email template



Social media profiles





# Our Brand Guardian

---

Company documents and templates can be found in the Company Documents section of SharePoint. For further assistance please contact the marketing team at Tollring:

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