



Ad

# Design Guide

2020 EDITION

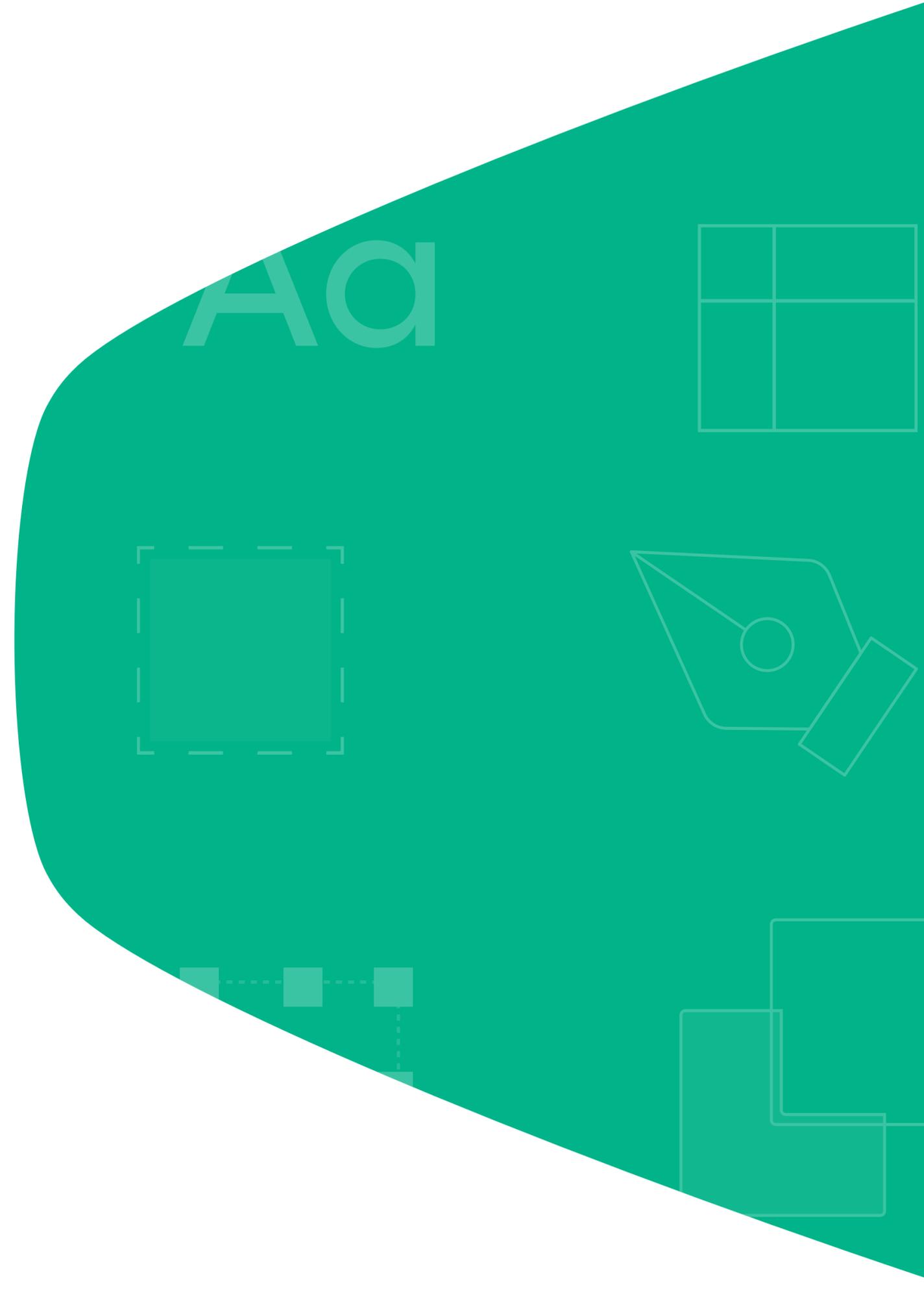


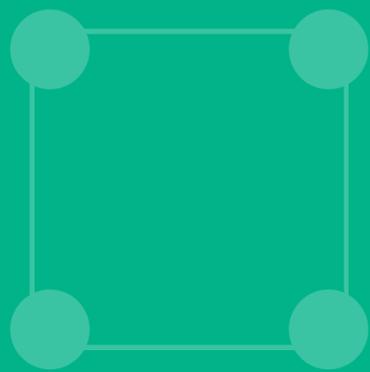
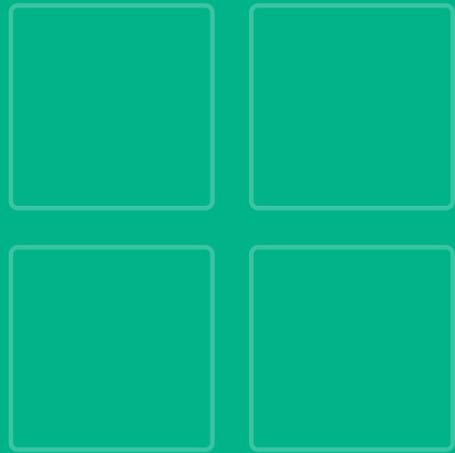
# This Design Guide will help you understand and craft Aircall's visual story.

— THE BRAND TEAM @AIRCALL

December 2020

[brand@aircall.io](mailto:brand@aircall.io)





## SUMMARY

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# Design Philosophy



## DESIGN PHILOSOPHY

# Being fresh in a corporate world

We want to be relevant in our natural ground, the dynamic ecosystem of new technologies, and embrace modern visual language that our target audience is used to. But we add a slight edge of freshness: we're not your traditional startup, neither is Aircall as a product nor a company.

We strive to do so with minimal, impactful compositions full of striking accents that evoke fresh emotions.

Paired with an accessible, legible typography set, and crafted UI of the product, our design culture aims to bring a sense of calmness and reliability reinforced by our energy to elevate the power of voice.

**Try the best phone system for modern business**



Use proper spacing so each element has room to breathe and is legible: be bold on white space.

✓ DO

~~**Try the best phone system for modern business**~~



Don't try to fill each pixel with content: leave room for breathing and visual calm.

✗ DON'T



Facilitate secondary colours to add emotional layers in the designs.

✓ DO



Refer to nostalgia. Freshness is rooted in the presence and looking up to the future.

✗ DON'T

## DESIGN PHILOSOPHY

# Consistency is design's way of being reliable

The ambition of our product is reliability, and we reflect that quality in our designs as well. We talk to our diverse audience across the globe in unique ways, and we make sure the core of our message is reassured by a solid, established brand.

Being rooted in the tech ecosystem means our beliefs and ambitions are strong and we reinforce them with consistency across all touchpoints.

This is why our logos, fonts, colors and style are a common language across different media and markets. That being said, consistency doesn't mean we have to copy-paste ourselves: remember our first rule.



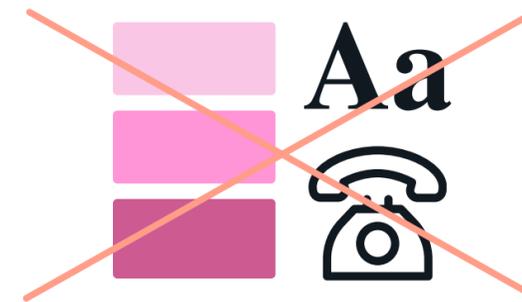
Use our brand assets & philosophy as a guide to craft your designs.

✓ DO



Reach out to our Brand Team when in doubt. We're always happy to help.

✓ DO



Use fonts, assets or colours that don't belong to our brand.

✗ DON'T



Manipulate or create new lockups of our logo.

✗ DON'T

## DESIGN PHILOSOPHY

# Unique angle in a highly competitive market

Our environment is dense, and intense. There's a lot of different companies from all sizes in our industry, and we proudly believe that our approach and product stands out from the crowd. We thrive while bringing our core values to life: fresh, caring, reliable and intuitive.

Think of it as a prism with unique angles, the perfect dose of each value being balanced elegantly in our designs.

**risky**

*Did you mean:*  
**reliable**

Use our brand values as a “proofreading” rubric, and ask yourself if freshness and reliability are reflected in the design.

✓ DO

**fresh?**

Dare to voice your vision of freshness.

✓ DO

**STOP!**

Try the best phone system for modern business

**aircall**

Embody contrasting values, such as tradition, alarming, etc.

✗ DON'T

✗ DON'T

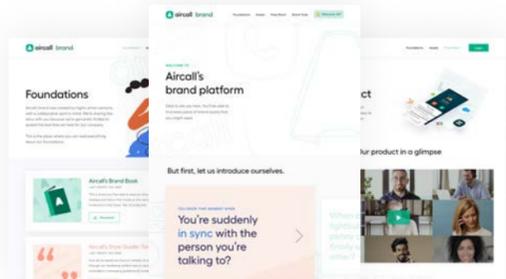
Copy the look and feel of competitors. We're special.

## DESIGN PHILOSOPHY

# A brand is made of what the brand says, and what others create from it

We're a platform for business conversations in the digital age. That means that we have a lot of partners and third-parties integrations using our assets: we aim to guide them, and help them the best we can to display our brand within their context.

We make sure that everyone talking about Aircall has all the templates, assets and tools they need to voice our brand. We see our design system as an agile, flexible standard that can evolve and adapt in our fast-paced environment.



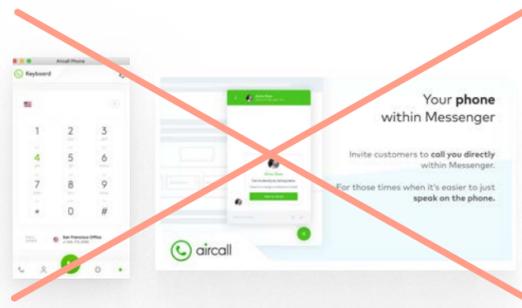
Refer to the brand platform as much as possible to have clear guidance.

✓ DO



Use our official assets rather than outdated ones.

✓ DO



Use outdated or altered assets.

✗ DON'T

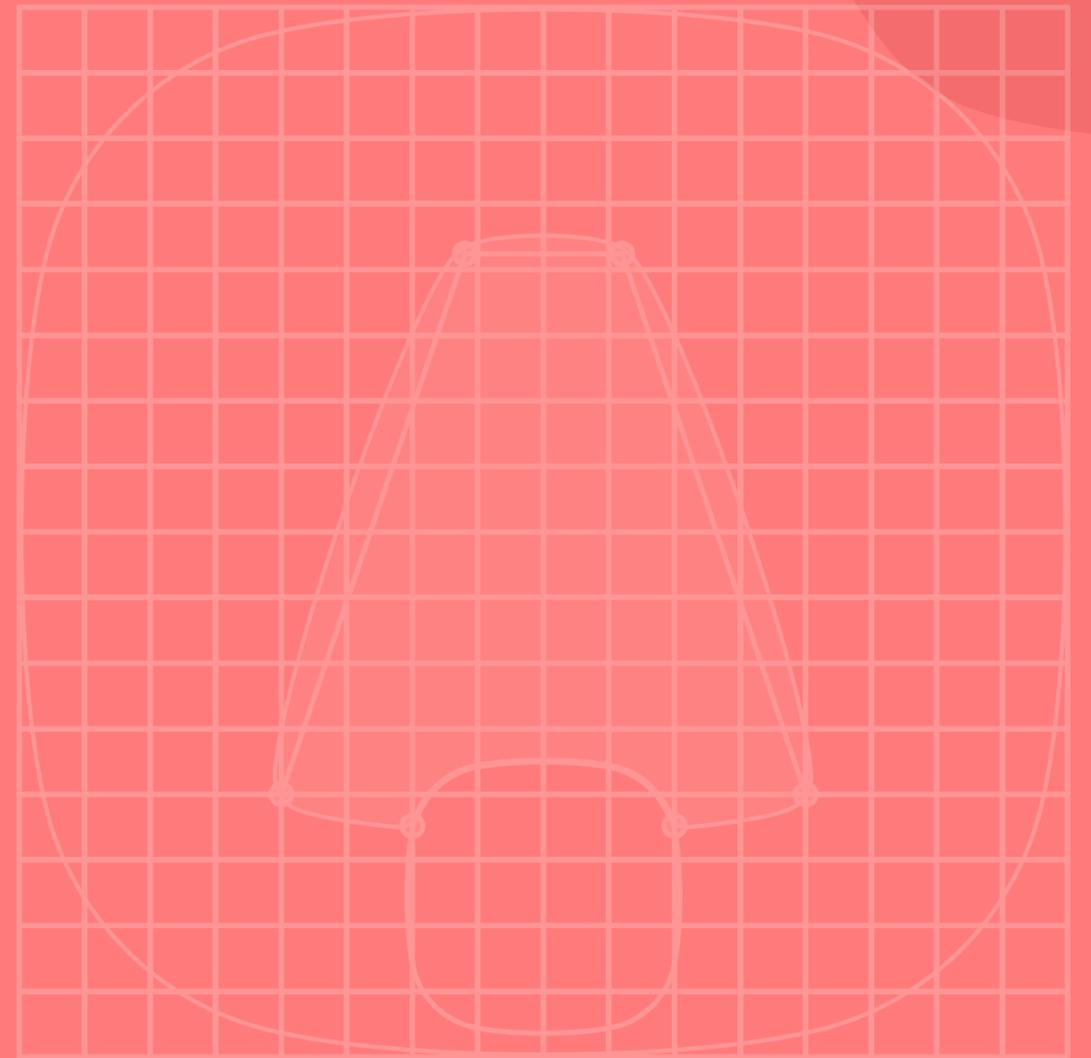


Position the brand in opposite environments.

✗ DON'T



Logo

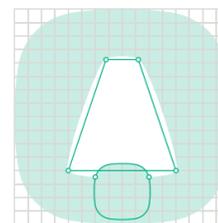


## LOGO

# Full logo – construction

Our logo is combined of four main elements representing the underlying thoughts of Aircall's mission: unlocking the power of voice, the heritage of phone communication, ambition of our product and the name of our organization.

Paired together with a wordmark set in Fellix, our official typography, it embodies the principle of our mission: providing an integrated, easy to use cloud-based phone solution to our customers.



## LOGO

## Primary logo



This is the logo we use the most – it comes in green, black, and white.

This ensures perfect legibility and association with our brand colors.

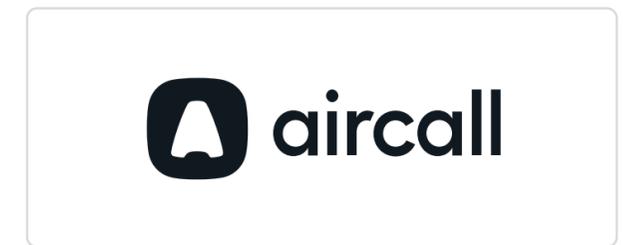
To ensure consistency please don't modify the arrangement or colors of our logo.

× DON'T

## Secondary logos



If the background is dark, we need to ensure maximum legibility – that's why we always use the white logo in such cases.

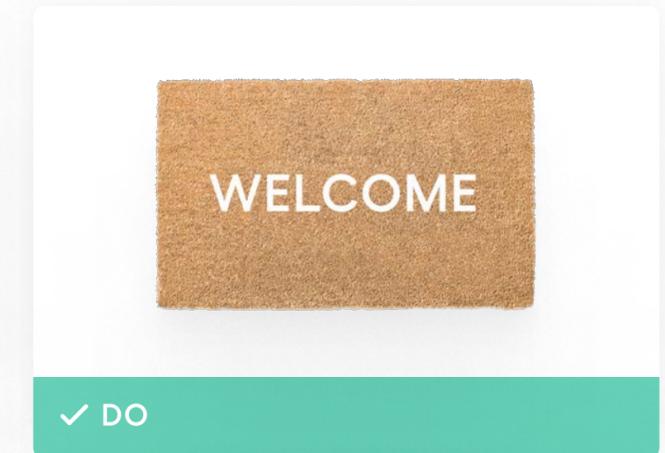
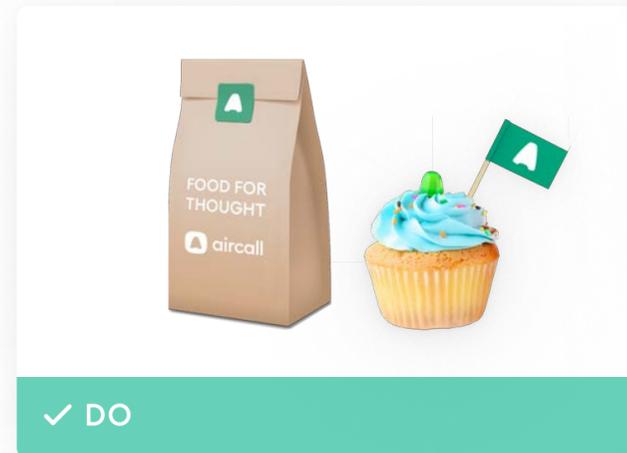


The black version of the logo works great when we don't want to bring ourselves too much attention. Aircall's webinars are a good example of this usage, where the spotlight is on the event itself.

## LOGO

# Logo usage

There are also certain situations where our logo feels out of place and would be misrepresented. Please avoid these scenarios.



## Food

We are not a food company, and we do not want our audience to eat our brand. Use the logo on food packaging, but not the food item itself.

## Disposable items

Our brand isn't temporary, and we don't want it to be quickly thrown away into a trash bin. Use reusable and environmentally friendly options instead.

## Walking surfaces

We don't want people to walk on our logo. Use typography instead.

## LOGO

## Lock-ups

Our logo can be combined to represent bigger customer-centric initiatives such as sub-brands, stand-alone webpages and partnerships activities. We apply different logo arrangements for each.

### SUB-BRANDS

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### WEBPAGES

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### PARTNERSHIPS

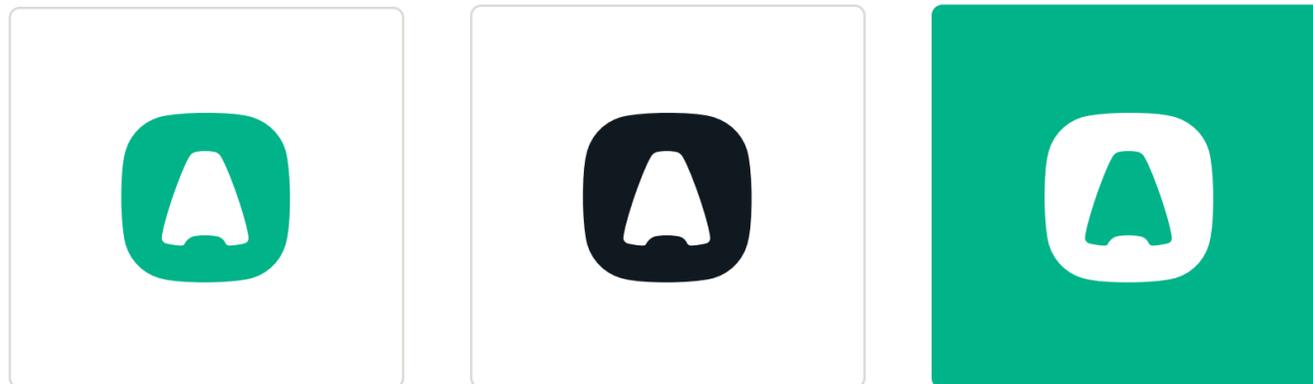
---



Consult Brand Team if you'd like to create a sub-brand or variation of our logo for a specific event or campaign.

✓ DO

## LOGO

**Icon**

There are instances where it's better to use just the icon.

If there's not enough space in the design, the icon can be a replacement. Ideally, make sure the audience has previously seen the full logo on other collateral or earlier in the specific campaign.



If you want to upload our logo as a company profile picture, please use the icon. On most platforms our name will appear next to it automatically.

## LOGO

# Collateral: internal logos & stickers

At Aircall we celebrate diversity. That's why we love to design internal icons and stickers exploring the personality of our teams. We don't limit ourselves here — we aim to be playful.

To focus on employee diversity, we sometimes use the icon as a container for flags of every nationality represented in our company.





# Colors

HEX #006B51  
RGB 0 107 81  
CMYK 90 16 62 43  
PANTONE 568-C

HEX #004736  
RGB 0 71 54  
CMYK 28 0 7 72  
PANTONE 567-C

HEX #C9DFDB  
RGB 201 223 219  
CMYK 9 0 2 13  
PANTONE 566-C

HEX #144B90  
RGB 20 75 144  
CMYK 49 27 0 44  
PANTONE 653-C

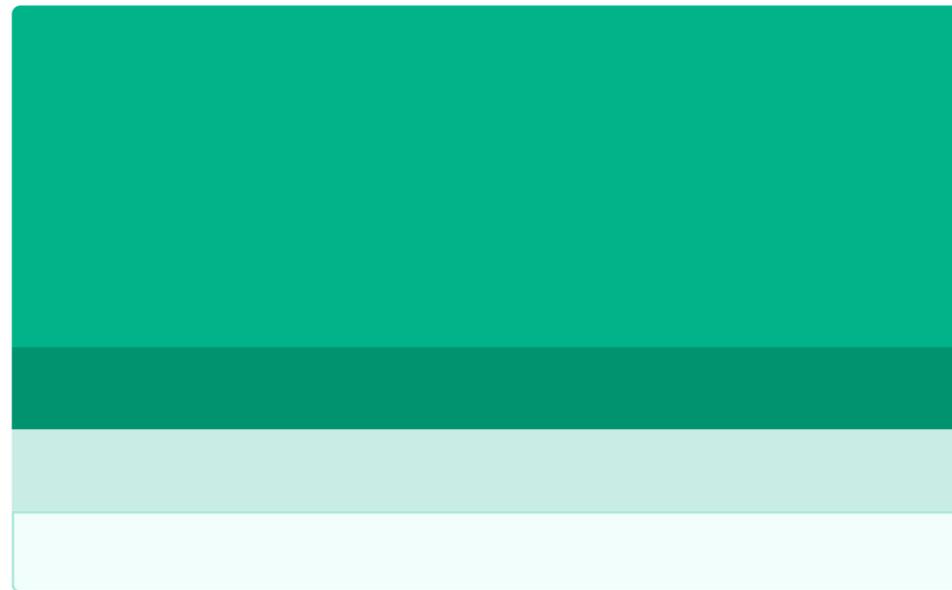
HEX #006B51  
RGB 0 107 81  
CMYK 90 16 62 43  
PANTONE 568-C

## COLORS

# Global Palette

Our brand palette consists of the official Aircall Green, plus secondary colors and a palette of greys. It reflects the values of our brand and ensures a fresh, bold look.

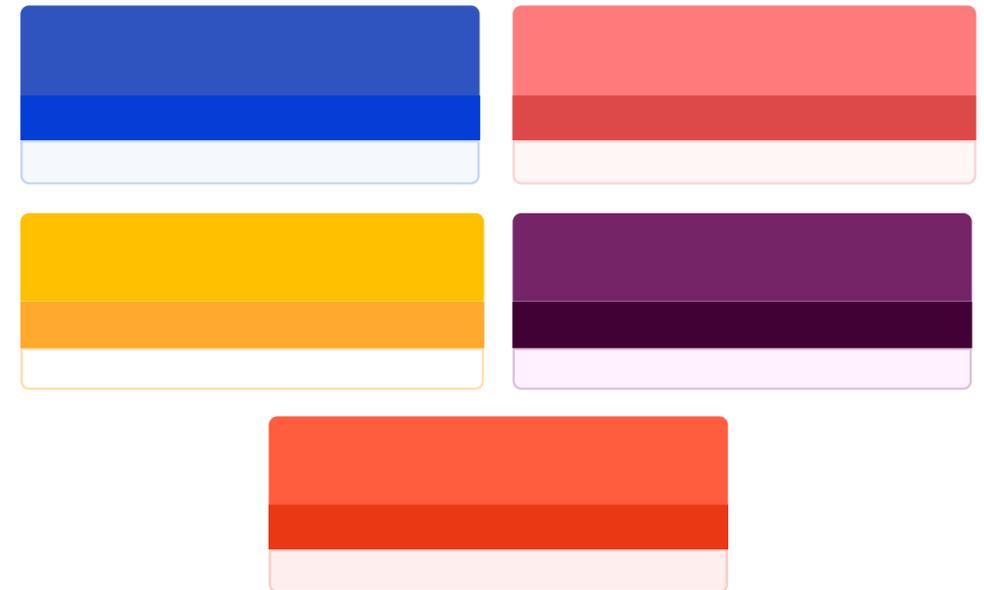
### Primary Color



### Text Colors



### Secondary Colors



### Grounding Greys



## COLORS

# Primary Color

Our primary color is Aircall Green. It is derived from the fundamental use of our product – answering an incoming call. It is present in our logo, CTAs, and main brand-awareness touchpoints.

## Aircall Green

HEX #00B388

RGB 0 179 136

CMYK 84 0 59 0

PANTONE 339-C

HEX #019370

RGB 1 147 112

CMYK 57 0 14 42

PANTONE 7723-C

HEX #C9EDE4

RGB 201 237 228

CMYK 14 0 4 7

PANTONE 566-C

HEX #F1FEFB

RGB 241 254 251

CMYK 5 0 1 0

PANTONE 649-C

COLORS

# Secondary Colors

Color Name	Color Type	HEX	RGB	CMYK	PANTONE
Britta	Primary	#345BC2	52 91 194	56 40 0 24	2386-C
	Dark	#043ED6	4 62 214	82 60 0 16	2132-C
	Light	#F5F9FD	245 249 253	3 2 0 1	656-C
Lucy	Primary	#FF7B7B	255 123 123	0 52 52 0	805-C
	Dark	#DD4949	221 73 73	0 58 58 13	2032-C
	Light	#FFF6F6	255 246 246	0 4 4 0	705-C
Erwin	Primary	#FFC000	255 192 0	0 25 100 0	123-C
	Dark	#FFAA2C	255 170 44	0 33 83 0	130-C
	Light	#FFF8E4	255 248 228	0 3 11 0	7499-C
Victoire	Primary	#752467	117 36 103	0 32 5 54	255-C
	Dark	#420134	66 1 52	0 25 5 74	518-C
	Light	#FFF1FF	255 241 255	0 5 0 0	7443-C
Woinkpa	Primary	#FF5D3E	255 93 62	0 64 76 0	172-C
	Dark	#EA3815	234 56 21	0 70 84 8	179-C
	Light	#FFEEEE	255 238 238	0 7 7 0	705-C

## COLORS

## Secondary Colors: Grounding Greys

We make sure our secondary colors have room to breathe and don't overwhelm any designs. This is why we use a solid foundation of white and shades of grey to create balanced backgrounds and subtle elements.

HEX	#FFFFFF
RGB	255 255 255
CMYK	0 0 0 0

HEX	#F1F3F8
RGB	241 243 248
CMYK	3 2 0 3

HEX	#F7F8FC
RGB	247 248 252
CMYK	2 2 0 1

HEX	#FCFCFF
RGB	252 252 255
CMYK	1 1 0 0

## COLORS

# Text Colors

Legibility is important to us. This is why for each typography level we use a different shade of color. This makes the text easier to read and prevents eye-fatigue.

HEX	#101820
RGB	16 24 32
CMYK	0 0 0 100
PANTONE	NEUTRAL BLACK C

Hello there, this is Title.

HEX	#595952
RGB	89 89 82
CMYK	0 0 3 65
PANTONE	COOL GRAY 11C

Look at me, I'm a paragraph and there's a lot of me! Better to look softer not to attack your eyes!

HEX	#FFFFFF
RGB	255 255 255
CMYK	0 0 0 0

~~Maybe let's try bla-~~  
On darker shades white text definitely looks better.

# Typography



## TYPOGRAPHY

# Global Principles

While we communicate reliable information to our audience, we strive to provide a pleasurable, consistent reading experience.

This is why we utilize appropriate fonts depending on context, to stay on brand on any device, and meet the needs of our users.

### Communications

#### Fellix

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

CAN'T UPLOAD FELLIX?  
→

#### Poppins

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

### Website

#### Fellix

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

CAN'T UPLOAD FELLIX?  
→

#### Roboto

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

# Fellix

Our main typography is Fellix. It helps us maintain a distinctive look and comes in four different weights. We use it for our main communications, and it is present both on our website and in our product.

EDITORIAL

**Fellix Bold**

HEADLINES

**Fellix Semibold**

PARAGRAPHS

**Fellix Medium**  
**Fellix Regular**

## TYPOGRAPHY

## Templates: Poppins

When you can't upload Felix to a template or tool, use Poppins from Google Fonts. It provides a similar structure and reading experience.

EDITORIAL



**Poppins Bold**

HEADLINES



**Poppins Semibold**

PARAGRAPHS



**Poppins Medium**  
**Poppins Regular**

## TYPOGRAPHY

## Low Connection: Roboto

If you're experiencing a low connection on your machine, the text on our website will fall back to Roboto. It allows better browser performance on all devices and still provides good readability.

HEADLINES



# Roboto Semibold

PARAGRAPHS



## Roboto Medium



### Roboto Regular



# Layout



## LAYOUT

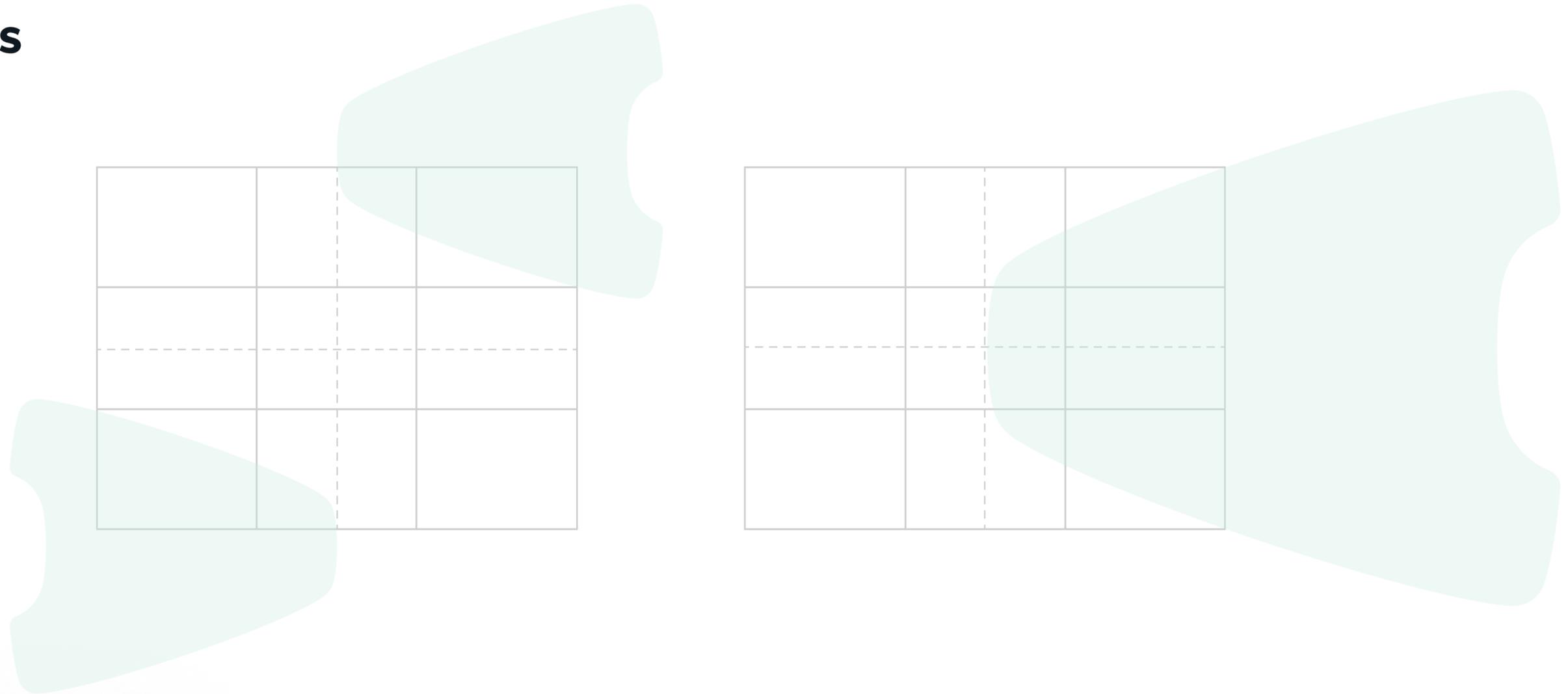
## Using our icon as a design element

When we want to direct attention to a particular section of a page or image, we enlarge and pivot our “A” icon, to create an abstract layout shape, still within our guidelines. It can work both as a container for pictures, and also as a delicate background element to highlight content. We avoid showing the full enlarged symbol as to not repeat our full logo. Make sure it bleeds off from the edge of the page.



LAYOUT

# Examples



This layout works well in vertical format too.

✓ DO



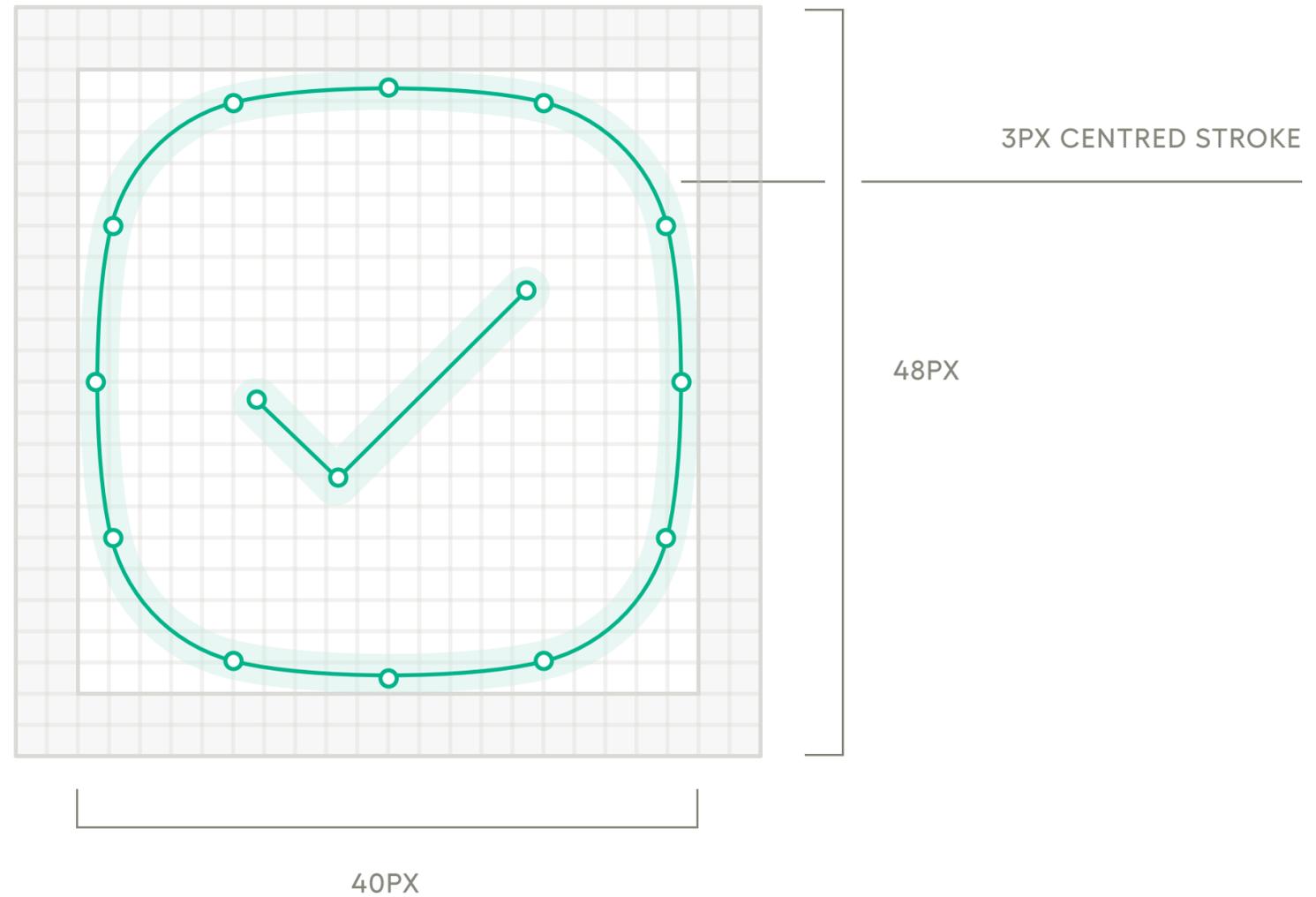
## ICONS

# Aircall icons

We use our brand icons on our assets: presentations, website, and many more. They highlight important segments of information in a message.

To create new icons, follow the principles of **Material Design**. This allows for maximum readability in small sizes, and consistency within the collection.

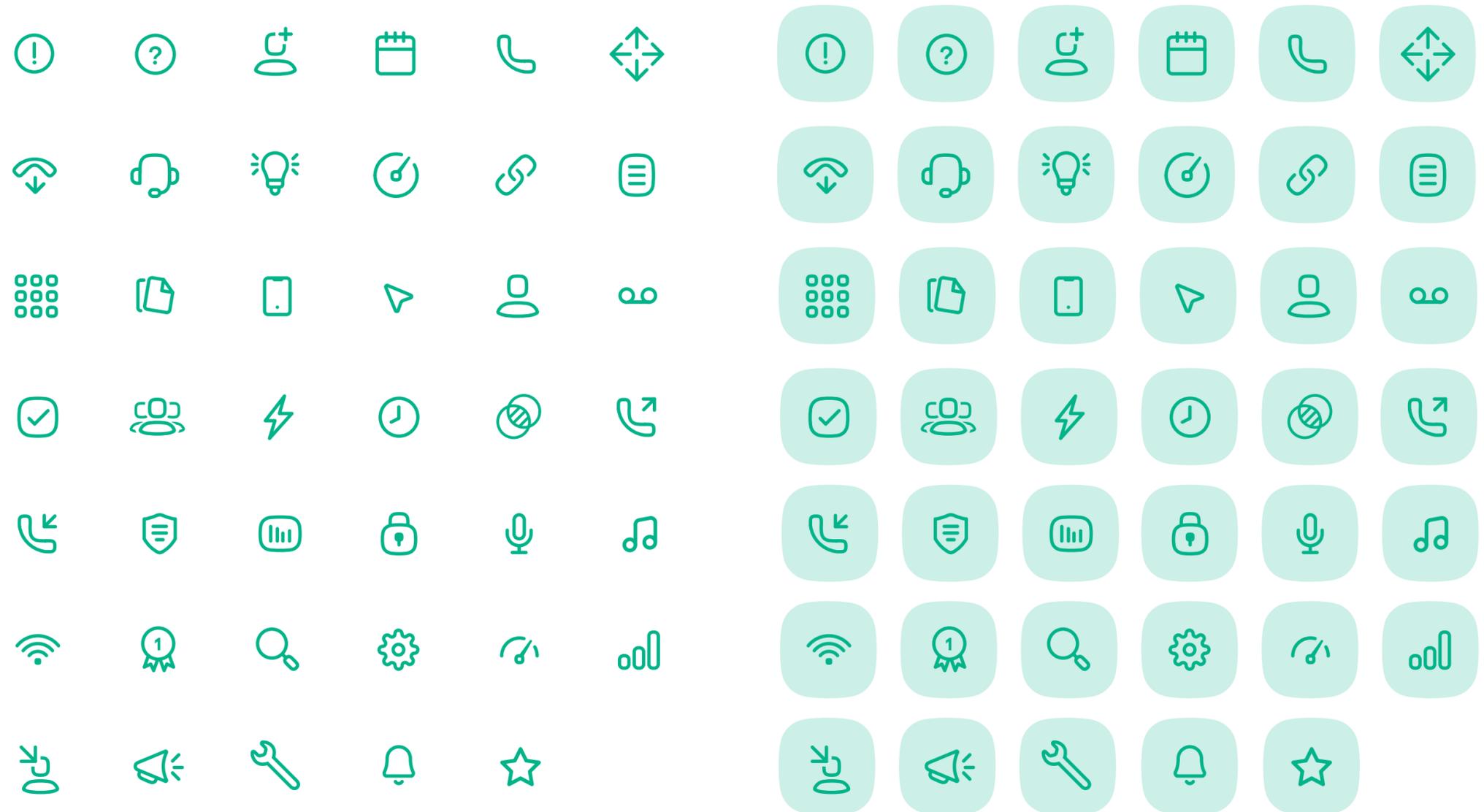
### Icon Grid



## ICONS

### Variants

The icons come in two different versions. Use an added background if you want to further draw the user's attention.





# Illustration



## ILLUSTRATION

## Overview

The illustrations in our editorial content represent the challenges and inquiries our customers have displayed through positive, soothing and humorous metaphors.

We strive to remain abstract in our illustrations to allow the audience to personally engage with the content. We achieve this by:

1. Putting characters in abstract environments (we don't show traditional office spaces, headsets, or phones).
2. Showcasing nature or technology as part of the environment.
3. Exaggerating proportions of characters' legs and arms to put emphasis on expressing emotions and movement.



ILLUSTRATION

# Examples



# Editorial



## EDITORIAL

# Overview

Our editorial style is inspired by the principles of magazine design. Set up in a two-column grid, our content follows a clear reading order with each type of information highlighted in a consistent style. Each chapter or section showcases a different palette of our personality colors, to provide a pleasant reading rhythm from start-to-finish. Accompanied by our illustrations and bold typography, Aircall ebooks aim to provide a playful yet informative experience.



EDITORIAL

## Remote work case studies

Several companies use Aircall to manage remote teams and keep their agents connected to customers and prospects from home.

Here are a few of our favorites.



**AirTreks**

**BIRDIES**

**INFINITYN INTERNATIONAL**

 Title

## 5 Best-in-Class Customer Service and Support

The telephony platform vendor must be committed to effectively supporting the entire deployment and operation of the telephony platform. They must make certain that the platform is installed correctly and receives the necessary support to ensure reliability and operational integrity. A great product with poor support will create long-lasting problems. It is important to ask the vendor about their:

- **Excellent on-going customer support and service** – As noted above, telephony platforms are often business-critical. Be sure any vendor you consider gets strong marks for their support from existing customers, particularly those that are like your organization in size and vertical in-

• Implementation and deployment processes

• Success rate for ongoing operational support

### The Answers to Look for on Key Ease of Use Questions

- **Implementation and deployment processes** – Starting out with the right deployment that fits a team's specific needs and use cases is essential. Ensure that any vendor you consider has the staffing and expertise to deploy the telephony platform exactly how the business requires.



6

 VoIP Phone Systems for SMBs

## What to Do Before Day 1



### Get Ahead of The Game

Your virtual employees might be working in a completely different city, time zone, or even country than you. These geographical barriers can impose some complicated logistical challenges ranging from simple scheduling issues to complex labor laws. Getting ahead of this means you won't have to stress out helping hunt down last minute paperwork.

and which can remote employees adopt at their own discretion?

Also, consider refreshing your team's habits. Adding a new team member is a great time to review and re-train veterans to make sure that you're all on the same page. Taking the time to do that will minimize the risk of passing on confusion and questionable practices which will leave your remote employee scratching their head.

### Brush Up Your Processes

Make sure your processes are formal enough to teach by making sure they're repeatable. Take the extra time to set up systems and organize things so that remote employees can find a way around easily. It may feel like a lot of work initially but will save everyone time and headaches in the future.

Are there any other things they need to get started (laptop, headsets, phone, training manuals, etc.)?

### Assemble Their Toolbox

Every team has a different preference for the tools they use to get their daily tasks done. Be clear about the **tools your team is using**. Which ones are collaborative and require consensus.

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 Holidays

## Additional Resources



**The Complete Guide to Changing Your Phone System Provider**

[Download the Guide →](#)



**App Marketplace**

Check out our App Marketplace to see if the platforms you are currently using integrate with Aircall.

[Explore Our Apps! →](#)



**Aircall Developers**

If the tools you are using aren't available as an integration, don't fret! We've got you covered with our public API. Just let a developer know your needs and the rest is magic!

[Develop a New Integration Today! →](#)

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# Events



## EVENTS

# Overview

Industry events are perfect occasions to meet and listen to our customers and partners. We strive to provide a comfortable meeting space where we avoid generic displays. Instead, focus on custom, aesthetics booths. We complement the experience with engaging branded goodies and our customer-centric approach.



EVENTS

# Webinars

This experience translates to the digital realm as well. We amplify the meaningful content of our virtual events by crafting unique identities for each one under the patronage of Aircall.



 aircall +  JobAdder +  Kustomer | Virtual Event

Proudly presents

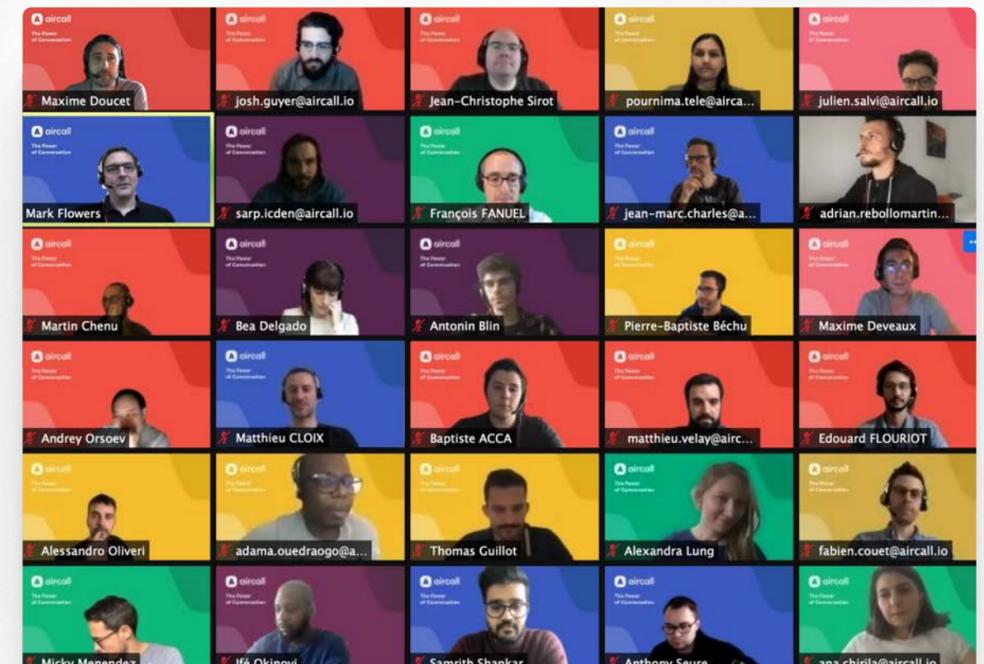
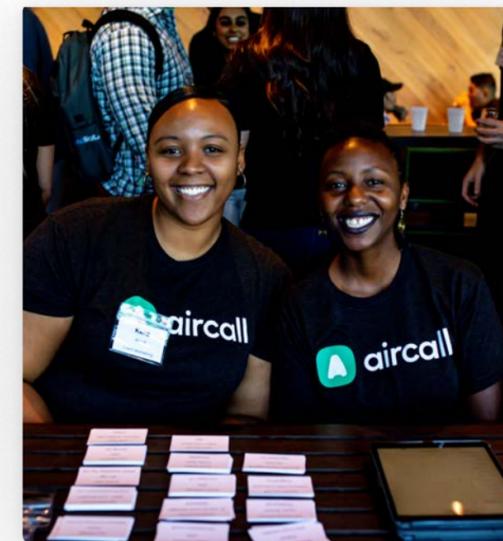
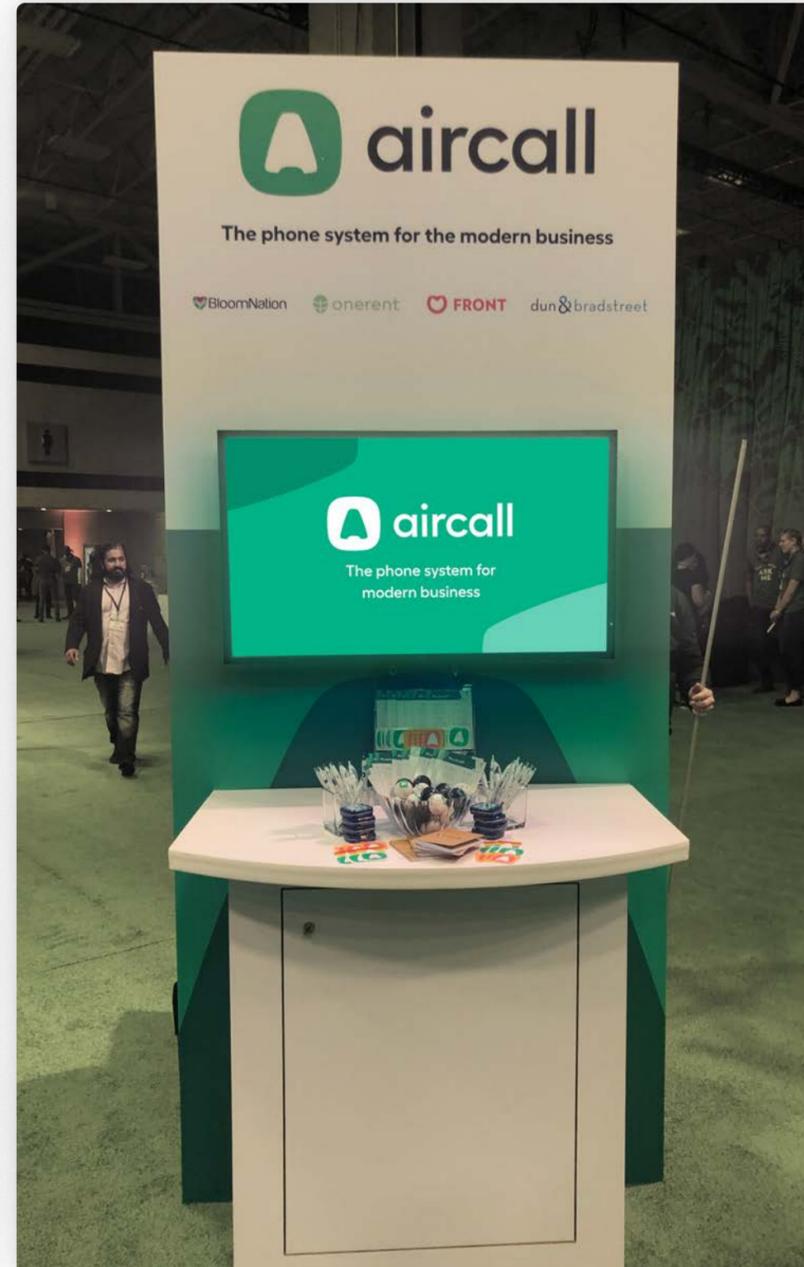
## Your Golden Ticket to Remote Candidacy

Topical expert led breakout rooms + live speed interviews with recruiters

August 27th, 2020 at 5:00 pm EDT



## EVENTS





# Goodies / Swag



## GOODIES / SWAG

# Overview

Our goodies / swag embody our brand for the outside world. They should be produced over high quality materials.

Since we are a diverse group of individuals, we produce minimal objects that can fit a wide range of personal styles. Regarding color choice – black, white or navy match well with any surrounding. Any clothing is produced in unisex cuts to fit different body-types and not over-articulate gender.



# Sub-brands

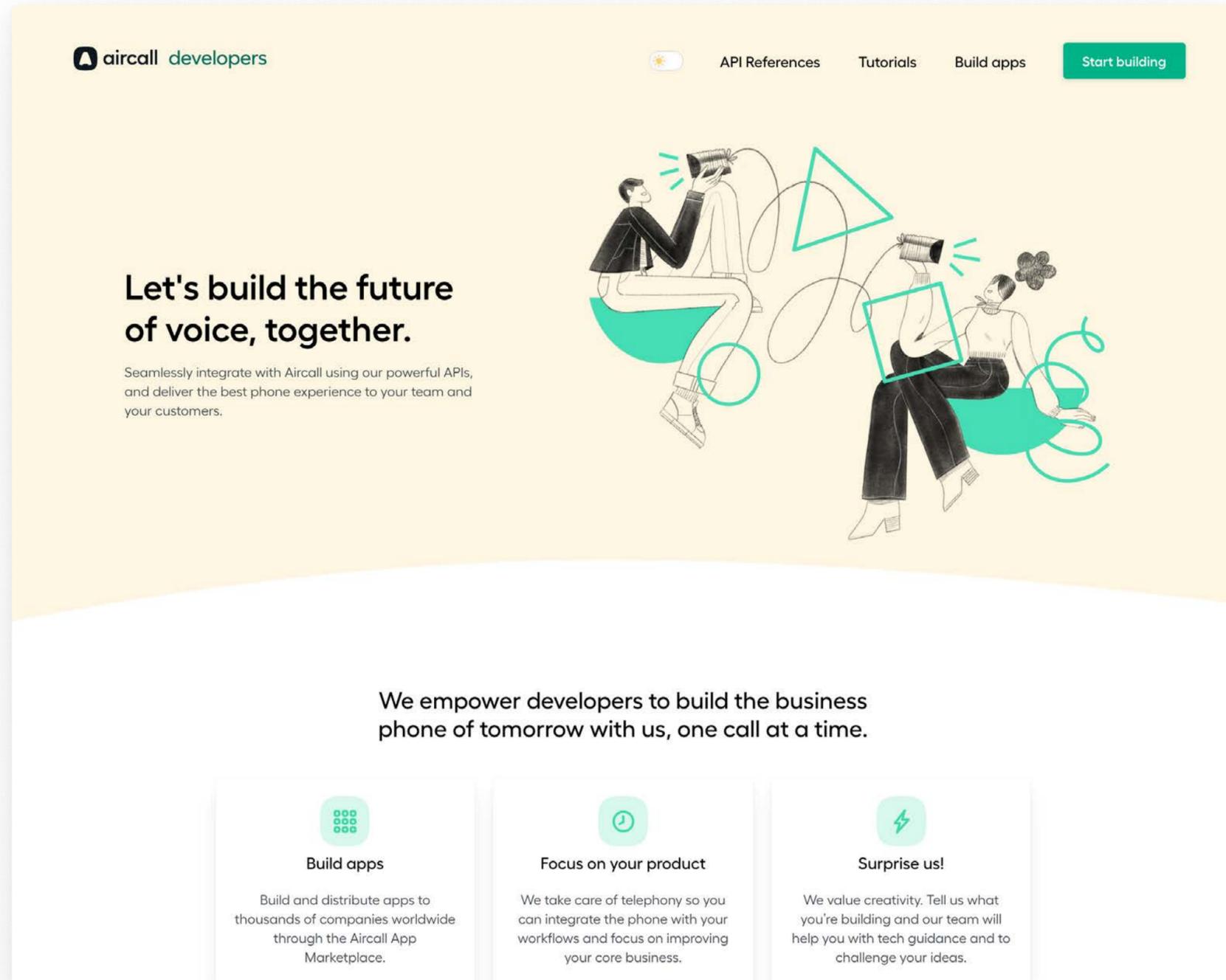


## SUB-BRANDS

# Aircall API

Integrated technologies remain a core component of our business. To encourage growth in this space, we developed our own easy-to-use API structure that focuses on one thing – the joy of building.

We enrich that feeling in the identity of our Marketplace and API site. The soft, yellow palette sets a pleasant ground to showcase the variety of our integrations. Paired together with handmade, sketched illustrations, it invites playful experimentation.



## API-SITE

### Color palette

HEX	#00B388
RGB	0 179 136
CMYK	84 0 59 0
PANTONE	339-C
HEX	#006B51
RGB	0 107 81
CMYK	90 16 62 43
PANTONE	568-C
HEX	#FFF6E2
RGB	100 96 89
CMYK	0 4 11 0
PANTONE	N/A

### Tutorials cards



### Basic Authentication

AUTHENTICATION

Detailed step-by-step guide to interact with the Aircall Public API using Basic Authentication.

### Illustrations



HANDMADE, SKETCH FEEL