



# Brand Playbook

# Hello

This document was created to introduce you to the elements of our brand, and to provide inspiration and guidance for how to use them confidently and consistently.

# Foundations

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- Audience details

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- Photography

# Applications

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# Foundations

## **Mission**

We help people feel safe and secure in the digital world. People long to connect with each other and the companies they love without unneeded worry or stress. That's why we exist. We empower our customers to create beautiful experiences. We make continuous trust a reality.

**We exist to make  
the digital world a  
more trustworthy  
place for everyone.**



## Strategy

In order to make continuous trust a reality, we'll live, breathe, and innovate in the trust space. We will continually develop solutions that make creating trusted experiences easy for our customers. We are the foremost thought leader in trust.

**Be synonymous with trust.  
Provide best-in-class  
solutions that create  
seamless experiences.**

## Elevator pitch

Here is our short, easily understandable description of Telesign. This quickly defines our new category and our offering.

# The source for continuous trust

Telesign delivers fraud prevention solutions that connect, protect and defend enterprises and their end users. With powerful AI that delivers identity with speed, accuracy, and global reach, we enable continuous trust. Empowering companies to transact, communicate, and engage with their customers free of fear, continuous trust makes the promise of the digital economy possible.

## PR boilerplate

This PR boilerplate is how we represent ourselves to the world through major news publications and media outlets.

Telesign provides Continuous Trust™ to leading global enterprises by connecting, protecting, and defending their digital identities. Telesign verifies over five billion unique phone numbers a month, representing half of the world's mobile users, and provides insights into the remaining billions. The company's powerful machine learning and extensive data science deliver identity risk recommendations with a unique combination of speed, accuracy, and global reach. Telesign solutions provide fraud protection, secure communications, and enable the digital economy by helping companies and customers to engage with confidence.

## Sample headlines

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**The future is built on trust.**

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**Make your app a more trustworthy place.**

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**Provide security they don't even notice.**

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**They trust you. You can trust us.**

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**Let's earn their trust, together.**

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## Brand personality

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# Trustworthy

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We take every measure to earn and keep our clients' trust, so that they can earn their customers' trust in return.

# Committed

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We are reliable, we stay the course, and we see projects and relationships through.

# Authentic

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We don't claim to be anything we are not. We use clear, concise, honest language.

# Established

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We are a tried and true sage in fraud prevention and communications, with years of experience to fall back on.

# Wise

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We share our knowledge with our customers at every opportunity.

# Brand voice

Here are the elements that make up our voice. These characteristics define how we speak to everyone.

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## Knowledgeable

We have decades of experience in our field, and it shows. We don't speak frivolously, and we don't make statements that can not be backed up by research.

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## Conversational

We break down and simplify concepts, so that our clients can easily understand what we do and why it matters for their businesses.

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## Concise

We value our clients' time, which means we never say eleven words when four will do. We are direct and to-the-point; we don't wax poetically about our products.

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## Honest

We own our strengths and our opportunity areas. We speak about our limits as easily as we speak about our strengths. We shine a true, clear light on what we do.

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## Inclusive

We speak to everyone with respect and acceptance, regardless of knowledge-base or background.

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# Writing style

It isn't only what we say, but how we say it, that forms our brand reputation. Here is a brief list of style guidelines that round out our brand voice.

## Capitalization

While haphazard capitalization may now be mainstream on social networks like Twitter, we only capitalize proper nouns and the first words of new sentences. This helps us convey authority and intellect.

## Punctuation and spacing

Along with the AP style guide, we use Oxford commas and we use one space after each period (full stop). We rarely use exclamation points — and never more than once.

## Title case vs sentence case

We use sentence case in all scenarios. This allows us to increase readability and associate ourselves with forward-thinking brands such as Airbnb.

## Em-dashes, hyphens, and ellipses

We use em-dashes where appropriate, colons to introduce lists, hyphens for compound words, and we rarely use ellipses.

## Active voice vs passive voice

We use “you” or “we” to create active language and speak directly to our audience.

# Writing style exceptions

These are exceptions to our writing style - we capitalize these phases as trademarked terms, as well as our use-cases.

**Continuous Trust™**

Capitalize and add trademark TM

**Connect. Protect. Defend.™**

Capitalize and add trademark TM

**Onboarding**

Capitalize

**Fraud Prevention**

Capitalize

**Account Integrity**

Capitalize

**Engagement**

Capitalize



# Audience details

The audience for our content is always our customer. For details on this customer, please consult our customer personas.

Our campaigns often illustrate the benefit of our products through scenarios which depict our product’s resulting effect on our customer’s customer — or the end consumer.

For non-vertical-specific content (which is applicable across verticals) we’ll refer to our customer’s customer as their consumer.

For vertical-specific content, we’ll refer to our customer’s customer using the term that makes sense for that vertical.

These terms can be found here.

## E-commerce

**Customers**

Example: Our clients in e-commerce have customers who transact on their platforms. Our solutions enable our clients to build trust with their customers as they buy and sell.

## On-demand

**Subscribers/users**

Example: Our customers in the on-demand space provide ride share or delivery services for their subscribers. Our solutions enable our on-demand customers to verify and authenticate users and keep their users safe.

## Fintech

**Customers**

Example: Our clients in Fintech enable their customers to bank online, including sending/receiving money and applying for loans. Our solutions empower our clients to safeguard every transaction their customers make and safely onboard new customers.

## Healthcare

**Patients**

Example: Our customers in healthcare enable their patients to conduct health services online, including telehealth sessions and paying for care. Our solutions empower our healthcare customers to safeguard every transaction with their patients throughout the patient journey.

## Social

**Users**

Example: Our customers in the social network space provide their users a platform to connect and interact online. Our solutions keep our customers’ platforms free of fake users so that legitimate users who subscribe to their network can confidently share their lives with real people they trust.

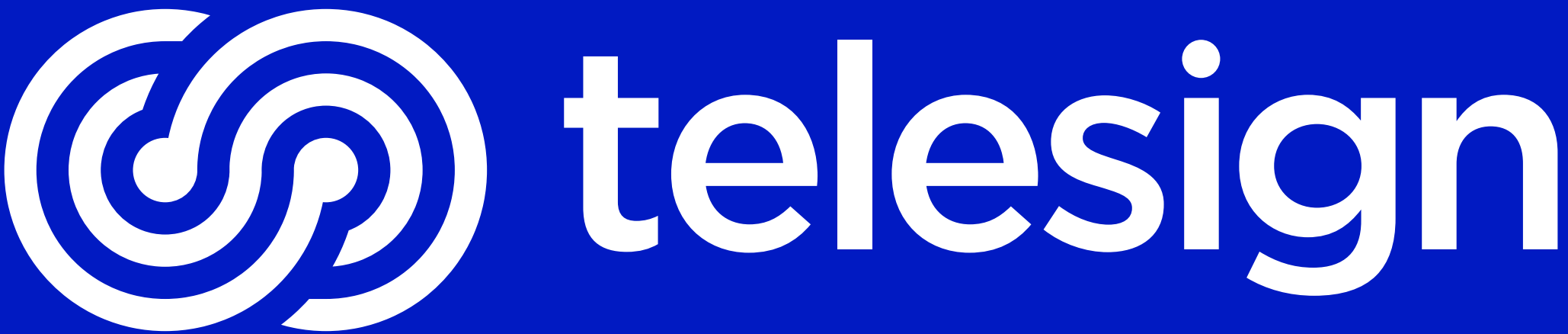
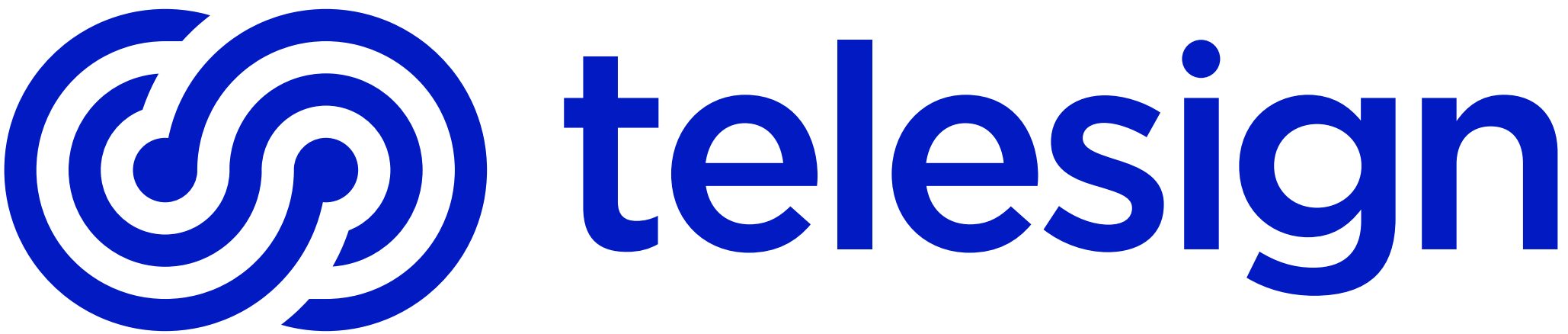
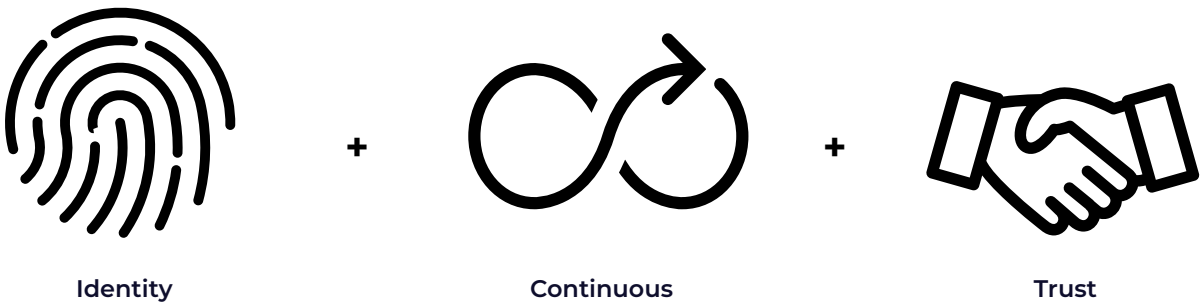
# Identity

## Logo

**Our logo is shorthand  
for our brand. It's the  
way we say hello.**

Logo

Our logo sits at the intersection of identity, continuity, and trust. Combining the universal symbols for these concepts, we created a unique, modern logo that conveys meaning and feels recognizable at any scale.







## Logo on color

When the logo appears on background fill colors other than white, it should appear as white to achieve maximum contrast. Avoid placing the logo on fill colors other than shown here whenever possible. When in doubt, ask the brand team about logo treatments.



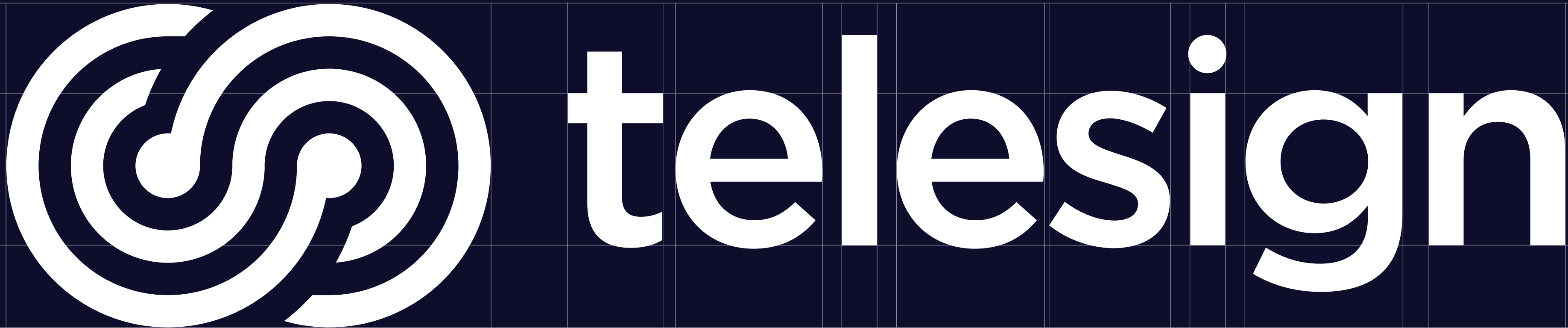
# Scaling

Our logo was designed to work at all scales — from small, compact spaces to large formats — without compromising readability or losing its distinctive features. As such, avoid using our logo under 24px tall when possible, except for use as a social avatar.

				
72	64	48	36	24

# Logo construction

Our logo consists of two elements — our mark and our logotype. The relationship and distance between these elements should not be altered, amended or changed.



## Logo clearspace

We purposely protect our logo and give it room to breathe by surrounding it with negative space. This space is equivalent to the distance between its ascender and descender height, emanating from its left side, right side, mean line, and baseline. Please abide by these spacing guidelines when placing our logo with other elements.





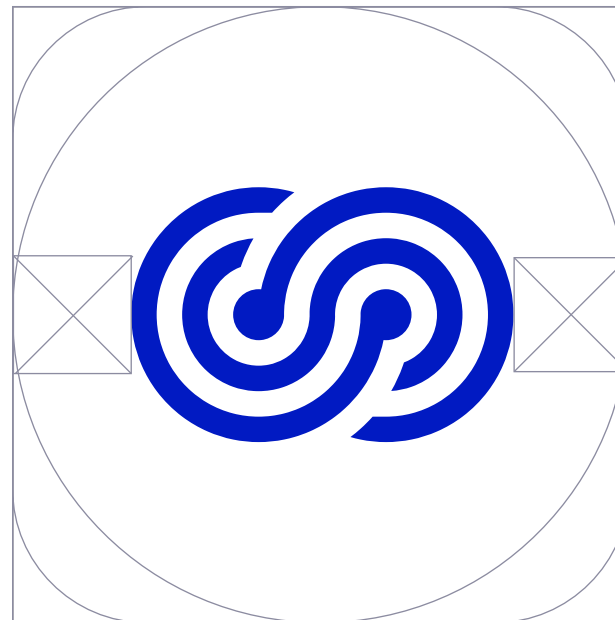
# Partner lockups

We signify partnerships with other brands through logo lockups. In lockups, its important to maintain an appropriate distance by using the same spacing logic that defines our logo's clearspace. To do this, size partners' logos until they pair in balanced proportion with ours. Use a vertical line to distinguish our logo with any partner logo.



## Logo in shape

For social avatars, place our logo mark into a containing shape. Use the logo's wordmark x-height to establish its relationship to the container edge. When in doubt on sizing, ask the brand team for help.



# Logo no-no's

Our logo is our signature. That's why it's important not to alter the elements of our logo in any way.

Please do not:

- Stack our logo mark and type
- Squish our logo
- Change our logo's color
- Place our logo at an angle
- Cut our logo off
- Use our mark without our type (unless the brand team has been consulted)
- Place a drop shadow on our logo
- Place our logo on an unapproved pattern
- Outline our logo

Remember, the brand team is here for you. Please consult the brand team for any questions regarding logo placement and usage.



Do not stack our logo mark and type



Do not squish our logo



Do not change our logo's color



Do not place our logo at an angle



Do not cut our logo off



Do not use our mark without our type (unless the brand team has been consulted)



Do not place a drop shadow on our logo



Do not place our logo on an unapproved pattern



Do not outline our logo

## Color

**Our color palette  
transmits trust  
and authority.**

# Color palette

Our analogous color palette creates a feeling of calmness and harmony.






Our primary indigo brand color is psychologically associated with trustworthiness and knowledge. It conveys a deepness that suggests security to our audience.

Our secondary colors, violet and cyan, marry with our indigo to create our analogous palette. Much like the calmness of the ocean or a peaceful night sky, these cool shades create a harmonious feeling in tandem.

Our tertiary cobalt is used sparingly, to accent our primary and secondary colors when needed for illustration or communication purposes.

Our accent electric emerald is used incredibly sparingly and strategically — it draws the eye to specific elements and stands out from the crowd.

Our colors are important and chosen with care, so please consult the brand team prior to any use of color — from swag orders to banner colors — to make sure that our palette is honored and consistent.

Primary	Secondary		Tertiary	Accent
<div><b>Indigo</b> Hex: 011AC2 RGB: 1, 26, 194 CMYK: 98, 81, 0, 0</div>	<div><b>Violet</b> Hex: 8400A3 RGB: 132, 0, 163 CMYK: 68, 93, 0, 0</div>	<div><b>Cyan</b> Hex: 0AC6FF RGB: 10, 198, 255 CMYK: 66, 0, 0, 0</div>	<div><b>Cobalt</b> Hex: 1F5BFF RGB: 31, 91, 255 CMYK: 85, 65, 0, 0</div>	<div><b>Emerald</b> Hex: 2ED845 RGB: 46, 216, 69 CMYK: 67, 0, 92, 0</div>
<div><div><b>PANTONE</b> 2736 C</div></div>	<div><div>PANTONE 2602 C</div></div>	<div><div>PANTONE 915 C</div></div>	<div><div>PANTONE 2727 C</div></div>	<div><div>PANTONE 802 C</div></div>

# Color scale & accessibility

Where dark backgrounds or elements are required, we use onyx instead of pure black.

A full complement of tints and shades are available for our indigo, violet, cyan, and onyx.

This 400-600 range can be used for experience applications such as the indicated rollover and clicked-on states for digital sites. They can also be used for background color fills, but should be used very sparingly and only in the extreme 900 and 100 values.

The full range of onyx can be used as base colors for typography and backgrounds.

When placing typography on top of color backgrounds, please use the suggested colors shown here to maintain accessibility.

Indigo 900	Hex: 000D61	Violet 900	Hex: 420052	Cyan 900	Hex: 056380	Onyx 900	Hex: 0E0E2C
Indigo 800	Hex: 000F73	Violet 800	Hex: 4F0061	Cyan 800	Hex: 057899	Onyx 800	Hex: 262640
Indigo 700	Hex: 001287	Violet 700	Hex: 5C0073	Cyan 700	Hex: 088CB2	Onyx 700	Hex: 3D3D57
Indigo 600	Hex: 00149C	Violet 600	Hex: 6B0082	Cyan 600	Hex: 089ECC	Onyx 600	Hex: 57576B
Indigo 500	Hex: 011AC2	Violet 500	Hex: 8400A3	Cyan 500	Hex: 0AC6FF	Onyx 500	Hex: 8C8CA1
Indigo 400	Hex: 3347CF	Violet 400	Hex: 9E33B5	Cyan 400	Hex: 3BD1FF	Onyx 400	Hex: 9E9EAB
Indigo 300	Hex: 6675D9	Violet 300	Hex: B566C7	Cyan 300	Hex: 6BDEFF	Onyx 300	Hex: B7B7C0
Indigo 200	Hex: 99A3E8	Violet 200	Hex: CF99D9	Cyan 200	Hex: 9EE8FF	Onyx 200	Hex: DDDDE2
Indigo 100	Hex: CCD1F2	Violet 100	Hex: E5CCED	Cyan 100	Hex: CFF5FF	Onyx 100	Hex: F4F7F9

## Typography

**Our typography conveys  
our personality. It is trusted,  
established, and authentic.**

# Montserrat

Montserrat is a geometrically composed font that is trusted and widely known in the digital world.

It was authentically designed in the first half of the 20th century by Julieta Ulanokvsky, who was inspired by posters from Montserrat of Buenos Aires.

Montserrat conveys the beauty of urban typography and has long been well-established as one of the most applicable mid-century modern fonts in existence.

Light  
*Light Italic*  
Medium  
*Medium italic*  
Black  
*Black Italic*



# Typographical heirarchy

We use different weights to establish hierarchy: extra bold for titles, bold for headlines, medium for subtitles, and regular for body copy.

Title/Header 1	Family: Montserrat Weight: Extra bold Size: 64px	Title
Header 2	Family: Montserrat Weight: Bold Size: 40px	Headline
Header 3	Family: Montserrat Weight: Bold Size: 24px	Headline
Subtitle	Family: Montserrat Weight: Medium Size: 24px	Subtitle
Body	Family: Montserrat Weight: Regular Size: 16px	Body copy

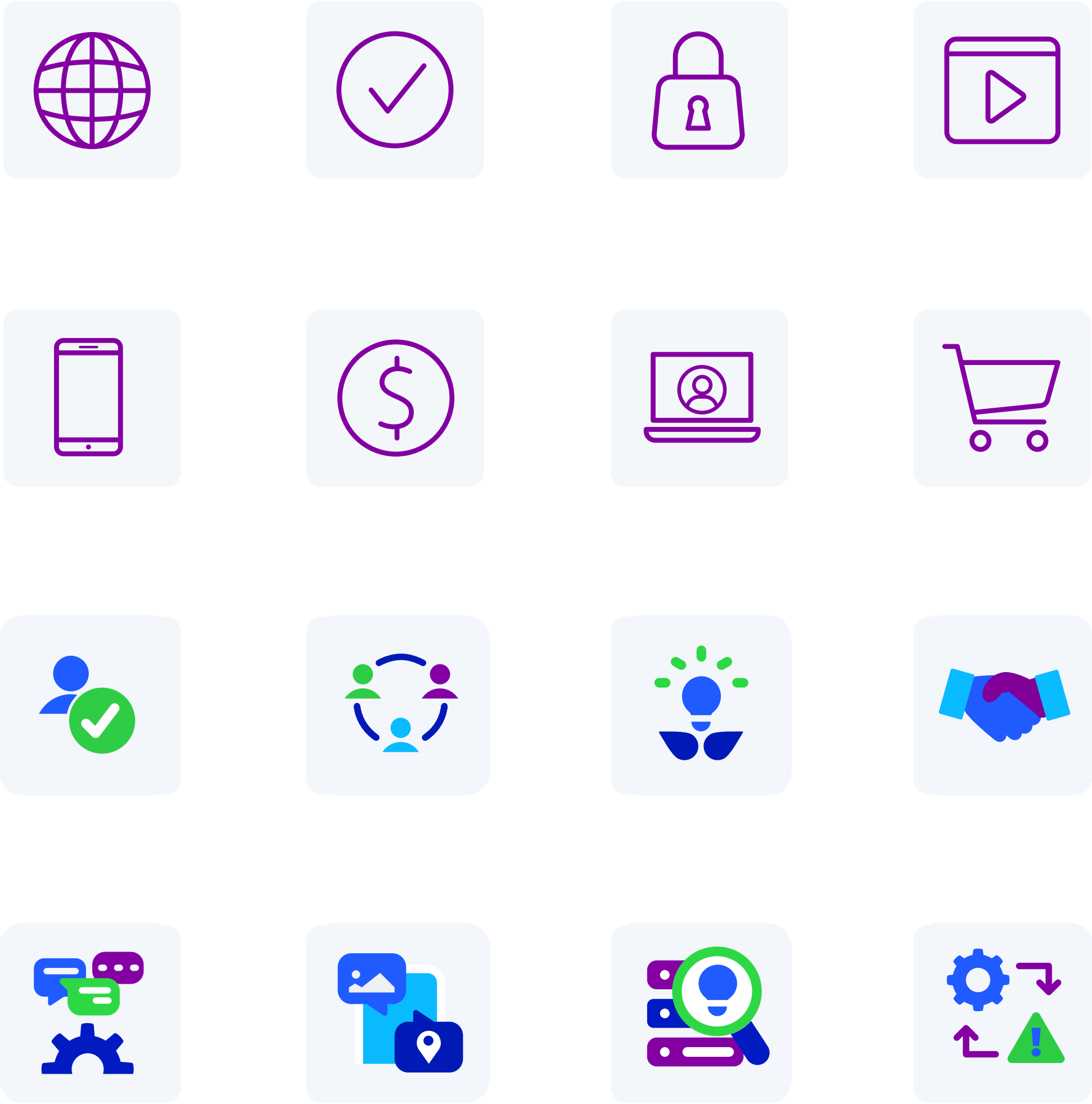
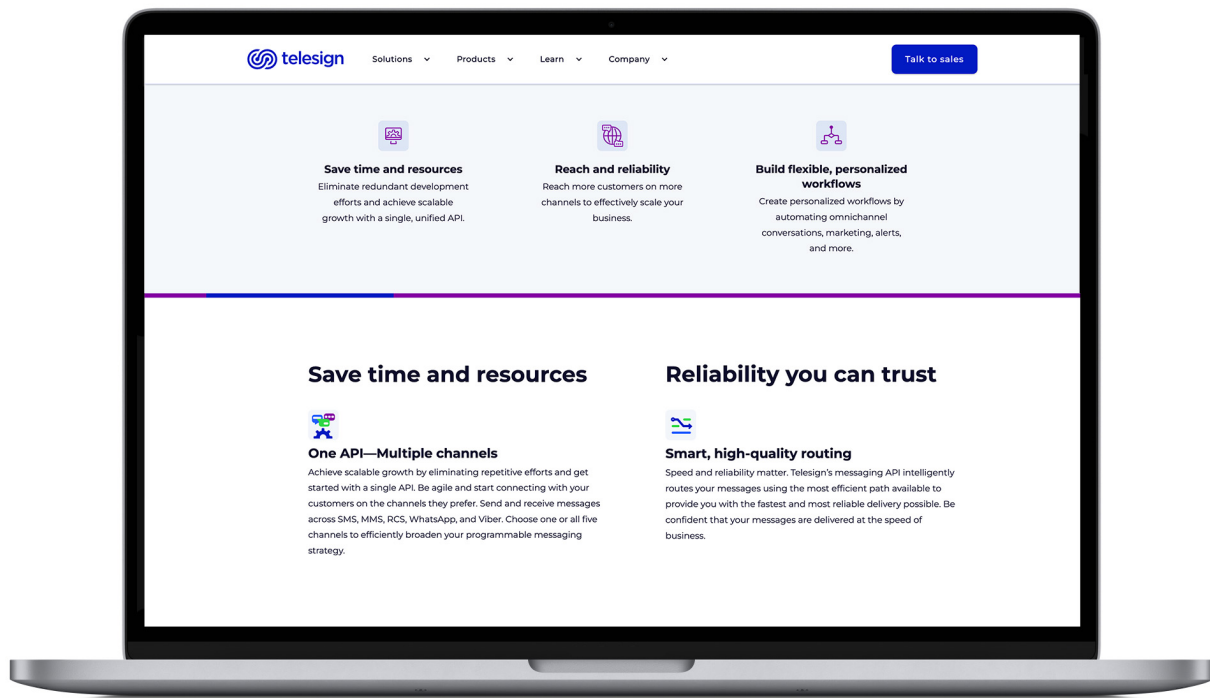
## Iconography & Illustration

**Icons and illustrations  
are the extended  
family of our identity.**

# Iconography

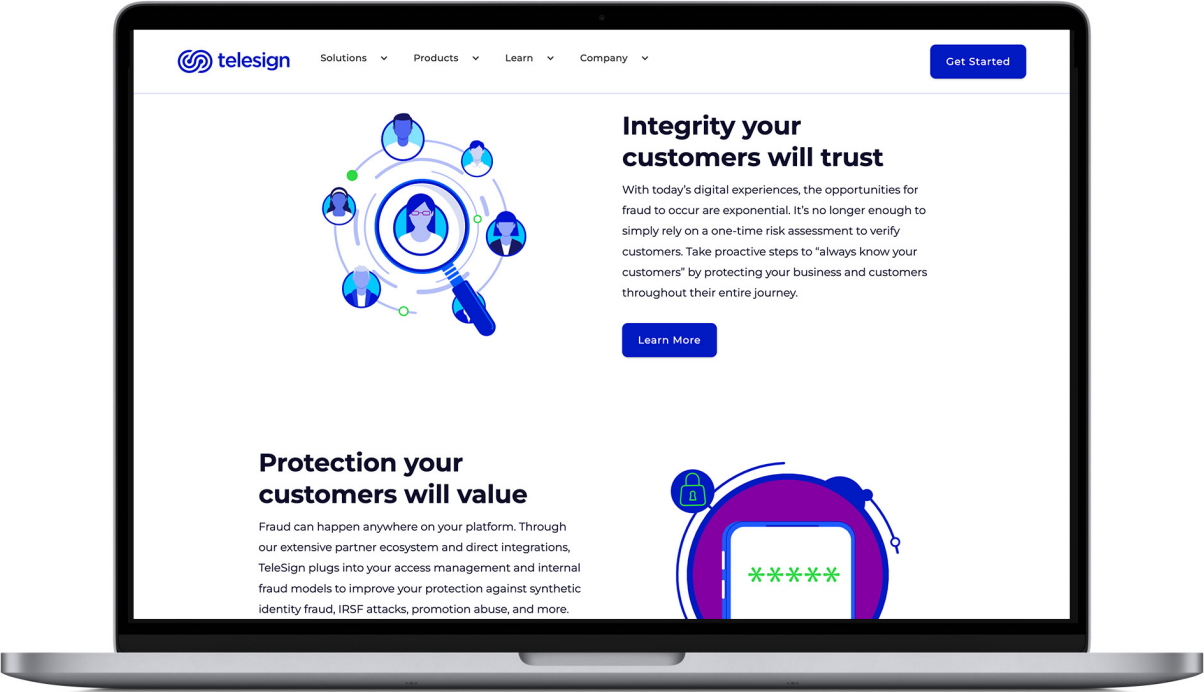
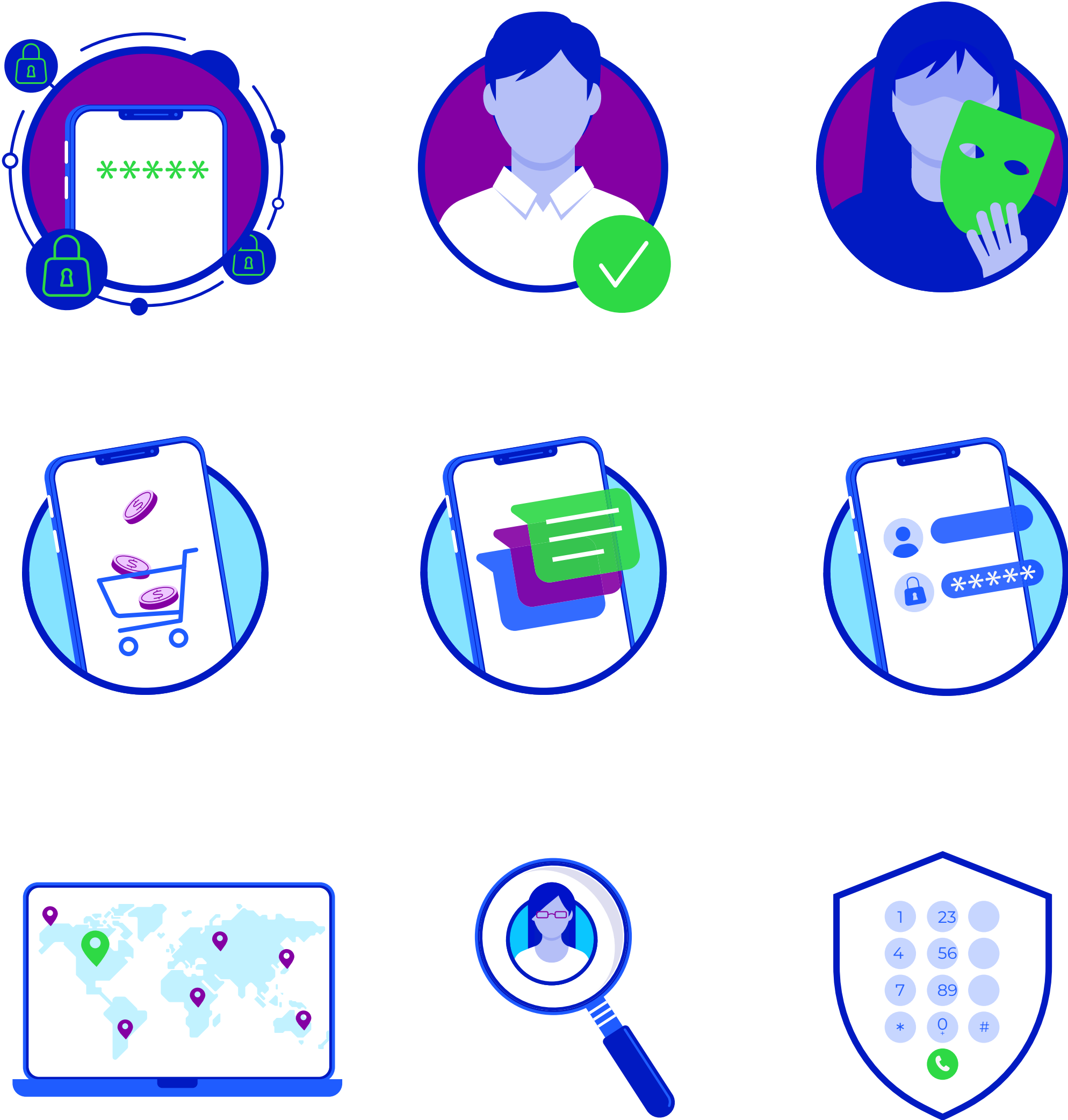
Our iconography shows up in a variety of places across our digital ecosystem, including our website, presentations, ads, and infographics. It is perceived visually by the mind in a matter of seconds; therefore, it helps us easily identify concepts within our digital experience.

We have two sets of icons. Our violet line icons are simple and clear, used to represent short statements of information. Alternatively, our full color icons are complex and used to represent more comprehensive information.



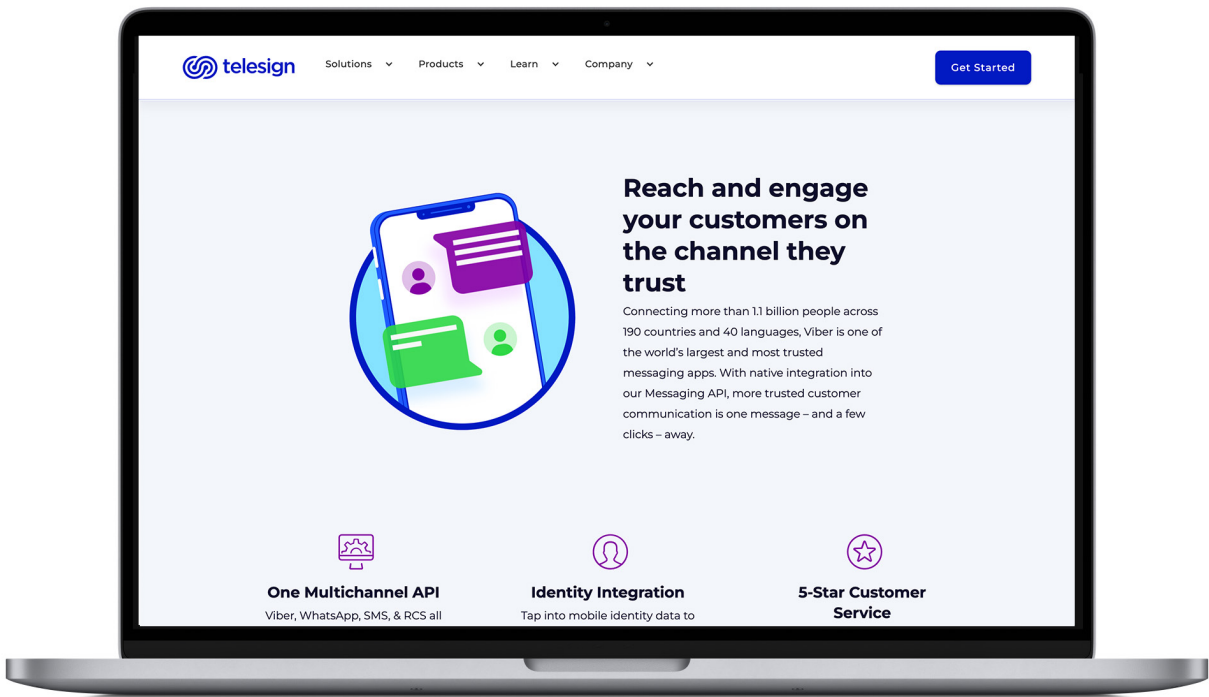
# Spot illustrations

Our spot illustrations are used as a communication tool which adds visual interest to our presentations, blog posts, announcements, and other marketing materials.



# Product illustrations

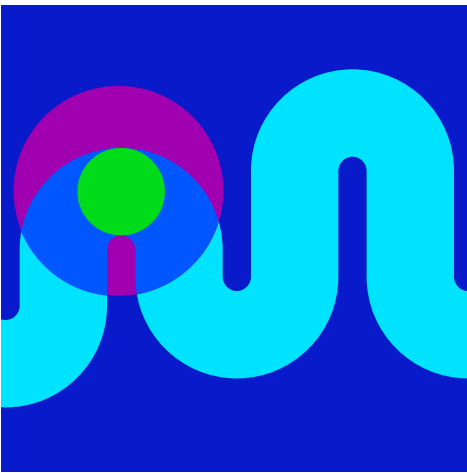
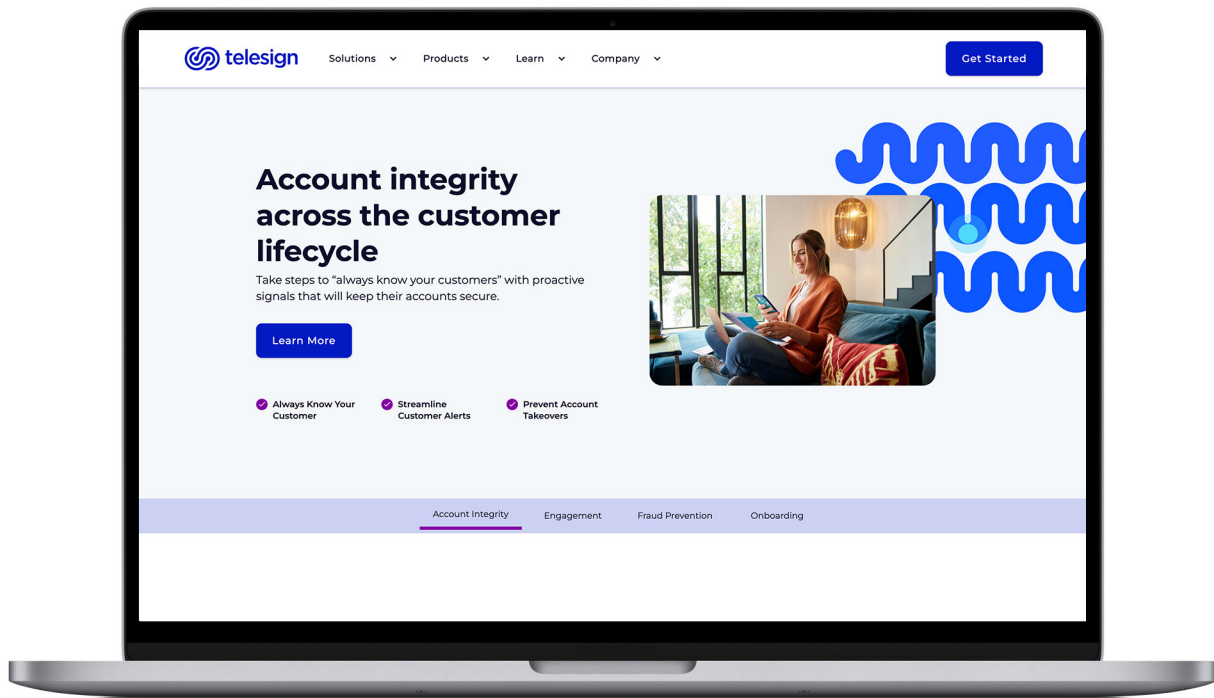
Our product-based pictograms act as visual entry points to understanding our product offerings — from messaging to experience — providing immediate context for our solutions.



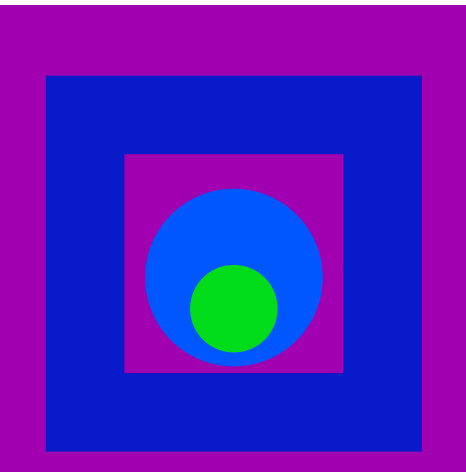
# Supergraphics

Supergraphics convey complex themes and ideas. They are used in support messaging and can be integrated into layouts as compositional devices and image containers.

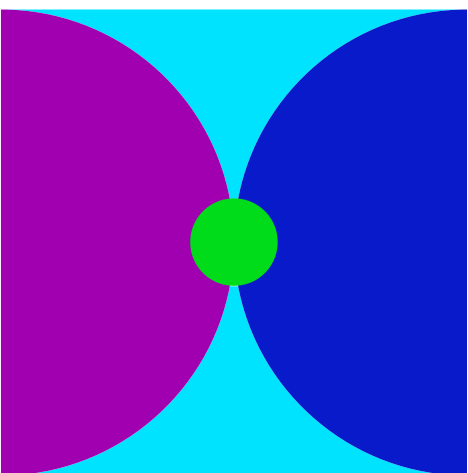
Because of their abstract nature and simple construction, supergraphics are perfect for depicting the complex mindsets, needs, and aspirations of our customers.



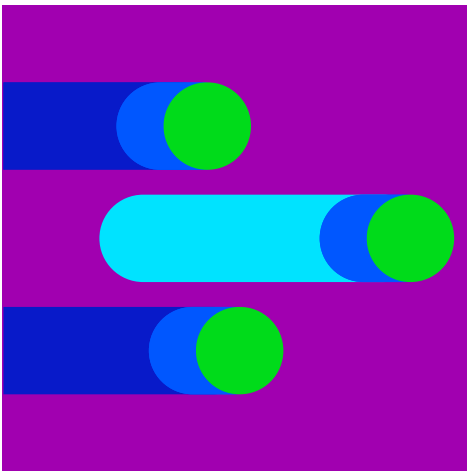
Account Integrity



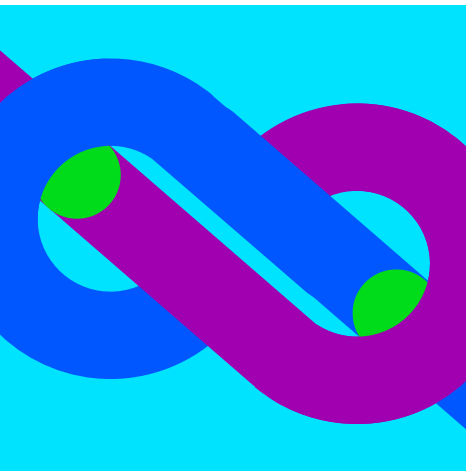
Fraud Protection



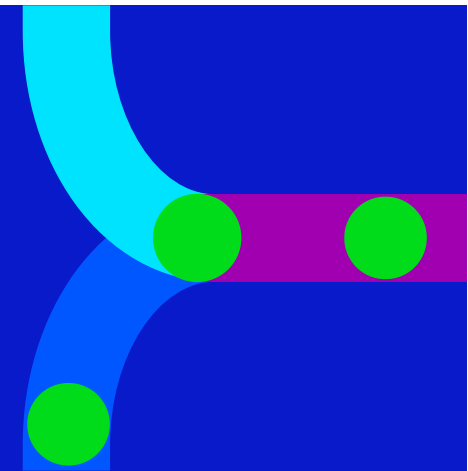
Engagement



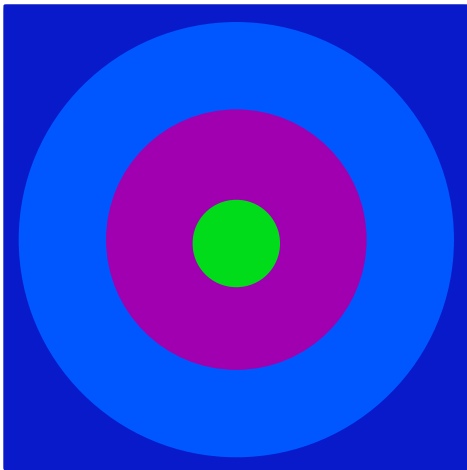
Speed



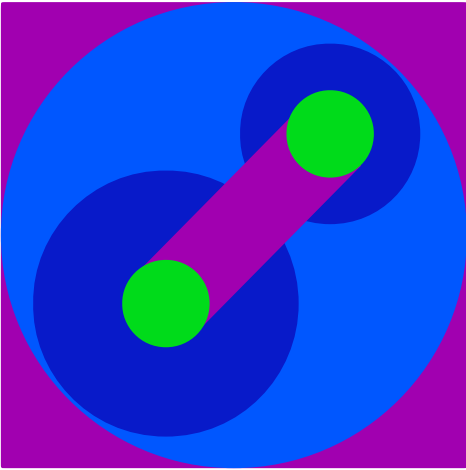
Continuous Trust



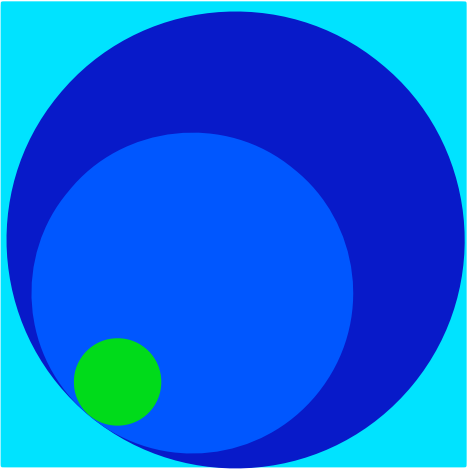
Onboarding



Accuracy



Global Reach

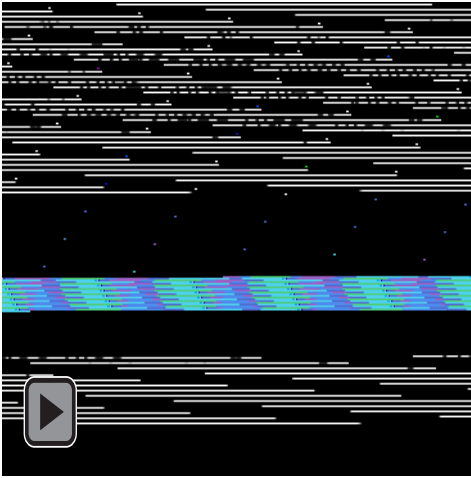


Growth

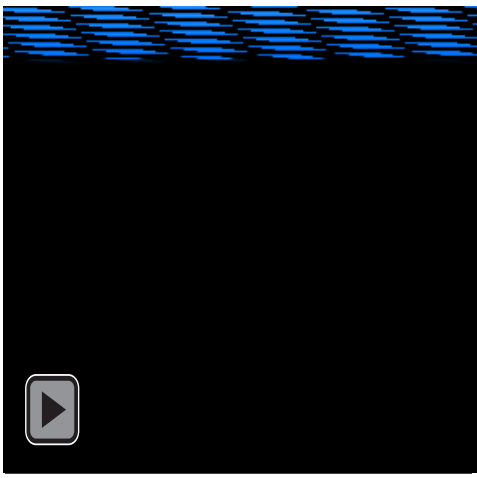


# Supergraphic movement

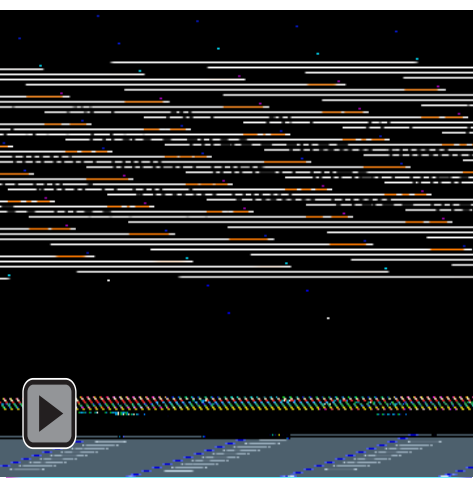
A motion is worth a 1,000 words — which is why our supergraphics come to life in a variety of twists and turns. This supergraphic movement inspires an emotional response in the viewer and draws the eye into important parts of digital experiences.



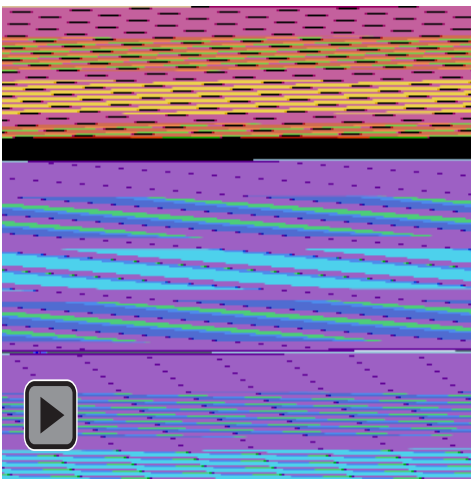
Account Integrity



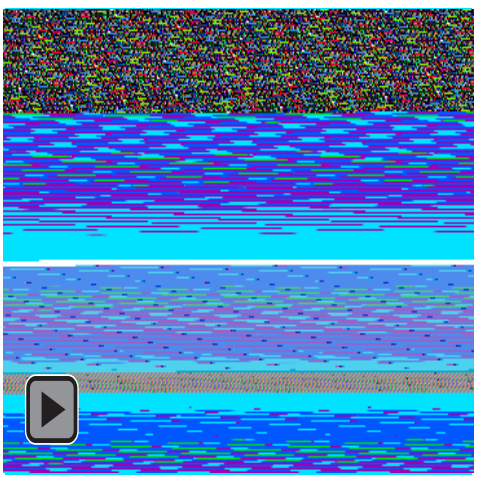
Fraud Protection



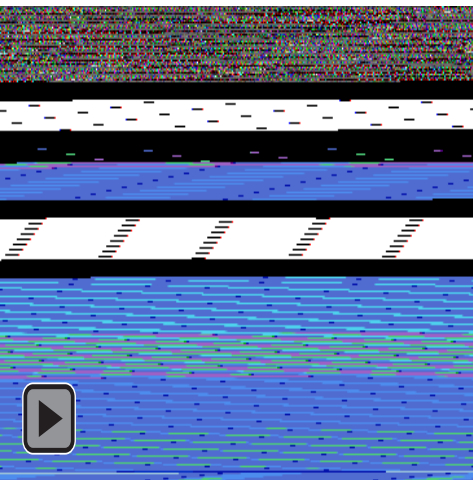
Engagement



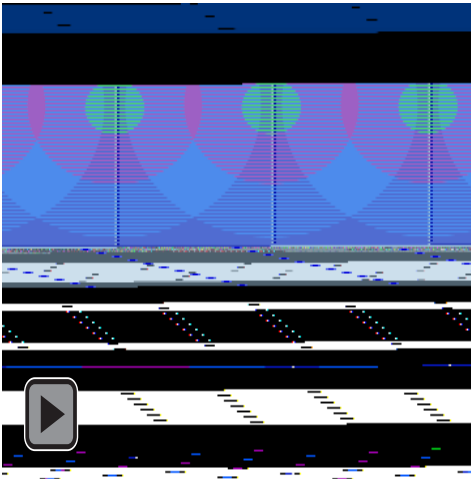
Speed



Continuous Trust



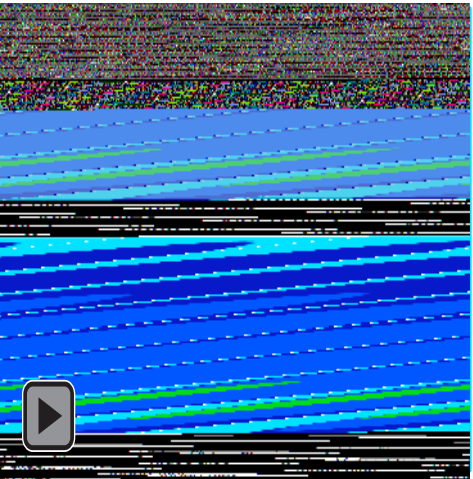
Onboarding



Accuracy



Global Reach



Growth

## Photography

**We use photography  
to tell real stories  
about real people.**



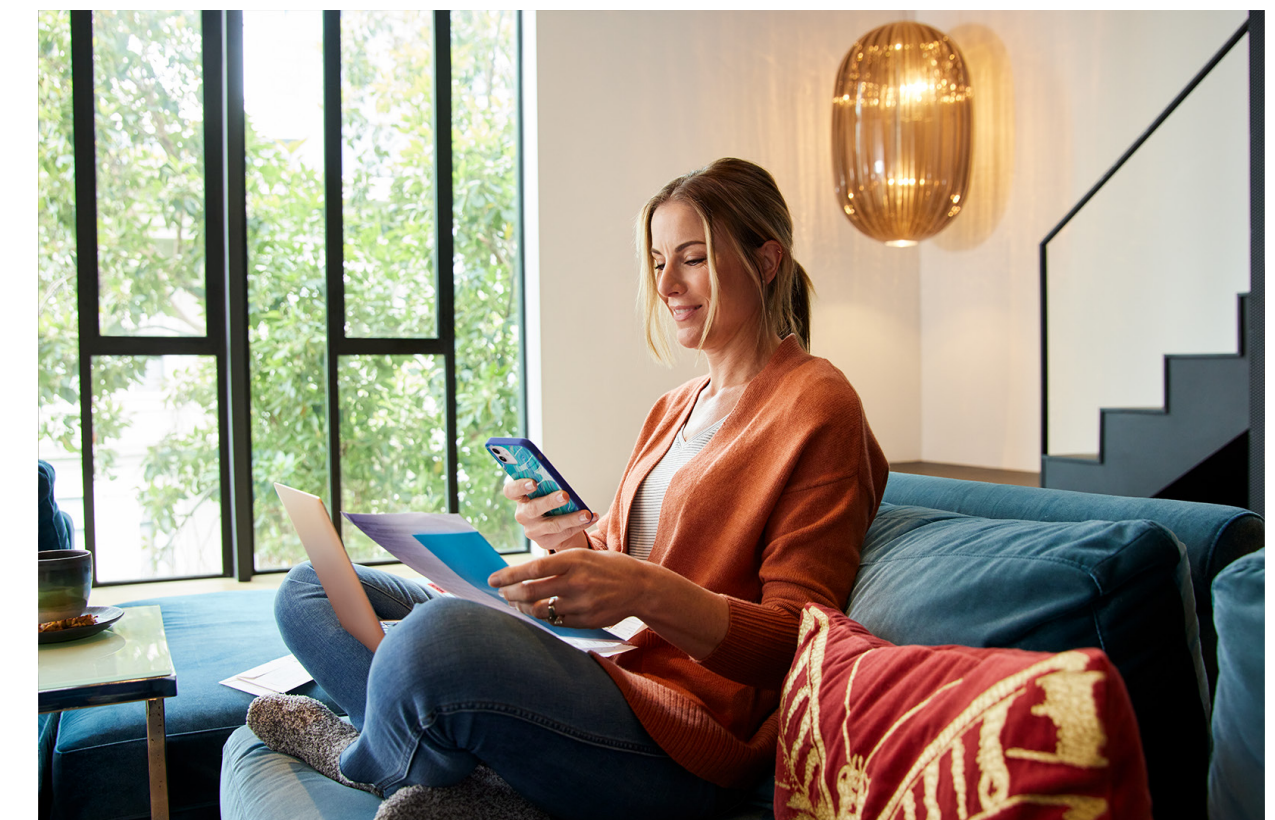
## Art direction

Our photography captures real people and technology in the moments of connection — from our business partners, to their customers.

Our image collection feels natural, honest, upbeat, and relatable.

Our images are not overly posed, impersonal, "stock-like" or corporate.

Our models represent a balanced mix of diversity — from ethnicity to background, and from age to gender.





## Style

Our image style is saturated, with stronger levels of contrast. It includes a mix of light image environments as well as dark image environments. There are subtle hints of Telesign brand colors where appropriate through wardrobe styling and props.

Subjects are in the moment, unaware of any nearby camera lens. There is a wide range of expressions, more genuine and spontaneous, less forced and posed.

We show in-the-moment activities of living, working, playing, and relaxing. Individuals or small groups of people are shown connected by experiences with a device in hand or in the scene.

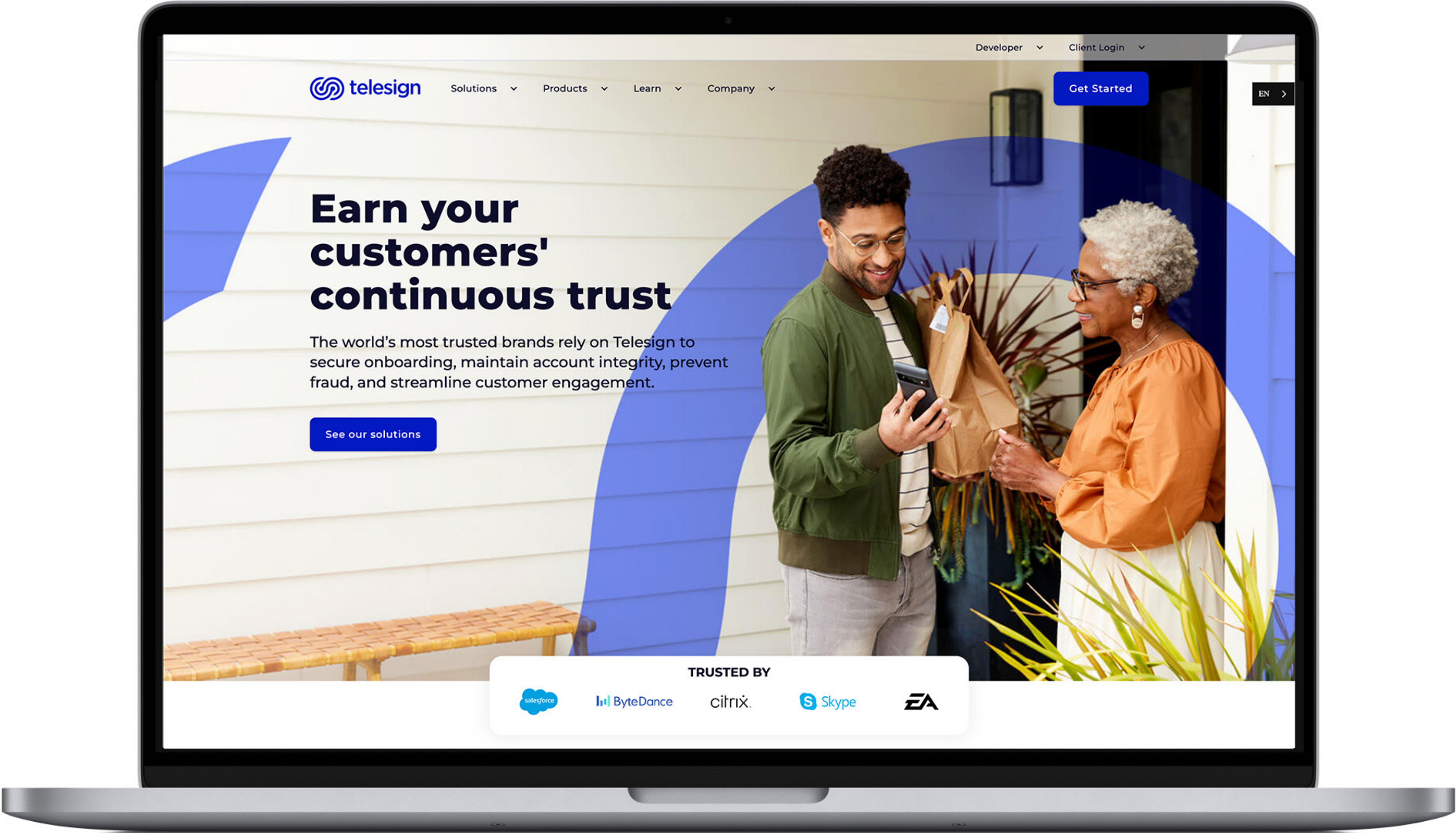




# Applications

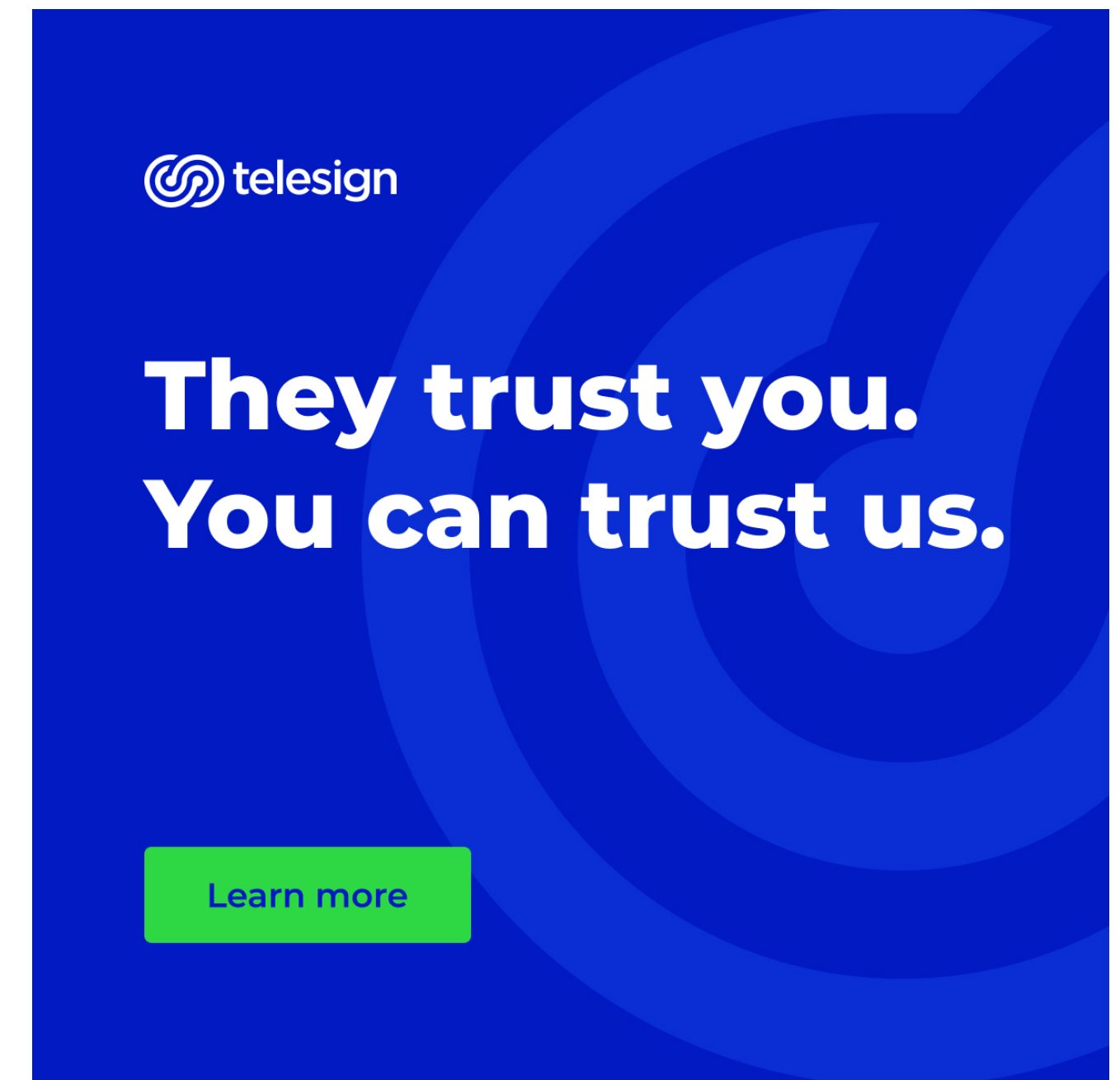
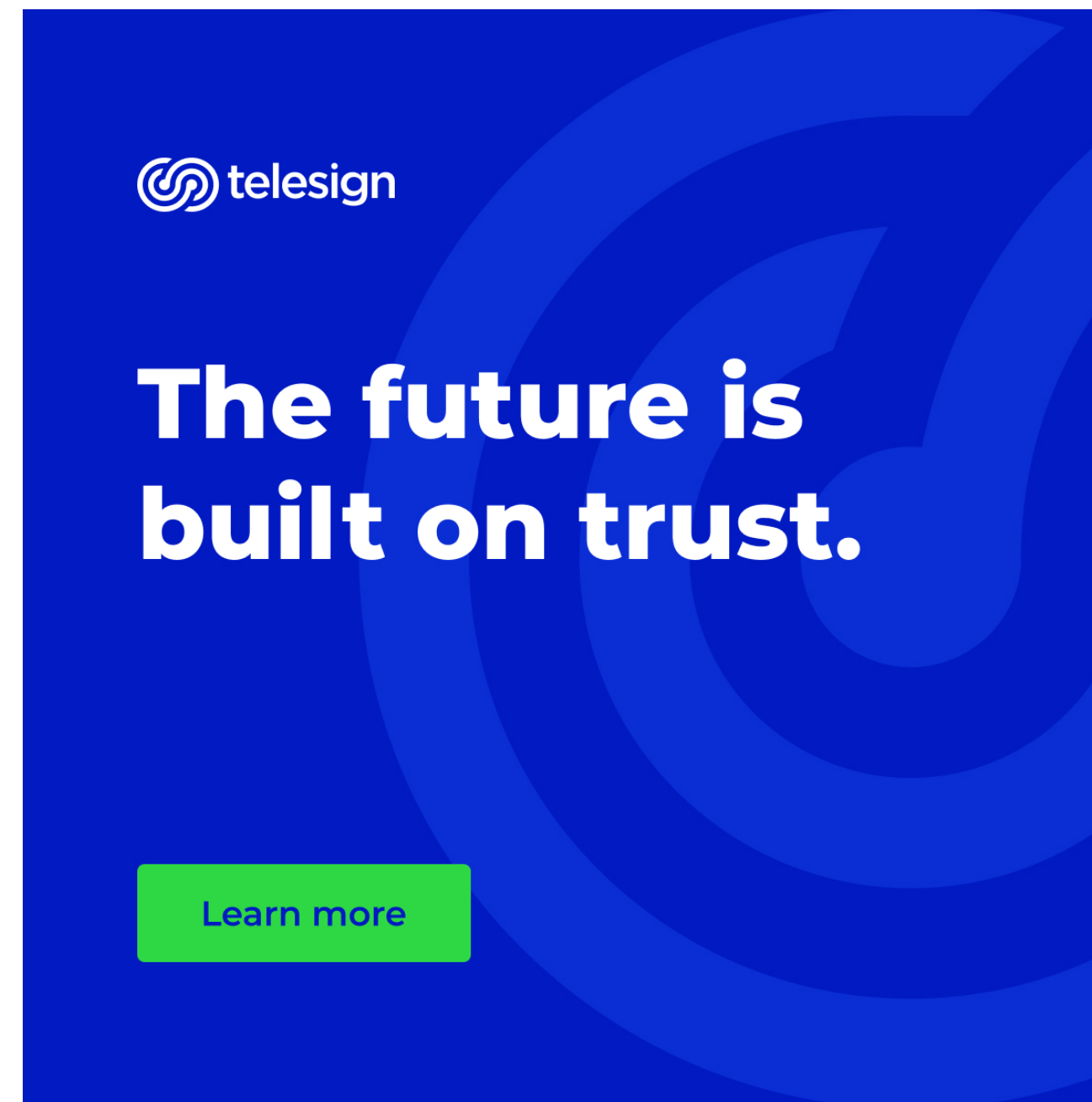
# Web

Here is an example of our website — with graphic elements, photography and headlines conveying continuous trust.



## Advertising

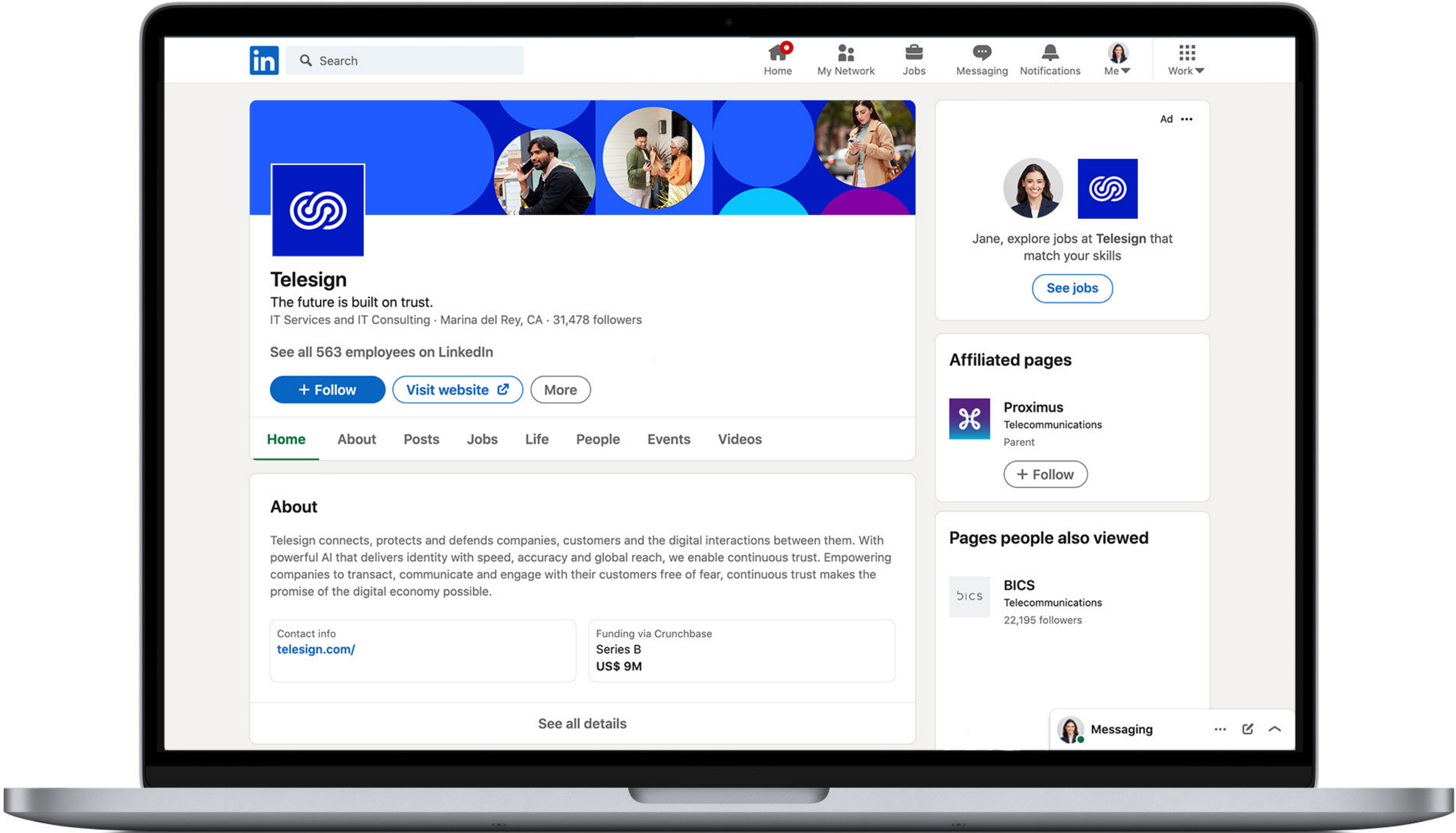
Here is an example of simple, headline-based advertising. Ad creative will take into consideration the space requirements and campaign objectives as required.






# Social

Here's an example of a social profile. Our brand elements are present and consistent across avatars, cover images, and messaging.




# Product

Here's an example of product data sheets. Brand elements like product illustrations, color palette, iconography and messaging come together to form memorable, branded experiences with our solutions.




## Messaging API

Engage with customers through their preferred channel - from a single API




### Build communications and account security into web and mobile applications with one API




#### WhatsApp

Reach more than 2M monthly active users worldwide on the most popular OTT app available today. Enrich user engagement with default or custom message templates. Deliver engaging text, media, and location communications.




#### SMS & MMS

Provide timely, personalized information through SMS and/or MMS-based alerts, reminders, notifications, invites, one-time-passcodes (OTPs), and other automated messages directly from websites or mobile applications.




#### RCS

Unlock additional messaging power through branding, pictures, gifs, video, chatbots, and more on the next-gen A2P. Leverage pre-defined templates, suggested replies, suggested actions, and the introduction of AI for a more engaging messaging experience.




#### Viber

Deliver rich, personalized experiences, guarantee the delivery of important alerts, reminders, and notifications, and offer conversational communication with Viber for Business. Reach and engage the 1.1 billion people who use Viber every day.




#### Two-way messaging

Easily facilitate two-way conversations with direct connections for improved engagement




#### Configurable channel failover

Create a workflow of fallback channels to complement the user experience




#### Real-time customer notifications

Provide personalized customer experiences with appointment and event reminders




#### Programmatic communication

Maintain control of communications and improve response time while removing the human factor



## WhatsApp messaging

Be where your customers are - create personalized, engaging conversations



### Optimize the customer experience with personalized programmable customer communications

#### Group conversations


Send group targeted surveys and feedback requests about products or services, and requests for user-generated content, to gain valuable information and develop a better, more personalized customer relationship.

#### Customer care and support


Enable your customer service agents to respond to customer-initiated conversations. Provide quick support, get instant feedback and resolve issues in one-on-one conversations

#### Real-time notifications


Use message templates to create rich notifications for package deliveries, alerts for travel itinerary changes, system outages, and location-targeted alerts. Send notifications about orders or deliveries, appointment reminders, payment processing, and more.




#### Branded sender IDs & business profile




#### Two-way messaging for interactive conversations




#### Configurable channel failover to SMS or other channel supported channels




#### Template messaging for A2P communications




#### Rich media




#### Compliance & onboarding support



#### Trusted messages



#### Sandbox environment for integration & testing



#### True delivery and read receipts

Telesign Brand Playbook

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Collateral



Telesign Brand Playbook





# Questions?

## Contact us

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