



Logo



Name, corporate logo, colours, typeface - these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market.

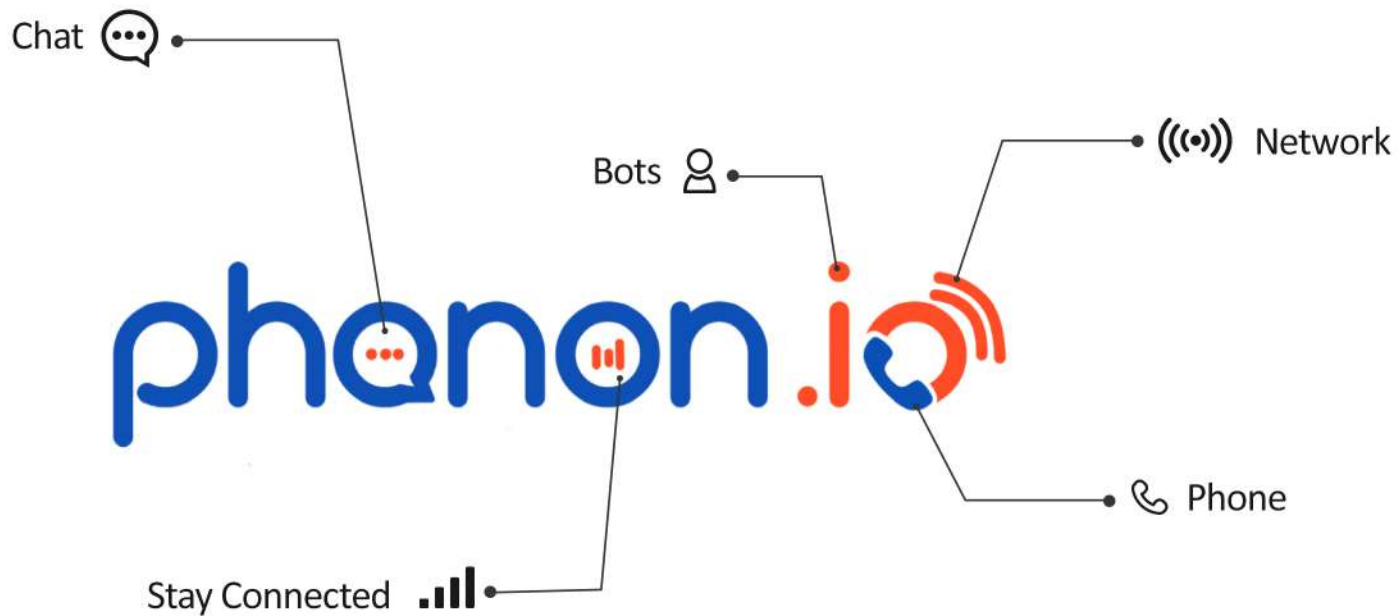
Logo

Clear Space



We respect the logo by giving it some space. The minimum clear space that must surround the logo is equivalent to the height of its first letter P.

Imagery



Phonon is a global provider of enterprise customer communication automation services. We automate 1-Million+ customer interactions daily over IVR and text-messaging based channels. Our cloud-based and on-premise solutions include ML & AI-powered IVRs, Chat-bots, ACDs, Outbound Dialers, Click-to-Call™, and web re-targeting solutions.

Color Palette

BLUE



CMYK **C-92, M-75, Y-0, K-0**

RGB **R-15, G-80, B-182**

HEX **0f50b6**

ORANGE



CMYK **C-0, M-84, Y-90, K-0**

RGB **R-255, G-77, B-39**

HEX **ff4d27**

Typography

Primary Font

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Futura Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Futura Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Futura Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography

Secondary Font

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Logo Usage Guidelines

Don'ts



Don't Stretch Logo



Don't change Logotype Color



Don't change Tagline Position



Don't change Brand Colors



Don't rotate logo



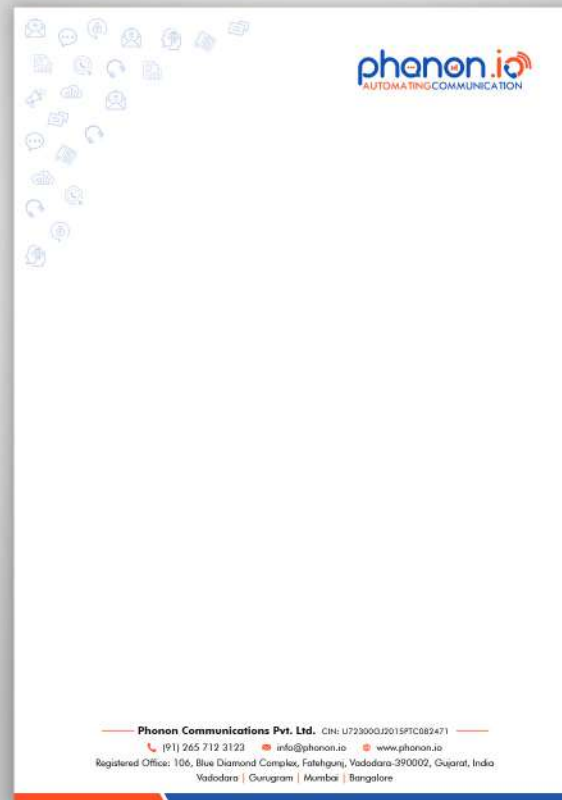
Don't place logo on backgrounds that provide insufficient contrast

Logo Usage Guidelines

Acceptable colors



Branding & Collaterals





photon.io
AUTOMATING COMMUNICATION

The logo features the word "photon.io" in a blue, rounded, sans-serif font. The letter 'o' is replaced by a speech bubble containing three dots, and the letter 'n' is replaced by a bar chart with three vertical bars of increasing height. The ".io" is in a lighter blue. To the right of ".io" is an orange icon of a telephone handset with three curved lines above it representing signal waves. Below the main text, the tagline "AUTOMATING COMMUNICATION" is written in a smaller, all-caps, sans-serif font. "AUTOMATING" is orange and "COMMUNICATION" is blue. The entire logo is set against a dark blue background with a faint, semi-transparent image of an office interior.