



BRAND GUIDELINES

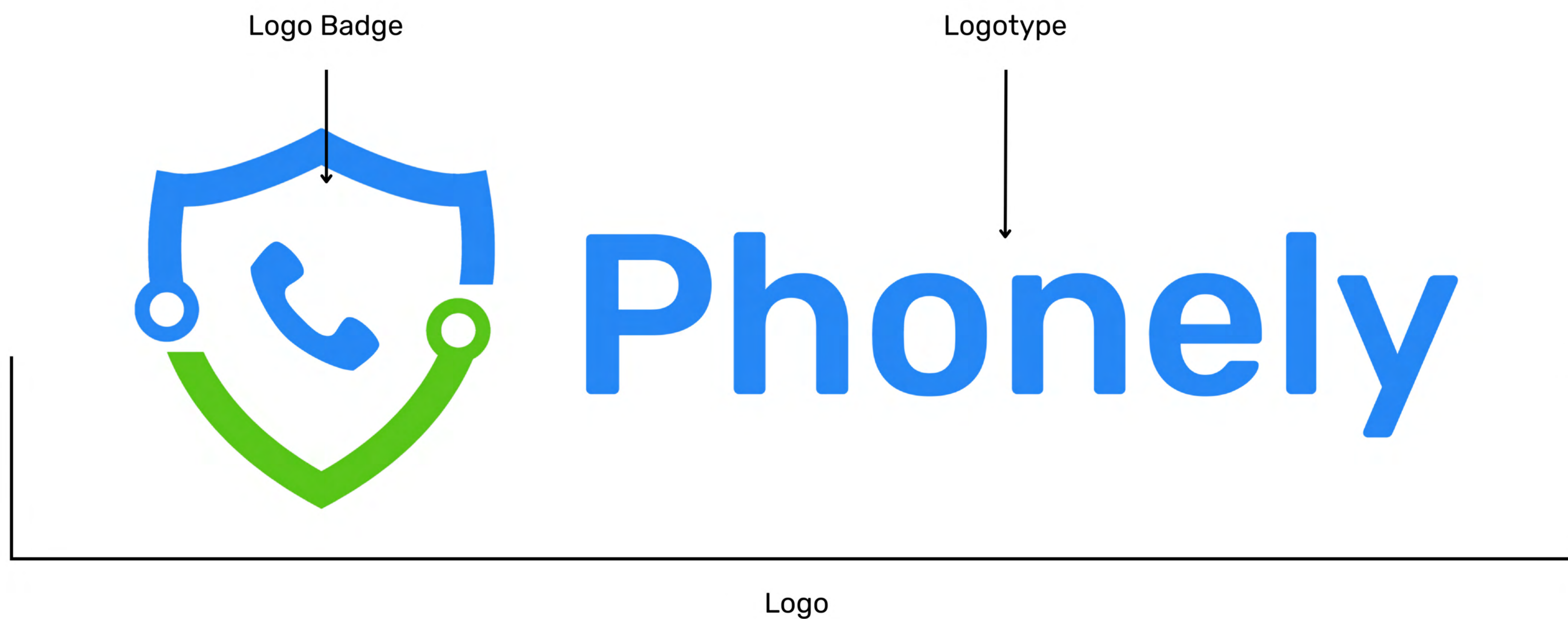
Our Logo

The Phonely logo is composed of a badge consisting of a phone encased with a shield to represent security, along with a logotype set in Rubik Bold.

Under no circumstances must the logo, colours, size or style be edited outside of what's permitted within this document.

The horizontal logo is the primary logo and should be used in most instances.

The logos used should always be the logo files in Phonely's logo pack. Do not re-create.

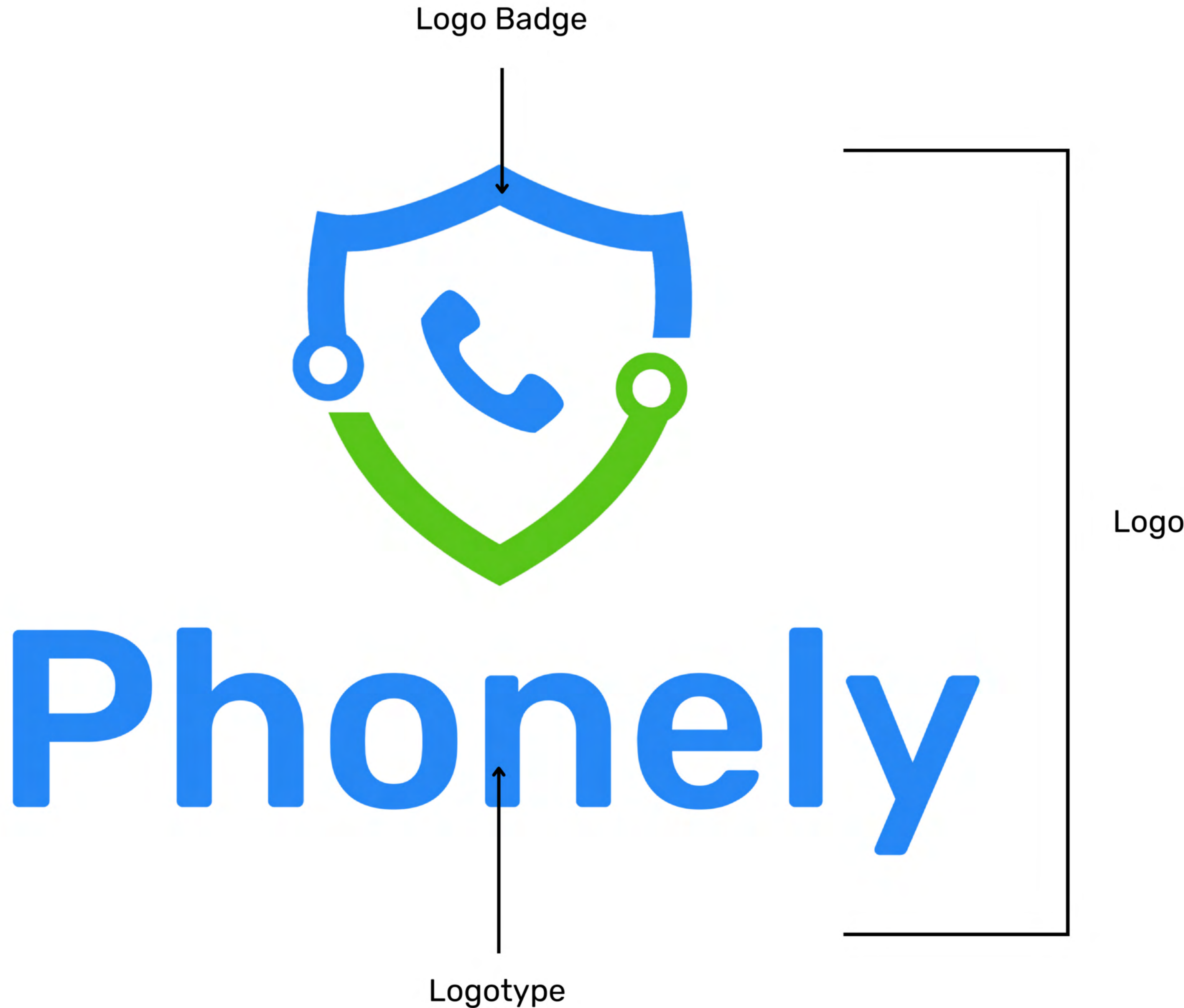


Stacked Logo

The stacked logo is suitable for large-scale use or instances where a square image is required. Avoid using at smaller sizes, as it can become illegible.

The logos used should always be the logo files in Phonely's logo pack. Do not re-create.

Under no circumstances must the logo, colours, size or style be edited outside of what's permitted within this document.



Our Logo For Small Use

The Phonely logo must perform well at all sizes. Use the guidelines below for proper implementation to ensure the logo is legible as small sizes.

The small logo should never be less than 50px in width, and no more than 100px width.

Primary Logo as reference



Small Logo

Maximum Sizing for Small Use Logo

100px max, approx



Minimum Sizing for Small Use Logo

50px min, approx



100px max, approx



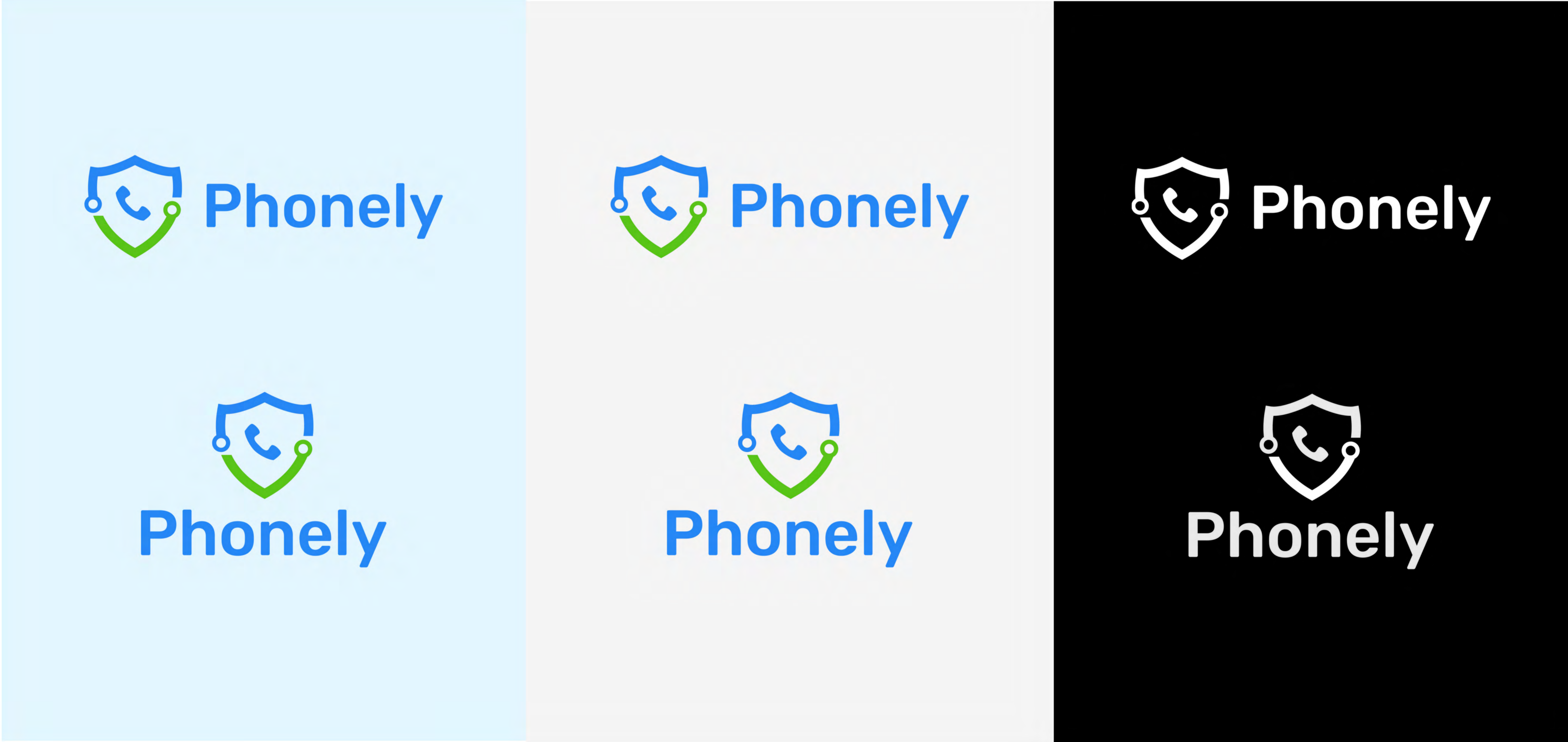
50px min, approx



Usage on Backgrounds

The full-colour logos should be used only on white, grey or light-blue coloured backgrounds.

Avoid using full-colour logos on images unless the logo sits on a black or white area of the image.



One-Colour Use

The full-colour logo will not perform well on photography and various background colours. In those cases, the one-colour logo should be used.

The one-colour logo should only ever be used on photographs and colours within Phonely's colour palette.

The one-colour logo should only ever be used in black and white colourways, as shown below.



Logo Clear Space

Ensure there is adequate space between the logo and surrounding elements.

For each logo, horizontal or stacked, the surrounding space should always be greater than the "P" from the logotype.



BRAND COLOURS



Our Palette

Below is the official Phonely colour palette. Avoid deviating from this core set of colours, or creating tints of these values.

The accent colours must only ever be used as background colours.

The Blue is our **brands primary colour**, whilst the Green is our **brands primary CTA colour**.

The accessible colour option should be used in all cases, unless absolutely necessary.

Under no circumstances can we deviate from this.

Primary colours

HEX: #0b60f3 RGB: 11, 96, 243 CMYK: 82, 64, 0, 0	HEX: #78db09 RGB: 90, 196, 26 CMYK: 65, 0, 100, 0	HEX: #000000 RGB: 0, 0, 0 CMYK: 75, 68, 67, 90	HEX: #e4f5fd RGB: 228, 245, 253 CMYK: 9, 0, 0, 0
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Accessible colours

HEX: #c22259 RGB: 194, 34, 89 CMYK: 19, 99, 50, 3 With White text	HEX: #78db09 RGB: 90, 196, 26 CMYK: 65, 0, 100, 0 With Black text
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Accent colours

HEX: #5b2c6f RGB: 91, 44, 111 CMYK: 76, 97, 24, 11	HEX: #e67e22 RGB: 230, 126, 34 CMYK: 7, 61, 100, 1	HEX: #d4ac0d RGB: 212, 172, 13 CMYK: 19, 29, 100, 1	HEX: #1abc9c RGB: 26, 188, 156 CMYK: 73, 0, 52, 0
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BRAND TYPOGRAPHY

Brand Headlines

Rubik

Phonely headlines are set in Rubik Bold, shown below.

Rubik Bold

**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 0 1 2 3 4 5 6 7 8 9**

Web usage

H1

Rubik Bold 52px, 700 weight

**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 0 1 2 3 4 5 6 7 8 9**

H2

Rubik Bold 45px, 700 weight

**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 0 1 2 3 4 5 6 7 8 9**

H3

Rubik Bold 40px, 700 weight

**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 0 1 2
3 4 5 6 7 8 9**

H4

Rubik Bold 36px, 700 weight

**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 0 1 2 3 4 5 6 7
8 9**

H5

Rubik Bold 32px, 700 weight

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 0 1 2 3 4 5 6 7 8 9

H6

Rubik Bold 24px, 700 weight

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 0 1 2 3 4 5 6 7 8 9

Brand Text

Rubik

Phonely's brand text, outside of headings should use Rubik Regular.

It's permitted to use Medium and SemiBold for emphasis.

P
Rubik Regular, 17px
1.5 line-height

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque a quam nisi. Integer consectetur faucibus dui ac tristique. Ut in elit egestas, ornare leo nec, feugiat mi. Nam dui diam, auctor ut mi non, ornare euismod ipsum. Nam quis interdum nisi, non laoreet sapien. Morbi eget metus pulvinar, tincidunt erat eu, interdum orci. Pellentesque rhoncus in augue et dignissim. Vestibulum purus enim, mattis vitae mauris suscipit, ultricies hendrerit lacus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque a quam nisi. Integer consectetur faucibus dui ac tristique. Ut in elit egestas, ornare leo nec, feugiat mi. Nam dui diam, auctor ut mi non, ornare euismod ipsum.

Quote Mark
Rubik SemBold, 48px, blue

“

Pull Quote
Rubik Light, 22px
1.5 line-height

Lorem ipsum dolor sit amet, elit.
Pellentesque a quam nisi.

Attribution
Rubik SemiBold/Rubik Regular
italic, 16px / 13px

Vikki Bourner
Author

Call To Action Buttons

Information Buttons

Call To Action Button

Danger Buttons

Brand Imagery

When using images they must be professional, non-AI-generated, unless extremely necessary, and portray our brand (i.e. using older adults where appropriate).

It's important to retain a consistent brand image across all channels.

Blog thumbnails

Must be a plain image at 475x335px.



News articles

Images should ideally be in a 4:3 ratio and contain the Phonely logo in the top left corner at 75px wide, 20px from the edges.



Blog Open Graph Images

Must use the template provided and be 1200x630px.

A similar square version should also be generated for social media posts.



BRAND VOICE



Tone of Voice

No matter the situation, we are humans speaking to humans. Our voice represents who we are - a forward-thinking yet down-to-earth telecom provider who is sincerely invested in our customers' peace of mind and connection. We are authentic and we like and respect the people we're talking to. We're proud of what we're talking about and that comes across in all our communication.

At Phonely, our voice is friendly, approachable, and human. We speak directly to our customers in a conversational yet professional manner. Our goal is to make complex telecom topics easy to understand while providing a warm, reassuring experience.

While maintaining this approachable tone, Phonely's voice also conveys steadfast confidence in our ability to protect customers from telephone crimes and scams. We are authoritative experts determined to combat this serious issue impacting society's most vulnerable.

When we talk or create copy and content,

We Are:

- Knowledgeable but not condescending
- Caring without being patronizing
- Clear & concise in our communication
- Using everyday language, not overly technical jargon
- Empathetic to our customer's needs & concerns
- Confident in our products & services

We Avoid:

- Overly casual verbiage or internet slang
- Sarcasm or attempts at being "trendy"
- Acronyms, abbreviations or jargon that may confuse
- Exaggerated claims or hyperbole
- Humour at the expense of the customer's understanding
- Reporting information from non-credible sources

Digital Connections

Our voice adjusts based on context and content. However, it should always feel natural, trustworthy, and focused on providing help, education and support in respect of the PSTN switch-off and scams and fraud.

In Marketing:

We showcase our authoritative expertise to build credibility while using engaging storytelling to connect with the reader's needs and emotions.

In Education:

We break down complex topics with clear, step-by-step language and meaningful examples our target audience can relate to.

In Support:

We lead with empathy, actively listening to the customer's issue before providing helpful & caring guidance in a clear & patient manner.

Voice In-depth

Here are further details on how we communicate to our customers both via speech and the written word.

Warmth and Reassurance

While remaining professional, Phonely's voice conveys a warm, caring tone aimed at putting customers at ease, especially when discussing serious topics like fraud protection. We validate people's concerns with empathy while providing reassuring guidance.

Simple but Not Simplistic

We break down complex technical topics using simple, conversational language the average person can understand. However, we avoid being overly simplistic or condescending. Our explanations are thorough yet straightforward. The use of metaphors or similes can be useful in many cases.

Strategic Use of Humour

Blog posts and certain marketing materials may employ a more conversational, witty tone to engage readers. However, we are careful with humour and avoid anything silly or flippant, especially when discussing serious security matters. The use of humour, especially within blogs is to make what can be a scary or worrisome subject into something that is easier or lighter to read and offers hope to our audience.

Knowledgeable Authority

While friendly, our voice still conveys authority and expertise in the telecom/VoIP space. We are an authoritative guide customers can trust, not just a sales entity. We always back up our knowledge with clear data/facts to offer credibility and avoid relaying information in such a way that could be perceived as deceitful.

Human But Professional

Phonely aims for a natural, human-to-human communication style that puts people at ease. Colloquialisms or language defined and used by our target audience can be used in the appropriate context, to offer relatability. However, we maintain an underlying professional polish, avoiding overly casual slang or language that could undermine our credibility.

Balancing Stark Facts with Empowering Reassurance

We don't shy away from presenting the harsh realities and startling statistics around telephone fraud. However, we pivot those facts into empowering reassurance that Phonely's innovative technology and partnerships can help customers regain confidence and independence. Our voice instils hope.

Voice In-depth continued

Here are further details on how we communicate to our customers both via speech and the written word.

Familial Warmth and Confident Protectiveness

Phonely has a nurturing, family-centric spirit at its core. We all have friends and family that we'd like to protect. So, our voice extends that protective warmth, positioning us as the caring sentinels guarding customers' wellbeing, safety and peace of mind like we would our own loved ones. And while maintaining this tone, Phonely's voice conveys steadfast confidence in our ability to protect customers from telephone crimes and scams.

Rousing Call to Action

With passion and conviction, Phonely's voice rallies customers to take a stand against criminal forces aiming to victimise society's most vulnerable. CTAs should have a personal feel to encourage impulse rather than be a generic request.

Respectful and Reactionary

We are always respectful of our customers and never use exclusionary terms, cultural appropriation, ableist or misgendering language, or anything that could be interpreted as a slur. In a world where our language and the meanings of that language are ever-changing, as a brand we make it clear that we are open, we learn, we react accordingly, we change and above all apologise when we have caused unintentional offence due to language or terminology change.

BRAND ARCHETYPE



Brand **Archetype**

Phonely embodies the **Caregiver archetype**, focusing on nurturing and protecting customers through reliable support and practical solutions.

Key Characteristics

- Empathetic and Reassuring: Provide a sense of security and confidence.
- Trustworthy and Knowledgeable: Offer reliable, clear, and concise information.
- Customer-Centric: Prioritize customer needs and protection against scams.
- Supportive and Helpful: Aim to empower customers with practical guidance.

Voice and Tone

- Friendly and Approachable: Maintain a conversational and accessible style.
- Informative and Clear: Simplify technical details without jargon.
- Empowering and Reassuring: Build customer confidence and trust through supportive communication.

Communication Strategy

- Educational Content: Focus on guides, tips, and protective measures.
- Customer Support: Offer empathetic and helpful assistance.
- Trust Building: Highlight reliability and customer-focused solutions.

A man with glasses and a light blue shirt is giving a thumbs up gesture. The image is overlaid with a semi-transparent blue filter.

THANK YOU.



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