



BRAND GUIDELINES

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SAMPLES

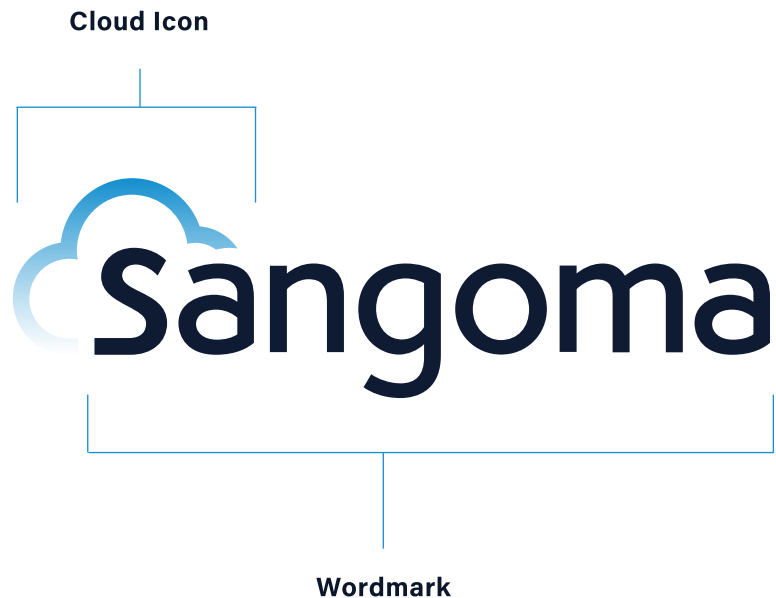
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OVERVIEW

The information in this document provides visual and language direction for our brand. The goal is to deliver consistent and compelling communications to our clients. Thank you for your help and commitment to building and maintaining the Sangoma brand identity that reflects the vision and excellence we all represent.

Primary Logo

The new Sangoma wordmark features bold colors and a heavy sans-serif font. The cloud encompassing the logo represents seamless cloud communications tools for voice, video, chat, and collaboration on any device, designed to integrate all of your mission-critical operations for the best experience in the industry. The Sangoma logo should appear on all materials, and can be positioned in the corners; centered top or bottom; or in the middle of the composition, depending on the layout.



Color Variations



Primary Logo Clear Space & Minimum Size

When using the logo, it is important to give it "breathing room" for maximum impact. Wherever possible, allow even more space around the logo than required by clear space. The clear space is 100% of the height of the "S" in the logo size being used. Note the minimum size the logo can be used is 0.75" wide.



Secondary Icon Logo

The Secondary Icon Logo may be used in small spaces and as a favicon, an app icon, or on apparel. It may appear on communications as long as the full primary logo is shown somewhere on the communication as well.



Color Variations



Secondary Icon Logo Clear Space & Minimum Size

When using the Icon, it is important to give it "breathing room" for maximum impact. Wherever possible, allow even more space around the logo than required by clear space. The clear space is 100% of the height of the "S" in the logo size being used. Note the minimum size the logo can be used is 0.5" wide.



SANGOMA LOGO AND USAGE

Black & White

If the need arises for a one color, black & white logo, the configurations below can be used.



Incorrect Usage

Be sure the Sangoma logo is always presented in the best light and is not altered in any way. The logo should be legible, colors should be consistent and the appropriate logos should be used. Always refer to these Brand Guidelines to help you maintain the integrity of the Sangoma brand.

		
<p>Do not use secondary colors.</p>	<p>Do not distort.</p>	<p>Do not add drop shadows, glows, bevels or any other effects.</p>
		
<p>Do not use the old logo.</p>	<p>Do not add a tagline.</p>	<p>Do not make your own color combinations.</p>
		
<p>Do not use over busy patterns or busy photos.</p>	<p>Do not crop.</p>	<p>Do not use the logo on a color that makes the it unreadable. Be sure it has a lot of contrast.</p>

Sangoma Colors

Primary



Logo Dark



Secondary



Logo Light



Secondary



Text



Accent

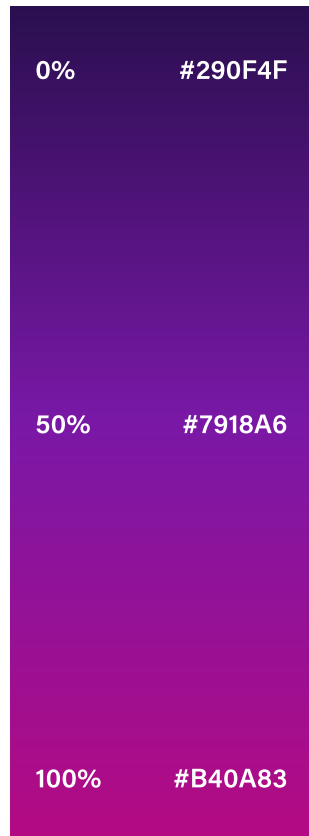


Sub Text

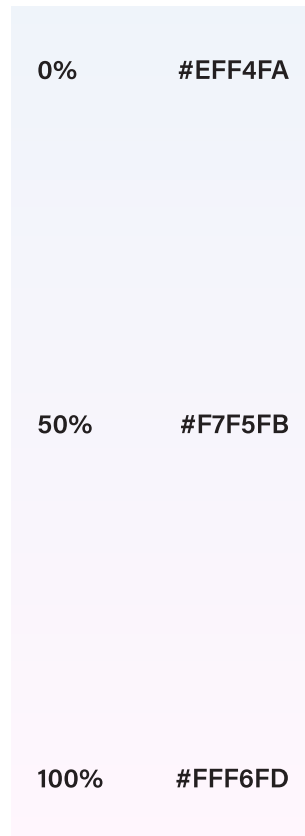


Sangoma Gradients

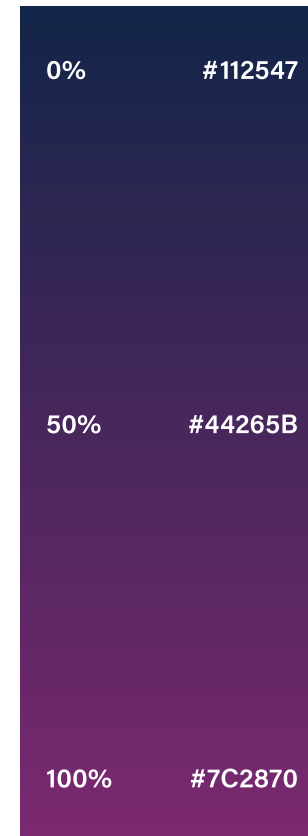
Dark Gradient



Light Gradient



Alt Gradient



Typography

Any Sangoma primary color, black or white may be used for headlines and larger intro copy. Body copy should only be used in the black or gray only.

Headlines, Large Text and Intro Copy: Manrope Bold

Manrope Bold

Headlines, Large Text and Intro Copy: Inter Regular

Inter Regular

PowerPoint, Letterhead

Segoe UI

Samples

Imagery



UI Expressions

CX AI ASSIST

AI-composed replies

Save time with smart, pre-written response suggestions

Auto composer

Thank you for reaching out to the Finance team. We've received your message and will review it shortly. If your inquiry is urgent, please mark it as 'High Priority' or contact us directly at sangoma@microsoft.com

I like this suggestion

CX AI ASSIST

Switch between friendly or formal tone

Easily adjust the tone of your message to match any audience

Hey Terry, haven't checked in with you in a while. How is it going? We have a few deliverables coming up, I'd like to get your eyes on them.

Formal Casual Friendly

CX AI ASSIST

Expand, shorten, or simplify messages

Quickly adjust message length or clarity to suit any audience.

Good morning, Dr. Patel. I just received Mr. Langston's lab results from yesterday's blood work. Would you like me to u notify h

Improve writing

Shorten message

Expand message

CX AI ASSIST

Fix grammar + spelling

Eliminate errors for clear, professional communication.

Smart grammar

Hi Terry, I hope your well. Can we catch up today? I'd really appreciate your input on my presentation for tomorrow's meeting.

Fix grammar



THANK YOU

Please contact the Marketing Department with any questions.