voxloud

Media Kit

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Voxloud Media Kit

Who we are and how we communicate to the world.

In the Media Kit you can find the guidelines to use Voxloud's brand assets and all the media information.

«We were searching for a simple and intuitive cloud phone system. We couldn't find it, so we created it. With a simple promise: get a Business Phone System in 59 seconds and be forever free from constraints»

Leonardo Coppola,
CEO and co-founder of Voxloud

We are Voxloud

The first cloud phone system for Small and Medium Businesses that's up and running in less than 59 seconds.

Our mission is to help SMEs to achieve a professional brand image and improve customer experience.

Our Brand Values

1

Be Obsessed with your Customers

First of all, current customers are **worth as much** as the new ones.

Secondly, we give priority at the improvement of our services based on what **really matters** to our customers.

Last but not least, we strive to always provide a **WOW experience** at every interaction and to give more than expected.

Our Brand Values

2

Be Transparent and Fair, gain Trust

Every time we communicate — both internally and externally — we strive to be **straight and clear**.

Besides deeply technical issues, whoever is reading or listening to us should **simply understand what we say**, without any other additional explanation.

We never use eight words when five are enough.

Our Brand Values

3

Be Bold and Fast

We are never satisfied with the **status quo**, so we always work fearlessly, we constantly improve and we invest time looking for alternatives to make it better.

We **strive to continuosly** innovate and rise the bar. We are never satisfied with making things «good enough» (because «enough» is the enemy of «amazing!»)

If we believe in something, we always find a way to make it. Without excuses.
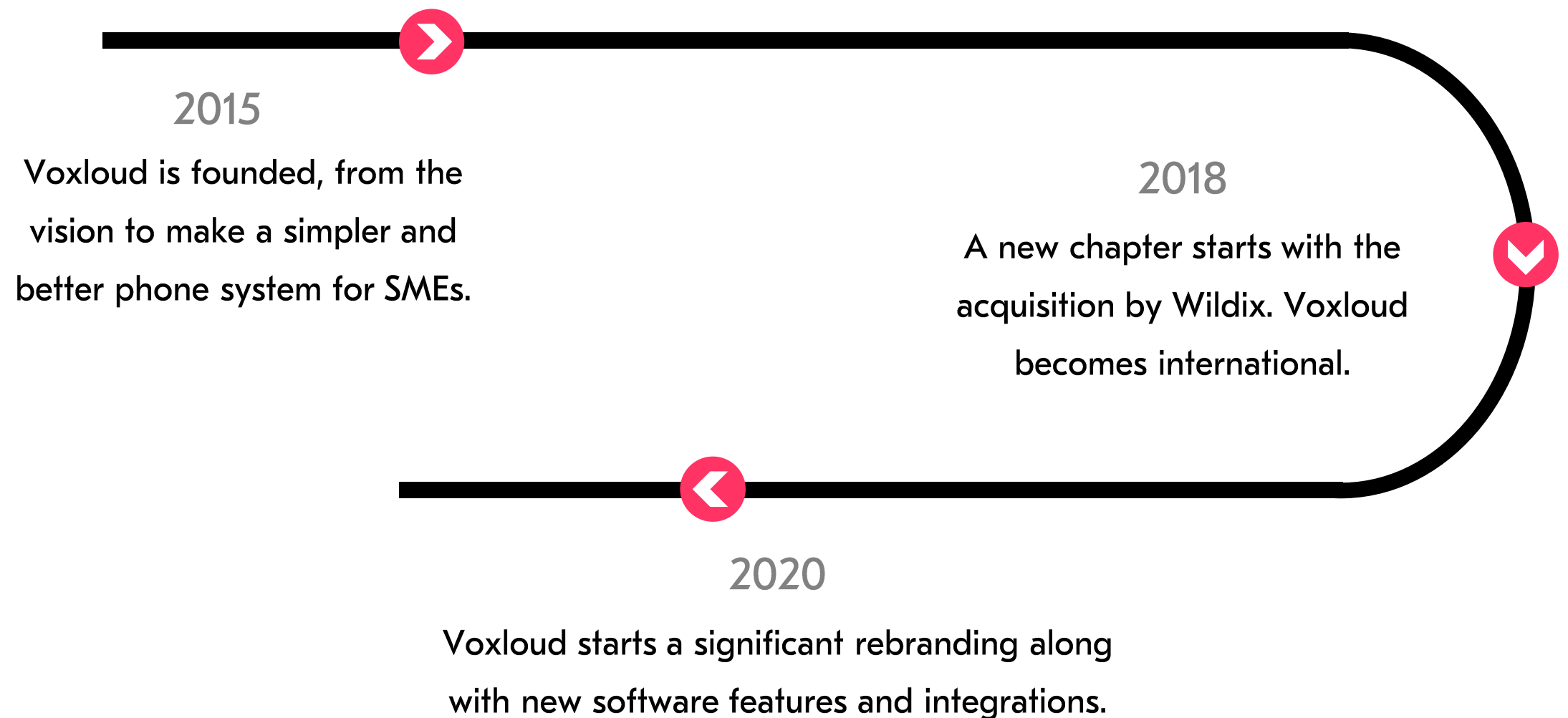
Our Brand Values

4

Do Less, Better!

In a world full of phone providers that make things overcomplicated, we aim to **stand apart from the crowd,** giving a breath of fresh air to companies who want simple and clear things.

We focus on **what matters the most,** starting from our service to the last of our products. Do less things but in a excellent way, that's a big victory.

Our Milestones

2015

Voxloud is founded, from the vision to make a simpler and better phone system for SMEs.

2018

A new chapter starts with the acquisition by Wildix. Voxloud becomes international.

2020

Voxloud starts a significant rebranding along with new software features and integrations.

Voxloud today

✔ Fully smart working company

✔ Smart offices in 3 countries

✔ More than 20 employees

✔ Over than 1.049 satisfied customers

✔ More than 25M calls made every year with Voxloud

✔ More than 100 positive reviews on Trustpilot

Brief description

Voxloud is the first cloud phone system that can be up and running in 59 seconds. It is designed for companies who want to achieve a professional image from the first contact with customers. No activation cost, no penalties and no technical skills required to install it.

Boilerplate

Voxloud is the first company to develop and bring to the italian market a cloud phone and videoconference system activable in 59 seconds for Small and Medium Enterprises. Voxloud has 1.049 active customers, from real estate agencies to restaurants, from professional studies to travel agencies, from consulting firms to e-commerce.

Brand Concept

Voxloud's mark comes from the connection between a megaphone and a lightning: the first stands for sound power, the second stands for speed.

The mark is developed from these principles: speed, strenght, reliability and transparency.
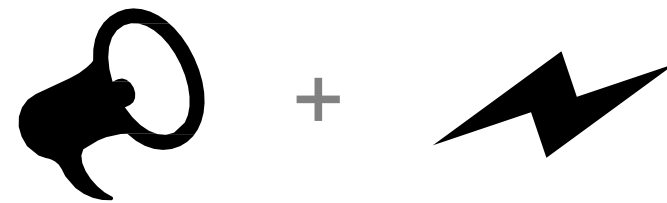
Logotype

The mark is composed by an isotype and a wordmark, which can be used togheter or individually.

Visual style is essential, with stylistic elements that evoke a modern and professional scenario.

Logotype

The chromatic identity of the logotype is dominated by black.

Logotype

Around the logotype there must always be a respect area, free from any other graphic elements.

This rule is valid for every type of context, online and offline.

For example, if logotype is 160px in height, the equivalent respect area in height will be 80px (160/2=80).

Dimensions for respect area equals to ½ (1x in the image above) of the height referring to actual dimension (2x in the image).

Logotype

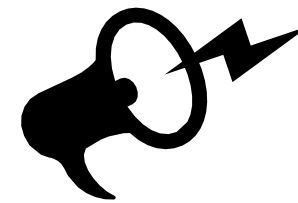To guarantee the logotype's visual integrity, never go under 16px in height.

voxloud

voxloud
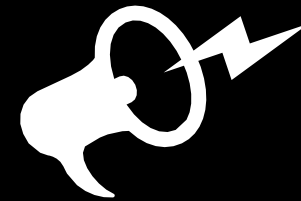
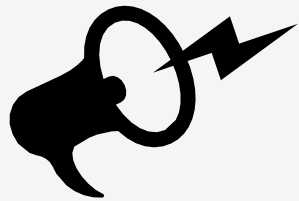**voxloud** ⋮ 16px — Dimensione minima

Isotype

The isotype is the more distinctive element of the mark. Its aim is to refer in a immediate and clear way the soul of the brand.

In some cases it can be used alone, to give more visual enphasis in a specific communicative context.

Isotype

The chromatic identity of the isotype is dominated by black.

Isotype

Around the isotype there must always be a respect area, free from any other graphic elements.

This rule is valid for every type of context, online and offline.
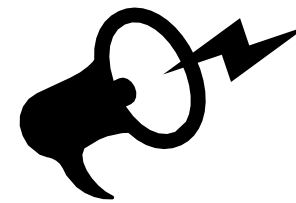
For example, if the isotype is 90px in height, the equivalent respect area in height will be 30px (90/3=30).

Dimension of the respect area equals to 1/3 (1x in the image) of the height referring to actual dimensions (3x in the image).

Isotype

To guarantee the isotype's visual integrity, never go under 24px in height.

24px — Dimensione minima

Wordmark

The wordmark isolated from the logotype must be used only in specific contexts (small spaces, really small dimensions, complex backgrounds).

voxloud

Wordmark

The chromatic identity of the wordmark is dominated by black.

voxloud

voxloud

Wordmark

Around the wordmark there must always be a respect area, free from any other graphic elements.

This rule is valid for every type of context, online and offline.

For example, if the wordmark is 160px in height, the equivalent respect area in height will be 80px (160/2=80).

voxloud

1x

2x

1x

Dimension for the respect area equals to ½ (1x in the image) of the height referring to actual dimensions (2x in the image).

Wordmark

To guarantee wordmark's visual integrity, never go under 12px in height.
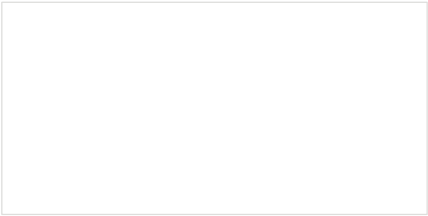
voxloud

voxloud

voxloud ⋮ 12px — Dimensione minima

Colours

Primary colours of the mark are Pure White, Deep Black and Bright Crimson. Pure White and Deep Black must be used largely both for principal and secondary elements in communication assets.

Bright Crimson must be limited to minor asset and details item.

Pure White

RGB	255 255 255
CMYK	0 0 100 0
HEX	#FFFFFF

Deep Black

Pantone	Black 6 C
RGB	0 0 0
CMYK	100 100 0 100
HEX	#000000

Bright Crimson

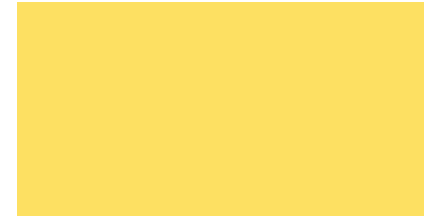| Pantone	1787 C
RGB	255 52 101
CMYK	0 80 100 0
HEX	#FF3465

Colours

Secondary colours of mark are Aquamarine, Canary, Royal Blue, Flamingo e Peach. They are fresh and brilliant and must be used only in minor contexts.
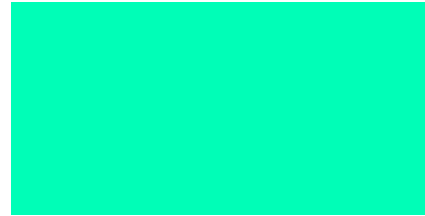
Acquamarine

Pantone	3375 C
RGB	64 224 208
CMYK	57 0 28 0
HEX	#00FEB7

Canary

Pantone	100 C
RGB	253 224 98
CMYK	0 11 100 1
HEX	#FDE062

Royal Blue

Pantone	2727 C
RGB	0 102 255
CMYK	100 60 100 0
HEX	#0066FF

Flamingo

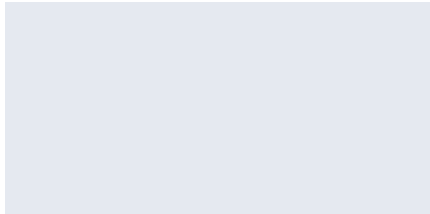|	
Pantone	1765 C
RGB	255 147 195
CMYK	0 42 100 0
HEX	#FF93C3

Peach

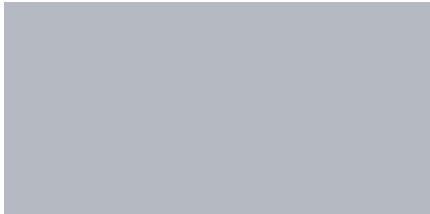|	
Pantone	1555 C
RGB	255 175 162
CMYK	0 31 100 0
HEX	#FFAFA2

Colours

The grey scale - Light Gray, Medium Gray and Dark Gray - must be used in a reduced way to balance visual identity in a specific context.

Light Gray

Pantone	Cool Gray 1 C
RGB	229 233 240
CMYK	5 3 100 6
HEX	#E5E9F0

Medium Gray

Pantone	Cool Gray 3 C
RGB	181 186 194
CMYK	7 4 100 24
HEX	#B5BAC2

Dark Gray

Pantone	Cool Gray 9 C
RGB	134 137 144
CMYK	7 5 100 44
HEX	#868990

Typography

The official font of the brand is
the family GT Eesti Pro Text.

GT Eesti Pro Text

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light, **Regular**, **Medium**, **Bold**

Typography

Dimensions of various text items must be hierarchically proportionate based on their relevance.

Contrast must be high, to guarantee a correct distinction between the various text areas and to make the reading experience fluid.

Title

64px, GT Eesti Pro Text, Bold

Heading 1

40px, GT Eesti Pro Text, Bold

Heading 2

24px, GT Eesti Pro Text, Medium

Paragrafo

16px, GT Eesti Pro Text, Regular

DIDASCALIA

10px, GT Eesti Pro Text, Bold

Dos and Don'ts

It is not allowed:

1. To alter items disposition.

2. To change dimensions without correct proportions.

3. Apply to logo colours with low contrast that can interfere with visibility.

4. Apply to logo's background colours with low contrast that can interfere with visibility

5. To alter logo's background with graphics effects that can interfere with visibility.

6. To alter logo's visibility with graphic effects.
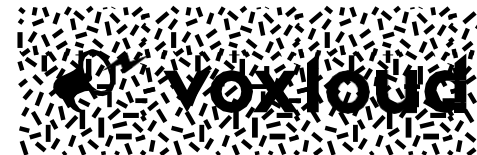
01

02

03

04

05

06

Dos and Don'ts

Best practices to use logo:

1. Use high contrast colours on coloured background.

2. Reduce pattern transparency (to 10-20%) on background with graphic textured, in order to avoid conflicts between logo and background.

01

02

Contacts

For any inquiries about media, partnership and marketing please send an email to "press@voxloud.com"

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