

# BRAND GUIDELINES

February 2017 v1.0

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Experience the **Power of Voice**



# INTRODUCTION



## STORY

In 2001, a group of technology-savvy people from AT&T Labs and Bell Labs came together to create a company that would revolutionize the experience people have with their mobile phones, and thus Kirusa was found. Since its founding, Kirusa has been leading the mobile innovation from the technology front. Kirusa invented Voice SMS, and has filed more than 25 patent applications covering a broad array of multimodal and Voice SMS technologies. With its portfolio of mobile services, Kirusa is helping people in the emerging markets maximize the value they derive from their cell phones. Kirusa is working with more than 40 carriers in emerging markets on Value Added Services, and serves more than 100 million mobile subscribers every month, who collectively make more than 2.5 billion monthly calls to services offered by Kirusa. The smartphone applications created by Kirusa provide experiences like no other, in genres of communication, productivity and infotainment. The company has a market reach of more than 500 million subscribers and continues to grow every month.

# ABOUT OUR COMPANY

## MISSION

To build mobile services that enrich people's lives by helping them communicate, entertain, and work, from anywhere, and at any time.

## VALUES

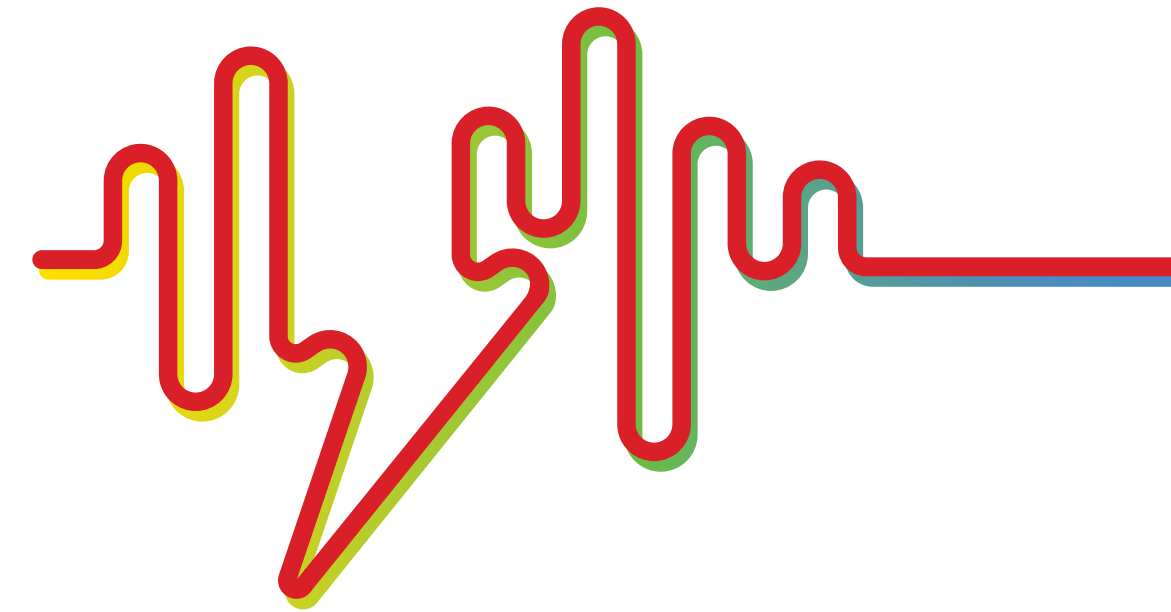
Innovation. Progression. Simplicity. Commitment.

## TONE OF VOICE

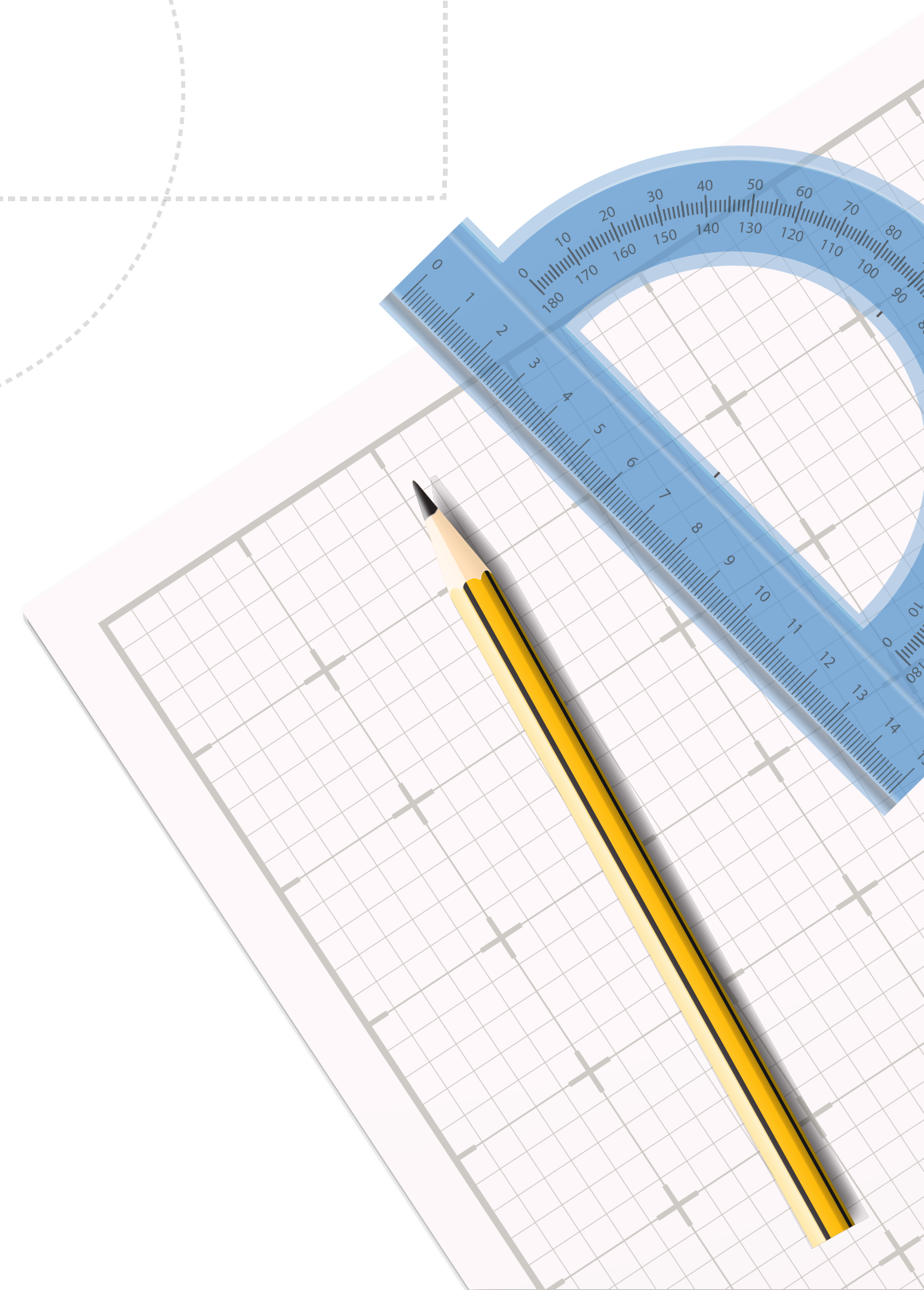
Factual. Precise. Succint. Interesting.

## PROMISE

Enrich lives through the power of voice.



**LOGO**



**kirusa** 

## **OUR LOGO**

- First way to signify our presence in the world.
- Used in consumer and business facing materials whenever possible as the first port of call.
- Our clearest visual signpost in the app scene and tech universe.
- Works on dark and light backgrounds for print & digital both digital formats.
- Do not reproduce the Kirusa logo.
- Use the official assets provided at:  
[kirusa.com/media-news/media-kit](https://kirusa.com/media-news/media-kit)



White background



Dark background



Monochromatic Logo

## LOGO ALTERNATIVES

### Logo on white background

While using the logo on a white background, use the standard logo.

### Logo on dark background

While using the logo on a dark background, the typeface of the logo should be white.

### Monochromatic or Desaturated Logo

When you cant use full color and want to go old school, use the monochromatic logos.



Don't alter the colors



Don't pick your own colors



Don't make the typeface smaller



Don't outline



Don't rotate



Don't change spacing



Don't skew or shear



Don't add any effects



Don't recreate using different fonts



Don't switch the order



Don't make the typeface bigger



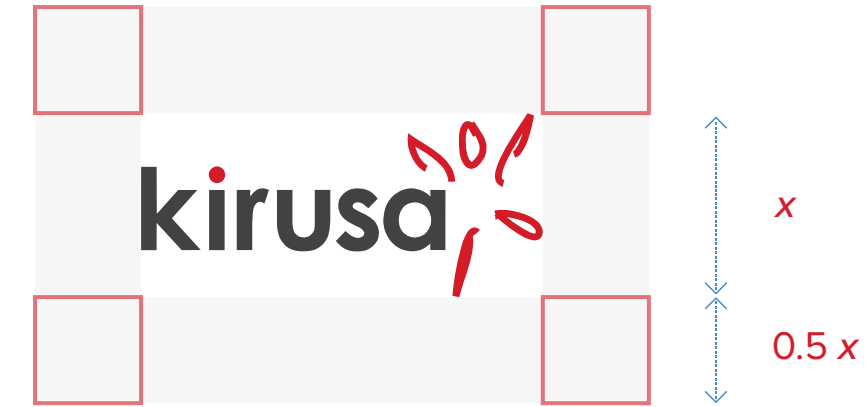
Don't use the word mark by itself

## INCORRECT USE

### Do's and Don'ts

Keep our logo and lockup consistent throughout communications. Here are ways they shouldn't appear.

These rules apply to all of our marks. The examples opposite are just for visual representation.



Minimum Size  
Print Media - 1.5 inch Digital Media - 40px

## CLEAR SPACE AND MINIMUM SIZE

### Logo Clearspace

Keep the area around the logo relatively clear. In circumstances where 50% clear space is not available or possible, use the second option of a 25% clear space.

No other logos, type, or other graphic elements should infringe on its space.

### Minimum Size & Resolution

Minimum height of the logo should be 1.5 inch on print media and 40pixels on digital media.



## DISCONTINUED LOGOS

### Old & Not in use

These logos are not used anymore. It is advised to use the new logos that have been designed for the same products and services.



## PRODUCT LOGOS

### Parent Brand

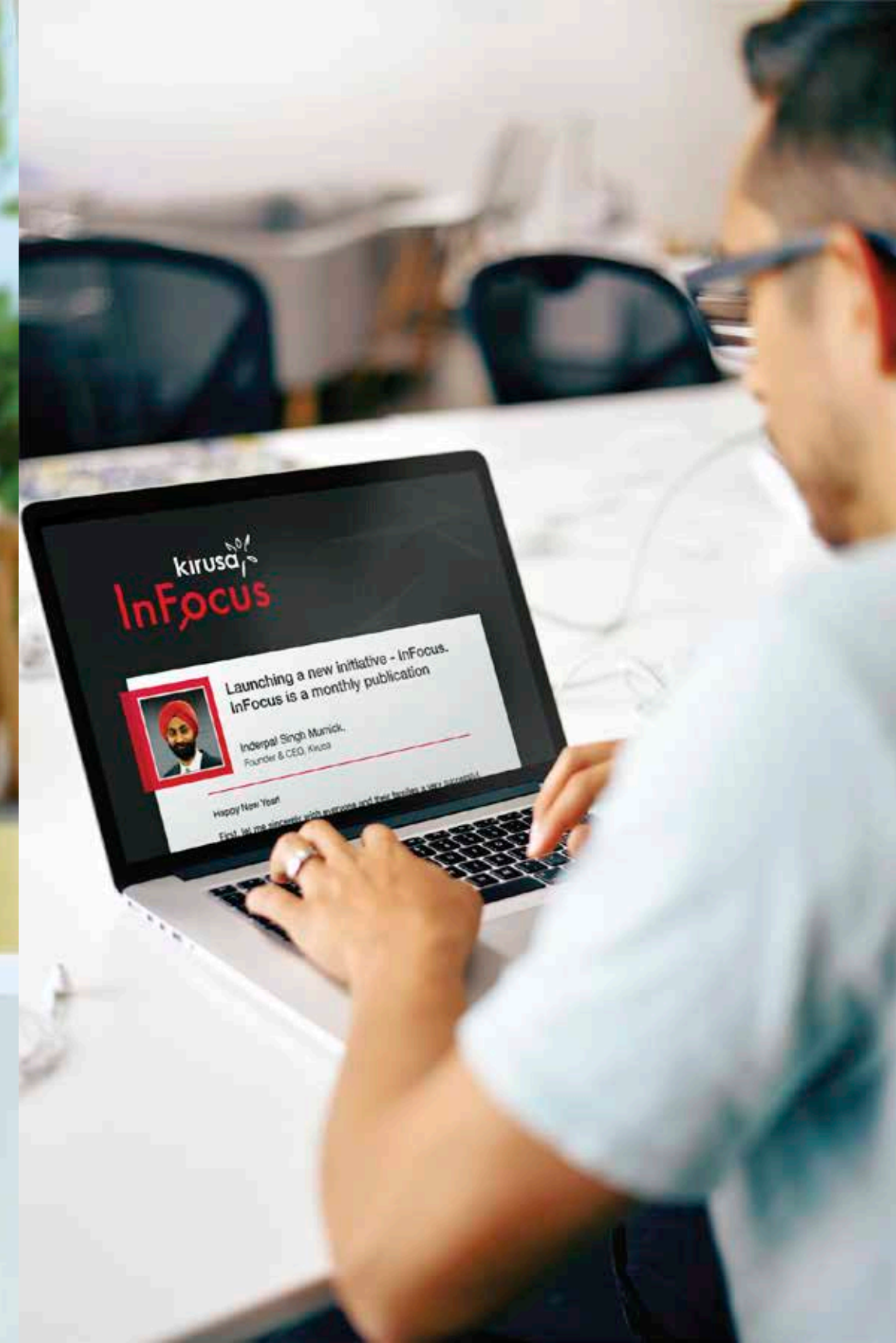
Kirusa has created an incredible product line of apps & services which has its own identity.

Co-branding provides an opportunity to gain access to a different, yet similar, customer base that can benefit from what our business offers.

### Apps & Services

- InstaVoice
- MyGenie
- InstaVoice Ring
- InstaVoice Channels
- InstaVoice Celeb
- InstaVoice Sports
- Kirusa Konnect





## INTERNAL BRANDING LOGOS

Kirusa has created few internal brands which are used for mailers, newsletters and other creative collaterals.

Each service has its own unique identity, It is recommended to contact the marketing team while using any of these logos.

# TYPOGRAPHY

kirusa



Proxima Nova

## Kirusa's Insights

All of this text is editable. Simply click anywhere in the paragraph or heading text and start typing.

You can copy and paste your own content in to see what it looks like with these font combinations.

Muli



## PRIMARY FONTS

### Font Family

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetics.

The typography usage example in the following page should be followed to ensure all our communications appear consistent.

## SECONDARY FONTS

### Common Fonts on Mac & Windows

Our aim is have consistency across all the platforms. In order to achieve that, We need to use the most common fonts used by both Mac and windows systems.

However, It is recommended to download & install the font family used by kirusa. It is available through typekit and google fonts.

Headline & Titles

Font: **Proxima Nova**

Medium & Body Content

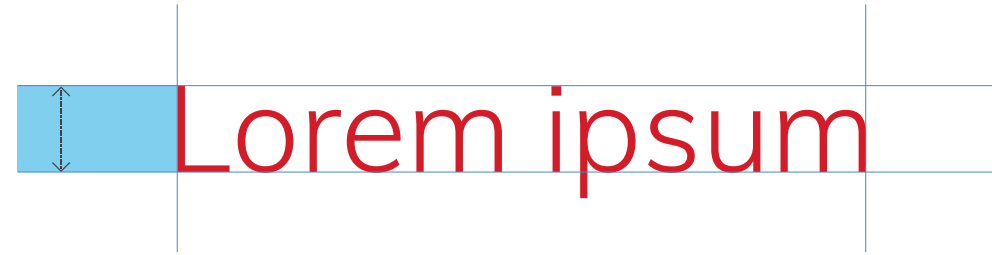
Font: **Muli**

Headline & Titles

Font: **Arial Black**

Medium & Body Content

Font: **Verdana**



### Minimum Size

Print Media - 0.4 inch    Digital Media - 11px

## MINIMUM SIZE & SPACING

### Minimum Size

It is recommended to use a minimum size of 10 pixels for print media and 11 pixels for digital media.

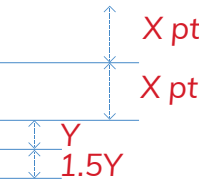
### Minimum Spacing

The minimum space between a headline and body is 1:1 i.e. if the headline is 20pt, the spacing between the body and the headline should be 20pt.

Spacing between the body text should be  $Y \times 1.5$  i.e. if body is 10pt then spacing should be  $10 \times 1.5 = 15$ pt in-between the body.

## i'M A HEADLINE AT 20PT

..and i'm the body copy sitting nicely at 10pt with 20pt spacing between headline and body, 15pt spacing between body text.



### Minimum Space

Headline & Body - X    Between Body text -  $Y \times 1.5$

InstaVoice

InstaVoice Ring

InstaVoice Channels

InstaVoice Celeb

InstaVoice Sports

myGenie

Kirusa Konnect

ReachMe

## NAMING USAGE

### Naming Guidelines

Few of our co-brands use lower case and upper case in its naming. It is restricted to change the lettercase.

### Conjoined Words

Kirusa also uses conjoined words for some of its brands. hence it is advised to use the same.

# COLORS

PERSISTENCE

PROGRESSION

COMMITMENT

INNOVATION

## PRIMARY COLORS



Kirusa Red

**HEX** D81F26  
**RGB** 126, 31, 38  
**CMYK** 9, 100, 99, 1



Kirusa Grey

**HEX** 414141  
**RGB** 65, 65, 65  
**CMYK** 67, 60, 59, 46



Light Grey

**HEX** F9F9F9  
**RGB** 249, 249, 249  
**CMYK** 2, 1, 1, 0

## SUPPORTING COLORS



Blue

**HEX** 00A4FF  
**RGB** 0, 164, 255  
**CMYK** 68, 26, 0, 0



Yellow

**HEX** FFDF01  
**RGB** 255, 223, 1  
**CMYK** 2, 8, 99, 0



Green

**HEX** 7CD845  
**RGB** 124, 216, 69  
**CMYK** 53, 0, 95, 0

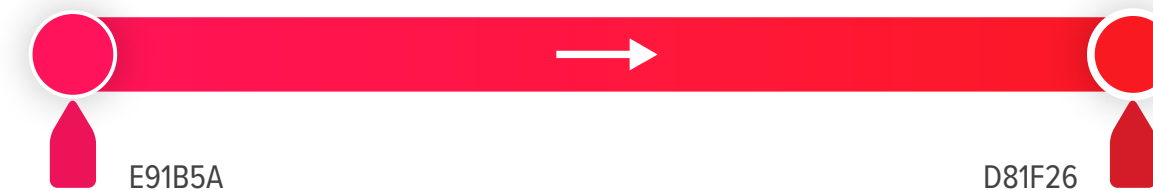
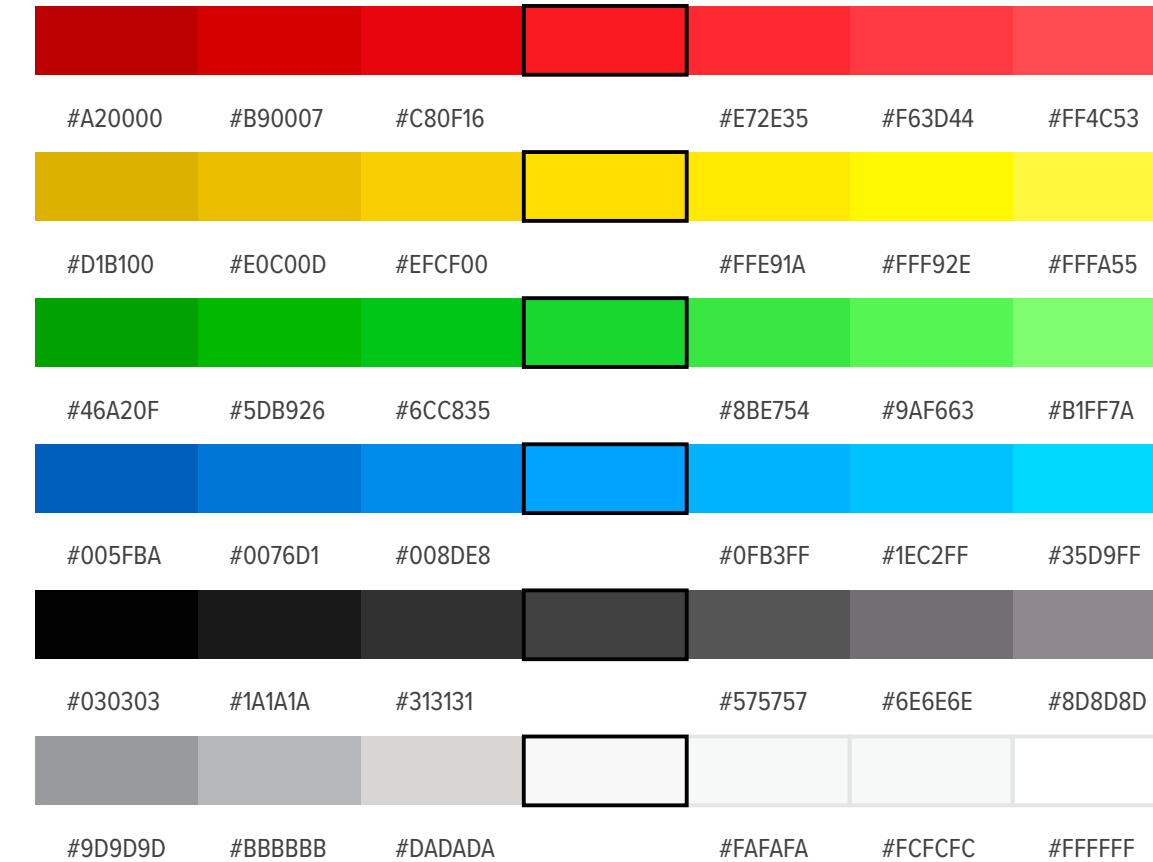
## COLOR PALETTE

Kirusa Red is our primary brand color and we should use it as often as we can to help drive a consistent feel across communications.

The accompanying chart lists the values that should always be used when rendering our principle color palette

Our supporting colors have been selected with the same precision as our principle colors. The palette of accent and neutral colors has been chosen to work in support of Kirusa Red, Kirusa Grey and white.

These colors define our brand values, Yellow for innovation, Blue for commitment & Green for progression.



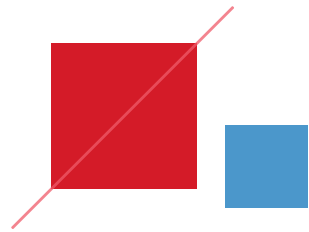
## COLOR SHADES & GRADIENTS

### Color Shades

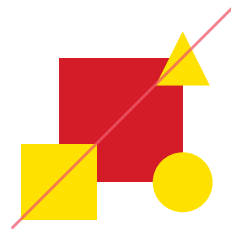
This chart shows list of primary colors and, for each color, three other colors based on the original color but with higher and lighter values. You can use this chart to set up color schemes.

### Gradients

Below are the gradients used frequently in kirusa's media content. You can either use this gradient or create your own by using this chart.



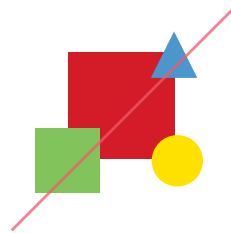
Do not overlap secondary colors on red



Do not overuse secondary colors



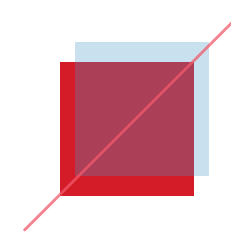
Do not use secondary colored text on red



Do not use more than one secondary color



Do not use colors outside color palette



Do not use secondary color tints on primary colors

## USAGE RULES

### Improper usage



















To maximize the impact of the brand, please avoid the opposite examples.

These rules apply to all of our marks. The examples opposite are just for visual representation.

### Tints

Tints should be used only if it has a minimum visibility of 75%. Only tints of red, black and grey can be used.

**HEX CODES**

			
#EC1C24	#F3B71A	#197EC1	#252161
			
		#F0515E	#2B2A2B
			
		#FA4D5C	#2B2A2B
			
		#F05A22	#2B2A2B
			
		#129D56	#3AAF77
			
#83D2F4	#2B286A	#55B748	#FFCC07
			
		#D72428	#424243

InstaVoice

InstaVoice Channels

InstaVoice Celeb

InstaVoice Sports

InstaVoice Ring

myGenie

Kirusa Konnect

## PRODUCT SPECIFIC COLOR PALETTE

### Product Colors

Colors used in our App logos & Services. Respective colors can be used along with primary colors to design graphics for the related app or service.

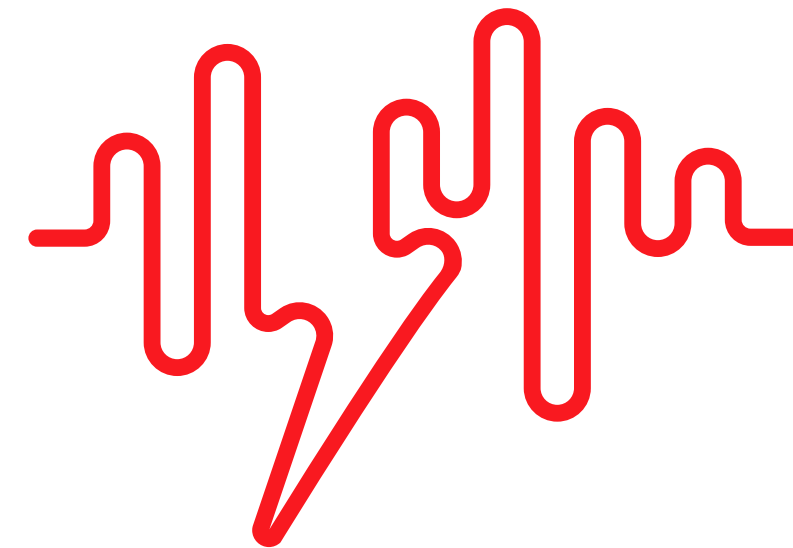
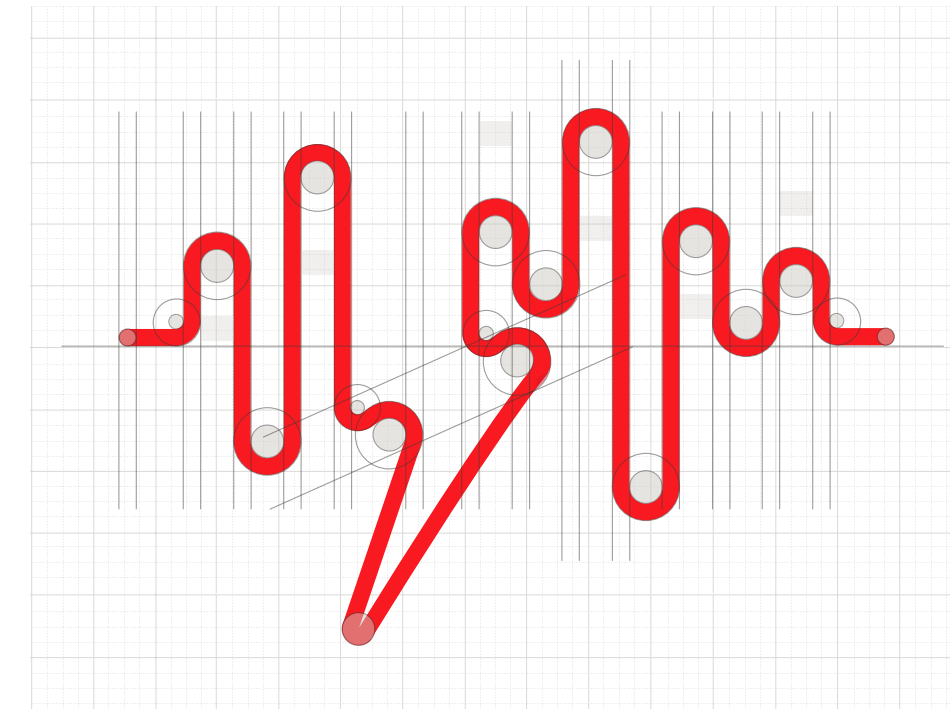
# VISUAL METAPHOR

## VISUAL ELEMENT

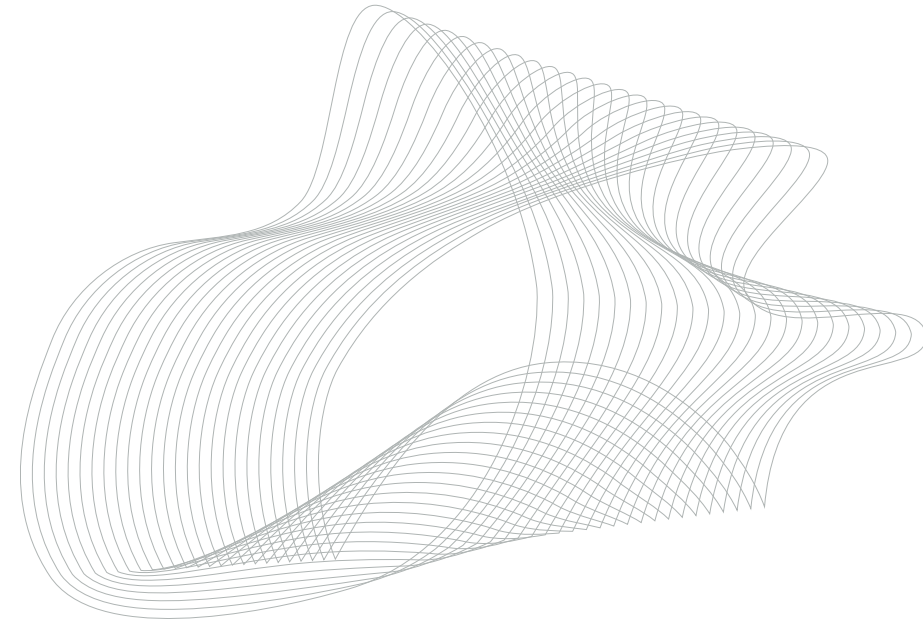
### Kirusa Wave

This designed element metaphorically defines our brand values and promise.

It can be used in all our communications consistently which reflects our brand in a unique way.







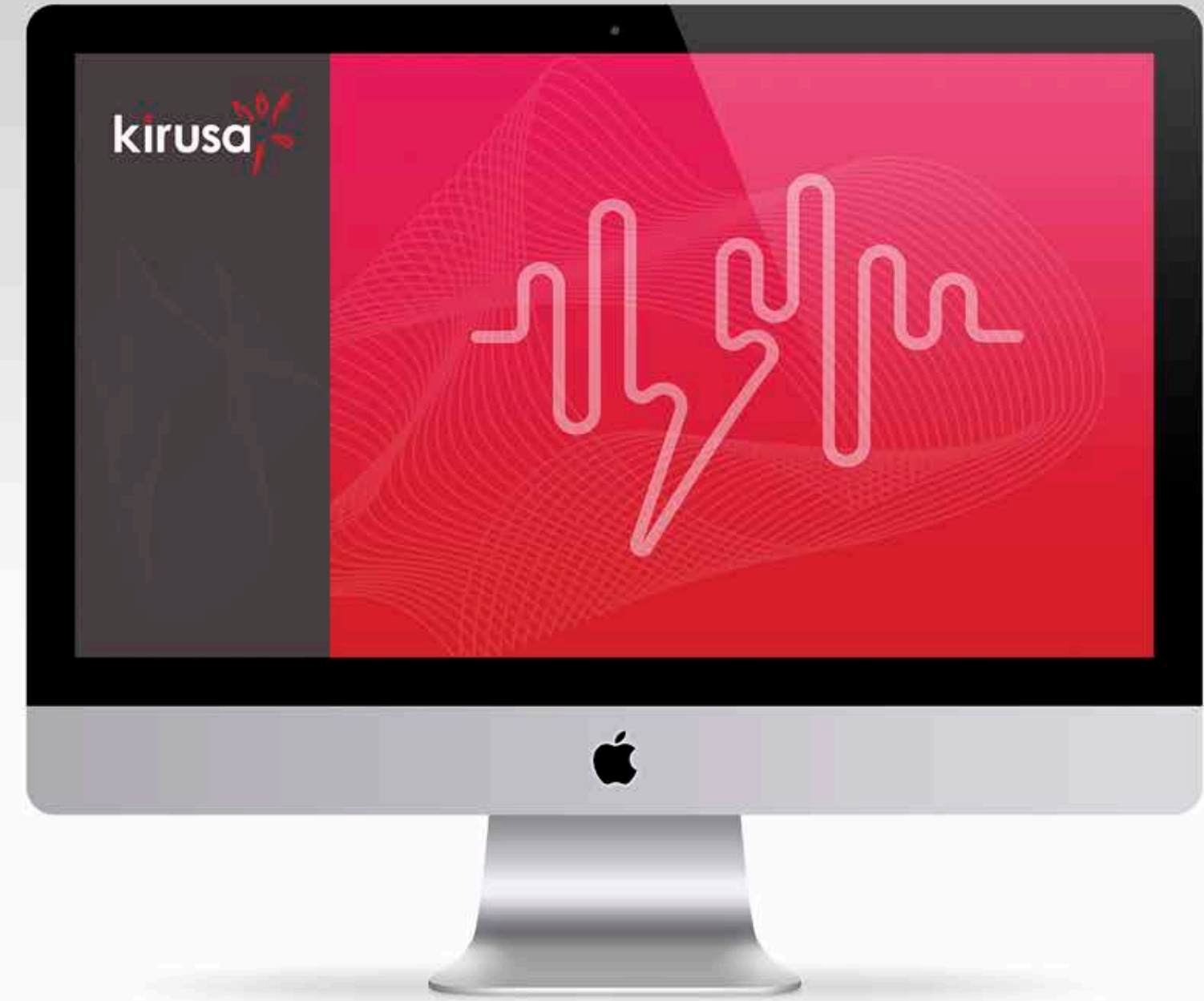
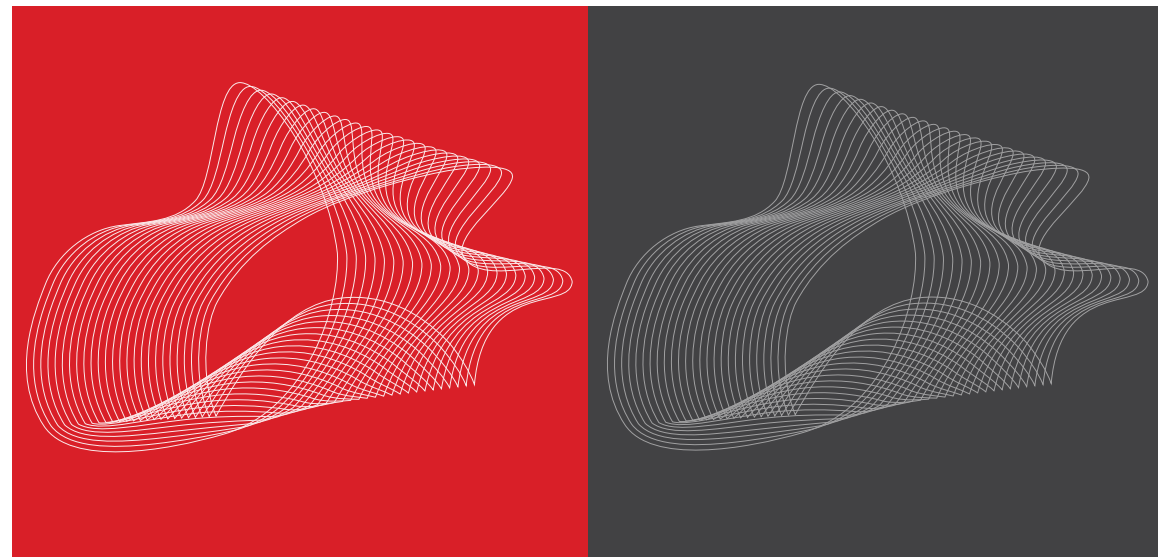
## BACKGROUND ELEMENT

### Background Design Element

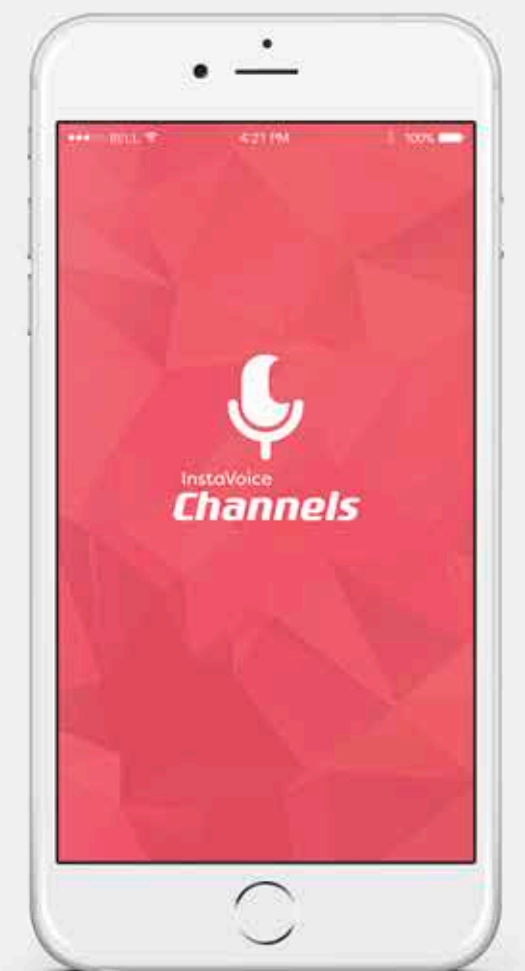
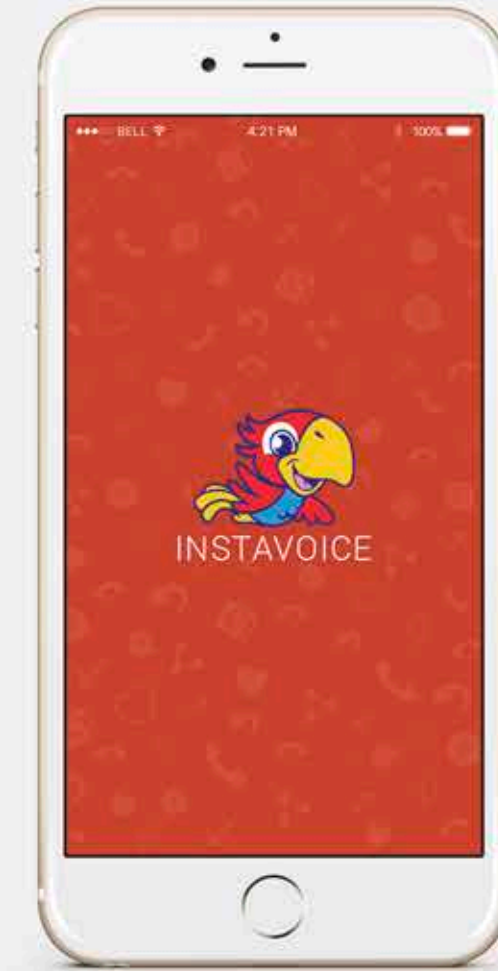
These wave lines can be used as a secondary element in ads, posters, or collateral.

The lines should always have a thin width.

When using this element, the transparency should always be under 50%. It shouldn't get highlighted and must be given least priority.



HOW  
WE  
LOOK







**ENRICH LIVES**  
**through** >>>





POWER OF VOICE