



# ConnX Branding and Style Guide



## About Us



### Vision

To empower connected experiences through the power of the cloud and communications



### Mission

To enable enterprises with advanced cloud communications that empower connected experiences and actionable insights



### Values

Customer Obsession,  
People & Integrity



### Our Business

Communications as a Service Platform Provider for secure unified communications and contact centers

***Transforming IT and OT Risks into Business Resilience through Actionable Insights***

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# Primary Company Name and Logo

**ConnX, Inc.** - default for all documents.

**ConnX<sup>AI</sup>** is NOT a legal entity and should never appear in any documentation.

Our primary Logo is:



On Light Background

- The letters "Conn", the "AI" superscript, and the circle around the X and AI are C:98 M:83 Y:5 K0
- The letter X is C:62 M:0 Y:1 K:0



On Dark Background

- The letters "Conn", the "AI" superscript, and the circle around the X and AI are white (C:0 M:0 Y:0 K0)
- The letter X is C:62 M:0 Y:1 K:0

# Product Logos for Light Backgrounds – Circles & Transparent



# Product Logos for Dark Backgrounds – LT/DK Circles & Transparent



# Logo Usage: Dos

- Ensure there's a minimum amount of clear space around the logo to avoid crowding it with other elements.
- Use the correct logo versions and logo variations that work best on various backgrounds.
- Always resize the logo while maintaining its original aspect ratio. Stretching or compressing the logo distorts the brand image.
- Use vector formats like SVG, EPS for scalability without loss of quality. Specify PNG or JPG for web or screen use at specific resolutions.
- Always ensure sufficient contrast between the logo and the background.
- Always apply the brand's designated colors to the logo.



# Logo Usage: Don'ts

- Never stretch, skew, rotate, or manipulate the logo's proportions in any way. Always maintain its original shape.
- The logo must not be recolored using unapproved shades or gradients. Stick to the defined brand colors.
- Avoid adding shadows, bevels, gradients, or any other effects to the logo.
- Never place the logo on an image or background that competes for attention or makes the logo hard to read.
- Keep the logo one unit, do not create a space, rearrange or resize Conn & the round X part.
- Never add extra text, or other design elements to the logo without prior approval.
- The logo should always remain upright and aligned as specified, without any rotation or tilting.
- Avoid using pixelated or blurry logos. Always use high-resolution versions.

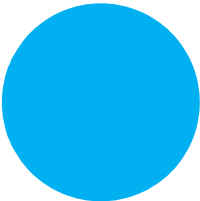


**DON'TS**

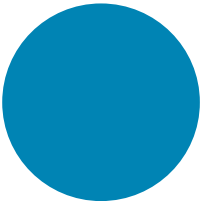


# Color Palette

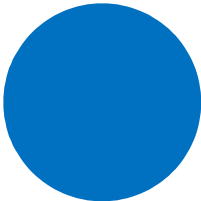
## PRIMARY PALETTE



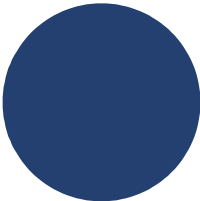
Hex# 00B0F0



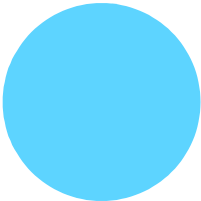
Hex# 0084B4



Hex# 0070C0

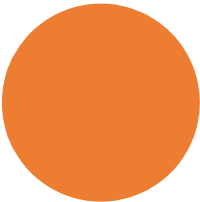


Hex# 234071

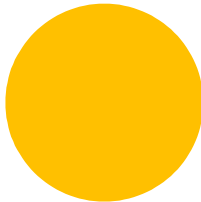


Hex# 5DD4FF

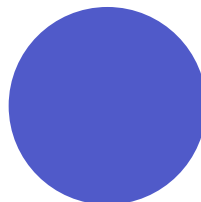
## COMPLIMENTARY PALETTE



Hex# ED7D31



Hex# FFC000



Hex# 505AC9

## NEUTRALS



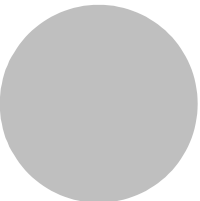
Hex# FFFFFFFF



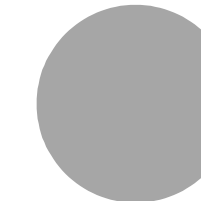
Hex# F2F2F2



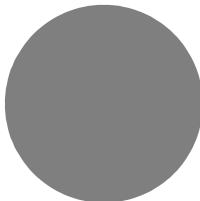
Hex# E7E6E6



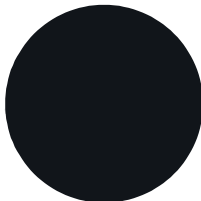
Hex# BFBFBF



Hex# A6A6A6



Hex# 7F7F7F



Hex# 11151A

# Color Palette: Dos

- Use primary colors for main brand elements and secondary or tertiary colors for accents, backgrounds, or supporting visuals.
- Ensures consistency across digital and print media.
- Ensure sufficient contrast between text and background colors to maintain readability.
- Balance the use of primary and secondary colors.
- Take into account the cultural meanings and connotations of colors. Colors may evoke different emotions or interpretations depending on the region.



# Color Palette: Don'ts

- Never modify the colors by adjusting their brightness, contrast, or adding gradients
- Avoid introducing new or unapproved colors into designs, especially if they clash with the core brand palette.
- Do not use color combinations that result in poor readability or visual clutter.
- Limit the use of colors in any single design element. Overusing multiple colors can dilute the brand's visual impact.
- Avoid assuming colors will look the same on different mediums (screens, print, fabric, etc.). Always test and adjust color profiles for different use cases.
- Always prioritize clarity and visibility when choosing color combinations.
- Don't apply colors randomly to key brand elements.



# Typography

Corporate Font is Verdana for all documents.

Title: 24 to 32 Point Size, Title Case.

Sub-title: 16 to 24 Point Size, sentence case.

Text for rest of Slide: Minimum 8 to maximum 18 Point.

# Verdana

The quick brown fox  
jumps over the lazy dog

For More Information, please visit:



[www.connxai.com](http://www.connxai.com)

Follow us on Social Media:

