BRAND GUIDELINES

BRANDING GUIDELINES
# TABLE OF CONTENTS

**WHAT’S DRIVING SANGOMA** 4
Achieving Greater Levels of Connectivity

**OUR BRAND STORY** 5
Evolving to Become a Global Leader

**WHERE WE STARTED** 6
Capitalizing on the New Open Source Wave

**WHERE WE ARE TODAY** 6
Enabling Businesses to Communicate Better

**SANGOMA LOGO** 8
About the Logo 9
Acceptable Variations 10
Clear Space & Minimum Size 11
Improper Use 12

**COLORS** 14
Color Overview 15
Primary Colors 16
Secondary & Tertiary Colors 17
Additional Colors 18

**PRODUCT LOGOS** 19
FreePBX Logos 20
Asterisk Logos 21
PBXact Logos 22
SIPStation Logos 23
FAXStation Logos 24
Zulu UC Logos 25
Vega Logos 26
NetBorder Logos 27
Additional Logos 28

**VISUAL LANGUAGE** 30
Photography 31
Icons 32
Diagrams 33

**TYPOGRAPHY** 34
Fonts 35

**GRAPHIC ELEMENTS** 36
Samples & Usage 37
Stationery 38
PowerPoint Template 39
App Icons 40
WHAT’S DRIVING SANGOMA

In today’s fast-paced world, Sangoma believes organizations can achieve greater levels of connectivity by having access to powerful, affordable communications solutions from a reliable partner and that building tomorrow’s solutions will help the world to connect and collaborate in new ways.

Sangoma is a leader in enterprise, value-based communications, delivering industry-leading quality at price points that enhance customers’ ROI. We offer businesses of all sizes affordable cloud-based and on-premise Unified Communications systems with enterprise-caliber features. We also provide developers with open source toolkits, enabling them to design their own telephony applications, and value-added service providers with the engines on which to deploy their own solutions.

As the world’s digital landscape is becoming more intricate and intertwined, today’s business communications challenges are shifting to more cloud-based and holistic solutions that combine voice, web, mobile, video, IoT and more. Sangoma is uniquely positioned for success during this technological shift. We hold a leadership position in the global communications development community as the world’s largest provider of open source communications solutions, and we are committed to products that recognize and fulfill the diverse needs of companies and individuals.
Evolving to Become a Global Leader

Founded in 1984, Sangoma has undergone many evolutions to become the leader in enterprise, value-based communications it is today. Emerging from a small firm to a global voice and data solutions provider, Sangoma has capitalized on the open source movement to bring affordable, quality communications that enable greater connectivity to the world.
Sangoma experienced humble beginnings as a small company before embarking on a complete transformation in 2010, the year the company gained new leadership and added voice products to its solutions portfolio.

Prior to this milestone, the telecom industry had undergone a shakeup when tech prodigy Mark Spencer released Asterisk, the world’s first open source VoIP software development platform. After the introduction of Asterisk, newly created market segments began emerging with organizations seeking affordable yet powerful communications systems.

Sangoma’s CEO, Bill Wignall, realized this opportunity and began taking measures to capitalize on the new open source wave that was disrupting the telecom industry. Sangoma started developing voice products based on Asterisk, which allowed them to be significantly more affordable than those of competitors’ whose underlying code was proprietary. And, Sangoma began strategically seeking out other like-minded companies to complement and expand Sangoma’s offerings. From 2011 to 2018, Sangoma acquired seven companies and completely transformed itself from a small organization to the leader in enterprise, value-based communications.

The two most notable acquisitions were that of Schmooze Com, the developer and maintainer of the FreePBX project, and that of Digium, the company Mark Spencer founded after the release of Asterisk and who served as the sponsor and maintainer of the Asterisk project. With these acquisitions, Sangoma is now the world’s largest supplier of open source communications solutions. This unique position also provides Sangoma the resources and ability to grow its commercial Unified Communications offerings by harnessing the power of open source to build affordable, turnkey solutions for users of every technical level, budget and company size.
Sangoma’s Unified Communications offerings provide organizations with enterprise-caliber features, ease of use and reliability at an affordable price with the versatility to be deployed in the cloud, on a dedicated appliance or in a virtual environment to meet the needs of all users. This gives businesses true value by enabling them to communicate and connect better with their customers through a high-quality solution with a low total cost of ownership.

As the world’s largest provider of open source communications solutions, Sangoma is the primary developer and sponsor of the Asterisk project, the world’s most widely used open source communications software, and the FreePBX project, the world’s most widely used open source PBX software.

Asterisk and FreePBX are used in over 220 countries and territories and have been deployed on millions of servers for businesses ranging from one-man shops to multinational corporations. Sangoma also offers a suite of products and services to extend the power of Asterisk, including advanced office telephones, a full range of interconnect hardware, and a cloud platform enabling developers to add secure live voice, video and messaging communications to their web and mobile apps.
ABOUT THE LOGO

The logo wordmark utilizes a square font, representing simplicity. The blue color represents stability, loyalty, trust, knowledge & integrity.

THE ASTERISK

The asterisk was brought in to the logo from the acquisition of Digium. Asterisk is a free, open source framework for building communications applications.

Digium is a subsidiary of Sangoma Technologies, who together is the largest supplier of open source communications solutions.

When using the Digium logo, it must always be accompanied with the text A Sangoma Company underneath.
**PRIMARY USAGE**

Blue & orange on a white background.

Blue & orange with a white outline on a blue (dark) background.

**BLACK & WHITE**

For design flexibility, the Sangoma logo can appear either black or white depending on background image or color.

**Sangoma Icon**

This ‘S’ inside the Asterisk was developed for our social media platforms. It is also the fav icon for Sangoma.com.

You must be granted permission to use this variation of the Sangoma logo for other use cases.
SCALING

To maintain full legibility, never reproduce a Sangoma logo at heights smaller than 1.5 inches for print or 108 pixels for web. There is no maximum size limit, but use discretion when sizing the logo.

It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

STAGING

To be legible and prominent, a Sangoma logo needs to be surrounded by clear space. Use the Asterisk as a measuring tool to help maintain proper space between the logo and photos, text, and graphic elements.

The clear space around the Sangoma logo must be equal to or greater than the height of the Asterisk.
IMPROPER USE

Be sure the 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 this Branding Guidelines to help you maintain the integrity of the Sangoma brand.

- Do not use logo without the Asterisk
- Do not stretch or distort the logo
- Do not add drop shadows, glows or bevels
- Do not use clockline
- Do not use a different font
- Do not make your own colors
- Do not show over busy patterns or photos
- Do not crop
- Do not use black text with orange Asterisk
COLORS
Primary & tertiary colors may be used as accents to highlight when emphasis is needed but should never be the overall color and overpower the primary colors.
Sangoma blue is the visual anchor and should be dominant in all marketing materials.

**COLOR VALUES**

The different values associated with each brand color are dependent on the intended use.

**PMS:** This value is based on the Pantone Matching System and should be used only when a spot color is needed.

**CMYK:** For nearly all print work, use CMYK values for the most accurate brand color reproduction.

**RGB & HEX:** These values should be used when reproducing brand colors in a digital environment.

**SANGOMA BLUE**

PMS 301 C

C 100%
M 72.50%
Y 27.28%
K 11.45%

R 0
G 92
B 165

HEX #005CA5
The secondary color palette provides creative flexibility for marketing materials, but you may use these colors only as accents.

### SECONDARY COLORS

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK Values</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 021 CP</td>
<td>C 0.09%, M 64.84%, Y 100%, K 0%</td>
<td>#F6772F</td>
</tr>
<tr>
<td>PMS 542 C</td>
<td>C 50.48%, M 20.42%, Y 5.52%, K 0%</td>
<td>#80B0D6</td>
</tr>
</tbody>
</table>

### TERTIARY COLORS

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK Values</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 157-15 C</td>
<td>C 42%, M 0%, Y 87%, K 12%</td>
<td>#84BD40</td>
</tr>
<tr>
<td>PMS P 104-16U</td>
<td>C 99.52%, M 76.02%, Y 9.77%, K 88%</td>
<td>#015399</td>
</tr>
<tr>
<td>PMS P 106-7U</td>
<td>C 84.92%, M 44.9%, Y 0%, K 0%</td>
<td>#1D7ADA</td>
</tr>
<tr>
<td>PMS Violet C</td>
<td>C 89.26%, M 100%, Y 1.18%, K 2.5%</td>
<td>#472D8B</td>
</tr>
</tbody>
</table>
Any logo that includes black or that is used in one color is 100% black.
PRODUCT LOGOS
This version is **NOT** the official FreePBX logo.

This logo was created after the Digium / Asterisk acquisition to represent the joining of both open source projects, FreePBX & Asterisk.
The gradient in the Zulu UC logo is made up of both blue tertiary colors.
NetBorder™

NetBorder™

NetBorder™
VISUAL LANGUAGE
PHOTOGRAPHY

THRIVING IN AN INCREASINGLY FAST PACED WORLD

Photos used in headers, infographics, banner ads and other pieces of collateral should include the following imagery. These photos convey energy & represent the Sangoma brand.
SIMPLE & CLEAN

Icons can be used in 2 different way:

1. Solid color backgrounds
2. Outlines

When using multiple icons together, all must use either solid backgrounds or outlines. Do not mix and match. Icons with outlines must all use the same stroke weights.

For versatility, our icons can be used in any of our brand colors, black or white.

Icons with solid color backgrounds.

Icons with outlines.
Diagrams are comprised of outlined icons that adhere to our Branding Guidelines on page 30. They also include either solid or dashed lines with the same stroke weights.

Any text used in diagrams should include an approved font that can be found on page 33. The majority of text should use black, but for versatility, text can be used in any of our brand colors.

Common uses for diagrams are success stories, use cases & PowerPoint presentations.
When used consistently, fonts can add visual strength to our story. They can also help establish the right mood for our marketing and communications efforts and make them a pleasure for our audiences to read.

You can choose from four main typefaces:

- Univers
- Helvetica Neue
- Arial
- MuseoSans
Univers
Univers 45 Light
Univers 45 Light Oblique
Univers 55 Roman
Univers 55 Oblique
Univers 65 Bold

Helvetica Neue
Helvetica Neue Thin
Helvetica Neue Thin Italic
Helvetica Neue Light
Helvetica Neue Light Italic
Helvetica Neue Regular
Helvetica Neue Italic
Helvetica Neue Medium
Helvetica Neue Medium Italic
Helvetica Neue Bold
Helvetica Neue Bold Italic

Arial
Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic
Arial Black

MuseoSans
MuseoSans 100
MuseoSans 100 Italic
MuseoSans 300
MuseoSans 300 Italic
MuseoSans 500
MuseoSans 500 Italic
MuseoSans 700
MuseoSans 700 Italic
MuseoSans 900
MuseoSans 900 Italic
GRAPHIC ELEMENTS
HEADERS

Never use orange color text a blue (dark) background as there is not enough contrast.

SOCIAL MEDIA

Ideal size for social media = 1200x627 px
Letterhead

Business Card
These are the available PowerPoint slide styles for presentations.

Text should use the font Calibri unless it is included in a photo or diagram.

Please make sure you are using the most up-to-date, approved version of this PowerPoint template before your next presentation.
The Zulu UC app is a free application found on the App Store (Apple) & Google Play Store (Android).