

**WE ARE**

**WHO**

**WE ARE**

The  
MessengerPeople  
Handbook  
November 2021

# Preface

We are the experts for messaging services  
We are the MessengerPeople

With our solution, companies can use the most popular messaging services, such as WhatsApp, Facebook Messenger and others, professionally and successfully.

As a pioneer in the field of innovative messaging communication, we have established ourselves as the experts.

We are a professional partner for our customers, with enthusiasm and a high degree of flexibility.

In cooperation with our customers, we are shaping the future of customer communication and conversational commerce.

We emphasize our expert role and innovative strength with our unique branding and a consistent and convincing wording.

For the successful promotion of a brand, a consistent brand and corporate identity is essential.

The MessengerPeople Handbook provides you with the necessary information about our Brand Design.

Please take the time to read through this Handbook once and then keep it on your desktop as a handy reference.

## Note

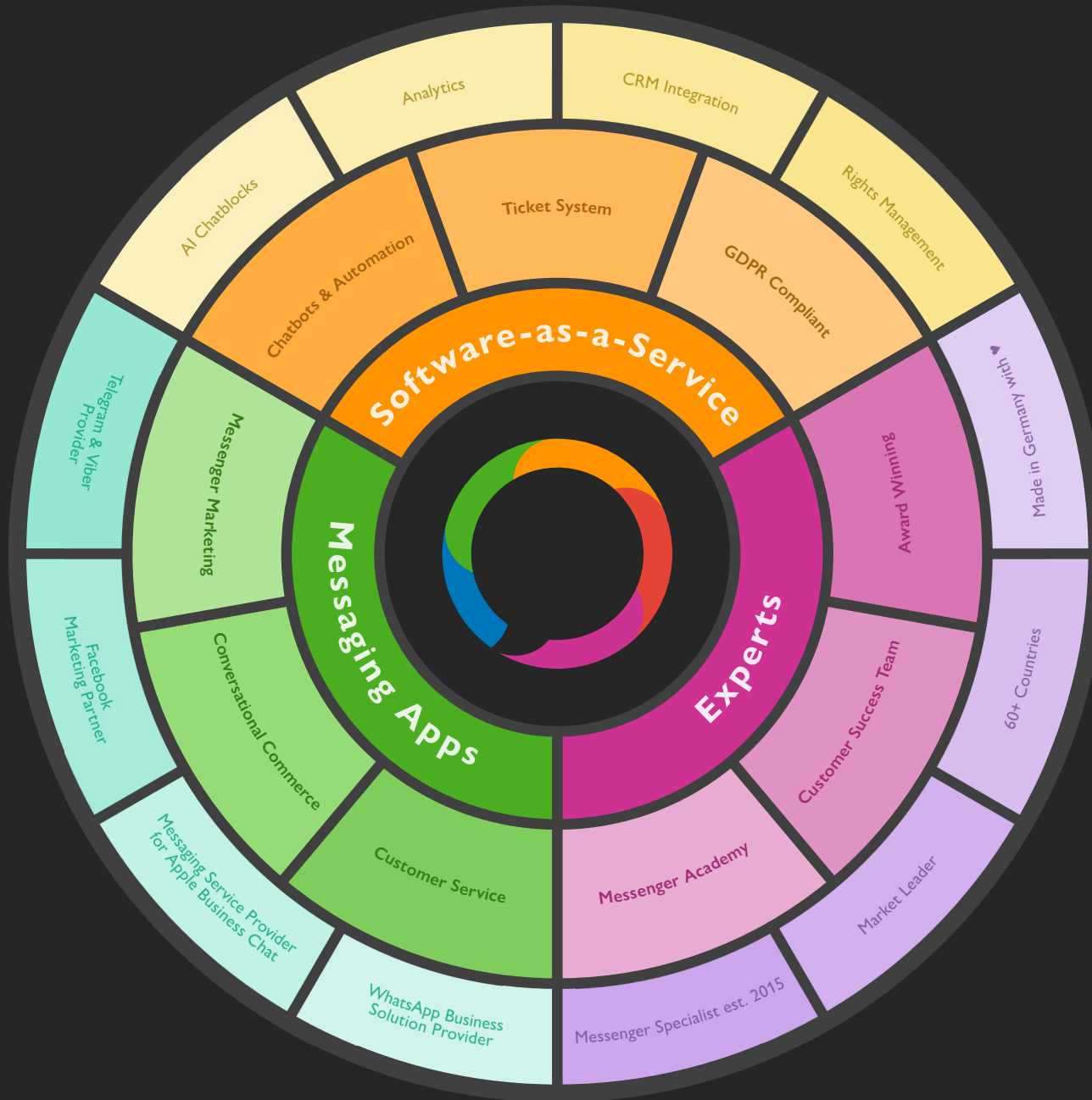
This edition of our Handbook has been updated since MessengerPeople has been acquired by **Sinch**.

For the time being the only difference in our Brand Design will be the line **by Sinch** in our Word Mark. **Please ensure that this is updated accordingly in all materials** you are working with and especially in all materials that are sent out to customers or other third parties.

Until additional changes to our Brand Design are announced, please continue to adhere to these guidelines in all things regarding MessengerPeople.

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**OUR**

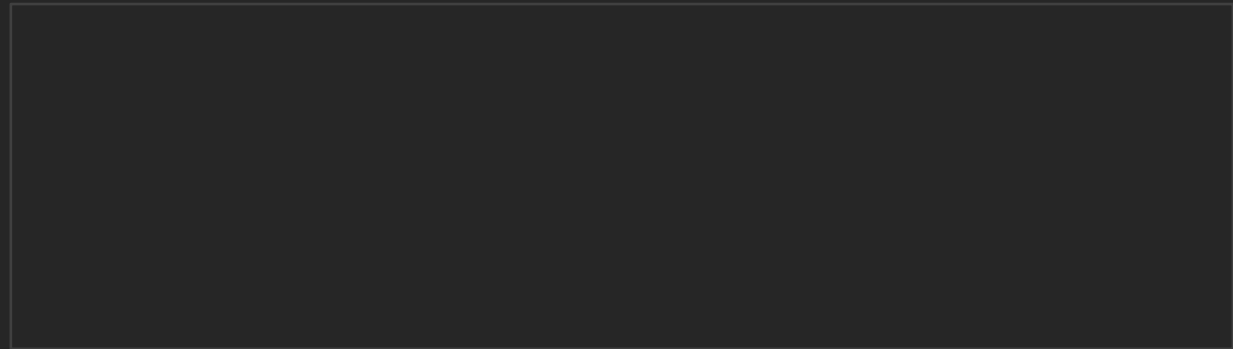
**BRAND  
DESIGN**

# Logo

Our logo is our seal of quality and signature as a specialist for messenger services.

It embodies all our values and brand promises bundled in a recognizable emblem.

The following pages explain the individual elements of the logo, as well as the rules for its use.



# Brand Mark

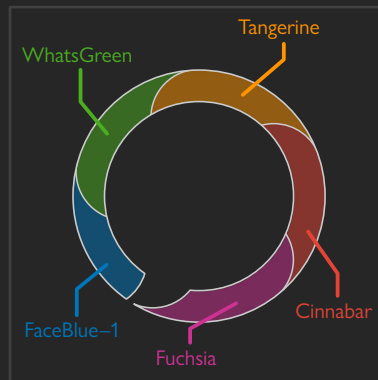
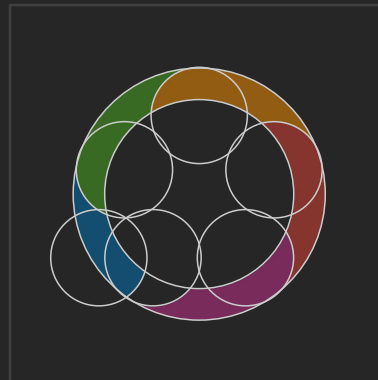
Our brand mark is the Spectral-Bubble.

It reflects the variety of messaging apps that we unify in our solution and for which we provide the framework for professional use.

It is sophisticated, dynamic and vibrant.

The colors of the brand mark are (clockwise):

- FaceBlue-1
- WhatsGreen
- Tangerine
- Cinnabar
- Fuchsia



# Word Mark

Our word mark is based on the typeface *Phenomena*.

Its rounded shapes quote the logo of our predecessor company WhatsBroadcast.

It is modern, friendly and self-confident.

The color of the word mark is **Snow+1**.

If the logo has to be displayed on a light background the color of the word mark is **Jet**.



messengerpeople  
by sinch



messengerpeople  
by sinch

Snow+1



# Safe Area

The safe area provides the necessary visibility and visual clarity for our logo.

It defines the distance that margins and all other elements that are not part of the logo must keep clear around the logo.

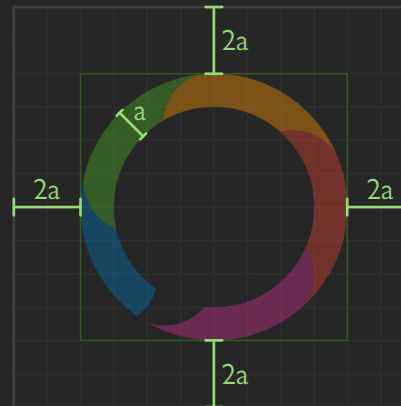
The size **a** is derived from the width of the ring of the **Spectral-Bubble**.

The **Spectral-Bubble** as a whole is **8a by 8a**.

In the **word mark**, **a** also occurs in several places, such as the width of a leg plus a counter in the m.

*The safe area of our logo is **4a** in each direction.*

*The safe area of the brand mark itself and the word mark itself is **2a** in each direction.*



# Variations

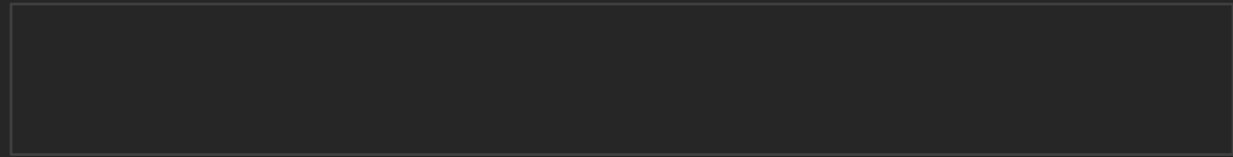
## Our Logo

This is our logo.  
The brand mark above the word mark,  
with light text on a dark background.

*All other variations are to be used exclusively  
when it is not possible to use our logo in this  
preferred presentation.*

## Horizontal

Brand mark to the left of the word mark,  
with light text on a dark background.



### For light backgrounds

Variations with dark text



### Standalone word mark

The word mark by itself is used only when the reproduction of the logo in color is not possible.



### Word mark for small print

For very small prints, there is a bolder word mark to ensure readability.



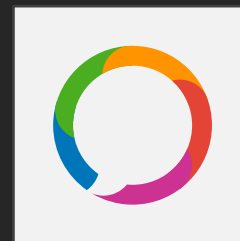
### Monochrome brand mark

only for specific GUI applications



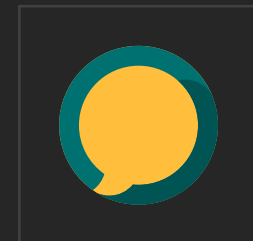
### Standalone brand mark

Use only when we are referred to in the immediate surroundings (e.g. social media profiles).



### sinch colored brand mark

only for use within the sinch website and other sinch branded materials



# Logo Misuse

The appearance of our logo must remain consistent at all times.

The following list of design fouls is by no means exhaustive.

*This is not a challenge!*

These rules also apply to all logo variations!

- 1 Don't change the color of the brand mark
- 2 Don't discolor the brand mark
- 3 Don't change the color of the word mark
- 4 Don't use brand mark on colored background (in this case use standalone word mark)
- 5 No drop shadows
- 6 No effects such as 3D, glossy edges, etc..
- 7 No outlines
- 8 Do not rotate
- 9 Do not distort or warp
- 10 Do not arrange differently
- 11 Do not use different font for word mark
- 12 Do not cross the safe area



# Colors

Our color palette is a defined grid of 9 colors with 5 gradations each as well as 10(+2) shades of gray.

*Only these defined colors are to be used for all materials and pictographics.*

*Further gradations can be created by mixing two adjacent gradations of the same color, if required.*

The RGB colors are created in the international standard color profile **sRGB IEC61966-2.1**.

The CMYK colors are created in the **ISO Coated v2 300% (ECI)** color profile.

*In all applications that allow the use of color profiles, these profiles must be used.*

Defined color values can be found in the color charts in the appendix.

These color values must be adhered to at all times.



# Typography

Our corporate typeface is **Gill Sans Nova**.

We do not use the weights Ultra Light and Ultra Bold. The Condensed version is also not to be used.

**Rockwell Nova** is used for large headlines that are intended to pop.

Only Bold, but preferably Extra Bold, should be used as weights. Uppercase is preferred. The font size is always larger than expected.

These fonts are included as cloud fonts in Microsoft Office 365 and are automatically loaded as needed. They are also available through Adobe Creative Cloud. For other applications, you may need to purchase a license.

Gill Sans Nova Ultra Light  
*Gill Sans Nova Ultra Light Italic*  
Gill Sans Nova Light  
*Gill Sans Nova Light Italic*  
Gill Sans Nova Book  
*Gill Sans Nova Book Italic*  
Gill Sans Nova Medium  
*Gill Sans Nova Medium Italic*  
Gill Sans Nova Semi Bold  
*Gill Sans Nova Semi Bold Italic*  
Gill Sans Nova Bold  
*Gill Sans Nova Bold Italic*  
Gill Sans Nova Heavy  
*Gill Sans Nova Heavy Italic*  
Gill Sans Nova Extra Bold / **Ultra Bold**

**ROCKWELL NOVA BOLD**  
**ROCKWELL NOVA EXTRA BOLD**

# Photos



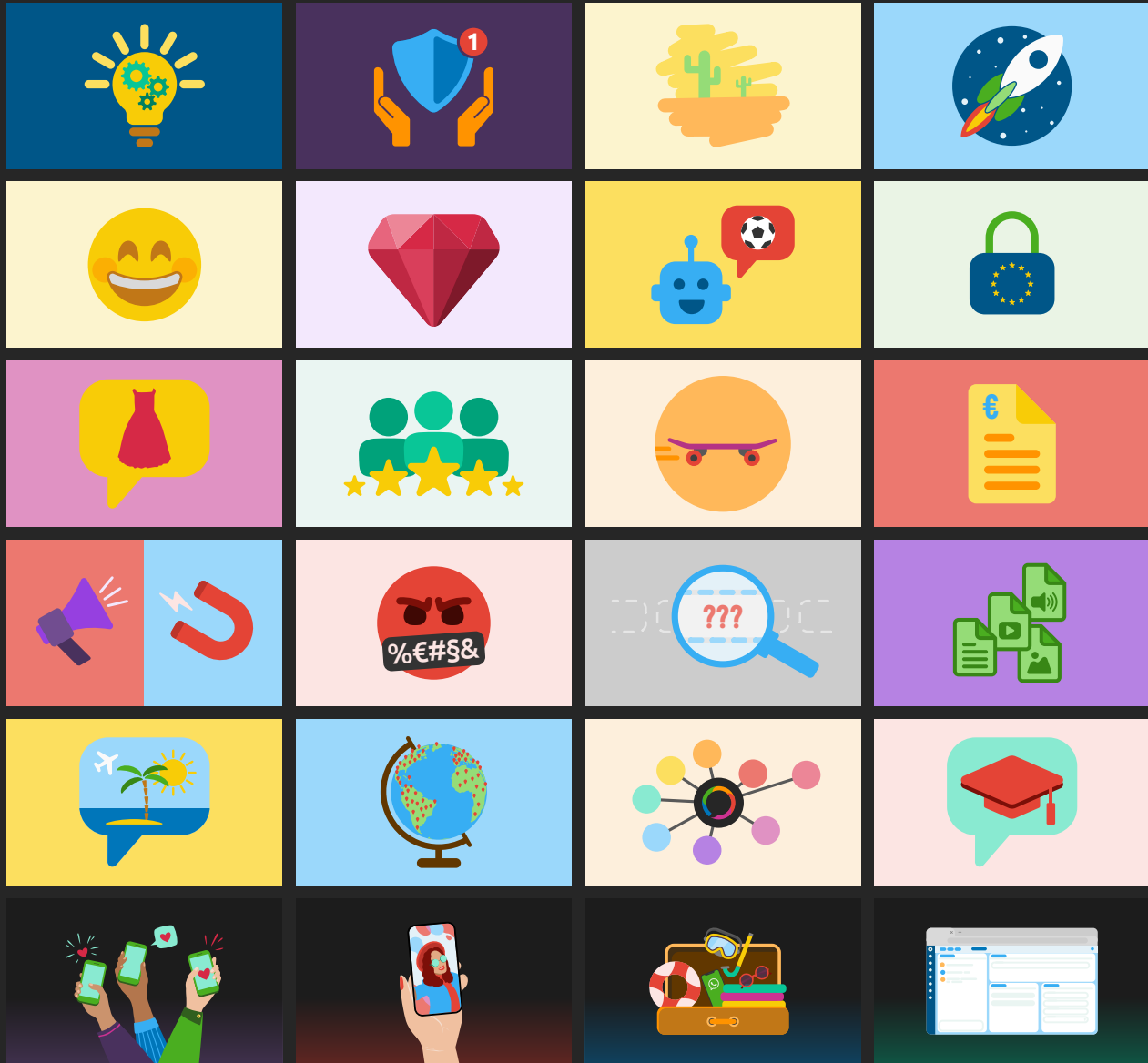
Photos can be used for all kinds of advertising as well as for sharing on social media.

Each photo has a clear focus, a central image element that refers to the topic being communicated.

We love featuring people, often with cell phones in their hands, to lead directly to the topic of messaging.

All photos are professionally shot and are predominantly set against a colored background. Our photos are colorful, friendly and inviting.

# Pictographics



The appearance of our brand is illustrated with pictographics. These are simple illustrations with minimalist shapes and a colorful palette. They communicate our core messages in a friendly, confident and clear way.

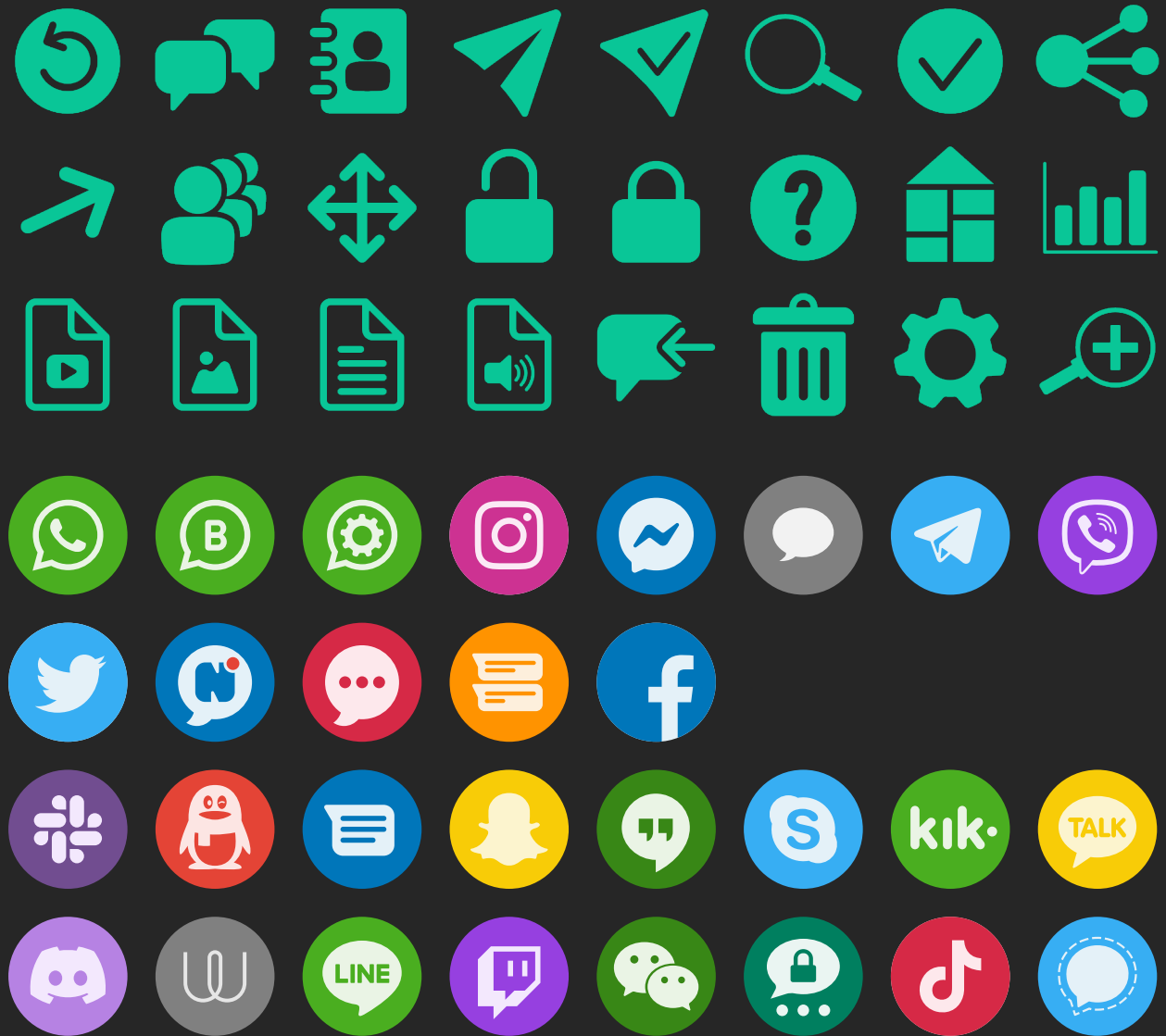
*Each pictographic is limited to one central image element. Corners are generally rounded. Outlines, if they appear, are thick and rounded. All colors are solids.*

*Effects such as soft shadows, gradients, or highlights never appear in Pictographics.*

*Only in the backgrounds we sometimes use gradients.*



# Icons



Through our icon system, our visual language is also prominently featured on our platform.

For the normally very different logos of various messaging apps and social media platforms, unified logos/icons are transferred to our color world on a circle background.

# Notch Spectral-Bar

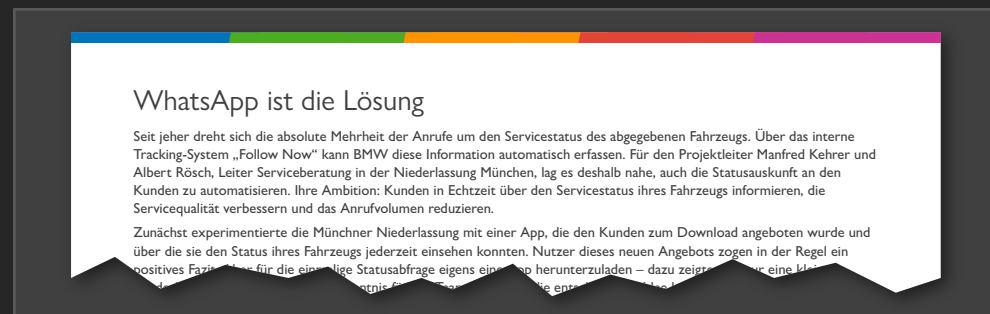
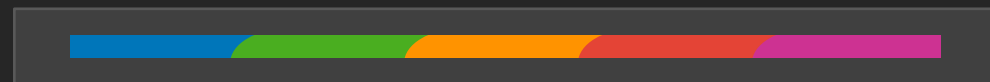
To frame our logo without the need for a large dark area, the notch can be used. It references the design of current smartphones.

*The notch must always be placed at the very top (or mirrored at the very bottom) and the ridge of the notch must extend across the entire width of the page/graphic.*

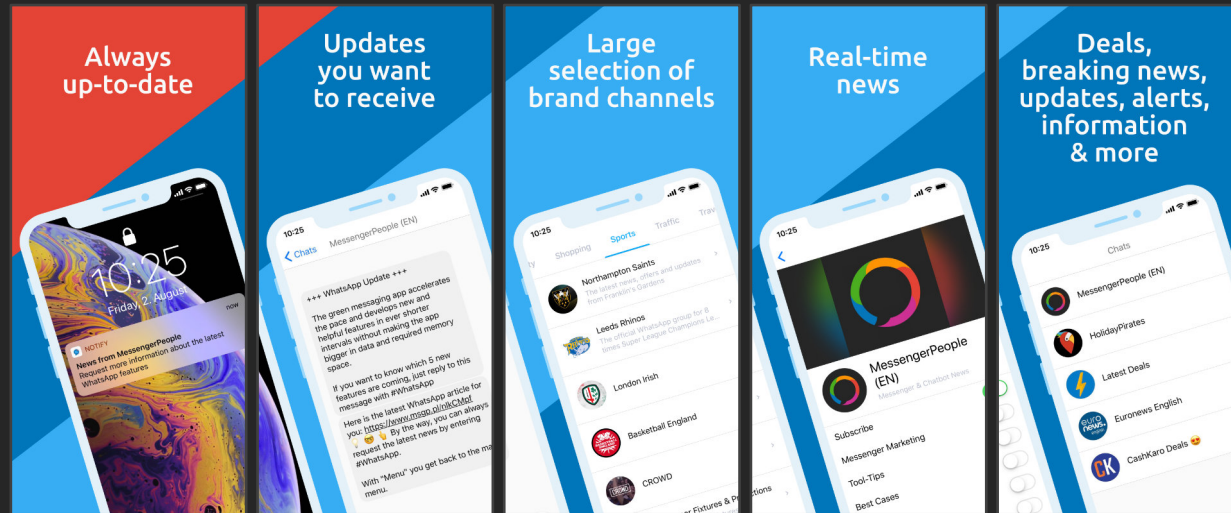
One way to cite our logo without having to reproduce it completely is the Spectral-Bar.

*The Spectral-Bar is always to be placed at the very top or at the very bottom across the full width. The aspect ratio can be varied.*

*Logo and Spectral-Bar must never be placed directly next to each other.*



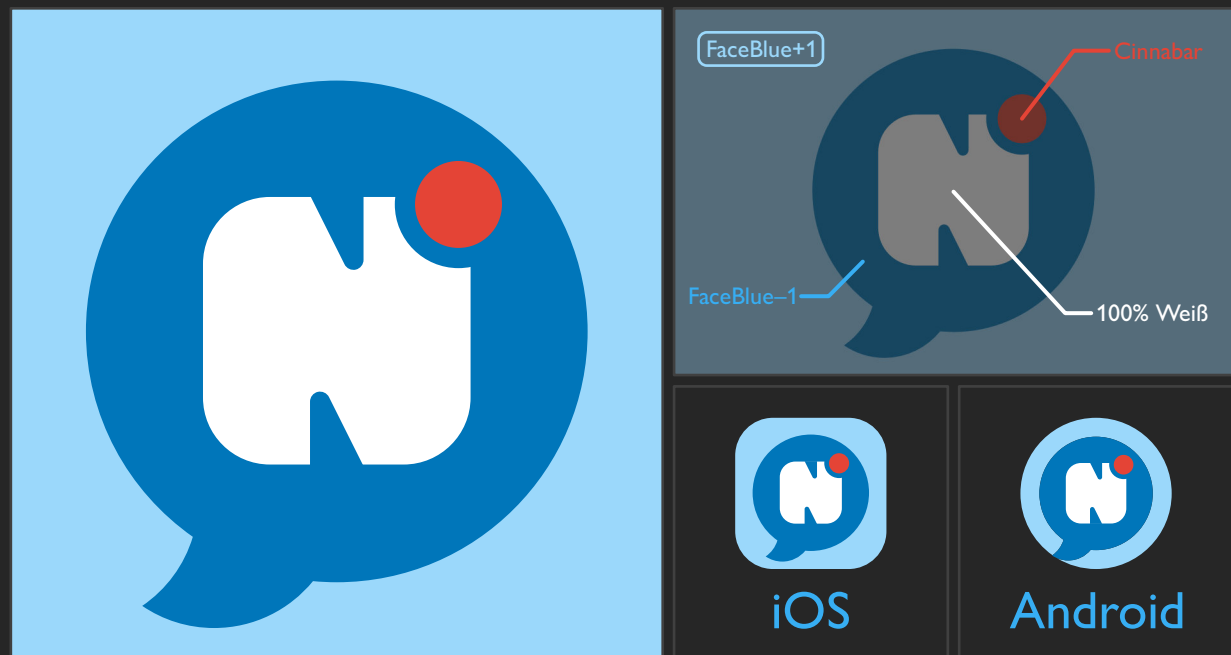
# Notify



Our app **Notify** has just a brand mark as its logo. The logo consists of a bubble that fits the negative space of the MessengerPeople logo. Within it is a stylized N, which at the same time represents an app icon with a notification.

The CI is basically the same as for the full MessengerPeople brand. However, there is a stronger emphasis on the gradations of FaceBlue, with Cinnabar as the accent color.

The design of the apps is based on the respective operating systems.



**COOL  
GIRLS**

# FaceBlue

## FaceBlue-2

**HEX**  
#005688

**RGB**  
0, 86, 136

**CMYK**  
100, 40, 0, 50

**Pantone**  
2955C  
2187U

## FaceBlue-1

**HEX**  
#0076BA

**RGB**  
0, 118, 186

**CMYK**  
90, 0, 0, 20

**Pantone**  
2383C  
2945U

## FaceBlue

**HEX**  
#37AEF3

**RGB**  
55, 174, 243

**CMYK**  
85, 0, 0, 0

**Pantone**  
2925C  
2925U

## FaceBlue+1

**HEX**  
#9BD8FB

**RGB**  
155, 216, 251

**CMYK**  
30, 0, 0, 0

**Pantone**  
2905C  
2905U

## FaceBlue+2

**HEX**  
#E4F1F8

**RGB**  
228, 241, 248

**CMYK**  
7, 0, 0, 0

**Pantone**  
9400C  
9400U

# Caribbean

## Caribbean-2

**HEX**  
#007F5F

**RGB**  
0, 127, 95

**CMYK**  
80, 0, 50, 50

**Pantone**  
3295C  
3295U

## Caribbean-1

**HEX**  
#00A27A

**RGB**  
0, 162, 122

**CMYK**  
80, 0, 50, 20

**Pantone**  
3285C  
3275U

## Caribbean

**HEX**  
#09C697

**RGB**  
9, 198, 151

**CMYK**  
80, 0, 50, 0

**Pantone**  
3265C  
3265U

## Caribbean+1

**HEX**  
#89EAD1

**RGB**  
137, 234, 209

**CMYK**  
40, 0, 30, 0

**Pantone**  
3245C  
7471U

## Caribbean+2

**HEX**  
#EAF5F2

**RGB**  
234, 245, 242

**CMYK**  
8, 0, 5, 0

**Pantone**  
9480C  
9480U

# WhatsGreen

## WhatsGreen-2

**HEX**  
#325F1E

**RGB**  
50, 95, 30

**CMYK**  
80, 0, 100, 60

**Pantone**  
2266C  
2427U

## WhatsGreen-1

**HEX**  
#388716

**RGB**  
56, 135, 22

**CMYK**  
80, 0, 100, 20

**Pantone**  
7741C  
2426U

## WhatsGreen

**HEX**  
#4AAE20

**RGB**  
74, 174, 32

**CMYK**  
80, 0, 100, 0

**Pantone**  
361C  
2421U

## WhatsGreen+1

**HEX**  
#95DC77

**RGB**  
149, 220, 119

**CMYK**  
40, 0, 70, 0

**Pantone**  
359C  
358U

## WhatsGreen+2

**HEX**  
#EAF4E5

**RGB**  
234, 244, 229

**CMYK**  
5, 0, 10, 0

**Pantone**  
9560C  
9544U

# Sunshine

## Sunshine-2

**HEX**  
#6D5A03

**RGB**  
109, 90, 3

**CMYK**  
0, 15, 100, 60

**Pantone**  
105C  
105U

## Sunshine-1

**HEX**  
#9F840D

**RGB**  
159, 132, 13

**CMYK**  
0, 15, 100, 25

**Pantone**  
104C  
103U

## Sunshine

**HEX**  
#F8CC07

**RGB**  
248, 204, 7

**CMYK**  
0, 15, 100, 0

**Pantone**  
Yellow C  
Yellow U

## Sunshine+1

**HEX**  
#FCDF5F

**RGB**  
252, 223, 95

**CMYK**  
0, 7, 50, 0

**Pantone**  
100C  
100U

## Sunshine+2

**HEX**  
#FCF4CE

**RGB**  
252, 244, 206

**CMYK**  
0, 2, 18, 0

**Pantone**  
9140C  
9060U



# Tangerine

## Tangerine-2

**HEX**  
#613700

**RGB**  
97, 55, 0

**CMYK**  
0, 70, 100, 70

**Pantone**  
1405C  
1405U

## Tangerine-1

**HEX**  
#C17717

**RGB**  
193, 119, 23

**CMYK**  
0, 50, 100, 25

**Pantone**  
1385C  
1385U

## Tangerine

**HEX**  
#FF9300

**RGB**  
255, 147, 0

**CMYK**  
0, 50, 100, 0

**Pantone**  
1375C  
1375U

## Tangerine+1

**HEX**  
#FFB85A

**RGB**  
255, 184, 90

**CMYK**  
0, 30, 50, 0

**Pantone**  
156C  
155U

## Tangerine+2

**HEX**  
#FDEFDC

**RGB**  
253, 239, 220

**CMYK**  
0, 5, 15, 0

**Pantone**  
9240C  
9224U

# Cinnabar

## Cinnabar-2

**HEX**  
#7C0F08

**RGB**  
124, 15, 8

**CMYK**  
0, 100, 100, 65

**Pantone**  
7629C  
181U

## Cinnabar-1

**HEX**  
#BC342B

**RGB**  
188, 52, 43

**CMYK**  
0, 100, 100, 40

**Pantone**  
2349C  
180U

## Cinnabar

**HEX**  
#E44436

**RGB**  
228, 68, 54

**CMYK**  
0, 90, 85, 0

**Pantone**  
7417C  
2347U

## Cinnabar+1

**HEX**  
#EC786F

**RGB**  
236, 120, 111

**CMYK**  
0, 60, 45, 0

**Pantone**  
2030C  
2030U

## Cinnabar+2

**HEX**  
#FCE5E3

**RGB**  
252, 229, 227

**CMYK**  
0, 10, 5, 0

**Pantone**  
9280C  
9285U

# Raspberry

## Raspberry-2

**HEX**  
#7E192A

**RGB**  
126, 25, 42

**CMYK**  
70, 100, 80, 0

**Pantone**  
188C  
195U

## Raspberry-1

**HEX**  
#BF2843

**RGB**  
191, 40, 67

**CMYK**  
40, 100, 70, 0

**Pantone**  
1955C  
193U

## Raspberry

**HEX**  
#D62946

**RGB**  
214, 41, 70

**CMYK**  
10, 100, 70, 0

**Pantone**  
1935C  
192U

## Raspberry+1

**HEX**  
#EC8697

**RGB**  
236, 134, 151

**CMYK**  
0, 70, 30, 0

**Pantone**  
183C  
197U

## Raspberry+2

**HEX**  
#FDE8EC

**RGB**  
253, 232, 236

**CMYK**  
0, 10, 3, 0

**Pantone**  
9301C  
9061U

# Fuchsia

## Fuchsia-2

**HEX**  
#801A5B

**RGB**  
128, 26, 91

**CMYK**  
30, 100, 0, 50

**Pantone**  
255C  
249U

## Fuchsia-1

**HEX**  
#B43385

**RGB**  
180, 51, 133

**CMYK**  
20, 90, 0, 15

**Pantone**  
2069C  
2415U

## Fuchsia

**HEX**  
#CD3292

**RGB**  
205, 50, 146

**CMYK**  
20, 90, 0, 0

**Pantone**  
Purple C  
2395U

## Fuchsia+1

**HEX**  
#E092C3

**RGB**  
224, 146, 195

**CMYK**  
7, 20, 0, 0

**Pantone**  
2065C  
250U

## Fuchsia+2

**HEX**  
#FBEAF5

**RGB**  
251, 234, 245

**CMYK**  
4, 8, 0, 0

**Pantone**  
9320C  
9022U

# Lavender

## Lavender-2

**HEX**  
#49315D

**RGB**  
73, 49, 93

**CMYK**  
80, 100, 0, 30

**Pantone**  
2627C  
2222U

## Lavender-1

**HEX**  
#714D90

**RGB**  
113, 77, 144

**CMYK**  
80, 100, 0, 0

**Pantone**  
268C  
2222U

## Lavender

**HEX**  
#9640E0

**RGB**  
150, 64, 224

**CMYK**  
60, 80, 0, 0

**Pantone**  
266C  
265U

## Lavender+1

**HEX**  
#B682E3

**RGB**  
182, 130, 227

**CMYK**  
40, 50, 0, 0

**Pantone**  
2645C  
2635U

## Lavender+2

**HEX**  
#F3E8FC

**RGB**  
243, 232, 252

**CMYK**  
4, 6, 0, 0

**Pantone**  
9340C  
9345U

## Jet-1

**HEX**  
#1C1C1C

**RGB**  
28, 28, 28

**CMYK**  
0, 0, 0, 100

**Pantone**  
433C  
433U

## Jet

**HEX**  
#262626

**RGB**  
38, 38, 38

**CMYK**  
0, 0, 0, 85

**Pantone**  
Cool Grey 11C  
432U

## Jet+1

**HEX**  
#333333

**RGB**  
51, 51, 51

**CMYK**  
0, 0, 0, 80

**Pantone**  
–  
431U

## Jet+2

**HEX**  
#404040

**RGB**  
64, 64, 64

**CMYK**  
0, 0, 0, 75

**Pantone**  
Cool Grey 10C  
430U

## Jet+3

**HEX**  
#4D4D4D

**RGB**  
77, 77, 77

**CMYK**  
0, 0, 0, 70

**Pantone**  
Cool Grey 9C  
429U

## Jet+4

**HEX**  
#595959

**RGB**  
89, 89, 89

**CMYK**  
0, 0, 0, 65

**Pantone**  
Cool Grey 8C  
–

## Medium

**HEX**  
#808080

**RGB**  
128, 128, 128

**CMYK**  
0, 0, 0, 50

**Pantone**  
Cool Grey 5C  
Cool Grey 5U

## Snow-3

**HEX**  
#CCCCCC

**RGB**  
204, 204, 204

**CMYK**  
0, 0, 0, 12

**Pantone**  
Cool Grey 1C  
Cool Grey 1U

## Snow-2

**HEX**  
#D9D9D9

**RGB**  
217, 217, 217

**CMYK**  
0, 0, 0, 9

**Pantone**  
9101C  
9101U

## Snow-1

**HEX**  
#E6E6E6

**RGB**  
230, 230, 230

**CMYK**  
0, 0, 0, 6

**Pantone**  
9100C  
–

## Snow

**HEX**  
#F2F2F2

**RGB**  
242, 242, 242

**CMYK**  
0, 0, 0, 3

**Pantone**  
–  
–

## Snow+1

**HEX**  
#FAFAFA

**RGB**  
250, 250, 250

**CMYK**  
0, 0, 0, 0

**Pantone**  
–  
–



**messenger**people  
by **sinch**