

# Voys

# **Brand manual**



**This is a publication of**  
Fitbrand

**On behalf of**  
Voys

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**VOYS** 

Voys helps companies with creating the future  
workspace: with our flexible communication  
products and the inspirational way of working.

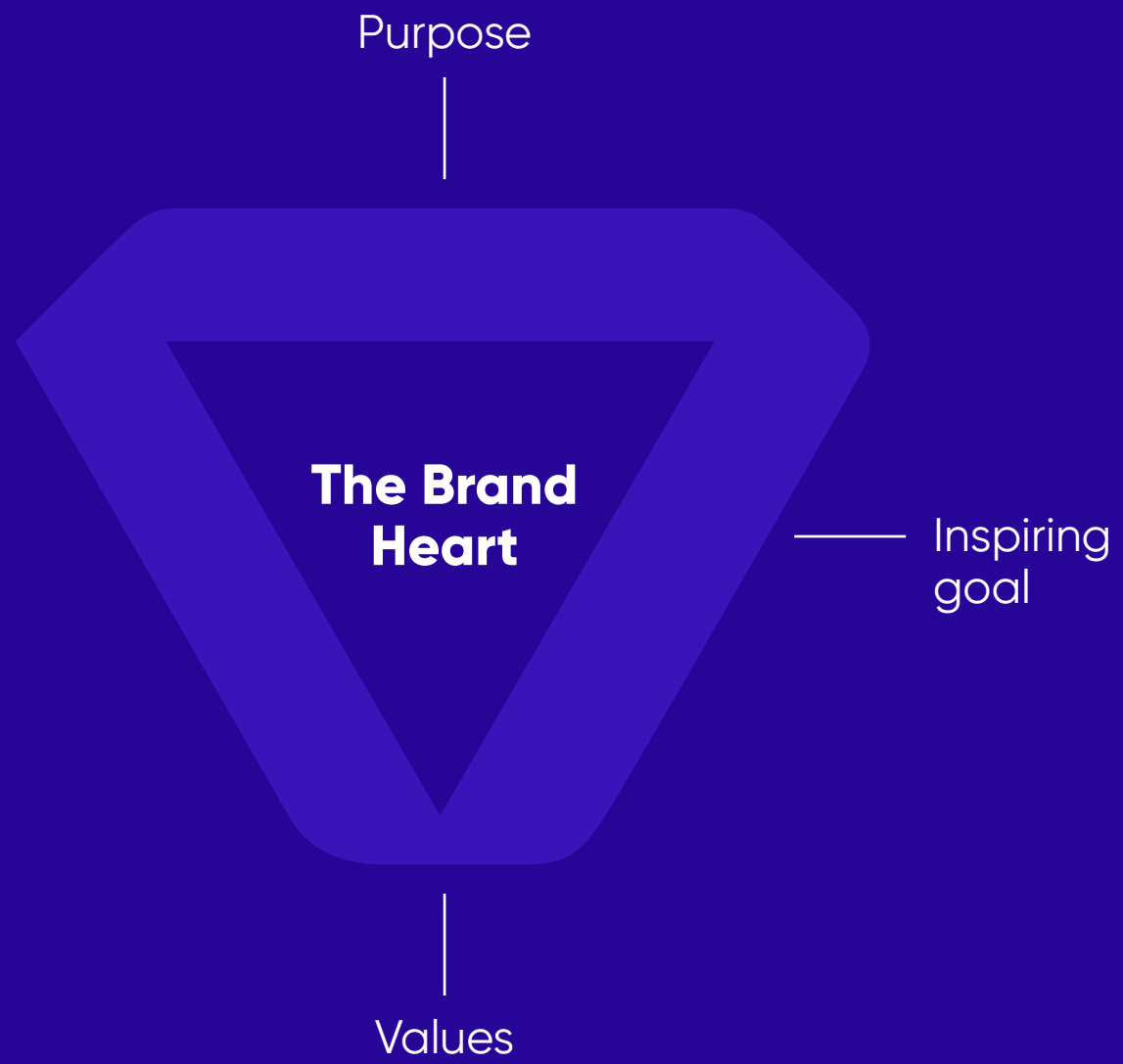


BRAND STRATEGY

# The brand heart

# 01







### **Purpose**

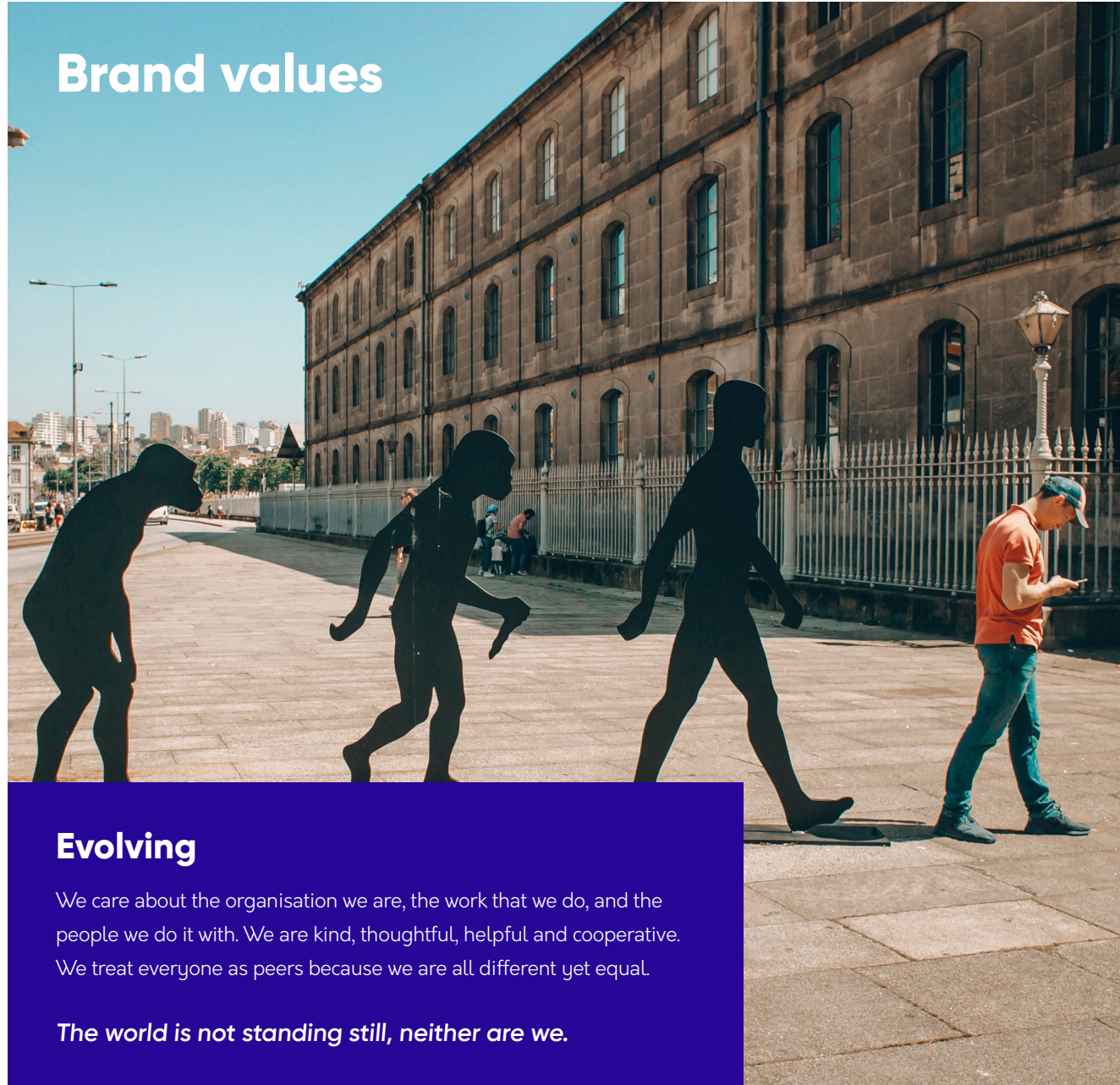
We facilitate better relations  
between people.

### **Inspiring goal**

We facilitate 1 million end-users to build  
better relations while showing five times that  
amount how you can be a force for good.



## Brand values



### Evolving

We care about the organisation we are, the work that we do, and the people we do it with. We are kind, thoughtful, helpful and cooperative. We treat everyone as peers because we are all different yet equal.

*The world is not standing still, neither are we.*

### Supportive

We care about the organisation we are, the work that we do, and the people we do it with. We are kind, thoughtful, helpful and cooperative. We treat everyone as peers because we are all different yet equal.

*We have faith in others.*



### Open

We are open and transparent in what we do, how we do it, and why we do it. We develop open technology with an open mindset and we share our knowledge freely.



BRAND IDENTITY

Logo

02





# Logos

We use our logo in three different ways.

## 1. Voys logo

This is our representational mark. Primarily used internally on our own channels, and in partnerships when locked up with other logos.

## 2. Boxed logo

The boxed version of the logo enables us to use its white version.

## 3. Logomark

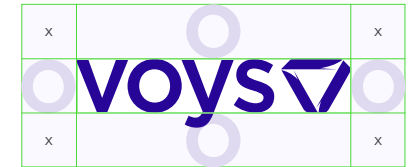
The quickest way of saying 'Voys' without spelling it out, the logomark represents everything our brand is about.

You can find a more detailed explanation on [when and where to use each version of the logo to the right.](#)

Voys logo →



Clearspace →



Boxed logo →



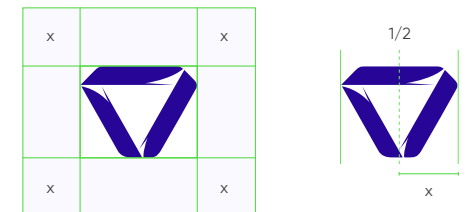
Clearspace →



Logomark →



Clearspace →

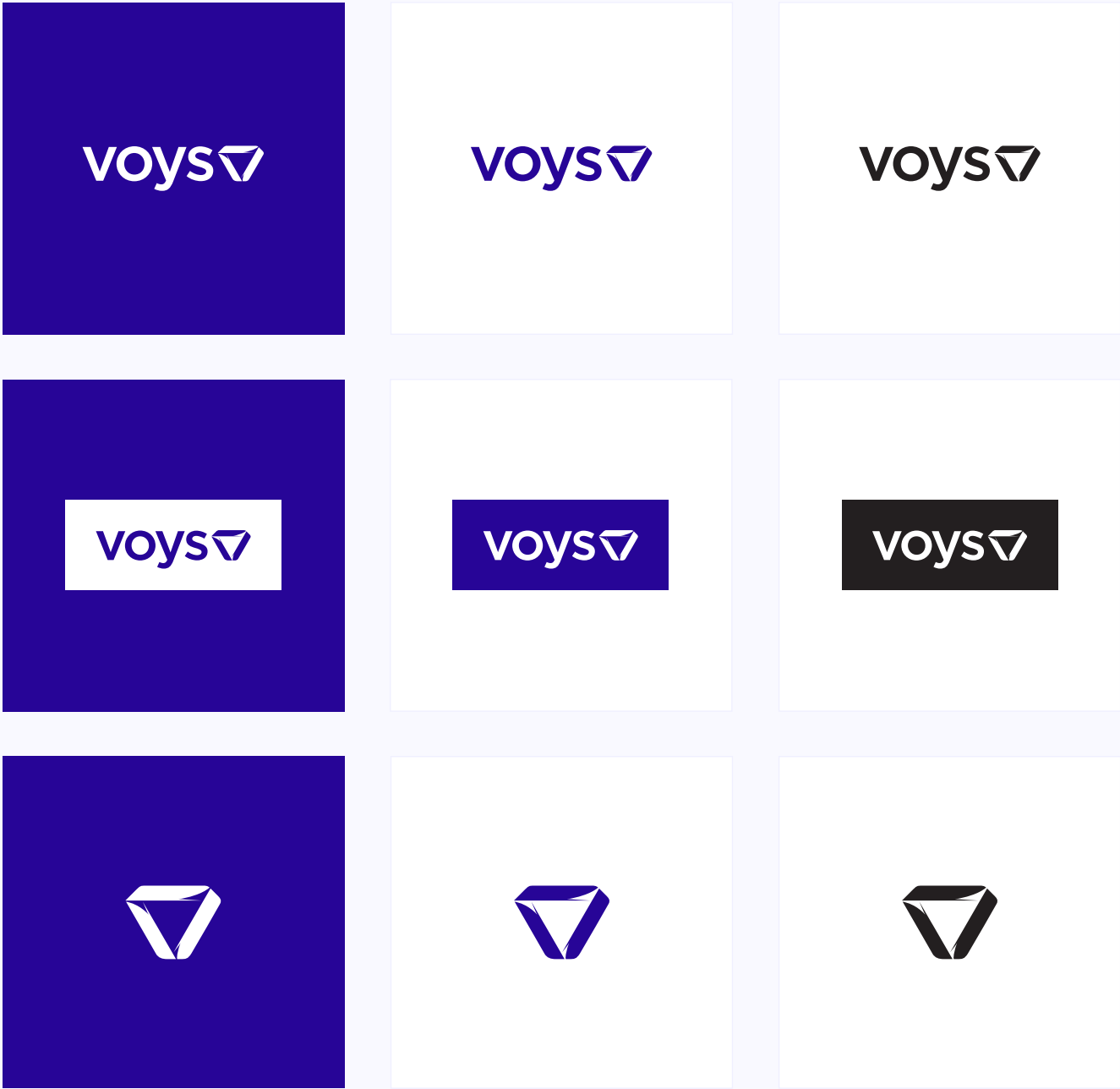


# Logo colors

The logo can be applied in the following ways.

The logo hierarchy is shown from left to right. The primary logo color is white on a Voys Blue background. If that is not possible it will be displayed in diapositive; Voys Blue on white. The black version is the last resort if it shouldn't stand out too much or is used in black and white print.

If the logo is hard to read, for example because it is used on a photo, always use our boxed logo or use the logomark.





# Logo usage

On the following pages you can see how the logo, the logomark and the boxed logo are applied in all kinds of communication.

## Clearspace exceptions

The logo placement depends on the type of communication and use.



Favicon



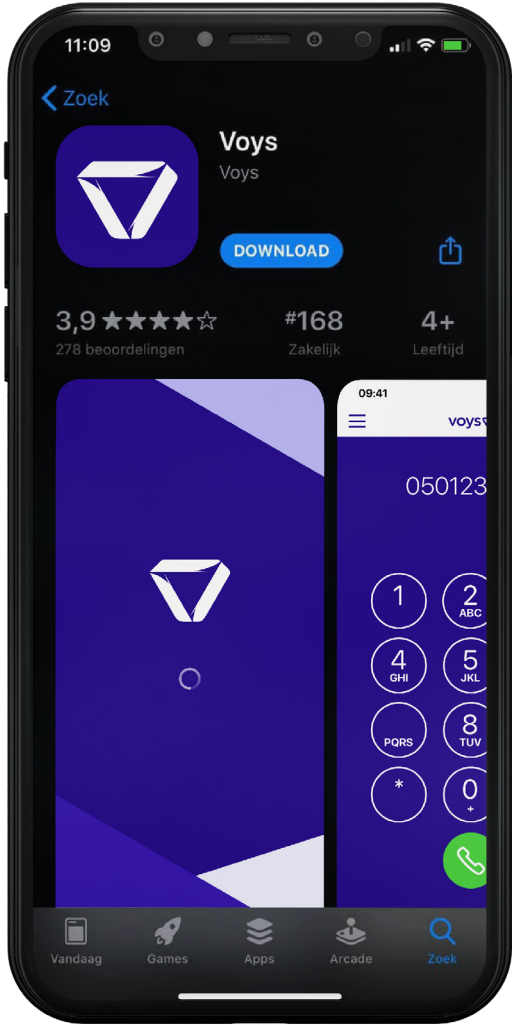
App icon



Social media circle



Social media square



BRAND IDENTITY

# Typography

03

# Typography

## Weights

Our brand typeface, Gilroy, comes in ten weights from thin to black. We most commonly use Light, Regular, Bold, and Extra Bold.

**Alternative:** Use Montserat when Gilroy is not available.

## Styles

Gilroy comes in twenty styles including a full set of italics that can be (tastefully) used to add emphasis.

## Bodytext

We use Orkney for all our bodytexts. Orkney, comes in four weights from light to bold.

**Alternative:** Use the good old Helvetica for body texts when Orkney is not available.

## Gilroy / Titels

Aa

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz

## Orkney / Bodytext

Aa

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz

TO SPICE UP  
THE BRAND WE USE  
THE SMOOTHY FONT.

**Note:** Use this font carefully or do not use it.

## Smoothy / Special texts

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz



Pairings

It is important to maintain these type pairings as shown below. This allows for clarity, consistency, and a strong hierarchy for all communications.

Hierarchy

Extra bold weight should be paired with Regular weight, and Bold weight should be paired with Light weight.

Option 1

Extra bold

Header

Regular

Subhead

Option 2

Bold

Header

Light

Subhead

This headline is three lines and set in extra bold

This subhead is 1/2 the point size of the headline and set in regular

voys

This headline is three lines and set in bold

This subhead is 1/2 the point size of the headline and set in light

voys



H1 title can be scaled up to 2/3 of the page width

Recommended H2 title size is 60% of the headline size

Body copy should be set in either orkney regular or light. The recommended type size is 1/4 of the headline size. although we leave it up to the designer to choose size that fits each unique layout.

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each unique layout. Body copy should be set in either orkney regular or light. The recommended type size is 1/4 of the headline size. although we leave it up to the designer to choose size that fits each unique layout.

“Pull quotes should be set using Gilroy-Semibold at 1/2 of the tagline size with hanging quotation marks, and can be colored to match te content.”

- List items set in Orkney regular or light
- Equal to body copy size
- Set line spacing to 2x type size

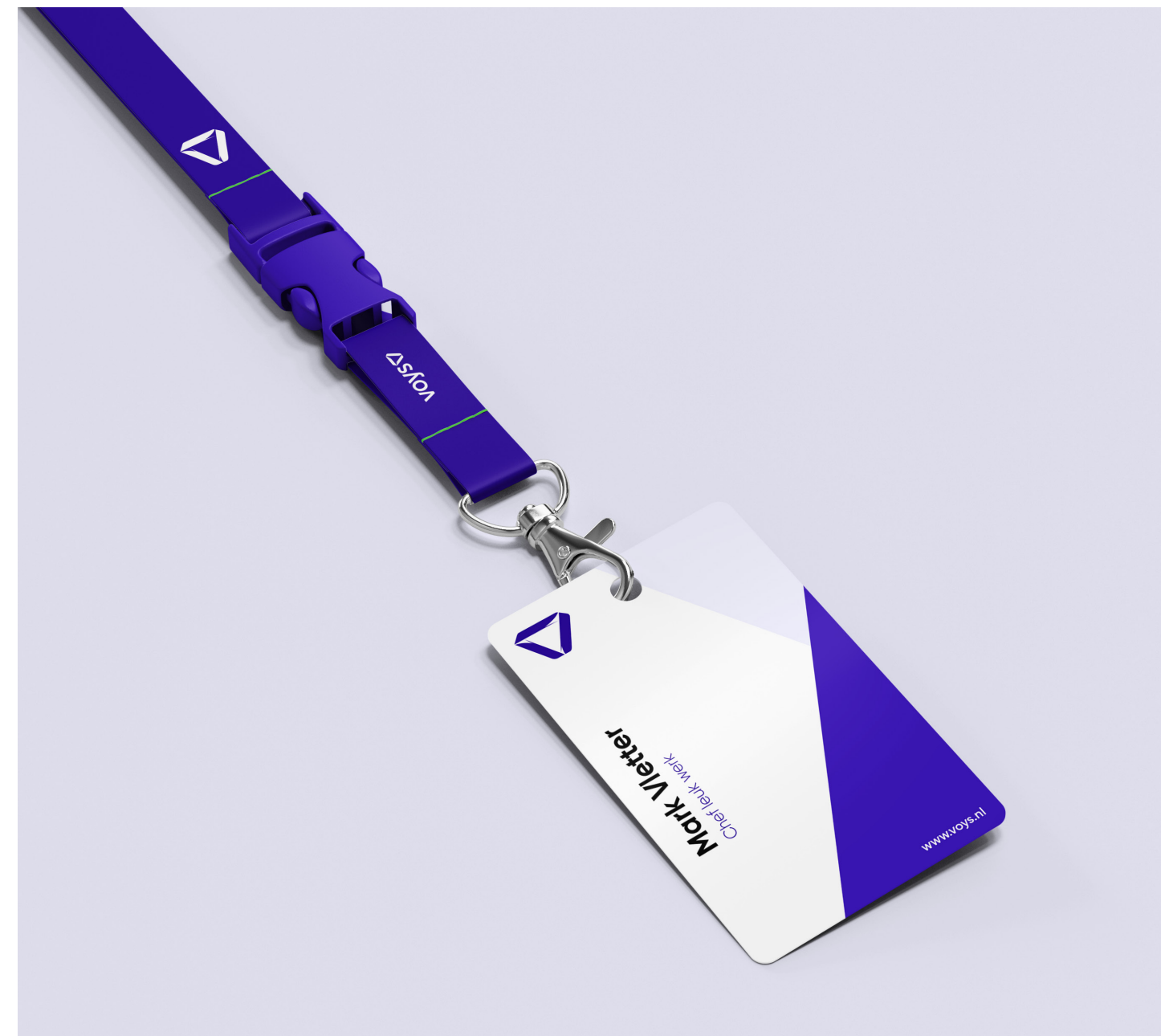
Statics should be

60% of the healine size

60% of the healine size

Example text







BRAND IDENTITY




# Color

# 04



# Color palette

Our core colors we use to express ourselves in the most direct, Voys way possible. The Core Palette consists of three swatches:

-  Voys Blue
-  Black
-  White

## Usage

When designing for digital, use RGB or HEX.

When designing for print, PMS is your friend. CMYK is the acronym of last resort.

**Voys Blue**  
HEX: #270597  
CMYK: (100, 96, 6, 1)  
RGB: 39, 5, 151  
PMS: (2735 C)

## Functional colors

**Black**  
HEX: #000000  
CMYK: 50,50,50,100  
RGB: 0, 0, 0  
PMS: BLACK 6 C

**White**  
HEX: FFFFFFFF  
CMYK: 0, 0, 0, 0,  
RGB: 255, 255, 255  
PMS: WHITE

## Accent colors

**Modern Lime**  
HEX: #4AD938  
CMYK: 65, 0, 96, 0  
RGB: 74, 217, 56  
PMS: (802C)

**Aqua**  
HEX: #00FFFF  
CMYK: 59, 0, 22, 0  
RGB: 0, 255, 255  
PMS: 319

**Coral**  
HEX: #FF4D5B  
CMYK: 0, 72, 61, 0  
RGB: 255, 77, 91  
PMS: 178

## Background colors

**Ice**  
RGB: 240, 240, 250  
CMYK: 5, 8, 0, 3  
HEX: F0F0FF  
PMS: 664

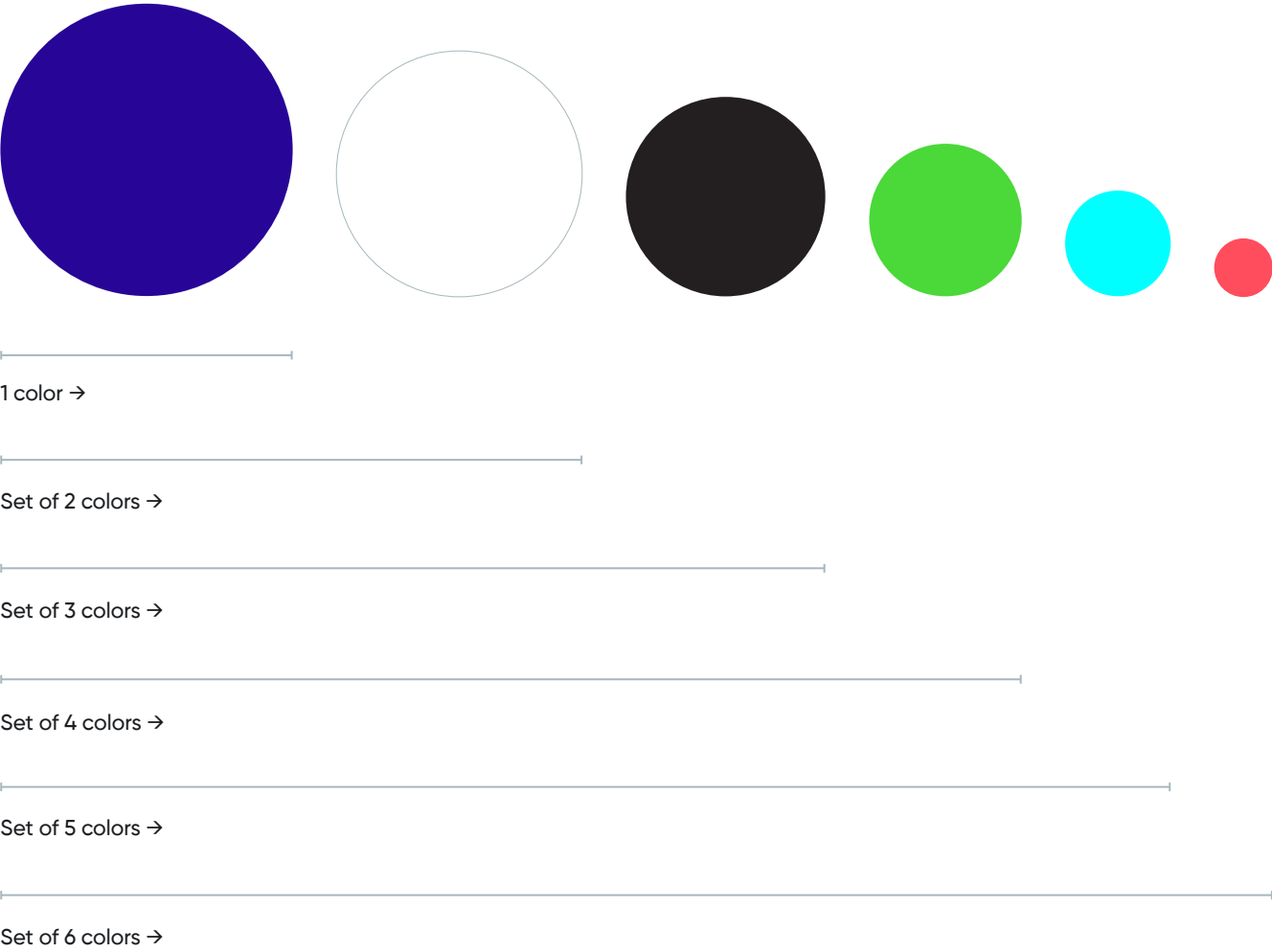
**Regal Frost**  
RGB: 183, 178, 248  
CMYK: 18, 22, 0, 1  
HEX: B7B2F8  
PMS: 665

**Royal Blue**  
RGB: 59, 20, 185  
CMYK: 91, 86, 0, 0  
HEX: 3B14B9  
PMS: 2726 C

Hierarchy in usage

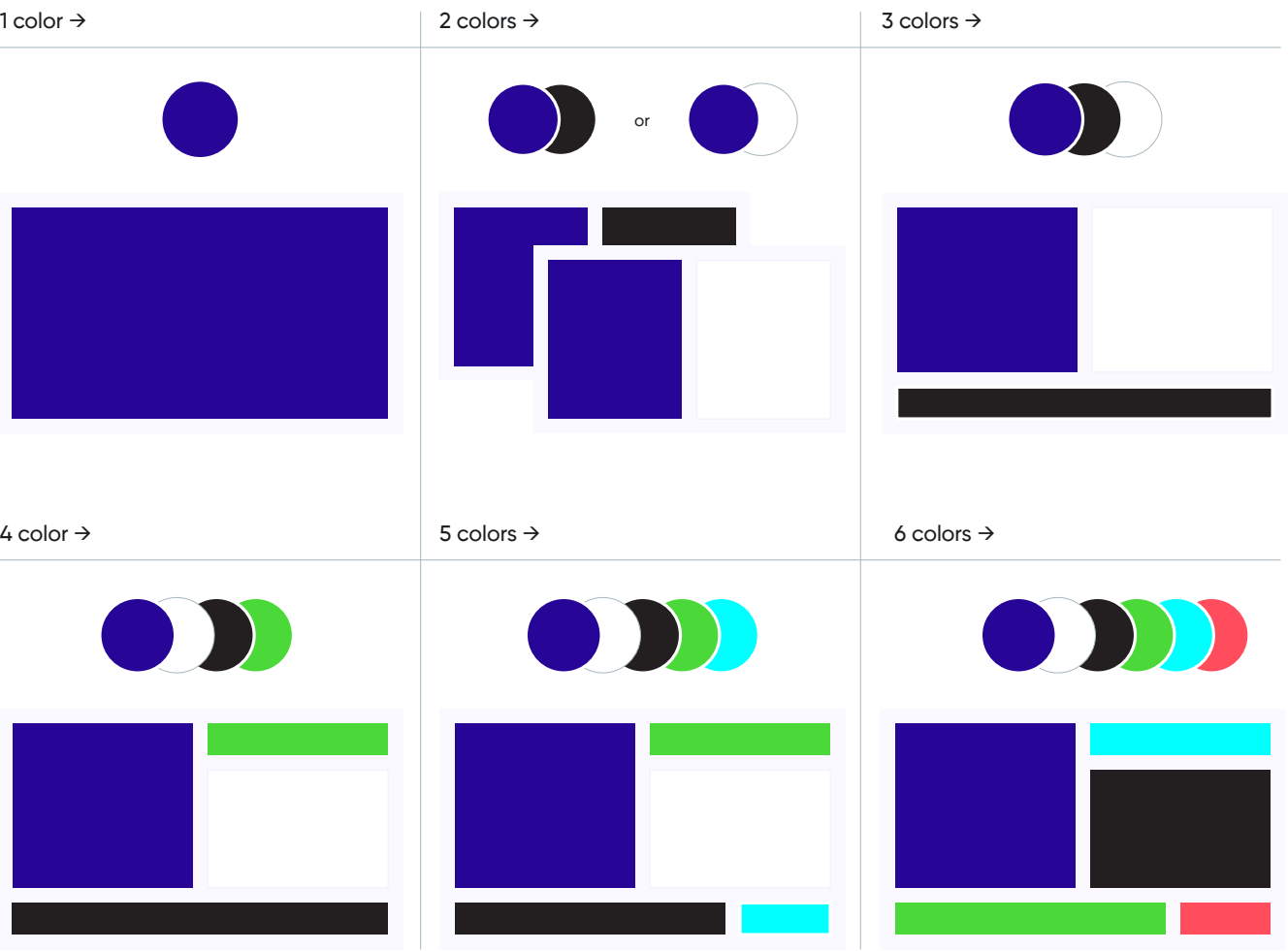
In total we work with six colors, of which we most frequently use the earlier mentioned Voys Blue, black and white. Apart from those three, we have modern lime, aqua and coral.

As the order indicates, the colors should be used from frequent to occasional.



Color usage

As you can see below, the hierarchy determines how much of which color you use.



BRAND IDENTITY

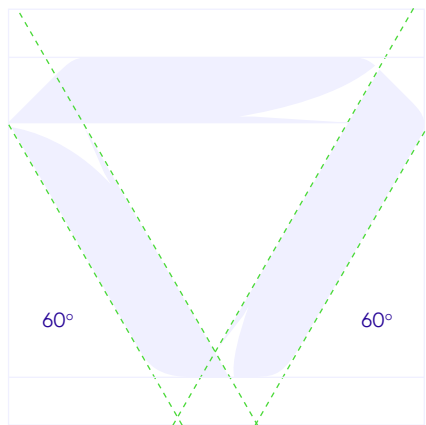
# Design elements

05



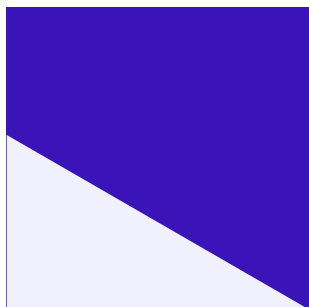
# Design element 1

The first design element we use is based on our logomark which is made up of three equal sides that are at an angle of 60 degrees. This 60 degree angle, or if you like, the remaining 30 degrees is used as below.

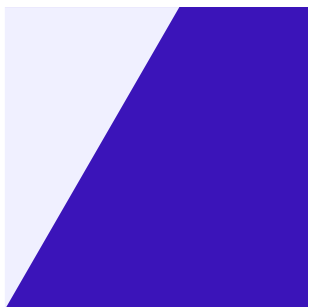


## Examples

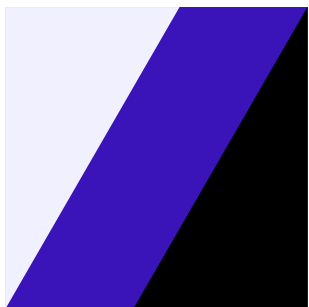
1. Single shape →



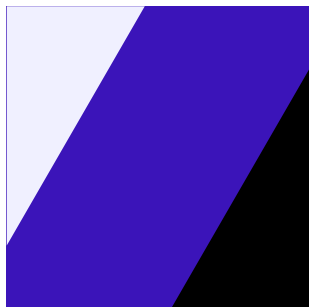
2. Single shape rotated →



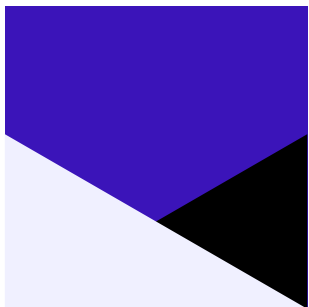
3. Multiple shapes →



4. Multiple shapes resized →



5. Shapes overlap →



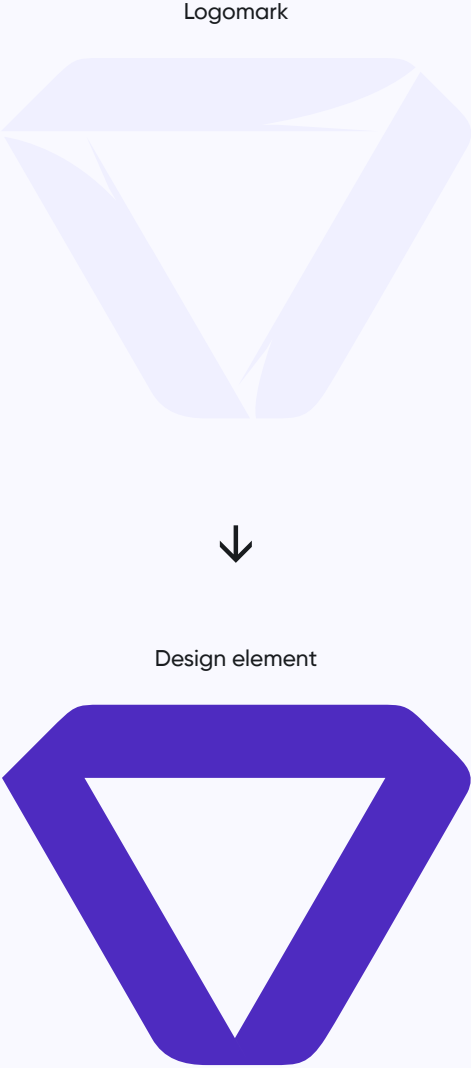
6. Shapes overlap resized →



# Design element 2

The second design element is a modification of our logo-mark. This more solid version can be both enlarged and reduced without losing any detail.

Whether its projected on an immense wall, a tiny key ring or on a bag, the element remains intact.



BRAND IDENTITY

# Illustration & Icons

06



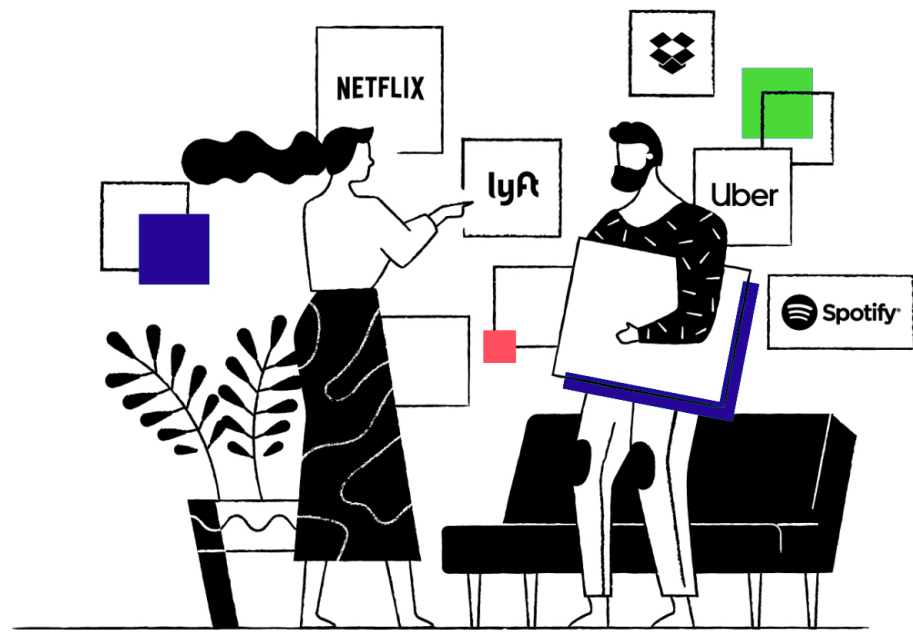
# Illustration

## Clear pictures for complex things

Marketing can be complicated, but Voys makes it easier. Our new illustration style allows us to communicate about complex tools and marketing practices in a simpler and more human way. Our new illustration style, light, modern, bit of hipster, acts as the perfect counterpoint to the standardized core brand elements.

## Illustration Summary

- 01. Easy to understand
- 02. Playful & personal touch
- 03. Use of the accent colors



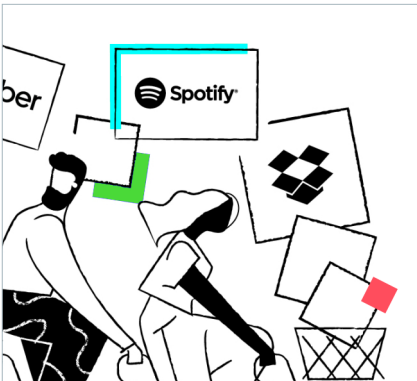
## Principles

### Brush lines



When on white, our illustration is black brush lines and black fills based.

### Black and accent colors



We use black as a base and our accent colours to make it pop!

### Black or white



On a dark background we use white instead of black for the strokes and fills.

## Colors

<b>Black</b> HEX: #000000 CMYK: 50,50,50,100 RGB: 0,0,0 PMS: BLACK 6 C	<b>White</b> HEX: FFFFFFFF CMYK: 0, 0, 0, 0, RGB: 255, 255, 255 PMS: WHITE	<b>Modern Lime</b> HEX: #4AD938 CMYK: 65, 0, 96, 0 RGB: 74, 217, 56 PMS: (802C)	<b>Aqua</b> HEX: #00FFFF CMYK: 59, 0, 22, 0 RGB: 0, 255, 255 PMS: 319	<b>Coral</b> HEX: #FF4D5B CMYK: 0, 72, 61, 0 RGB: 255, 77, 91 PMS: 178
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# Icons


Simple shapes, clean lines, limited color give our icons a modern feel and make it easy to digest and understand at a glance.

## Color usage








When we place an icon on white, we can choose to use the black or Voys purple color. When the icons are placed on a colored background, as shown in the brand colors, white is our go to color.








When the background gets lighter than the lightest voys purple the color of the icon turns to black again.



















Color usage












Background usage








## FEATURES


# How does the Voys Freedom app improve your life?

These are the advantages of using your business phone number on your private phone.




**Don't mix your business life with your private life**

You don't have to give your private number to a business contact anymore. Business remains business, personal remains personal.




**No extra telephones**

With the Voys Freedom app, you don't need to carry around two phones to keep personal and business separate. One phone with two numbers is all you need.




**Professional appeal**

A business phone number has way more professional appeal for your customers than a mobile phone number.



**Know who's calling**

You can see on your screen that someone is calling your company phone number, so you can answer like a professional.



**Available anywhere**

With the Freedom app, your company phone number isn't stuck to just one location. You can answer your customers' phone calls anywhere.

BRAND IDENTITY

# Visual examples

07



# Producten en diensten

van Voys Duitsland







VoIP-telefonie van Voys

Wat betekent dat eigenlijk, VoIP? De term staat voor Voice over IP, oftewel bellen over internet. Wie klant is bij Voys, heeft toegang tot een online telefooncentrale. Hierin beheer je je telefonische bereikbaarheid. Zo kun je eenvoudig je diensten uitbreiden of juist afschalen. Zolang je internet hebt, kun je met onze telefonie bellen met je vaste zakelijke telefoonnummer. Ook als je onderweg bent, weleens switcht van werkplek of een dagje thuiswerk.

Wat heb je nodig?

- ✓ Een goede internetverbinding
- ✓ Onze webbased online beheeromgeving
- ✓ Een telefoonnummer
- ✓ Een desktop, laptop of mobiele telefoon
- ✓ Indien je een vast telefoonbestel wilt gebruiken: een VoIP-toestel

Kosten



Kosten per gebruiker per maand

€17,99



Kosten per telefoonnummer per maand


€2,00

Je bent al Voys-klant vanaf 19,99 euro per maand.



Brochure

### Mitel and Google Cloud Contact Center AI




#### Virtual Agent

Empower customers to self serve using an intelligent chatbot.

NLP to identify customer intent and automatically respond accurately

Seamlessly pivot with context/transcripts to live agent assist



#### Agent Assist

AI stays active in the conversation after escalation to a live agent, for real-time coaching

Prompt agents with the most relevant, accurate information to ensure consistent communications



#### AI Analytics

Leverages natural language processing to identify the reasons customers are contacting your business

Provides trend analysis on areas for improving products, interfaces, and available information

Continuously improve CX





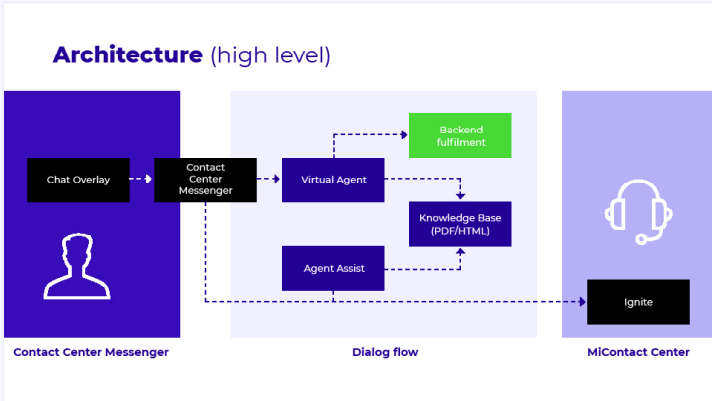
# Call Recording

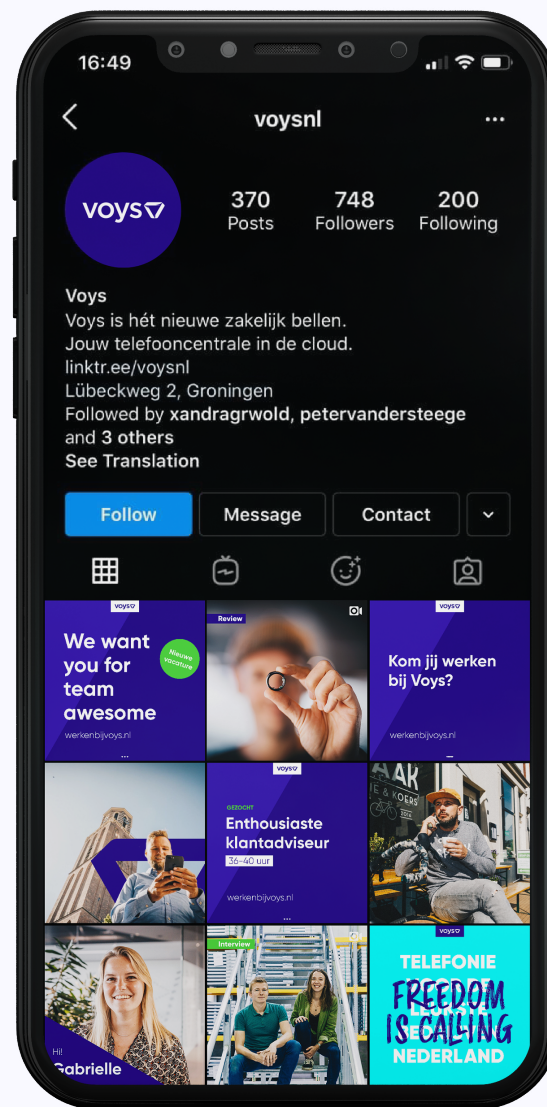
Opnemen, opslaan en afspelen.



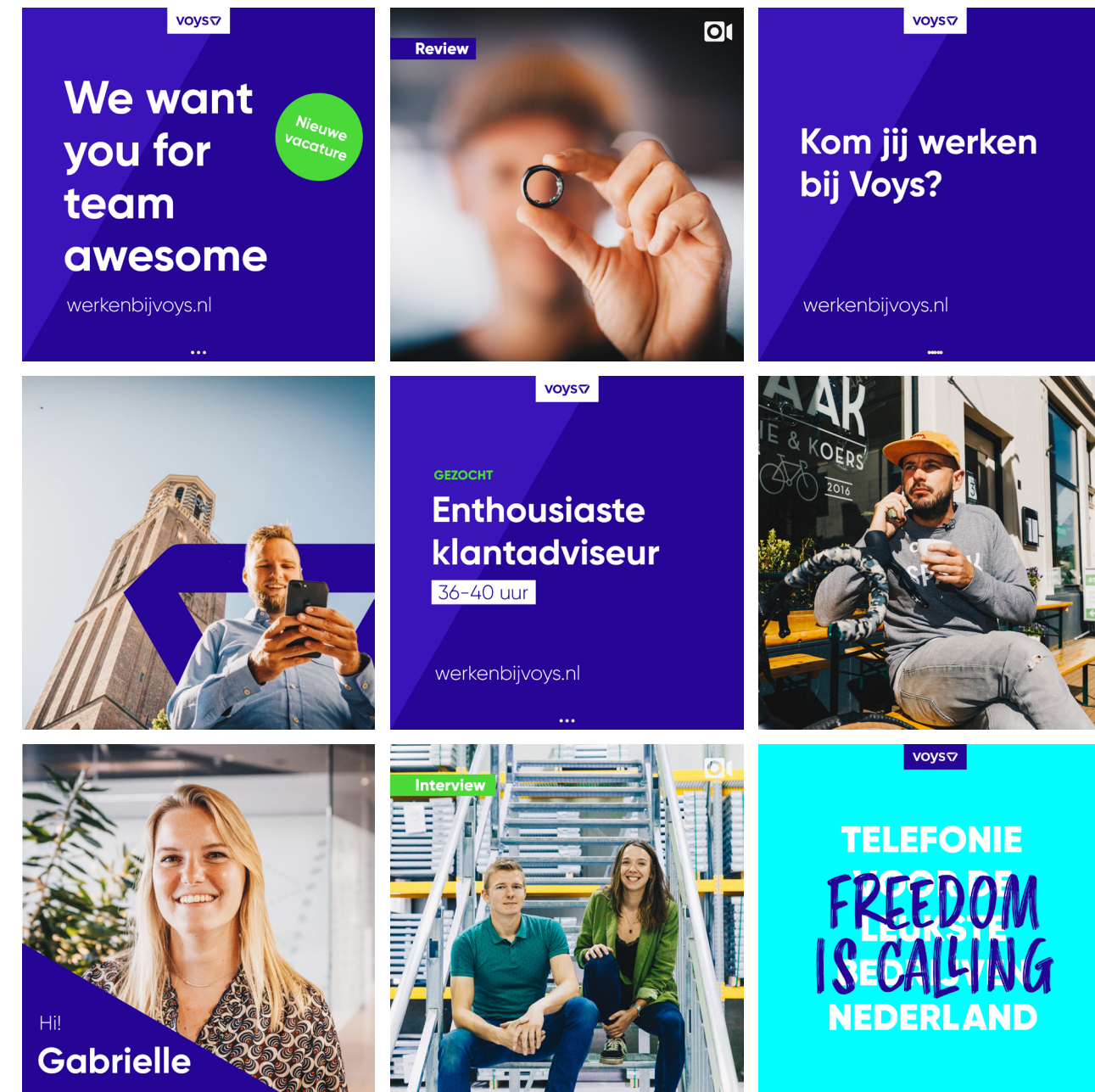


Presentation





Social media



voys 