

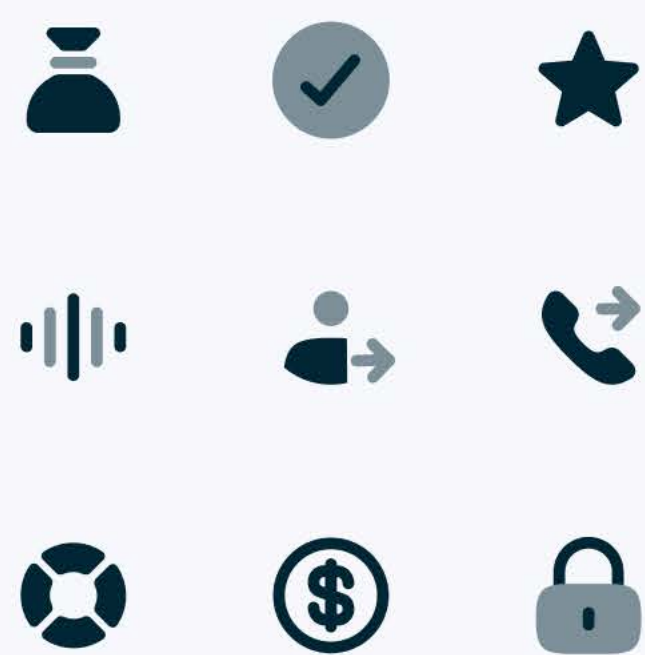


Brand Guidelines



FELLIX | BOLD

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz ?!&
@ \$€£¥
0123456789



Purple

Blue

Yellow

Pink

Orange



Index



BRAND GUIDELINES

Version 1.0 | 2023

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01 Logo

Primary logo

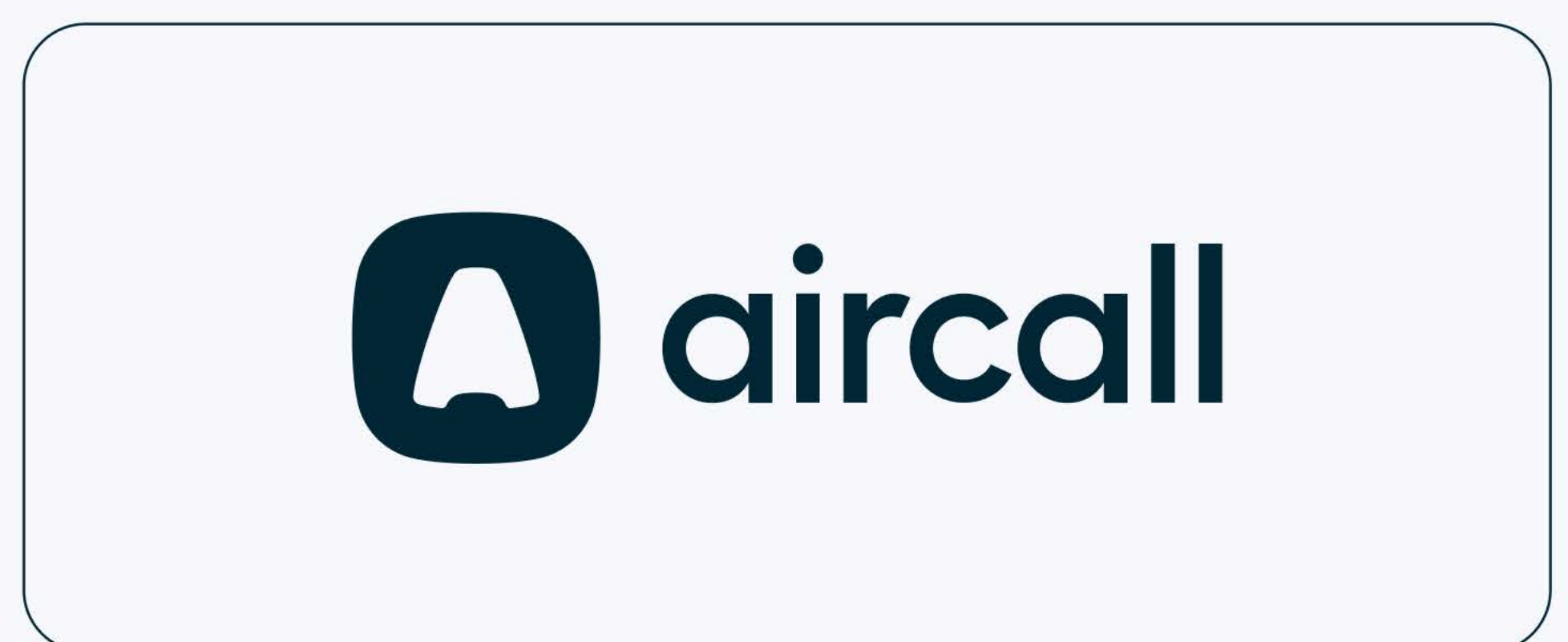


This is the logo we use the most – it comes in green, black, and white. This ensures perfect legibility and association with our brand colors.

Secondary logos



If the background is dark, we need to ensure maximum legibility – that's why we always use the white logo in such cases.



The black version of the logo works great when we don't want to bring ourselves too much attention. Aircall's webinars are a good example of this usage, where the spotlight is on the event itself.

Clearspace







When placing the logo, it is important to give it enough space from the margins and other elements of the surface on which it is displayed. The principle of clearspace is simple. The icon equals 1X.

- Clearspace height = 1/2 icon height
- Clearspace width = 1/2 icon width



Sizing

Our logo is designed to work in all sizes. The minimum size of the logo is set at 16 px height, which ensures good readability. There is no defined maximum size.

	96PX
	80PX
	64PX
	48PX
	32PX
	16PX

Lock-ups

SUB-BRANDS



WEBPAGES



PARTNERSHIPS



PARTNERSHIPS MONO



Misuse

Our logo should always be treated with love and respect. It should not be re-imagined, altered or modified in any way. As a general rule, do not adjust or modify the logo in any way. Below are some examples of what not to do.



DON'T PLACE THE LOGO IN A CONTAINER



DON'T ADD BORDER STROKES TO THE LOGO



DON'T APPLY ANY EFFECTS TO THE LOGO



DON'T ALTER THE PROPORTIONS / RATIO OF THE LOGO



DON'T ALTER THE SPACE BETWEEN LETTERS

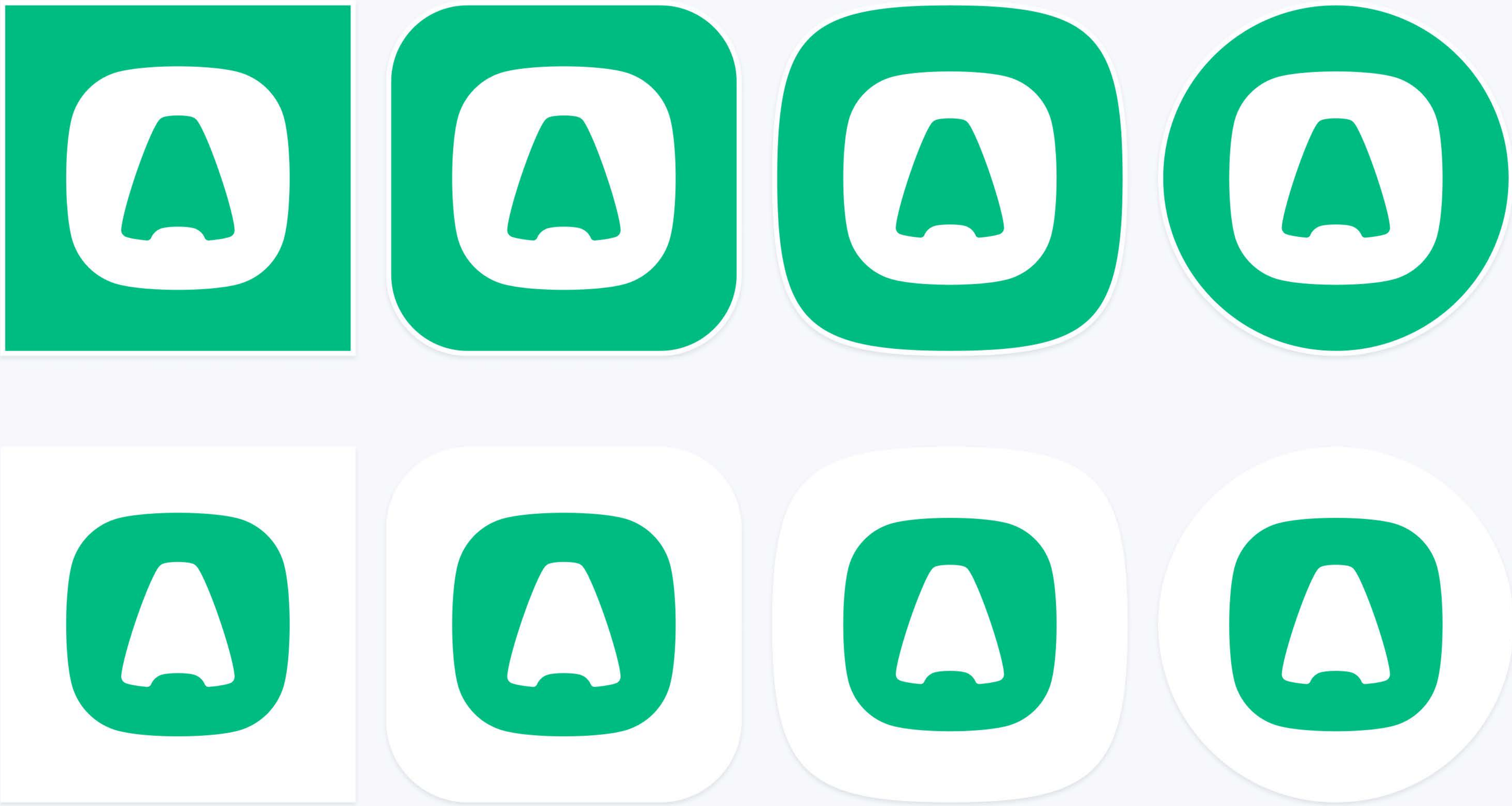


DON'T ROTATE THE LOGO



DON'T CHANGE THE COLOUR OF THE LOGO

Social medias



02 Colors

Aircall Green

Our primary color is Aircall Green. It is derived from the fundamental use of our product – answering an incoming call. It is present in our logo, CTAs, and main brand-awareness touchpoints.

Brand Green

HEX #00BD82
RGB 0 | 189 | 130
CMYK 74 | 0 | 23 | 26

HEX #C2FFEC CMYK 24 | 0 | 7 | 0

HEX #5BF1B2 CMYK 59 | 0 | 25 | 5

HEX #06AB78 CMYK 65 | 0 | 20 | 33

HEX #00724E CMYK 45 | 0 | 14 | 55

Brand colour palette

The brand's colour palette has been designed to meet all our marketing and communication needs, as well as the product interface. This strengthens the brand identity.

Purple

HEX #6955DA
RGB 105 | 85 | 218
CMYK 44 | 52 | 0 | 15

HEX #E1DDF8

HEX #A69FEA

HEX #6955DA

HEX #2022AE

Blue

HEX #3086EE
RGB 48 | 134 | 238
CMYK 75 | 41 | 0 | 7

HEX #D6E7FC

HEX #74B5FF

HEX #3086EE

HEX #005ABB

Yellow

HEX #FFC000
RGB 255 | 192 | 0
CMYK 0 | 25 | 100 | 0

HEX #FFF2CC

HEX #FFE185

HEX #FFC000

HEX #F49C17

Pink

HEX #E85B79
RGB 232 | 91 | 121
CMYK 0 | 55 | 44 | 9

HEX #FADEE4

HEX #FF8DA8

HEX #E85B79

HEX #B1264D

Orange

HEX #FF5D3E
RGB 255 | 93 | 62
CMYK 0 | 64 | 76 | 0

HEX #FFEEEE

HEX #FF906A

HEX #FF5D3E

HEX #EA3815

Backgrounds & texts colors

Legibility is important to us. This is why for each typography level we use a different shade of color. This makes the text easier to read and prevents eye-fatigue.

Cobalt

HEX #012635
RGB 1 | 38 | 53

Dark Blue

HEX #073F56
RGB 7 | 63 | 86

Light Grey

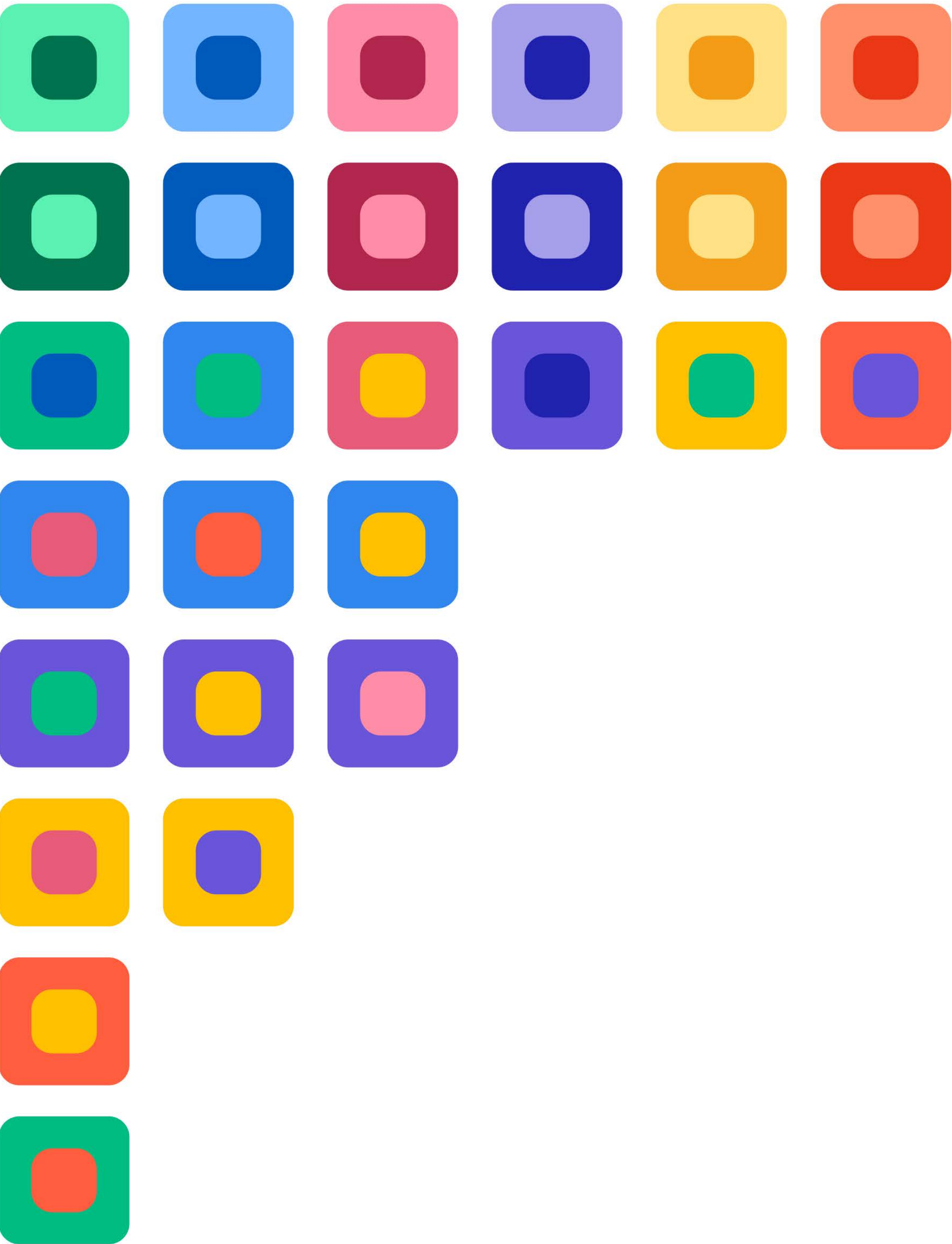
HEX #F7F8FC
RGB 247 | 248 | 252

White

HEX #FFFFFF
RGB 255 | 255 | 255

Colors combination

As a designer, color is both the most powerful and extensive tool at your disposal. To spark inspiration for your design creations, here are some color combinations to consider.



03 Typography

Typeface

Our main typography is Fellix. It helps us maintain a distinctive look and comes in four different weights. We use it for our main communications, and it is present both on our website and in our product.

Aircall Fellix

Headings

FELLIX | BOLD

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy
Zz ?!&
@ \$€£¥
0123456789

FELLIX | SEMIBOLD

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy
Zz ?!&
@ \$€£¥
0123456789

Body Copy

FELLIX | MEDIUM

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy
Zz ?!&
@ \$€£¥
0123456789

FELLIX | REGULAR

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy
Zz ?!&
@ \$€£¥
0123456789

Heading styles

H1

The connected business phone for your CRM & helpdesk

Font: Fellix Weight: Bold Font Size: 72 Line Height: 68 px Letter Spacing: -3 %

H2

Smarter conversations, in a few minutes

Font: Fellix Weight: Bold Font Size: 56 Line Height: 60 px Letter Spacing: -2 %

H3

Maximize productivity with added features

Font: Fellix Weight: Bold Font Size: 48 Line Height: 52 px Letter Spacing: -2 %

H4

We believe in the power of conversation

Font: Fellix Weight: SemiBold Font Size: 40 Line Height: 44 px Letter Spacing: -2 %

H5

Key features for support teams

Font: Fellix Weight: SemiBold Font Size: 32 Line Height: 40 px Letter Spacing: -2 %

H6

A flexible voice solution for your business

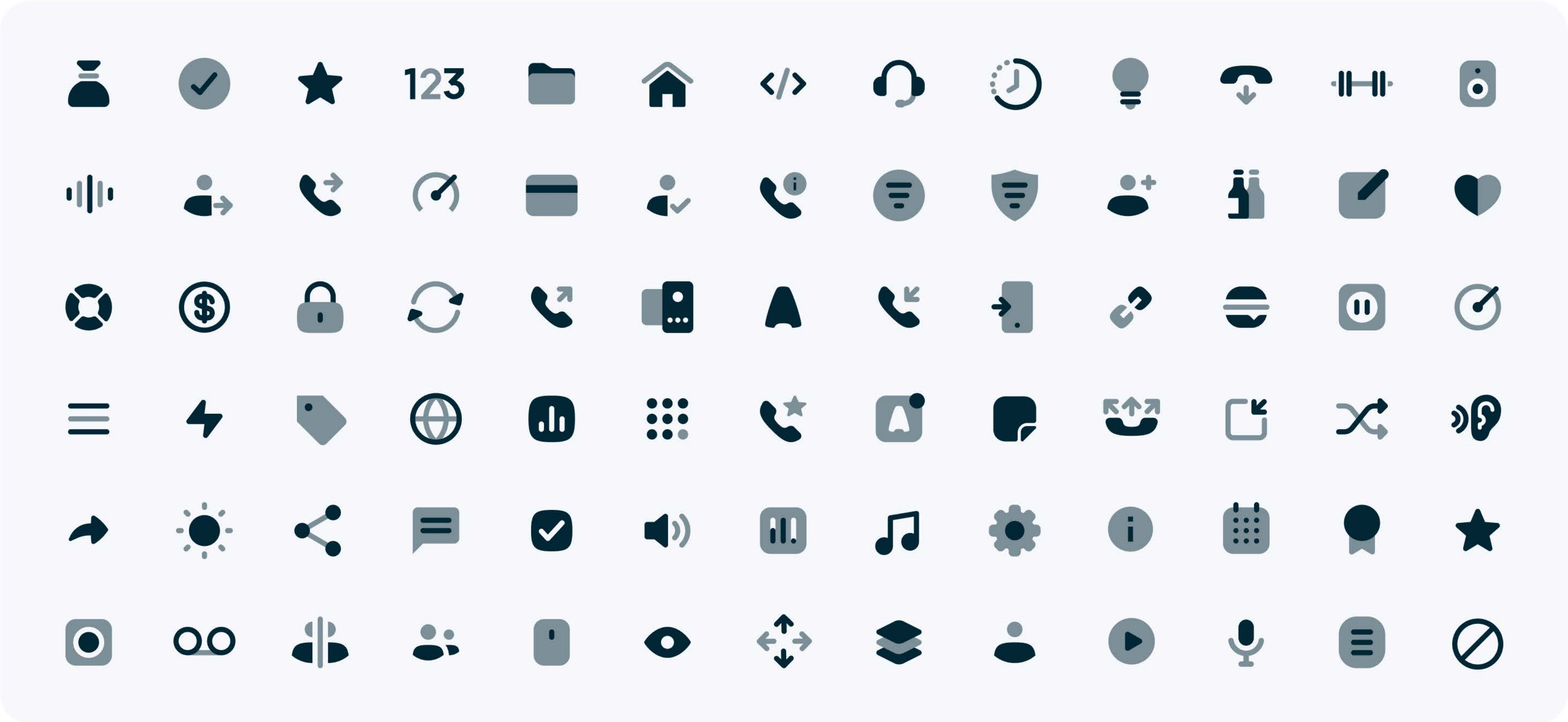
Font: Fellix Weight: SemiBold Font Size: 24 Line Height: 32 px Letter Spacing: 0 %

04 Icons

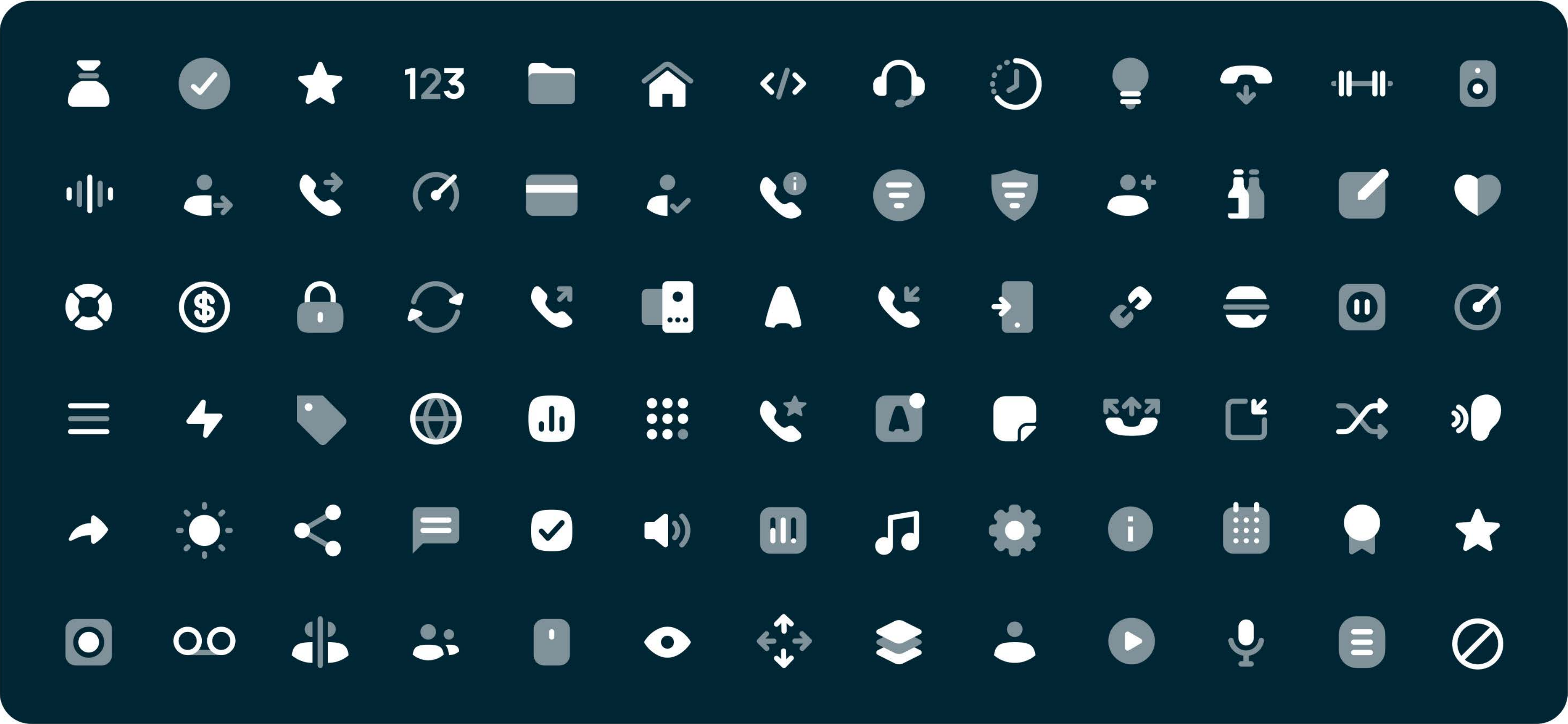
Aircall Icons

We use our brand icons on our assets: presentations, website, and many more. They highlight important segments of information in a message.

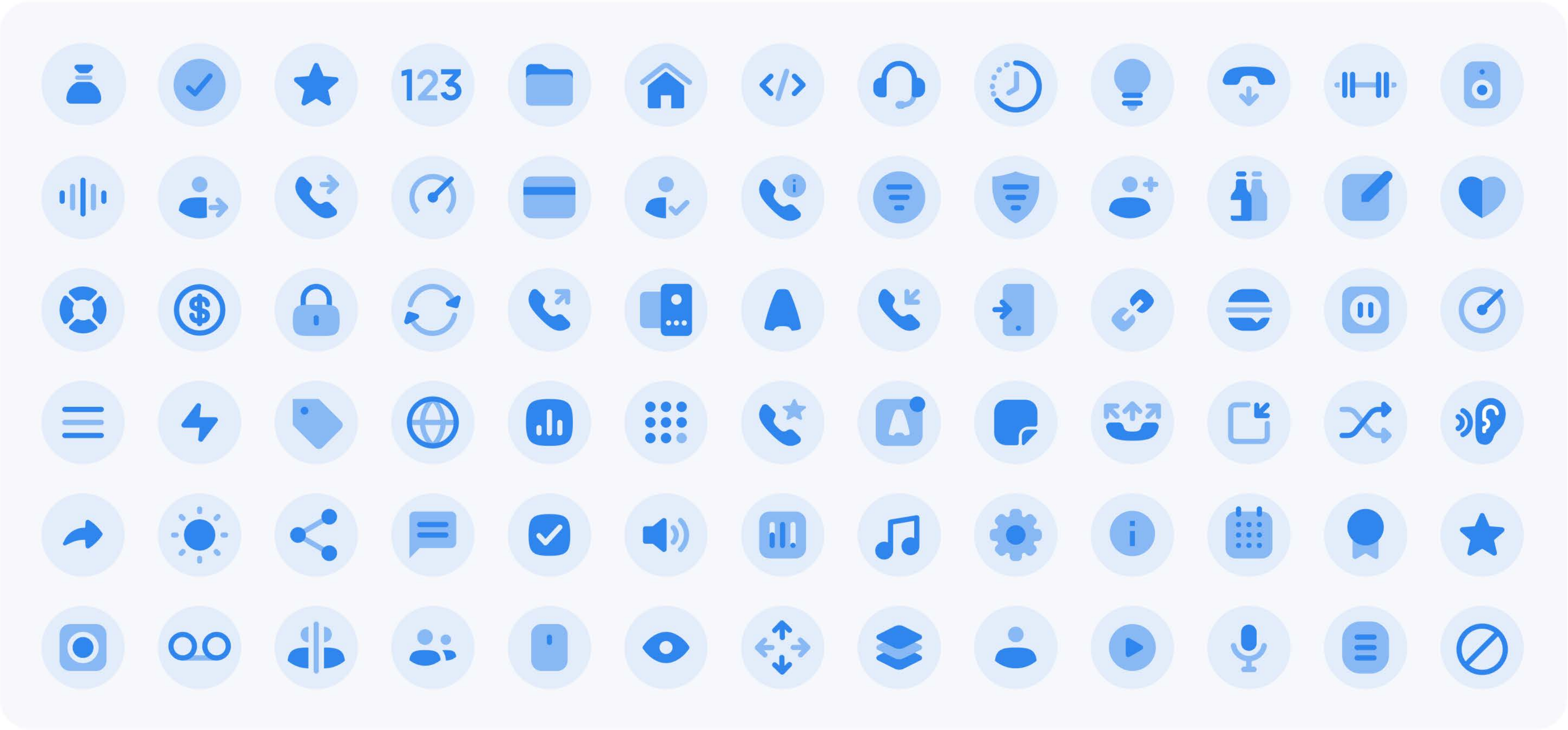
Duotone Black



Duotone White



Inside a rounded container



05 Photography

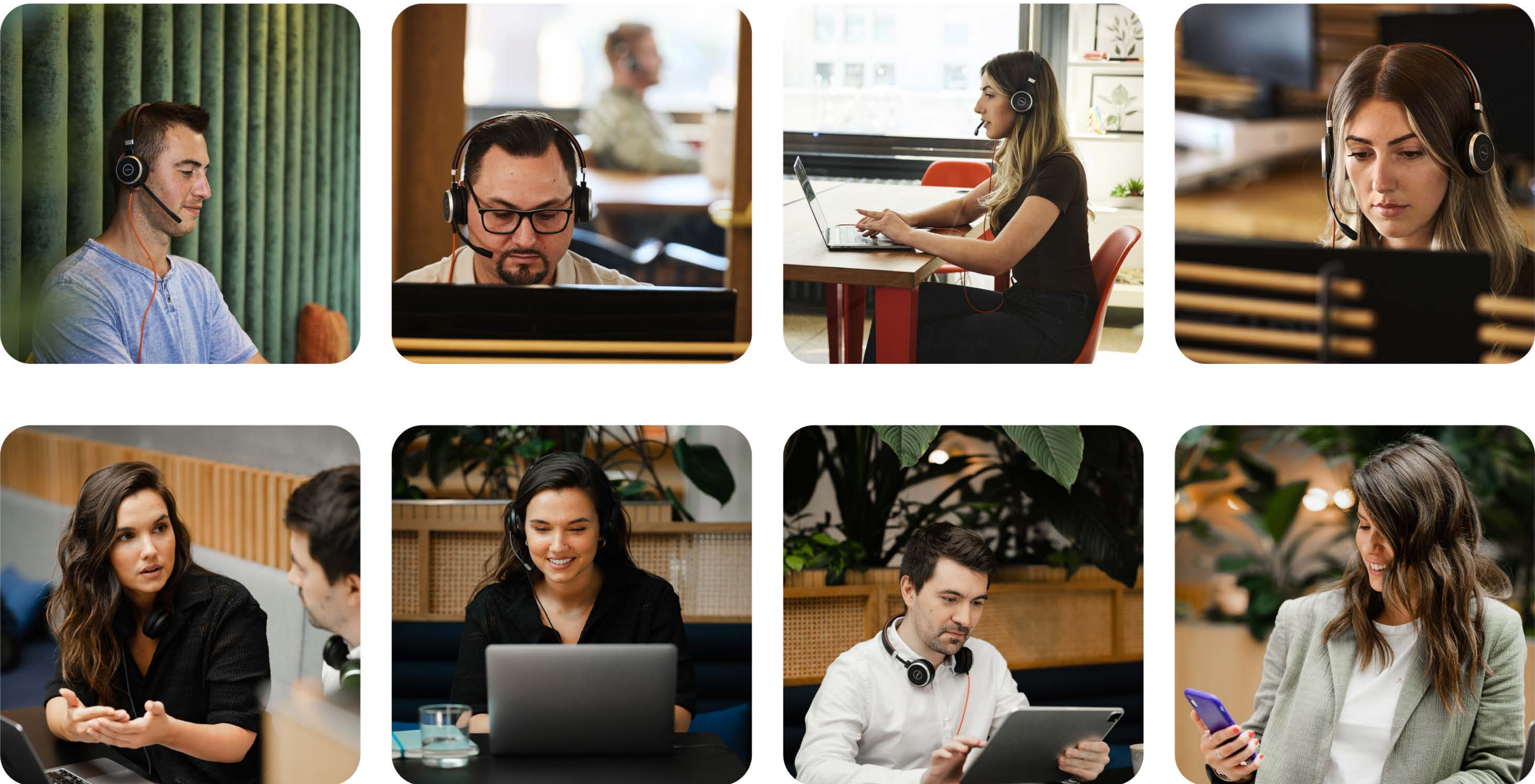
The most precious of our resources is people. People are the users of Aircall. So portraits of people are what constitutes our brand. Photos of users with equipment specific to cloud telephony is key. The portrait photos are authentic, natural, and in action. The focus is on them, working alone or as a team.

They are classified in 2 different categories:

Portraits



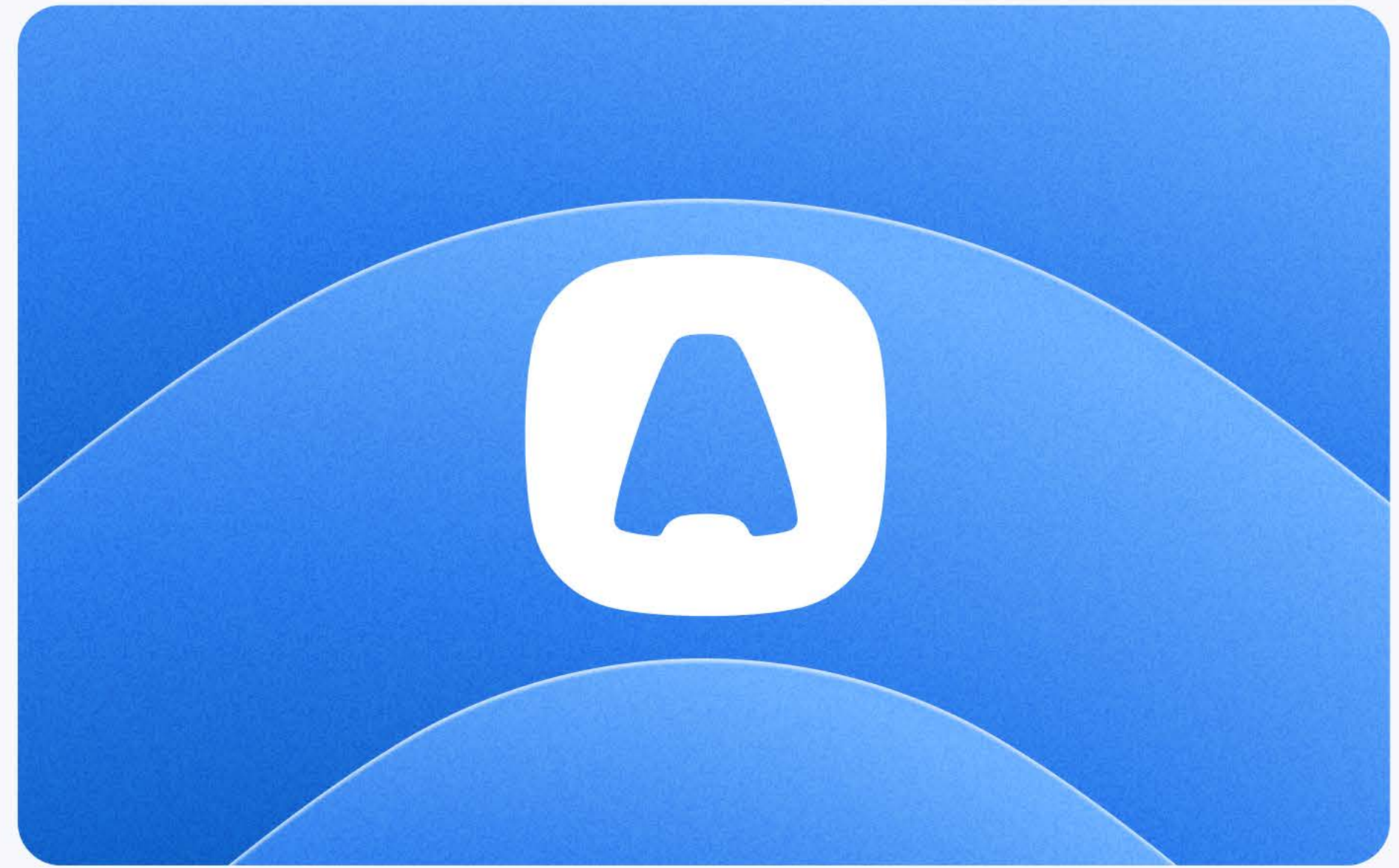
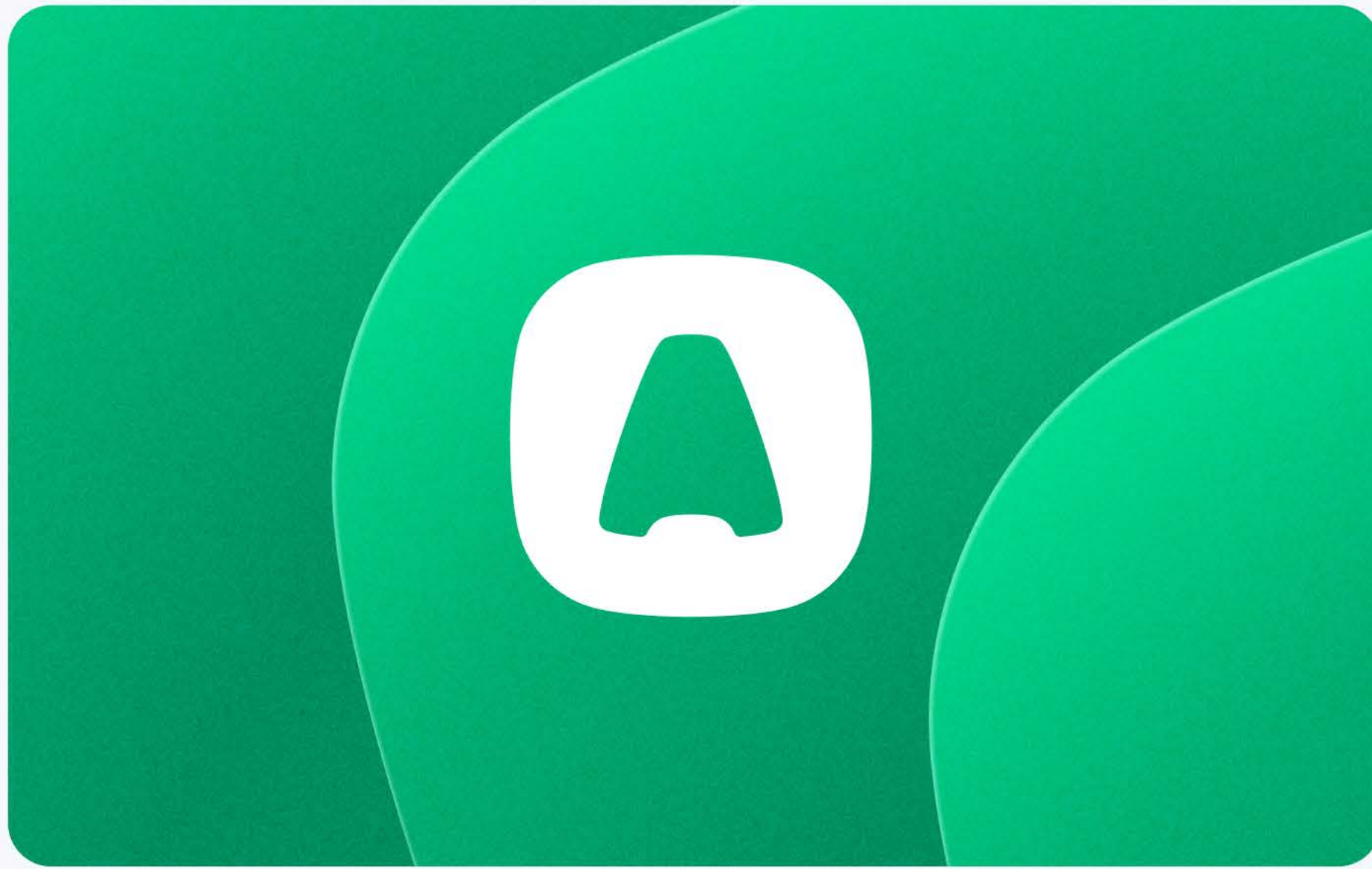
Lifestyle



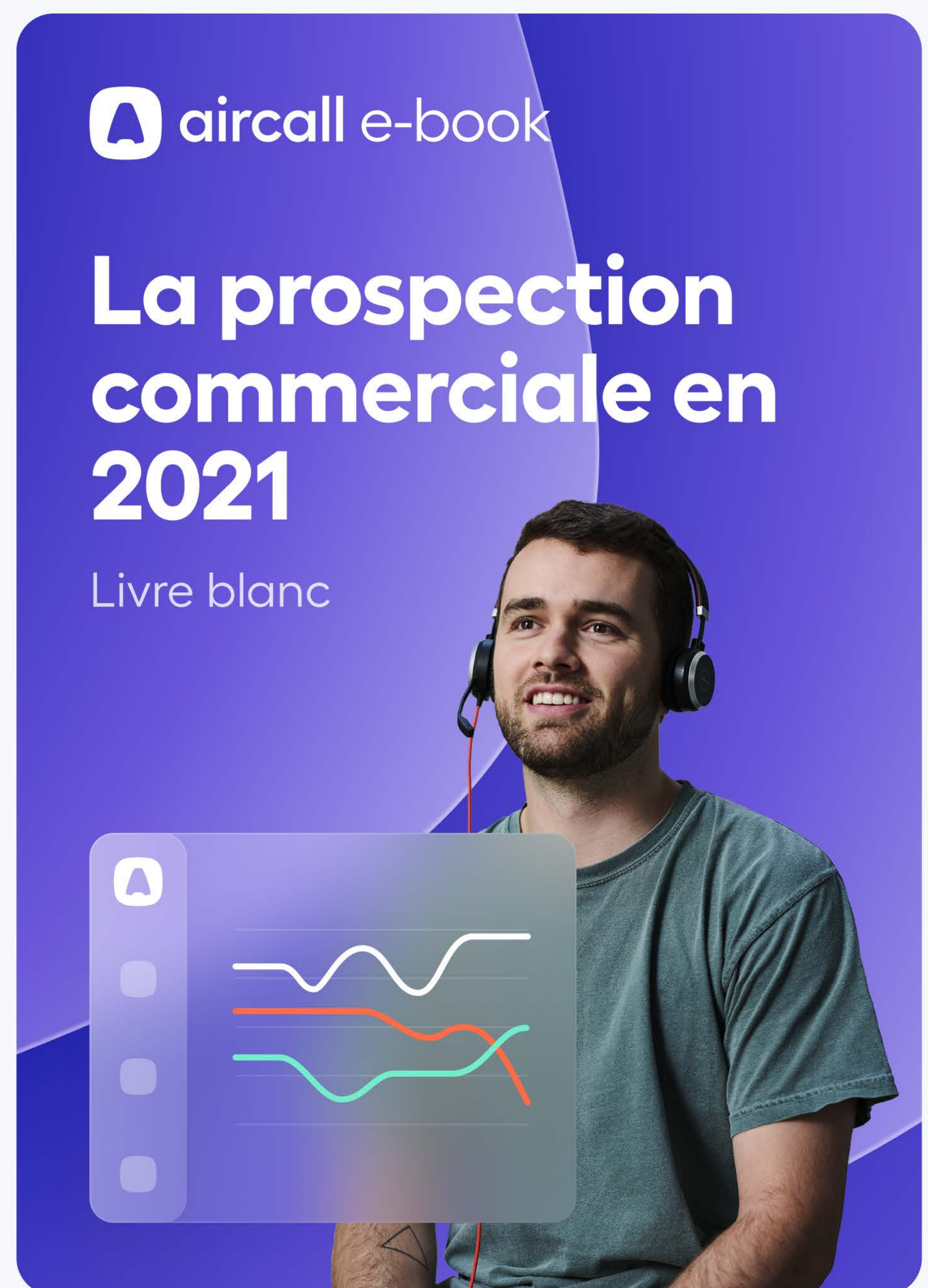
06 Backgrounds

Abstract backgrounds

We use the squircle of our icon to play with various compositions. We can play with all the colors of our palette. Always use a close up view of the composition. It must feel delicate and elevated. The content above the backgrounds must be legible. We strive to remain abstract to allow the audience to personally engage with the content.



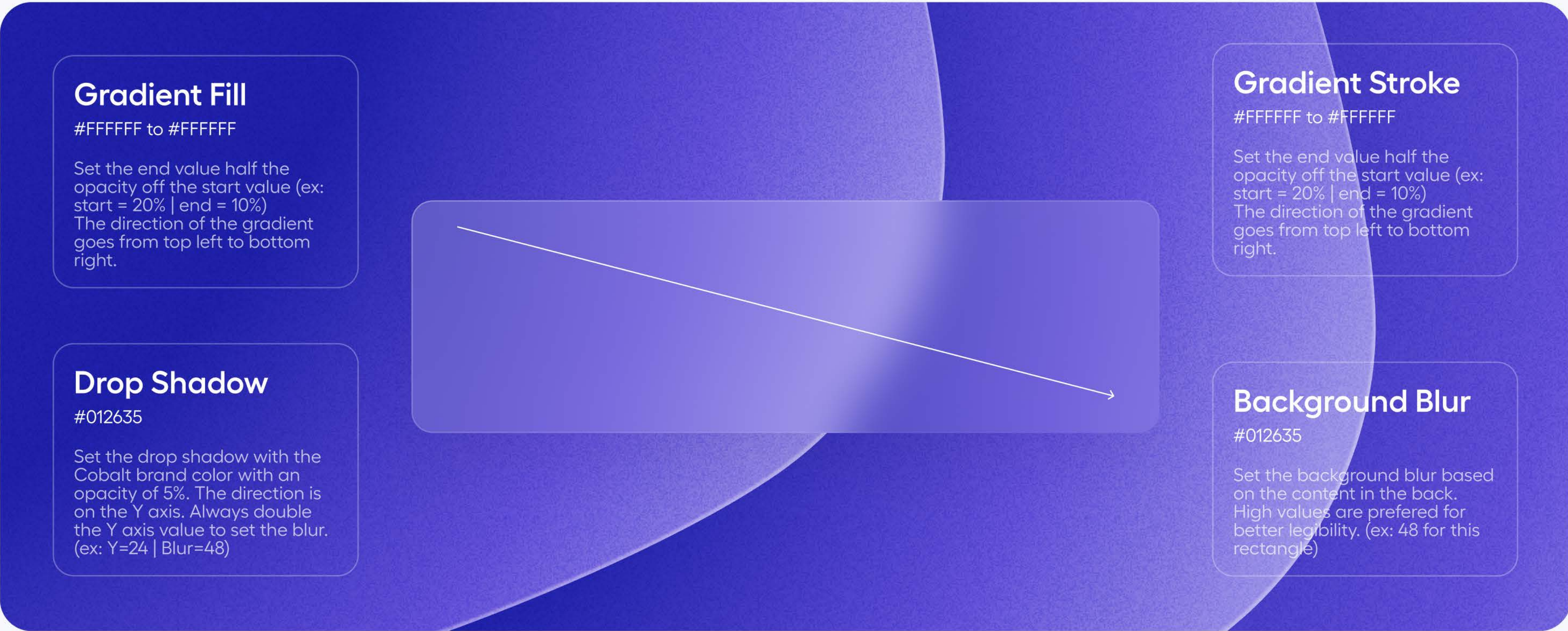
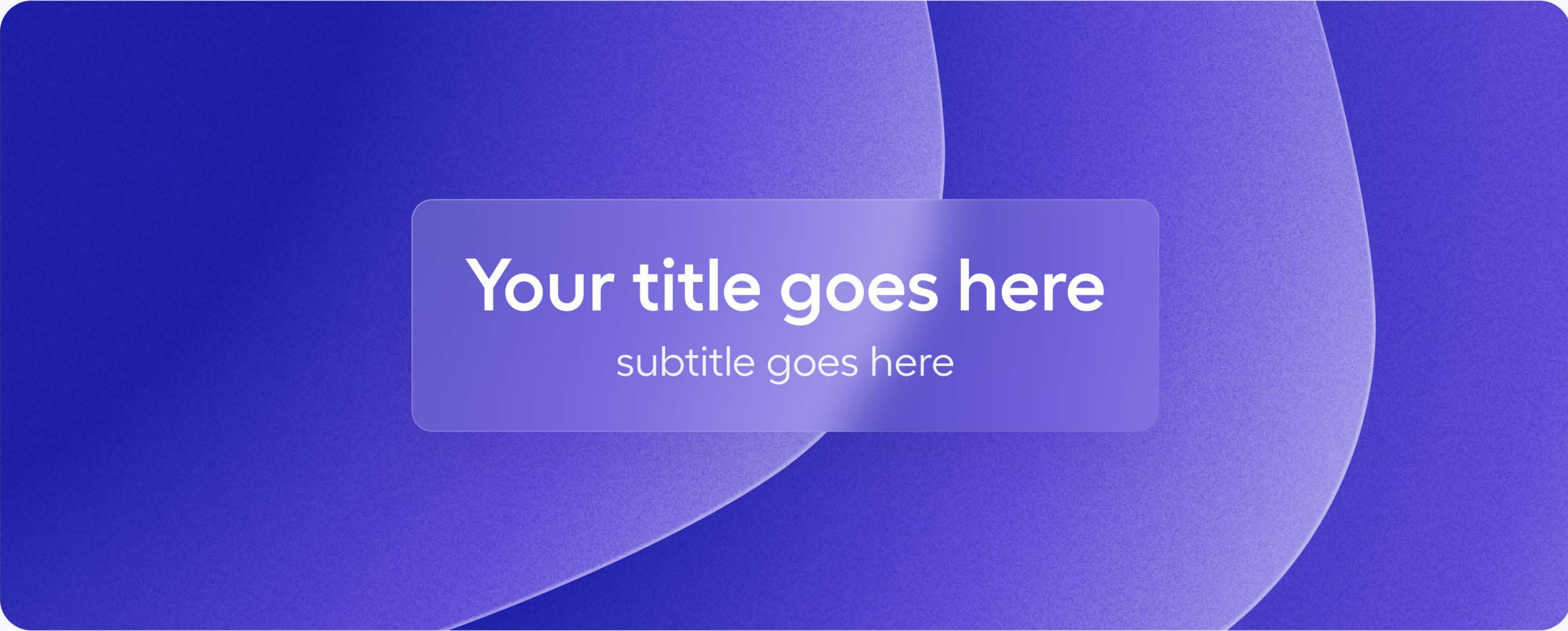
Examples



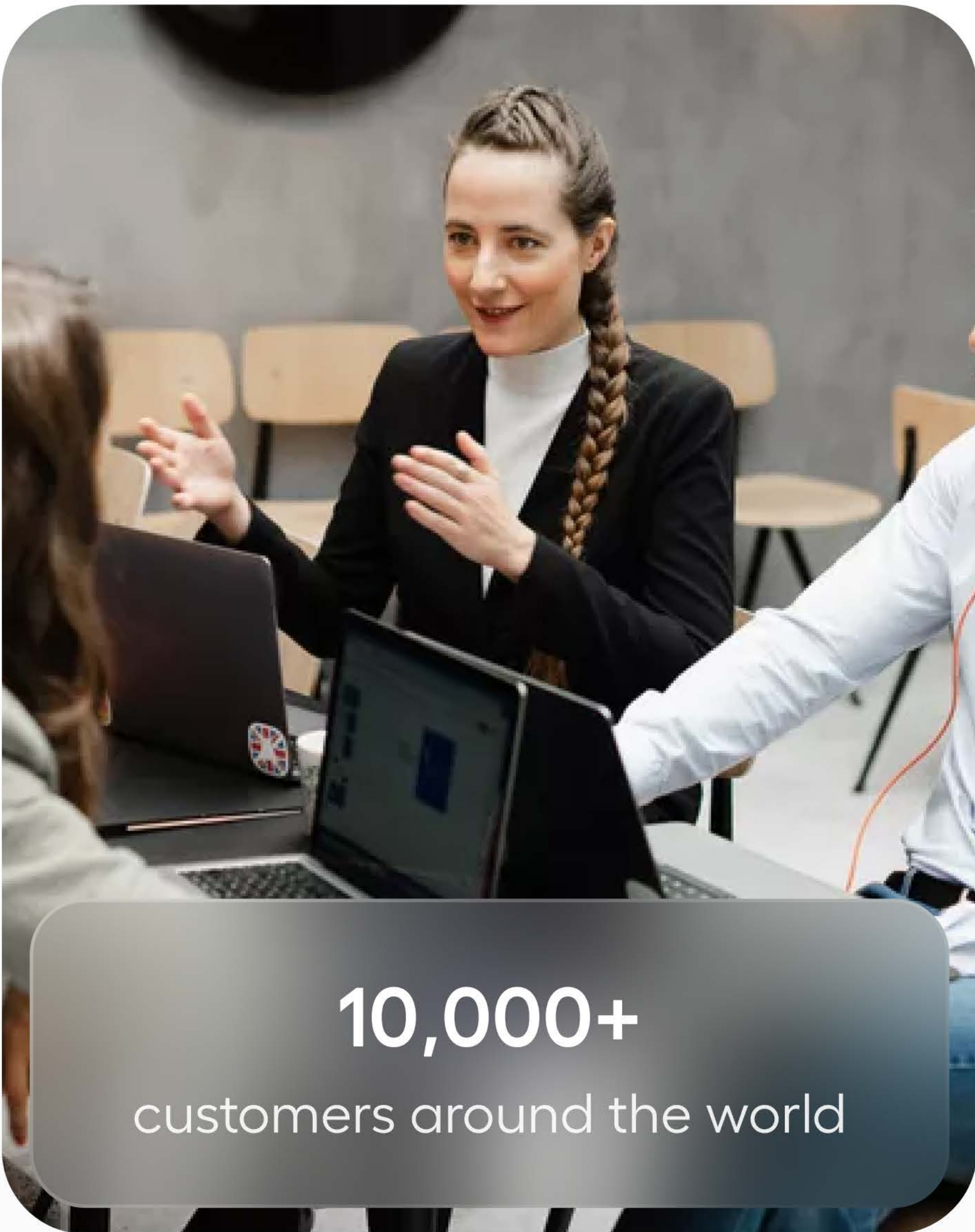
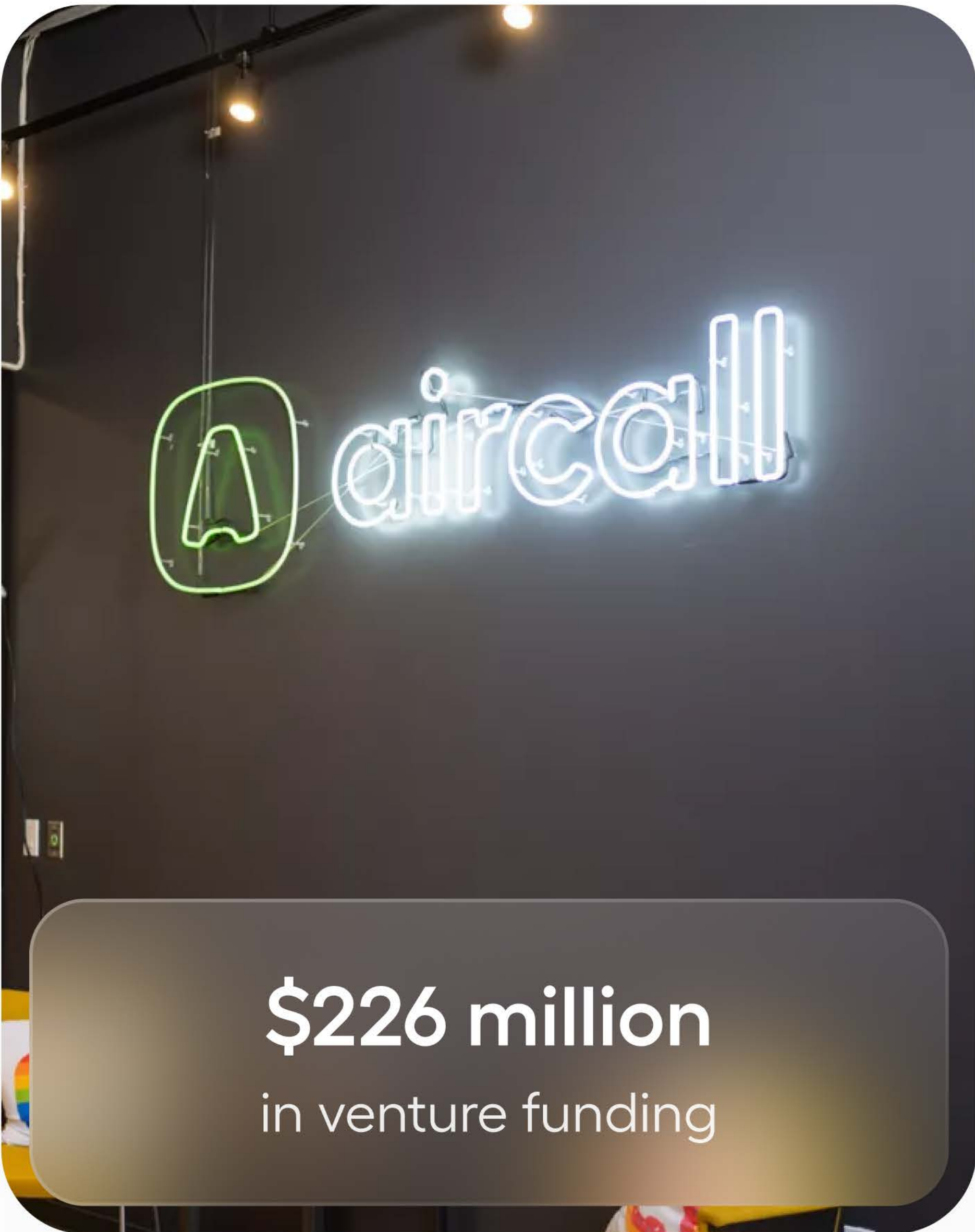
07 Glass Effect

Glass is used as a background effect for elements on top of photography or abstract backgrounds. It is mostly used for small headings or product features illustrations.

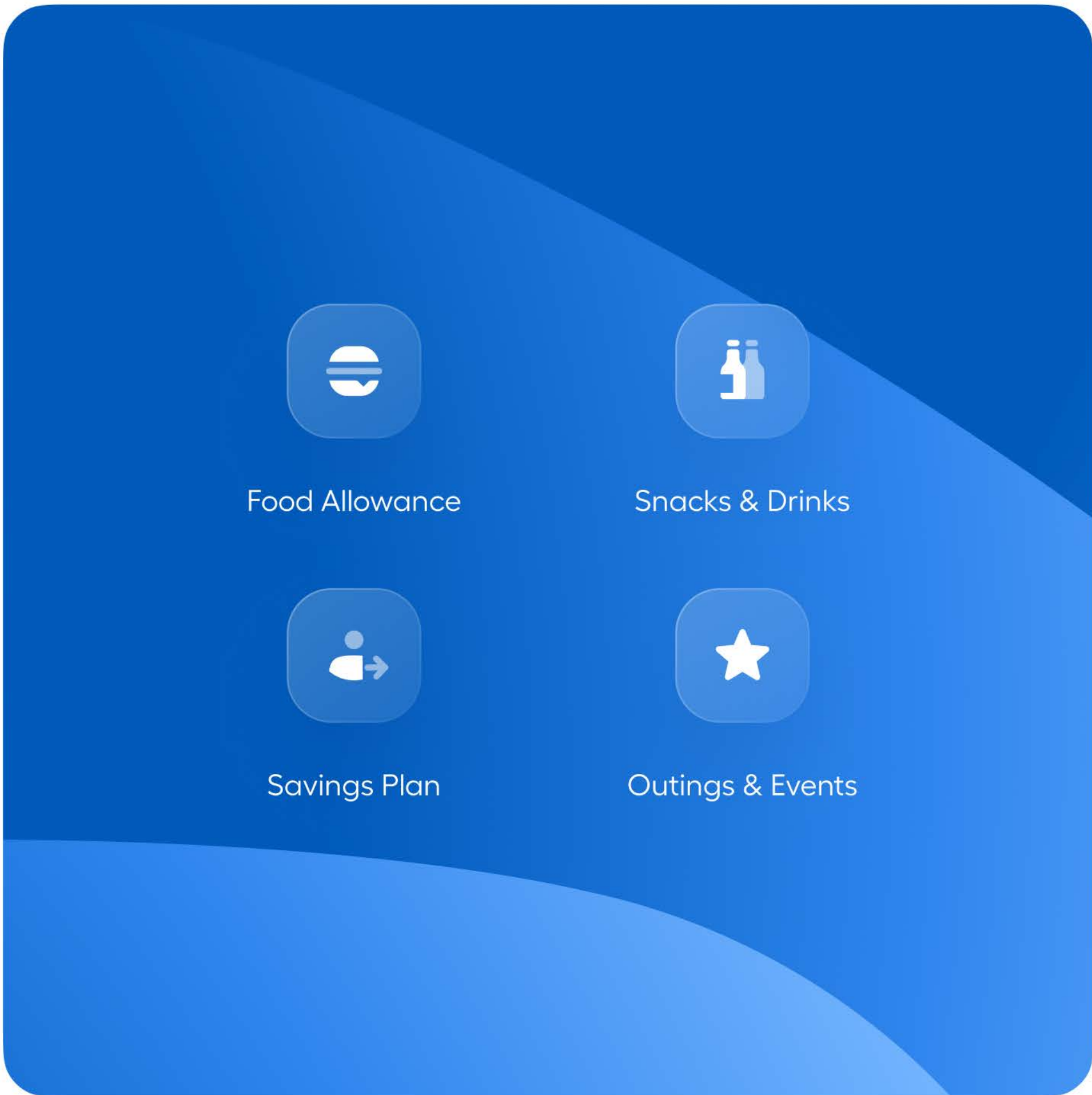
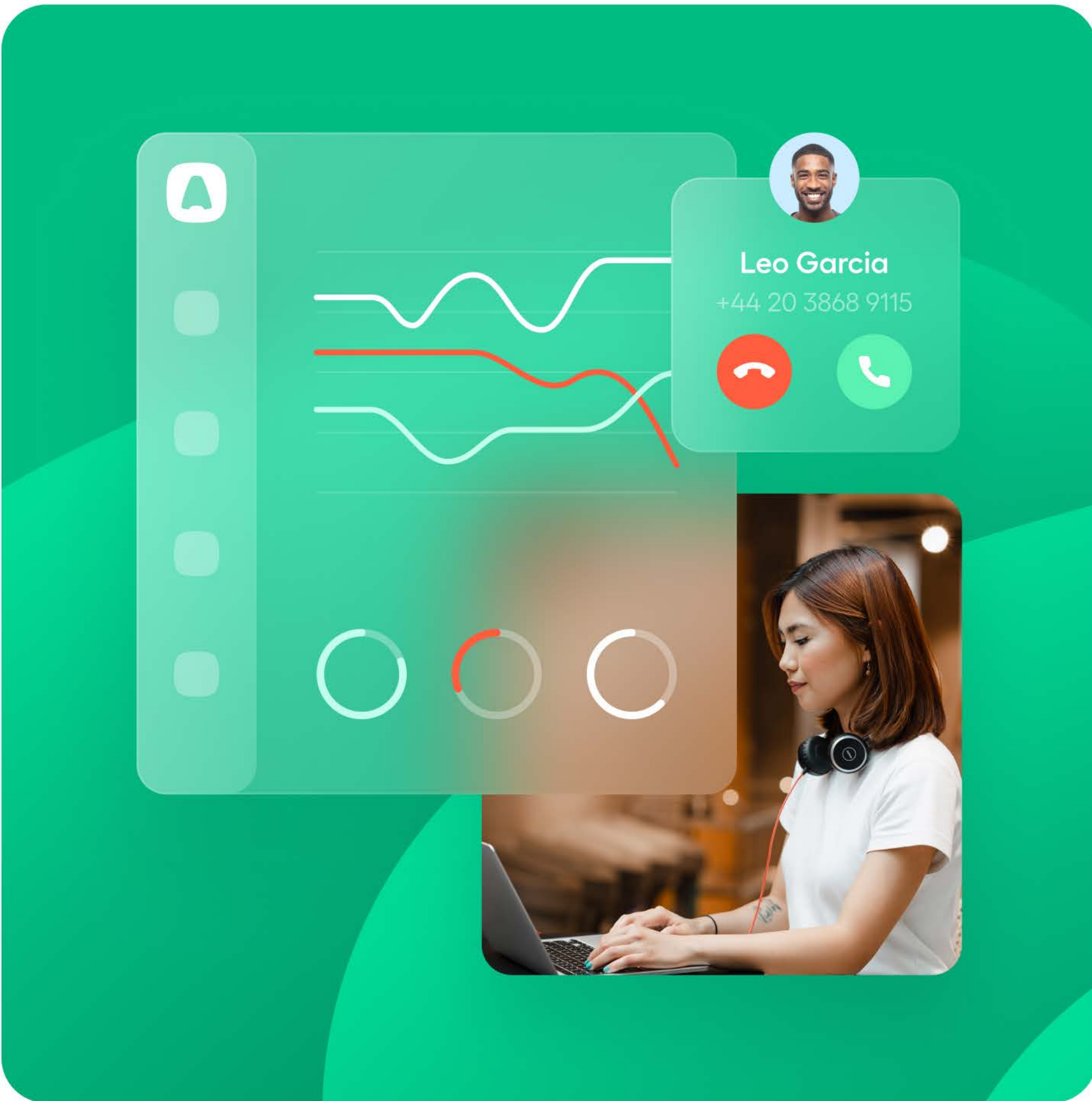
Principle



Examples on top of photos



Examples on top of abstract backgrounds



08 Shadows

Different levels

Different levels of shadows can be applied to a card. We have four levels available. The first being the closest to the background and the fourth the highest. The color of the shadow is the Cobalt (#012635) at 5% opacity. Each level is based on 2 different shadows, always on the Y axis.



Level 1

```
box-shadow: 0px 4px 8px
rgba(1, 38, 53, 0.05), 0px 1px
2px rgba(1, 38, 53, 0.05);
```



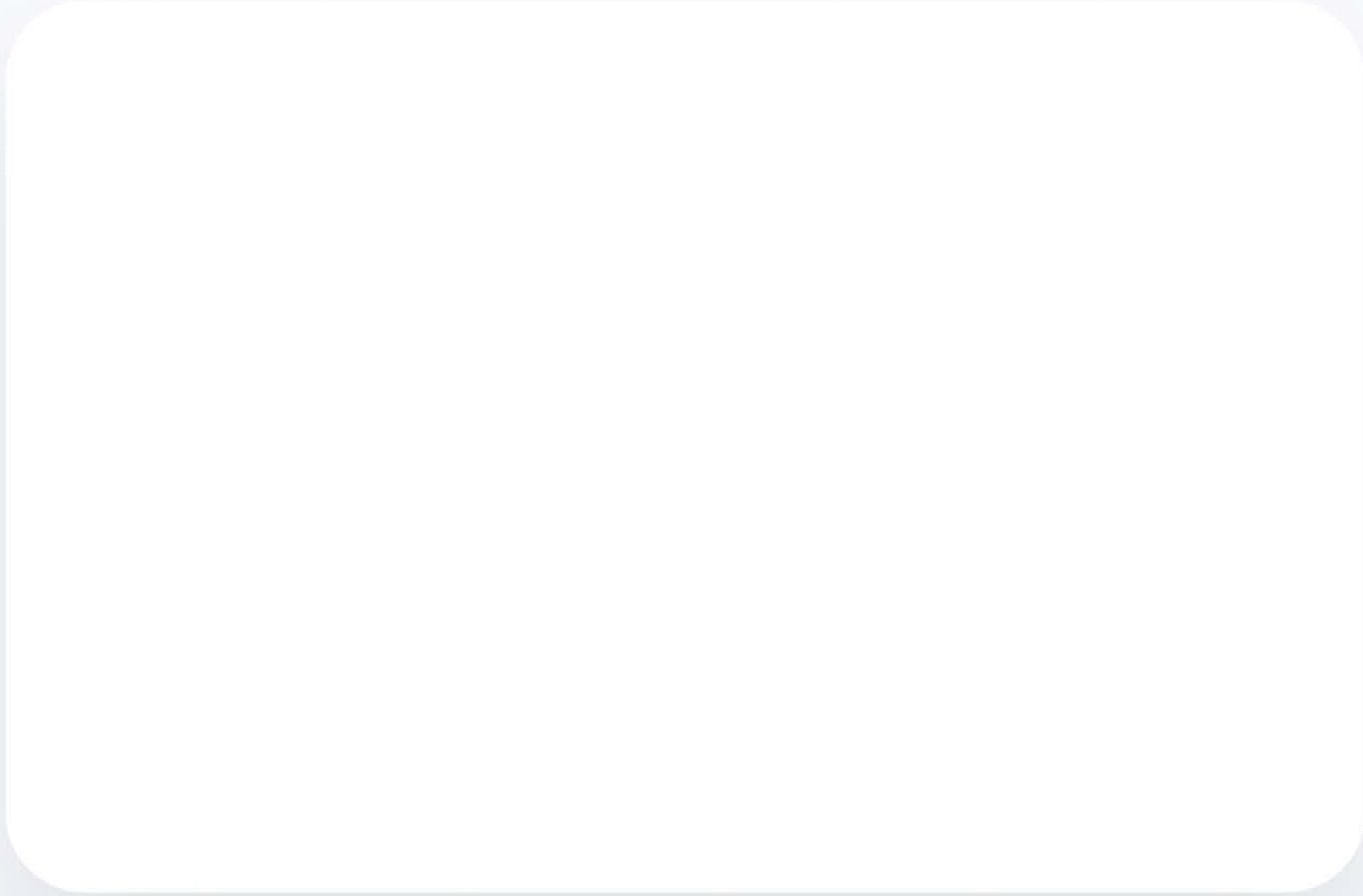
Level 2

```
box-shadow: 0px 16px 32px
rgba(1, 38, 53, 0.05), 0px 8px
16px rgba(1, 38, 53, 0.06);
```



Level 3

```
box-shadow: 0px 24px 48px
rgba(1, 38, 53, 0.05), 0px 16px
32px rgba(1, 38, 53, 0.05);
```



Level 4

```
box-shadow: 0px 32px 64px
rgba(1, 38, 53, 0.05), 0px
24px 48px rgba(1, 38, 53,
0.05);
```



09 Border Radius

Padding is king

Every UI element in the Aircall branding is rounded, smooth and evenly spaced out. The global rule to apply border radius is to follow the amount of padding in the card. In this example, the radius is set to 24px because the padding all around the box is set to 24px. You can refer to the examples below for various applications.




Examples



Monday
CRM

Connect Aircall with monday.com to turn conversations into actionable customer data—stored, organized, and leveraged all from monday.com.



CROWD

★★★★★

" Aircall was incredibly fast to implement for my team of 15+ users... "

Demo

Watch a demo of HubSpot
Learn what the integration can do for your team

[Learn more >](#)