

Brand Guidelines



Ringover
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Discover the visual universe of Ringover

Ringover is a 100% Cloud-based voice-video-chat-SMS and call center communication solution, focused on team productivity and which can be configured directly by managers.

Here, you'll find Ringover's visual codes, which translate our brand values as well as the ease of use of our solution.

Introduction

Who are we?

Ringover Group, SaaS software publisher and European telephone operator, provides businesses with digital communicative solutions that are both simple and intuitive.

Our DNA

Founded in 2005 by a pair business partners passionate about innovating telecoms, BJT Partners, now known as Ringover Group, has always been focused on developing practical communication solutions (Standardfacile, Monfax, Soconference, Simplicitel and RépondeurDirect) to facilitate professional communication.

How did the Ringover solution come about?

We started our project with a simple observation: communication tools were complex, limited by divisions, and expensive. We wanted to transform business telephony from a necessary evil into a efficient and powerful communication tool. We wanted it to become a source of productivity that could be accessed anywhere, at any time, and configured in just a few clicks.



Empower your business

Our ambition

After 3 years of intensive R&D, the Ringover application was released to the market in early 2018, with the aim of providing the best solution possible to as many clients as possible, becoming a leader in the field.

Our values

Engagement, Efficacy, Pleasure and Ambition are the 4 values shared by the Ringover team and what we aim to bring to the table for our business clients.

What makes us unique

- 1 - Technical control from A-Z of infrastructures with optimal voice quality
- 2 - The ergonomics of our solution make it easy to get started with and intuitive to use
- 3 - Step-by-step support thanks to tutorials and a team of Customer Success Managers

[#saas](#) [#telecom](#) [#simplicity](#) [#engagement](#) [#efficacy](#) [#ambition](#) [#ucaas](#)

[#collaboration](#) [#productivity](#) [#application](#)

Strong values, shared by everyone



COMMITMENT

Given our human scale, we dedicate our efforts every day to providing the best experience possible for our clients.



PLEASURE

“Happier team members make for happier clients”: it’s extremely important to us that **our team members enjoy their work**, in a positive, healthy working environment.



EFFICIENCY

As our teams develop Ringover, they constantly have in mind a desire to give companies and end users the means to be more efficient and more productive.



AMBITION

Working together to provide the best solution to as many clients as possible and become a leading name in the field.

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1 ● Brand Identity

1.1 Baseline

1.2 Boiler plate - About

Brand Identity

1.1 Baseline

EMPOWER YOUR BUSINESS

The baseline affirms Ringover's vision. We want to boost the productivity and efficiency of our clients' employees with our 100% Cloud-based collaboration solution, which can be integrated with companies' trade tools. Through real-time supervision and an intuitive interface, Ringover enables businesses to concentrate on their trade. This way, they can regain control of the management of their professional communications, wherever their employees are working.



Brand Identity

1.2 Boiler plate– About

Short version

Ringover is a 100% Cloud-based voice-video-chat-SMS and call center communication solution, focused on team productivity and which can be configured directly by managers. The key: A to Z technological control, an ergonomic interface and support at every step.

What not to do

Don't use RingOver (with a capital 'O')

Long version

Founded in 2005, Ringover Group is an SaaS software publisher and European telephone operator. Experts in business telecoms, since early 2018, Ringover has been offering a 100% Cloud-based voice - video - chat - SMS and call center solution, which has been adopted by over 10,000 users. With its integration into trade tools and offering of real-time statistics, Ringover enables users to manage professional communications in just a few clicks. The key: A to Z technological control, an ergonomic interface and support at every step.

With Ringover, you can handle your professional communications from wherever you are in the world, on your PC or smartphone. All you need is an internet connection!

2. Logo

2.1 Logotype & logomark

2.2 Combination

2.3 Spacing

2.4 Backgrounds

2.5 Apps

2.6 What not to do

Logo

2.1 Logotype & logomark

The logo is two telephone receivers placed one on top of the other, representing the duality between the caller and the receiver of the call. The minimalist design illustrates the modernity of our telephony solution, which can be accessed on any media, at any time and at any moment.

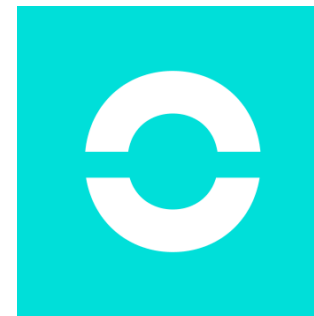
The logo also illustrates the gage, representing the service level and the cyan color, showing that using Ringover enables a premium service level.

Logotype

ringover

ringover

Logomark



Logo

2.2 Combination

Our logo: 2 semi-circles, representing 2 telephone receivers, answering each other, followed by a simple typography in lower case, to demonstrate the simplicity of the solution.



Icon

ringover

wordmark

Logo

2.3 Spacing



Logo

2.4 Backgrounds

On white background



On cyan background



On dark blue background



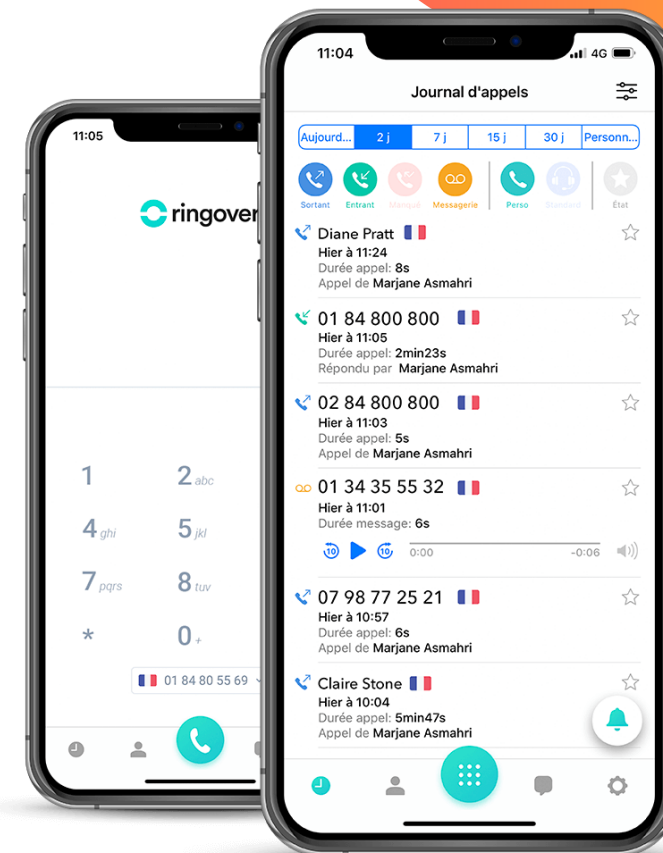
Logo

2.5 Apps

Meet by Ringover



Ringover



Logo

2.6 What not to do

Off-chart color background



Don't change the logo colors



Don't underline anything



Don't change the shape



Don't create any shadowing



Don't tilt



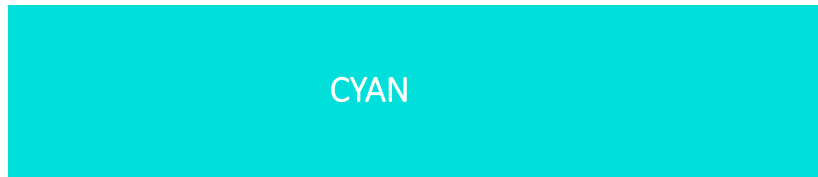
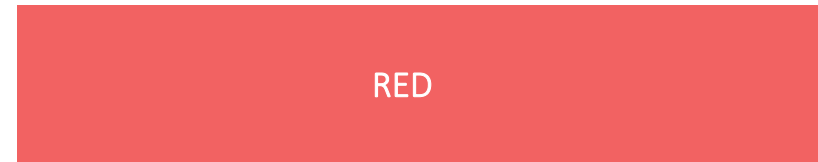
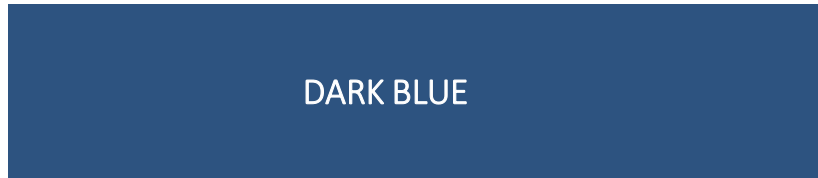
3. Colors

3.1 Palette

3.2 Authorized color associations

Colors

3.1 Palette



DARK BLUE

#105594

HEX #105594

RGB 16 - 45 - 158

CMJN C-95 M-66 J-13 N-12

CYAN

00DDDD

HEX #00DDDD

RGB 0 - 221 - 208

CMJN C-64 M-0 J-30 N-0

ORANGE

FFB1217

HEX #FFB1217

RGB 255 - 177 - 42

CMJN C-0 M-36 J-86 N-0

RED

FF555C

HEX #FF555C

RGB 255 - 85 - 92

CMJN C-0 M-78 J-52 N-0

LIGHT GRAY

#F1F1F1

HEX	#F1F1F1
RGB	241 - 241 - 241
CMJN	C-7 M-5 J-5 N-0

ORANGE GRADATION

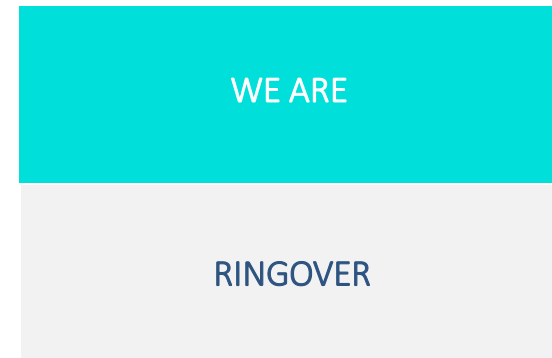
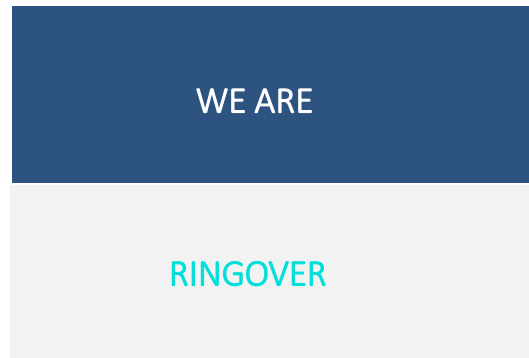
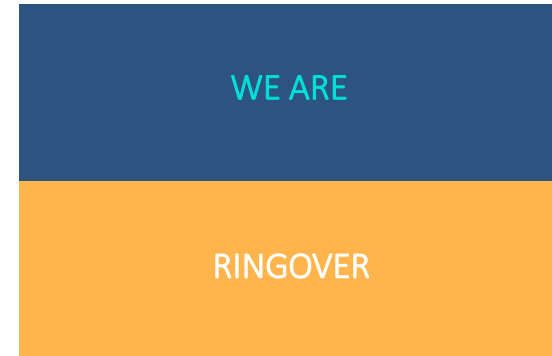
#FF555C

TO

#FFB1217

Colors

3.2 Authorized color associations





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