



BRAND GUIDELINES

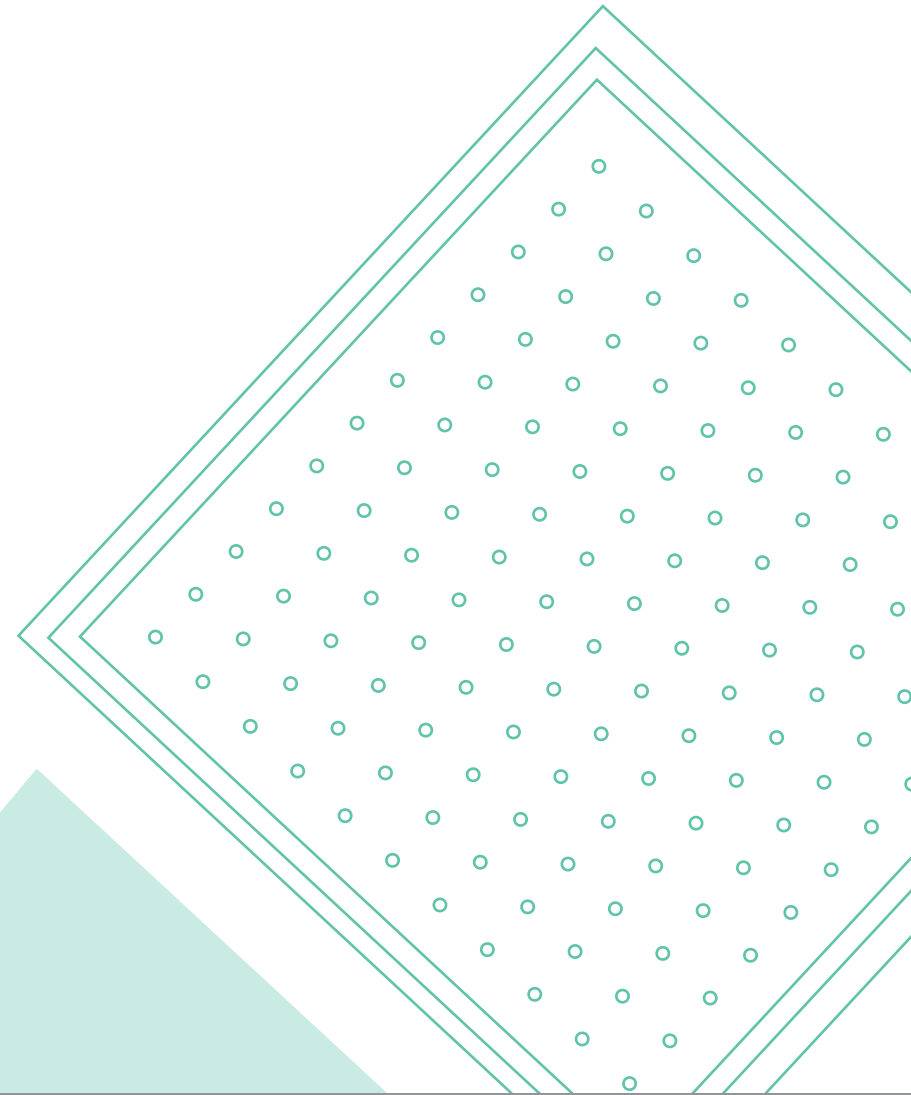
SECTION-1

ABOUT

From the beginning, Backbone Communications Inc. (BBCOM) has stood for providing services that meet your needs.

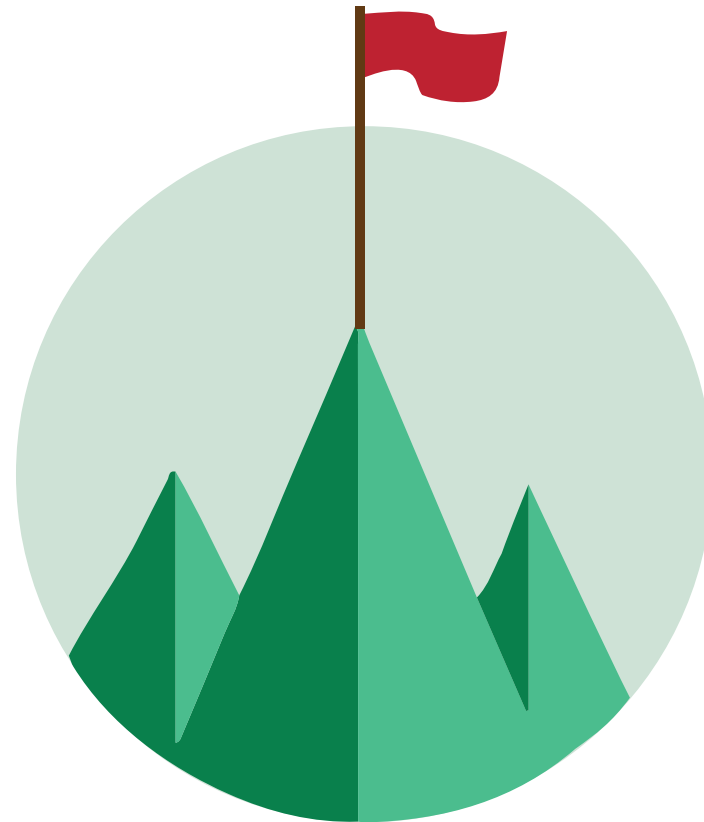
About the Brand

Since 1997, BBCOM has been providing services to meet your needs. Now, we provide converged data and voice services. Currently, we are a profitable technology company. We are keen on delivering top quality services that will save your money too. All your VOIP services will be guaranteed quality, reliability, and redundancy. We have provided over one billion minutes of voice services to businesses and resellers. We have a robust network that provides converged voice, data, and conferencing services in a very high-quality method. Our VOIP services are the perfect choice for businesses to meet all their needs. BBCOM services include toll-free numbers, fax service, parking, standard call forwarding, sequential call forwarding, simultaneous call forwarding, voicemail, and fax to email. Our mission is to become one of the Nation's premier communications companies with highly satisfied companies.



Our Mission

We are keen on working with our customers to improve the world of business communications and collaborations. Our passion has made us the leading cloud communications provider worldwide. Our cost-effective services have helped to do business more efficiently and effectively. We are flexible at providing solutions for every business irrespective of its size.



SECTION-2

LOGO STANDARDS

Our logo is our identity and a very crucial part of our brand reputation. The logo design embodies all the vision and mission of our brand. It communicates our voice to the audience connected to us. So, let's get started with the basic things you should know while using our logo.

The BBCOM Logo

The Flower icon and the Wordmark are distinct elements of our logo. They are uniquely distinctive and defined precisely. So, none of them should be modified or altered to any extent.

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The anatomy of our logo

The Logo In Detail

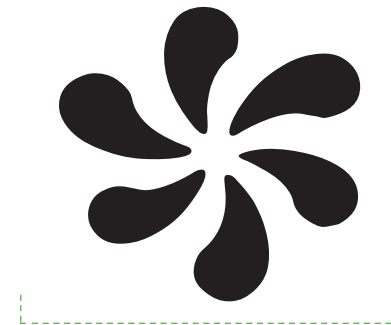
As mentioned above, our logo has two elements. Have a look at the details of each of the circumstances.

The Flower Icon

This is a significant part of the logo. The flower's color is black entirely, and this should not be changed for any purpose when used with the logo. All the communication purposes and other official purposes of the brand should use this logo without any minor or notable changes.

The Trademark

Wordmark is the most crucial part of the brand, and it can sometimes be used without the icon for specific purposes related to the products or services of the brand. It has to be precisely in the same format and style used in the logo, even if used without the icon.



Using our logo

While using our logo, there are particular guidelines you must strictly follow. Here are some of the things you should keep in mind.

Horizontal Format

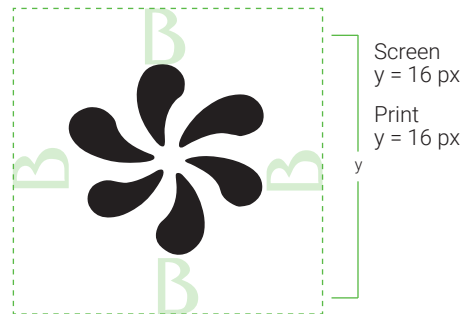
Our logo will be commonly using the horizontal format. The reason behind this is that horizontal format is the best for readability and general placement. It is also the best choice for consistent brand recognition. You are not advised to rotate or change the logo according to your convenience.



The Dont's

Here are some of the do nots while using our logo.

1. Don't use any other colors except our primary colors green, Gray, and white.
2. Don't add any extra strokes, shadows, or graphics to the logo.
3. Don't use the logo over a photo
4. Don't add a border or line around the logo.



Spacing and Sizing

The area around the logo has to be free from graphics and text. This matters very much to our brand. You can ensure the impact and legibility of our brand from the guidelines below. The technical dimensions of the logo can be as big as you want. But the size of the logo doesn't add to its perfection. However, you will have to follow the minimum dimensions for logo applications on and off the field.



Applying the logo

On light backgrounds:



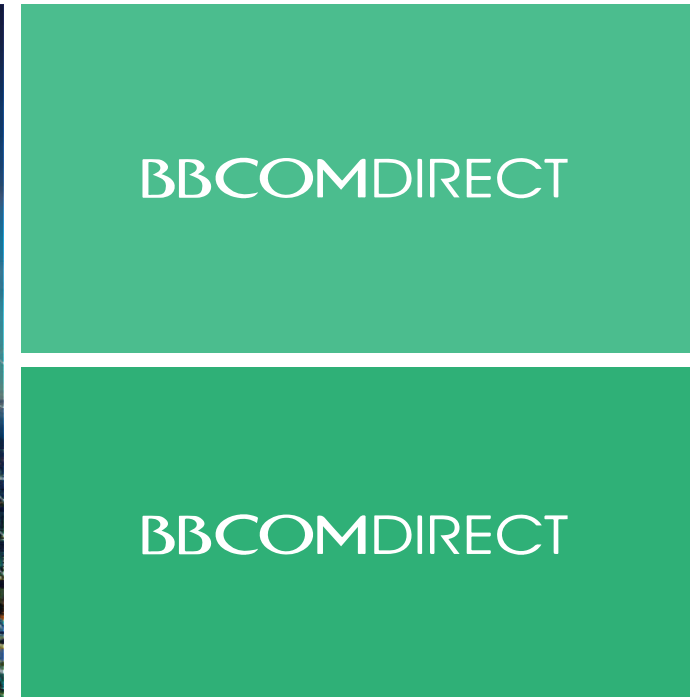
Our primary logo version is the black-and-green version. We request you to use this version as the default one.

On Dark backgrounds:



we provide a white version or a "reverse" version of our original logo for dark backgrounds. You should not forget that this is a unique version and not an inverted version of our standard logo.

On mid-tone backgrounds:

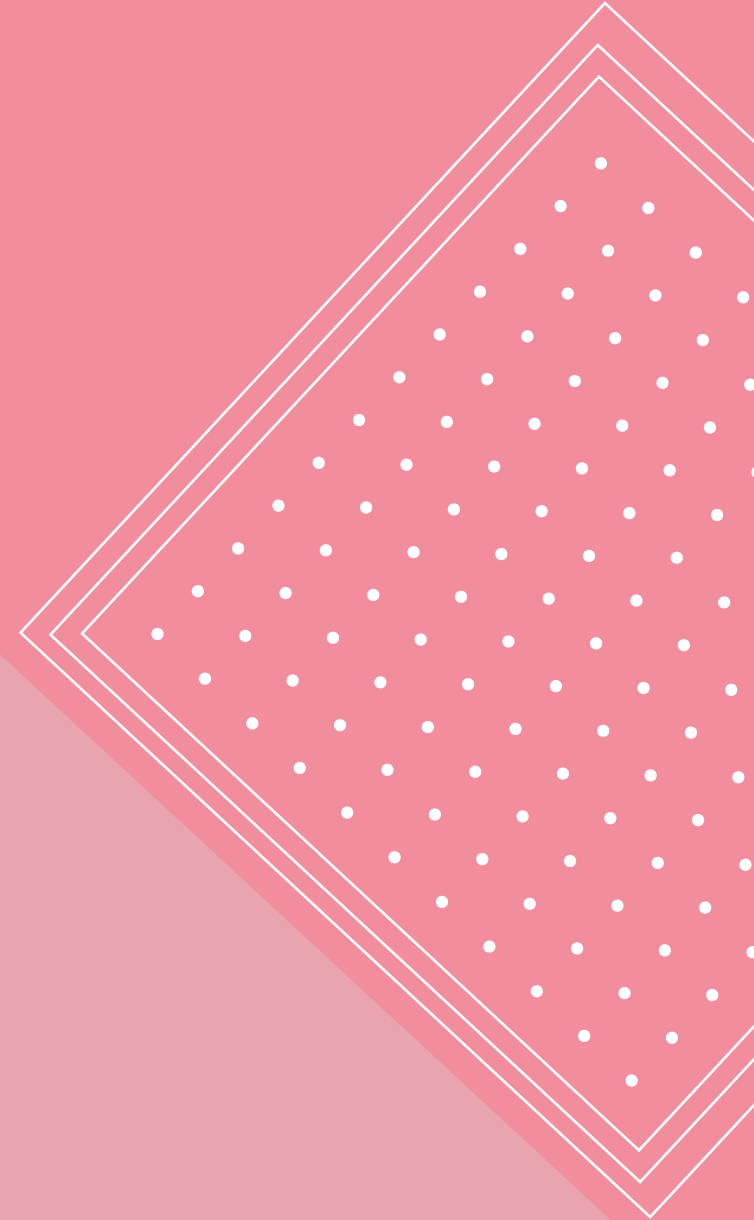


it's quite apparent to have doubts about which version of the logo to use on some backgrounds. In this case, the size and legibility of the logo matters. Consider these two factors and then follow your heart.

SECTION-3

COLOR PALETTE

The following overview of our brand colors will help you to use them more wisely and beautifully.

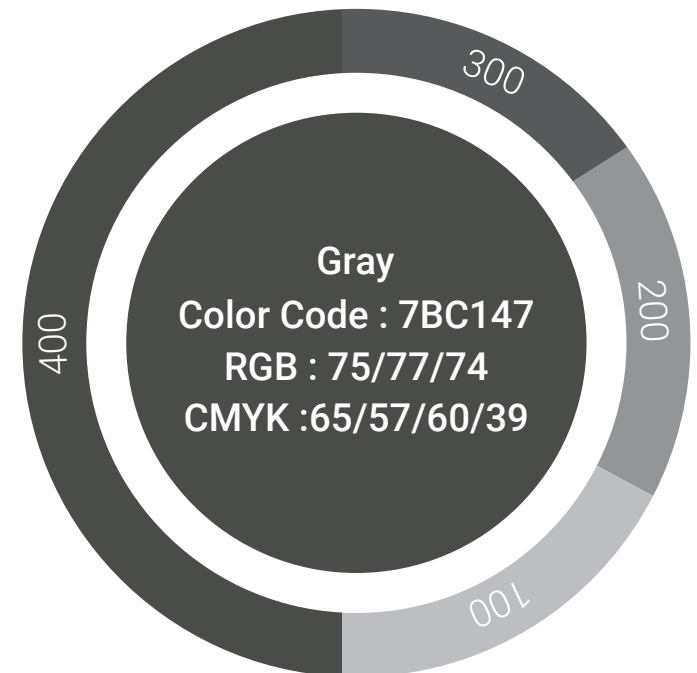
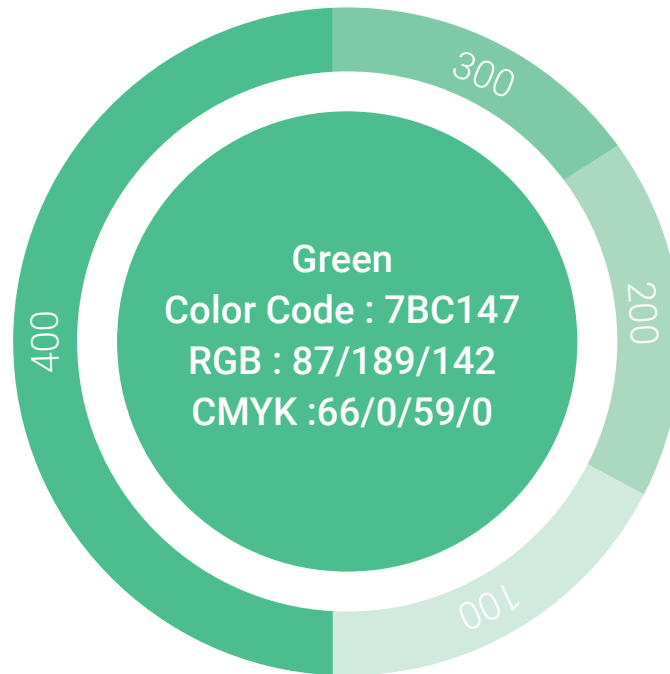


Color Palette - Logo

The personality of our brand lives in the vibrance of our color palette. The logo should use only green and grey colors. The palette gives a big room to breathe and helps us be bold through the fresh pops of colors. This allows us to stand out and step back at the same time.

Below mentioned color codes will help you in logo coloring.

1. Use RGB for all PDF documents, online materials, web applications etc.
2. Use CMYK for external marketing, printed publications, etc.



Our brand colors

Use these colors to maintain consistency and brand recognition. Try to reproduce the colors as accurately as possible. Also, try to use the color following the meaning of the element. The characteristic of the color and what it stands for should be taken into consideration. Do not forget that the same colors have different meanings in different cultures.



DON'TS

Here are some don'ts you must follow while choosing the color.

1. Do not use colors that are not in our brand palette
2. Do not adjust the opacity of the color palette
3. Do not use color combinations with bad contrast
4. Do not use black as a background color




Primary



 Color Code : 51BD8E	 Color Code : 231F20
RGB : 81/189/142	RGB : 35/31/32
CMYK :66/0/59/0	CMYK :0/0/0/100



Secondary



 Color Code : 51BD8E
RGB : 81/189/142
CMYK :66/0/59/0
 Color Code : 984185
RGB : 152/65/133
CMYK :45/89/16/1
 Color Code : 5C82C2
RGB : 92/130/194
CMYK :67/45/0/0

Tertiary



 Color Code : EBEAEC
RGB : 235/234/236
CMYK :7/5/4/0
 Color Code : 363F4E
RGB : 54/63/78
CMYK :79/68/49/40

SECTION-4

TYPOGRAPHY

We consider typography as a visual component of the word written. It should give the meaning of the word in a single glance.

Typography

Write in sentence case with end punctuation.

On-point consistency is a critical factor in brand consistency. We always go with a clean, crisp, understated type design with a voice to communicate. We believe that typography has the strength to convey everything that an image can. It can strongly reinforce and support our brand identity.

Our master font is Roboto which is clean, modern, and aesthetically simple

This font portrays a dual nature. Its skeleton is highly mechanical, and it also has very many geometric forms. Its curves are friendly and open too. Roboto allows letters to be settled into their natural width. Overall, this font gives a more natural reading rhythm more commonly found in humanist and serif types.

Aa

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$\$%^&*()

Aa

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$\$%^&*()

Aa

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$\$%^&*()

Aa

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

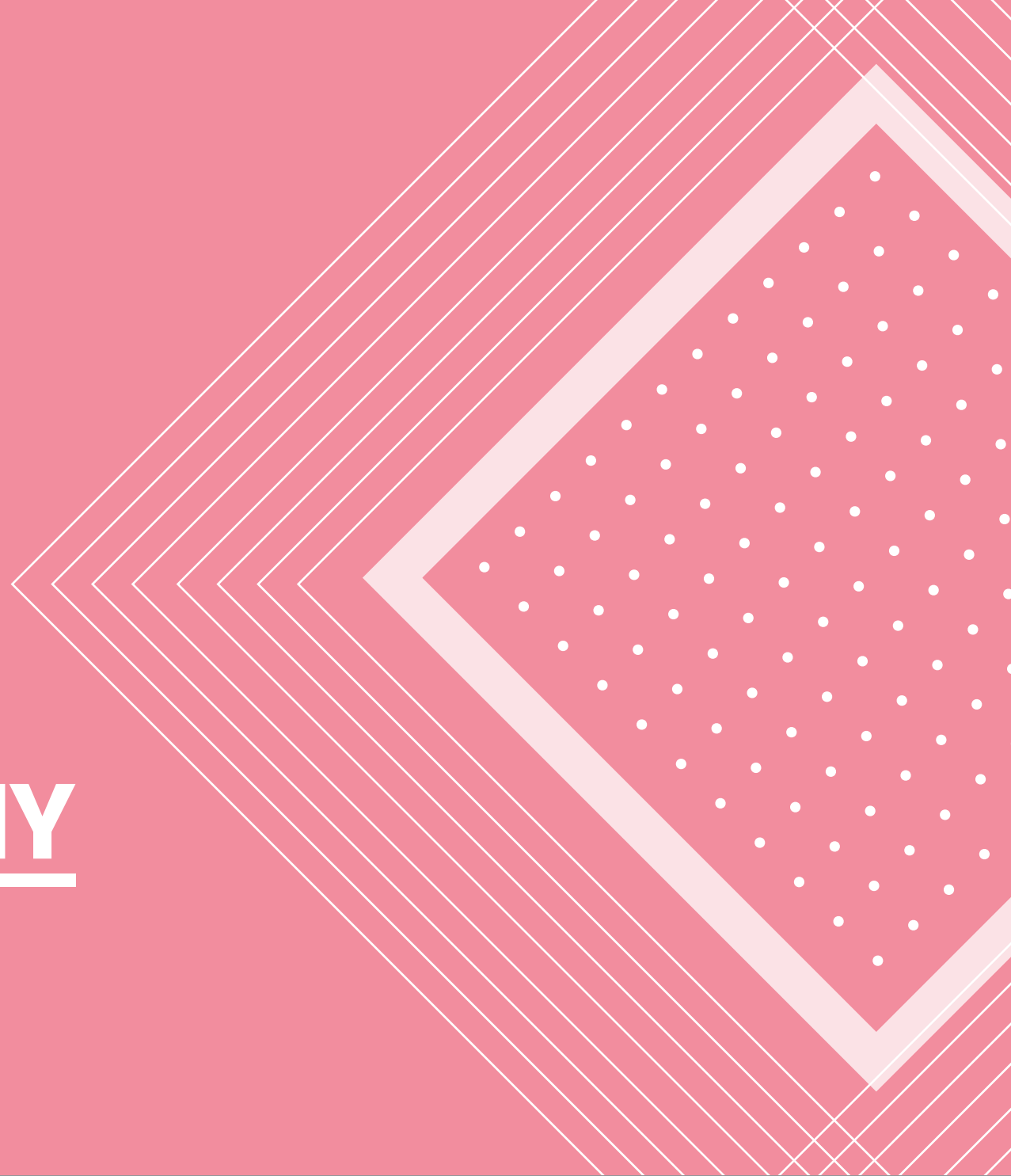
abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$\$%^&()*

SECTION-5

PHOTOGRAPHY

It is said that a single image is equal to a thousand words. Pictures can speak much louder than words.



Photography

We find photographs and images as a medium to add meaning and to reinforce the point made. It has to represent an authentic, relatable, and achievable ideal for our customers. It has to speak to our clients on several levels simultaneously. The images have to be individually framed to fit the subjects at eye level. We stick on to professionally shot photography that presented in high resolution.

DONT'S

Here are some of the dont's you must keep in mind while choosing a photograph.

1. Outdated product/technology
2. Overused photos
3. Busy/unclear images



SECTION-6

ICONOGRAPHY

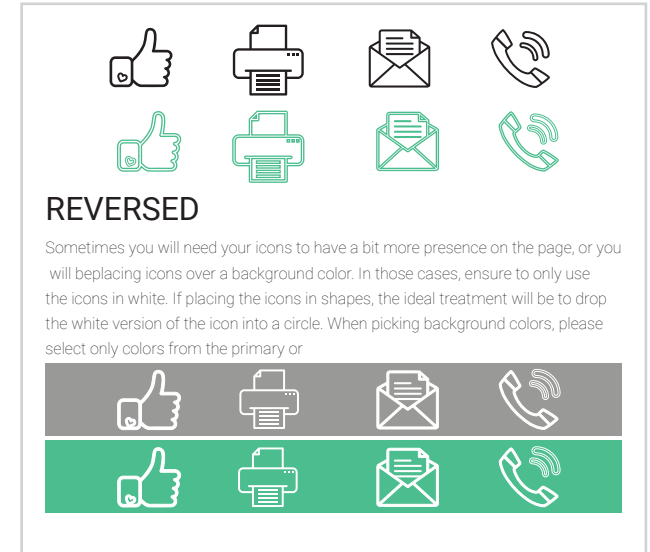
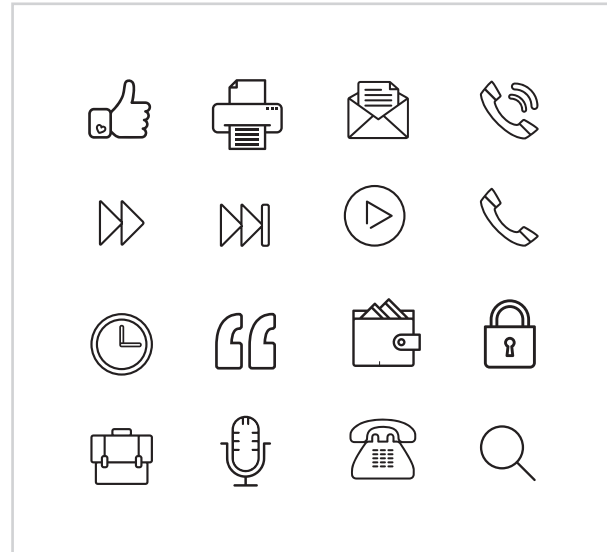
Icons have to be easily recognizable. They should tell their meanings and functions at a glance.

Iconography

Icons have to be easily recognizable. They should tell their meanings and functions at a glance. Our icons are designed to fit within the brand's feeling with a subtle nod of friendly geometry. Try not to use icons consistently as it can create familiarity for the customers. Make sure that the line width is at least one pixel. This is to avoid unsightly antialiasing.

Minimal And Modular Shapes

Using complex shapes and too many mixed forms will confuse the users. We need simple shapes and they should be used repeatedly so that the user will recognize the icons easily. Our brand uses a wide range of icons in marketing materials, representing topics like customer industries, technology, and product components. Also, choose colors wisely to represent each feature. For better consistency, apply a palette of colors that go well together.



SECTION-7

UI DESIGN

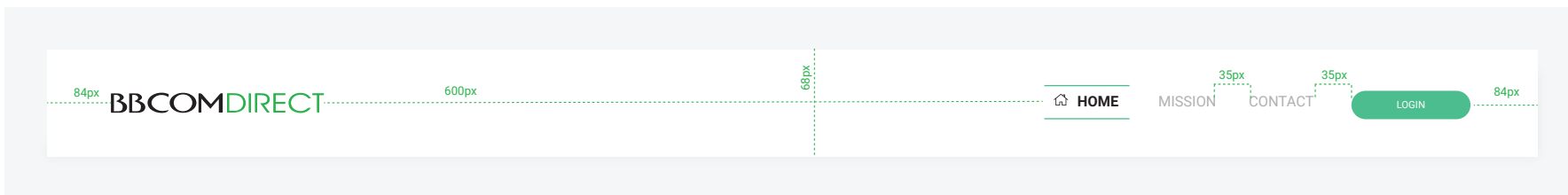
Our UI design in such form for users to control their devices more intuitively. It will help them to concentrate on valuable content more easily.

UI Design

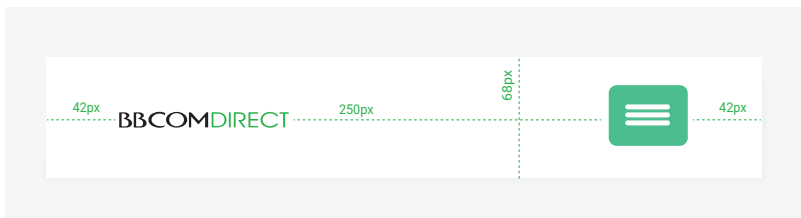
HEADER

Use a Responsive Layout for the design. There have to be different Header views in Desktop, Mobile, and Tablet. The size and length have to be as below.

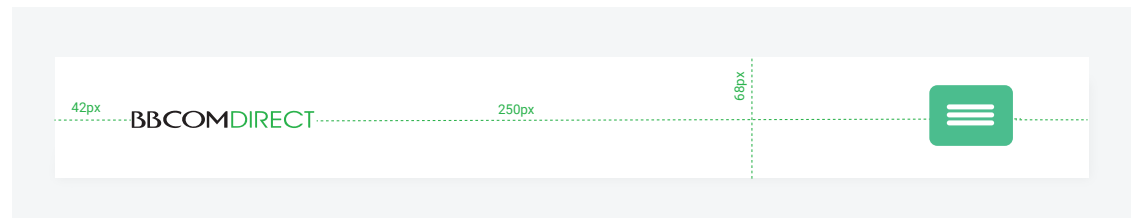
Desktop View



Mobile View



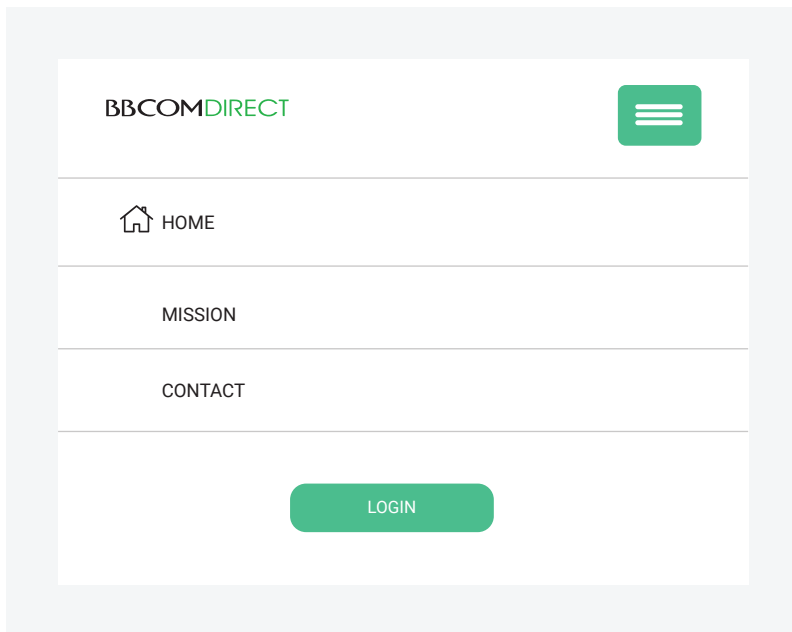
Tablet View



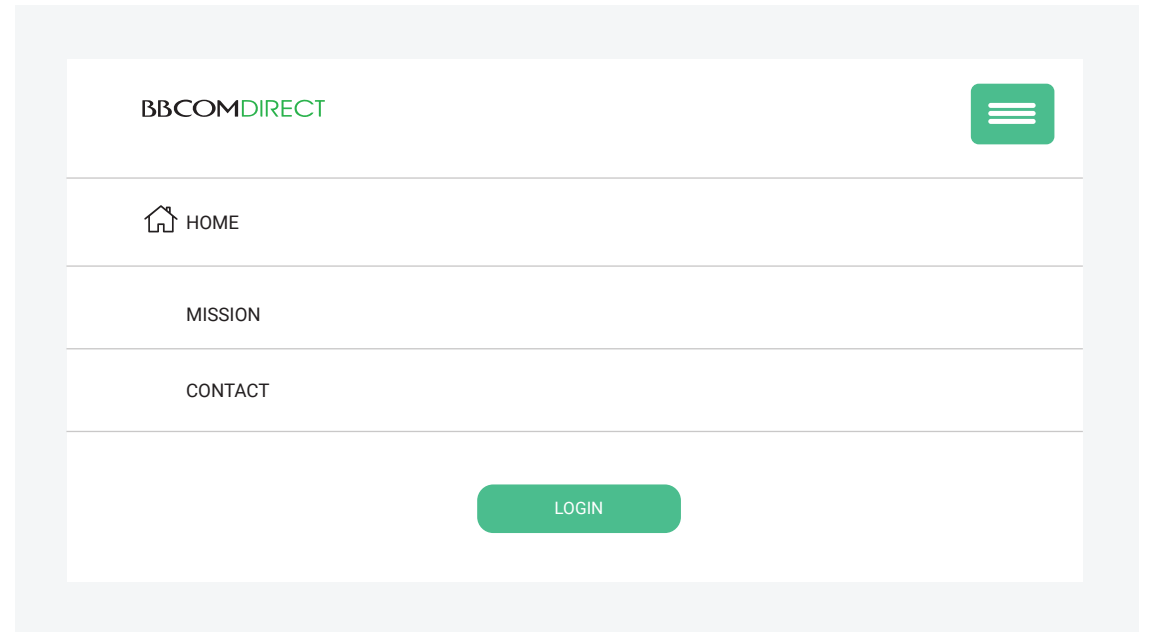
HEADER DROPDOWN

When you click on the Menu Icon on a mobile phone or tablet, the Drop Down menu must be listed.

 Mobile Dropdown View



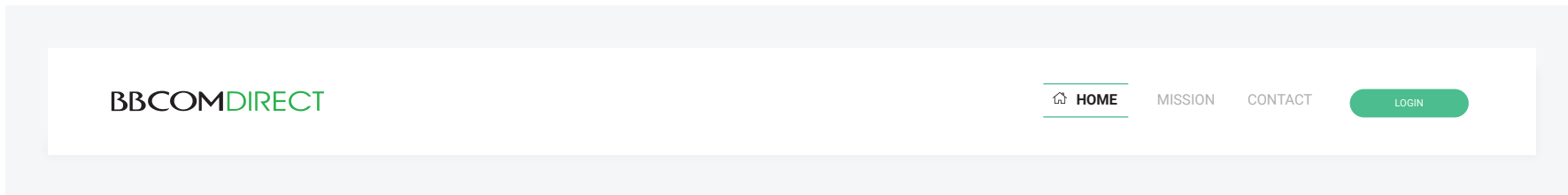
 Tablet Dropdown View



HEADER MID-TONE BACKGROUND

When a user is scrolling the page, the header background has to change.

On Light Background



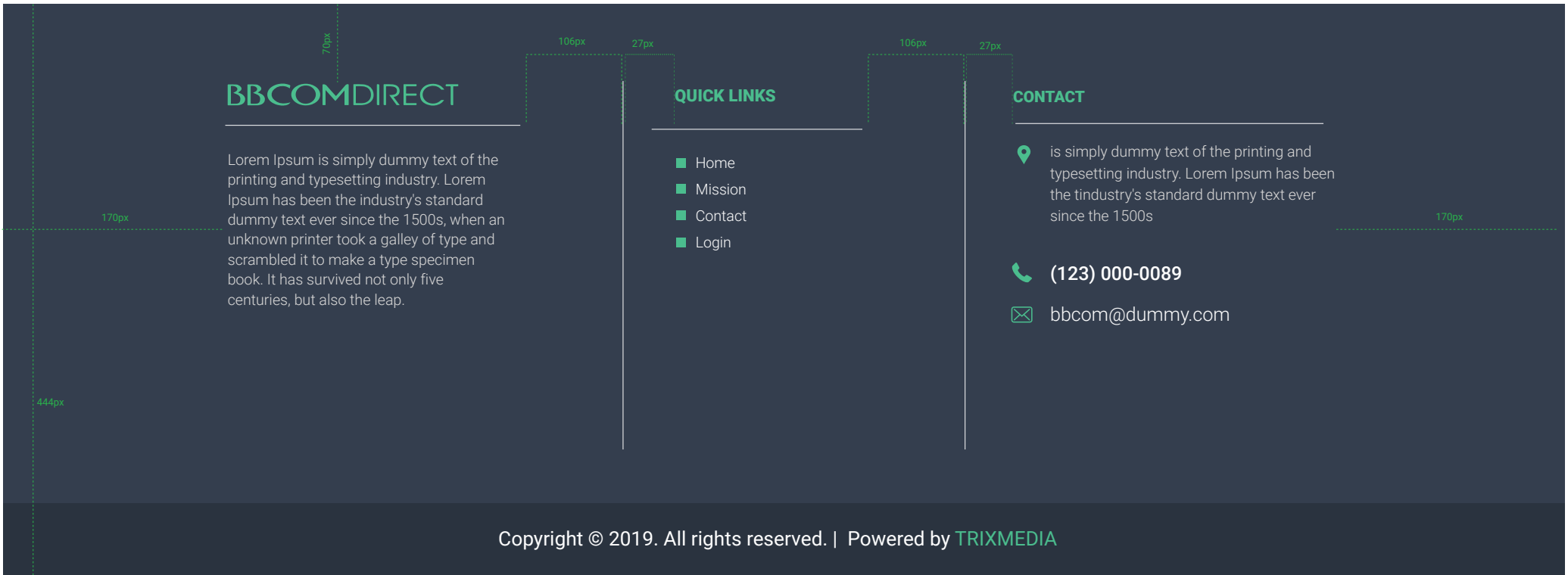
On Dark Background



FOOTER

To separate the footer section, use a dark background in the footer. The size guidelines below will help to better view experience in Desktop, Mobile, and Tablet. There is a small description of our brand, main page links, and contact info in the footer.

Desktop View



The footer layout is displayed on a dark blue background. It features three main columns: a brand description, quick links, and contact information. Design guidelines are indicated by dashed green lines and labels.

BBCOMDIRECT (70px height)

170px (width of the brand description column)

106px (width of the quick links column) | 27px (padding between columns)

QUICK LINKS

- Home
- Mission
- Contact
- Login

106px (width of the contact column) | 27px (padding between columns)

CONTACT

170px (width of the contact column)

444px (total height of the footer content area)

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FOOTER RESPONSIVE VIEW

Mobile View

BBCOMDIRECT

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap.

QUICK LINKS

- Home
- Mission
- Contact
- Login

CONTACT

is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s

(123) 000-0089

bbcom@dummys.com

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Tablet View

BBCOMDIRECT

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap.

QUICK LINKS

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(123) 000-0089

bbcom@dummys.com

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BANNER STYLE

Essentially, there is the leading services section of the BBCOMDIRECT. They are the main call to action of this website, which redirects to the order page.

Desktop View

WHICH OF OUR TOP THREE
CONSUMER SERVICES
 ARE YOU INTERESTED IN?

80px

581px

5px

60px

60px

Service	Price /Month	Order Now	Description
BULLET FAX	\$9.95	ORDER NOW	EFAQ TO YOUR EMAIL
NATION WIDE NUMBERS	\$9.95	ORDER NOW	VIRTUAL NUMBER FROM ANYWHERE IN THE US
TOLL FREE SERVICES	\$29.95	ORDER NOW	FLAT RATE TOLL FREE

The banner features a smiling man in a suit and glasses on the right side, gesturing towards the service options. The background is a light green and white geometric design.

BANNER STYLE RESPONSIVE VIEW

Mobile View



WHICH OF OUR TOP THREE
CONSUMER SERVICES
ARE YOU INTERESTED IN?

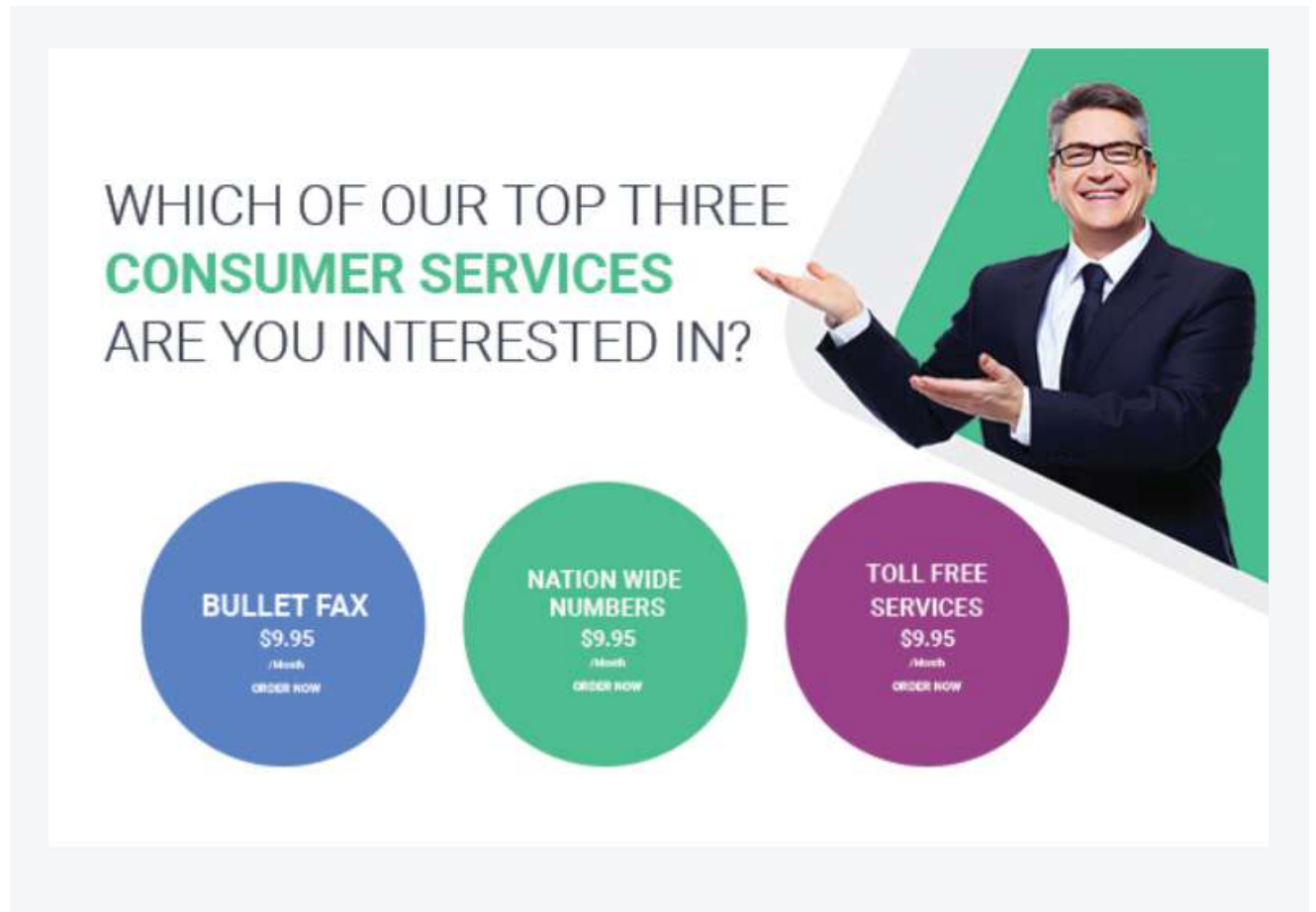


BULLET FAX
\$9.95
/Month
ORDER NOW


NATION WIDE NUMBERS
\$9.95
/Month
ORDER NOW

TOLL FREE SERVICES
\$9.95
/Month
ORDER NOW

Tablet View



WHICH OF OUR TOP THREE
CONSUMER SERVICES
ARE YOU INTERESTED IN?



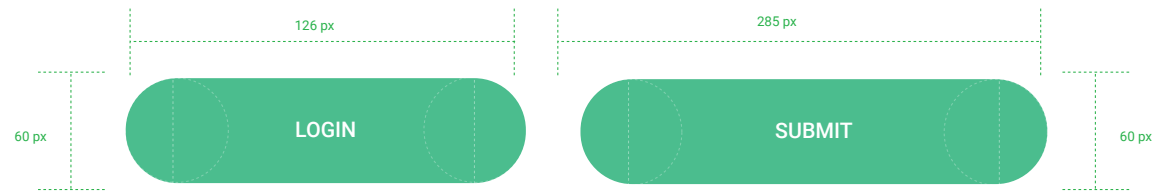
BULLET FAX
\$9.95
/Month
ORDER NOW

NATION WIDE NUMBERS
\$9.95
/Month
ORDER NOW

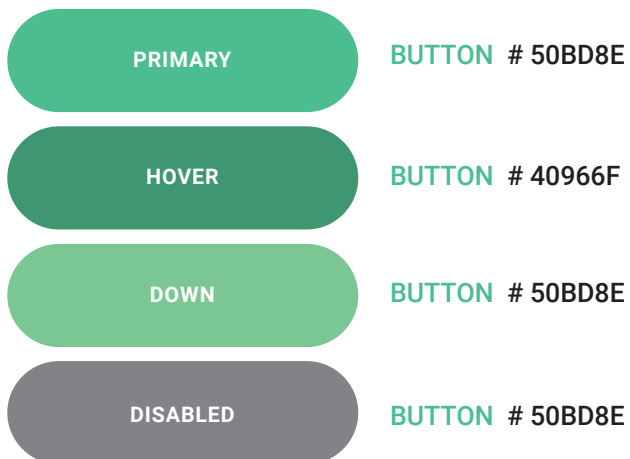
TOLL FREE SERVICES
\$9.95
/Month
ORDER NOW

BUTTONS

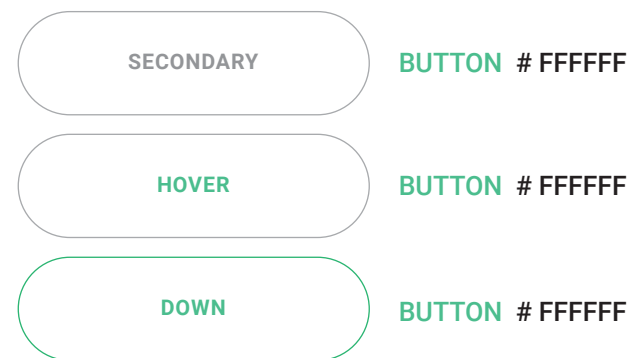
For button styling, follow the below guidelines.



PRIMARY



SECONDARY




FORM

This is the form of view for different devices.

 Desktop View

I'd love to hear from you! Submit the form below and I'll get right back to you

First Name *	Last Name*
<input type="text"/>	<input type="text"/>
Email*	Phone*
<input type="text"/>	<input type="text"/>
Message*	
<input type="text"/>	

— 9878WXZQTY —  Enter the Captcha

FORM STYLE RESPONSIVE VIEW

 Mobile View

I'd love to hear from you! Submit the form below and I'll get right back to you

First Name *

Last Name *

Email *

Phone *

Message *

 Tablet View

I'd love to hear from you! Submit the form below and I'll get right back to you

First Name *

Last Name *

Email *

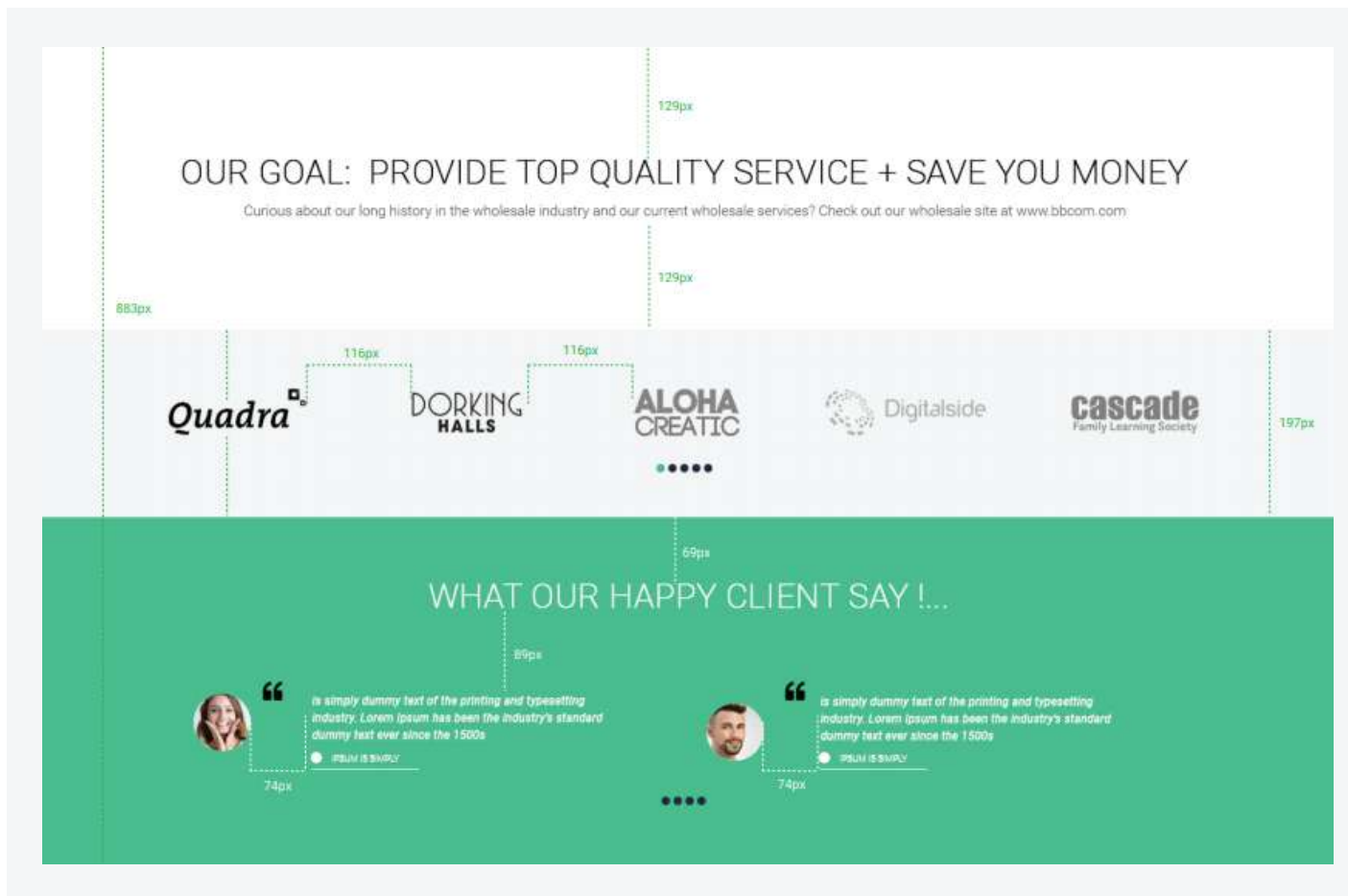
Phone *

Message *

LAYOUT

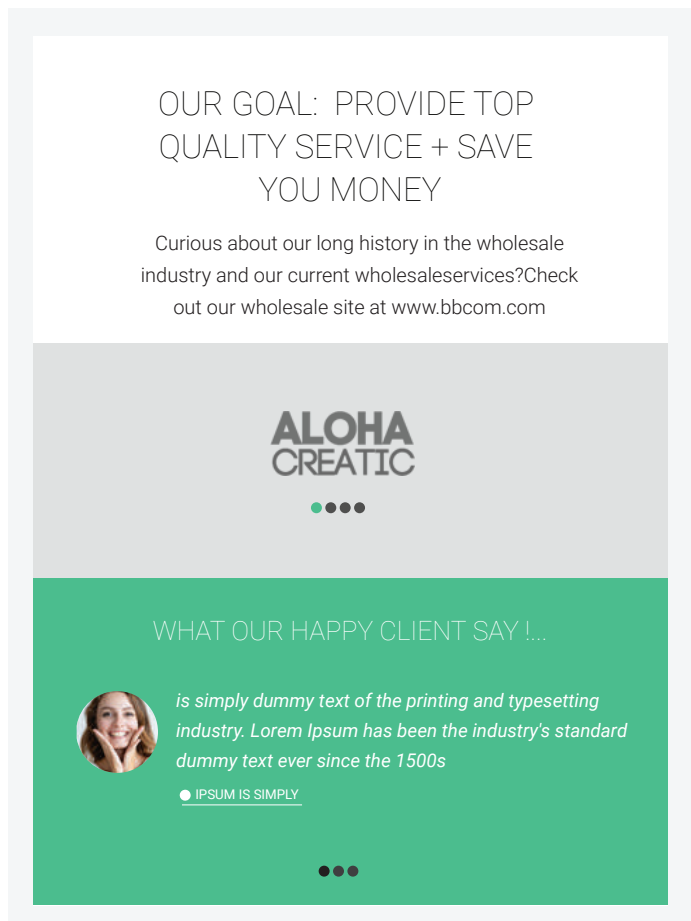
Make sure that the different components on the screen and the screen layout are adaptable to different screen sizes, orientations, resolutions, and aspect ratios. You should also consider the multi-layering structure and various window sizes.

Desktop View

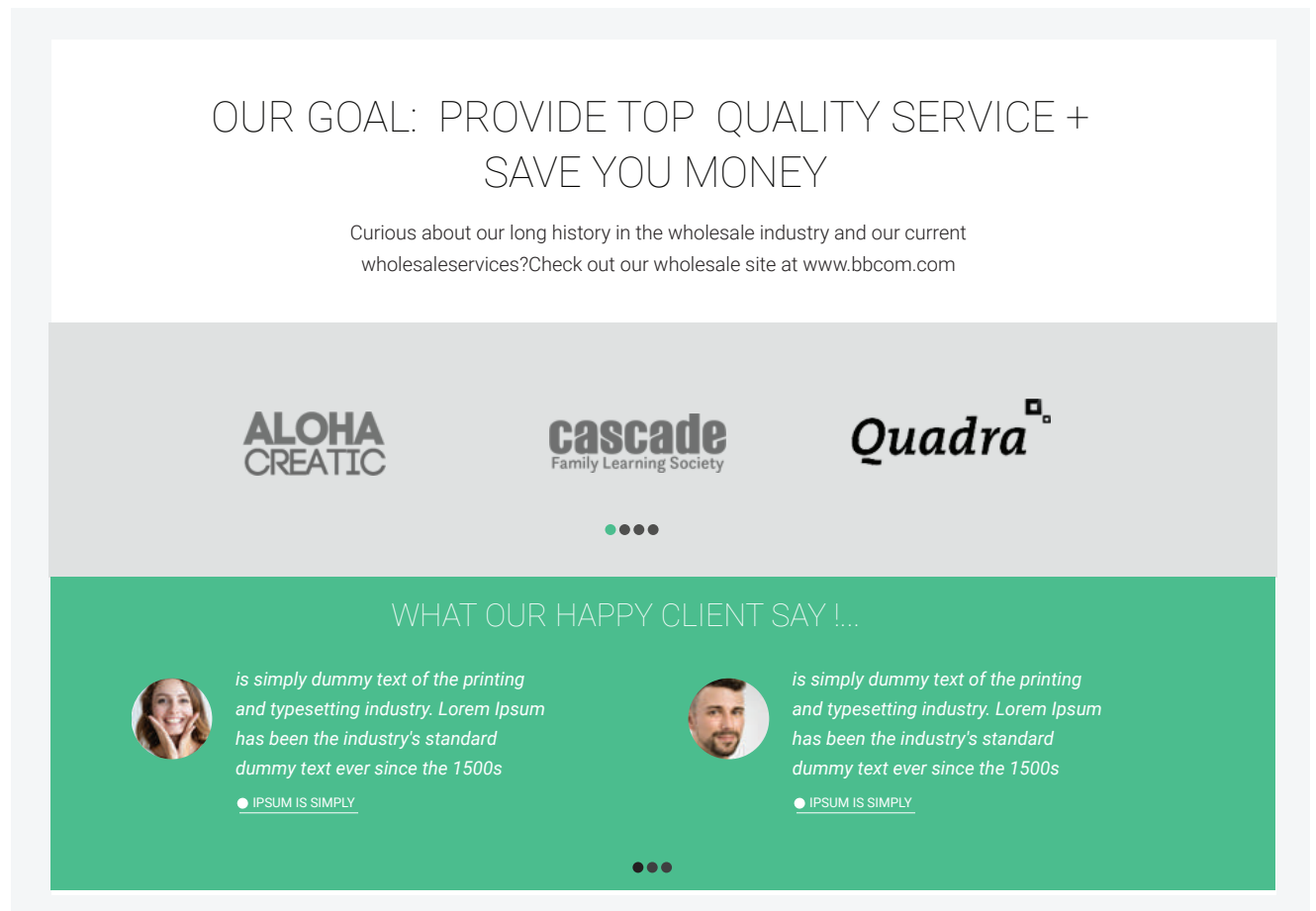


LAYOUT RESPONSIVE VIEW

Mobile View



Tablet View



LOGIN AND REGISTER POPUPS

There is a popup window for registration forms. To create them, follow the size guidelines below.

Desktop View

217px

173px

34px

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Don't have an account?
[Create Account](#)

MEMBERS LOGIN

User Name

Password

Forget Password

LOG IN

Desktop View

22px

BBCOMDIRECT

48px

310px

38px

53px

539px

SET UP YOUR BBCOM ACCOUNT

Already have an Account? [Login](#)

First Name Last Name

E-Mail

Contact Number

Street Address

Ste, Bldg, Mail Stop (optional)

City Zip + 4 code

New york US

Password

Forget Password

SIGN UP NOW

POPUPS RESPONSIVE VIEW

Mobile View

MEMBERS LOGIN

User Name

Password

Forget Password

LOG IN

BBCOMDIRECT

Don't have an account?
Create Account

Dimensions: 34 px, 34 px, 34 px, 255 px, 331 px, 28 px, 104 px, 28 px

Mobile View

SET UP YOUR BBCOM ACCOUNT

Already have an Account? [Login](#)

First Name

Last Name

E-Mail

Contact Number

Street Address

Ste, Bldg, Mail Stop (optional)

City

Zip + 4 code

New York

US

Password

Forget Password

SIGN UP NOW

Dimensions: 52 px, 40 px, 680 px, 362 px, 34 px

POPUPS RESPONSIVE VIEW

Tablet View

Tablet View

BBCOMDIRECT

Have question?

www.bbcomdirect.com

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Beverly Hills, CA 90210

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