

Brand Guidelines





Index

Brand Personality



Our tone of voice reflects what our platform promises: clarity, control, and the freedom to do things your way. We explain complex systems in plain English, without hiding behind jargon or buzzwords.

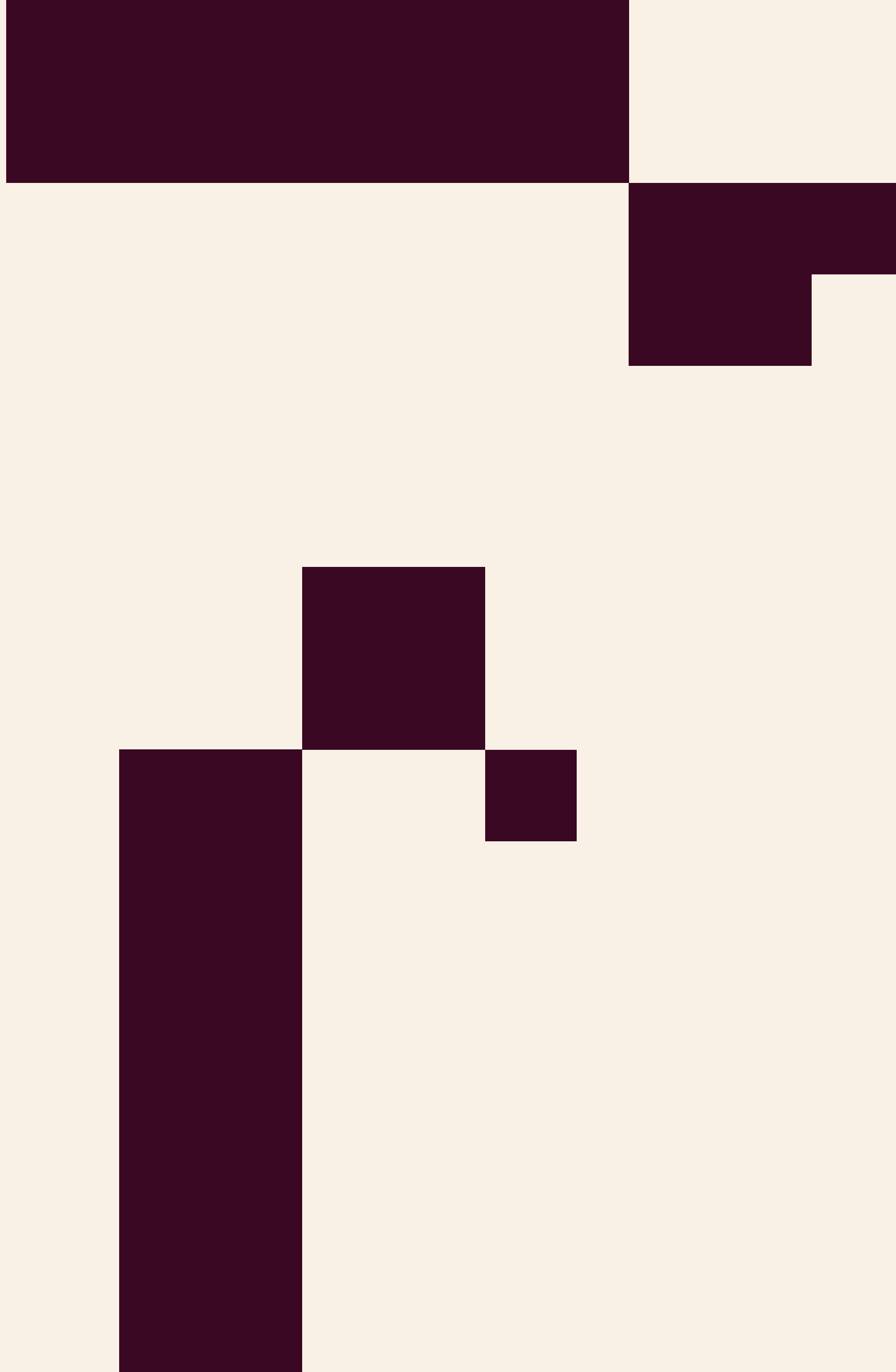
When we talk about voice, routing, or integrations, we focus on what matters to the person reading – what it means for their workflow, their agents, and their customers.

We speak with confidence, but never theatrics. We avoid hype, overclaiming, and cleverness for its own sake. Instead, we choose language that builds trust: straightforward, grounded, and specific.

Whether it's a product page, a sales deck, or a line of microcopy, the goal is always the same: help people understand, help them decide, and help them feel in control of their service operations.

We speak clearly, directly, and with purpose. Every message should make complex ideas feel simpler – and every sentence should help people feel more in control.

Visual Identity





Our logo combines the icon and wordmark to form a unified signature. Together, they express the brand's identity with clarity, confidence, and consistency. The icon provides an immediate visual marker, while the wordmark reinforces our name with a clean, distinctive typographic voice.

The relationship between the icon and wordmark is fixed. Their proportions, spacing, and alignment must remain unchanged to protect the integrity of the mark.

Use the full logo for all primary brand communications, including digital interfaces, print materials, presentations, and marketing assets. Whenever possible, default to the full lockup to ensure strong recognition.





To ensure the logo remains legible and uncompromised, it must always be surrounded by clear space. This protective area keeps the mark free from visual clutter and prevents other elements from competing with it.

Clear space is measured using the height of the logo's icon (or a defined unit within the lockup). This distance must be maintained on all sides—top, bottom, left, and right.

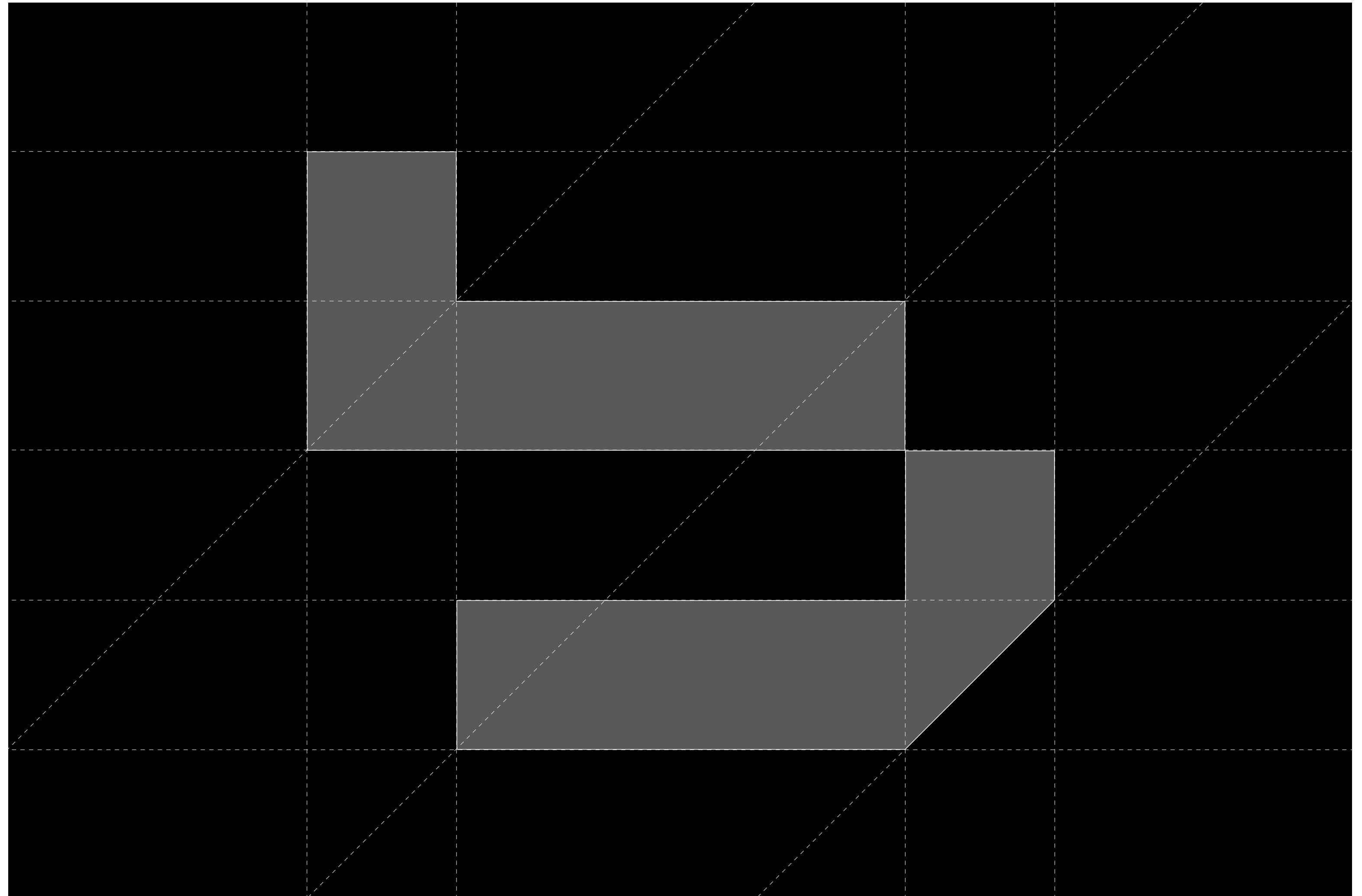
Do not stack or reorder the logo components. When use of the full landscape logo mark is not possible revert only to the standalone brand icon.





The brand icon is our most compact visual identifier. Designed for clarity and instant recognition, it captures the essence of the brand in a simple, distinctive form. Whether used at large scale or reduced to its smallest sizes, the icon maintains a strong presence.

The icon is used when space is limited or when a simplified mark is more appropriate—favicons, social avatars, app icons, small UI elements, and secondary brand moments. It complements the full logo but should never replace it in primary communications unless specified.



Maroon and Navy create the base of a decisively more mature palette as babelforce evolves as an organisation.

The paired-back nature of the brand is carried through by a restrained use of colour. Avoid combining more than 2 base colours and a single highlight tone in any given composition.

Layout backgrounds can be light or dark, always with high contract text (black/white) for maximum accessibility. Colours can also be blended to introduce gradients for additional depth.

To extend the palette further colours can also be extracted from photography (see page 16).

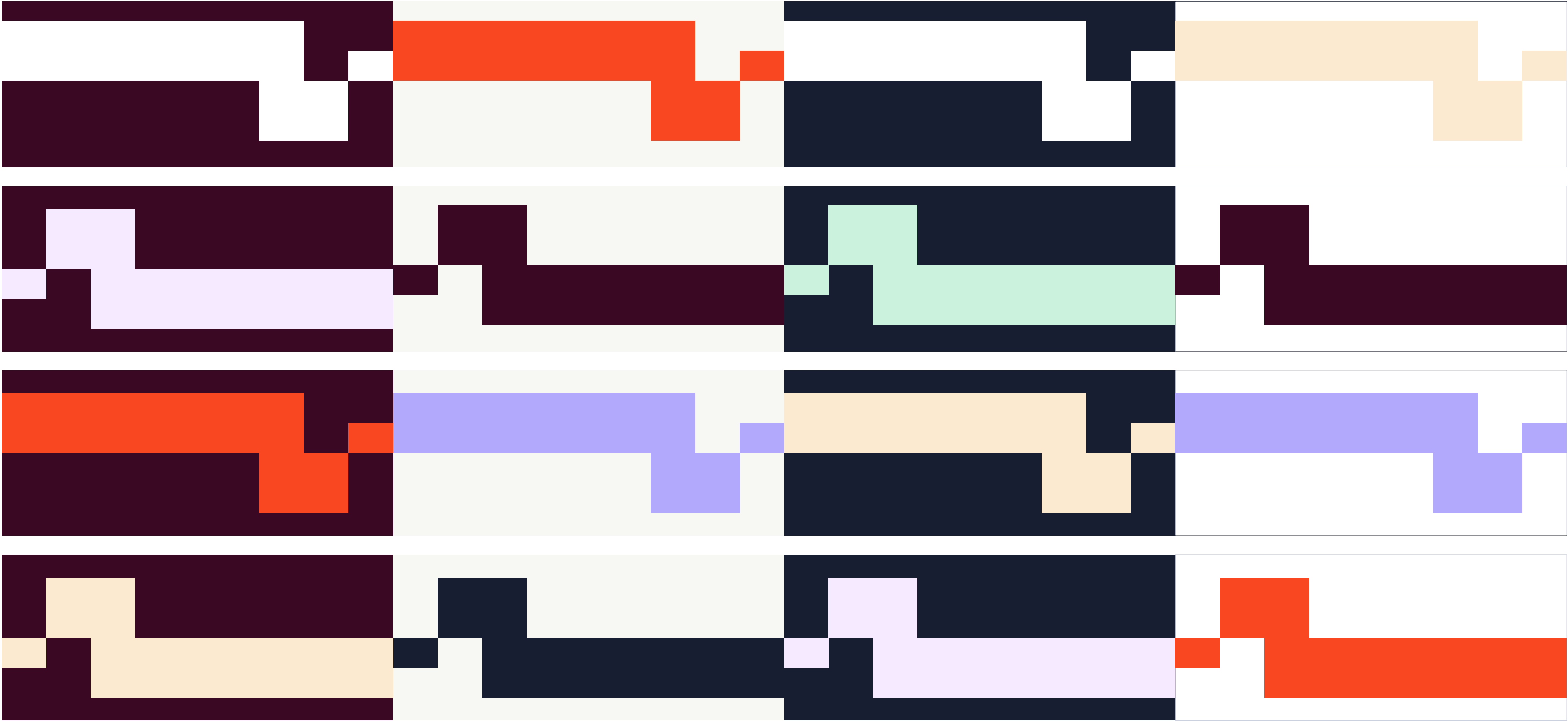
Base colours (for backgrounds and blocks)

Maroon #3A0823 RGB 58, 8, 35 CMYK 56, 89, 56, 67	Stone #F7F7F3 RGB 247, 247, 243 CMYK 4, 2, 6, 0	Navy #181E32 RGB 24, 30, 50 CMYK 90, 81, 50, 61	White #FFFFFF RGB 255, 255, 255 CMYK 0, 0, 0, 0
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Highlights (for blocks and call-outs)

Orange #F94721 RGB 249, 71, 33 CMYK 0, 92, 100, 0	Lilac #B2A9FD RGB 178, 169, 253 CMYK 31, 33, 0, 0	Mint #CAF2DD RGB 202, 242, 221 CMYK 23, 0, 19, 0
Sand #FBEACF RGB 251, 234, 207 CMYK 0, 8, 21, 0	Lilac Lite #F5EAFB RGB 245, 234, 255 CMYK 4, 11, 0, 0	Mint Lite #E8FCF5 RGB 232, 252, 245 CMYK 11, 0, 7, 0







Spectral carries the brand's expressive, editorial voice. Its sculpted serifs, confident contrast, and refined pacing make it ideal for moments that need presence and character.

Spectral is reserved for headlines, subheads, statement copy, and key brand moments across both print and digital. It sets the tone, introduces hierarchy, and provides a distinctive visual signature.

For legibility use ExtraLight on larger headers and revert to Light when text is smaller.

Spectral

AaBbCcDdEeFfGgHhIi

JiKkLlMmNnOoPpQaRr

SsTtUuVvWwXxYyZz, .!&

0123456789



DM Sans serves as our dependable workhorse for longer passages of text. Its clear forms, open counters, and balanced proportions keep reading effortless across both digital and print applications. While our primary typeface carries the brand's distinct voice, DM Sans supports it with a neutral, highly legible rhythm.

DM Sans is used for body copy, captions, UI text, product details, legal information, and any instance where readability takes priority. It performs especially well at small to medium sizes and maintains clarity across weights.

DM Sans

AaBbCcDdEeFfGgHhIi

JiKkLlMmNnOoPpQqRr

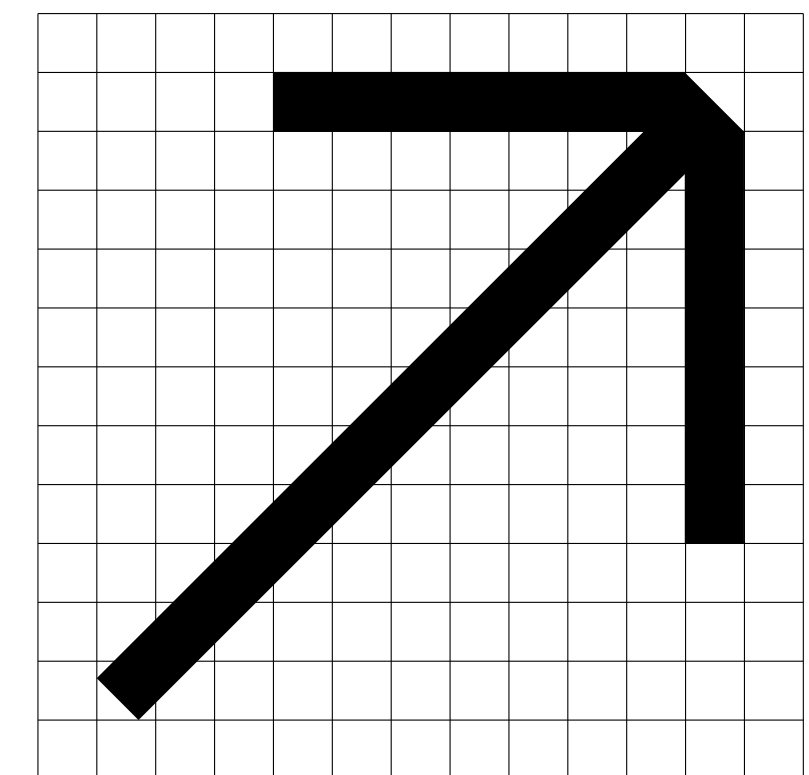
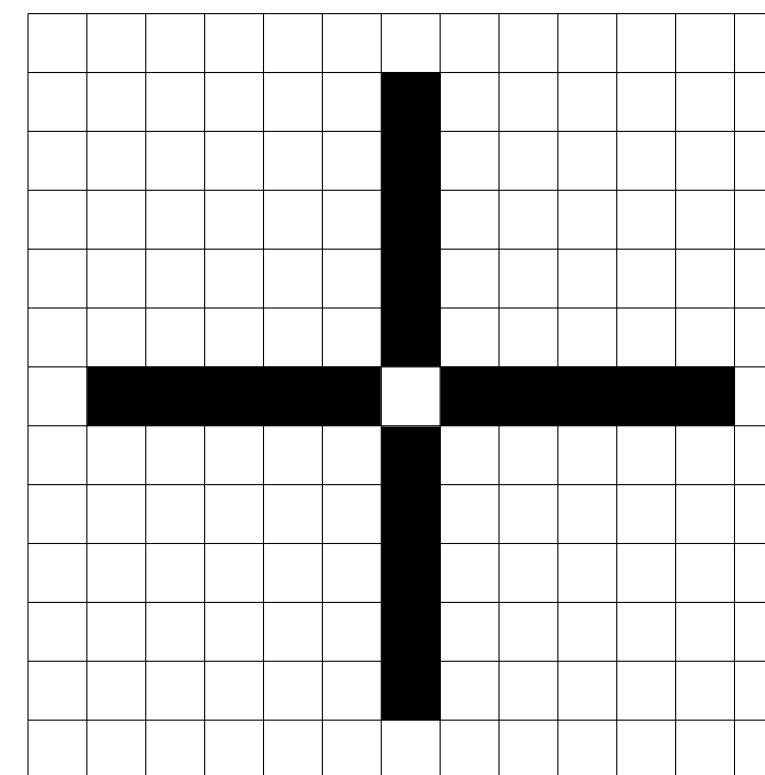
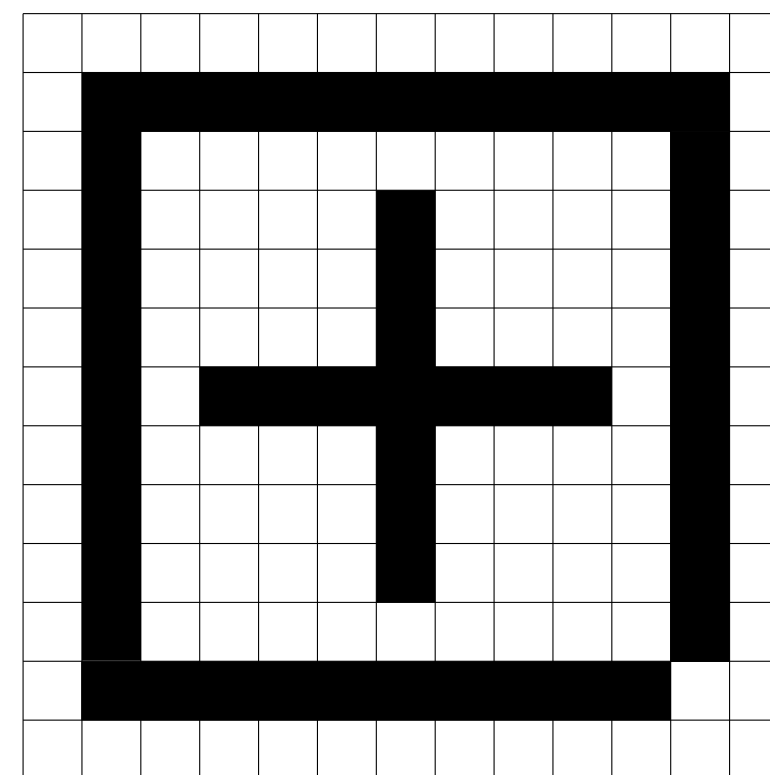
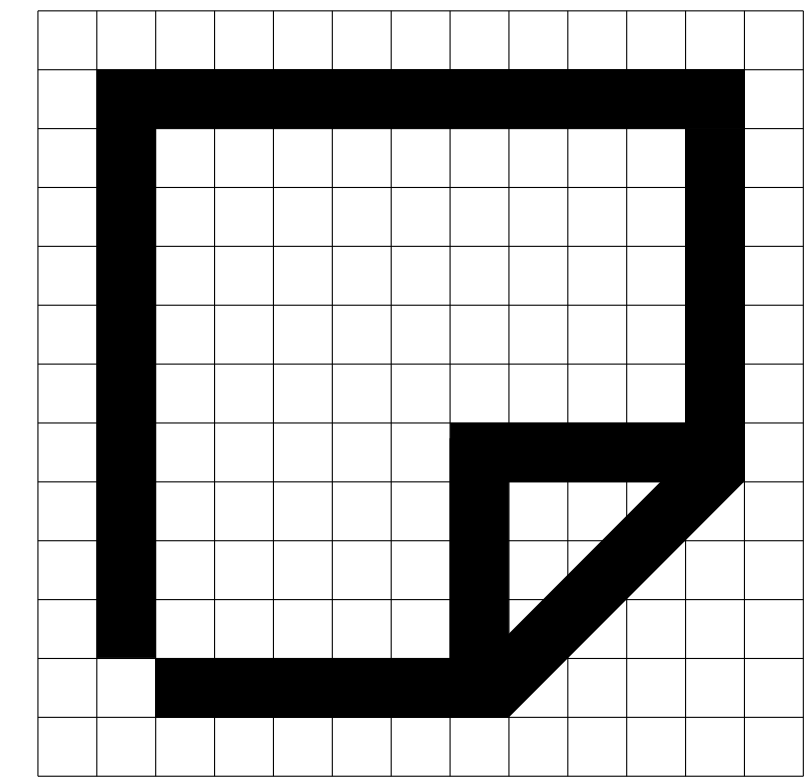
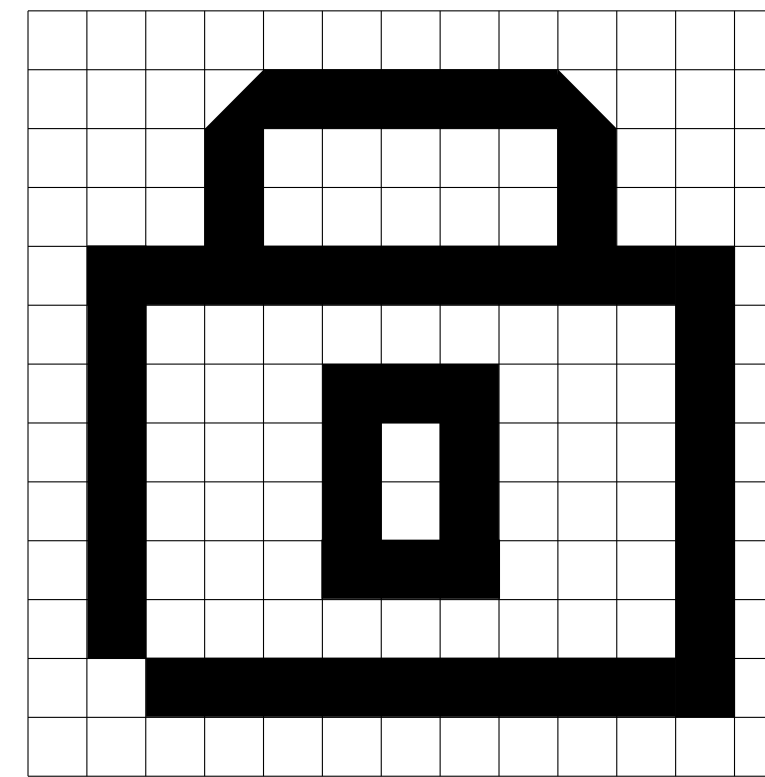
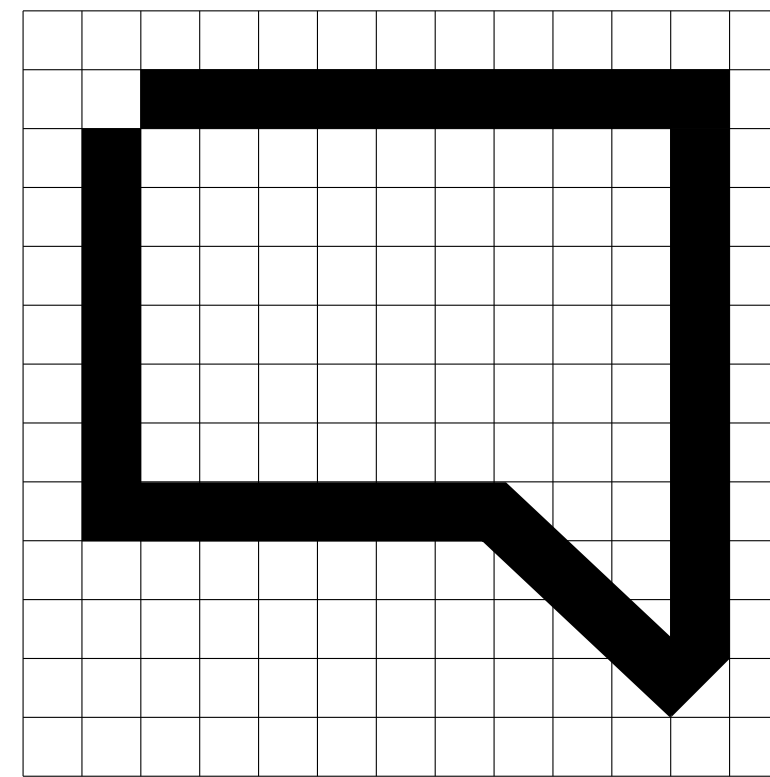
SsTtUuVvWwXxYyZz, . ! &

0123456789

These examples provide the basis for a custom icon set to extend the visual language of the brand.

Each icon is designed to feel cohesive with our core identity, echoing the same geometry found in the primary brand mark. They bring clarity and consistency to interfaces, diagrams, and supporting communications.

Every icon is based on a shared grid and stroke system, ensuring uniformity across the entire set. Shapes are simplified with intention, avoiding unnecessary detail while retaining recognisable silhouettes.



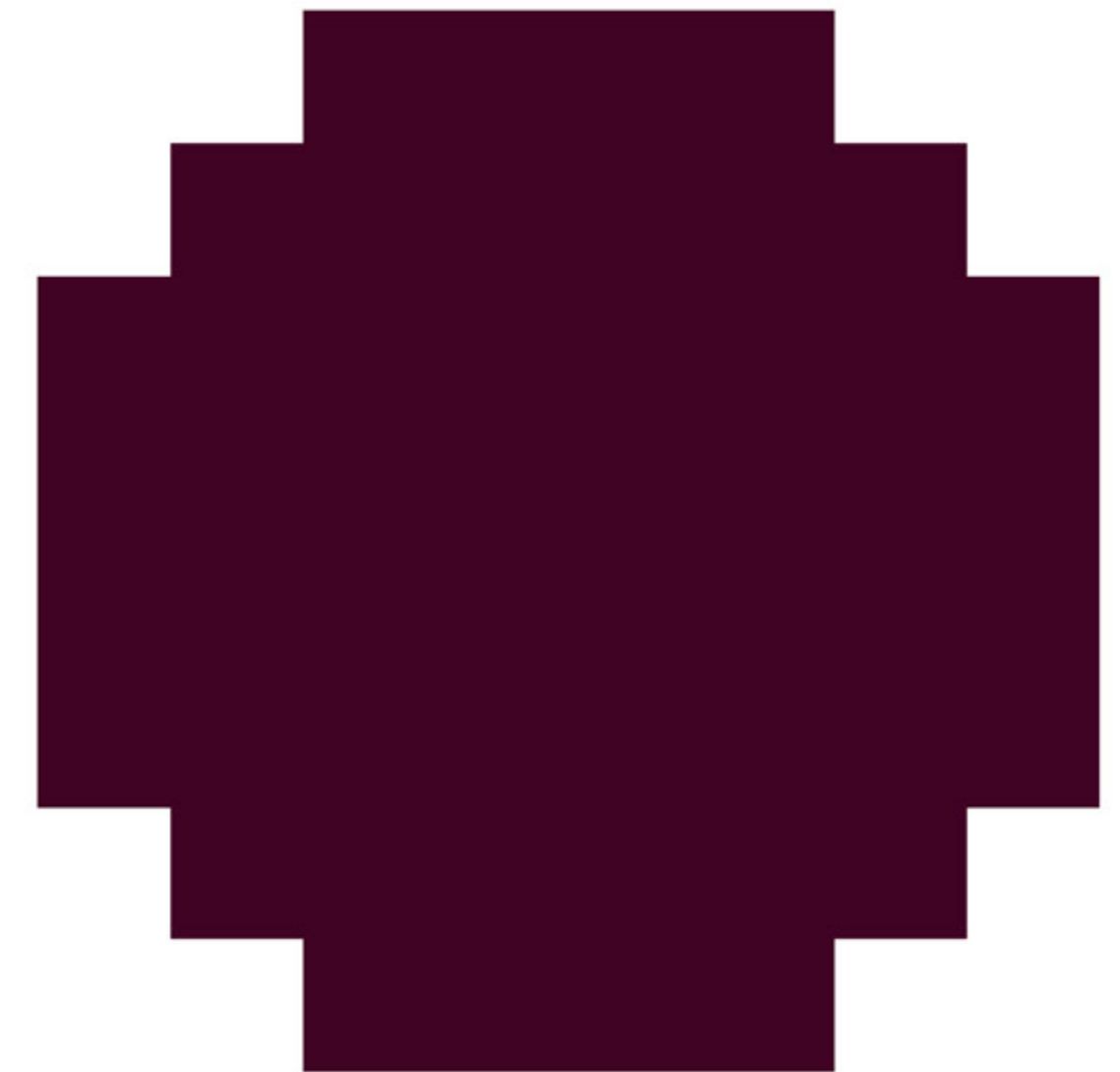


Organic occurrences via a digital medium.

The babelforce blocks are the brand's key visual signifier. The freeform digital patterns suggest the adaptable, modular nature of the product and are an abstract interpretation of human interaction with the babelforce software.

The blocks can be used in isolation to create colour-driven visuals and layouts or combined with photography to fully embody the customer experience.

Avoid creating block formations that feel too rigid. Aim to retain a loose organic feel to compositions that suggest movement and naturally occurring shapes.





Play with scale and explore placement when using the block to allow for greater variety when composing layouts and deliverables.

Small clusters leave clear space for copy and content whilst bigger lock-ups provide structure and act as brand graphics in their own right.

Micro



Medium



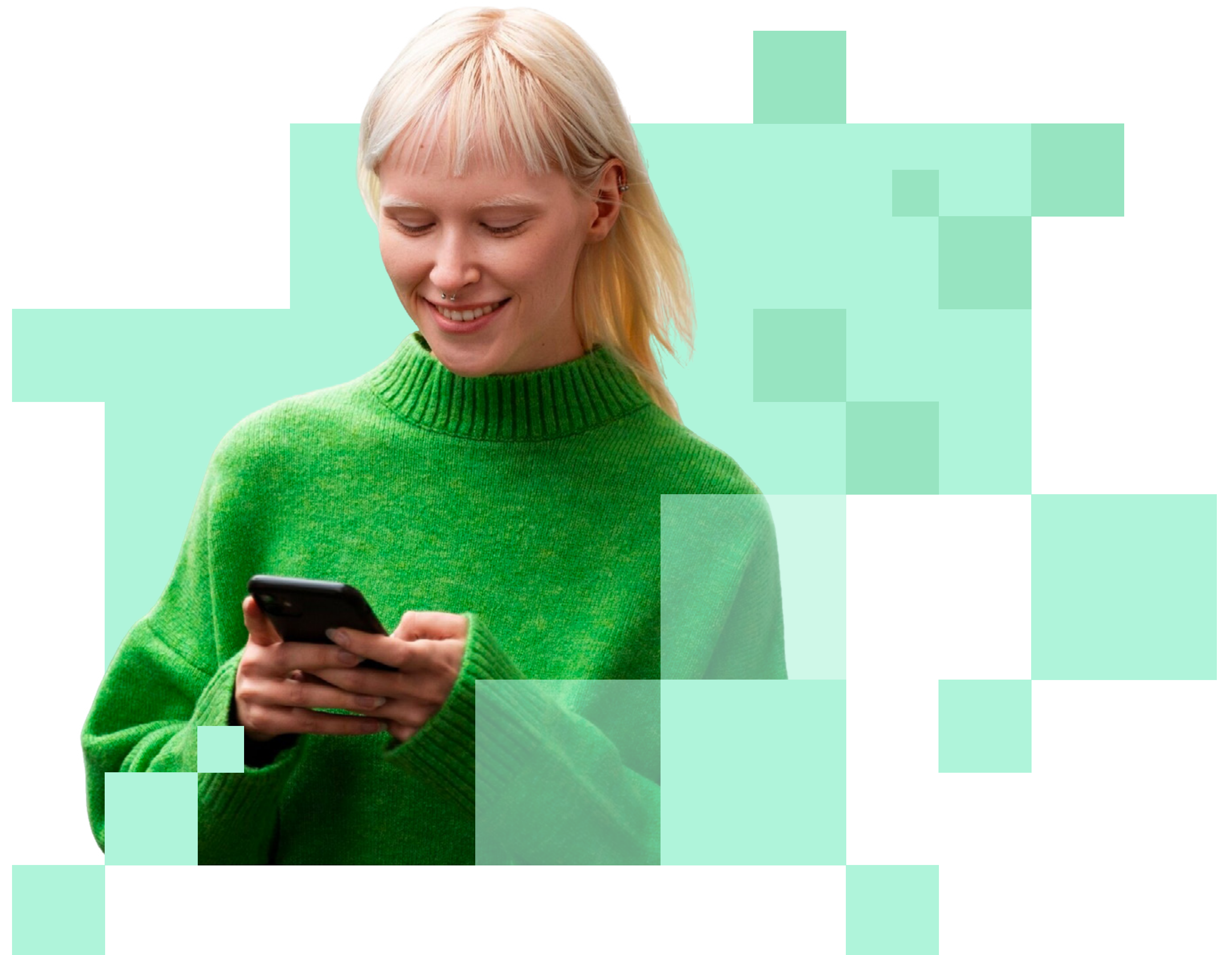
Macro





When incorporating photography, aim to create compositions that complement the model in use and the space they occupy within the frame.

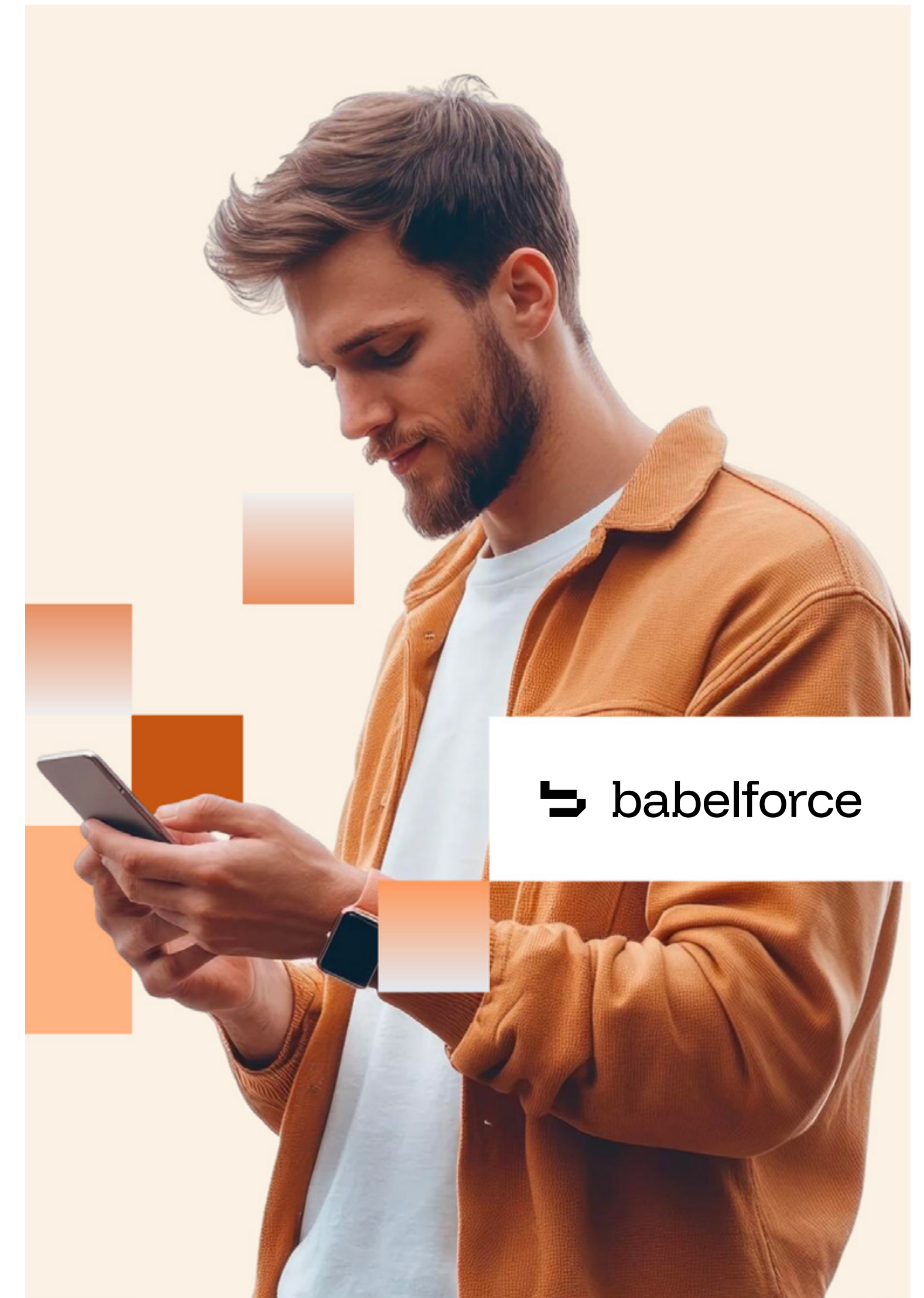
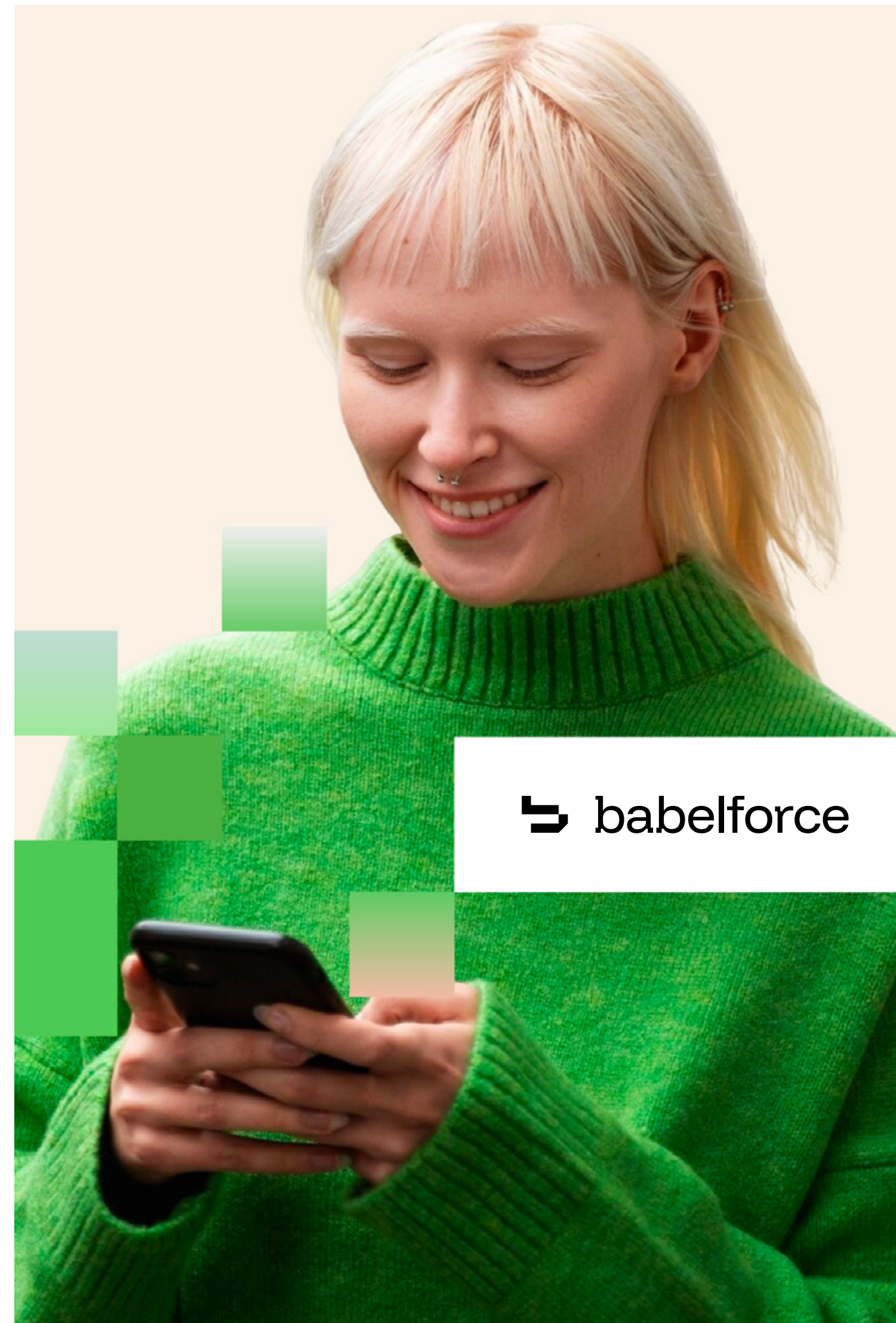
Allowing overlap with the blocks and photography to break the edges of the framing device. This helps avoid making the individual look trapped within the composition.





To create additional visual interest when using images block formations can be filled using the colours found in the photograph.

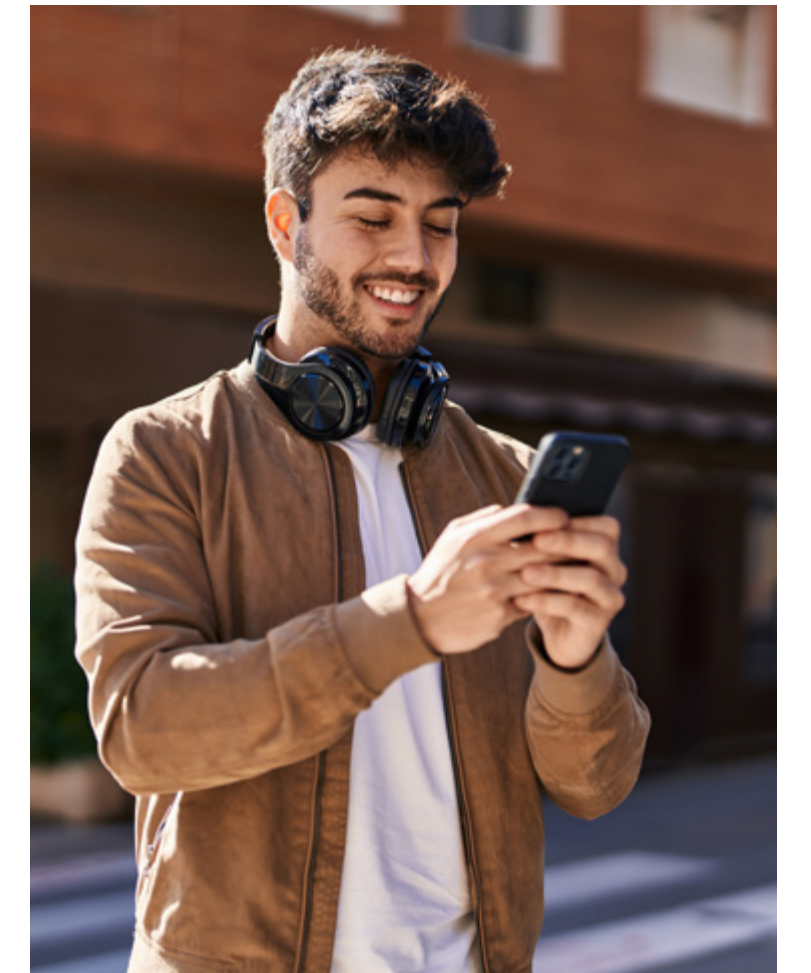
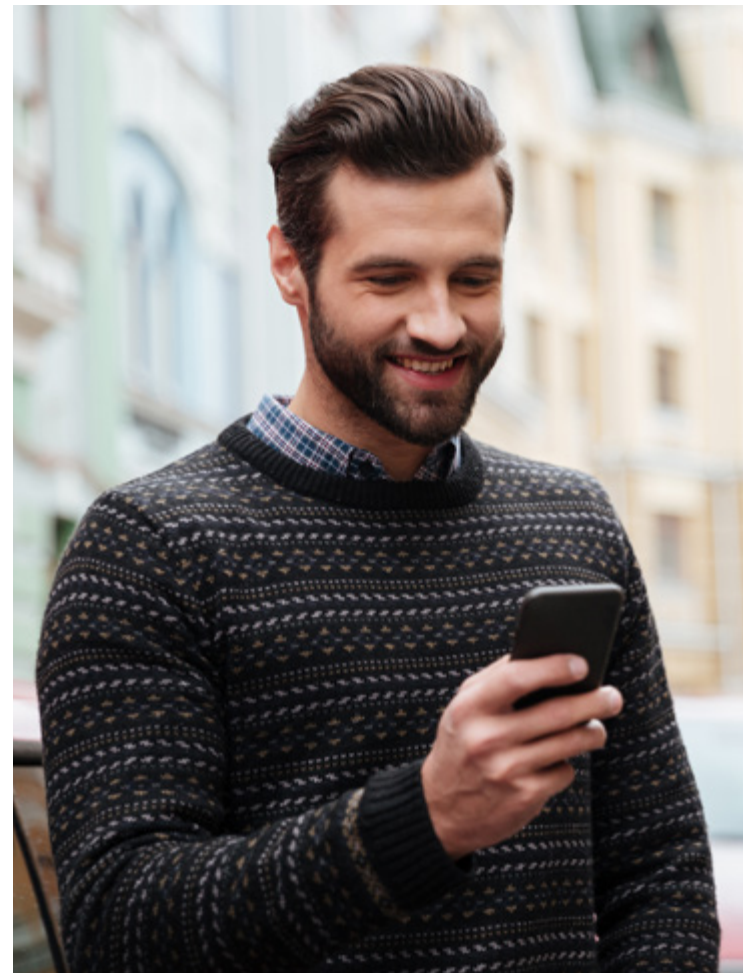
This acts as an extension to the brand colour palette and further integrates the model into the babelforce brand.





Individuals, whether customers or end users, depicted in babelforce photography should appear comfortable and at ease.

When sourcing new photography aim for candid, naturalistic poses and expressions.



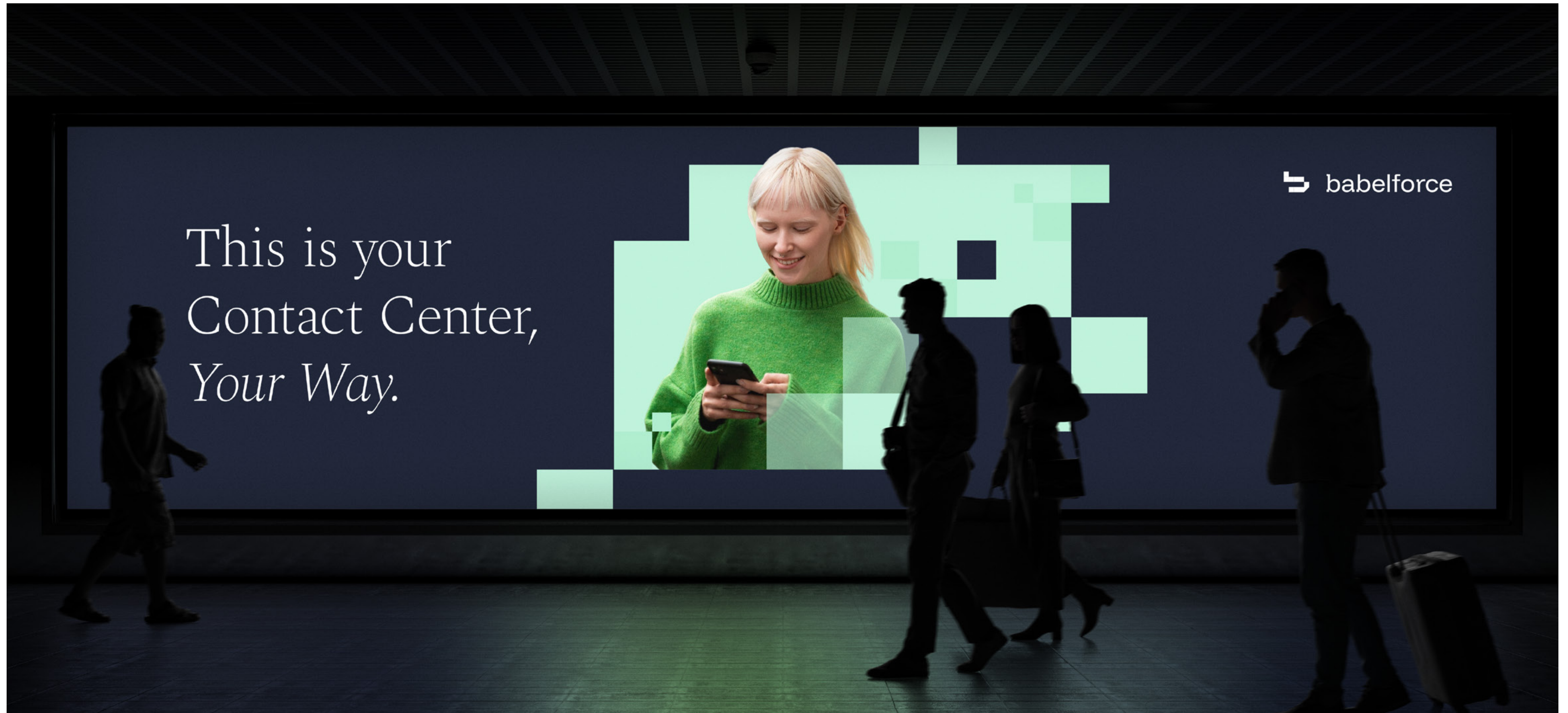


When depicting clients and babelforce customers in their working environments again aim for candid, naturalistic poses and expressions.

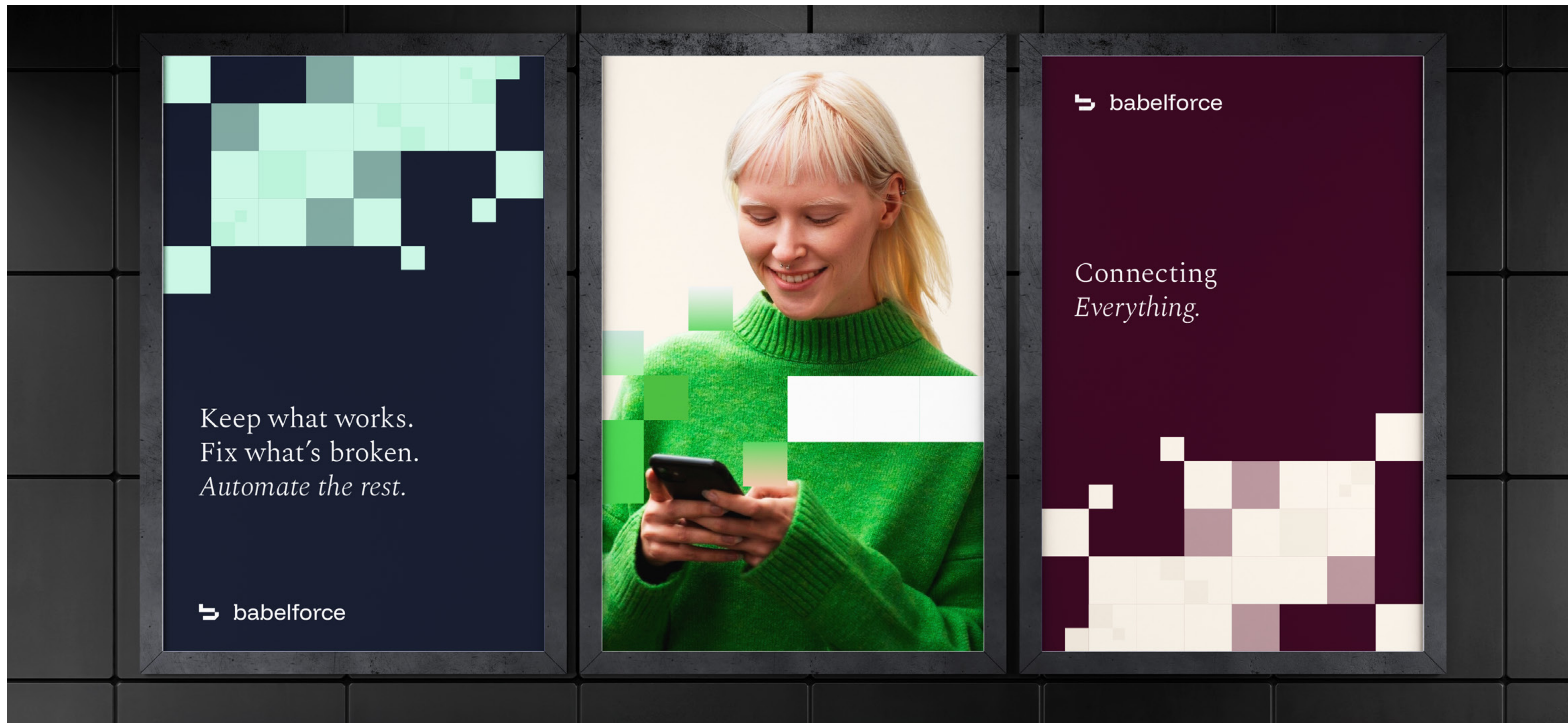


Brand
In Use

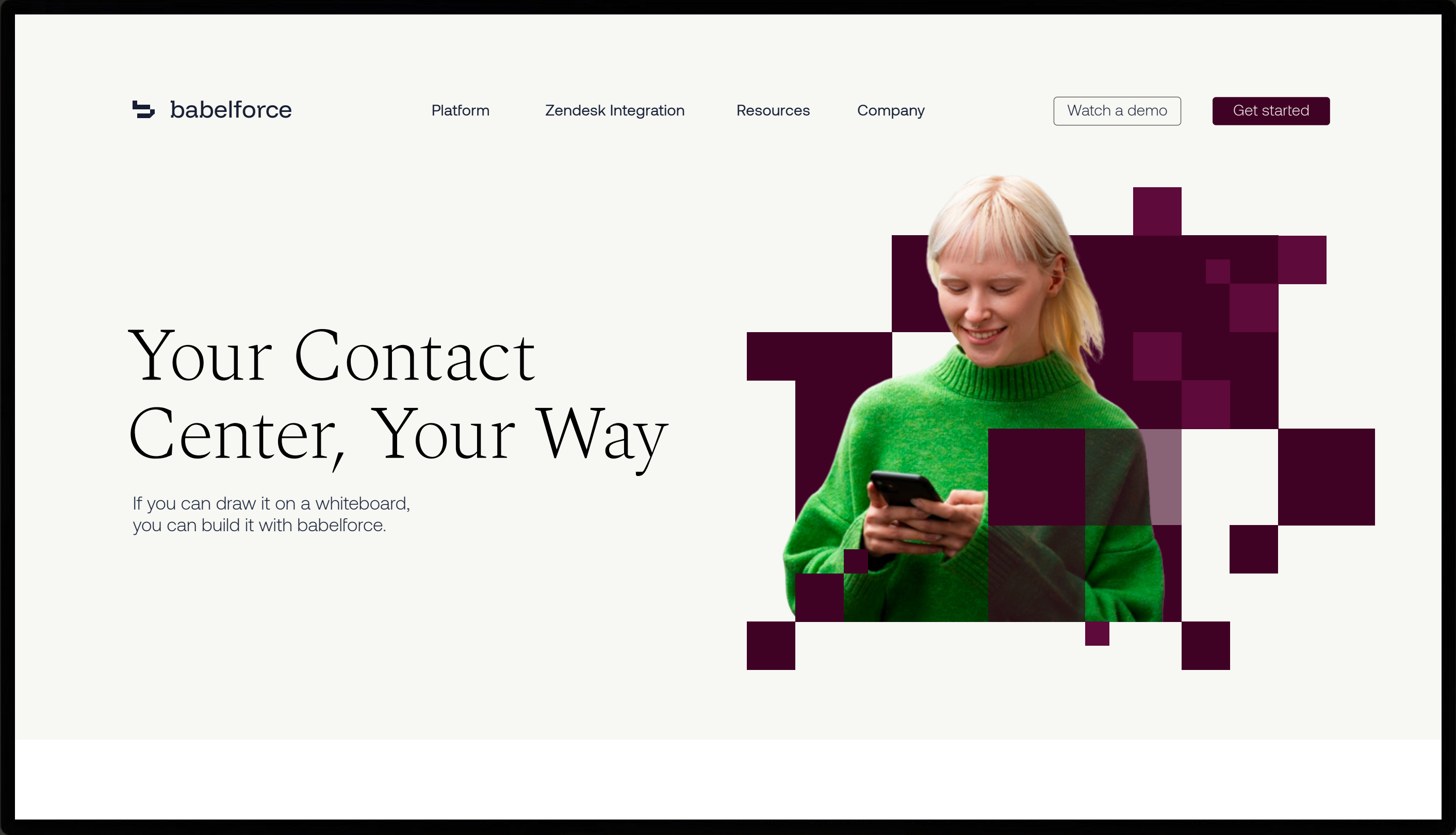




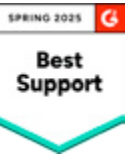












Create outstanding experiences with tools anyone can use. babelforce gives you the power to build the customer experiences you’ve always wanted – with tools anyone can use. If you can draw it on a whiteboard, you can build it with babelforce.

The Platform



Deploy
VoiceBots in 70+ languages.



Create
any self-service and workflow automations.



Add
enterprise-grade CCaaS to Zendesk and other solutions.

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What others say about us



Bharat G.
Software Engineer

■ Platform

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enterprise-grade CCaaS to
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