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Introduction

Hi! Welcome to the Envoy brand book. This deck serves as a helpful guide to all of our employees, partners, external vendors, and agencies who are representing Envoy externally.

In this brand book you will find guidelines on our visual identity, as well as our voice and tone. Anyone who is writing and designing content on behalf of Envoy is expected to adhere to these brand guidelines, as well as embrace the spirit behind them.

Our brand and its core elements were created to provide flexibility and scalability. We welcome creativity and extension of the brand into new expressions, we just ask that you run it by us first.
Brand principals

Our brand showcases how Envoy is changing the way people look at workplaces. Offices are designed to be controlled. But despite our best efforts, humans customize them, and humans are messy. Inspired by the delight in humanity, our focus is to embrace chaos, empower the individual to stand out—and most importantly—bring life to work.
Voice
Envoy’s voice is human, warm, helpful, confident, and inclusive. We write like we talk. We are genuine, real, and relatable—not a boring, stuffy, B2B tech company.

Tone
What and where we are communicating informs our tone. Are we sharing data-driven insights in a blog post? We want to come across as knowledgeable and helpful with the information we share. Are we explaining a product on our website to a new visitor? We want to be clear, friendly, and welcoming. On social media, we want to be punchy and playful. But again, it all comes down to context.

More detailed information around our voice and tone can be found here.
Our voice

**Human.** We write like we talk. We are genuine, real, and relatable—not a boring, stuffy, B2B tech company.

**Warm.** We’re friendly, approachable, and inviting.

**Helpful.** We understand our audience’s pain points, empathize with them, and want to provide solutions—without coming off as overbearing.

**Confident.** We aim to be informed, but never arrogant.

**Inclusive.** We make everyone feel welcome and want to speak to them in a respectful and accessible way.
The building blocks of our visual identity

Logo
Our logo appears on all communication we produce.

Color
Our palette is tangential to primary colors, with an air of modern sophistication. Its tonality provides confidence and optimism.

Typeface
Sofia Pro is used for all marketing collateral. Proxima Nova is used for all presentations and internal documents.

Sentence case is to be used for all copy. Consistency is important and it allows for clear legibility of industry acronyms and abbreviations.

Illustration style
Our illustrative style is flat and clean, brought to life with vibrant color and quirky moments.

Iconography
Our iconography style is modern, sleek, and minimalistic, while being representative of the overall brand identity.
Our logo mark takes its inspiration from an abstracted visitor’s badge. Although we now have products beyond the front desk, its equity and recognition remain, paying homage to our roots.

**Primary logo**

Envoy

**Mark**

Our logo lockup may be separated and used individually in specific instances. Using the mark alone is acceptable when brand familiarity has already been established.

**Wordmark**

Envoy

**Color options**

- Full color
- White
- Carbon

**Clearspace**
Product logos and app icons

Our products are represented with consistent icons throughout our app stores and external sites.
Typography

Our brand font is Sofia Pro, chosen for its welcoming personality and clean geometric structure.

Sofia Pro Ultra Light
Sofia Pro Extra Light
Sofia Pro Light
Sofia Pro Regular
Sofia Pro Medium
Sofia Pro Semi Bold
Sofia Pro Bold
Sofia Pro Black

Font colors should be limited to Carbon, White, Envoy Red or Gem (Enterprise brand only).

Our web safe fallback font is Proxima Nova and should only be used when Sofia Pro is not available.
Primary color palette

Red is our main brand color and should be utilized in a way that strengthens the association to Envoy. Our supporting colors should be reserved for illustrations and pops of color.

**Essential colors**

- **Envoy Red**
  - Hex: #FA4338
  - RGB: 378 98
  - CMYK: 0 94 84 0
  - PMS: Warm Red

- **Carbon**
  - Hex: #3F4450
  - RGB: 63 68 80
  - CMYK: 75 65 49 36

- **Arctic**
  - Hex: #F6F6F9
  - RGB: 246 246 249
  - CMYK: 210 0

- **White**
  - Hex: #FFFFFF
  - RGB: 255 255 255
  - CMYK: 0 0 0 0

**Supporting colors**

- **Gem**
  - Hex: #4141A2
  - RGB: 65 65 162
  - CMYK: 87 85 0 0

- **Cilantro**
  - Hex: #21944E
  - RGB: 38 148 78
  - CMYK: 93 12 100 2

- **Powder**
  - Hex: #B5DFEB
  - RGB: 181 223 235
  - CMYK: 31 0 6 0

- **Pistachio**
  - Hex: #D3D236
  - RGB: 211 210 54
  - CMYK: 21 6 100 0

- **Garnet**
  - Hex: #A00C1F
  - RGB: 160 12 31
  - CMYK: 20 100 100 15

- **Smoothie**
  - Hex: #FFB0C5
  - RGB: 255 176 197
  - CMYK: 0 42 4 0

- **L** Used in Envoy logo
- **F** Used for font colors
Carbon color palette

Below is the full spectrum of our Carbon palette. They are primarily used for backgrounds and text.
Gem color palette

Below is the full Gem spectrum—the secondary palette for Envoy and predominant palette used for our Enterprise sub-brand.

- **Gem 90**: Hex: #1F1F51, RGB: 31 31 81
- **Gem 80**: Hex: #31317C, RGB: 49 49 124
- **Gem 60**: Hex: #4E4EDA, RGB: 78 78 218
- **Gem 50**: Hex: #6161FF, RGB: 97 97 255
- **Gem 40**: Hex: #7083FF, RGB: 112 131 255
- **Gem 30**: Hex: #8FA5FF, RGB: 143 165 255
- **Gem 20**: Hex: #E0E8FF, RGB: 224 232 255
- **Gem 10**: Hex: #F0F4FF, RGB: 240 244 255
- **Gem 5**: Hex: #BDCDFF, RGB: 189 205 255
Illustrations

Our illustrative style is flat and clean, brought to life with vibrant color and delightful moments. Our goal is to show the real, raw, and diverse spectrum of humanity at work.

We predominantly use three different ways of showcasing our illustration. This ranges from full illustration, to the simplification of our product interface, to a combination of the two.
Product images

Our Envoy product images play a crucial role in visually communicating the essence of our features and capabilities. These images are carefully curated to showcase our products in a compelling and cohesive manner and feature fictitious companies for customer anonymity.

Vertically oriented images can include an Arctic colored background to provide visual balance.
Iconography

Regardless of platform, we use filled icons as a consistent style across our products.

Examples
Photography

We are selective in our decisions on when to use photography. Real-life imagery is only used to display scenes of people working at Envoy, customers using Envoy products, and headshots for speakers, webinar hosts, article authors, etc.

*We do not use stock photography of any kind.* Images should appear natural and real with limited color gradation and editing.

Images can be cropped using hand-drawn shapes to add visual interest.
Enterprise ecosystem

In addition to our primary brand style, Envoy has an Enterprise-specific sub-brand. With the Enterprise (ENT) audience in mind, our intention is to create an illustrative file that is more iconic, thus direct in conveying the benefits of the ENT solutions that Envoy provides. While there is still an element of personality with this style, the focus is on scale a sense of anonymity to emphasize the scale of ENT businesses. A slightly altered color palette is used to differentiate Enterprise ecosystem content from the rest of our brand.

Essential colors

- Gem
- Gem 90
- Gem 80
- Gem 60
- Gem 50
- Gem 40
- Gem 30
- Gem 20
- Gem 5
- White
- Pistachio

Illustration style
Contact us

We’re here to help. Please reach out to us with any design questions you may have.

Envoy employees
Find us in slack:

#design-help

Partners and agencies
Drop us an email:

design@envoy.com
Bring life to work.

www.envoy.com