



VOIP INNOVATIONS

Brand Style Guide

Your apps. Our network. Let's do this.



WHO IS THIS GUIDE FOR?

VI's Brand Style Guide outlines general rules for using VI's brand assets as well as creating and distributing VI content. Consistent use of these assets helps preserve and protect VI's identity, allowing people to easily recognize brand references. It is important that marketing materials abide by these standards and use VI-approved assets correctly. This guide helps to meet these standards.

VI employees, partners, and channel affiliates must follow these guidelines when strategizing around or publicizing their relationship to VI.

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Web design, photography, video, PowerPoint presentations and more

BRAND OVERVIEW

VI is the world's only full-service global communications provider offering developers, enterprises and carriers four areas of value:

- Carrier services
- Apidaze programmable telco APIs (CPaaS)
- A Showroom with ready-to-deploy solutions
- Professional software development services

With these four areas of expertise, VI enables customers to build competitive, communication-enabled mobile and Web apps that effectively lower costs on Toll-free, fax and global voice and SMS origination/termination.

We believe our holistic customer approach and strong service portfolio can generate substantial success for organizations in today's smart, digital world.





our story



Established in 2007, VI has quickly emerged as a key player in the VoIP industry. Owned by ABG Capital—a forward-thinking business management and funding organization—VI has been committed to delivering affordable, high-quality service.

For 10 years, VI competed on its technology trifecta of choice, automation and control, supported by its award-winning BackOffice platform Titanium III.

We could have stopped there, but we didn't.

In response to the rapid digitization of business, and the radical changes that brought to work and everyday life, VI acquired in 2017 the programmable communications API platform developed by French-based CPaaS company, Apidaze.

This acquisition enabled all of VI's services to be programmable, meaning customers could build their own custom solutions with real-time communications integration using VI's reliable and redundant network.

VI'S BRAND PROMISE

TO EMPOWER ORGANIZATIONS WITH THE TOOLS, KNOWLEDGE AND RESOURCES NEEDED TO CREATE POWERFUL GLOBAL COMMUNICATIONS SOLUTIONS.

FUTURE-PROOF

to drive lasting satisfaction and loyalty

ADAPTABLE

to ensure sustainable, long-term growth

DISRUPTIVE

to deliver game-changing innovation

VI'S BRAND VALUES

High Quality Service: We know it takes a tribe to achieve long-term success. That's why our U.S.-based support team works to take the complexity out of purchasing, provisioning, and routing phone numbers. It's why our development services team helps customers build the *exact* communications applications they need to deliver the experiences their users expect. We tirelessly champion for our customers to stay competitive with bigger rivals and capture larger market share.

Affordability: We want our customers to reach beyond the realm of possibility, including budget. We take pride in offering several competitive pricing packages, including customizable pricing that allows customers to negotiate what works best for their budget. Pricing flexibility is key for long-term growth; a sentiment very few, if any, CPaaS providers are willing to embrace.

Global Reach: VI provides global coverage, including generous remote access, for customers to break longstanding barriers and effectively expand their footprint.

Transparency: Companies should have complete control over their numbers. Our position as a virtual competitive local exchange carrier (CLEC) allows us to host our own numbers to provide complete carrier transparency, enabling companies to pick and choose the numbers they want from the providers they want. Our team provides unbiased advice on carrier selection so customers always maintain control over quality.

Innovation: Smart companies understand the importance of smart investments in adaptable communications technology. We're prepared to help our customers stay on the cutting edge of CPaaS with the communications and development tools needed to continually transform, disrupt and grow.



UNIQUE SELLING PROPOSITION: VI is the world's only full-service global communications provider offering developers, enterprises and carriers four areas of value: carrier services, Apidaze programmable telco APIs (CPaaS), a Showroom with ready-to-deploy solutions, and professional software development services.

OUR VISION: To increase the quality, value and impact of everyday customer and business outcomes.

OUR MISSION: To break communications barriers and empower companies for the future of work.

THE LOOK

VI'S VISUAL GUIDELINES



LOGO, ICON & TAGLINE



VI's tagline:

Your apps. Our network. Let's do this.

VI's icon is much more versatile than its logo. It can be used with both round and square corners. It can be subtly styled to fit into existing icon sets. The VI icon can lie on most colors.

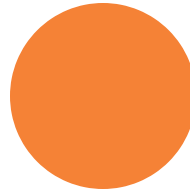
VI's Aesthetic in 5 Words:

1. Sharp
2. Clean
3. Thought-provoking
4. Forward-thinking
5. Distinguished

DON'T:

Change the color of the logo or icon to fit different campaign colors
Remove core elements of the designs or attempt to redraw
Rotate in any way
Stretch or distort in any way
Add any additional typography

BRAND COLORS

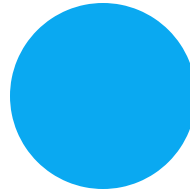


"VI orange"

CMYK: 0, 47, 78, 4

RGB: 245, 130, 54

WEB: #f58236

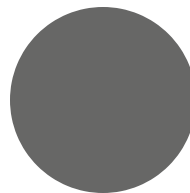


Accent

CMYK: 96, 30, 0, 5

RGB: 17, 169, 240

WEB: #0aa9f1



Accent

CMYK: 0, 0, 1, 60

RGB: 103, 103, 102

WEB: #676766



Accent

CMYK: 0, 0, 1, 9

RGB: 233, 232, 231

WEB: #e9e8e7



TYPOGRAPHY

Lato

Lato

Lato

Body copy and subheads; preferable for Web

League Spartan

Ideal for titles and headlines

Roboto

Roboto

Roboto

Body copy and subheads; preferable for print

Quando

A great accent typography



SAMPLE

graphics

INFOGRAPHICS



COMMUNICATIONS PLATFORM-AS-A-SERVICE THE DECISION-MAKER'S GUIDE

Today's top brands are using Communications Platform-as-a-Service (CPaaS) to build custom workflows, apps and services that dynamically drive business. The technology enables users to directly embed real-time communication capabilities like voice, video and chat using open software development kits (SDKs) and application programming interfaces (APIs).

WHY INVEST?

- The majority (70%) of companies are focused on faster app development
- Roughly 85% of top performing companies strongly agree that the use of APIs is strategic, and 70% are investing in developer programs
- The global CPaaS market is expected to grow from \$400 million in 2015 to over \$800 million by 2019, more than doubling in size

EXPLORING YOUR OPTIONS WITH VI



1. API DAZE

Use Apidaze, our programmable communications API platform, to build your own custom apps



2. SHOWROOM

Purchase a pre-built app available from VI and select partners or use the Showroom to market your own Apidaze app



3. DEVELOPMENT SERVICES

If you don't have the resources to build your own app and/or don't see what you need in the Showroom, contract VI to build it for you



Learn more: voipinnovations.com



4 BRILLIANT WAYS TO ENHANCE CALL CENTER CUSTOMER SERVICE WITH CPAAS

WHAT CPAAS CAN DO FOR CUSTOMER SERVICE IN THE CALL CENTER

- #### 1 Deliver an Affordable Omnichannel Strategy

CPaaS can incorporate chatbots and similar systems to extend your operating hours without increased staffing.

 - An Aberdeen Group study¹ found the strongest omnichannel strategies—like chatbot and offline operations—had an average 89% customer retention rate.
- #### 2 Gather Better Data on Customer Preferences

Companies that deliver the best customer service use customer feedback 70% of the time.²

 - CPaaS systems can create entire surveys for customers accessible at a menu prompt, giving you greater access to customer feedback.
- #### 3 Provide a Seamless Experience

55% of consumers would pay more for a better customer experience.³ - Defaqto Research⁴

 - Integrating communications via CPaaS tools with CRM makes it easier to follow the customer journey, information, and status details, making for a lot less repetition and much happier customers.
- #### 4 Lock Down Security

Gemalto noted⁵ that 70% of consumers will stop doing business with a company hit with a data breach.

 - Use CPaaS tools to protect your customer base with things like two-factor authentication and reduce the chance of lost data and lost customers.

HOW DO I GET STARTED BRINGING CPAAS TO MY CALL CENTER?

With so much at stake, stunting on customer service is a good path to a failed business. It's no different in the call center, so when you want to put CPaaS to work and improve your customer service, just get in touch with us at VoIP Innovations. Call us at 877-476-6471 or email at info@voipinnovations.com to get the CPaaS tools you need to improve your customer service.



5 REASONS TO HAVE YOUR OFF-NET NUMBERS AT VI

- #### REASON NO. 1

 Maintain ownership of your current numbers with access to any carrier you want.

Avoid complex agreements and unrealistic commitments while getting the best rates.
- #### REASON NO. 2

 No need for porting or purchasing new numbers. Simply rescale your existing numbers and start managing them through the VI BackOffice platform.
- #### REASON NO. 3

 Providers at VI are transparent. You can choose the exact provider you want handling your toll-free services.
- #### REASON NO. 4

 Get a customized least-cost routing (LCR) table based on the providers you pick. This table will assign certain calls to certain providers, resulting in sizable savings.
- #### REASON NO. 5

 Build a customized failover plan using VI's redundant network. Seamlessly rescale calls when they're unable to hit their intended destinations.

Utilizing VI's Off-Net Toll-Free Number Management feature is a great way to maintain ownership of your numbers while saving money and reaching best-in-class carriers without limitations.

1 (877) 476-6471 | info@voipinnovations.com | voipinnovations.com

PRICE SHEETS



Your apps. Our network. Let's do this.

SCALE 1K PRICING

\$1000/mo. minimum commitment with one-year contract

US/Canada DIDs

| | |
|-----------|------|
| Tier 0 | 0.40 |
| Tier 1 | 0.40 |
| Tier 2 | 0.40 |
| Tier 3 | 0.40 |
| Tier 4 | 0.40 |
| Toll-free | 0.25 |

Usage

| | |
|-----------|--------|
| Tier 0 | 0.0013 |
| Tier 1 | 0.0018 |
| Tier 2 | 0.0030 |
| Tier 3 | 0.0060 |
| Tier 4 | 0.0110 |
| Toll-free | 0.0125 |

Porting

| | |
|-----------|------|
| Geo | 6.00 |
| Toll-free | free |

Ancillary

| | |
|------|------|
| CNAM | 0.60 |
| E911 | 0.60 |
| FAX | 0.75 |

International current wholesale per minute geo = \$0.0095
Contact us to explore your high usage options

+1 (877) 478-6471 | voipinnovations.com | info@voipinnovations.com



Your apps. Our network. Let's do this.

START Zero commitment

| US/Canada DIDs | Usage | Porting | Ancillary |
|----------------|------------------|-----------------|-----------|
| Tiers 0-4 1.00 | Tiers 0-3 0.0085 | Geo 10.00 | CNAM 1.50 |
| Toll-free 1.00 | Tier 4 0.018 | Toll-free 10.00 | E911 1.50 |
| | Toll-free 0.0200 | | FAX 1.50 |

Activation - one time monthly recurring fee

International current enterprise per minute geo = \$0.015

AGILE \$250/mo. minimum commitment, month-to-month contract

| US/Canada DIDs | Usage | Porting | Ancillary |
|----------------|------------------|----------------|-----------|
| Tiers 0-4 0.75 | Tier 0 0.0015 | Geo 8.00 | CNAM 1.00 |
| Toll-free 0.25 | Tier 1 0.0020 | Toll-free free | E911 1.00 |
| | Tier 2 0.0035 | | FAX 1.00 |
| | Tier 3 0.0075 | | |
| | Tier 4 0.0120 | | |
| | Toll-free 0.0150 | | |

International current wholesale per minute geo = \$0.010

SCALE \$500/mo. minimum commitment, one-year contract

| US/Canada DIDs | Usage | Porting | Ancillary |
|----------------|------------------|----------------|-----------|
| Tiers 0-4 0.50 | Tier 0 0.0014 | Geo 7.00 | CNAM 0.75 |
| Toll-free 0.25 | Tier 1 0.0018 | Toll-free free | E911 0.75 |
| | Tier 2 0.0030 | | FAX 0.75 |
| | Tier 3 0.0060 | | |
| | Tier 4 0.0110 | | |
| | Toll-free 0.0125 | | |

International current wholesale per minute geo = \$0.010

Contact us to explore your high usage options

+1 (877) 478-6471 | voipinnovations.com | info@voipinnovations.com

FLYERS

YOUR APPS. OUR NETWORK.
LET'S DO THIS.

VI Provides Powerful IP Communications Solutions for Your Business.

Our offering Includes:

- **High Quality Carrier Services:** As a virtual competitive local exchange carrier (CLEC), VI enables enterprises to maintain ownership of their numbers with full carrier transparency at aggressive wholesale prices.
- **Programmable Numbers:** VI's programmable API platform, Apldaze, enables Communications Platform-as-a-Service (CPaaS) capabilities that allow companies to embed voice, video and messaging services directly into Web and mobile applications.
- **Application Showroom:** Browse pre-built communications apps and services from VI and select partners that are ready to deploy right off the showroom floor. Or, use the showroom to market your own communications services to the VI channel.

At VI, you can expect game-changing experiences with:

- A Hosted Billing Platform
- Fax (T.38) and Dialer services
- APIs and a portal for instant provisioning
- SMS enablement for On-Net or Off-Net numbers
- Phone and Live Chat access to Support and Porting Teams
- Number management services with customizable widget dashboards
- E911 text/email alert notifications when a 911 call is made
- Access to US, Canada and International Toll-Free destination
- Hundreds of thousands of numbers available in VI's Number Warehouse
- Fraud Detection for monitoring and analyzing call traffic patterns 24x7
- A brandable End User Portal that enables customers to manage their own services
- Access to VI's RespOrg to purchase directly from SMS800 (National TFN database)
- Numbers from VI's warehouse based on requirements such as network(s), carrier, price or tier
- Integrated Voice, Video, Messaging, Fax and more directly into VoIP, Web, and Mobile services through VI's programmable communications API platform, Apldaze.

Also enjoy the benefits of no large commitments: VI takes on the burden of managing multiple carrier contracts so you don't have to. Our award-winning platform offers access to dozens of industry leading carriers without complicated contracts or impossible minimums.

Contact us today to learn more about leveraging our services to grow your business.

+1 (877) 4780-6471 | info@voipinnovations.com | voipinnovations.com



We provide inbound and outbound
services across the US, Canada,
and in 60+ countries:

| | | |
|--------------------|-------------|-----------------------|
| ARGENTINA | GEORGIA | PHILIPPINES |
| AUSTRALIA | GERMANY | POLAND |
| AUSTRIA | GREECE | PORTUGAL |
| BAHRAIN | HONG KONG | PUERTO RICO |
| BELGIUM | HUNGARY | ROMANIA |
| BRAZIL | INDIA | RUSSIA |
| BULGARIA | IRELAND | SINGAPORE |
| CANADA | ISRAEL | SLOVENIA |
| CHILE | ITALY | SOUTH AFRICA |
| CHINA | JAPAN | SOUTH KOREA |
| COLUMBIA | LATVIA | SPAIN |
| CROATIA | LITHUANIA | SWEDEN |
| CYPRUS | LUXEMBOURG | SWITZERLAND |
| CZECH REPUBLIC | MAIAYASIA | TURKEY |
| DENMARK | MALTA | UNITED ARAB EMIRATES |
| DOMINICAN REPUBLIC | MEXICO | UNITED KINGDOM |
| EL SALVADOR | NEW ZEALAND | UNITED STATES |
| ESTONIA | NORWAY | VENEZUELA |
| FINLAND | PANAMA | VIRGIN ISLANDS (U.S.) |
| FRANCE | PERU | |

Contact:

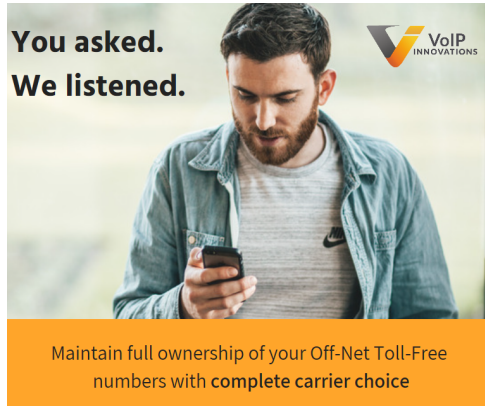
+1 (877) 4780-6471

info@voipinnovations.com

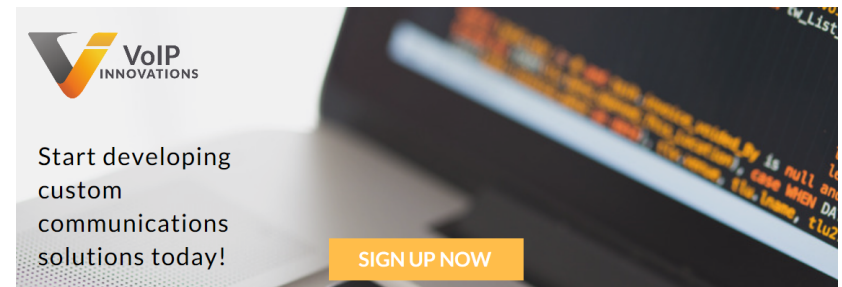
voipinnovations.com

ADVERTISEMENTS

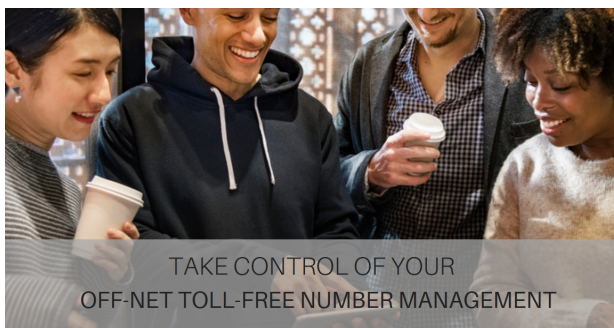
A sampling of recommended sizes based on ad project, with overall design look and feel



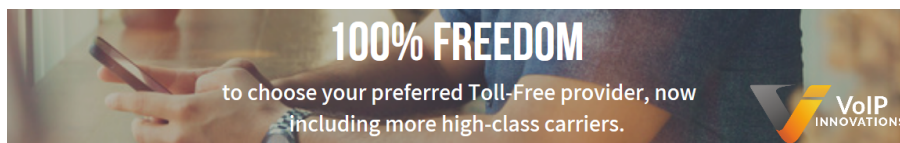
300px x 250px
Created for AdRoll



455px x 160px
Created for website

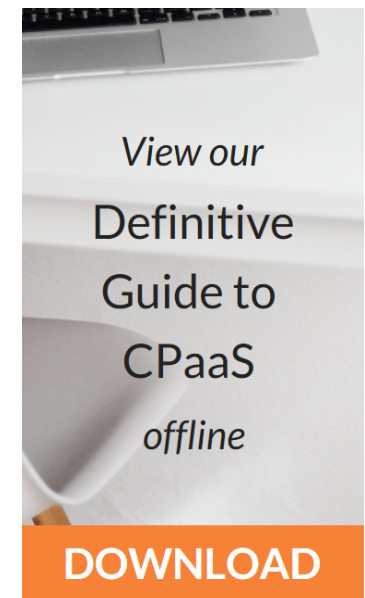


1200px x 637px
Created for LinkedIn



320px x 50px
Created for AdRoll

198px x 344px
Created for website



MERCHANDISING



Merchandising guidelines can include:

Logo dimensions

Design placement

Color palette (product colors vs. logo/icon colors)

Voice/tone (if different from editorial guidelines)



COMMUNICATION

guidelines



ONE CONSISTENT NARRATIVE.

Language Policy

Parent company language : does ABG Capital have certain language guidelines that VI should adhere to?

Corporate language: Your CEO speaks this, and so does pretty much everyone at head office. Most of your communications are done in this language as well. Could be the same or different from your parent company's language. If different, please elaborate.

Local languages: Could be worth considering, as VI has a global footprint.

VI's Voice

- Professional
- Knowledgeable
- Friendly
- Understanding
- Stimulating
- Edgy

VI's Tone

- Warm
- Casual
- Helpful
- Sympathetic
- Fun

editorial GUIDELINES

DIFFERENTIATE: Reimagine, don't regurgitate

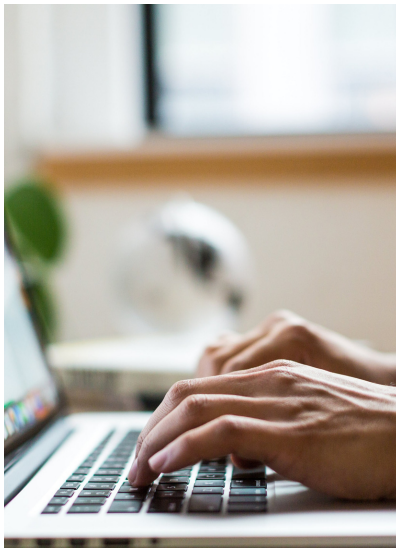
KEEP IT RELEVANT: You're writing to actual people; ensure your content matters to them.

STAY CREDIBLE: Always quantify statements with fact-based details.

IMPACT THE OVERALL EXPERIENCE: Create content that supports the end-to-end customer journey. Consider the breadth of every piece of content you create.

DELIVER REAL CUSTOMER VALUE: Your content should first and foremost deliver real customer value and solve real issues they face.

BOTTOM LINE: write from a helpful place where you're trying to empower people to make better, more educated decisions for their businesses. **View our blog for more.**

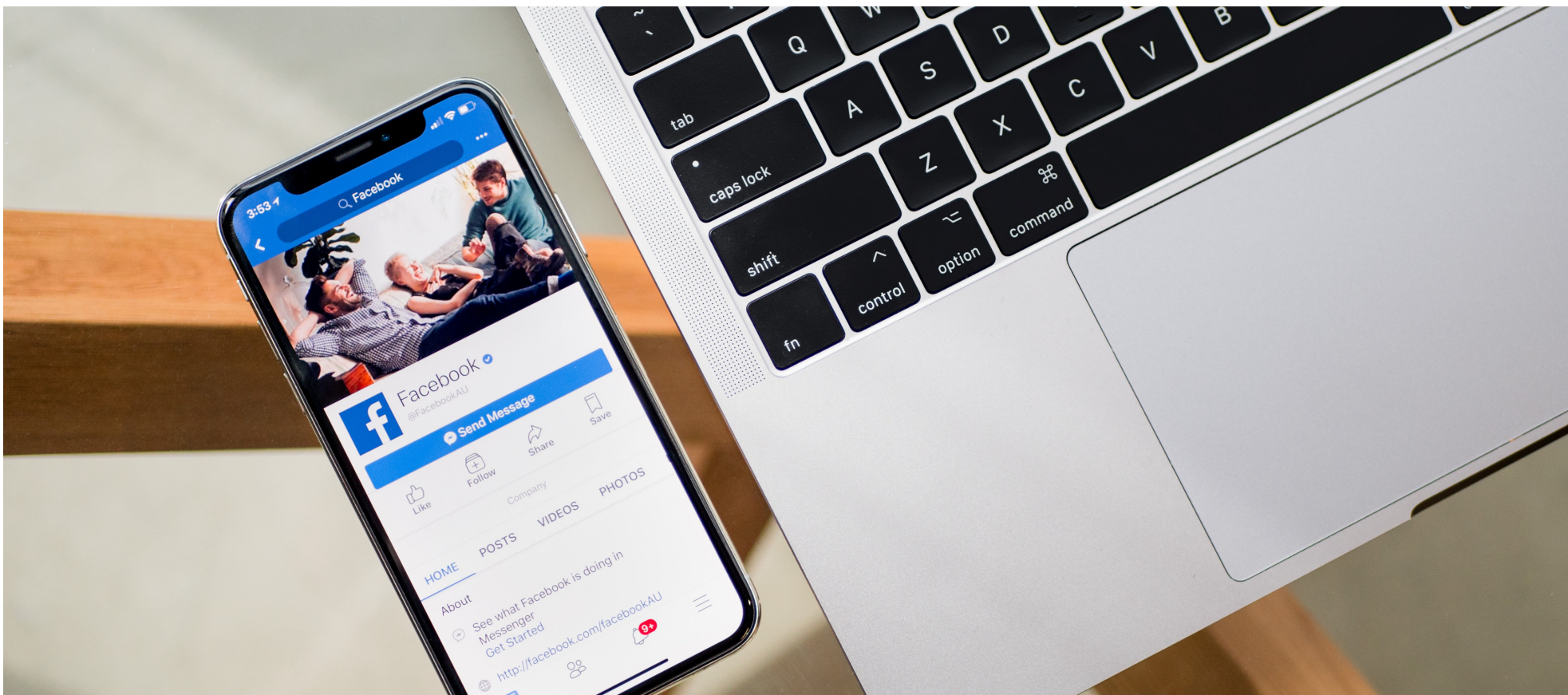




VI TERMS SHEET

Correct spelling of commonly used company and industry terms

- Apidaze WebRTC
- Apidaze SMS
- voice (lowercase when not paired with Apidaze)
- Apidaze Voice
- E911
- VoIP
- Showroom
- CPaaS
- Apidaze
- BackOffice
- VI
- VoIP Innovations



SOCIAL MEDIA

guidelines

SOCIAL ENGAGEMENT

When engaging across VI's social platforms (be it with customers, prospects or industry influencers) please keep in mind the following:

DISCLOSURE: Take careful measure to ensure opinions and statements are VI's alone

TRANSPARENCY: Be upfront and honest to drive loyalty and trust. If you make a mistake, admit it and course-correct immediately.

RELEVANCY: Always think about how you can add value by presenting meaningful and intentional ideas/content

VALUE EXCHANGE: Embrace every opportunity to foster partnerships and exchange value

PRIVACY: Do not share any information that has been marked as internally confidential. Please reach out to VI's HR team for more information.

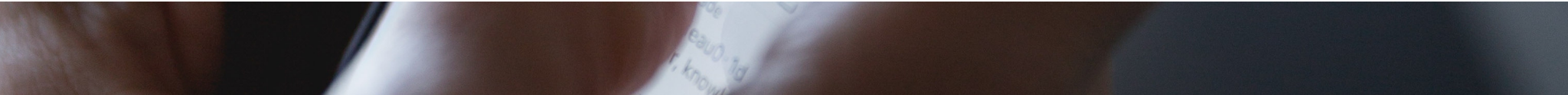


SOCIAL CUSTOMER SERVICE

When delivering customer service over social media, please keep in mind the following:

Your social media customer service guidelines can include information such as:

- Those within the organization who are authorized to address social customer support inquiries
- How the company wishes to deal with complaints (such as how many social media interactions need to take place before the conversation is brought offline, etc.)
- The target response time for social media customer service inquiries
- A set of key messaging for dealing with the most common general inquiries
- Next steps once the inquiry is addressed





SOCIAL IMAGE USE

These guidelines can outline the legal aspects of copyright and image licenses, as well as general best practices.

Your employees should take away from these guidelines:

The best image size for each social media platform

How to choose an effective social media image

The differences in licenses and what image licenses they are permitted to use and work with

Where to find free, high-quality imagery (i.e. Unsplash)

The types of images that work with your brand voice

THE GOALS OF SOCIAL GUIDELINES



- To encourage compliance across your organization so that employees and executives know what is expected of them on social media
- To equip employees with the confidence they need to effectively engage on social media
- To educate those in your organization on social media best practices
- To help protect your brand's reputation on social media

Questions to consider when creating social guidelines:

What are your brand's priorities?

What kinds of social media activities would disrupt your brand's social media strategy?

Are there any sensitive areas you need your employees to know about?

What kind of image and brand voice do you want to convey?



MULTIMEDIA

guidelines



THANK YOU.

We realize these guidelines may seem complicated or challenging to follow. We appreciate the energy you put into protecting and strengthening VI's brand.