



**BRAND GUIDELINES**

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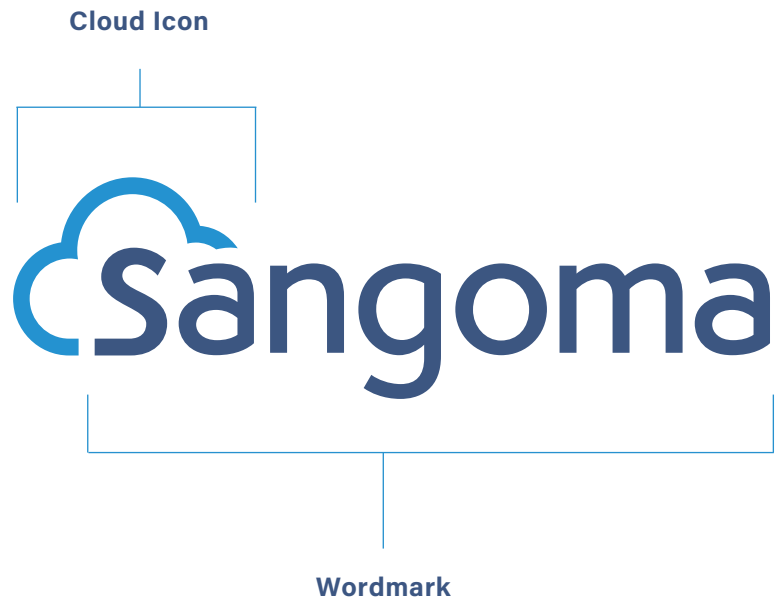
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## OVERVIEW

The information in this document provides visual and language direction for our brand. The goal is to deliver consistent and compelling communications to our clients. Thank you for your help and commitment to building and maintaining the Sangoma brand identity that reflects the vision and excellence we all represent.

### Primary Logo

The new Sangoma wordmark features bold colors and a heavy sans-serif font. The cloud encompassing the logo represents seamless cloud communications tools for voice, video, chat, and collaboration on any device, designed to integrate all of your mission-critical operations for the best experience in the industry. The Sangoma logo should appear on all materials, and can be positioned in the corners; centered top or bottom; or in the middle of the composition, depending on the layout.



#### Color Variations



## Primary Logo Clear Space & Minimum Size

When using the logo, it is important to give it “breathing room” for maximum impact. Wherever possible, allow even more space around the logo than required by clear space. The clear space is 100% of the height of the “S” in the logo size being used. Note the minimum size the logo can be used is 0.75” wide.



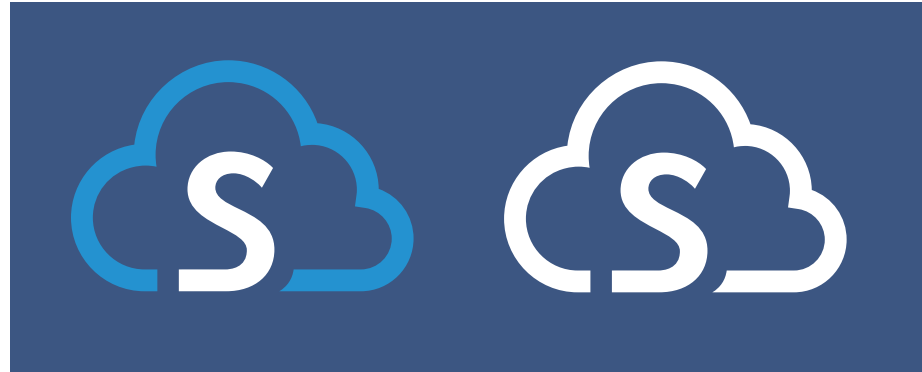
## Secondary Icon Logo

The Secondary Icon Logo may be used in small spaces and as a favicon, an app icon, or on apparel. It may appear on communications as long as the full primary logo is shown somewhere on the communication as well.

S Cloud



Color Variations



## Secondary Icon Logo Clear Space & Minimum Size

When using the Icon, it is important to give it “breathing room” for maximum impact. Wherever possible, allow even more space around the logo than required by clear space. The clear space is 100% of the height of the “S” in the logo size being used. Note the minimum size the logo can be used is 0.5” wide.



## SANGOMA LOGO AND USAGE

### Primary Logo with Tagline

The Sangoma Logo may also be used with the Tagline in the approved configurations below. DO NOT create your own configuration — only use the supplied logo files. The Tagline may also be used as a headline separated from the logo. If using the Tagline as a headline, use the primary logo without tagline so it is not repeated.

#### Sangoma Logo with Tagline



#### Color Variations





## SANGOMA LOGO AND USAGE

### Black & White

If the need arises for a one color, black & white logo, the configurations below can be used.



## SANGOMA LOGO AND USAGE

### Incorrect Usage

Be sure the Sangoma logo is always presented in the best light and is not altered in any way. The logo should be legible, colors should be consistent and the appropriate logos should be used. Always refer to these Brand Guidelines to help you maintain the integrity of the Sangoma brand.

		
Do not use secondary colors.	Do not distort.	Do not add drop shadows, glows, bevels or any other effects.
		
Do not use the old logo.	Do not change position or alignment of the Tagline.	Do not make your own color combinations.
		
Do not use over busy patterns or busy photos.	Do not crop.	Do not use the logo on a color that makes the it unreadable. Be sure it has a lot of contrast.

# Sangoma Colors

The Pantone Color Matching System (PMS) is a standardized color reproduction system and is always the first choice when printing Sangoma material. The second choice would be to print in 4-color process (CMYK) or a combination of PMS plus CMYK. RGB and HEX colors are to be used for screens only: anything online such as emails, banners, websites, PowerPoints etc—anything that will not be commercially printed and will only be viewed on-screen.

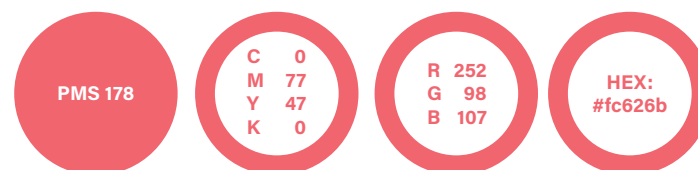
## Primary Color: DARK BLUE



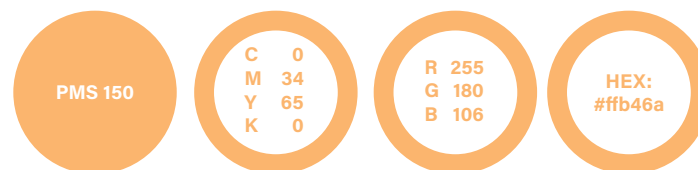
## Primary Color: LIGHT BLUE



## Secondary Color: RED



## Secondary Color: YELLOW



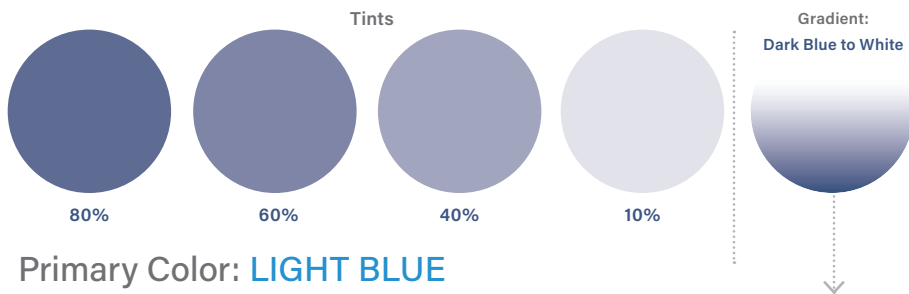
## Secondary Color: GRAY



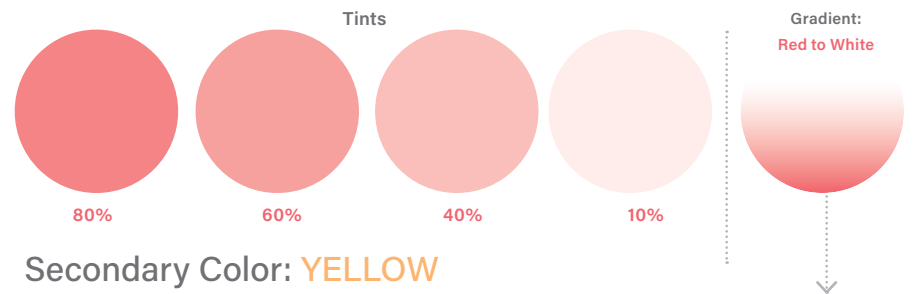
# Sangoma Color Usage

Tints and Gradients of most of the colors may be used to add depth and enhance designs. See pages 19-26 for samples of how the gradients may be used. Light Blue, Red, and Yellow are the only gradients that may be incorporated into images. You may also blend the two primary blue colors together, or the two secondary colors together, to use on backgrounds but not on images. Do not blend the primary and secondary colors together.

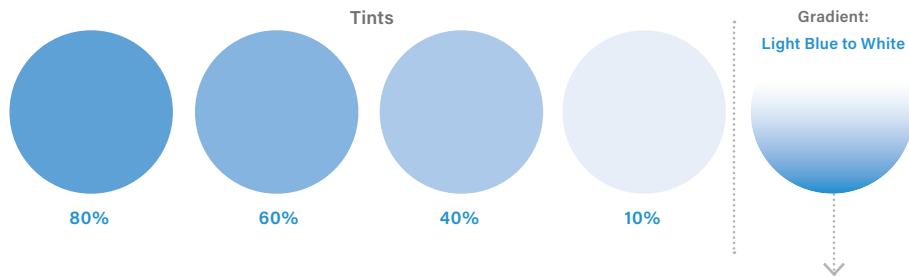
## Primary Color: DARK BLUE



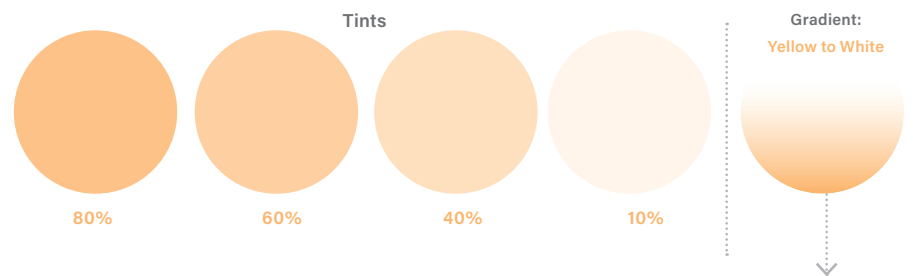
## Secondary Color: RED



## Primary Color: LIGHT BLUE



## Secondary Color: YELLOW



Blended Gradient  
Dark Blue to Light Blue



Blended Gradient  
Red to Yellow

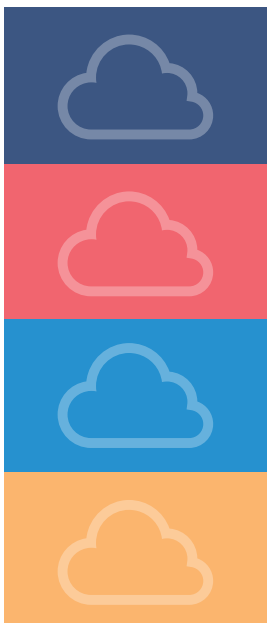


# Background Cloud Icon

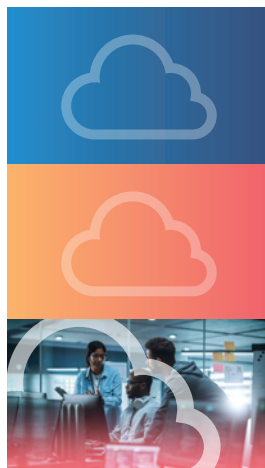
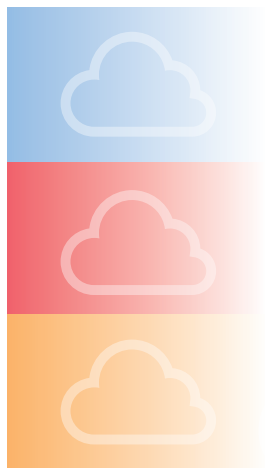
The Background Cloud Icon can be used as a subtle white transparency cloud suggested as 30% over solid colors; as 40% over gradient colors; or as 60% over images as shown below.



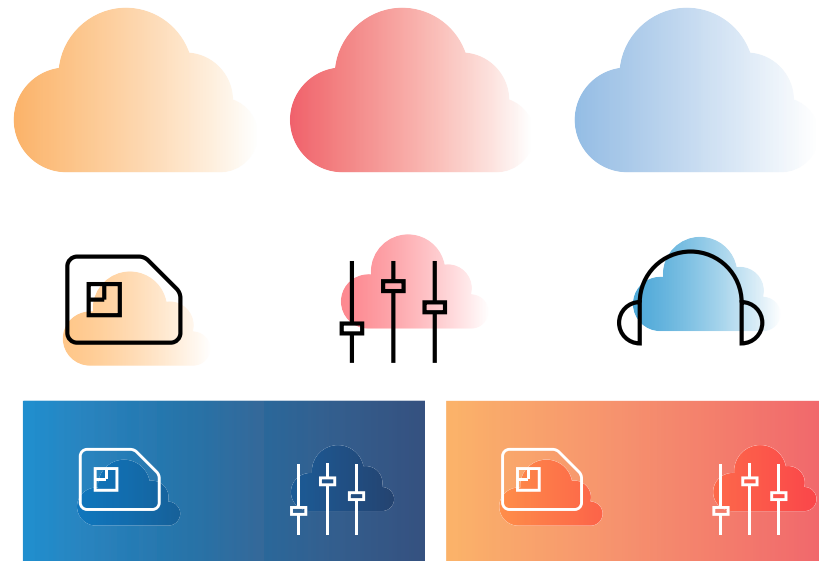
30% white transparency  
over solid colors



40% white transparency over gradient colors and 60% over images  
but can vary depending on the density on the image



The Solid Background Cloud Icon can be used for icon backgrounds in the gradient colors shown below.



## DESIGN SYSTEM

# Iconography

When a new icon is needed that is not in the Sangoma library of icons, be sure to select an icon that is similar to the outline style and weight shown below, and create the cloud background in the gradient color desired, as instructed in these guidelines.

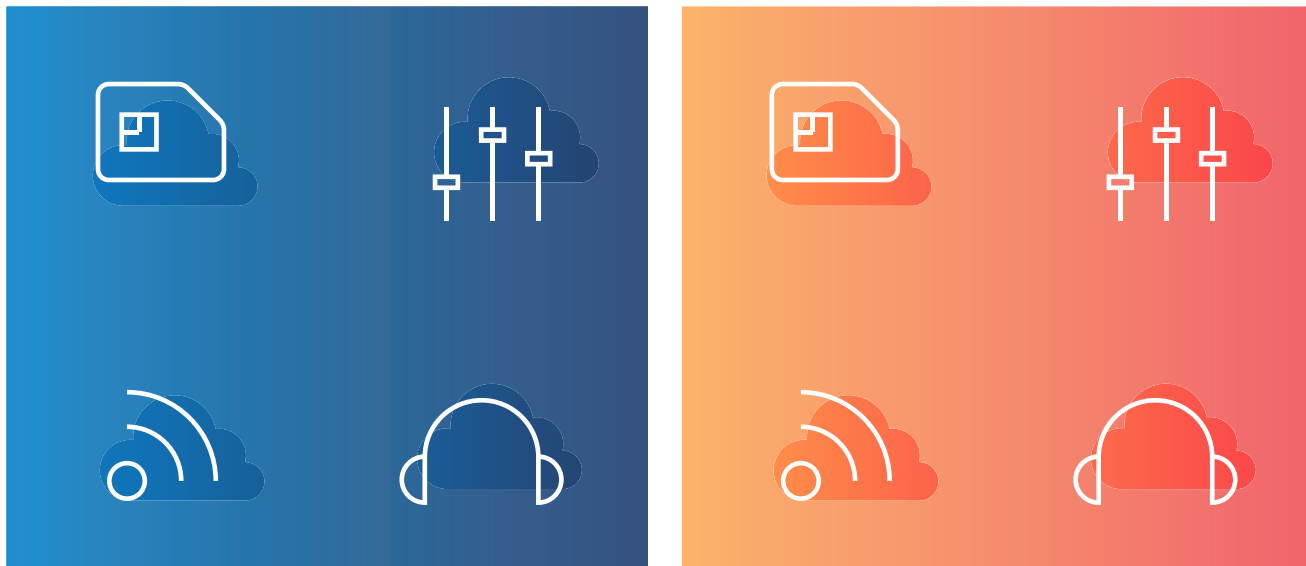


## DESIGN SYSTEM

# Iconography

Alternate Color Usage

Icons may also be used on solid or gradient backgrounds in white as shown below.



DESIGN SYSTEM

# Photography





## DESIGN SYSTEM

# Photography

Select images that are on the cooler color spectrum. If you select an image that is warmer, color adjust it so that it is on the cooler side making all the images consistent. Images should be of vertical industries like retail, and medical office, etc; showing people on phones, video calls, and mobile apps. The brand gradient color is created at the bottom third of the image via the “screen” blending mode in Photoshop. Only use Light blue, Red or Yellow to create the bottom gradient.



# Typography

Any Sangoma primary color, black or white may be used for headlines and larger intro copy. Body copy should only be used in the black or gray only.

## Headlines, Large Text and Intro Copy and Body Copy: Acumin Variable Family

---

Acumin Variable Light  
Acumin Variable Regular  
Acumin Variable Medium  
Acumin Variable Semi-Bold  
Acumin Variable Bold

Acumin Variable Light  
Acumin Variable Regular  
Acumin Variable Medium  
Acumin Variable Semi-Bold  
Acumin Variable Bold

## Screen/PowerPoint

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Calibri Family

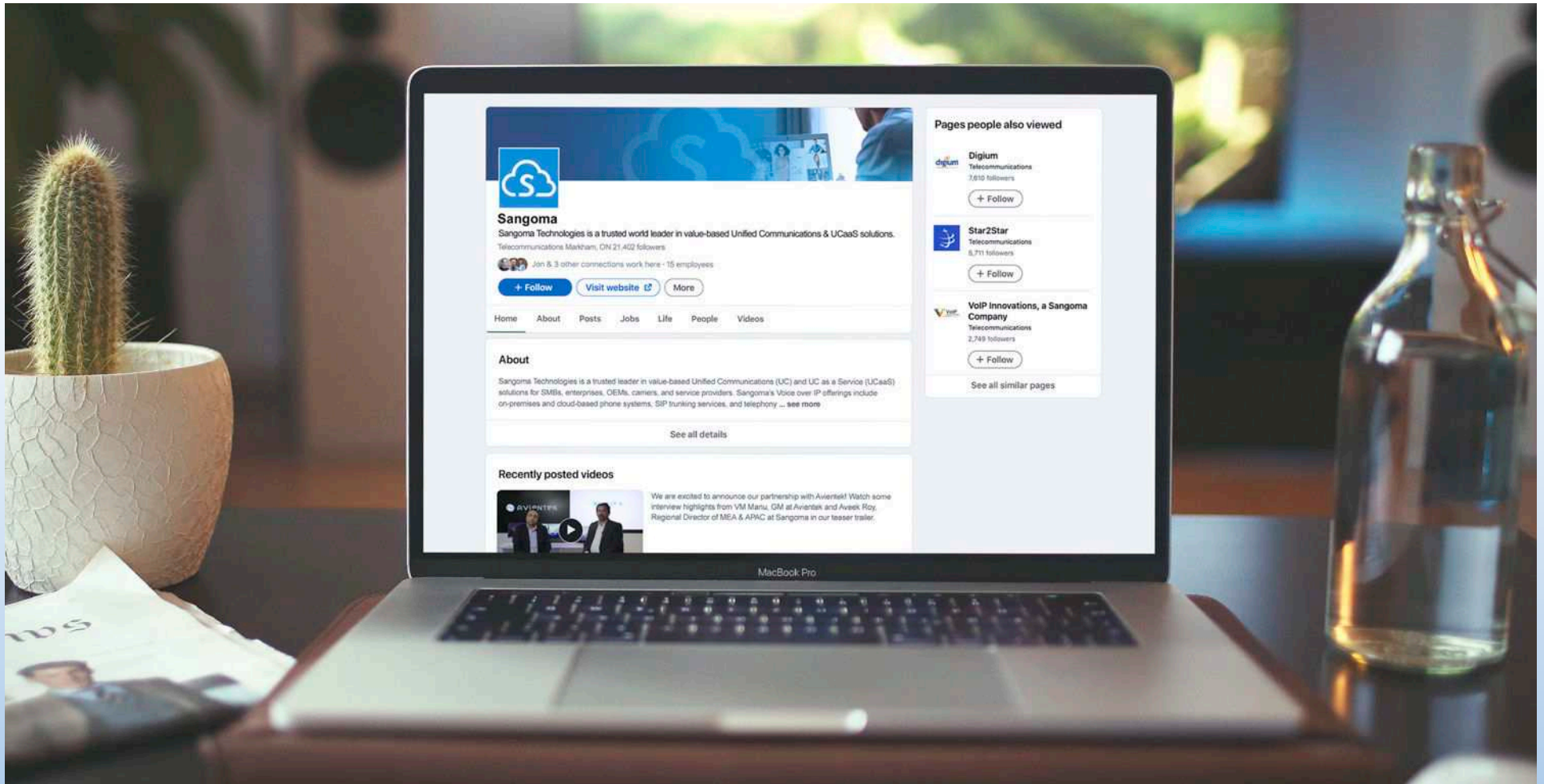
SAMPLES

## iOS App



## SAMPLES

# LinkedIn Page





## SAMPLES

# Stationery




## SAMPLES

# Apparel



# SAMPLES

## PowerPoint Slides







**Sangoma**


### Sangoma Corporate Overview

Prepared by: \_\_\_\_\_  
Enter your name here  
Title  
Sangoma

### Agenda

-  Sangoma Company Overview
-  Product Portfolio
-  Lorem ipsum dolor sit ame sectetur
-  Lorem ipsum dolor sit ame sectetur

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### Company Overview

### Why Customers Choose Sangoma

**Full spectrum of Cloud communications services, not "just" UCaaS**

- UCaaS, TaaS (trunking aas), CPaaS, Video Meetings aas, Collaboration aas, DaaS, ACaaS, etc.
- Not 5 solutions from 5 different suppliers.
- Properly integrated, SSO/UI/UX, elegantly move between voice/chat/video/etc.

**Complete UC Solution, All from One Vendor**

- Our technology (better feature velocity, network uptime, low churn, etc)
- IP Phones & Mobile/Desktop Softphone
- Connectivity Hardware and Software (SBCs and Gateways)
- Network Connection (SIP Trunks)
- It all works together, "one throat to choke"

**On-Prem/Cloud/Hybrid Deployment Options**

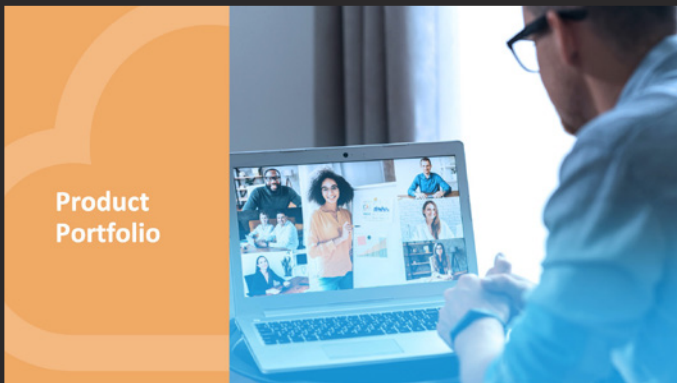
- OpEX or CAPEX pricing models

**Leading Value-Based Communications Solutions**

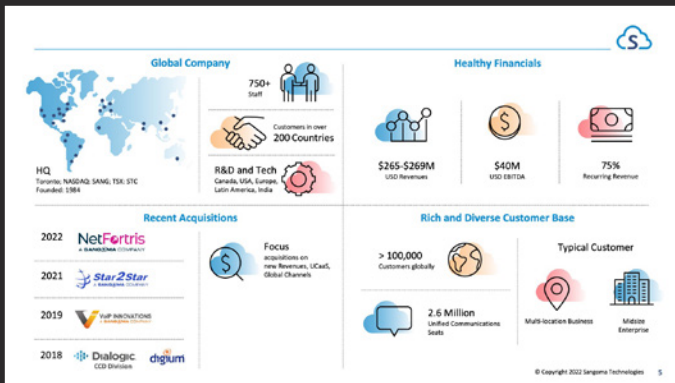
- Get "enterprise" features at affordable price
- Excellent global support team

**Stable, Profitable and Growing Company...We're here for the long term**

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### Product Portfolio



#### Global Company

HQ: Toronto, NASDAQ: SANG, TSX: STC, Founded: 1984

750+ Staff

Customers in over 200 Countries

R&D and Tech: Canada, USA, Europe, Latin America, India

#### Healthy Financials

\$265-\$269M USD Revenues

\$40M USD EBITDA

75% Recurring Revenue

#### Recent Acquisitions

2022: **NetFortris** (a subsidiary of Sangoma)

2021: **Star2Star** (a subsidiary of Sangoma)

2019: **VIP SOLUTIONS**

2018: **Dialogic** (a subsidiary of Sangoma)

Focus: acquisitions on new Revenue, UCaaS, Global Channels

#### Rich and Diverse Customer Base

> 100,000 Customers globally

2.6 Million Unified Communications Seats

Typical Customer: Multi-location Business, Midsize Enterprise

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# THANK YOU

Please contact the Marketing Department with any questions.