calltower

CallTower

BRAND GUIDELINES

calltower

CallTower logo is the primary visual element that identifies our organization. It should never be distorted in any way.

Our logo consists of two elements: logo mark and word mark.

1. Logo Mark

CallTower enables people to connect. That's why the tower is a symbolic visual to articulate our expertise.

2. Word Mark

The text articulation of CallTower's logo is all in lowercase

calltower

1   2

General Horizontal Logo

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Stacked Logo

Logo Mark

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Recommended formats are:

.eps | .png | .ai | .jpg | .svg
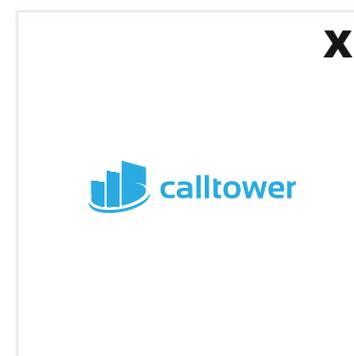
Approved Logo Examples
For **Light Mode**

Download Logos

calltower
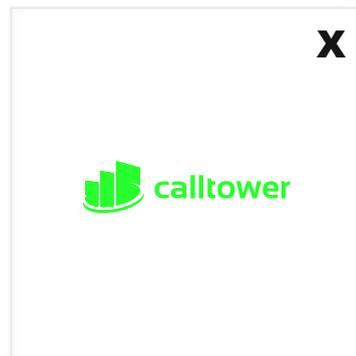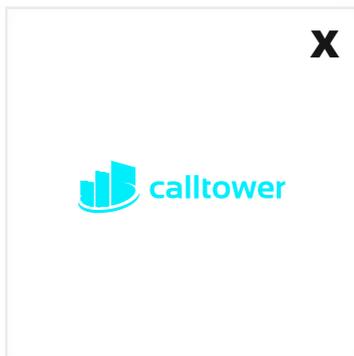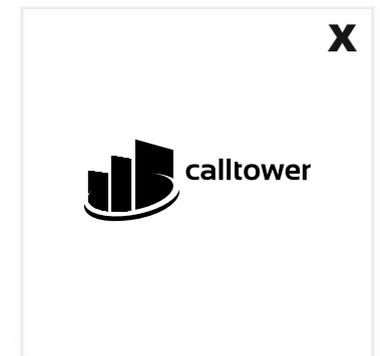
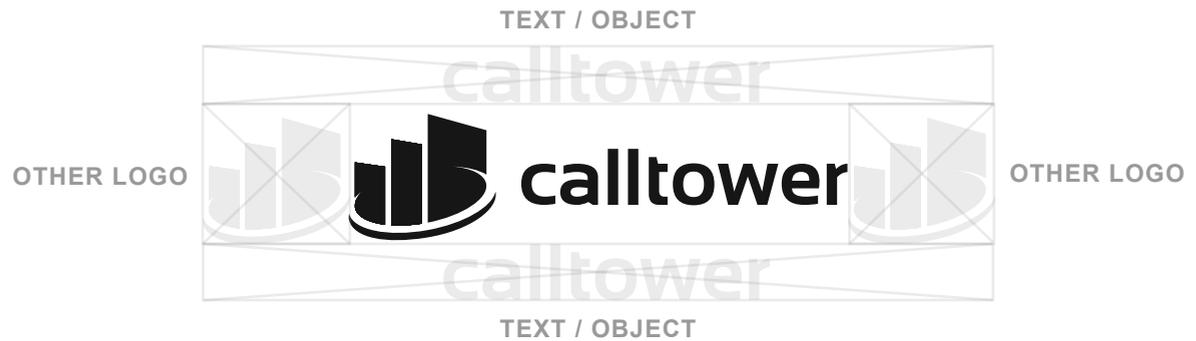Approved Logo Examples
For **Dark Mode**

Download Logos

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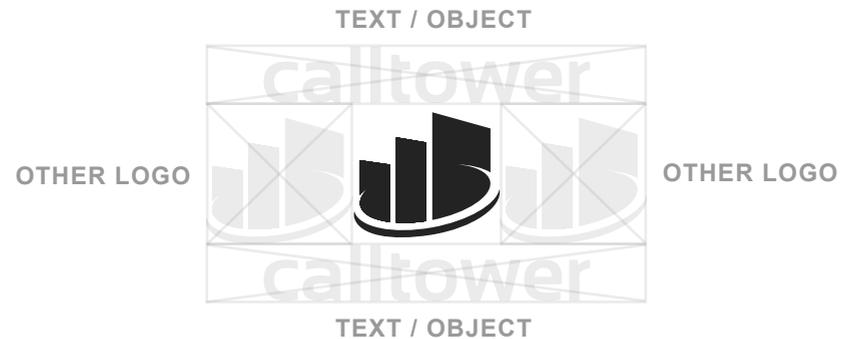Logo cannot be changed, scaled, transformed in any way.

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Text, logo or objects cannot be placed closer than the following spacing indicated on the example.

Distance between partner logos should be calculated with the size of our logo and word mark.

TEXT / OBJECT

Approved Logo Spacing
For **Logo**

OTHER LOGO

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OTHER LOGO

TEXT / OBJECT

TEXT / OBJECT

Approved Logo Spacing
For **Logo Mark**

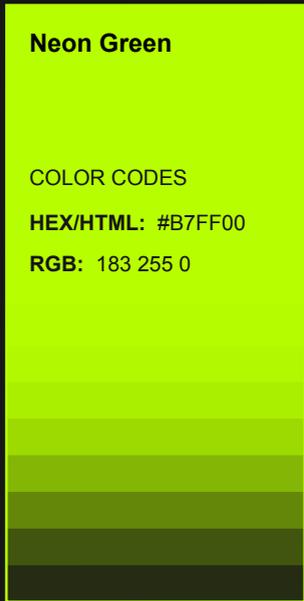OTHER LOGO

OTHER LOGO

TEXT / OBJECT

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CallTower's primary color is green. This color is recognizable identifier for the company. Secondary color is blue. These are dominant colors for external and internal visual pieces.

Primary Color for **Dark Mode**

Secondary Colors for **Dark Mode**

Neon Green

COLOR CODES

HEX/HTML: #B7FF00

RGB: 183 255 0

Cyan

COLOR CODES

HEX/HTML: #00EEFC

RGB: 0 238 252

Seafoam Green

COLOR CODES
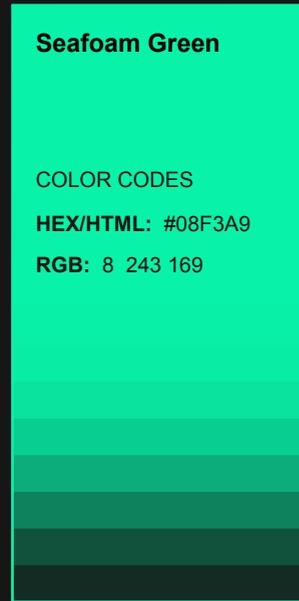
HEX/HTML: #08F3A9

RGB: 8 243 169

Blue

COLOR CODES

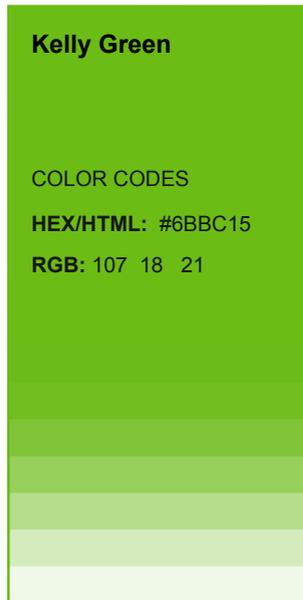**HEX/HTML:** #0658FC

RGB: 6 88 252
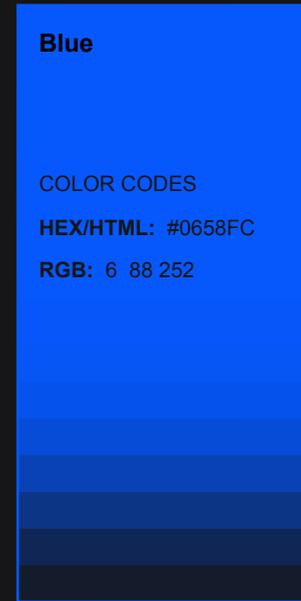
calltower

CallTower's primary color is green. This color is recognizable identifier for the company. Secondary color is blue. These are dominant colors for external and internal visual pieces.
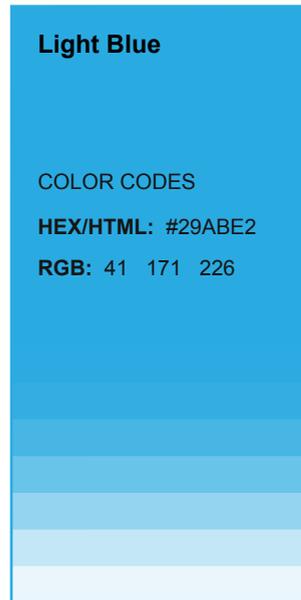
Primary Color for **Light Mode**

Secondary Colors for **Light Mode**

Kelly Green

COLOR CODES

HEX/HTML: #6BBC15

RGB: 107 18 21

Light Blue

COLOR CODES

HEX/HTML: #29ABE2

RGB: 41 171 226

Seafoam Green

COLOR CODES
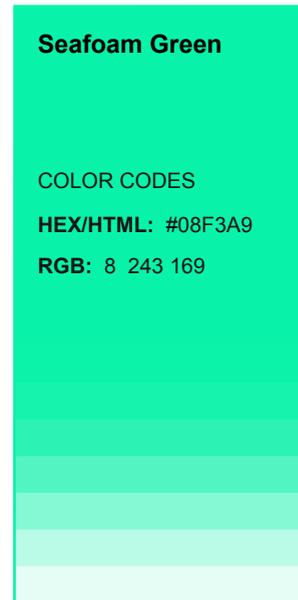
HEX/HTML: #08F3A9

RGB: 8 243 169

Blue

COLOR CODES

HEX/HTML: #0658FC

RGB: 6 88 252

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CallTower's primary color is green. This color is recognizable identifier for the company. Secondary color is blue. These are dominant colors for external and internal visual pieces.

Primary Color for **Printing on Black**

Bright Green

COLOR CODES

CMYK: 30 0 100 0

PMS: 2297 C

Secondary Colors for **Printing on Black**

Cyan

COLOR CODES

CMYK: 57 4 3 0

PMS: 2985 C

Seafoam Green

COLOR CODES

CMYK: 60 0 36 0

PMS: 333 C

Blue

COLOR CODES
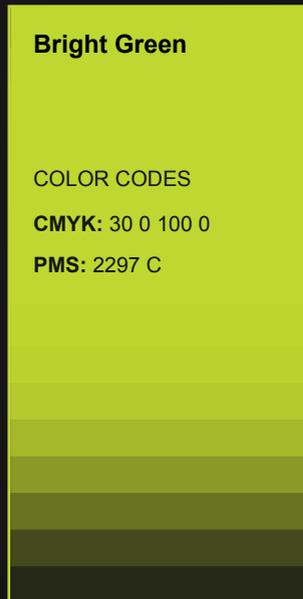
CMYK: 84 49 0 0

PMS: 3005 C

CallTower's primary color is green. This color is recognizable identifier for the company. Secondary color is blue. These are dominant colors for external and internal visual pieces.
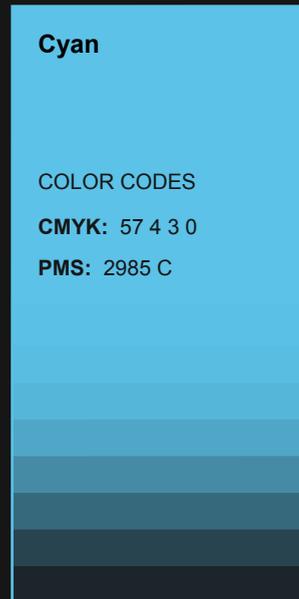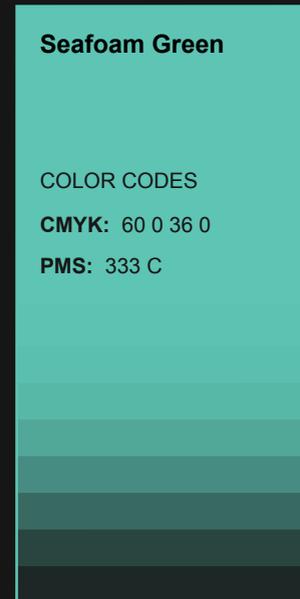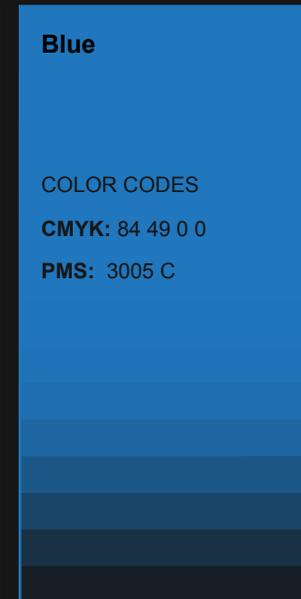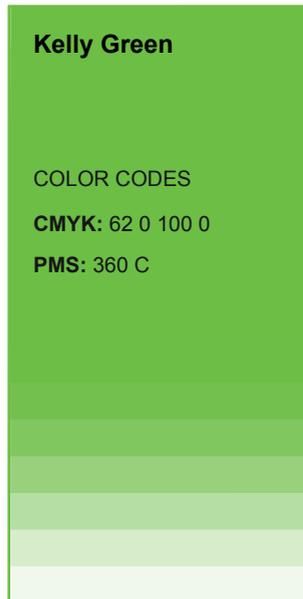
Primary Color for **Printing on White**

Kelly Green

COLOR CODES

CMYK: 62 0 100 0

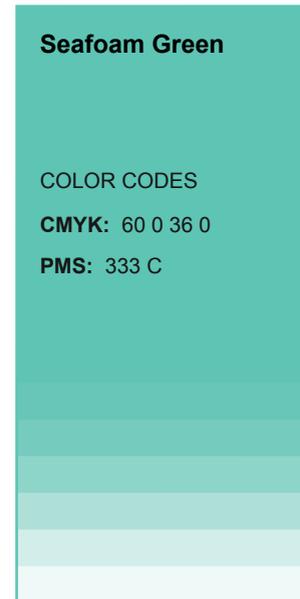**PMS:** 360 C

Secondary Colors for **Printing on White**

Cyan

COLOR CODES

CMYK: 57 4 3 0

PMS: 2985 C

Seafoam Green

COLOR CODES

CMYK: 60 0 36 0

PMS: 333 C

Blue

COLOR CODES

CMYK: 84 49 0 0

PMS: 3005 C

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CallTower's accent and grayscale colors are not recognizable identifiers of the company.
They need to be used as a complementary to our primary colors.

45°

COLOR CODES

HEX/HTML:
#00EEFC + #B7FF00

45°

COLOR CODES

HEX/HTML:
#B7FF00 + #08F3A9

45°

COLOR CODES

HEX/HTML:
#08F3A9 + #00CFFF

45°

COLOR CODES

HEX/HTML:
#00EEFC + #0658FC

45°

COLOR CODES

HEX/HTML:
#08F3A9 + #0658FC

45°

COLOR CODES

HEX/HTML:
#0658FC + #161616

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CallTower's accent and grayscale colors are not recognizable identifiers of the company.
They need to be used as a complementary to our primary colors.

Grayscale

Black

COLOR CODES

HEX/HTML: #161616

RGB: 22 22 22

PANTONE: BLACK 6 C

Charcoal

COLOR CODES

HEX/HTML: #232323

RGB: 35 35 35

PANTONE: 419 C

Dark Gray

COLOR CODES

HEX/HTML: #353535

RGB: 53 53 53

PANTONE: 447 C

Gray

COLOR CODES

HEX/HTML: #999999

RGB: 153 153 153

PANTONE: 4289 C

Light Gray

COLOR CODES

HEX/HTML: #B6B6B6

RGB: 182 182 182

PANTONE: 427 C

Off-White

COLOR CODES

HEX/HTML: #F4F4F4

RGB: 244 244 244

PANTONE: 663 C

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Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

Arial was designed in 1982 by Robin
Nicholas and Patricia Saunders.

It is simple and easy to read at large or
small sizes and in a variety of applications.

Header

Subheader Option 1

SUBHEADER OPTION 2 (50 PT TRACKING)

Paragraph
Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua. Ut enim ad minim veniam, quis
nostrud exercitation ullamco laboris nisi ut aliquip ex
ea commodo consequat.

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Thank you. If you have any questions about CallTower branding guidelines, please reach out to our Senior Brand Specialist Karine Sargsyan - ksargsyan@calltower.com