



VitalPBX Quick Brand Guide

This guide outlines the core visual and verbal identity for VitalPBX to ensure a consistent, professional, and recognizable brand presence across all communications.

1. Logo

The VitalPBX logo is the primary identifier for the brand. It consists of the "isotype" (the green arc) and the "VitalPBX" wordmark.

- **Complete Logo:** The primary logo includes the isotype, the "VitalPBX" wordmark, and the "Unified Communications System" tagline. This should be used whenever possible.
- **Logo Variations:**
 - **Horizontal:** The isotype is to the left of the wordmark. This is the preferred variation for most digital and print use cases.
 - **Stacked:** The isotype is centered above the wordmark. This is suitable for square formats, social media profiles, or where vertical space is more available.
- **Isotype:** The green arc element may be used as a standalone icon or favicon once the brand is clearly established, but the complete logo is preferred.
- **Clearspace:** Always maintain a clear space around the logo, free of other text or graphics. The minimum clear space should be equivalent to the height of the "V" in "VitalPBX".

2. Color Palette

The VitalPBX color palette is modern, professional, and energetic. The primary colors should be used consistently to build brand recognition.

- **Primary Green:**
 - **HEX:** #92c95b
 - **Usage:** The main brand identifier. Used for the isotype, calls-to-action, headlines, and highlighting key features.
- **Primary Dark Gray:**
 - **HEX:** #4b4b4b

- Usage: The primary color for all body text and dark-themed backgrounds. It is preferred over pure black for a softer, more professional feel.
- Secondary Medium Gray:
 - HEX: #787a7b
 - Usage: For sub-headings, secondary text, borders, and UI elements.
- Accent Purple:
 - HEX: #7250c8
 - Usage: Use sparingly as an accent color for new feature announcements, special promotions, or to draw attention to secondary calls-to-action.
- Neutrals:
 - White: #FFFFFF (For backgrounds and reverse-out text)
 - Light Gray: #F5F5F5 (For UI backgrounds and section breaks)

3. Typography

Typography is critical for creating a clear, accessible, and consistent brand voice.

- Primary Font Family: Montserrat
 - Usage: Use Montserrat for all brand communications, including web, print, and marketing materials. Its clean, geometric style is modern and highly legible.
- Font Weights:
 - Extrabold / Bold: For main headlines (H1, H2) and major calls-to-action.
 - Medium / SemiBold: For sub-headings (H3, H4) and emphasizing key phrases. SemiBold Italic can be used for secondary emphasis or pull-quotes.
 - Light / Regular: For all body copy, paragraphs, and general text. Ensure text is always set with sufficient size and line spacing for readability.

4. Brand Voice & Tone

The VitalPBX voice is professional, innovative, and empowering.

- Professional: We are experts in our field. Our language is clear, direct, and confident. We build trust by being reliable and knowledgeable.
- Innovative: We are future focused. We speak with excitement about technology, AI, and the future of communications. We avoid jargon, explaining complex concepts in simple terms.
- Empowering: Our focus is on the customer. We use active language ("You can...", "Empower your team...") that highlights the control, flexibility, and benefits our platform provides to the user.
- Tagline: "Communication is Vital." (Use this in marketing copy as a primary slogan).