



On a mission to establish trust in the
communications industry.

Brand Guidelines

VERSION 1.0 — APRIL 2024

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Marketing Team



Numeracle's Identity

COMMUNICATING OUR MISSION

Numeracle's Identity

Entity Identity Management (EIM)

Numeracle supplies actionable solutions for call originators who seek to verify their status as a legal caller, respond to the improper blocking and labeling of their calls, and attach rich call data elements, Smart Branded calling campaigns.

Goal

To build the framework and technology that provides a foundation of trust in customer communications by enabling a transparent flow of information from origination to destination.

Vision

To establish trust in communications based on integrity, transparency, and accountability.

Mission

To establish trust in the communications ecosystem while giving legal callers control over and visibility into the delivery and presentation of their calling identity.

Expertise

Numeracle was the first solution to define and solve how the industry has responded to the problem of the lack of trust in communications.

We've been here since this problem originated, and we'll be here until it's solved.

Brand Personality



DETERMINED

We're here to **solve** a problem and protect consumers.



PIONEERS

We were the **first** to protect legal calls, since 2018.



INNOVATORS

We constantly push the boundaries to create accessible and actionable **solutions**.



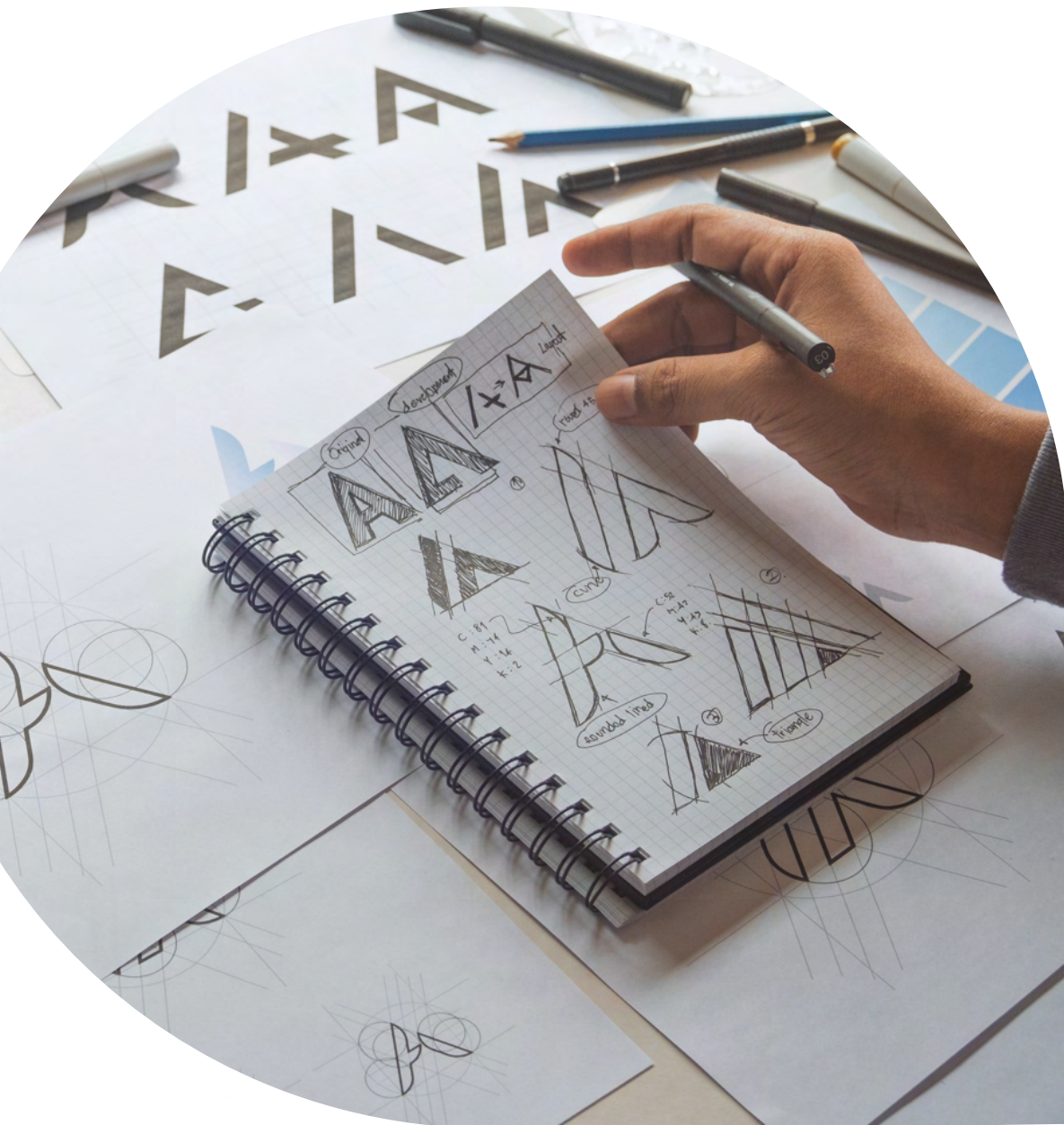
TRANSPARENT

We won't hide behind fake mockups or marketing, and always endeavor to convey the **truth**.



EXPERTS

Our team will always **advocate** for you, especially at the regulatory and technical levels.



Brand Elements

LOGOS, COLORS & TYPOGRAPHY



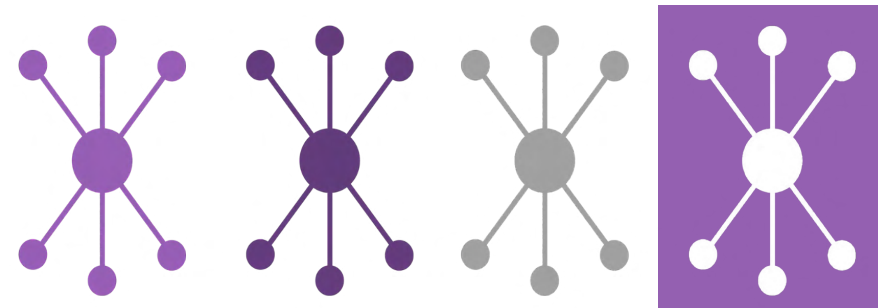
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Numeracle Logos

The Numeracle brand is trustworthy and determined to deliver the best solution with the most accessible reach, hence the importance of the spoke in our logo.

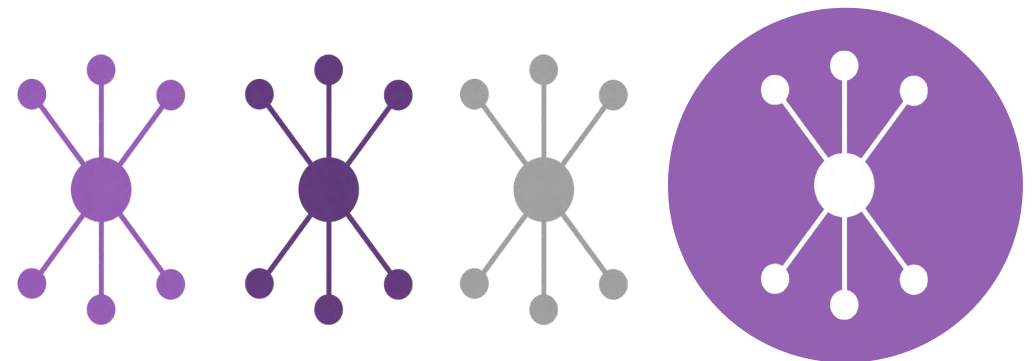
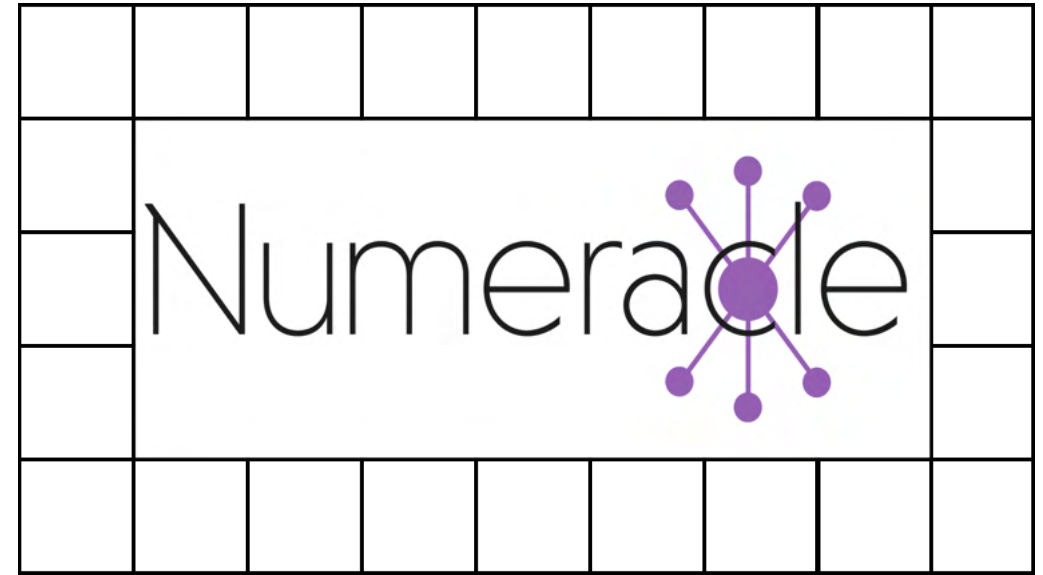
Spokes may be used as a brand accent on certain materials or as bullet points but should not be used in place of the primary Numeracle logo.

[Download Numeracle Logos & Spokes here.](#)



Logo Usage

- Solid versions of the logo should only be used when legibility of the primary logo is compromised.
- Logos should be given an adequate amount of space around it for visual respect. Do not crowd the logo or distort its dimensions.
- These rules apply for all logo variations.

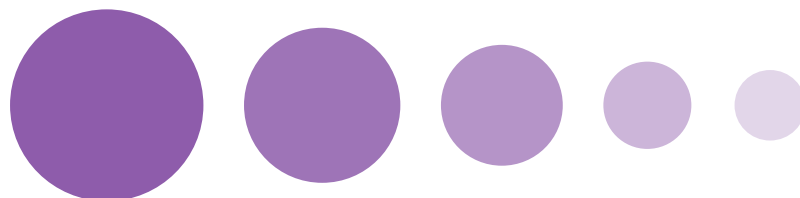


Numeracle Colors

PRIMARY

Numeracle Purple

HEX: #8E5BAB
R142, G91, B171
C49 M74 Y0 K0

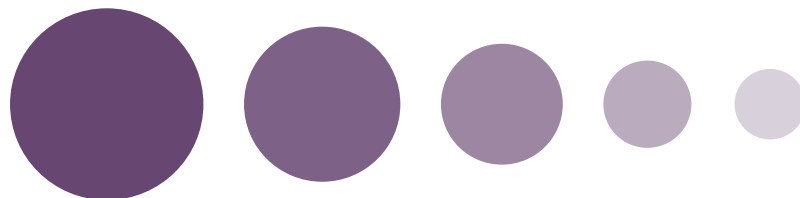


Use for primary Numeracle purple for main headings, titles, links, primary buttons and most branded accents.

SECONDARY

Secondary Purple

HEX: #674771
R103, G71, B113
C56 M80 Y31 K14



Use for secondary items such as subtitles, hover colors, color overlays on images, banners, outlines, etc.

ACCENTS

Alt. Color Options



Use these shades as acceptable pairings with Numeracle's main purple colors. To be used only when necessary for emphasis.

Numeracle Font & Typography

Spacing A<>V is ‘Condensed’ by 0.5-1.5 pts, depending on font size.

Aa | Montserrat Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\

Aa | Montserrat Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\

Aa | Montserrat Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\

[Download font here.](#)

Titles & Headlines

Subtitles & Subheadings

EMPHASIZED TITLES

LABELS

Main Body Text

Links

Captions

PRIMARY BUTTON

SECONDARY
BUTTON

WHITE BUTTON



Brand Style & Assets

STOCK IMAGERY & GRAPHICS

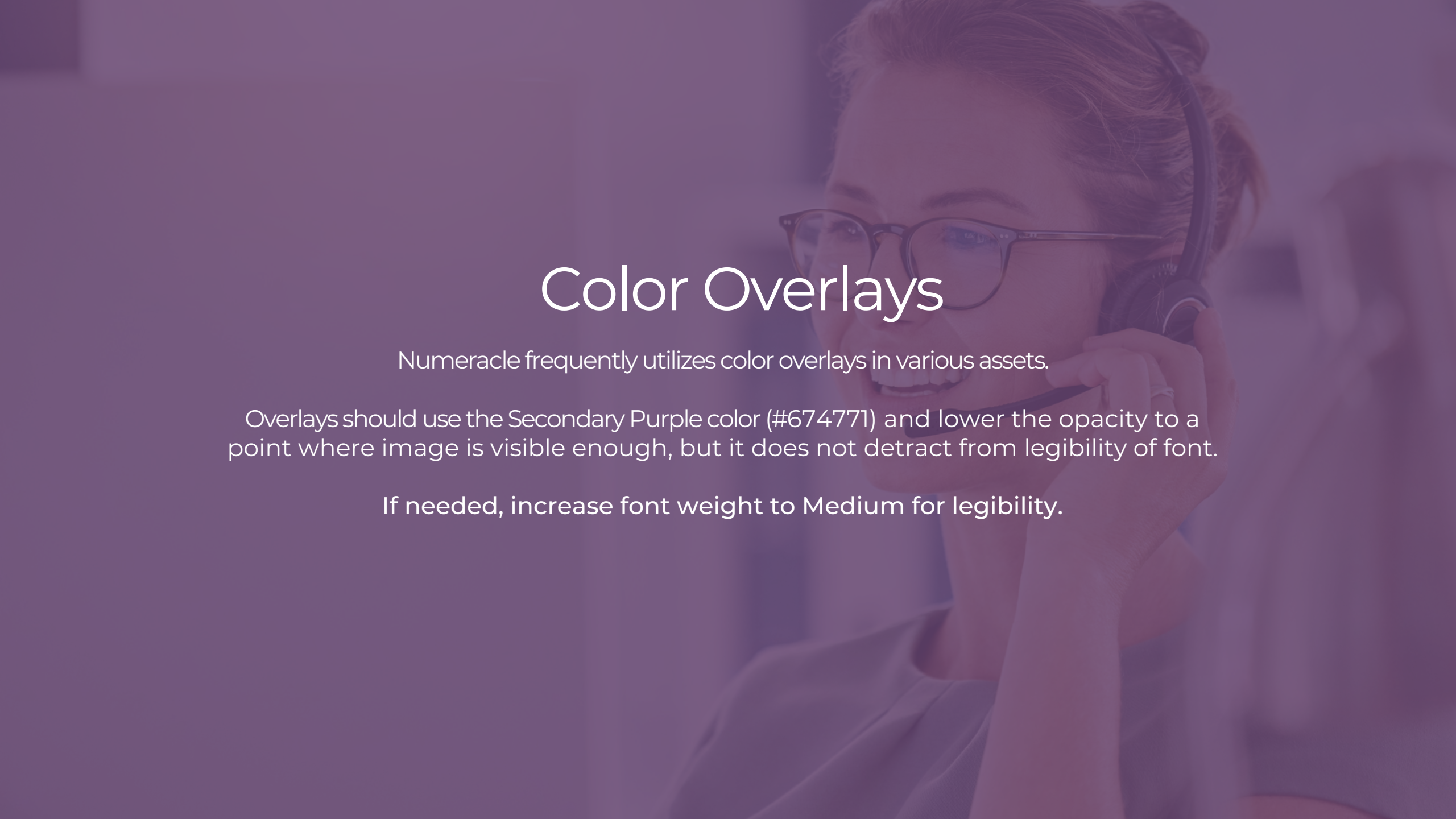


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Numeracle Imagery

Any imagery or video, whether stock or custom, should depict transparency, security and trust, with heavy usage of modern, diverse, and clean visuals of call center/enterprise callers and content consumers utilizing mobile smartphones.



A woman with blonde hair tied back, wearing glasses and a headset, is smiling. The image is overlaid with a semi-transparent purple filter. The text 'Color Overlays' is centered in white.

Color Overlays

Numeracle frequently utilizes color overlays in various assets.

Overlays should use the Secondary Purple color (#674771) and lower the opacity to a point where image is visible enough, but it does not detract from legibility of font.

If needed, increase font weight to Medium for legibility.

Numeracle Phones

Numeracle's solution is depicted using mobile smartphone devices, especially Android phones due to solution reach.

Numeracle never uses mockups of call screens and always uses real screenshots that match the correct device capable of display. Devices are displayed on their own or behind held.

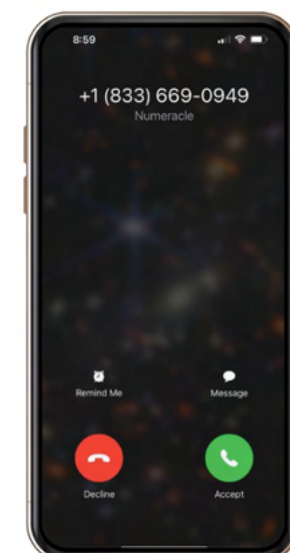
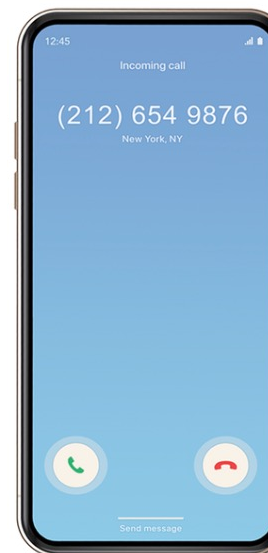
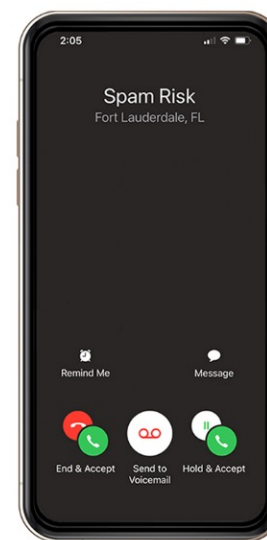
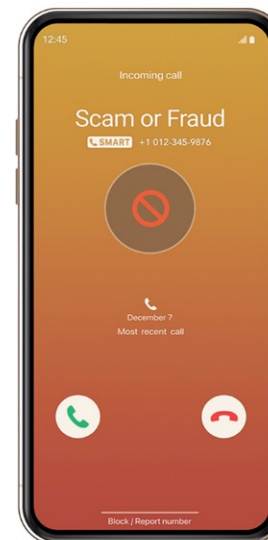
These images are often accompanied with a caption about device and network reach, sometimes detailing which caller information is being displayed on the call.

Spam/Scam/Fraud screenshots
on Android & iOS devices



AT&T
Name Only Display

**limited availability*



T-Mobile
Protected, clean
unbranded number



iOS 16
T-Mobile, Verizon, AT&T
Name Only Display

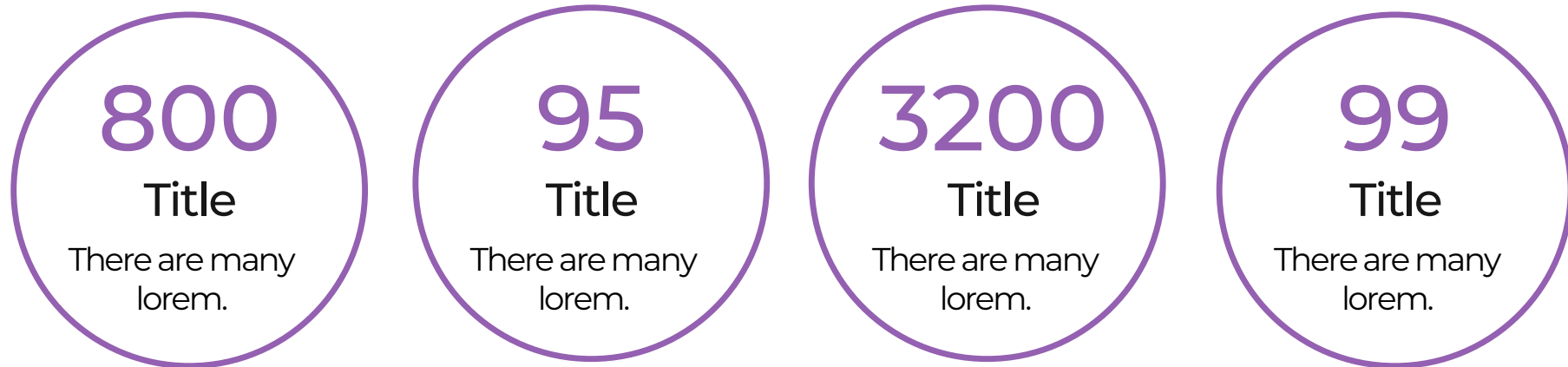


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Arranging Data

This is the primary way to arrange data with or without a background image. This is a secondary way to arrange graphics. Using Numeracle Brand Guidelines, these shapes may be re-arranged and recolored to suit various design needs.

More text can be included above to describe the data below.



Arranging Graphics

This is the primary layout for listing value prop statements, challenges, features, etc.

This is a secondary way to arrange graphics. Using Numeracle Brand Guidelines, these shapes may be re-arranged and recolored to suit various design needs.

YOUR TITLE HERE

There are many variations of passages of Lorem Ipsum available, but the majority.



YOUR TITLE HERE

There are many variations of passages of Lorem Ipsum available, but the majority.



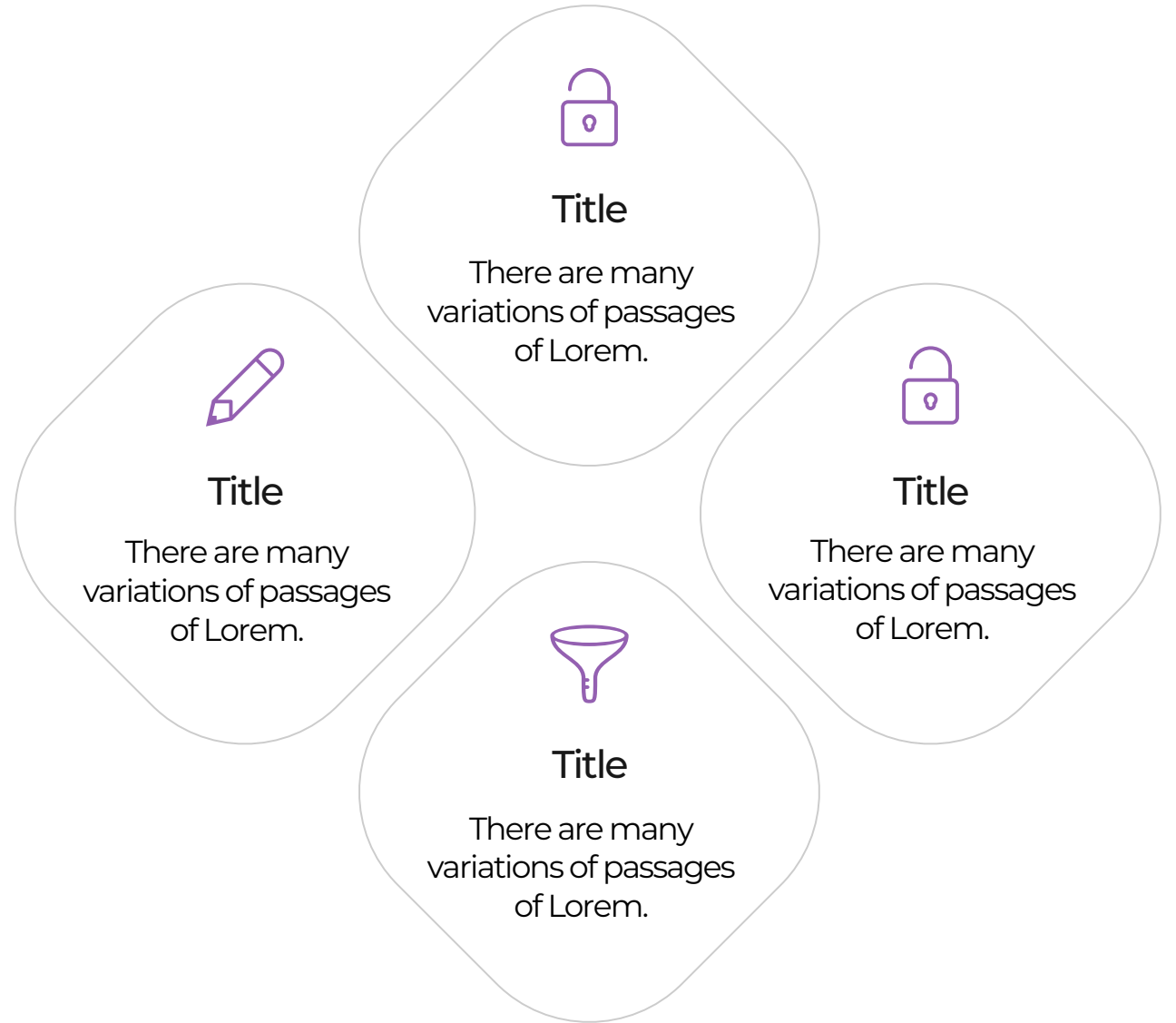
YOUR TITLE HERE

There are many variations of passages of Lorem Ipsum available, but the majority.



Arranging Graphics

This is a secondary way to arrange graphics. Using Numeracle Brand Guidelines, these shapes may be re-arranged and recolored to suit various design needs.





On a mission to establish trust in the
communications ecosystem.

Brand in Action

EXAMPLES OF SUCCESSFUL BRANDING



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SOCIAL MEDIA POSTS

Numeracle

Template Vendor Evaluation RFP for Branded Calling Solution Providers

Branding is **not** a one size fits all solution.

RFP TEMPLATE

Evaluating the Right Branded Calling Solution and Provider



Branding is not a one-size-fits-all solution and it shouldn't break the bank.

?

What are the standard length of branded call campaign durations or any minimum or maximum usage requirements?

↓

DOWNLOAD THE RFP

RFP TEMPLATE

Evaluating the Right Branded Calling Solution and Provider



Template Vendor Evaluation RFP to ask Branded Calling Solution Providers

Numeracle

BANNERS

Numeracle

Entity Identity Management™ to protect your brand across omnichannel communications

DOCUMENT BODY TEXT

Numeracle

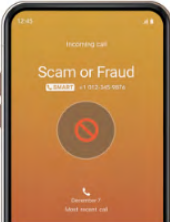
Pitfalls of Healthcare Communications

As a healthcare provider, there are many reasons to get in touch with your members and patients, and every touchpoint in their patient outreach journey is essential. The growing distrust in healthcare calls has become a painful reality for providers.

Patients, understandably cautious about sharing personal information over the phone, often hesitate to pick up or dismiss legitimate healthcare calls. Patients prefer the voice channel for sensitive and personal health or billing information due to its perceived security. Still, it will only get you so far if your phone numbers are left unprotected and vulnerable, and you have to play phone tag with patients who'd prefer to know their care is in good hands.

Misunderstood Identity & Call Barriers

Here is what you may not realize about your outreach strategy: the calls you make with the best intentions are often mislabeled as **spam** or **scam**, lost in the sea of telemarketing and fraudulent schemes, or worse, they are getting **blocked** altogether at the network level without your knowledge.



There are many reasons why this may happen, but once your identity is labeled as spam, your reputation is tainted, and patients lose trust in your calls. When you dial your members and patients, your phone numbers represent you and your calling identity, but they may also misrepresent you. Imagine waiting anxiously for a call from your healthcare provider, only to discover later that the call was mislabeled as spam and you missed it. Such experiences can erode trust in the healthcare system and foster a sense of vulnerability among patients.

88%	94%	81%	33%	-30%
of healthcare-related appointments and payments are typically made over the phone	of patients will ignore calls with spam or scam labels or from unidentified phone numbers	of providers believe phone call conversations are key for their digital-first strategy	of healthcare providers report having increased phone conversion rates by an average of 25%	average decline in contact rates when calls have negative call labels like spam or scam

Optimizing the delivery of your calls is one of the most overlooked areas to improve patient engagement and member lifecycles. Many providers find out too late that their calls are mislabeled as spam or scam. When this happens, appointments get missed, bills remain unpaid, and optimal patient care isn't reached. There's a way to ensure that your phone numbers, and therefore phone calls, don't misrepresent you when you call, and that's by prioritizing your **identity**.

ENHANCING PATIENT ENGAGEMENT & HEALTHCARE OPERATIONS | NUMERACLE

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Numeracle Marketing Team

Contacts for Branding Questions & Requests



Molly Weis

VP MARKETING &
COMMUNICATIONS

Contact for any major
marketing needs or projects.

molly.weis@numeracle.com



Mary Gonzalez

DIRECTOR OF
BRAND & CONTENT

Contact for any branding and
content needs or questions.

mary.gonzalez@numeracle.com



Sarah Blantz

MARKETING
COORDINATOR

Contact for ongoing project
needs, video, or podcast.

sarah.blantz@numeracle.com