

Brand Guidelines



v 3.3

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Brand Positioning
Brand Pillars
Brand Personality

Brand Foundation

This guide portrays the components of our identity system that illustrate our brand.

All these components work together to create a representation of not only the BOSS Revolution brand, but of our customers' "worlds."

Used together, they create the unique look and feel that expresses our brand and connects our customers to what's important to them.

Brand Foundation

Being away from loved ones creates many challenges. BOSS Revolution understands those challenges and provides you with safe, simple, and affordable ways to stay in touch and send money to your loved ones back home. We do that by offering you communication and financial products that not only simplify the way you live, but also allow you to stay connected to your network back home, at all times. You are here, but you are also there. And BOSS Revolution is always by your side. Unite Your WorldsSM.

Our brand positioning, pillars, and personality form the strategic foundation of our brand. They are the blueprint for all of BOSS Revolution's actions and communications.

Our brand positioning is a concise description of what makes our offer unique in the marketplace and relevant to our key audiences. It defines to whom we are trying to appeal, what makes our brand unique, and the benefits our audience receives.

Our brand pillars represent our core beliefs. They help us to achieve our purpose. The brand pillars represent what we need to be known for and the services we provide our customers.

Keep these pillars in mind when developing your work. Think about how the activity you are planning can use the pillars to guide the brand, rather than using the specific words to express your idea.

For communications pieces, also consider brand personality — it works together with the brand pillars to ensure our written ideas align with our positioning.

Belonging

We connect you and bring you closer to your loved ones, to the people in your network of relationships.

Security

We provide safe, affordable, and friendly experiences.

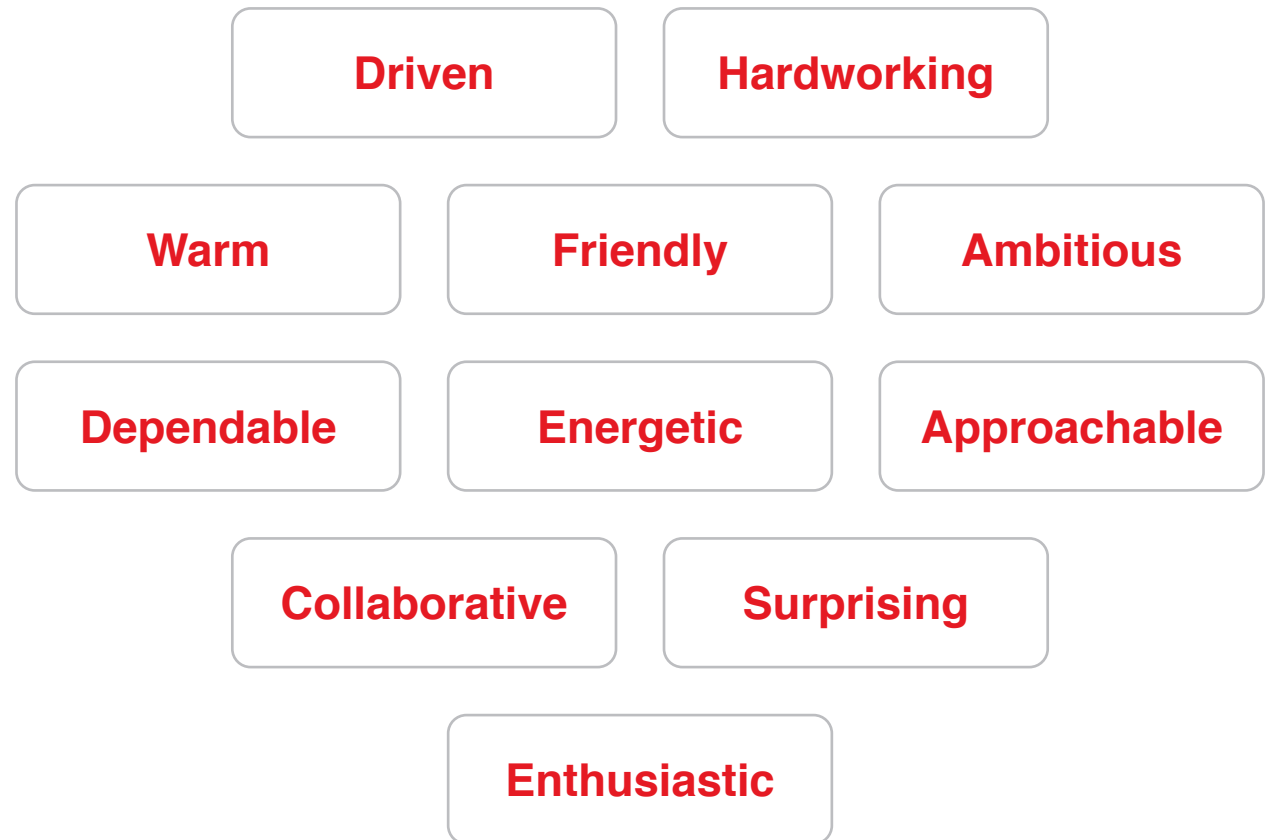
One step ahead

We respond to your ever-evolving needs.

Brand personality is the expression of a brand's human characteristics, emotional or behavioral, that distinguish one brand from another.

Our brand personality and its expressions, both verbal and visual, play a critical role in developing deep emotional connections with our target audiences and in building long-term brand loyalty.

Our brand personality is about communication.



Logo

Generic with Slogan

Brand Components

Vertical

Horizontal

Brand Architecture

Money Logos

Trademark Symbols

Construction

Protection Areas

Minimum Size

Sizes & Proportions

Logo Fonts

Correct Writing

Incorrect Uses

Brand

Our logo is the heart of our visual identity. It represents the connections between our customers and their worlds. It is a symbol for the kinds of connections our company, products and services provide. Since our logo is one of our most prominent visual assets, it's important to use it correctly. It's the "face" of our company and often the first point of connection with our customers and partners.



Generic.

Generic with tagline.

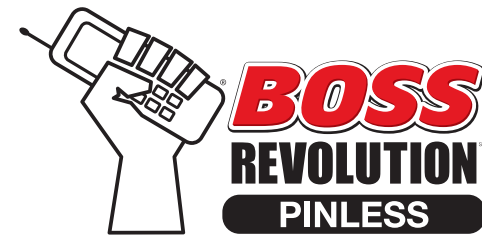
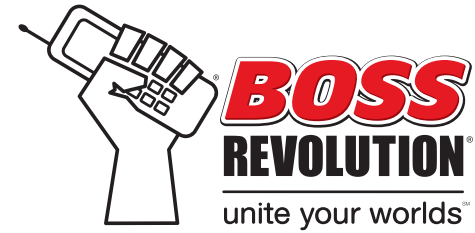
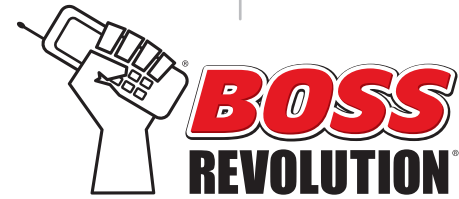
Logo for specific
service description
(sub brand).



Generic.

Generic with tagline.

Logo for specific
service description
(sub brand).



Exceptional Use.

Only use this option when
the preferred one
(previous page) is not
applicable due to
space reasons.

BOSS Revolution
generic logo
(with or without tagline).

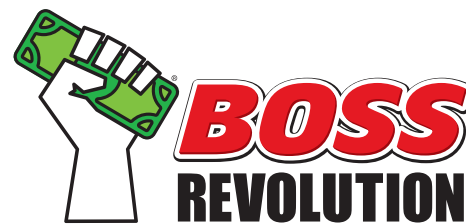
Logo for specific
service description
(sub brand).

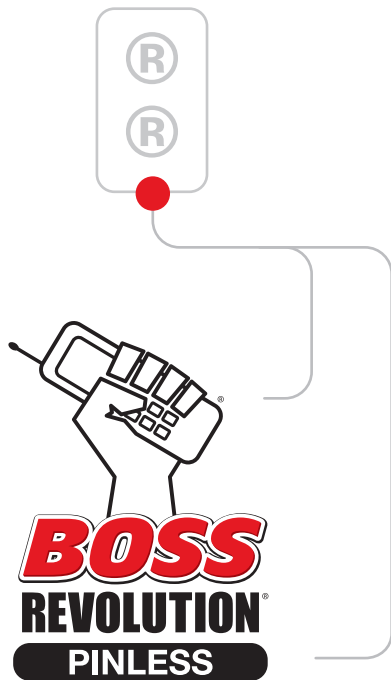
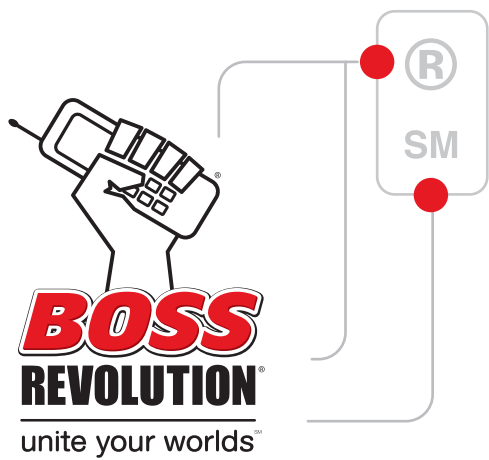


- PINLESS
- CALL ME
- MOBILE
- E-GIFT
- MONEY TRANSFER
- MOBILE TOP UP
- BILL PAYMENT
- PREPAID CARD

Main logo - vertical.

Horizontal logo for exceptional use.

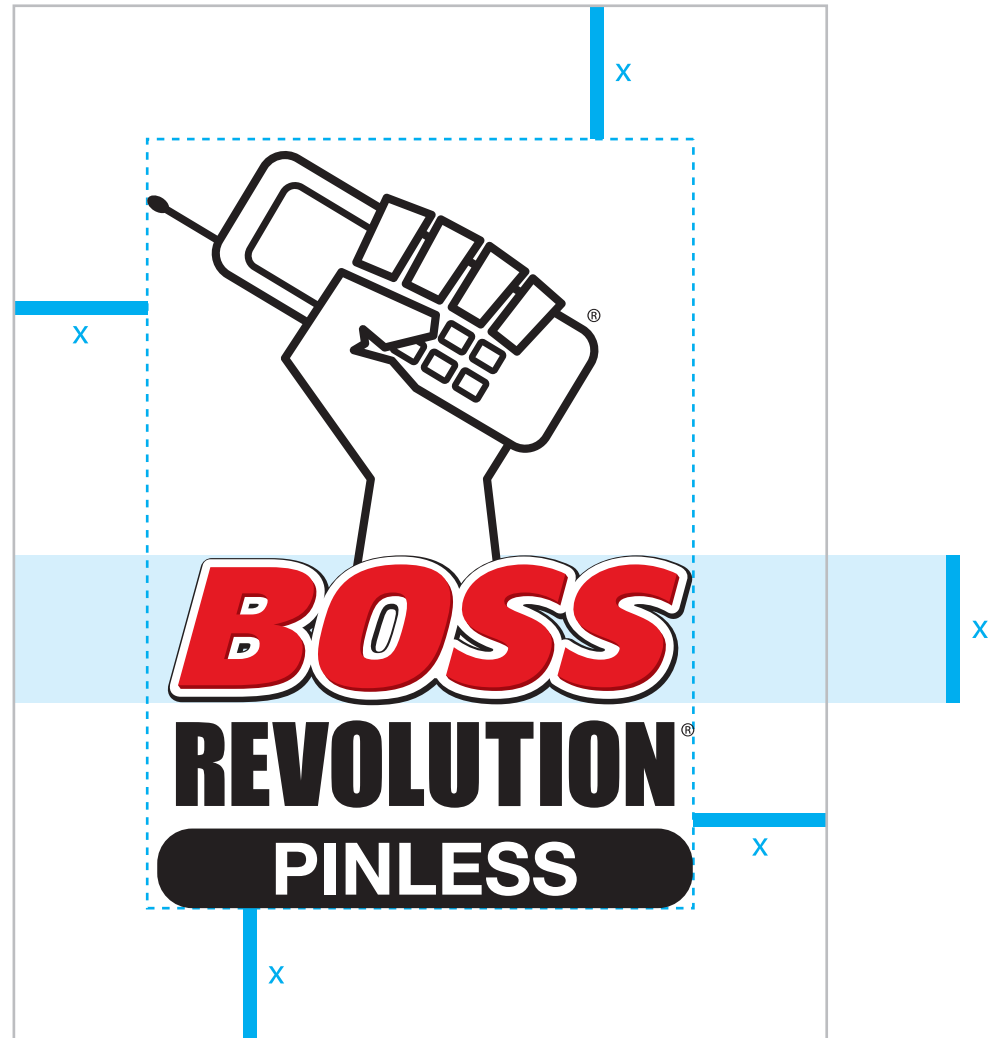




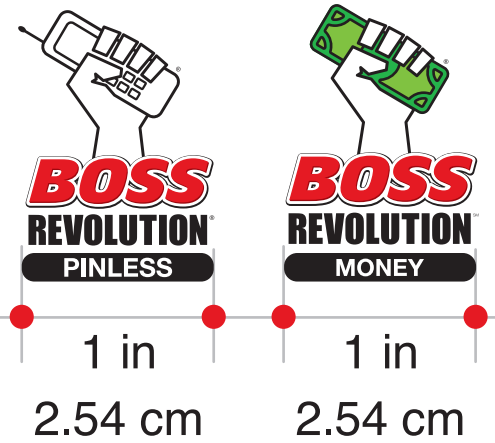
The modules of the grid on which the brand is built, show the relation and disposition of the brand components. This relation cannot be altered. To maintain the integrity of the brand, it is recommended to apply it from an original digital file rather than recreating it.



A protection area is set to avoid interferences and visual tension and preserve the integrity of the brand. This area keeps it away from other brands, borders, texts, photographs, and illustrations. The area of brand protection is defined by a module we call "x", where "x" equals the height of the word "BOSS."



To preserve the legibility of the brand, do not reduce it to less than the indicated size.



The IDT brand +
“Symbol of Trust”,
should be applied in a
different corner, respecting
the BOSS Revolution brand.
It's size should not exceed 50%
of the BOSS Revolution brand.



Impact

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:;!?()

Helvetica Neue LT Pro

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890.,:;!?()



When writing “BOSS Revolution”
always capitalize the word
“BOSS”, and the letter
“R” in Revolution.

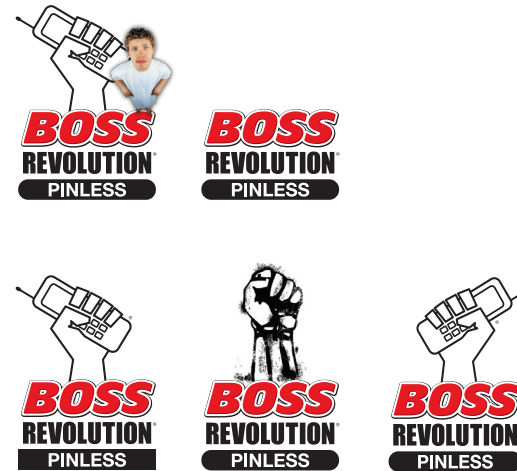


BOSS Revolution

Don't stretch or rotate.

Don't change colors.

Don't add, take out, or modify elements like type, vector, or images.



Main Colors

Other Colors

Colors



Color version over original
BOSS Revolution red.



Web: #e21b23
Pantone: 1797 C
CMYK: 0 100 99 4
RGB: 226 26 35



Web: #231f20
CMYK: 0 0 0 100
RGB: 0 0 0



Web: #ffffff
CMYK: 0 0 0 0
RGB: 255 255 255



Color version over light
or white background.



Web: #e21b23
Pantone: 1797 C
CMYK: 0 100 99 4
RGB: 226 26 35



Web: #231f20
CMYK: 0 0 0 100
RGB: 0 0 0



Web: #ffffff
CMYK: 0 0 0 0
RGB: 255 255 255



Color version over dark
or black background.



Web: #e21b23
Pantone: 1797 C
CMYK: 0 100 99 4
RGB: 226 26 35



Web: #231f20
CMYK: 0 0 0 100
RGB: 0 0 0



Web: #ffffff
CMYK: 0 0 0 0
RGB: 255 255 255



Black and white version
over dark or black
background.



Web: #231f20
CMYK: 0 0 0 100
RGB: 0 0 0



Web: #ffffff
CMYK: 0 0 0 0
RGB: 255 255 255



Black and white version
over light or white
background.



Web: #231f20
CMYK: 0 0 0 100
RGB: 0 0 0



Web: #ffffff
CMYK: 0 0 0 0
RGB: 255 255 255

Print Fonts

Digital Fonts

Fonts

Helvetica Neue LT Pro

Helvetica Neue LT Pro
Condensed

45 Light

55 Roman

65 Medium

75 Bold

85 Heavy

95 Black

47 Light Condensed

57 Condensed

67 Medium Condensed

77 Bold Condensed

87 Heavy Condensed

97 Black Condensed

Helvetica

Light
Regular
Bold

Proxima Nova

Light
Light Italic
Regular
Regular Italic
Bold
Bold Italic
Extrabold

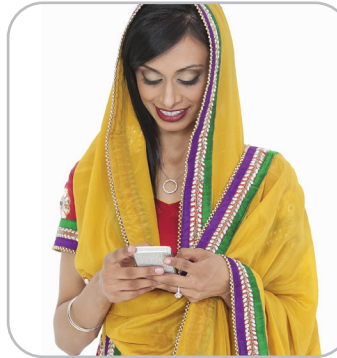
Photographic Style

Imagery

The images will reflect the users of BOSS Revolution, and/or the services of the brand, always within the personality traits of the BOSS Revolution brand:

- Driven*
- Hardworking*
- Warm*
- Friendly*
- Ambitious*
- Dependable*
- Energetic*
- Approachable*
- Collaborative*
- Surprising*
- Enthusiastic*

Photographs of people should reflect: "Here" immigrants living in the US, users of the services (not kids for instance). And "There" (their loved ones abroad). They should have a natural feel, not perfectly styled, but also neither dirty or rumpled. Looking real and within the grasp of BOSS Revolution customers' lifestyles and aspirations.



Icons - Branded

Icons - Other 1

Icons - Other 2

Icons

The icons on this page are intended to be used exactly as they are, to ensure consistency across platforms.



PINLESS



CALL ME



MOBILE



MOBILE APP



MOBILE TOP UP



INTERNATIONAL MOBILE TOP UP



DOMESTIC MOBILE TOP UP



MOBILE TOP UP CARD



BILL PAYMENT



INTERNATIONAL BILL PAYMENT



DOMESTIC BILL PAYMENT



E-GIFT



INTERNATIONAL E-GIFT



DOMESTIC E-GIFT



MONEY TRANSFER



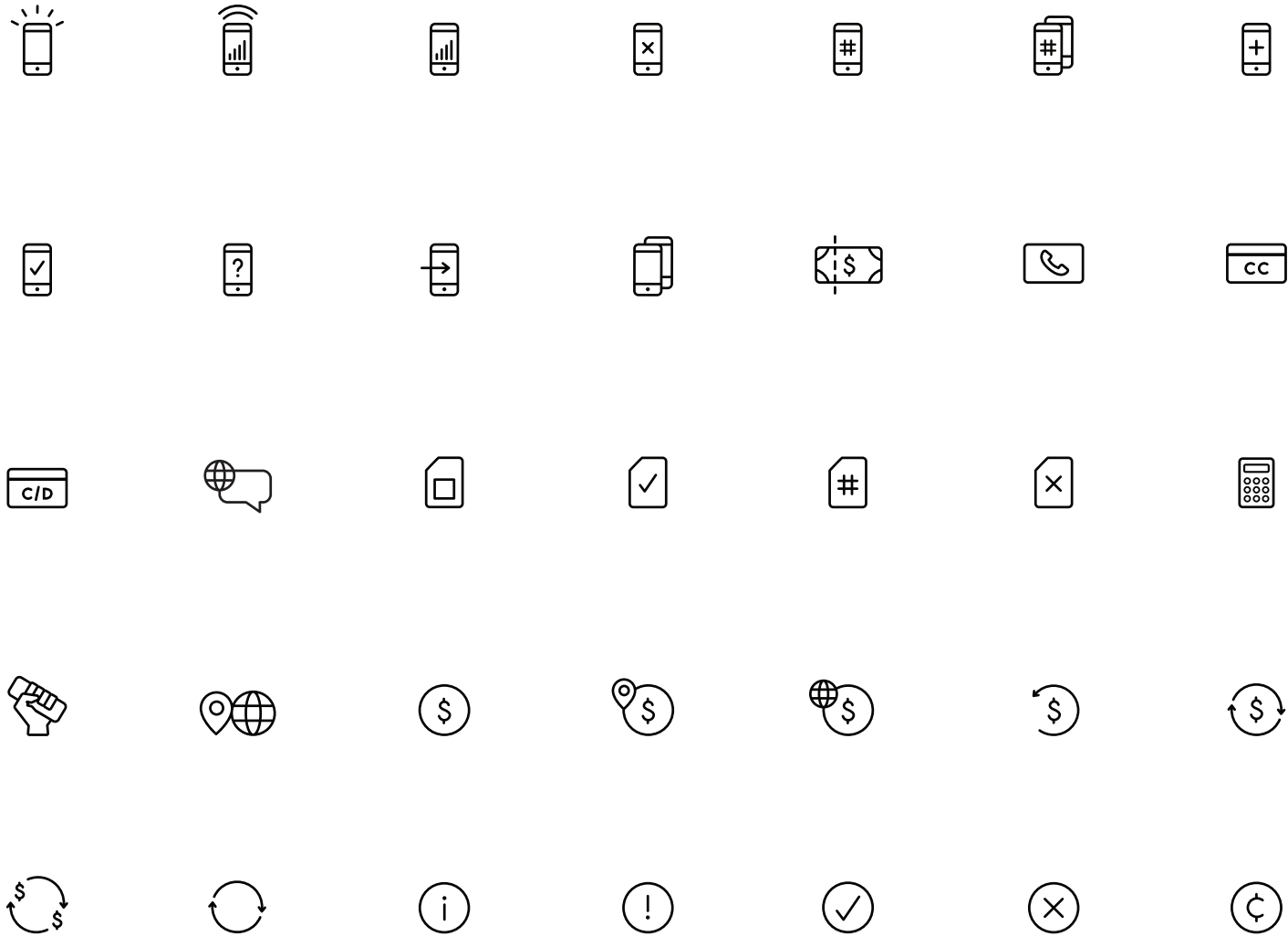
VISA PRODUCTS

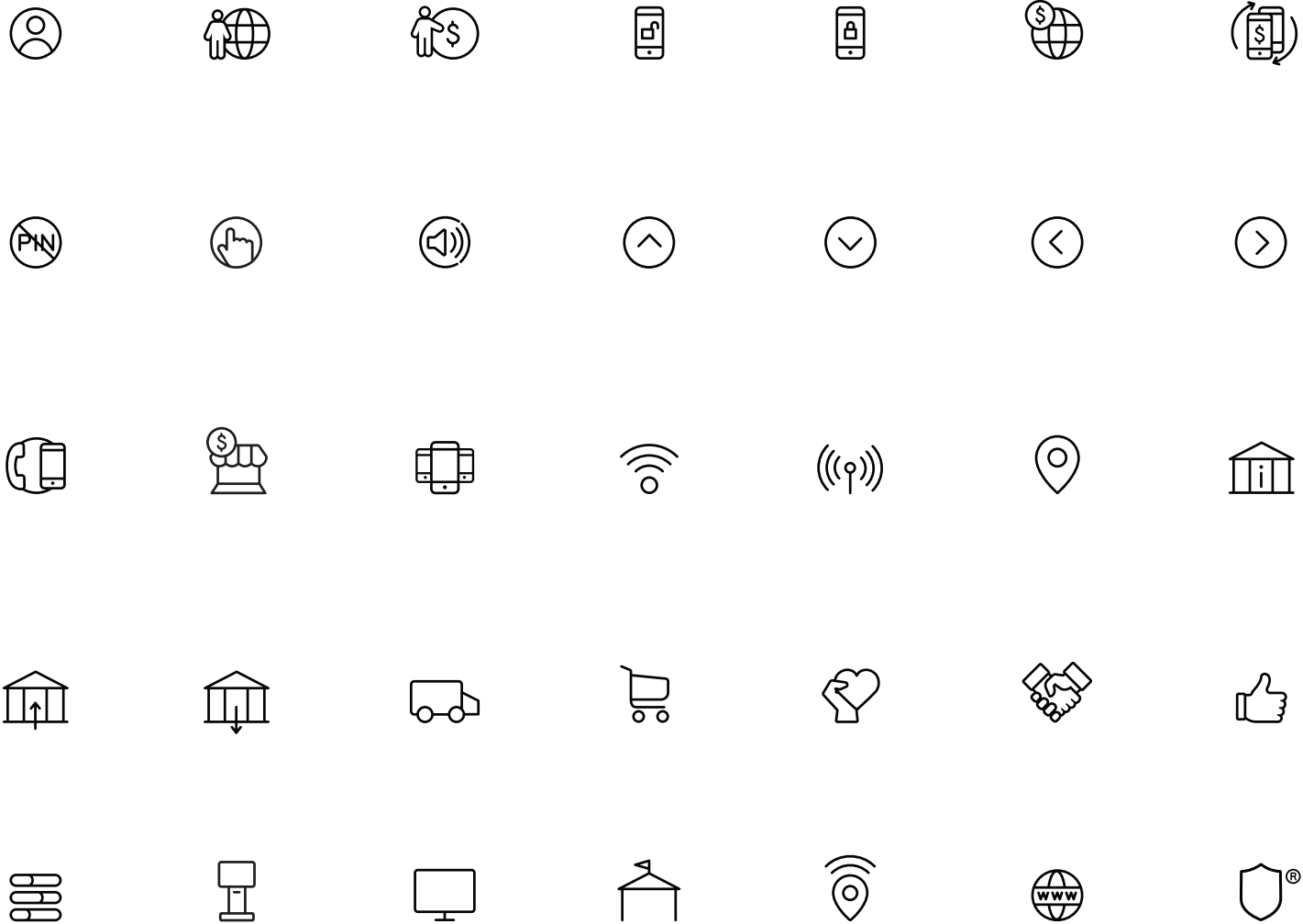


VISA VIRTUAL ACCOUNT



PREPAID VISA CARD





App “Calling” Icon

App “Money” Icon

App Icons in Use

App Icons

iOS sizes:

180px x 180px / 120px x 120px /
87px x 87px / 80px x 80px /
58px x 58px

Android sizes:

96px x 96px / 72px x 72px /
48px x 48px / 36px x 36px

File formats:

EPS / PNG / SVG



iOS sizes:

180px x 180px / 120px x 120px /
87px x 87px / 80px x 80px /
58px x 58px

Android sizes:

96px x 96px / 72px x 72px /
48px x 48px / 36px x 36px

File formats:

EPS / PNG / SVG





\$1 Bonus

BR Mobile

Mobile with message used as logo
Guarantee Stamp

BR Club & BR

Shield and Hero

Icon Patterns

BR 10 Year Mark

BR Rewards

Most Valuable Plan (MVP)

RAF Program

Product Bars

Social Media Buttons

App Store Badges

Additional Elements

English.

DOWNLOAD NOW AND GET

GET IT ON
Google Play

Download on the
App Store

**\$1
FREE**

FOR CALLING • FOR NEW CUSTOMERS

DESCÁRGALO AHORA Y OBTÉN

DISPONIBLE EN
Google Play

Consíguelo en el
App Store

**\$1
GRATIS**

PARA LLAMADAS • PARA CLIENTES NUEVOS

Spanish.
When writing about the App
in Spanish, use “el” App
or “la” Aplicación.

English.



Spanish.

English.

Spanish.



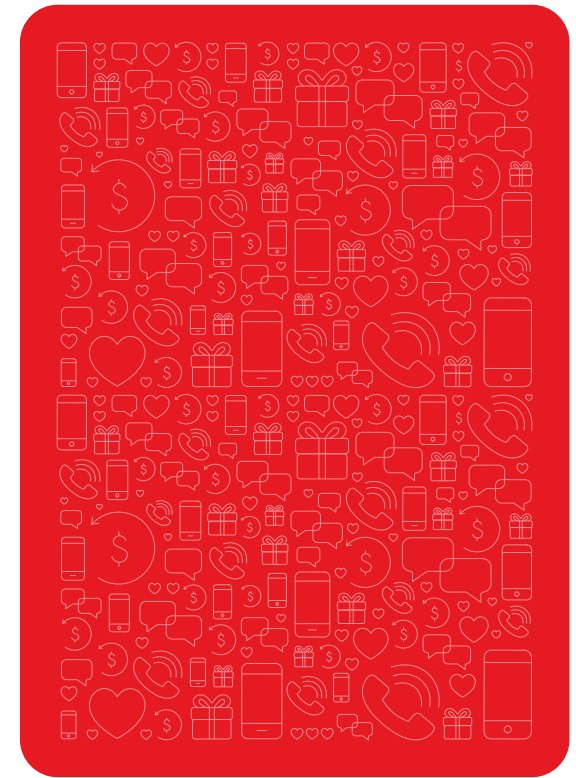
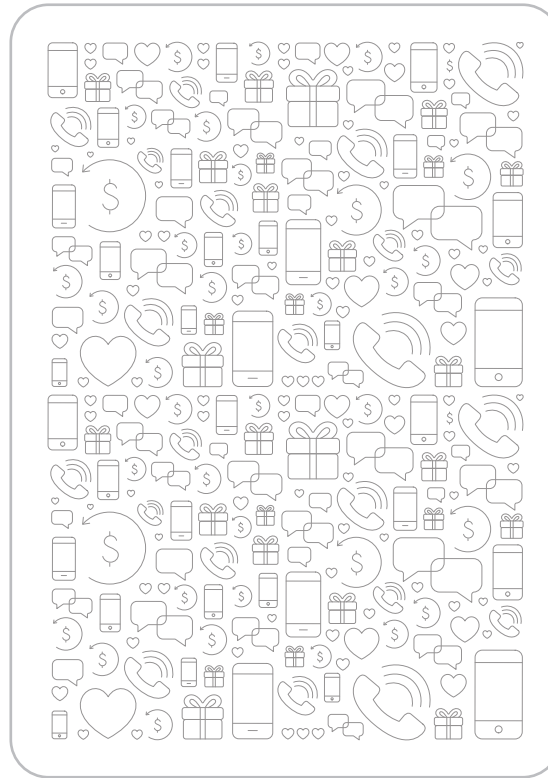
Shield & Hero.
To be used when promotion is
part of BR Club.



Shield & Hero.
To be used when promotion is
not part of BR Club.



Icon pattern should be in black or white, at 70% (suggested) opacity over the preferred colored background.



Version to be used over light or white background.



Version to be used over dark or black background. Includes white outline.







Logo.

Icon.



FF FriendsForever



Bars for each product
to be applied on
corresponding
communication pieces.

 **PINLESS**

 **CALL ME**

 **MOBILE**

 **E-GIFT**

 **MONEY TRANSFER**

 **MOBILE TOP UP**

 **BILL PAYMENT**

 **PREPAID CARD**

Preferred buttons for print.

Preferred buttons for digital.



English.

Spanish.



Poster

Brochure

Printed Banner

Decal

BR Consumer Website - Banner

Homepage - Carousel - Desktop & Mobile

BR Mobile Website - Banner

Homepage - Carousel - Desktop & Mobile

Account Section - Desktop

Account Section - Tablet

Account Section - Mobile

Email

App News Feed

Digital Ad Banners

BR Kiosk

POS - Digital Display

TVC End Frame

Facebook

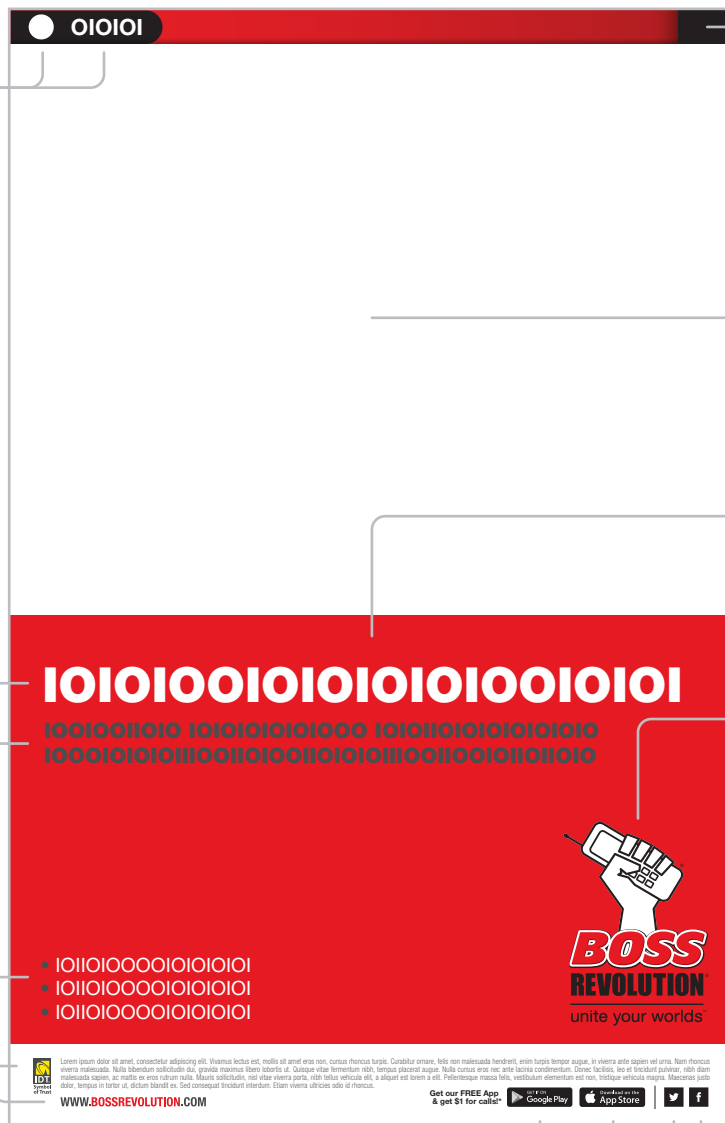
Twitter

Templates

Discretionary:
Product bar with
corresponding icon and
description of service
(see page 47).

See page 26 for fonts.
Position of the headline
is discretionary.

IDT logo &
BOSS Revolution URL
on bottom left.



Discretionary:
Flag or flags corresponding
to the country or countries
(if applicable).

Graphic
(Over white, red,
or other background).

Discretionary:
Red background optional.

BOSS Revolution logo.
With tagline or with
specific service description
(see page 12).

Disclaimer.

App stores badges and social media
buttons always on bottom right.
App stores used only if
corresponding service
is available in the BR App.

11in x 17in – or – 18in x 24in

See page 26 for fonts.
Position of the headline
is discretionary.

Graphic
(Over red, white,
or other background).

OIOIOIOIOIO
OIOIOIOIOIOIOIO
Oioioioioioioioioioio

BOSS Revolution logo.
With or without tagline
or with specific service
description
(see page 12).



App stores
badges always
on bottom right.
App stores
used only if
corresponding
service is available
in the BR App.
And social media
buttons,
if applicable.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore feugiat nulla facilis, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad on ullamcorper suscipit lobortis ut aliquip ex ea, Lorem ips minim veniam, quis nostrud exerci tation suscipit lobortis.

WWW.BOSSREVOLUTION.COM



Disclaimer &
BOSS Revolution URL.
IDT logo
on bottom left.

4ft x 2ft



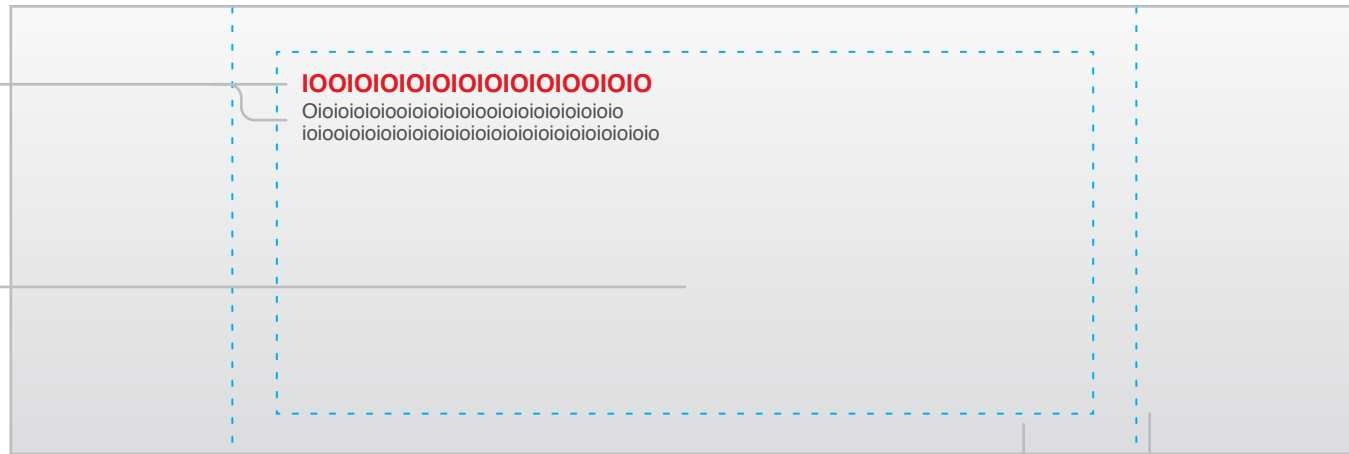
Generic BOSS Revolution logo.
(see page 12).

See page 26 for fonts.

6in

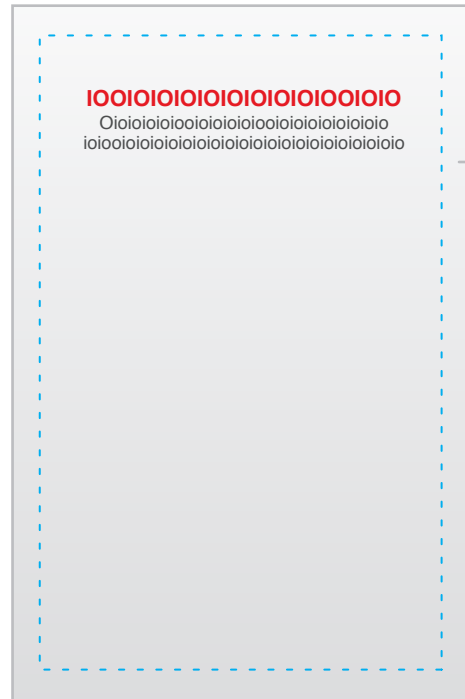
See page 27 for fonts.

Graphic.

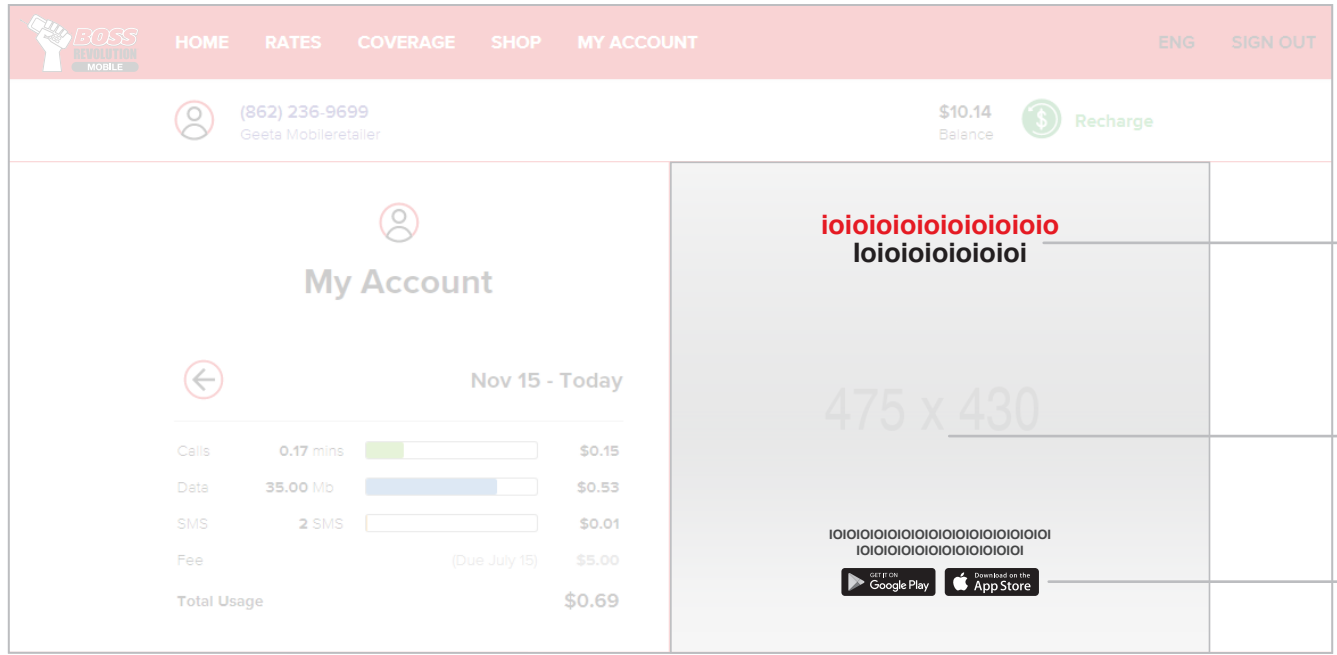


1710px x 570px - jpeg

Area free of content.



570px x 855px - jpeg

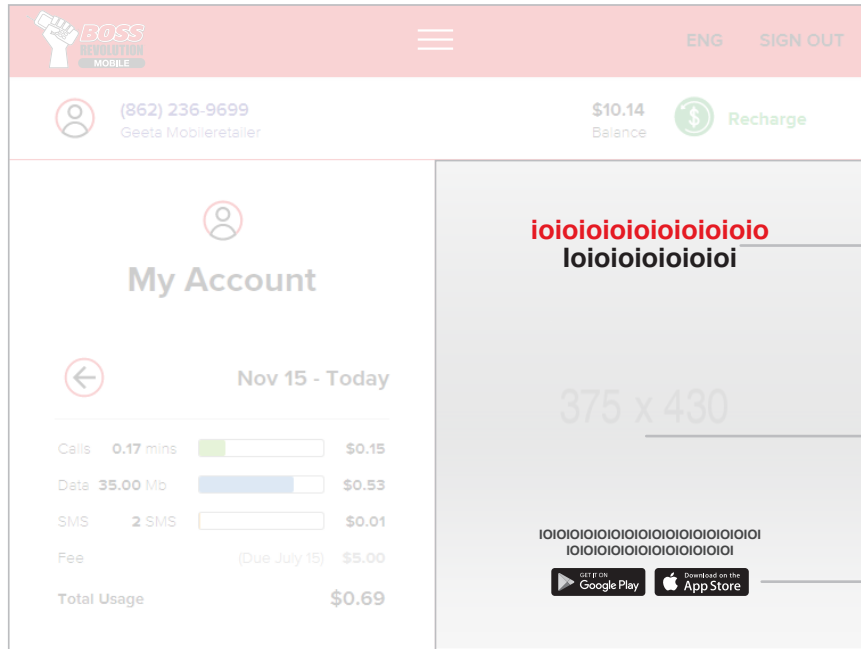


See page 27 for fonts. Preferred for BR Mobile: Proxima Nova

Graphic (Over red, white or other background).

App stores badges.

475px x 430px - png

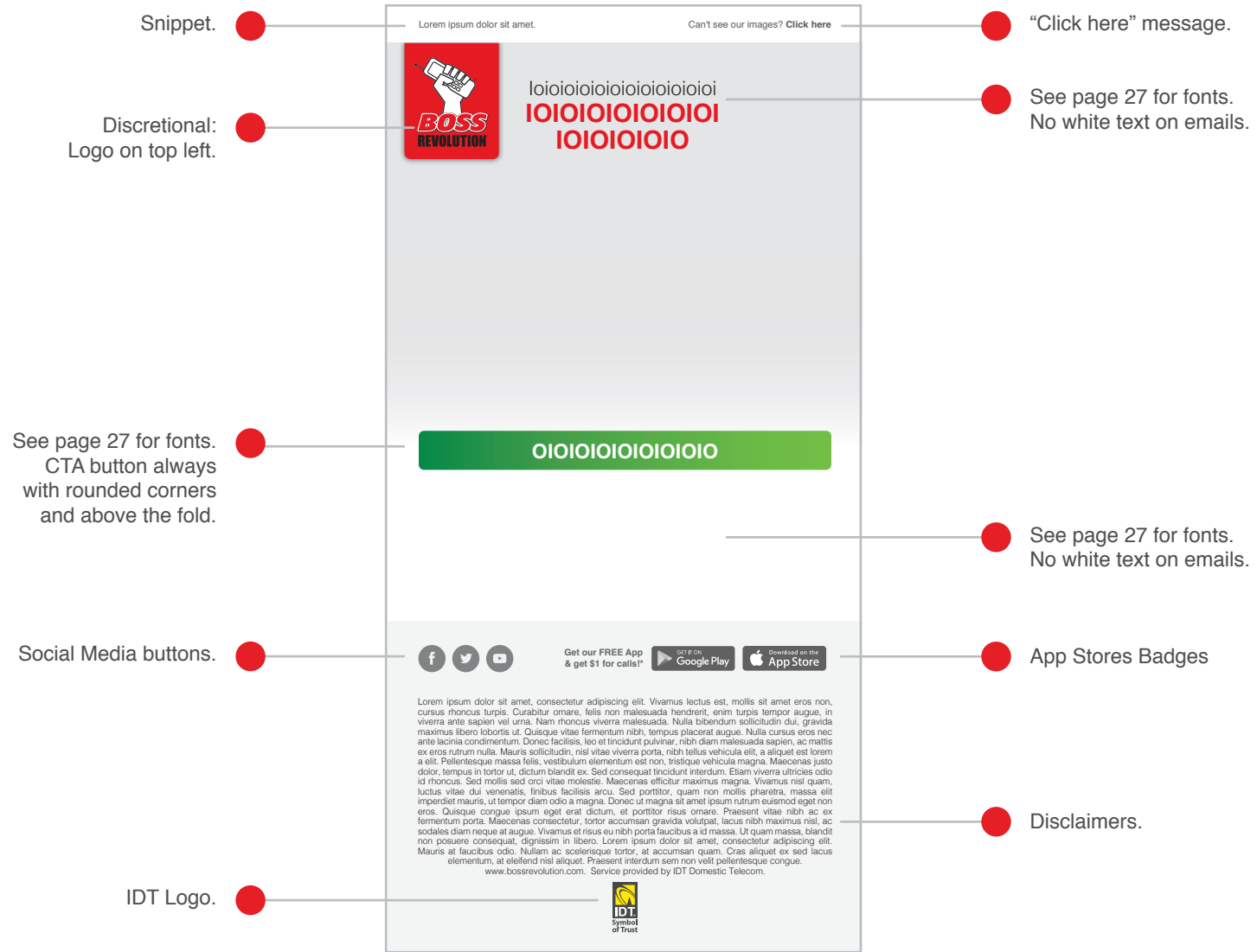


See page 27 for fonts.
Preferred for BR Mobile:
Proxima Nova

Graphic
(Over red, white or
other background).

App stores badges.

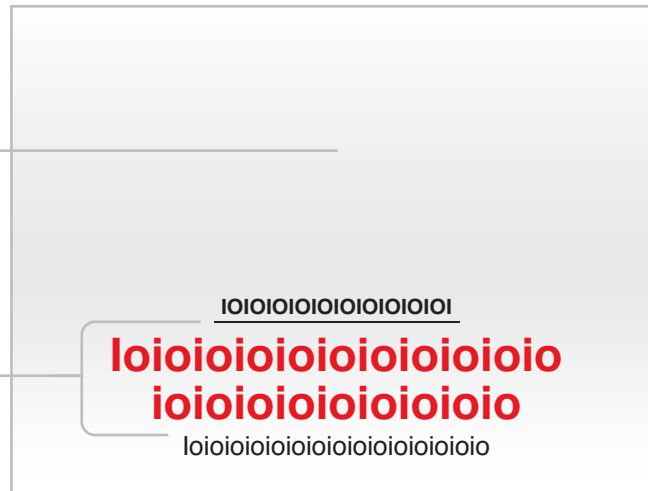
375px x 430px - png



600px width

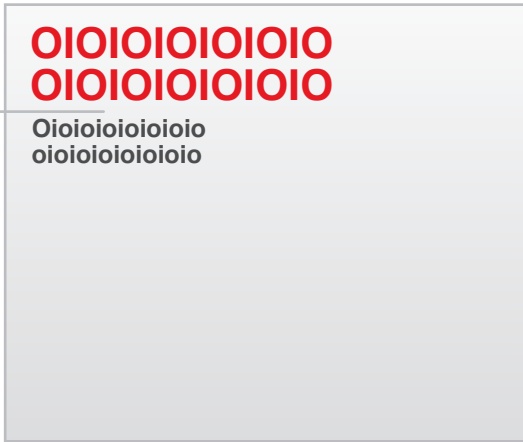
Graphic
(Over red, white or
other background).

See page 27 for fonts.

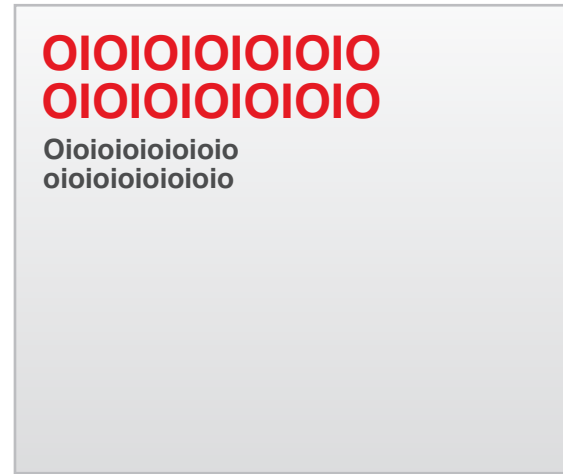


600px x 450px - png

See page 27
for fonts.



300px x 250px



336px x 280px



320px x 50px



640px x 100px



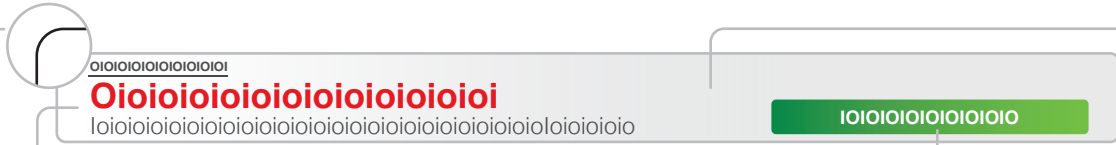
728px x 90px



160px x 600px

Corners are rounded automatically with a 10px radius.

See page 27 for fonts.



Main screen banner
1200px x 100px - png, gif, or svg

Graphic (Over red, white or other background).

See page 27 for fonts. CTA button always with rounded corners.



Full banner page
1280px x 860px - png, gif, or svg

Disclaimer, IDT logo, and BOSS Revolution URL.

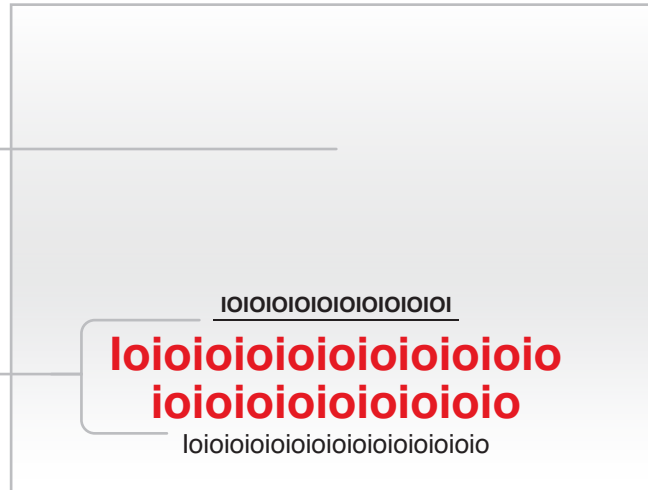
See page 27 for fonts.

Graphic (Over red, white or other background).

App stores badges and social media buttons always on bottom right. App stores used only if corresponding service is available in the BR App.

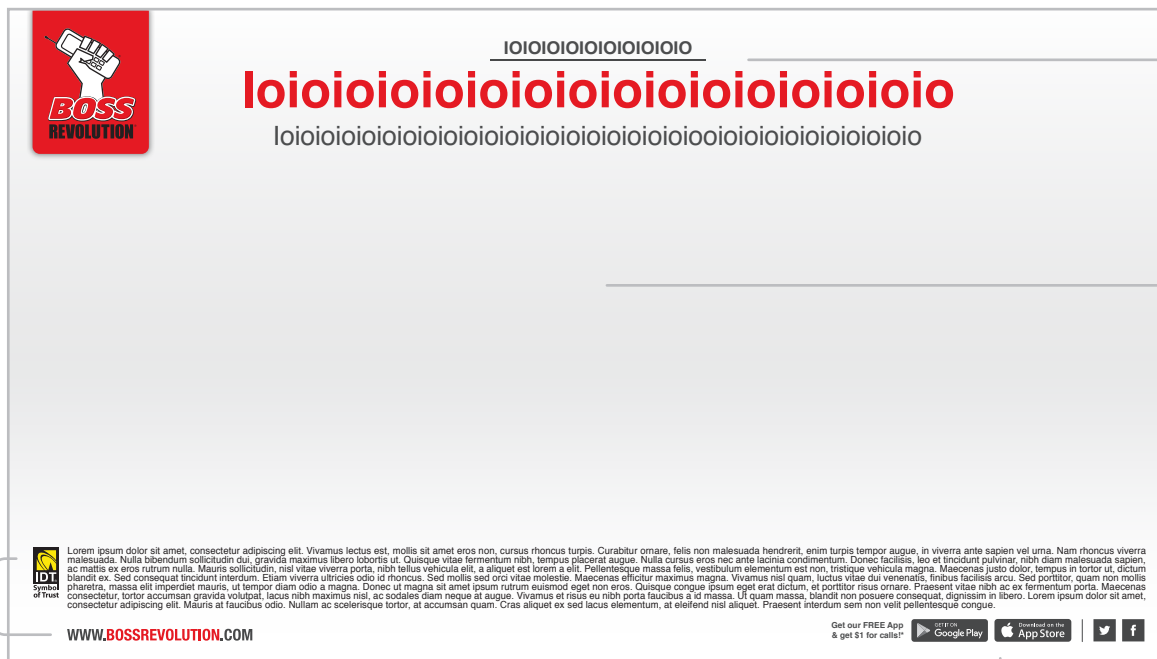
Graphic
(Over red, white or
other background).

See page 27 for fonts.



1024px x 768px - jpeg

Disclaimer,
IDT logo,
and
BOSS Revolution
URL.



See page 27 for fonts.

Graphic
(Over red, white or
other background).

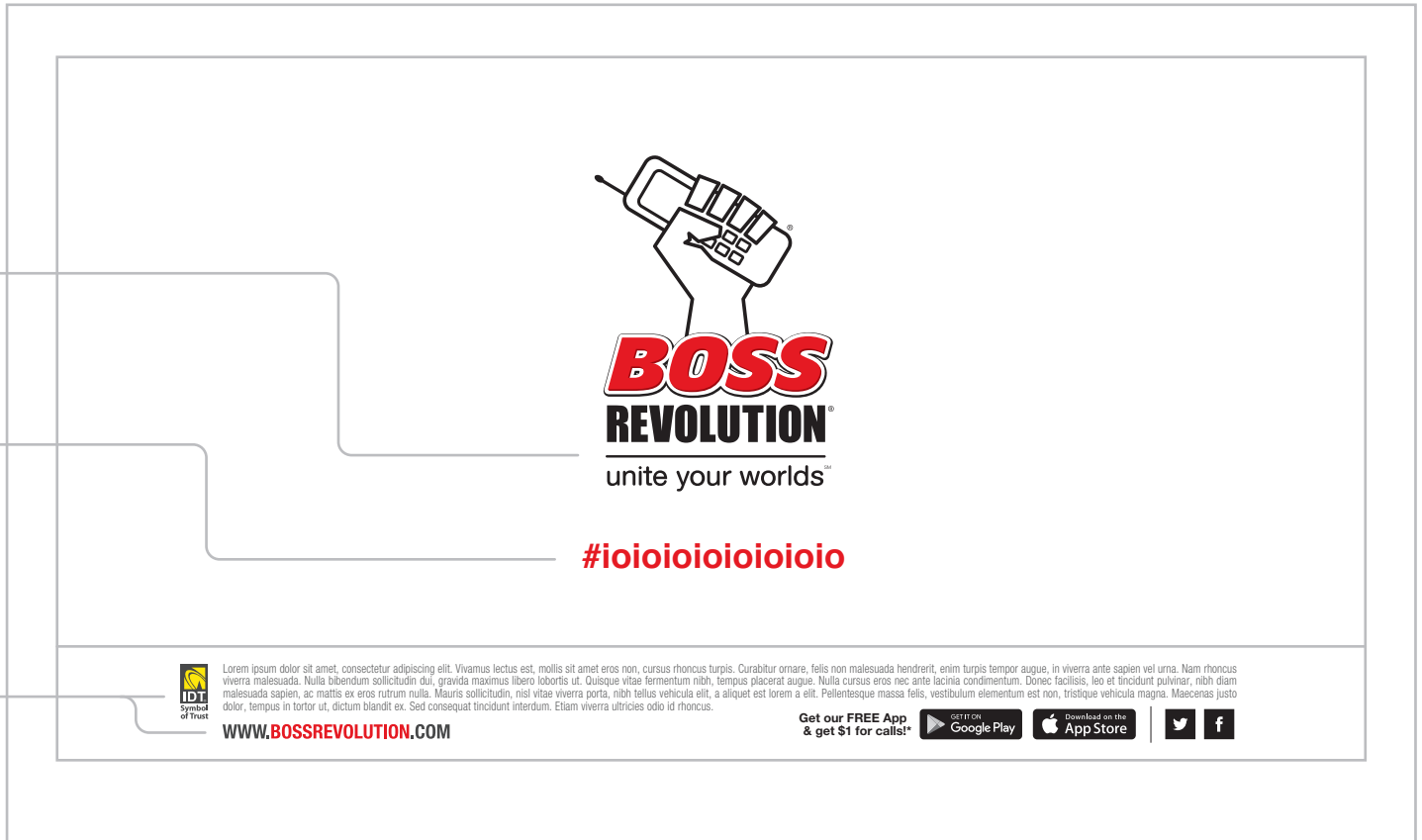
App stores badges and
social media buttons always
on bottom right.
App stores used only if
corresponding service
is available in the BR App.

1366px x 768px - jpeg

Logo with tagline.

Social media hashtag or any other corresponding information. See page 27 for fonts.

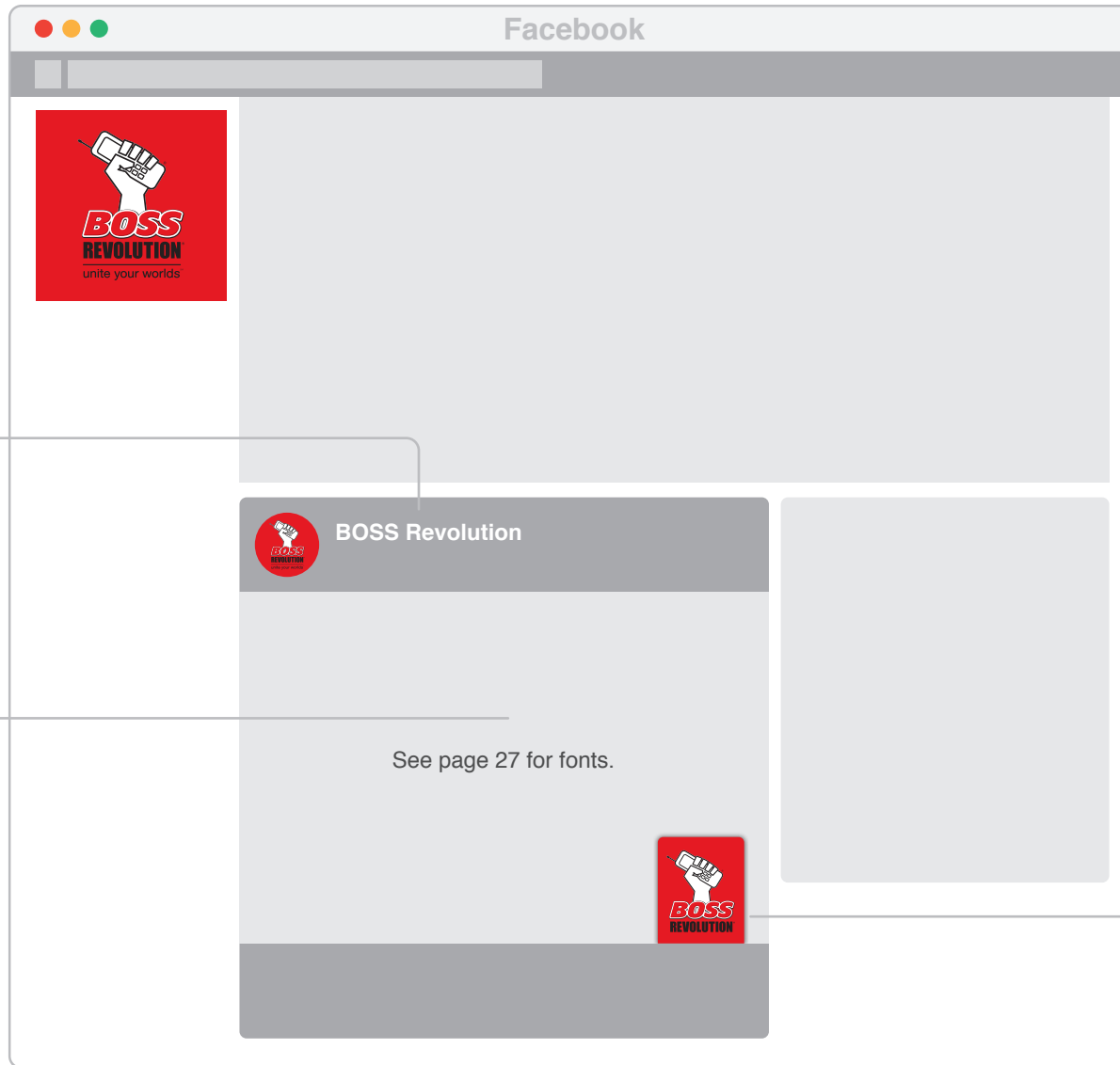
Disclaimer with IDT logo and BOSS Revolution URL. App Store badges, and social media buttons, if applicable.



Alternative logo styles.



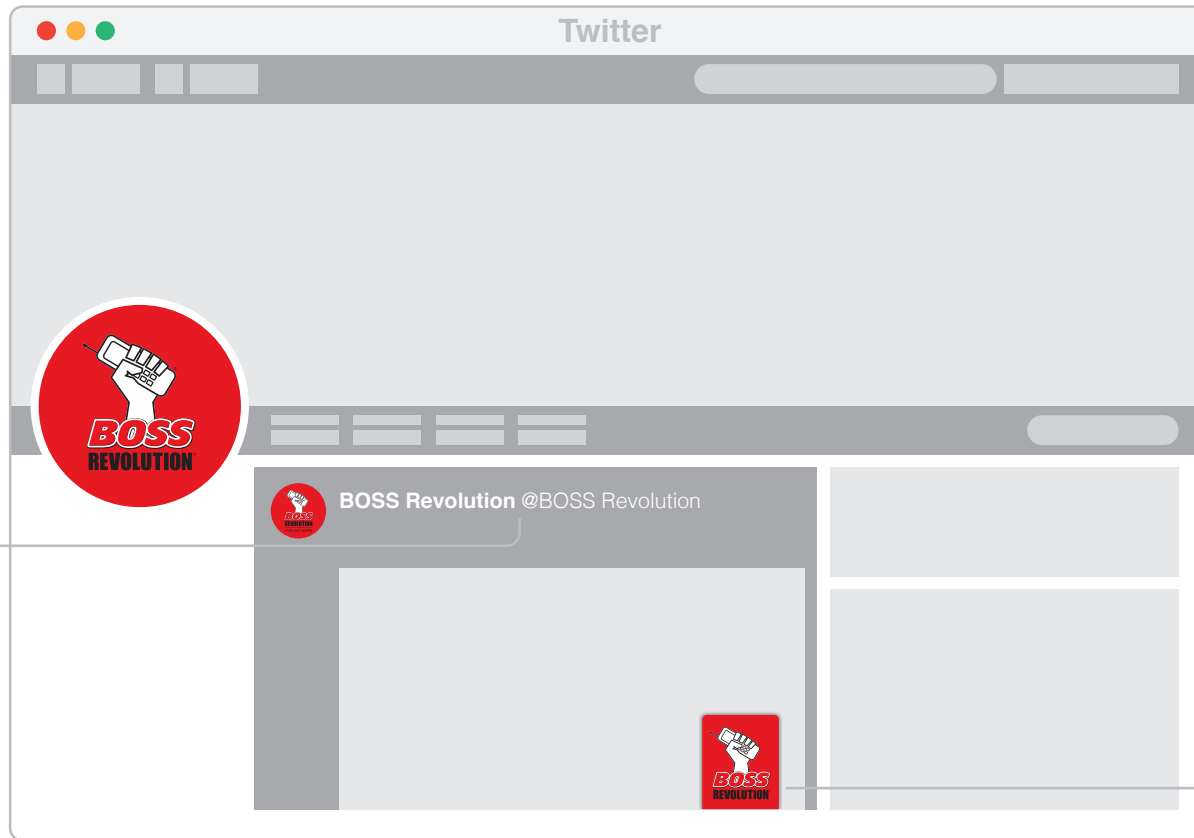
- No fist for small instances -



When writing "BOSS Revolution" always capitalize the word "BOSS", and the letter "R" in Revolution.

Images with less than 20% text perform better.

Discretionary: BOSS Revolution logo, Generic.



When writing “BOSS Revolution” always capitalize the word “BOSS”, and the letter “R” in Revolution.

Discretionary: BOSS Revolution logo, Generic.



Thank You