







# What's inside

This guide has the goal of helping us to become fully familiar and knowledgeable about the qualities and characteristics that define us and make us unique, no matter the sector with which our brand will interact.

It represents the direction to follow to communicate with straightforward clarity and to characterize who we are and why we exist, so that every opportunity of interaction may be consistent with the personality that we chose to express.

## **This guide:**

- conveys the fundamental principles that form Kaleyra's personality
- provides inspirational suggestions to move forward in building our brand
- has been designed to be used and followed by anyone working within (and for) our company.

The better prepared we are on what we wish to represent, the greater the impact that we will have together.





# Table of contents

<b>Roots &amp; Heritage</b>	<b>6</b>
<b>Our Brand DNA</b>	<b>11</b>
Vision	
Values	
Personality	
Positioning	
Promise	
<b>Our Brand Identity</b>	<b>19</b>
Kaleyra logo - use and developments	
Applications	
Do's	
Don'ts	
How to write Kaleyra	
Colour palette	
Primary character font	
Secondary character font	
System font	
Font use in documents	
<b>Design Philosophy</b>	<b>39</b>
<b>Shape, Materials and Finishes</b>	<b>41</b>
<b>Photography</b>	<b>45</b>
<b>Copywriting</b>	<b>48</b>
<b>Our Brand in Action</b>	<b>50</b>

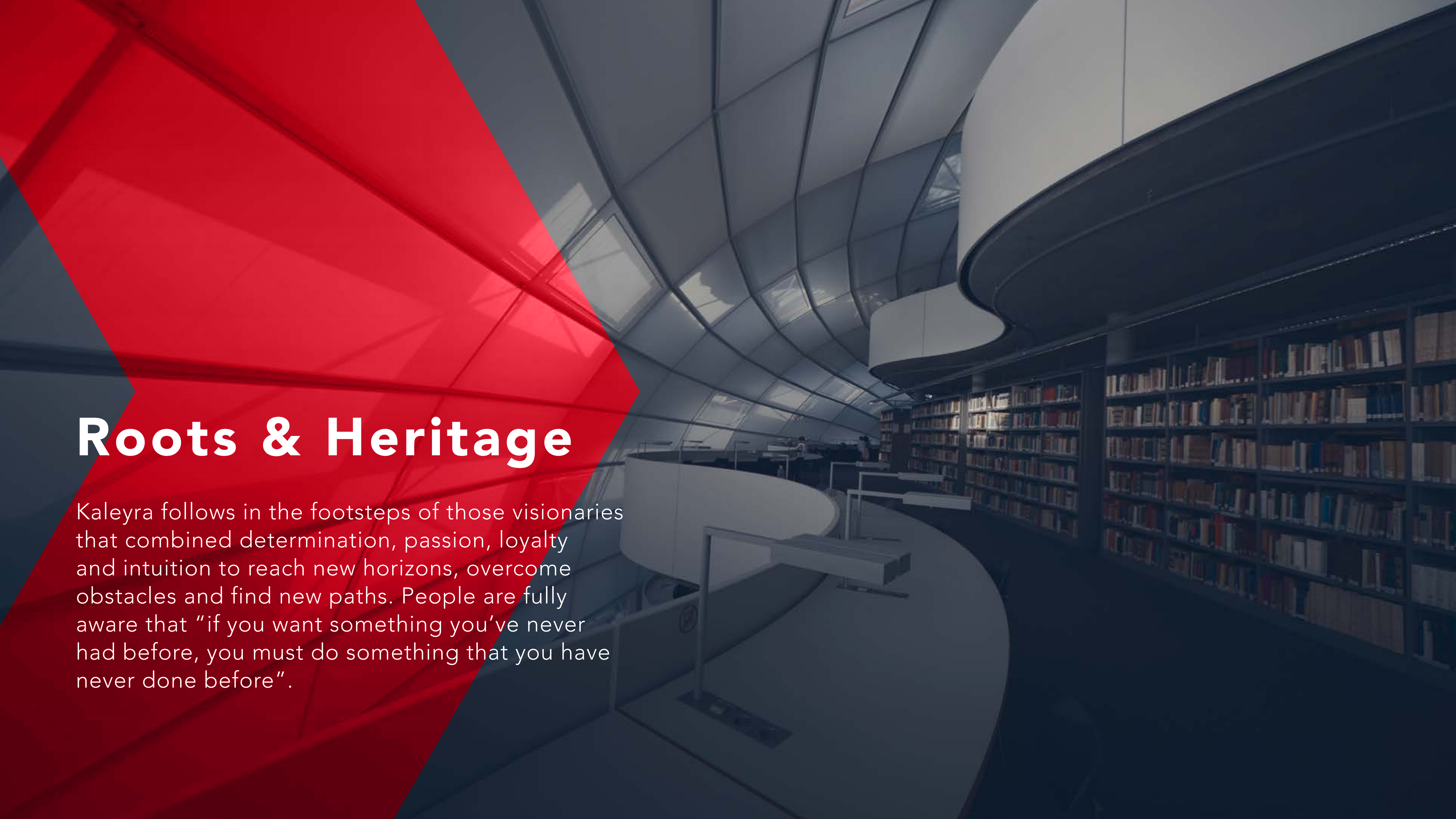


*“Sailing is to forecast.”*

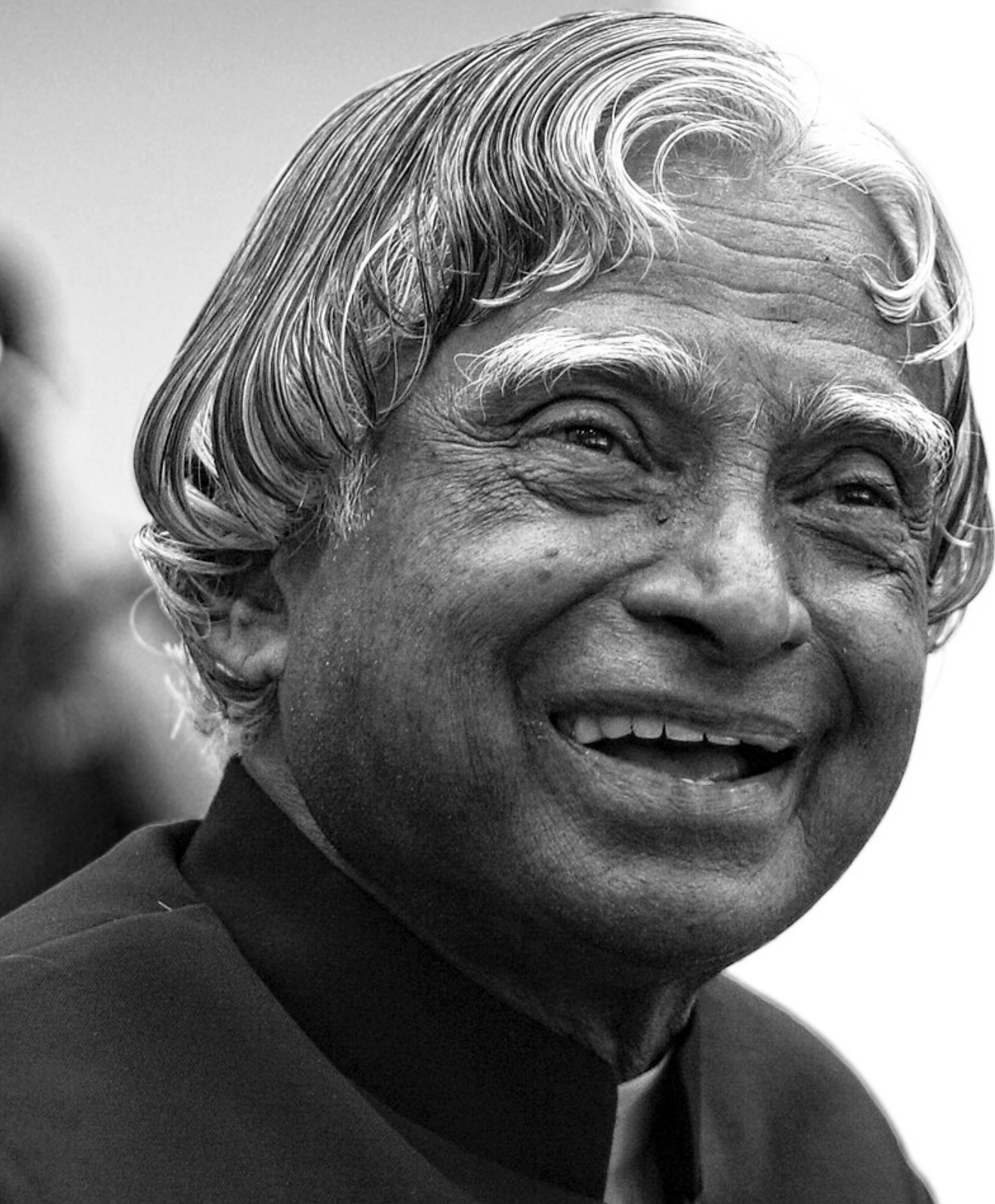
**Dario Calogero**  
Founder

# Roots & Heritage

Kaleyra follows in the footsteps of those visionaries that combined determination, passion, loyalty and intuition to reach new horizons, overcome obstacles and find new paths. People are fully aware that "if you want something you've never had before, you must do something that you have never done before".





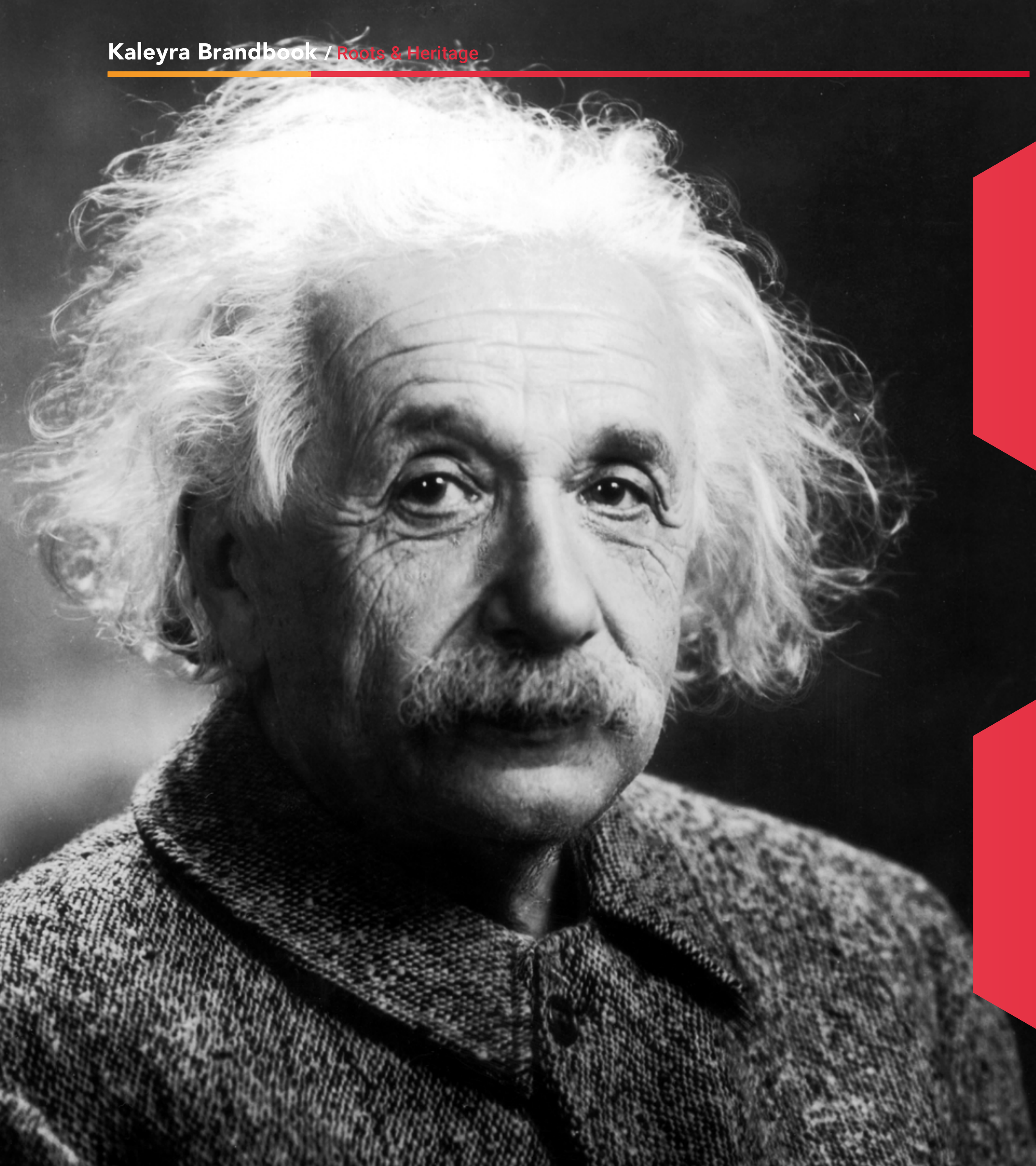


*"Dream is not what you see  
in sleep, dream is something  
that does not let you sleep."*

**Abdul Kalam**

11<sup>th</sup> President of India





*"Only those who attempt  
the absurd can achieve  
the impossible."*

**Albert Einstein**  
Physicist and philosopher





*“Loyalty is a debt, the most sacred debt, which we owe to ourselves, even more than to others.”*

**Luigi Pirandello**  
Dramatist, novelist, and poet





*"If you want something said,  
ask a man; if you want something  
done, ask a woman."*

**Margaret Thatcher**  
Former UK Prime Minister



# Our DNA

The result of the fundamental pillars that represent the core of what we are; our Brand Essence and all in which we believe.



Assets:

Unleash the business potential of your database with a powerful, reliable global client messaging management system.

- We allow you to obtain the highest open rate for direct communications to your clients.
- A powerful technological tool that is easily used to send messages to all the clients in your database without borders, reaching even China.
- We manage the majority of Italian bank's communications with their clients.
- You will enjoy the flexibility of a solution that is both ready to play and customizable for your business.
- We offer you all the automated tools you need to simplify complex tasks (and optimize time and costs).
- You will always enjoy the most advanced mobile messaging options and a guarantee of continuous updates for each messaging application.

Heritage:

Following in the footsteps of those visionaries that combined determination, passion, loyalty, and intuition to reach new horizons, overcome obstacles and find new paths.  
People are fully aware that **“if you want something you’ve never had before, you must do something that you have never done before”**.

# EVOLVING MOBILE PLATFORM

Brand Personality:

Iron spirit; soft voice.  
**The strength that turns your customers database into your best new business.**

- LOYAL
- CONCRETE
- RESILIENT
- AMBITIOUS
- DETERMINED
- BRAVE
- VISIONARY
- LISTENER

Brand Expression:

Guide to change.  
**The reliable partner to have by your side in your journey into the future.**

- RELIABLE
- AGILE
- COHESIVE
- FOCUSED
- DYNAMIC
- COMPETITIVE
- INSPIRATIONAL
- REASSURING



# Vision

**Why we exist.  
The difference we want to represent.**

If you truly wish to emerge, you must distinguish yourself clearly from all, through your steadfastness and your capabilities.

Our vision envelopes the most important reason why we exist; the difference we want to make in our world.

**We transform  
your current  
client database  
into your  
future growth**

# Values

Kaleyra's concept of the world is built on the basis of three solid values, shared by the founder Dario Calogero and his partners.

## Integrity

For Kaleyra, integrity means strictly following its personal code: "If you promise something to someone it is because you know how to do it. And you will do it."

## Simplicity

For Kaleyra, turning complex into simple, without ever making it dull, means to use that painfully needed process called thought.

"Simplicity is the most difficult thing to secure in this world; it is the last limit of experience and the last effort of genius". (George Sand)

## Concreteness

For Kaleyra, concreteness does not mean giving up on the ability to imagine. On the contrary: it is the only possible attitude for a personality that is fully committed to seeing its vision implemented; to keeping its promises; to eradicating complexity in every aspect surrounding it. Kaleyra's concreteness is the highest form of respect for others time, as well as our own. This value must markedly impact every manner in which Kaleyra relates to the outside world. From the conduct of its sales force to customer service; from press releases to any advertising messages, all the way to the answering machine: Kaleyra will never make you waste time. Kaleyra is always ready to answer. If it contacts you, it is because it has something to tell you that you don't know about and that is worth discovering. This is aimed to avoid any self-referential approach.



# Personality

## Iron spirit; soft voice.

Kaleyra has the personality of a leader. Practical and realistic, yet it speaks the language of idealists and visionaries, supporting any promise with well-founded reasons that are in line with the needs of the audience. Every contact opportunity must be used as a chance to communicate the solutions we can offer and the problems we can solve or anticipate. Kaleyra is the ideal guide to have by your side in a sector that is ever-changing.

A guide must be reassuring, lead you to think that it will take you to the end of the journey, whatever the weather conditions and the obstacles along the path, whatever the challenges you must overcome. Where and when possible, we must demonstrate the peace of mind that we can bring into the company, through the testimonials of our clients.

Kaleyra does not obsess over its triumphs. If it is rewarded, it focuses on the challenge it won and on the benefits brought to the customer.

Loyal  
Concrete  
Resilient  
Ambitious  
Determined  
Brave  
Visionary  
Listener

# Positioning

Our positioning drives the offer of our vision.  
We will stand out if we are clear about  
who we are, which audience we can help  
and why we will be indispensable.

## For

Brands that wish to focus on the business potential  
of their client database, using every chance brought forth  
by the most advanced mobile messaging technology,  
without having to worry about complexity.

## Kaleyra is

The global client messaging management system.  
Simple. Secure. Powerful. Borderless.

## That

Unleashes the potential of any company's client database.

## Because

It offers the most advanced options in mobile messaging  
and keeps evolving by updating itself with each new application.  
It is both ready to play and customizable by type of company  
and specific needs. It allows businesses to reach clients  
in their database all over the world, China included.



# Promise

Our promise embodies the essence of our Brand.  
It conveys our commitment to always ensure the most  
advanced options in mobile messaging and the security  
of continuous and constant updating.

**EVOLVING  
MOBILE  
PLATFORM**

Vision	Values	Personality	Positioning	Promise
<p><b>WE TURN YOUR CURRENT CLIENT DATABASE IN YOUR FUTURE GROWTH</b></p>	<p><b>INTEGRITY</b> For Kaleyra, integrity means strictly following its personal code: “If you promise something to someone it is because you know how to do it. And you will do it.”</p> <p><b>SIMPLICITY</b> For Kaleyra, turning complex into simple, without ever making it dull, means to use that painfully needed process called thought.</p> <p>“Simplicity is the most difficult thing to secure in this world; it is the last limit of experience and the last effort of genius”. (George Sand)</p> <p><b>CONCRETENESS</b> For Kaleyra, concreteness does not mean giving up on the ability to imagine. On the contrary: it is the only possible attitude for a personality that is fully committed to seeing its vision implemented; to keeping its promises; to eradicating complexity in every aspect surrounding it.</p>	<p><b>VISIONARY - INDOMITABLE</b></p> <p>Loyal Concrete Resilient Ambitious Determined Brave Visionary Listener</p>	<p><b>FOR</b> Brands that wish to focus on the business potential of their client database, using every chance brought forth by the most advanced mobile messaging technology, without having to worry about complexity.</p> <p><b>KALEYRA IS</b> The global client messaging management system. Simple. Secure. Powerful. Borderless.</p> <p><b>THAT</b> Unleashes the potential of any company’s client database.</p> <p><b>BECAUSE</b> It offers the most advanced options in mobile messaging and keeps evolving by updating itself with each new application. It is both ready to play and customizable by type of company and specific needs. It allows businesses to reach clients in their database all over the world, China included.</p>	<p>EVOLVING MOBILE PLATFORM</p>



# Our Brand Identity







Logotype



Sign





# Logo Kaleyra

with shading and without

Creating the shading

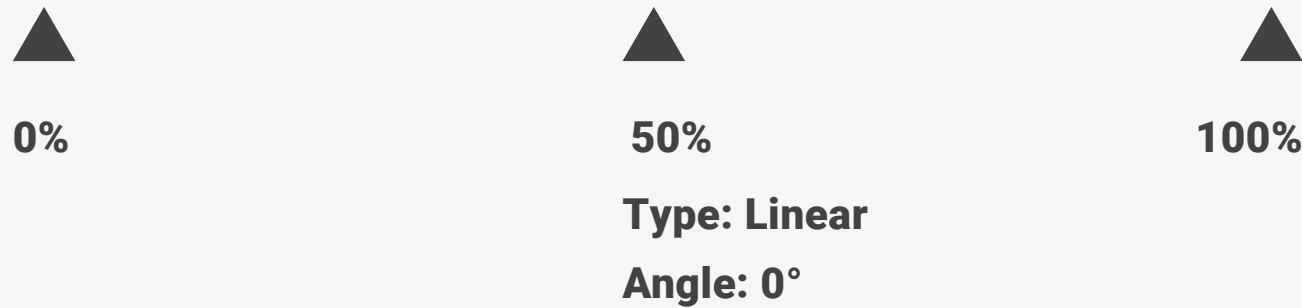
Without shading  
for paper media



With shading  
for digital and web



CMYK: 0/89/64/0	CMYK: 7/100/79/1
RGB: 231/55/72	RGB: 216/13/48
WEB: #E73647	WEB: #D80D30
PANTONE®: 710 C	PANTONE®: 186 C





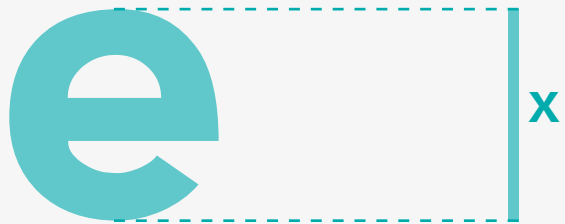
# Logo Kaleyra

## Composition



Use the leg of the "L" to distance the logotype mark.

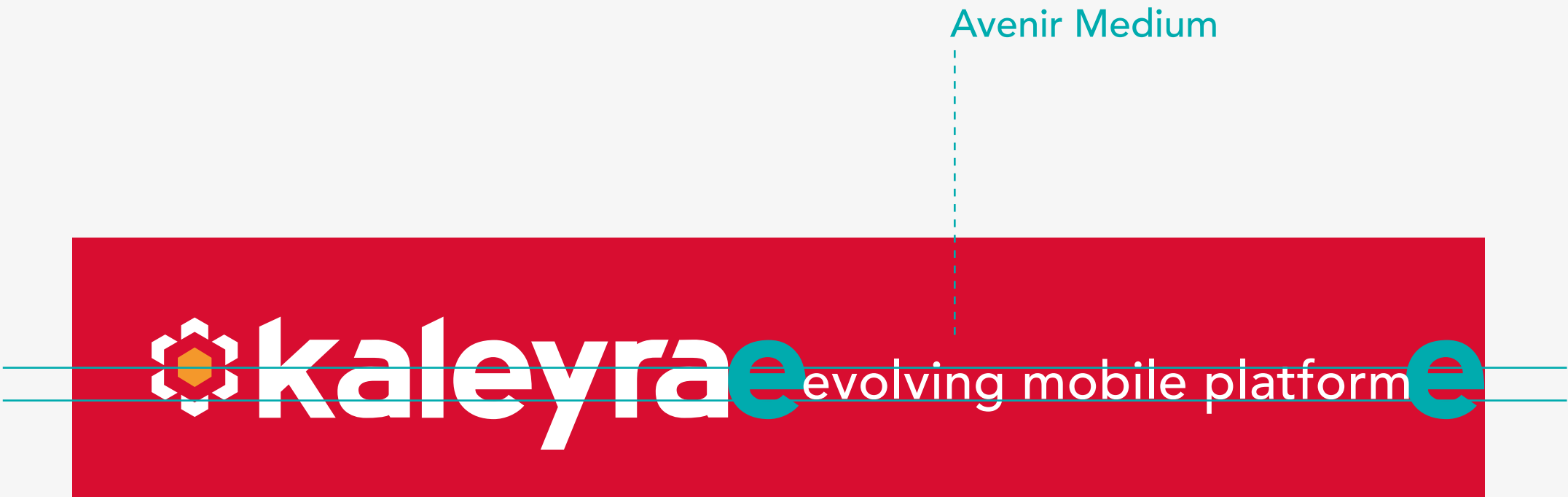
The height is equal to that of the letters "L" and "K"



The X of reference corresponds to the height of the letter "E"

# Logo Kaleyra

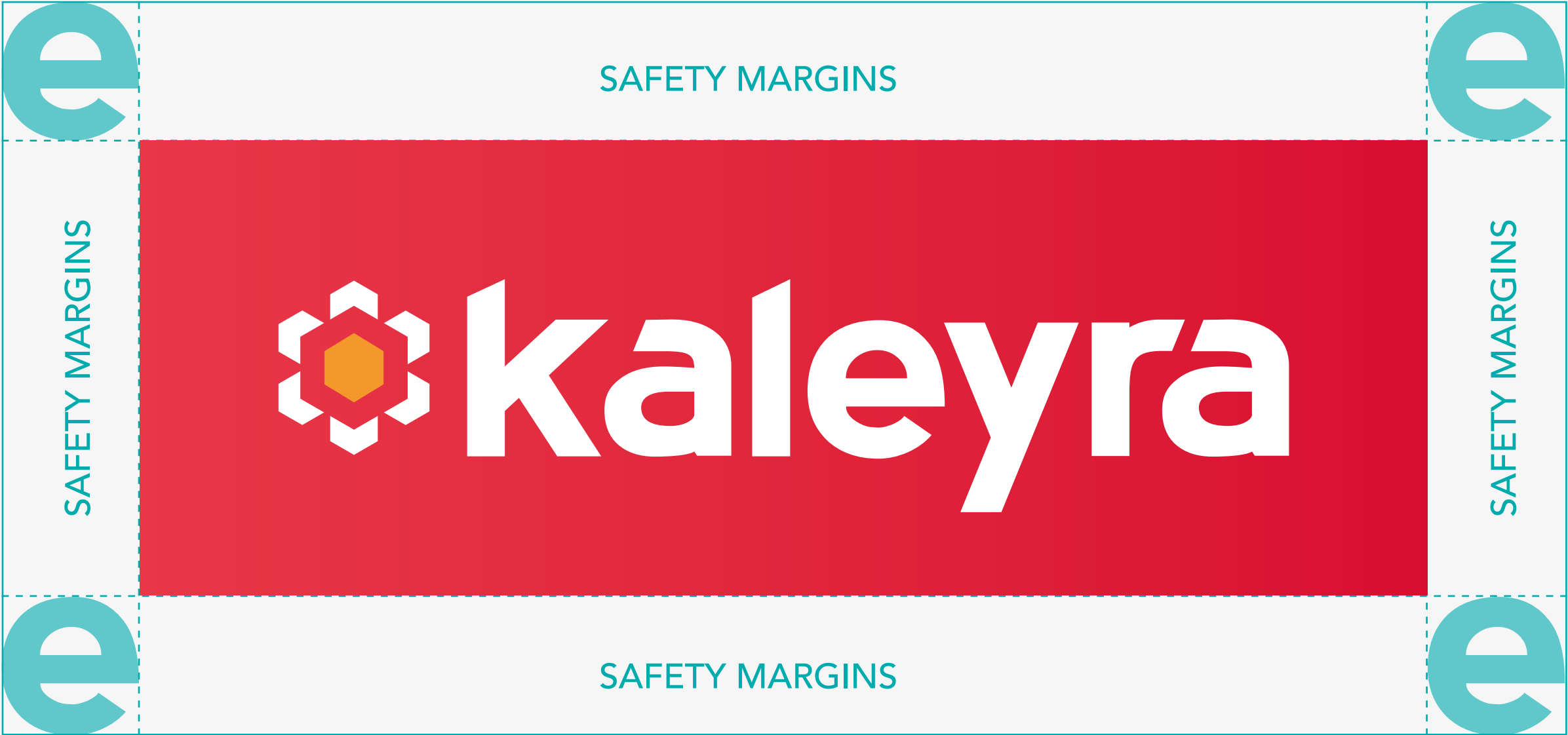
Composition with Payoff





# Logo Kaleyra

Safety margins  
from other logos  
and elements



# Logo Kaleyra

## Applications

Kaleyra is always on a red background in all types of communications (press, TV, billposting, BTL material, etc.) to ensure maximum legibility.

This principle does not apply when the logo appears in occasions or contexts in which we hosts guests at our location, for example at the head office or at a stand.

Shading: suited for web digital



Without shading: suited for printed media



Positive



Negative



On white





# Kaleyra Sign

Do's - sign and background

The pictogram can be used to create textures, through graphic image processing, depicting it in full or in part.



# Logo Kaleyra

Do's - logo and background

Use the logo only on two background colours or on high contrast images in neutral colours (as in the examples shown on the side)





# Logo Kaleyra

## Don'ts



Do not rotate the logo.



Do not distort the logo.



Do not add shadows or other effects.



Do not change the proportions between the logo and the box.





Do not interpret colours.



Do not change the composition.

# Logo

How to write Kaleyra

 kaleyra  
 KALEYRA

 Kaleyra



# Colour

Corporate palette - Primary



CMYK: 7/100/79/1 - RGB: 216/13/48  
WEB: #D80D30 - PANTONE®: 186 C

# Colour





## Corporate palette - Secondary





# Secondary colours

WEB

	
CMYK: 0/23/82/0 RGB: 255/201/60 WEB: #FFC93C	CMYK: 89/51/42/33 RGB: 21/82/99 WEB: #155263
	
CMYK: 70/13/55/1 RGB: 78/164/136 WEB: #4EA488	CMYK: 76/38/18/4 RGB: 60/129/170 WEB: #3C81AA

# Primary font

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890  
abcdefghijklmnopqrstuvwxyz  
|!"£\$%&/()=?^

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890  
abcdefghijklmnopqrstuvwxyz  
|!"£\$%&/()=?^

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890  
abcdefghijklmnopqrstuvwxyz  
|!"£\$%&/()=?^

Avenir Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**01234567890**  
**abcdefghijklmnopqrstuvwxyz**  
**|!"£\$%&/()=?^**



# Secondary font

Roboto Light

ABCĆČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ  
abcčćdďefghijklmnopqrsštuvwxyzž  
1234567890  
'?'"!(%)[#{@}/&\<-+÷x=>®©\$€£¥¢::,. \* ₹

Roboto Regular

ABCĆČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ  
abcčćdďefghijklmnopqrsštuvwxyzž  
1234567890  
'?'"!(%)[#{@}/&\<-+÷x=>®©\$€£¥¢::,. \* ₹

Roboto Medium

ABCĆČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ  
abcčćdďefghijklmnopqrsštuvwxyzž  
1234567890  
'?'"!(%)[#{@}/&\<-+÷x=>®©\$€£¥¢::,. \* ₹

Roboto Black

ABCĆČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ  
abcčćdďefghijklmnopqrsštuvwxyzž  
1234567890  
'?'"!(%)[#{@}/&\<-+÷x=>®©\$€£¥¢::,. \* ₹

# System font

Trebuchet Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890

abcdefghijklmnopqrstuvwxyz

|!”£\$%&/()=?^

Trebuchet Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890

abcdefghijklmnopqrstuvwxyz

|!”£\$%&/()=?^



# Font

## Print & web

Avenir Black pt. 35

Title tatiur aut hiti

Roboto Light pt. 17 spacing 23

Subhead subhead subhead subhead subhead  
subhead subhead ris mo doluptatu.

Roboto Regular pt. 9 spacing 15

Putet ad dolore magniss equissit delessent kaleyra sumsan ut doluptatue volore modit aliqui etum  
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consequissim vel iureet, conullan ulputpat at, si. duissi tisl do et nit nonum vero elit.

# Font

System character font

Documents - Mac/PC

Trebuchet Bold pt. 35

Title tatiur aut hiti

Trebuchet Regular pt. 17 spacing 23

Subhead subhead subhead subhead subhead  
subhead subhead ris mo doluptatu.

Trebuchet Regular pt. 9 spacing 15

Putet ad dolore magniss equissit delessent kaleyra sumsan ut doluptatue volore modit aliqui etum  
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Best regards.

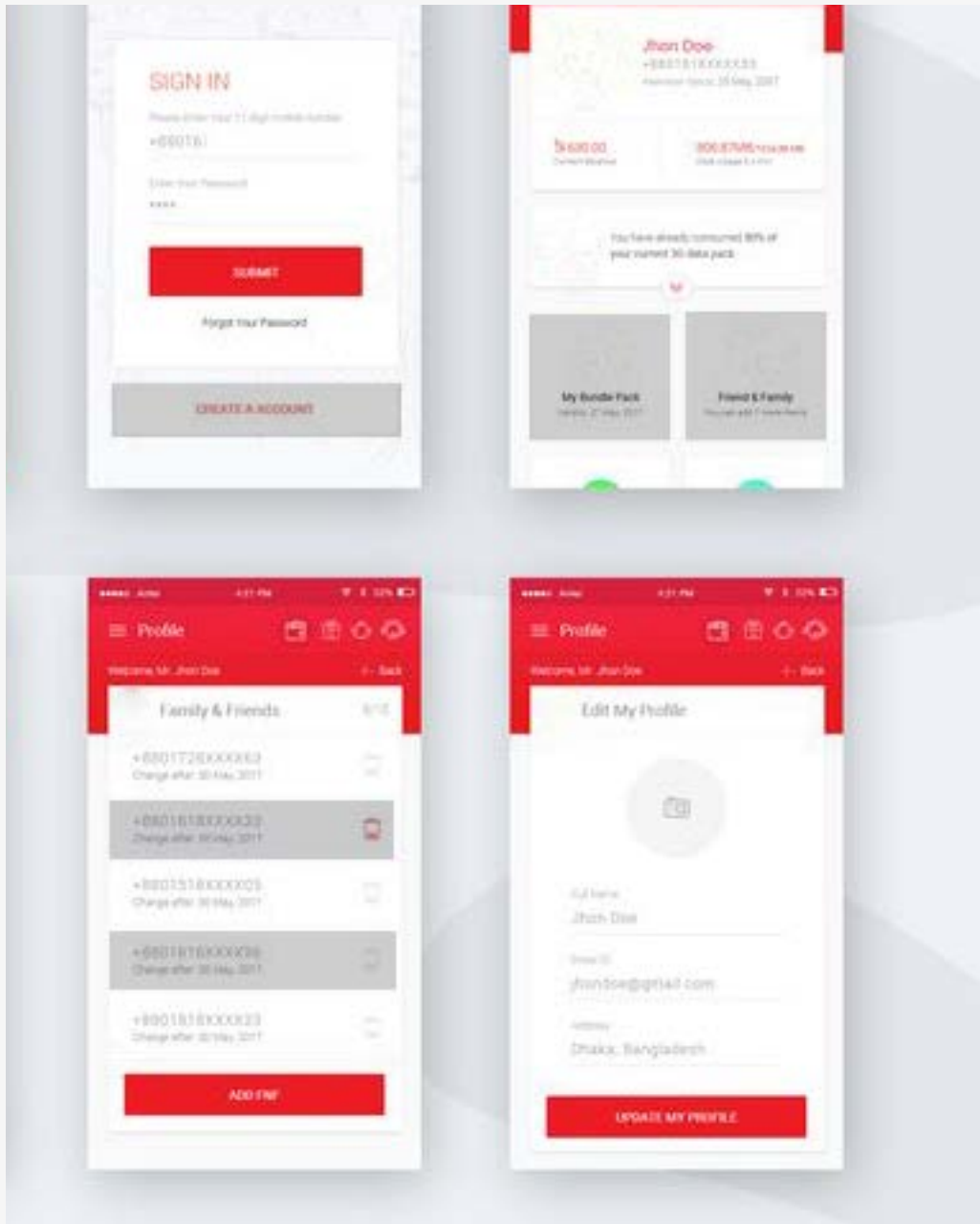


The background is a complex abstract composition. A large, vibrant red shape, resembling a stylized flame or a diagonal band, cuts across the left side of the frame. To the right of this red shape, the background is a dark, swirling pattern of colors including deep blue, black, and white, with a central area of warm, golden-brown and yellow tones that suggest a nebula or a cosmic storm. The overall effect is one of dynamic movement and high contrast.

# **Design Philosophy**



Kaleyra is a safe guide through the complexities of change. It is technologically advanced, yet it speaks reassuringly, clearly and practically. Simple and harmonious design represents its natural way of expression: shapes drawn by function, to simplify life. The logo colours, to personalize with discretion while supporting brand consistency.



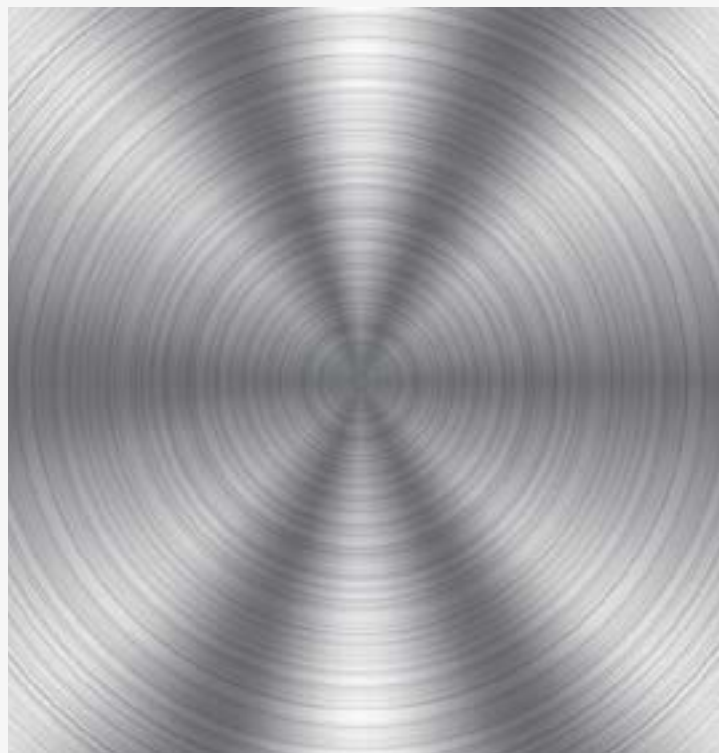


A long-exposure photograph of a firework or steel wool being spun at night. The image features a large, dark red diagonal shape on the left side. The background is dark blue/black. The firework/steel wool creates a large, glowing, golden-yellow circular pattern in the center, with many thin, curved lines radiating outwards. The red shape on the left is a solid, dark red triangle that points towards the center of the image.

**Shape, materials & finishes.**



Kaleyra is determined and agile; it combines strength and flexibility, concreteness and inspiration. It guides you with accuracy and adaptability through the mutability and complexity of change, always providing the simplest and most effective solution. Its world combines in a pragmatic fashion, steel, glass, plastic and resins, conferring to the materials used, shapes that are streamlined and functional, accurate yet not rigid, customized and made pleasant by the warm colours of its logo.









# Don'ts

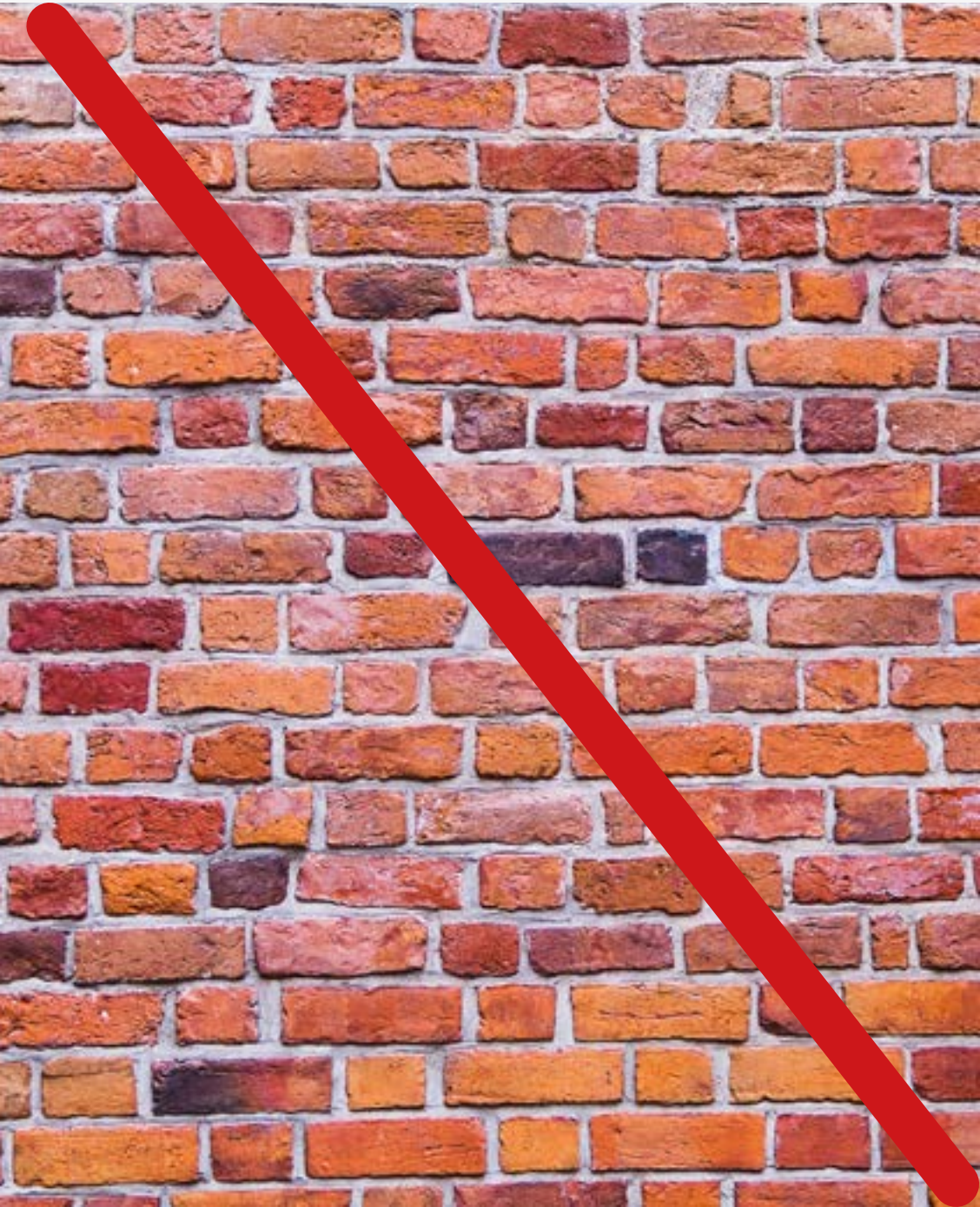
Too cosy



Vintage



Old fashioned industrial



Organic





# Photography





Kaleyra is the guide through change; for this reason, it can be inspirational when it communicates yet capable of listening, welcoming any difference. It is technically-savvy while speaking simply. It uses a competent language, understandable and reassuring. Thus, it is necessary to avoid the cold, hyper-technological, common place and stereotypical images of photostock libraries. The images must convey genuineness and authenticity. The tone shall be simple, clear, essential, clean, fresh yet never cold. Kaleyra is rigorous, not rigid. It is disciplined in the ways it externalizes its emotions and passions, but it does not lack feelings. A small reminder, the colour of a detail, of an accessory, that recalls with subtlety the colours of the logo. They may become, over time, a distinguishing cue.





# Examples of Incorrect Photography

Funny situation



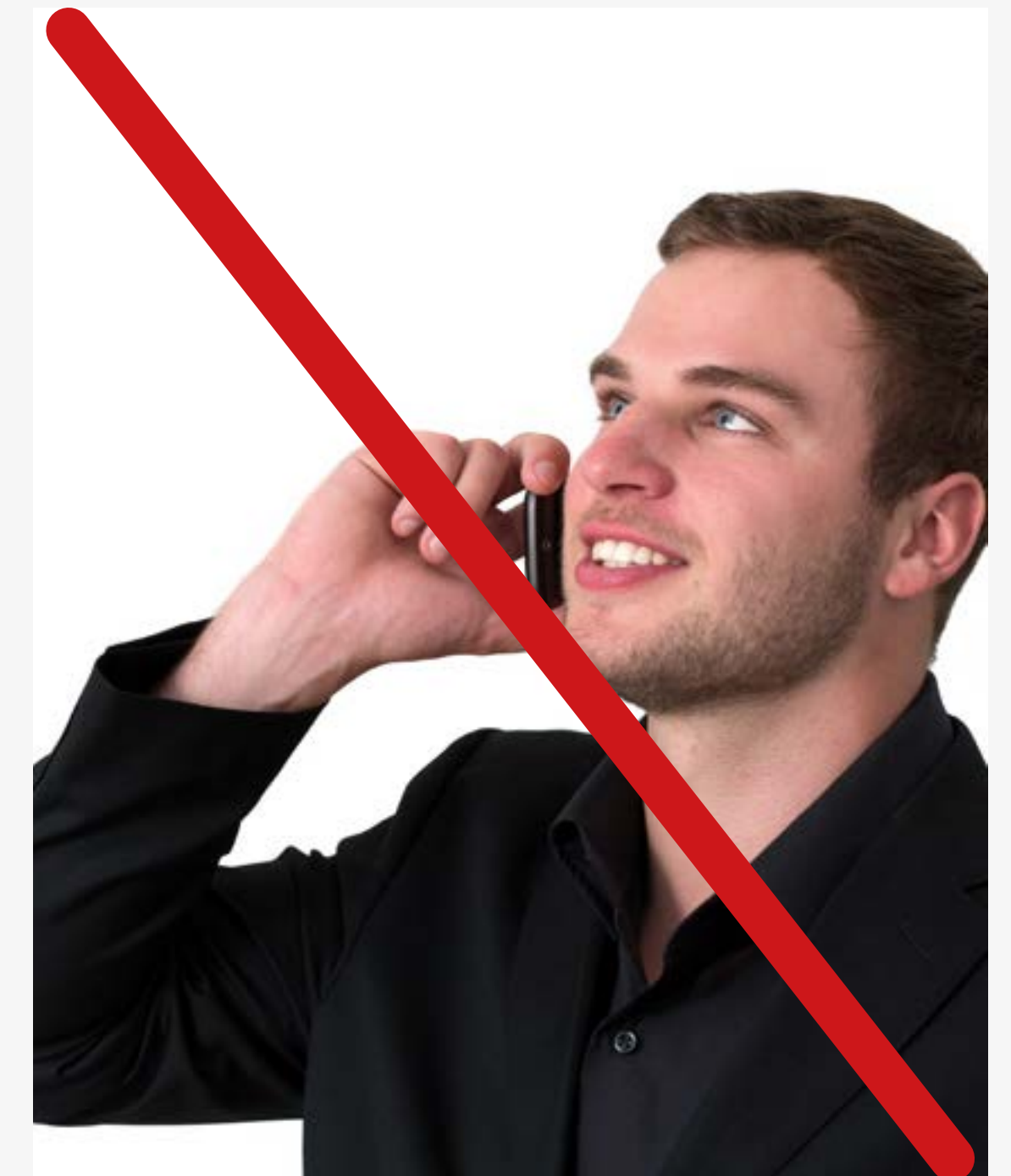
Edited pictures



Cropped people



Stock pictures





# Copywriting





# How Kaleyra speaks. How it writes. Its voice.

Kaleyra is a guide. Clear and precise. It communicates because it has something to say that can help resolve the challenges of the listener, or because, thanks to its experience, it can anticipate the issues it forsee.

Kaleyra is concrete. It talks about what the audience is interested in and goes straight to the point. Fully aware of having to face technical topics that are not always immediately understandable, Kaleyra knows how to be clear and concise. Metaphors or any parenthesis or digression must not be an end in themselves, but always be oriented to increase the understanding of what is being communicated, without ever being trivial.

Kaleyra writes succinctly, without being verbose. Brief sentences, with accurate and concise language. Without the typical emphasis of some copywriting styles. Without too many adjectives, which are used only when needed. A guide like Kaleyra would write that a tree is very tall only if those who read about it would be interested in climbing it and including that “very” only if it is necessary. When writing about a solution that it is presenting, it will never write that it is very convenient or useful in an extraordinary manner. Kaleyra does not use adjectives followed by exclamation points. Actually, it does not use exclamation points at all. It thinks of them as crutches for weak ideas. And Kaleyra is not weak.





**Our Brand in action**



# Stationery







# Polo





# Stand







Kaleyra S.p.A

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