PRISM

CallSmart through the ▲

Branding Book

Index

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FROM THE PRISM

A word from the triangle.

PRISM is delighted to show you the final deliverable, the Branding Book. Here, you'll find everything you'll need to propel your brand forward, in the right way.
In doubt? Trust the Branding Book!

All the feedback, adjustments, and figuring out what you really wanted to see, was a wonderful journey. We really hope we provided you with the image you and your audience wanted.

Best of luck, guys!

- Aren, The Creator

1
THE BRAND

What you stand for.

CallSmart

CallSmart is an **AI-powered office receptionist** that handles missed calls by sending personalized text messages to callers.

Using advanced algorithms, CallSmart engages in human-like conversations, gathering information and addressing inquiries. Administrators can access a digital dashboard to review details and **respond efficiently**.

Ideal for **dental and medical industries**, CallSmart improves workflow efficiency, reduces call abandonment, and enhances customer satisfaction. With its user-friendly interface and intelligent features, CallSmart optimizes receptionist services, ensuring prompt attention to callers while **saving time and resources**.
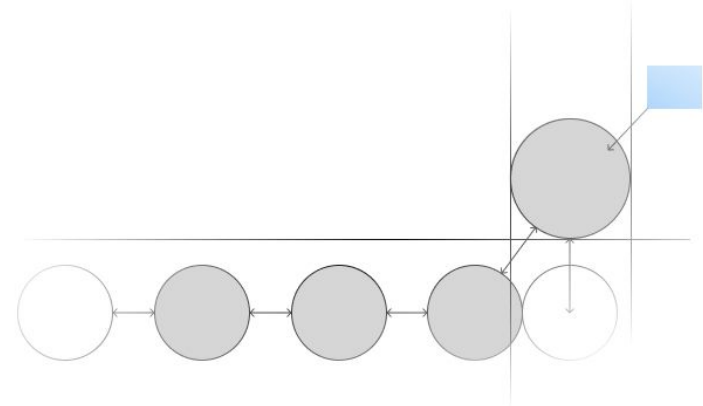
1A

The Logo

The Why of How.

Interpretation Philosophy

The logo represents CallSmart as a smart tool, harnessing the power of artificial intelligence to organize and seamlessly handle conversations. It encapsulates the essence of CallSmart's functionality, highlighting its ability to reach out via text when calls go unanswered, streamlining communication processes for improved efficiency.

Design Philosophy

The design philosophy of the CallSmart logo focuses on simplicity, clarity, and user-friendliness. The logo is intentionally kept minimal, allowing for quick comprehension and easy recognition by the audience, leaving a lasting impression as a memorable and distinctive brand!

1B

Colours

The real personality!

CallSmart

Vivid Cerulean	True Blue	Outer Space	Bright Gray	Eerie Black
#0099FF	#0066CC	#2E3541	#EAEAEA	#1E1E1E
RGB 227, 24, 56	RGB 0, 102, 204	RGB 46, 53, 65	RGB 234, 234, 234	RGB 30, 30, 30
C:0 M:89 Y:75 K:11	C:100 M:50 Y:0 K:20	C:29 M:19 Y:0 K:75	C:0 M:0 Y:0 K:8	C:0 M:0 Y:0 K:88

Vivid Cerulean this vibrant shade of blue brings energy, professionalism, and a sense of innovation to the brand. It adds an element of excitement and captivates attention.

True Blue represents trust, reliability, and stability, True Blue adds a sense of credibility and reassurance to CallSmart's brand identity. It conveys a professional and dependable image.

Outer Space is the third addition to the blue colour scheme that acts as the background of the main UI. It creates a sense of elegance and complements the vibrant blues, providing a balanced contrast.

Bright Gray is a versatile color that combines neutrality with a touch of brightness, acting as the plan white background.

Eerie Black provides the dark shade necessary for titles & text.

1C
Variations
Flexible application.

White background

CallSmart

Full colour version or black version
for white backgrounds

Dark background

CallSmart

White logo & white title

Inconsistent background

CallSmart

Plain image version for difficult backgrounds

1D

Typeface

Your brand's text personality.

Inter _{Google Fonts}

CallSmart

BODY TEXT

Fusionly simplifies **personalized sales outreach at scale** by leveraging AI and data scraping to extract details and create customized sales messaging across various platforms.

With Fusionly, sales teams can easily target their audience, delivering personalized and effective sales communications that drive **results**.

Inter _{Google Fonts}

* both fonts included in the package

1E
Violations!
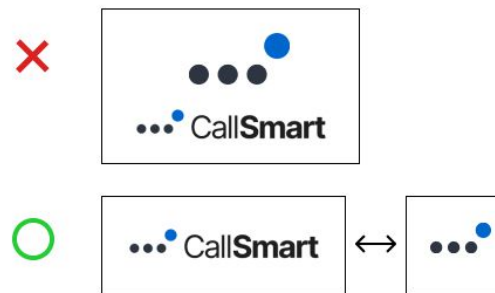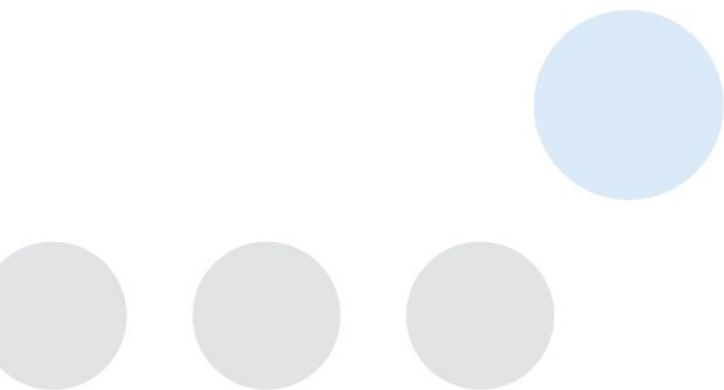Don't do this for the sake of your brand :(

Wrong use of variations

✕ ✕ ✕

Duplicate logo - use only one of two in each instance

✕ CallSmart

○ ●●● CallSmart ↔ ●●●

2

YOUR BRAND IN USE

How it *really* looks.

you look
so much better
though the

PRISM

pleasure working with you. good luck :)

CallSmart