

Twilio Brand Guidelines

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This document has been broken down into key sections to highlight each component of the Twilio Brand Toolkit.

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- ② Logo
- ③ Color
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- ⑥ Photography & image treatment
- ⑦ Bringing It All Together



Tone of voice



Logo



Color



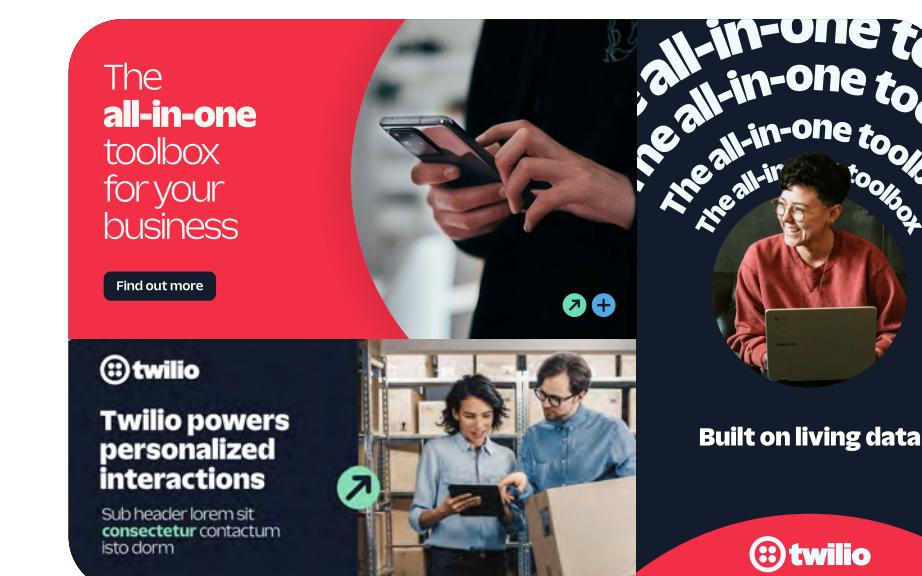
Typography



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Tone of Voice

Brand story

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Twilio helps businesses own their future

At Twilio we strengthen businesses by unifying their data to build insightful paths to loyal customers, so they're smarter with every interaction and outmaneuver their competition.



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Our brand evolution

Our brand is a powerful vehicle for communicating our values, and consistent messaging is the mortar that holds our brand together. We have a strong brand rooted in technology that allows our connections and relationships to flourish. And just like both our technology and relationships advance, so does our brand. We will continue to do what we've always done: innovate. The path forward is an exciting one and we're inspired to add more definition to who we are, giving our clients and customers confidence in our brand and our mission.



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The Twilio Creed

We believe every company should have the tech chops needed to build precise 1-to-1 relationships with their consumers.

We believe that technology should intentionally strengthen businesses, so they can outmaneuver their competition.

We believe the future of relationships relies on wrangling big data problems to the ground, so businesses can build insightful paths to their consumers.

We believe anything can be solved by being a curious, diligent and endlessly optimistic partner to our customers.

We believe work doesn't feel like work when we're surrounded by smart, geeky humans who dream of empowering companies to own their future.



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Our tone & voice

A thin black curved arrow starts at the top center of the letter 't' in 'tone', goes up and around the ampersand, and ends at the top center of the letter 'v' in 'voice'. There is also a small dashed circle at the start of the arrow.

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- 4

Be conversational

Twilio's writing style is conversational. We write how we speak, and that makes us approachable and relatable. It often helps to read your copy out loud to see if it sounds like something you'd actually say.

We never want to sound robotic. Humans are going to read the words you write. Write your copy with a specific person, or group of people in mind. Have an idea of what you want them to know and what action you want them to take.

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Be thoughtful

We want to have relationships with our readers. We want them to feel like they belong, so our messages to them should always be cultured and intelligent. That's why we write with a specific person or group in mind. You need to tell them how you're going to help them achieve their goals. You have to personalize your messages to them. Always remember it's about the reader.

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Be reliable

Twilians are smart, tenacious, accurate and authentic. We know the ins and outs of the products and topics we're writing about and we speak truthfully about those subjects. That makes us reliable, and at Twilio, reliability is everything. Remember, we're here to help our clients and customers solve problems. There's no room for inaccuracies or half truths.

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1 2 3 4

Be quirky

It's possible to be professional, smart, grounded, easy to understand and fun all at the same time. Just write in a friendly, approachable tone. There's no special professional writer hat you put on before you start writing. You don't have to write how you think another marketer, engineer, or admin sounds. Write using your natural voice, then apply the Twilio voice principles.

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How tone and voice work together

You now understand the biggest tenets of the Twilio Voice. These principles apply everywhere. What you say to an enterprise marketing executive and a solo developer might differ, but the principles guiding your speech remain the same.

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Logo

Our Logo is the combination of a simple and modern Wordmark with the Icon.

The Twilio logo is a simple yet powerful symbol that embodies the company's commitment to innovation, communication, and customer success. It features four dots enclosed in a circle, resembling an old phone receiver, paying homage to Twilio's roots as a provider of voice API services.

We are very proud of our Logo, and would appreciate it if you could follow these guides to ensure it always looks its best.

Across all of the Twilio collateral, the logo should always be used appropriately in a considered manner. The following pages cover some rules to help with this.

This is our core logo. We hero this logo where possible. The following pages will break down how we do this in order to ensure correct usage.



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Clear space

Clear space ensures the legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics.

This zone should be considered as the absolute minimum safe distance. In most cases the Logo should be given even more room to breathe. The exclusion zone is equal to the height of the 4 circles within the Bug (marked as X in the diagram).



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Clear space examples

This page illustrates why the clear space is so important. In the top two examples, other elements come much too close to the Twilio logo.

The bottom two examples show correct treatment of the Logo and the Exclusion Zone. By respecting the Exclusion Zone we ensure the Logo stands out and looks its best.



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Full logo mark

The core logo can be used in Twilio beige when applied on top of a Twilio red or black background. On white or Twilio Paper backgrounds, you have the choice to use the core logo in Twilio Red or Ink.



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- Logo

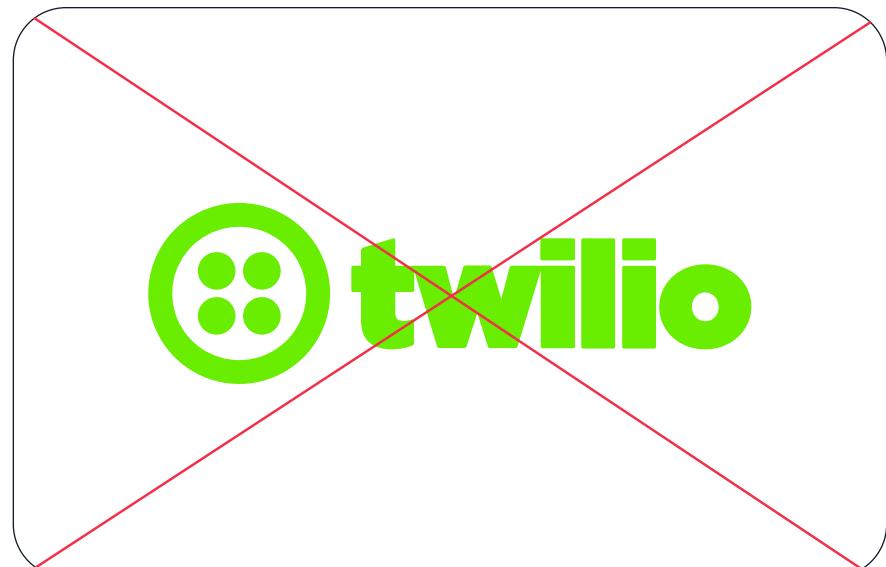
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Logo misuse

It is important that the appearance of the Logo remains consistent.

The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, color and composition should remain as indicated in this document – there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on this page.



DO NOT use off-brand colors.



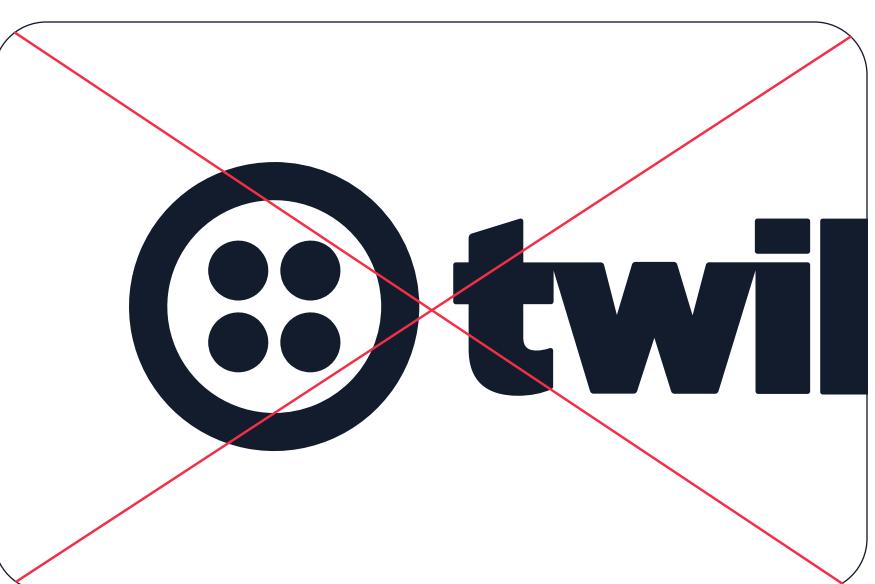
DO NOT rotate the logo.



DO NOT distort the logo.



DO NOT outline the logo.



DO NOT crop the logo.



DO NOT change the logo or its lockup.



DO NOT change the proportions of the logo.



DO NOT use the logo in a sentence.



DO NOT use off-brand fonts in the logo.

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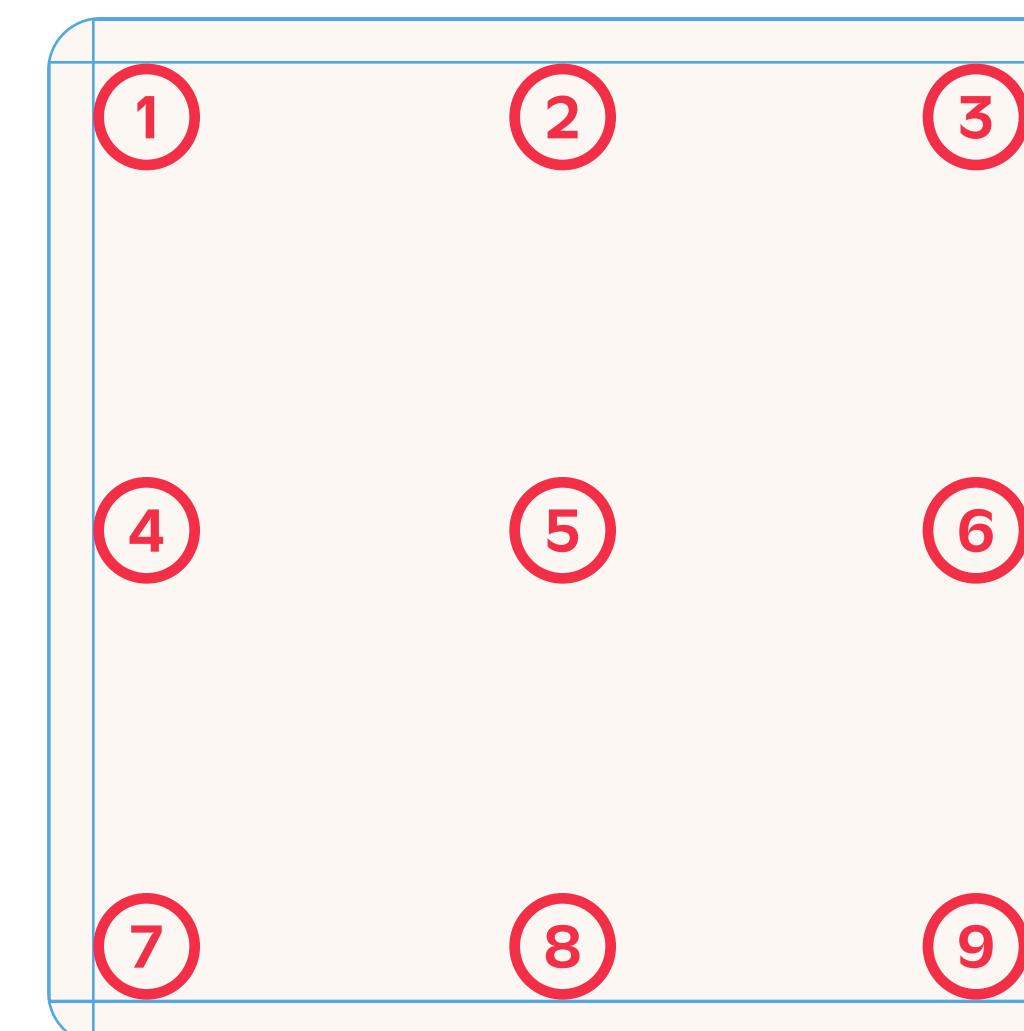
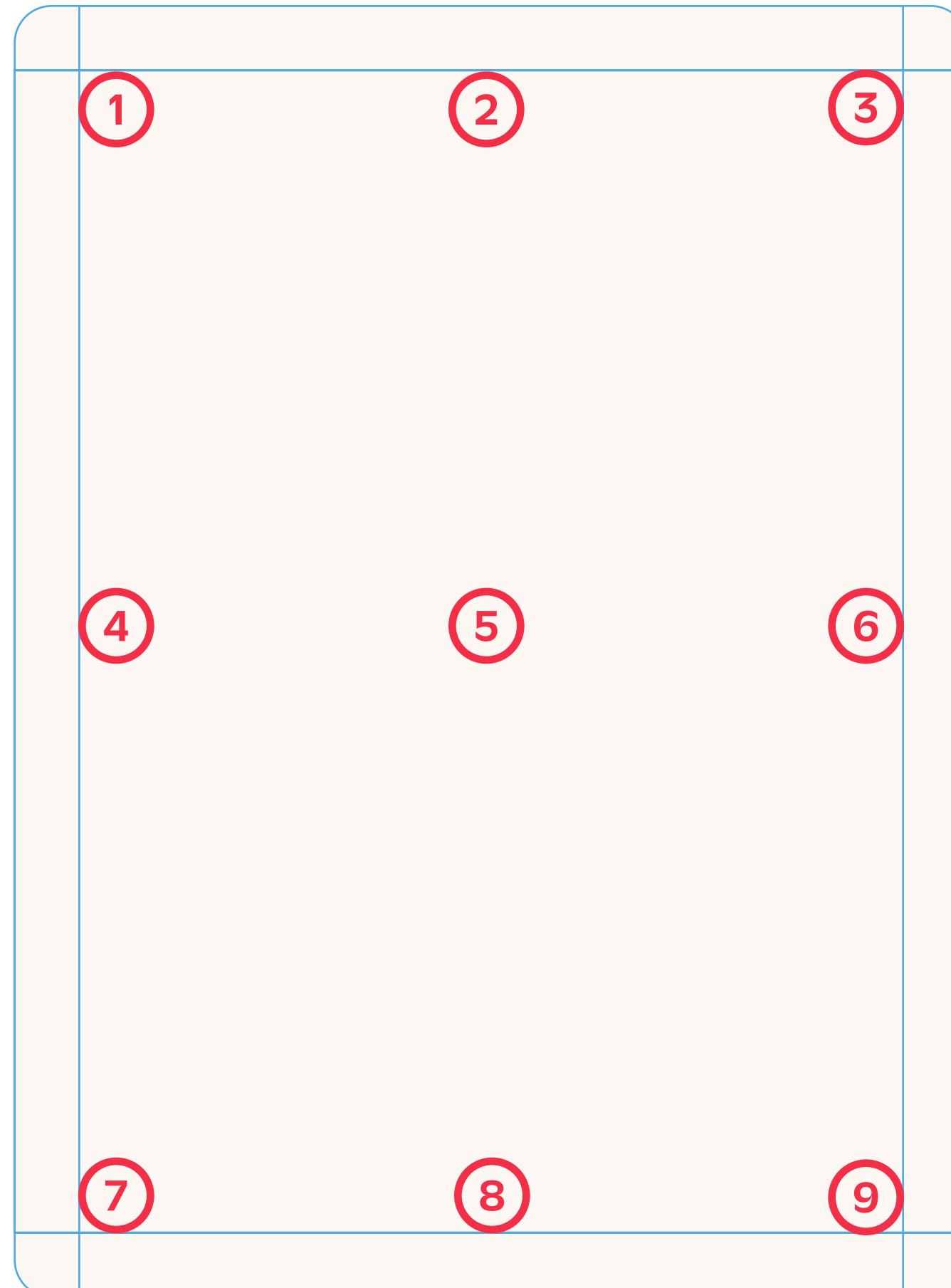


Logo placement

Regardless of communication size or dimension, the Logo can only ever be placed in nine locations. This keeps Logo placement simple and consistent, while allowing enough flexibility to accommodate our dynamic graphic system. Please keep in mind the Logo exclusion zone when placing the Logo in a corner.

In no particular order, the placement options are:

1. Top left corner
2. Top centered
3. Top right corner
4. Middle left
5. Centered
6. Middle right
7. Bottom left corner
8. Bottom middle
9. Bottom right corner



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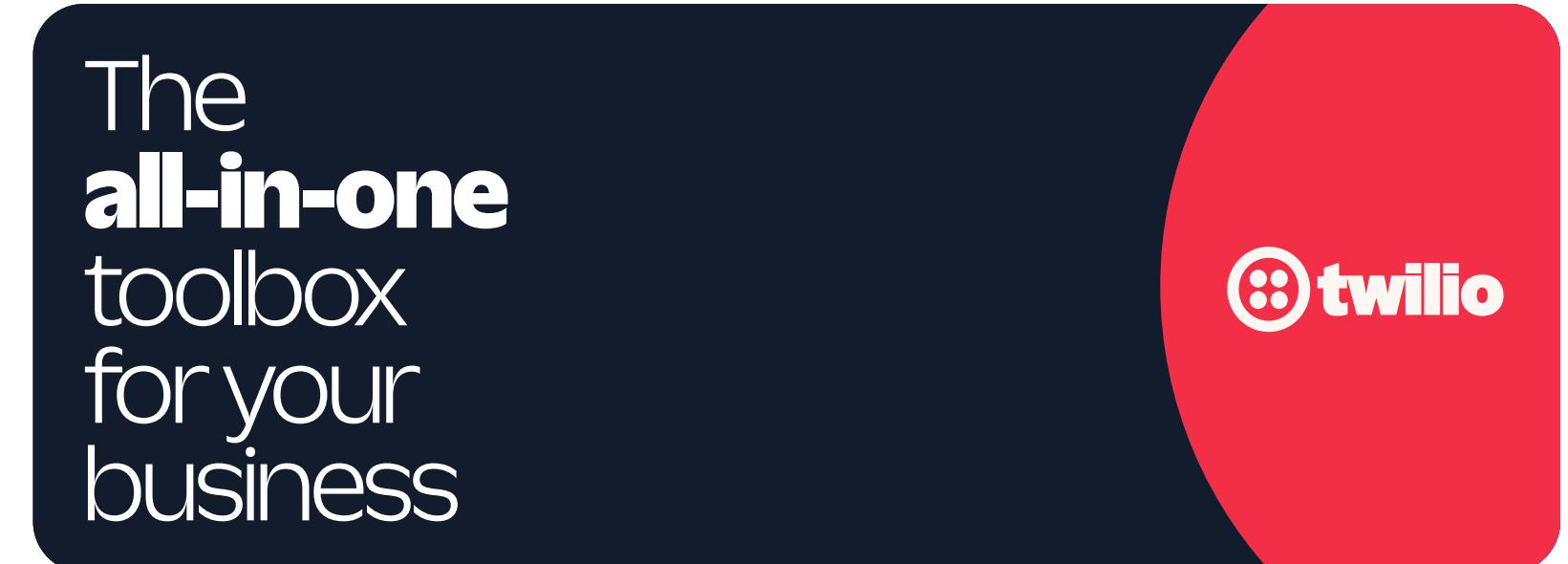
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Logo placement

One quick rule for Logo placement: when typography is present in a communication and both the type and Logo are placed to the left hand side, they should left align. This rule only applies when the Logo is at positions 1 or 7, and the typography is aligned to the left hand side of the communication.



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Twilio Bug

If you prefer to simply use the Bug on its own instead of the full Logo mark. In general, these are communications where the Twilio brand has already been established, either through use of the full logo, in copy, or by voiceover.

Alternatively, there will be situations in which we will want the Twilio brand to appear more recessive, such as SWAG and other merchandise, or environmental graphics like a wall mural. In these instances, we want the graphics to be the main element and the Button to act as a subtle sign off.



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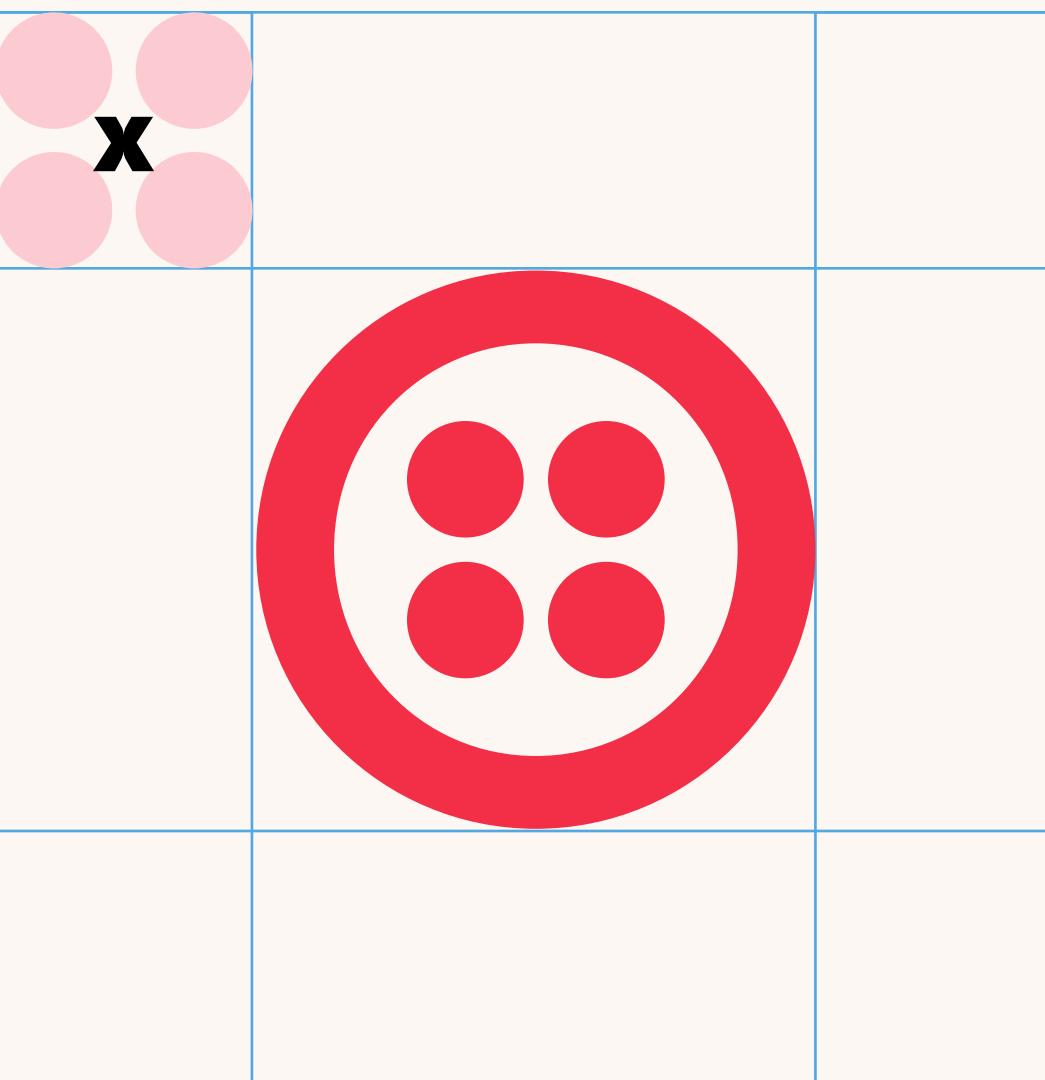


Clear space

The free space ensures the legibility and impact of the logo by isolating it from competing visual elements, such as text and supporting graphics.

This area should be considered as the minimum safety distance; in most cases, the logo should be placed in the clear space. In most cases, the logo should have more clear space.

The exclusion zone is equal to half the height of the 4 circles inside the insect (the 4 circles inside the insect (marked with an X in the diagram).



Tone of voice

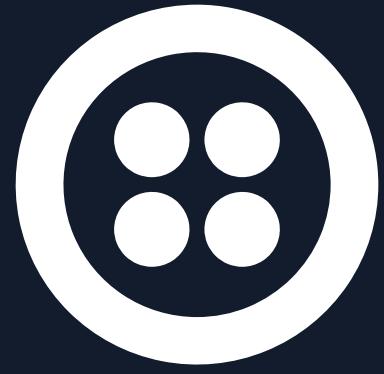
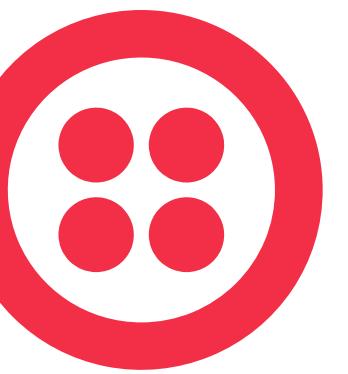
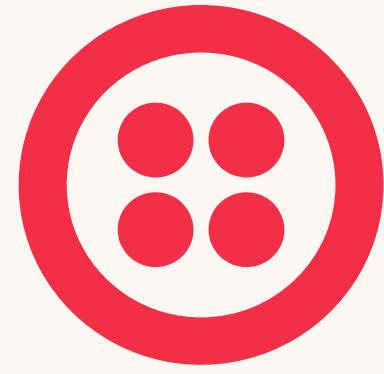
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Twilio Bug

The bug mark can be used in Twilio beige when applied on top of a Twilio red or black background. On white or Twilio Paper backgrounds you have the choice to use the core logo in Twilio Red or Ink.

There will also be situations where the Bug is used with photography. Ensure that the Bug is visible when applied.



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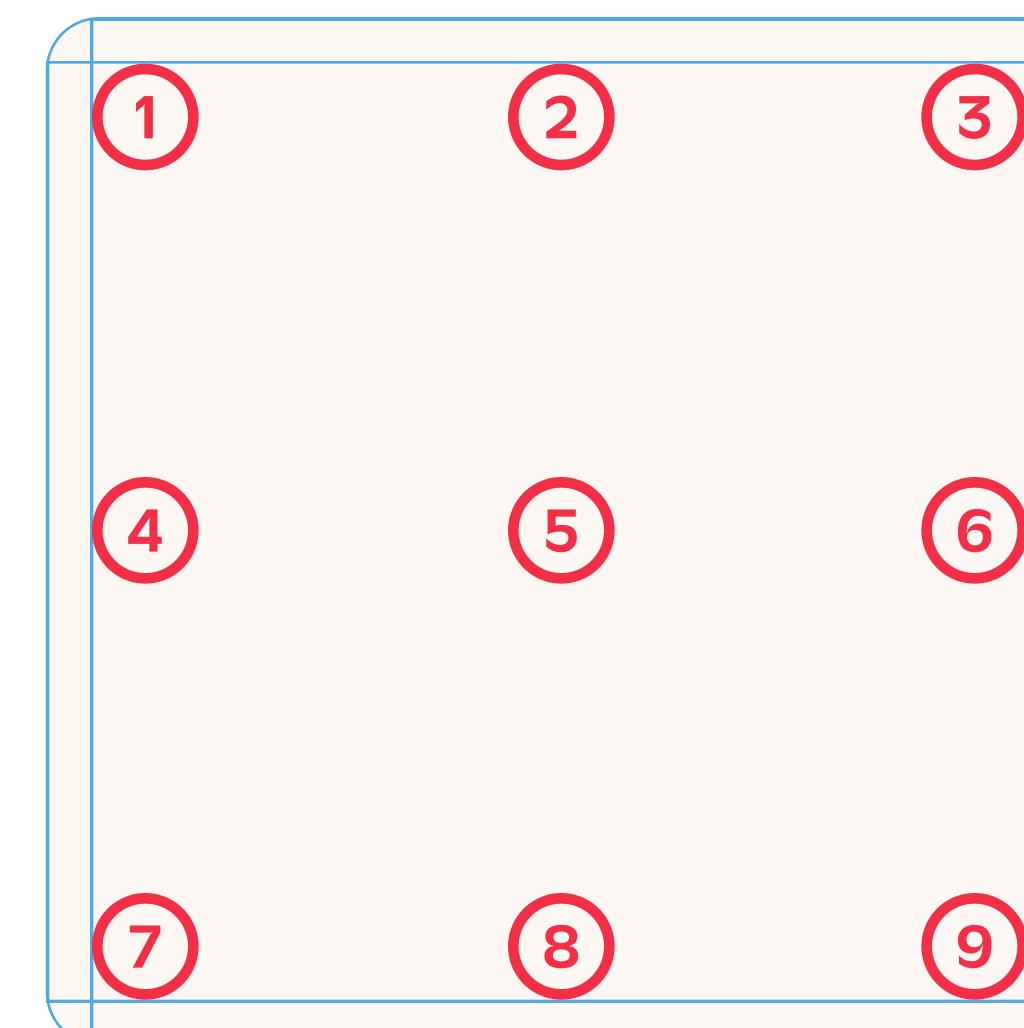
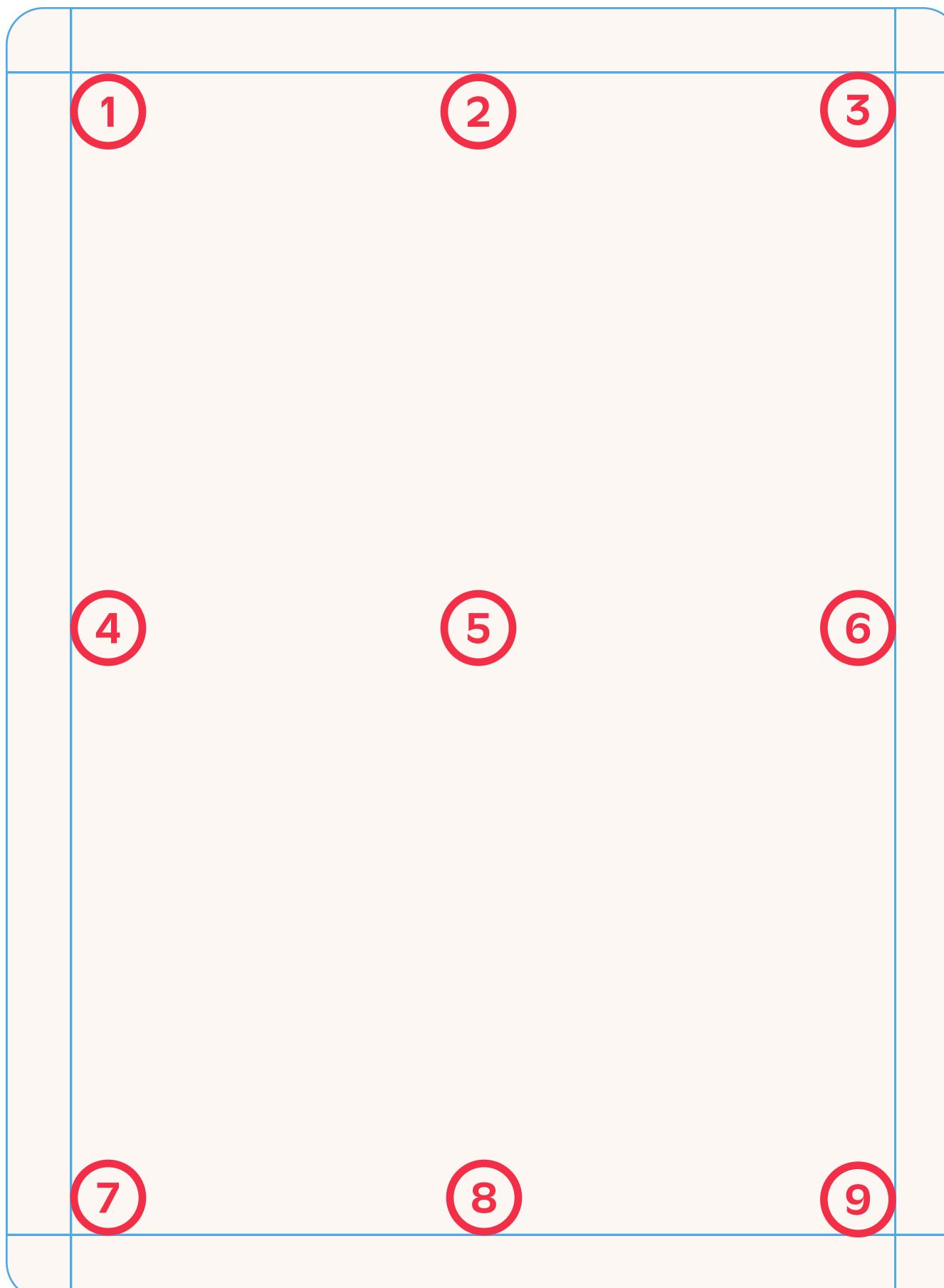
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Twilio Bug placement

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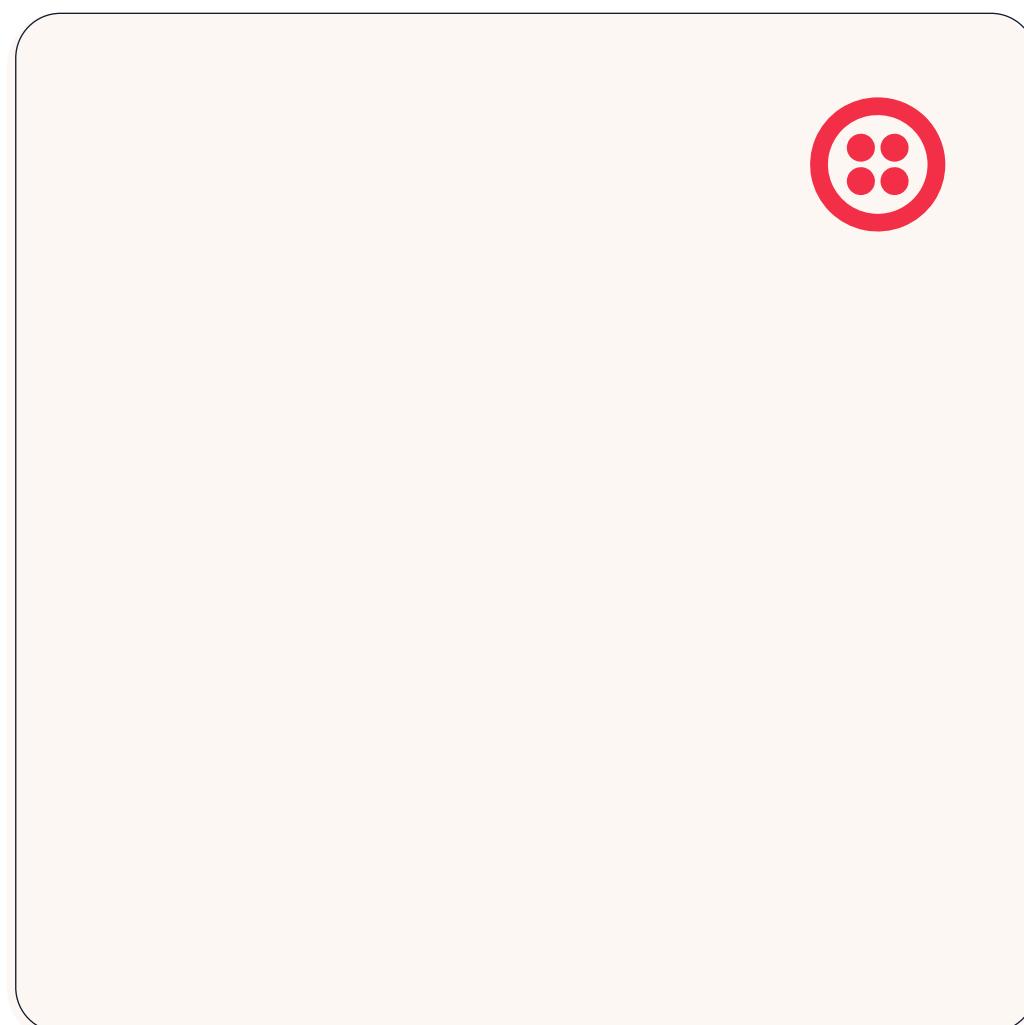
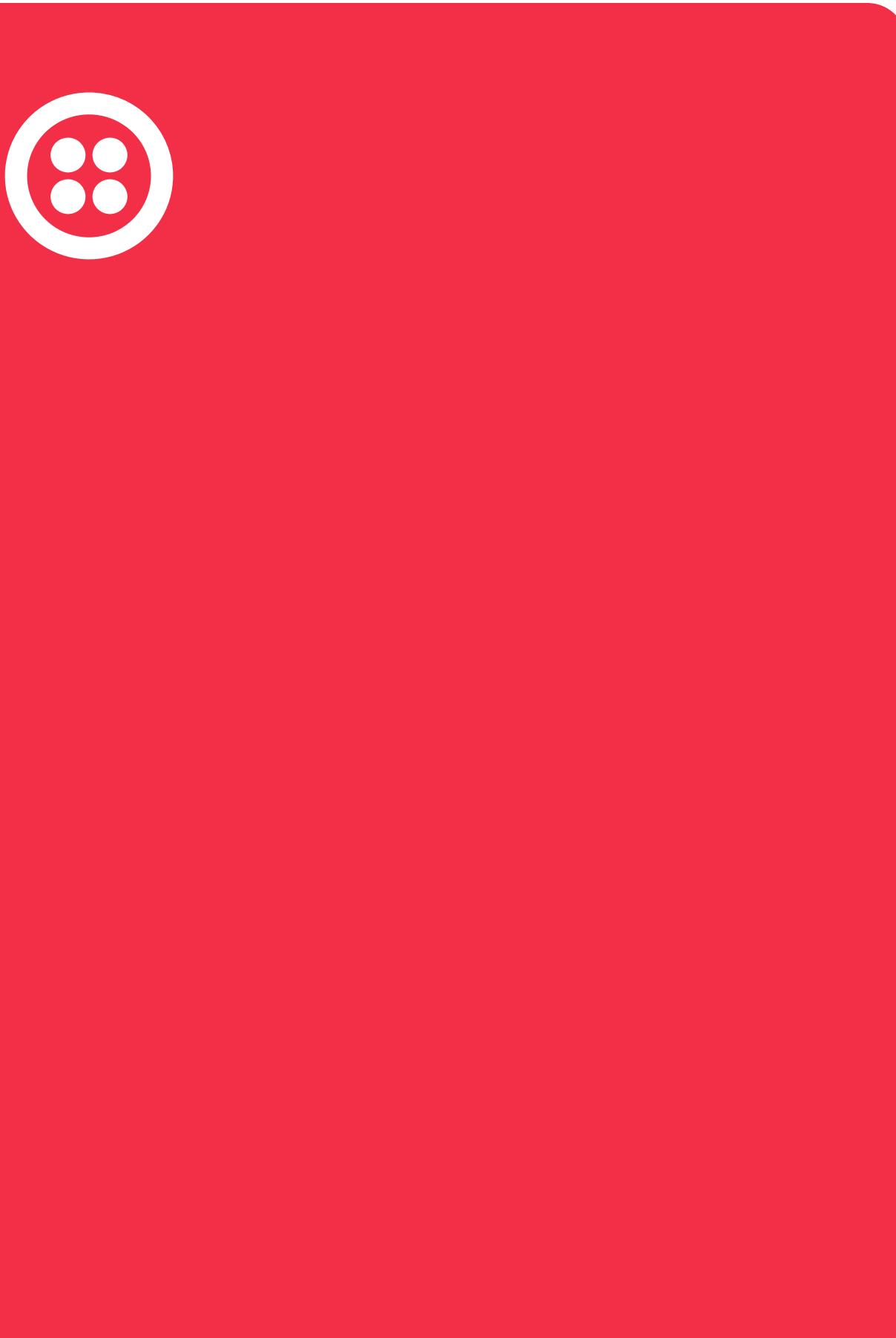
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The Twilio Button is the most direct graphic element that can be applied to any design. Which makes each collateral distinctively Twilio.

When applying the mark, use a square grid on every canvas size and place



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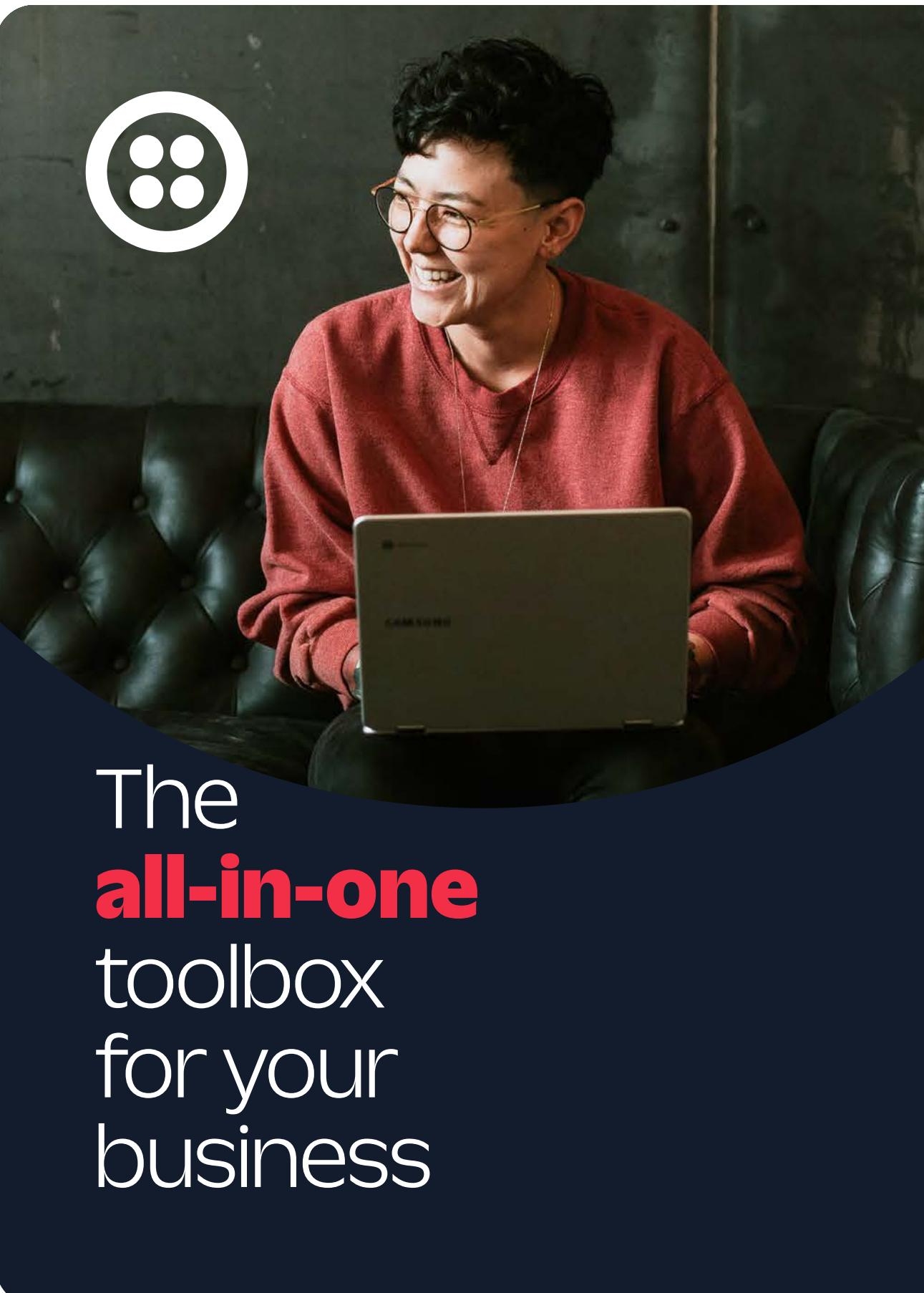
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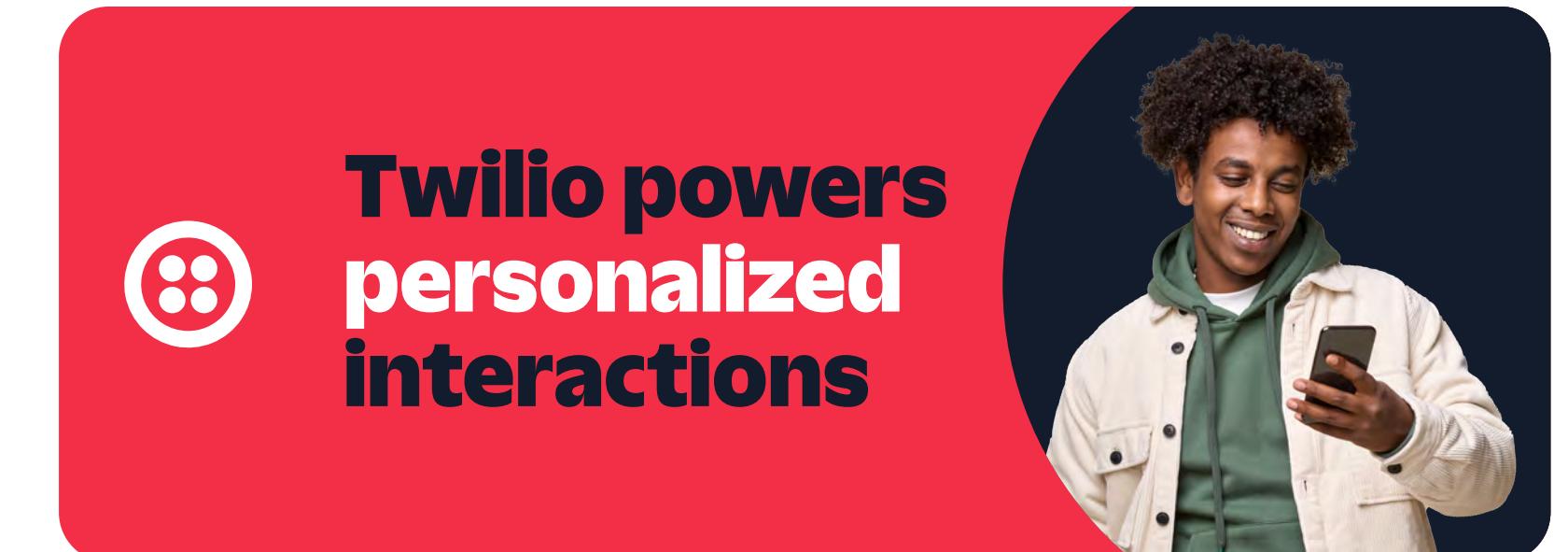
Contact

The Twilio Button is the most direct graphic element that can be applied to any design. Which makes each collateral distinctively Twilio.

When applying the mark, use a square grid on every canvas size and place



The
all-in-one
toolbox
for your
business



**Twilio powers
personalized
interactions**



**Twilio powers
personalized
interactions**

The
all-in-one
toolbox
for your
business

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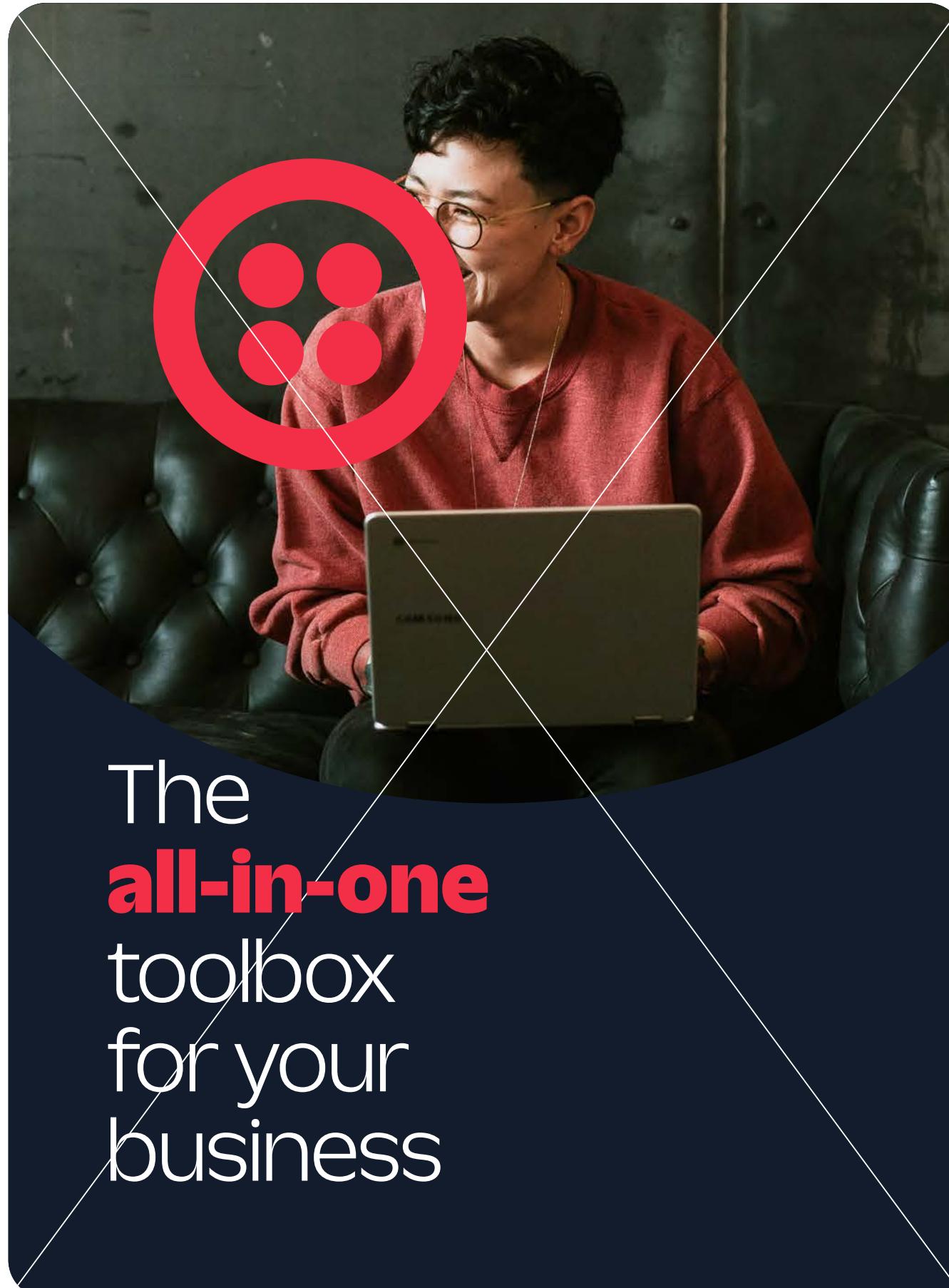
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Logo misuse

Avoid:

1. Placing the Twilio Bug Randomly onto the canvas.
2. Breaking the Twilio Bug into separate shapes.
3. Cropping the Twilio Bug off the page.



1.



2.



3.

color

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Color

Our color palette is made up of the following seven colors. When using these colors in brand communications, make sure to use the color values for our brand palettes shown.

Twilio Red

RGB: 242, 47, 70
HEX: #F22F46
CMYK: 0, 93, 79, 0
PANTONE: 185 C

Ink

RGB: 18, 28, 45
HEX: #121C2D
CMYK: 100, 84, 50, 66
PANTONE: 433 C

Paper

RGB: 253, 247, 244
HEX: #FDF7F4
CMYK: 0, 4, 4, 0
PANTONE: P 51-1 C

White

RGB: 255, 255, 255
HEX: #FFFFFF
CMYK: 0, 0, 0, 0

Mint

RGB: 106, 221, 178
HEX: #6ADDB2
CMYK: 64, 0, 42, 0
PANTONE: P 133-5 C

Sky

RGB: 81, 169, 227
HEX: #51A9E3
CMYK: 64, 17, 11, 2
PANTONE: P 109-5 C

Saffron

RGB: 242, 190, 90
HEX: #F2BE5A
CMYK: 2, 28, 95, 0
PANTONE: P 14-6 C

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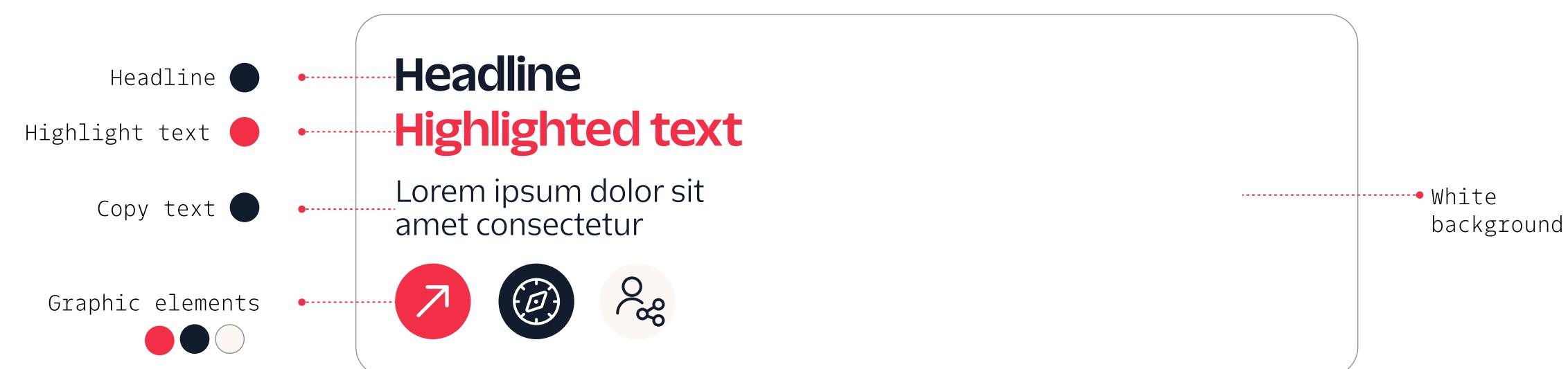
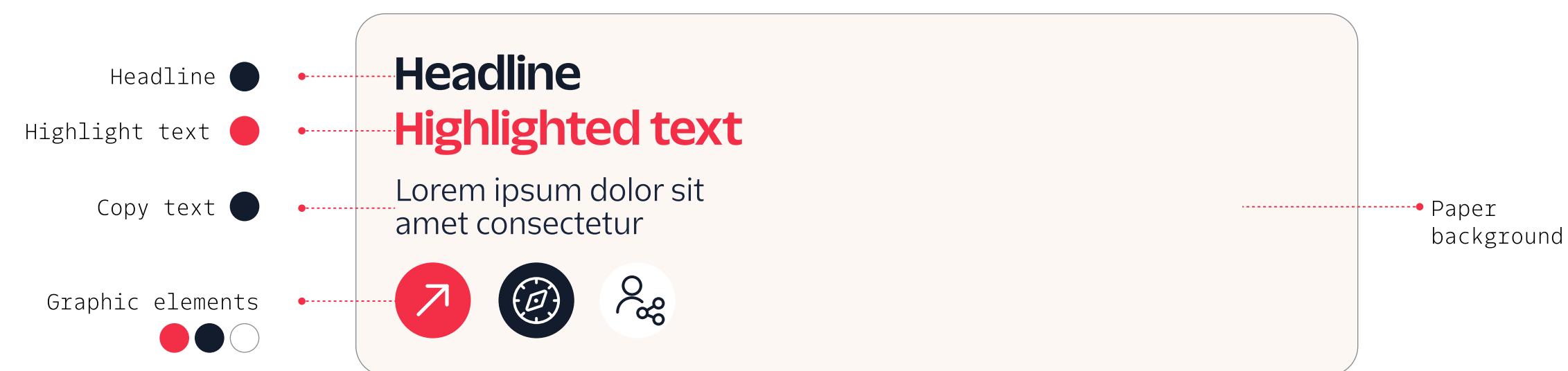
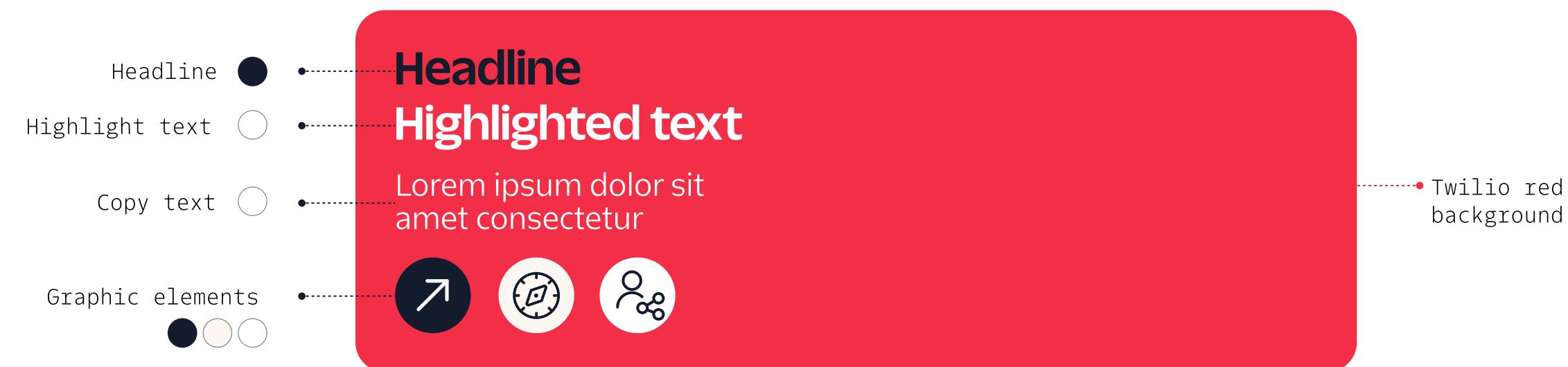
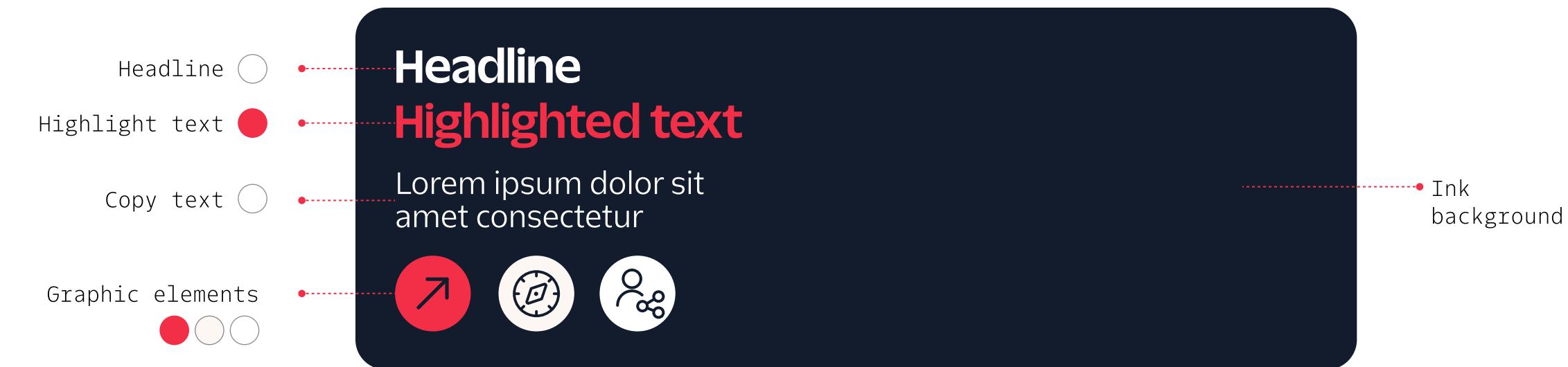
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Primary color usage

When using our primary color palette across brand communications use these key color combinations. Avoid using any combinations that are not specified on this page.

Design tip: Accessibility is important for our users, be aware that copy at some sizes become hard to read.



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Secondary color usage

When using our secondary color palette across brand communications use these key combinations/pairings.

Secondary colors only apply to highlight text on sub headlines and small graphic elements

Do not use secondary color text on red background. Avoid to highlight a text more than once in consecutive headlines. It should be used to allow one or two key words to stand out.

Design tip: When used on sub headlines use extra bold or heavy

Highlighted text
A horizontal row of three colored circles: teal, yellow, and blue.

Small graphic elements
Three small circular icons with white symbols: a blue arrow, a yellow compass, and a teal person.

Sub headline lorem
sit **consectetur**
contactum dorm

Ink background

Highlighted text
A horizontal row of three colored circles: black.

Small graphic elements
Three small circular icons with white symbols: a blue arrow, a yellow compass, and a teal person.

Sub headline lorem
sit **consectetur**
contactum dorm

Twilio red background

Highlighted text
A horizontal row of three colored circles: teal, yellow, and blue.

Small graphic elements
Three small circular icons with white symbols: a blue arrow, a yellow compass, and a teal person.

Sub header lorem
sit **consectetur**
contactum dorm

Paper background

Highlighted text
A horizontal row of three colored circles: teal, yellow, and blue.

Small graphic elements
Three small circular icons with white symbols: a blue arrow, a yellow compass, and a teal person.

Sub header lorem
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White background

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Accents

Here is a variation of the main colors for use as third level tints. Here are the key combinations used when applying color based on background color. Accent colors are just for background purposes. The accent colors are for the background only. Do not use them as text combinations unless it is a graphic treatment where legibility will not be compromised the main message.

Design tip: These colors are used just as watermark backgrounds.

Background ink

Ink Accent

RGB: 23, 36, 59

HEX: #17243B

CMYK: 92, 80, 42, 54

Background paper

Paper accent

RGB: 254, 240, 230

HEX: #F0E6D0

CMYK: 0, 7, 6, 0

Background Twilio red

Twilio Red accent

RGB: 243, 70, 90

HEX: #F3465A

CMYK: 0, 88, 60, 0

Background white

White accent

RGB: 241, 250, 255

HEX: #F1FAFF

CMYK: 4, 1, 0, 0

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Applications

twilio

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Natoque penatus et magnis dis parturient montes. Lectus proin nibh nisl condimentum id venenatis a.

Gravida cum sociis
Natoque penatus et magnis dis parturient montes. Lectus proin nibh nisl condimentum id venenatis a.

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twilio

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We are **owners**

twilio

The title of the presentation goes here

Speaker Name
Job title
XX March 2023

twilio

twilio

Twilio powers personalized interactions

Sub header lorem sit **consectetur** contactum isto dorm

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Our font

The logo features the word "Twilio" in a large, bold, red sans-serif font. Below it, the word "sans" is written in a smaller, red sans-serif font. Three black dashed circles with arrows point from text labels to specific letters: "Elegant curves" points to the top curve of the 'i' in "Twilio"; "Long overhanging strokes" points to the long horizontal strokes of the 's' and 'a' in "sans"; and "Extreme pinches" points to the narrow vertical stems of the 't' and 'l' in "Twilio".

Extreme pinches

Elegant curves

Long overhanging strokes

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Bold typography

is vital to how we communicate as a brand. The following section will instruct you how to use our brand typeface, Twilio Sans, to ensure our typography is always used to its full potential.



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Twilio sans display

Twilio Sans is our primary font and is to be used for hero and campaign applications only.

Usage cases include, but are not limited to:

- Billboard Applications
- Online Display Ads
- Social Content
- Physical Event Space
- Website Banners and Landing Pages

AaBbCc

The all-in-one toolbox
for your business

Tone of voice

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Twilio sans display

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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Twilio sans text

AaBbCc

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Twilio sans text

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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Twilio sans mono

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for your business

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Twilio sans mono

	Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	Semibold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Semibold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	Extra Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Extra Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	Heavy	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Heavy	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

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Type hierarchy

Whenever we write and design copy, please ensure to use the following examples as guidance.

Headlines: Twilio Sans Display Heavy

Headlines

Sub Headlines: Twilio Sans Display Light

Sub Headlines

Header: Twilio Sans Text

Data driven customer engagement - at scale

Body Copy: Twilio Sans Text Regular

 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque ac bibendum risus, vitae convallis mi. Sed faucibus venenatis euismod. Praesent et mi in arcu porttitor gravida id id ipsum. Duis vitae sem et lacus ultrices feugiat ut quis turpis.

Annotation: Twilio Sans Display Regular / Bold

 find out more at twilio.com

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Expressive type

Statement: Twilio Sans Display Heavy & Regular

Twilio powers
personalized
interactions

Sometimes we use type to be very expressive with our messaging. That often means being big and bold, but clear.

Statement: Twilio Sans Display Heavy & Regular

The **all-in-one** toolkit
for your business

Statement: Twilio Sans Display Heavy & Regular

We are **builders**

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Setting type

Horizontal whitespace encompasses three different types of measurement: the space between letters (kerning), the proportional amount of space given to a group of letters (tracking), and the space between words (wordspacing).

Kerning

Kerning refers to the space between letters. Twilio's default kerning setting for Twilio Sans should always be set to Metric. Never set kerning to '0'!

Tracking

While kerning governs the spaces between pairs of letters, tracking governs the amount of space given to an entire group of letters.

Wordspacing

Wordspacing, as the name implies, is simply the space between words. It is the final variable of horizontal spacing yet it is often the most neglected.

Design tip:

Twilio Sans Display by default has fairly tight tracking across all weights, which is why the tracking setting should be set to '5%'. When using 'semibold', 'bold' or 'heavy' tracking should be set to '2%'!

Twilio ipsum, dolor sit

Kerning: Metric**Tracking:** 2%

Twilio Sans Display semibold, bold or heavy

Twilio ipsum, dolor sit

Kerning: Metric**Tracking:** 5%

Twilio Sans Display light, regular or medium

Twilio ipsum, dolor sit

Wordspacing: Metric

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Setting type

Leading

Leading refers to the space between multiple lines of type. Twilio's default leading setting for Twilio Sans Display should always be set to 110%

**Lorem ipsum dolor
sit amet, consectetur
adipiscing elit**

Leading: 110%

**Lorem ipsum dolor
sit amet, consectetur
adipiscing elit**

Leading: 110%

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Setting type

Leading (line-spacing)

- Above 16px: 110%
- 16px: 150%
- Below 16px: 175%

Tracking (letter-spacing)

- Display bold, extrabold and heavy: 2%
- Display light and regular: 5%
- Text 32px and above: 0%
- Text 16px: 0%
- Text 12px: 0%
- Text 8px: 0%

Paragraph Spacing

Paragraph spacing or the space between blocks of copy should generally appear uniform.

The exact measurement is not prescriptive and should be determined by the overall scale of the text. In this example the Paragraph Spacing is 24px.

Display Extrabold
Size: 48px
Leading: 110% (60px)
Tracking: 2%

Text Bold
Size: 2b (32px)
Leading: 125% (40px)

Text Bold
Size: (24px)
Leading: 125% (30px)

Text Bold
Size: (16px)
Leading: 150% (24px)

Text Regular
Size: (16px)
Leading: 150% (24px)

Text Regular
Size: (12px)
Leading: 175% (21px)

Text Regular Italic
Size: (24px)
Leading: 125% (30px)

Text Bold
Size: (12px)
Leading: 150% (18px)

Text Regular Italic
Size: (12px)
Leading: 150% (18px)

**Look again at that dot.
That's here. That's home.**

That's us. On it everyone you love.

**Everyone you know, everyone you ever heard of,
every human being who ever was.**

**The aggregate of our joy and suffering, thousands of confident religions,
ideologies, and economic doctrines, every hunter and forager.**

**Every hero and coward, every creator and destroyer of civilization, every king and
peasant, every young couple in love, every mother and father, hopeful child, inventor
and explorer, every teacher of morals, every corrupt politician.**

**Every “superstar,” every “supreme leader,” every saint and sinner in the
history of our species lived there-on a mote of dust suspended in a
sunbeam. The Earth is a very small stage in a vast cosmic arena. Think
of the endless cruelties visited by the inhabitants of one corner of this
pixel on the scarcely distinguishable inhabitants of some other corner,
how frequent their misunderstandings, how eager they are to kill one
another, how fervent their hatreds.**

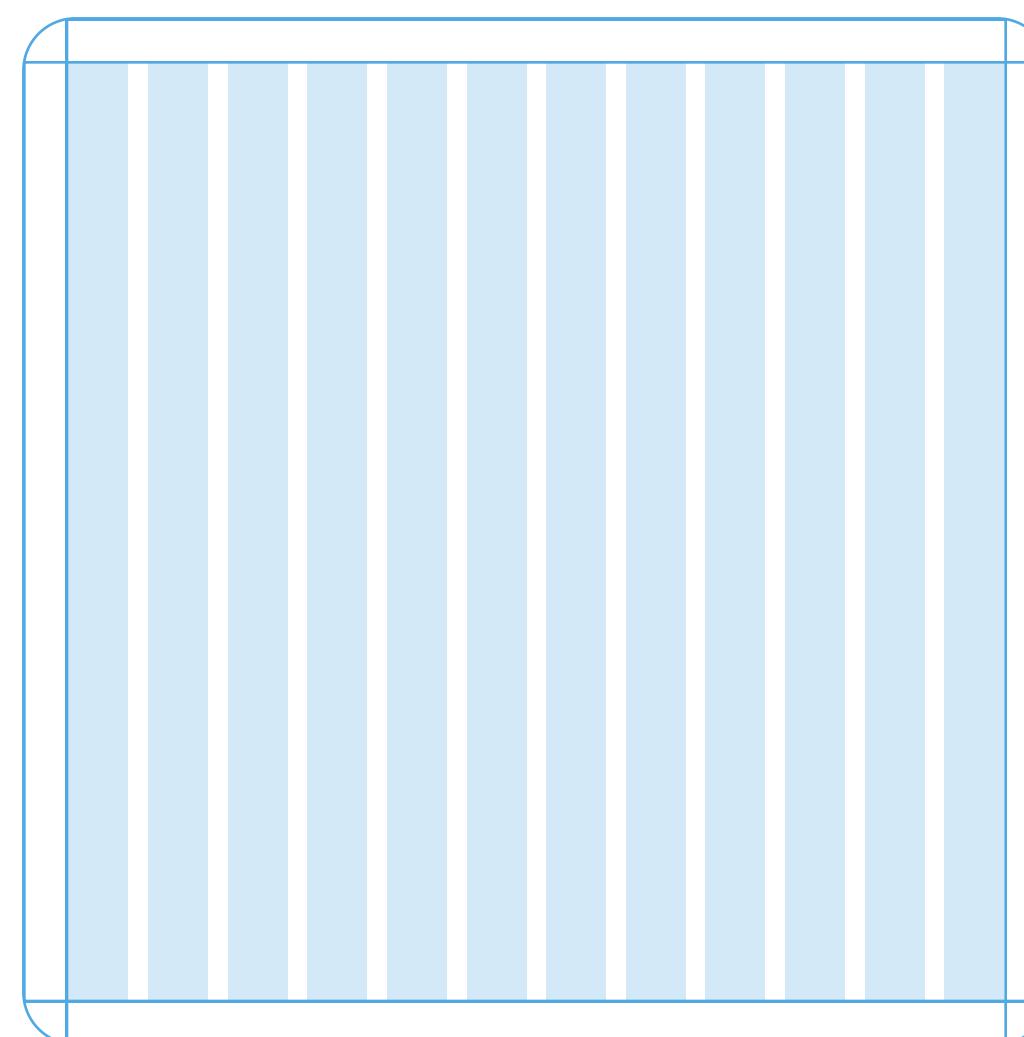
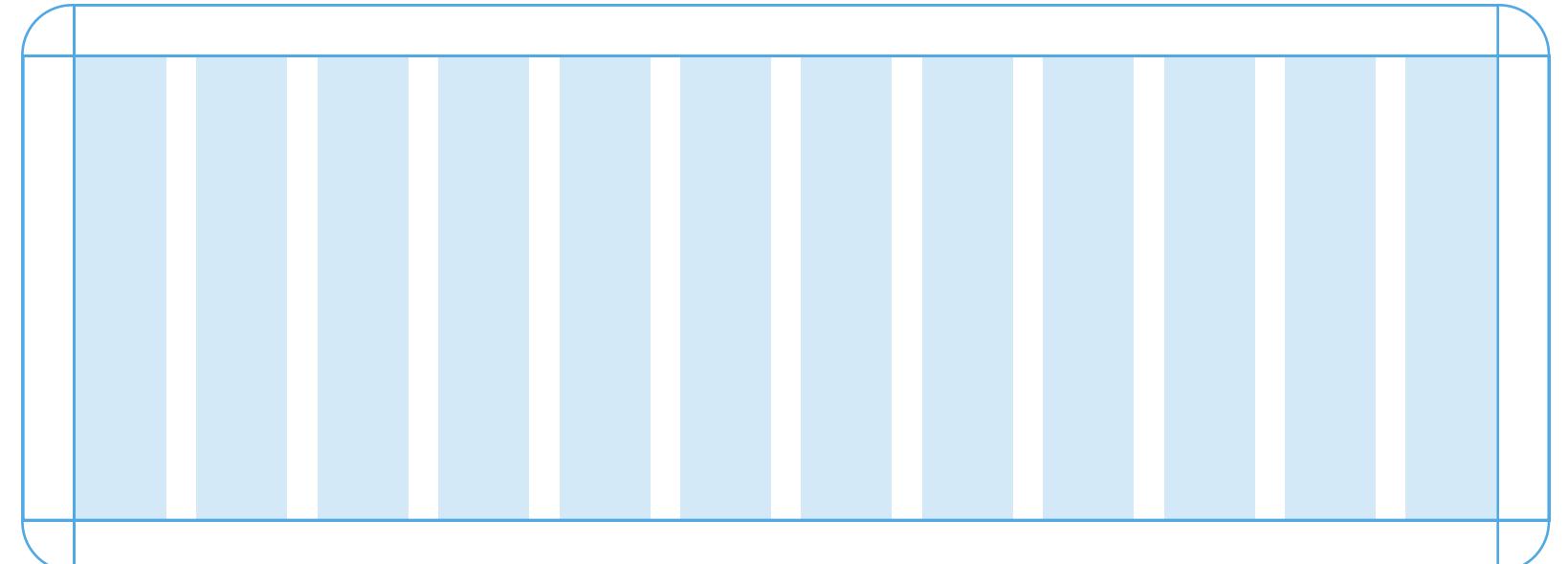
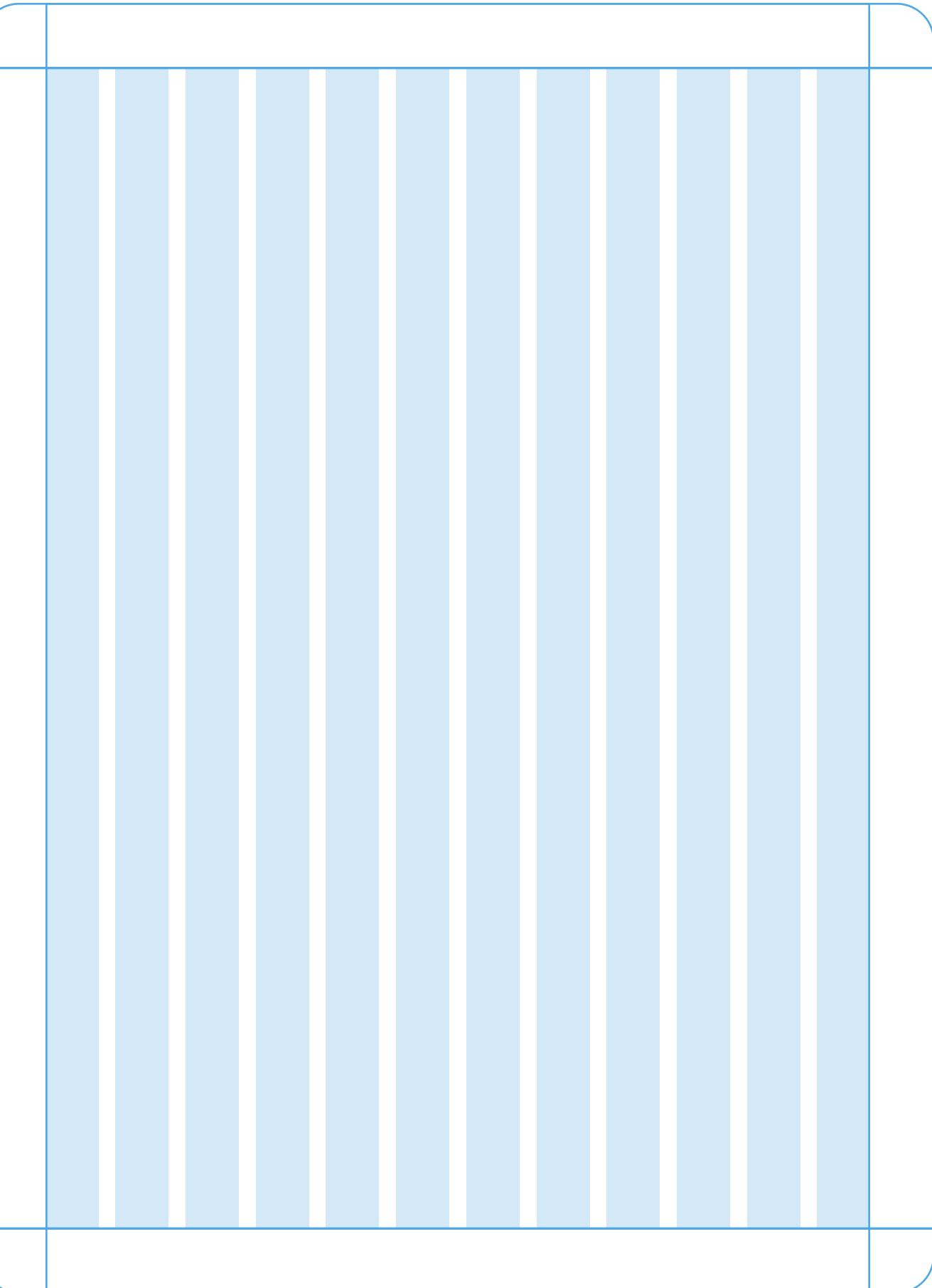
**Every one of us is, in the cosmic perspective, precious. If
a human disagrees with you, let him live. In a hundred
billion galaxies, you will not find another.**

Carl Sagan
Astrophysicist

Tone of voice**Logo****Color****• Typography****Graphic elements****Photography
& image treatment****Bringing it all together****Contact**

12 column grid

The 12 Column Grid to ensure order and consistency a 12 column grid should be used for all layout tasks. The 12 column grid allows a page to be divided evenly into units of 1, 2, 3, 4, 6, 12. The size of the format and amount of content will determine how many units the grid should be split into. Aim to use as few columns as possible to avoid overly complex layouts.



Applying type

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Type is always set aligned left, with two exceptions: if the type is being placed in position 2, 5, 8 (fig 2).

In Headlines

We like our headline type large and bold. Please try to keep your copy short and punchy, this allows you to use larger point sizes for more visual impact.

Design tip: Just highlight one word or line in a sentence. Avoid to highlight more than once in a same asset.

The
all-in-one
toolbox
for your
business

fig. 1

Twilio powers
personalized
interactions

fig. 2

The
all-in-one
toolbox
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fig. 3

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Creative typography

Our typography can be used
in an illustrative way to create
a more dynamic and impactful
brand expression.

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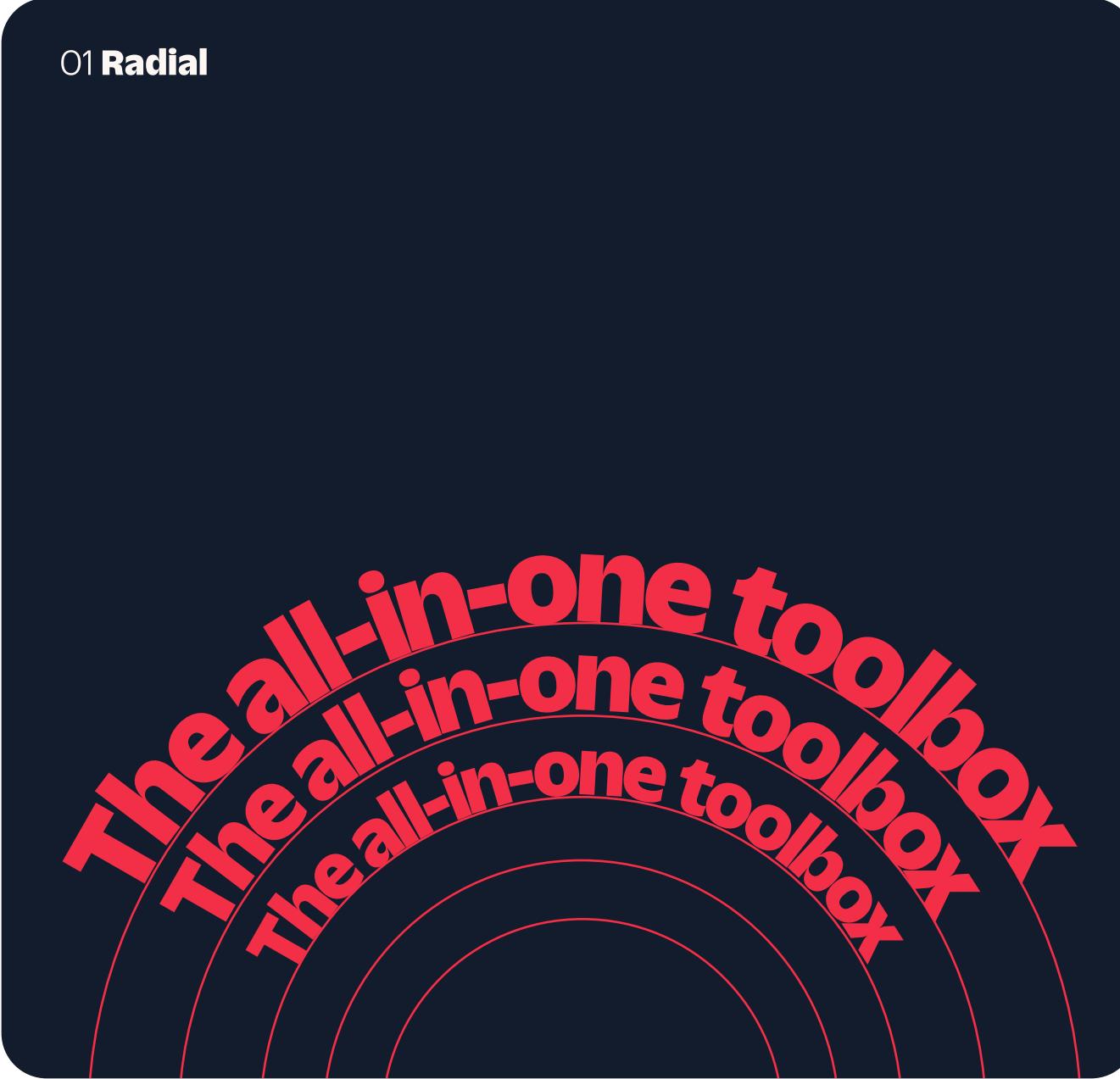
Contact



Creative typography

We use shapes to create dynamic layouts with typography.

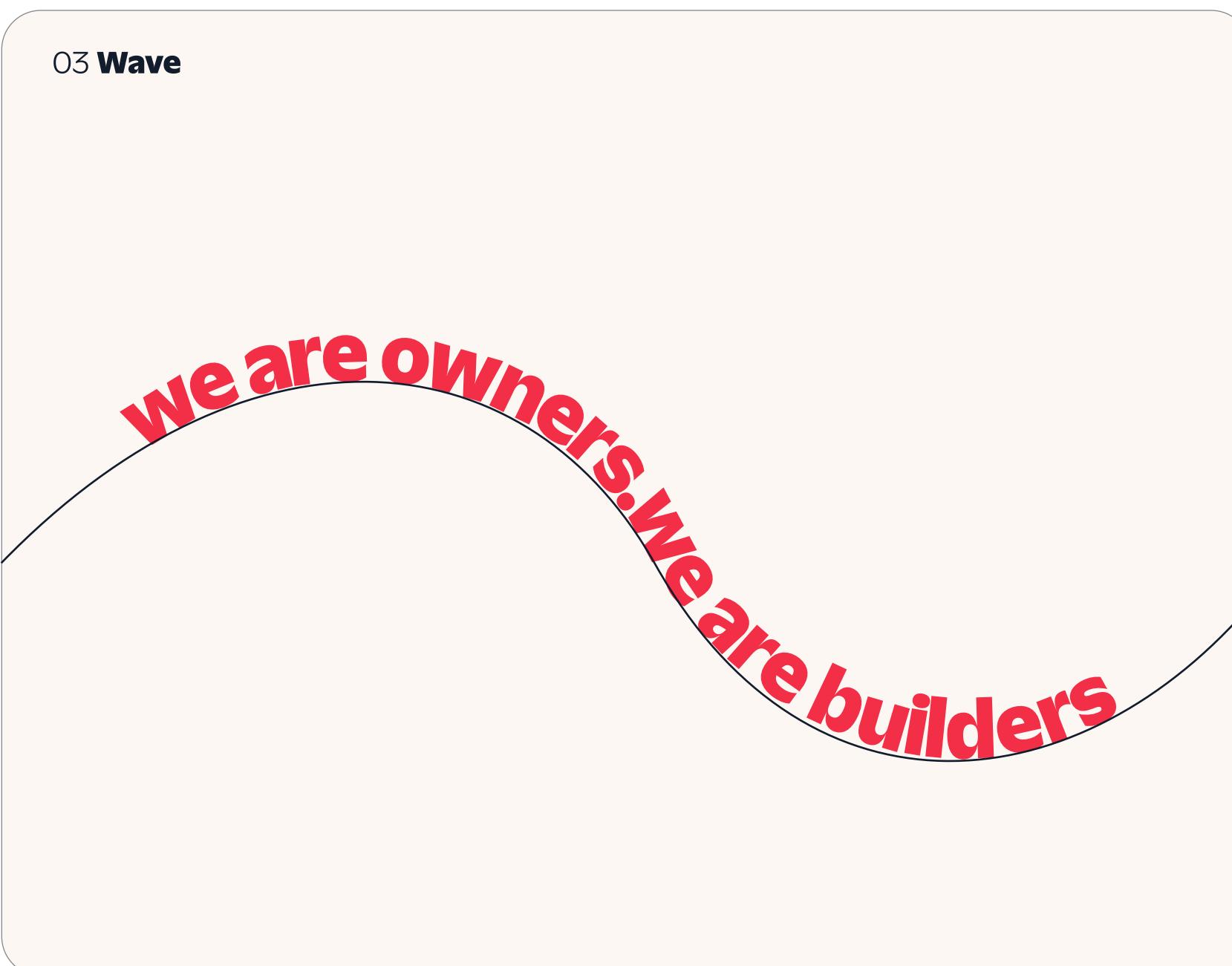
01 Radial



02 Horizon



03 Wave



04 Orbit



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Creative typography

O1 Radial

The Radial layout uses a simple scale to determine the sizing of each element. Using decreasing percentages, we can ensure that each component remains at the same ratio, despite the size required.

Typesetting:

To ensure legibility when in use, text should leave 25° of clear space on either side. When it comes to type size, use the following example as a template:

- ① 100% 70 pt
- ② 80% 60 pt
- ③ 60% 42 pt
- ④ 45% 31.5 pt
- ⑤ 30% 21 pt



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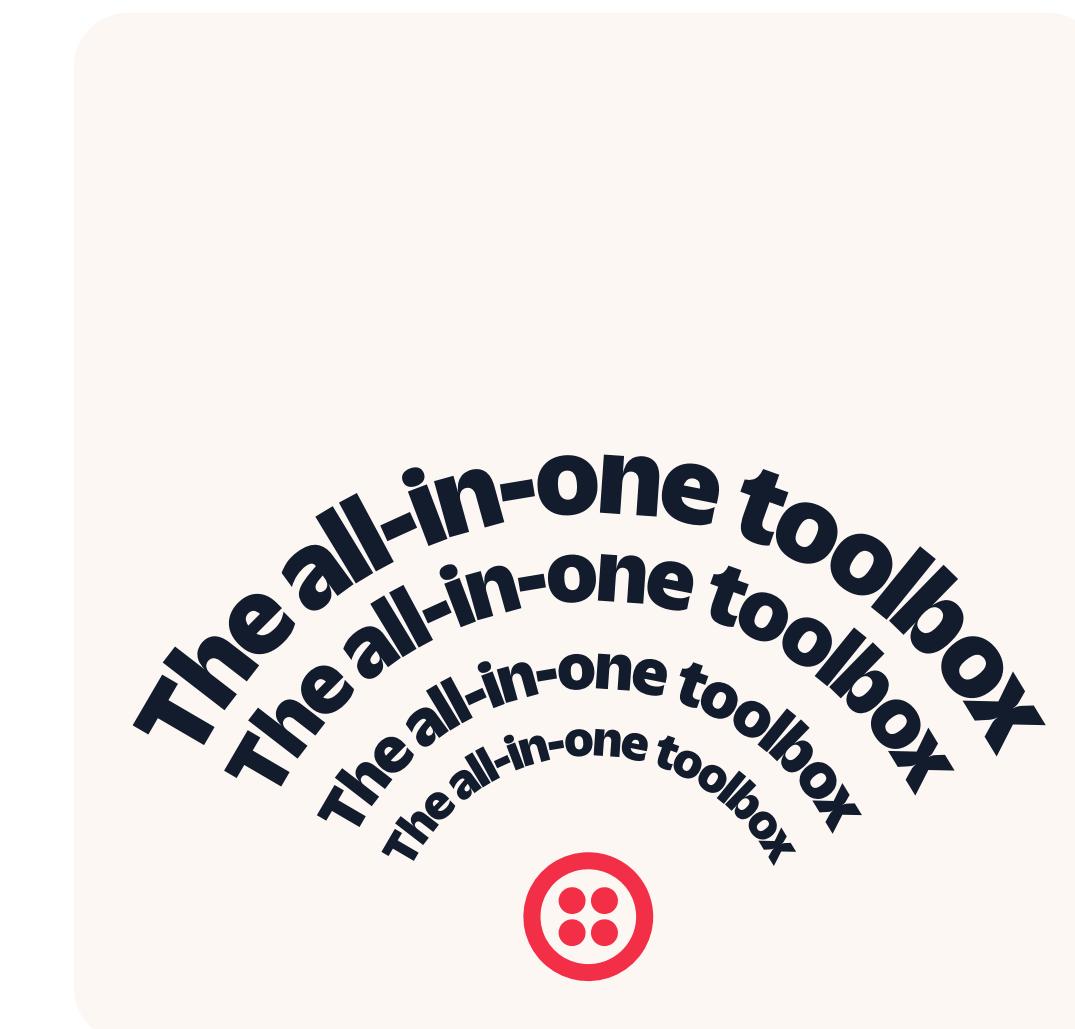


Creative typography

01 Radial

Placement:

Regardless of page size, the Radial should be placed centered and in the color combinations set out on this page.



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Creative typography

02 Horizon

The Horizon layout uses a the Twilio Bug and a horizontal line which allows type to be arched both above and below. This can be used when laying out key phrases.



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Creative typography

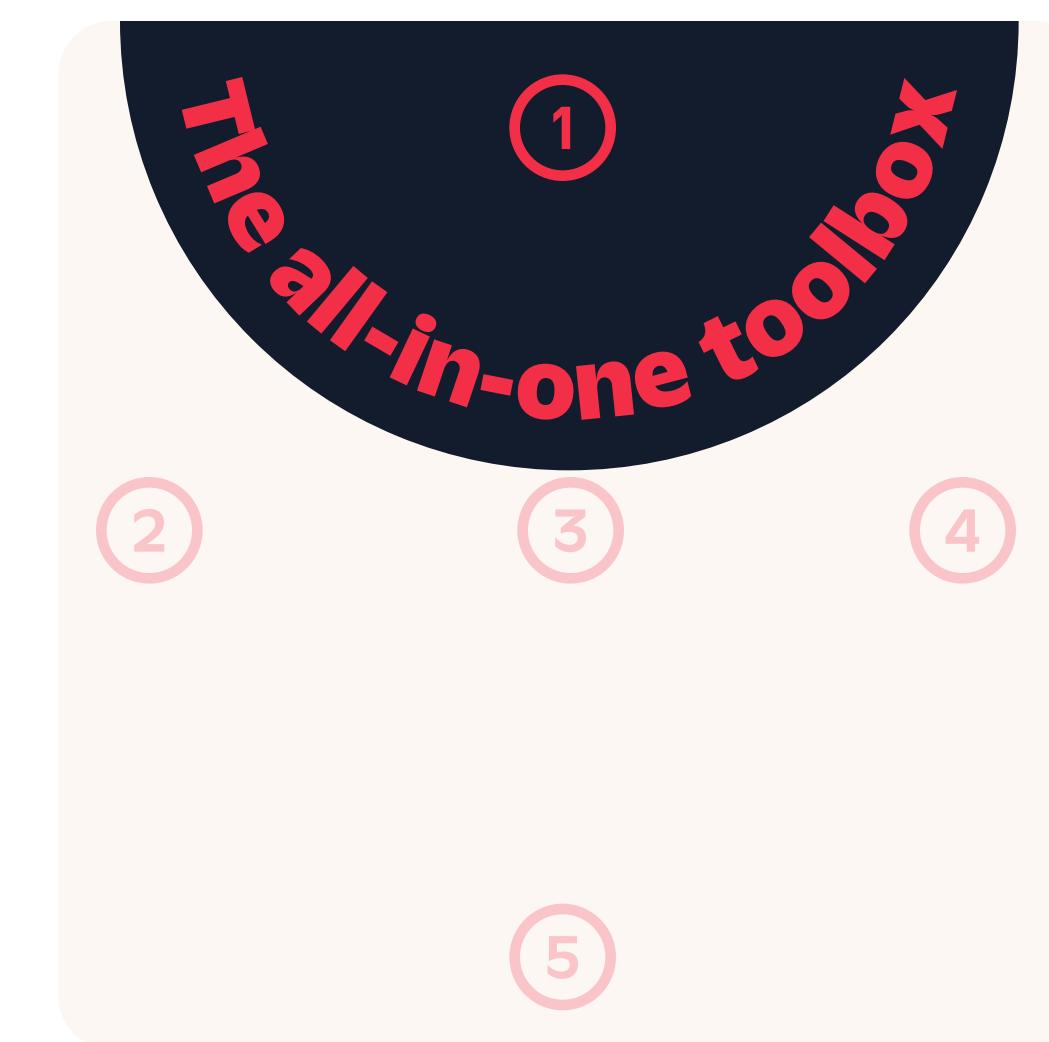
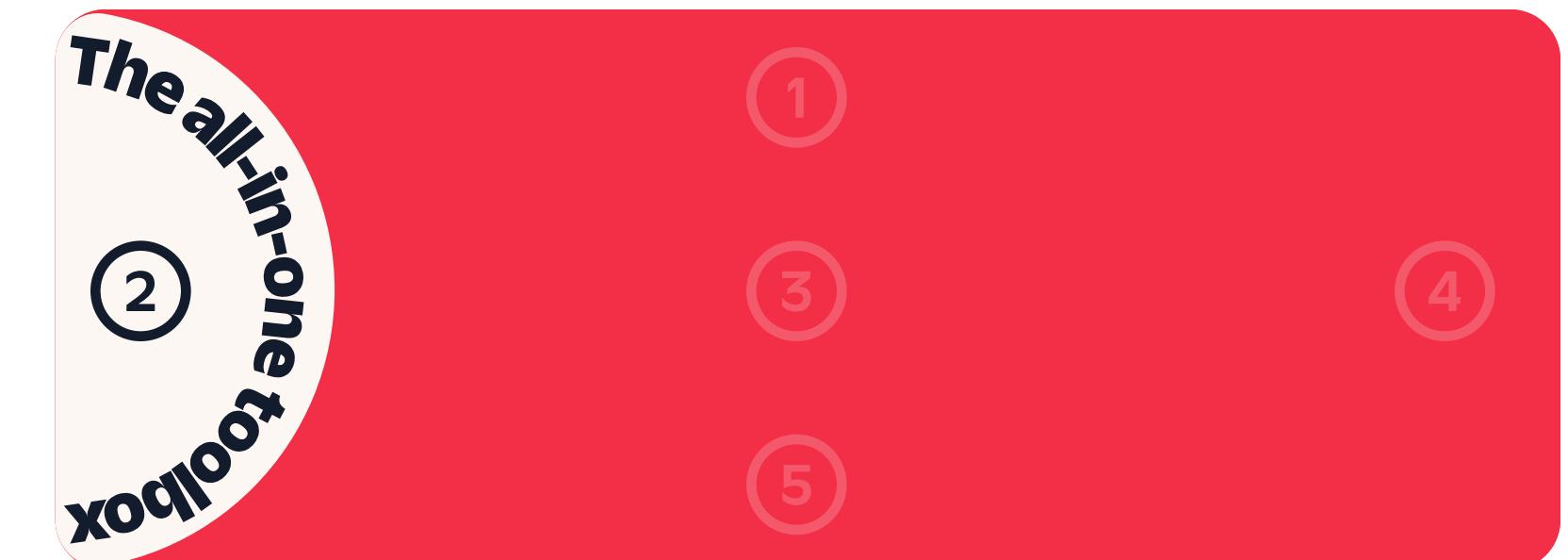
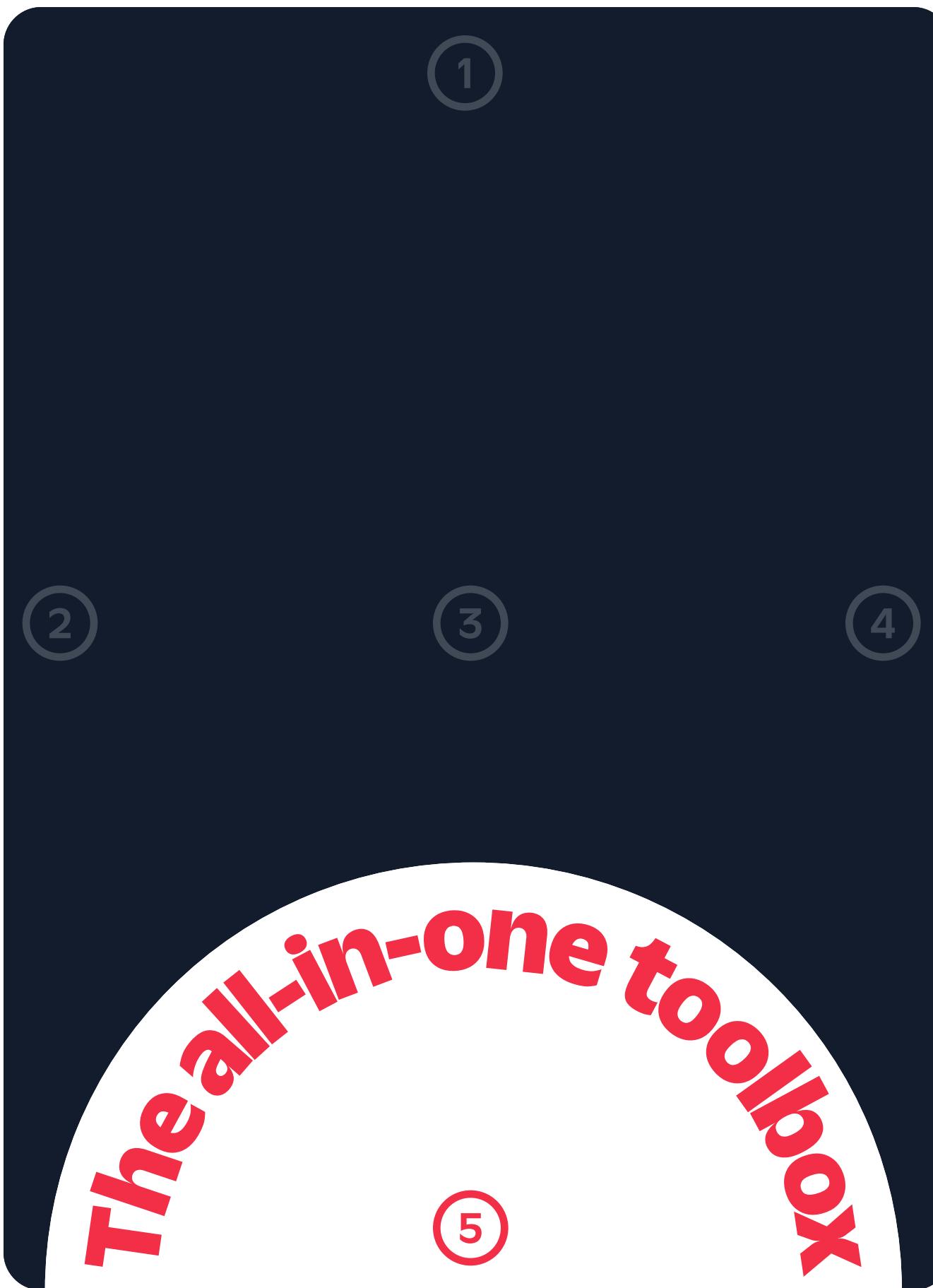
02 Horizon

Placement:

When laying out the Horizon typography, it can be placed in four locations within your frame.

In no particular order, the placement options are:

1. Top middle
2. Left centered
3. Centered
4. Right centered
5. Bottom middle



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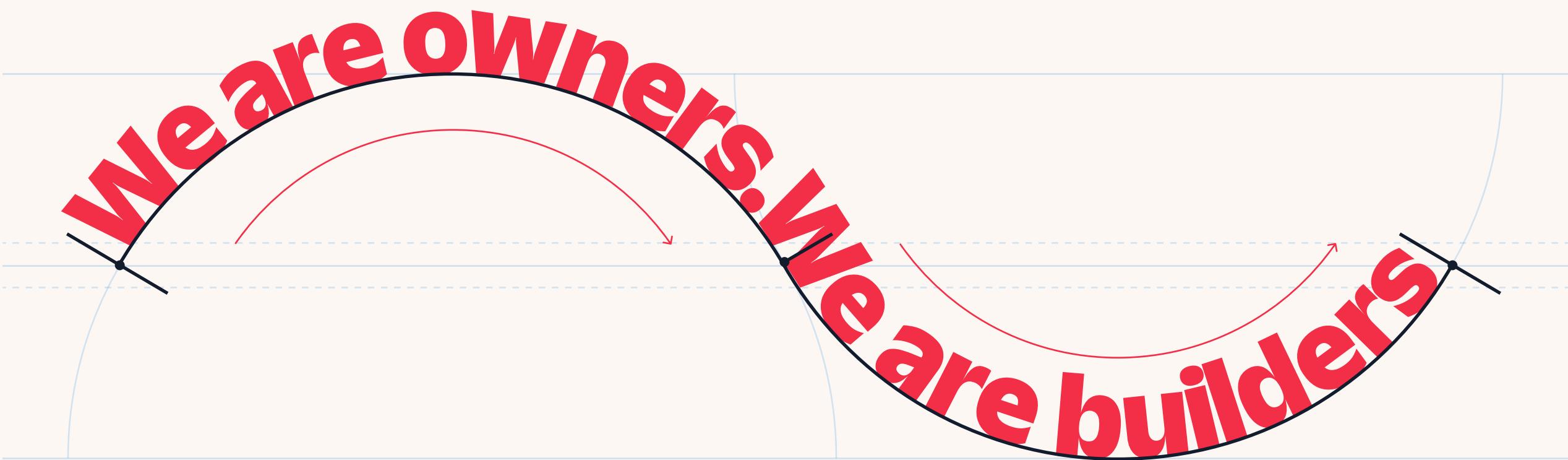


Creative typography

03 Wave

This effect uses both sides of the Twilio Bug and aligns them next to each other to mimic a wave. This can either be used with a single sentence or a repeating phrase.

Option 1



Option 2



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Creative typography

03 Wave

Placement:

When using the typographic wave effect with photography, consider where it is positioned. Avoid placing over the focal point of the image. We can either use a single sentence of copy, or repeat a couple of words either side of a central period.

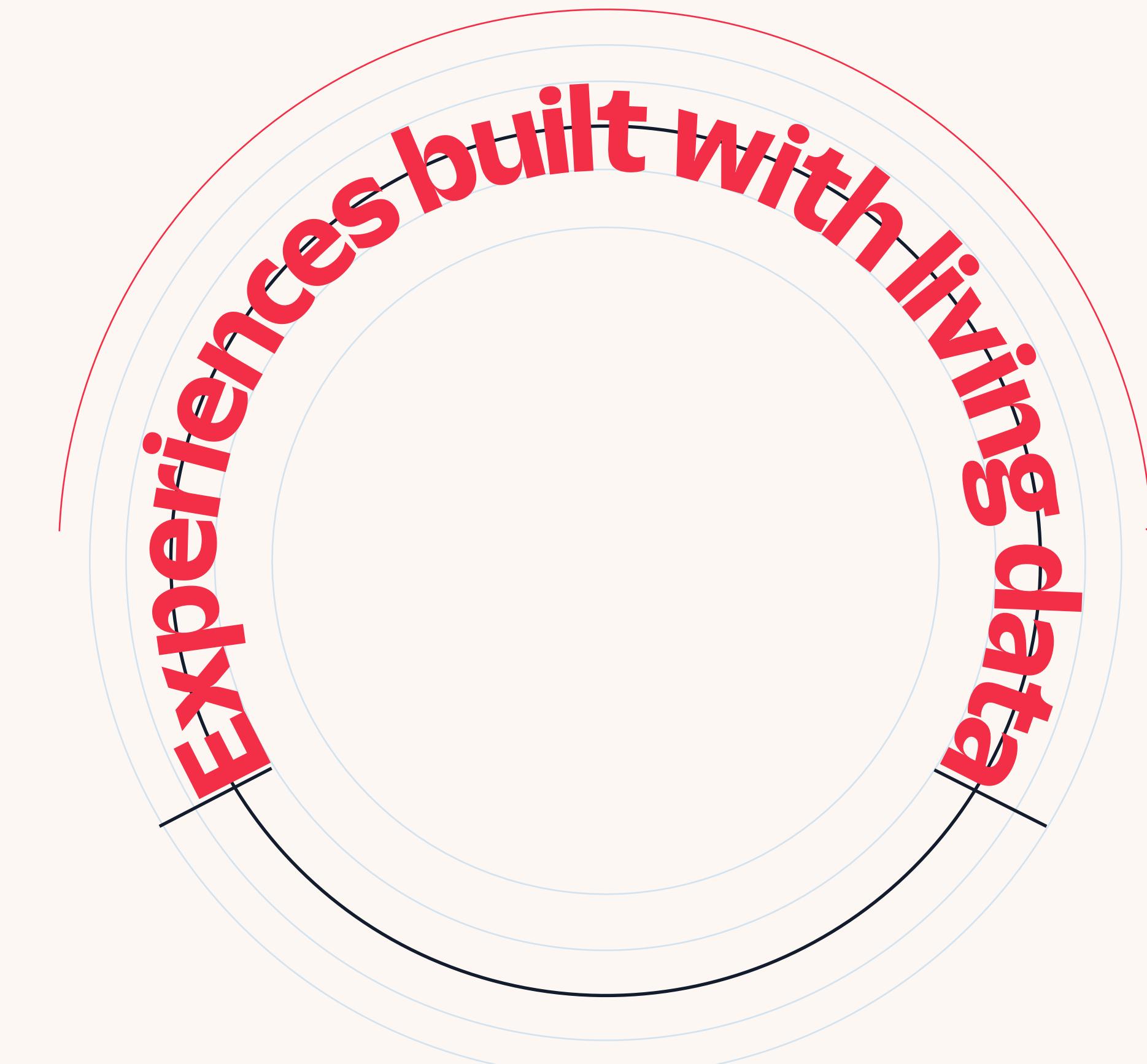


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Creative typography

04 Orbit

This effect uses the full Circumference of the Spotlight and applies typography around the line. It can either be used with a full sentence, or repeating words.



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04 Orbit

This effect uses the circumference of the Twilio spotlight and it is meant to be used with photography.



Twilio powers
personalized
interactions



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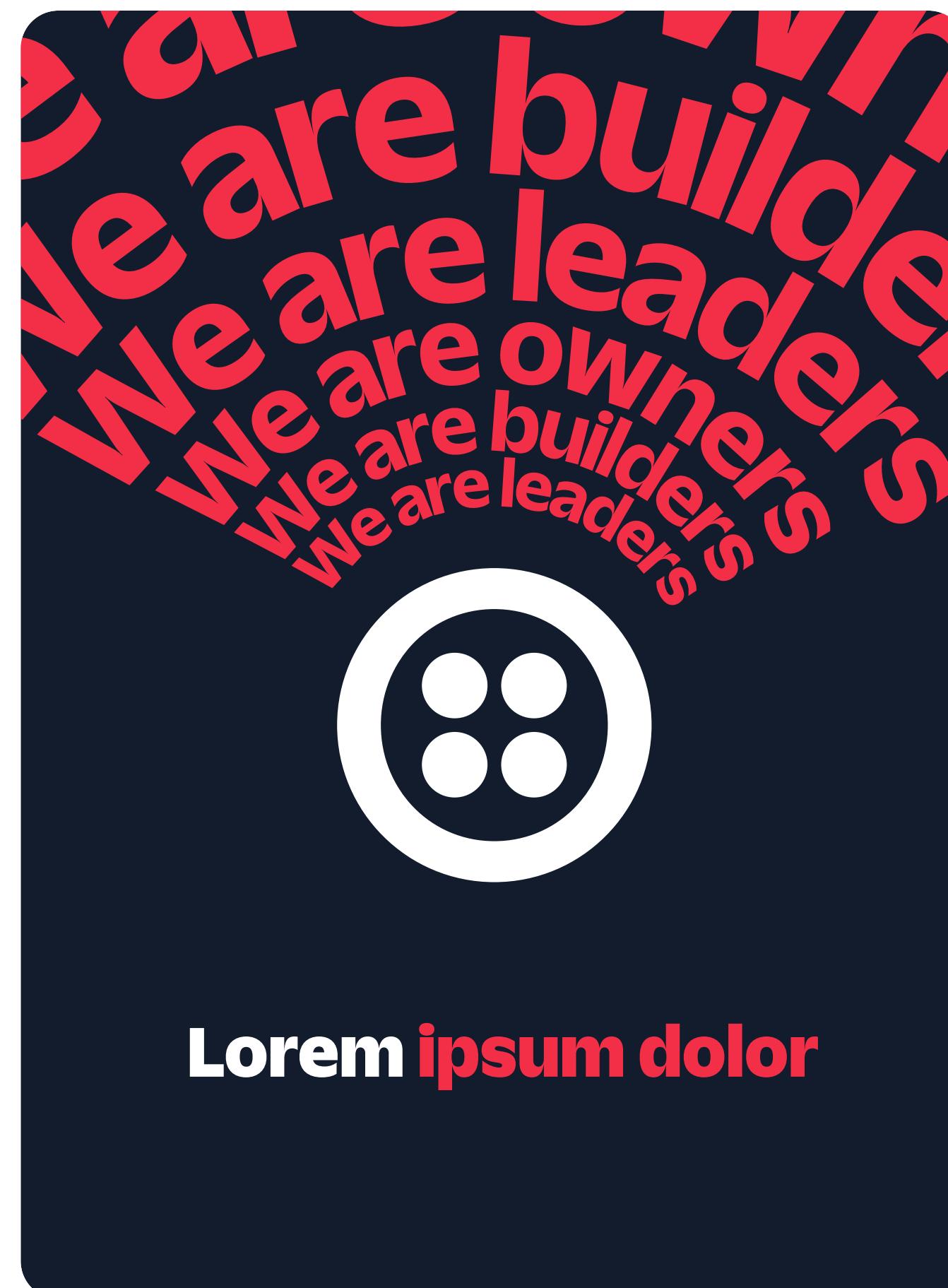
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Creative typography in use

Creative typography can be used to create experimental layouts.

When creating experimental layouts always make sure legibility is prioritized being careful when changing the orientation of type.



Graphic elements

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Twilio spotlight

The Twilio spotlight is the main brand asset used across the brand ecosystem. When applying the element to a frame make sure it creates a strong composition.

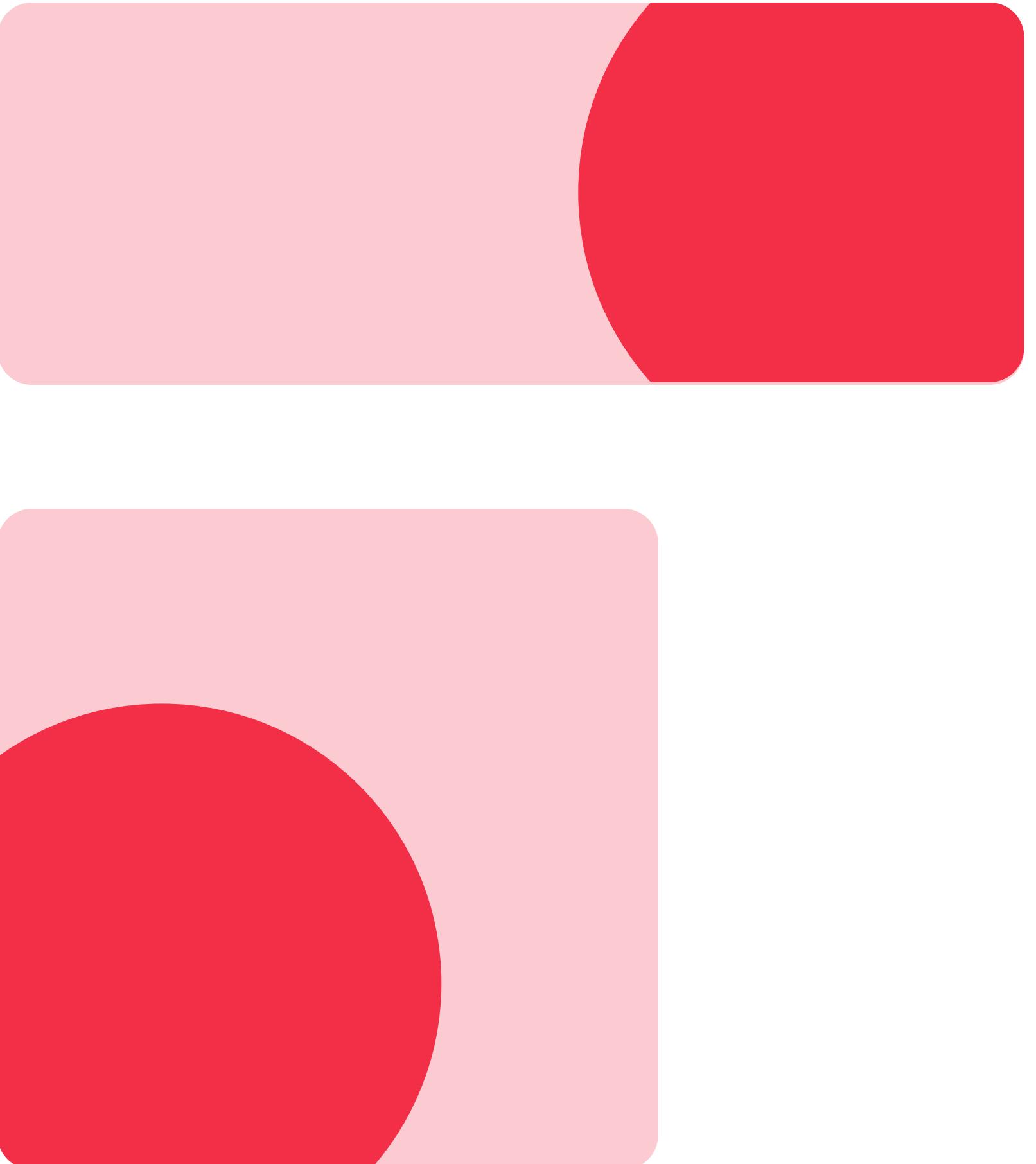
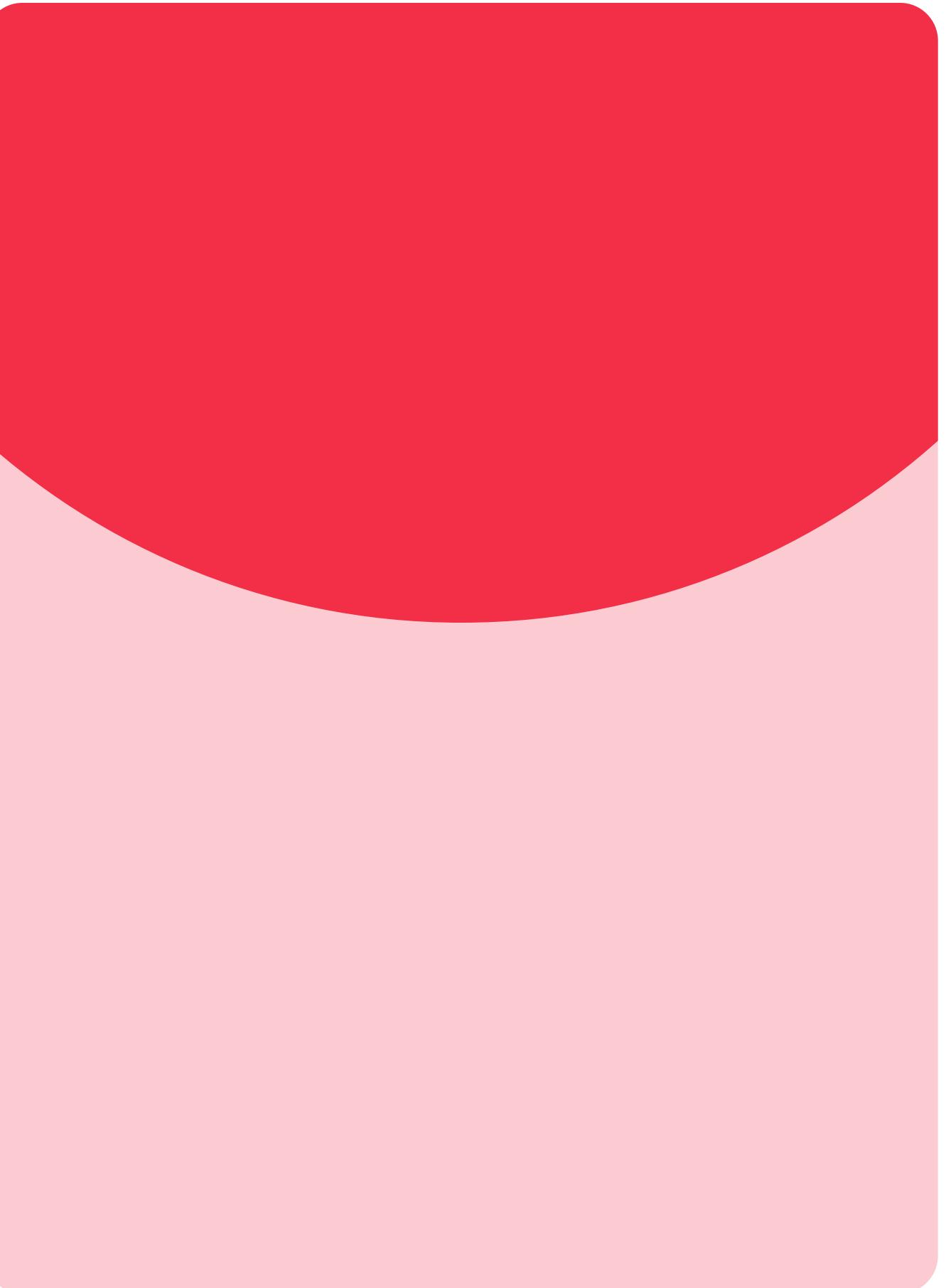
Use masks to layer the spotlight with key imagery, adding depth and pace to Twilio's brand assets.



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Twilio spotlight

The Twilio spotlight is a flexible design element to use in different creative ways as container, texture or window to highlight specific content. Here are a few examples of how the Spotlight can be placed on a frame.



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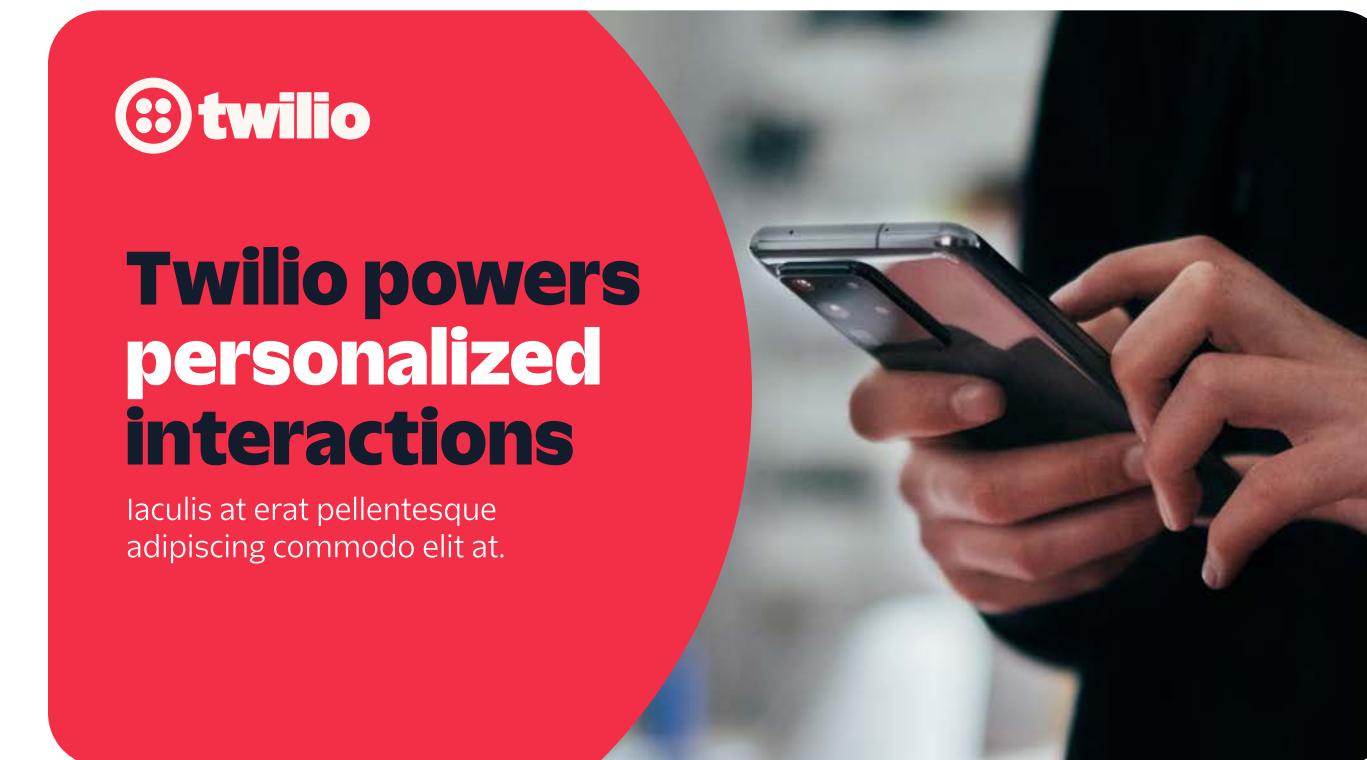
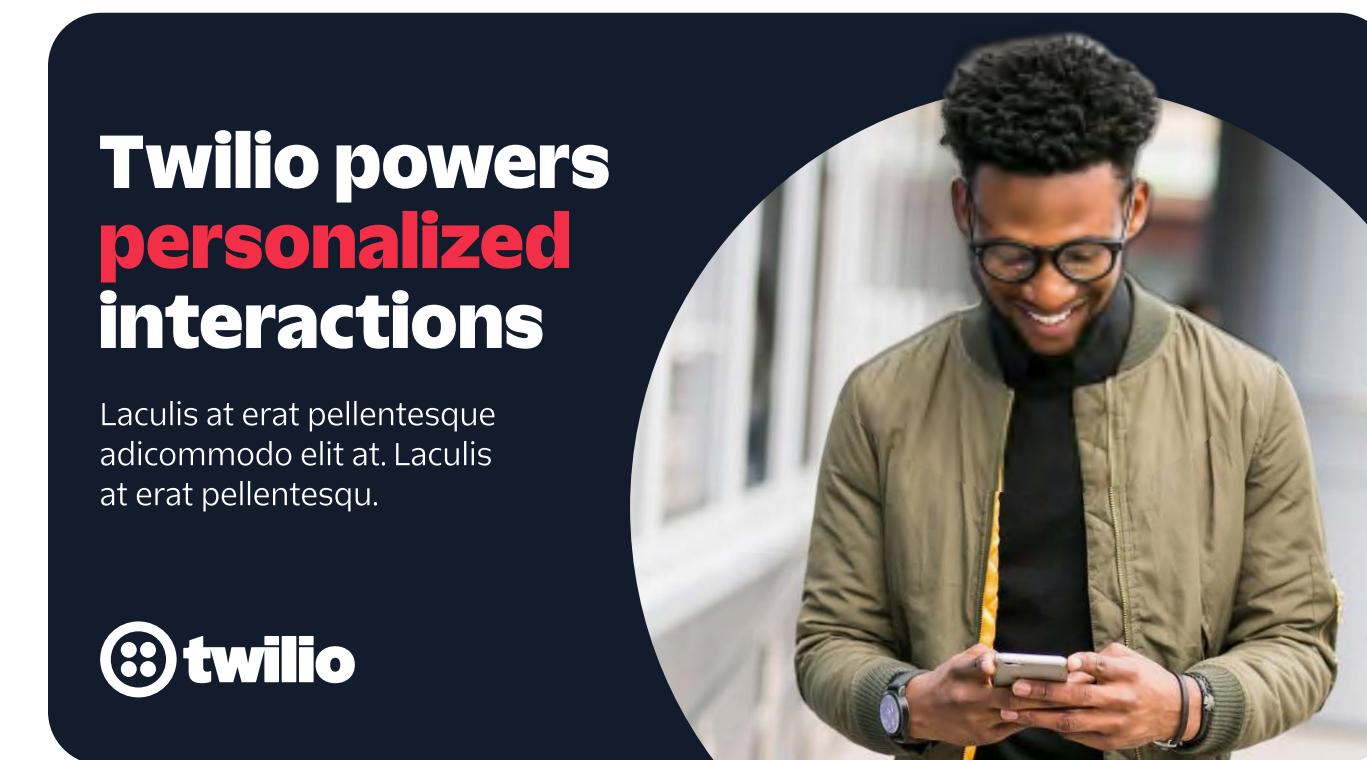
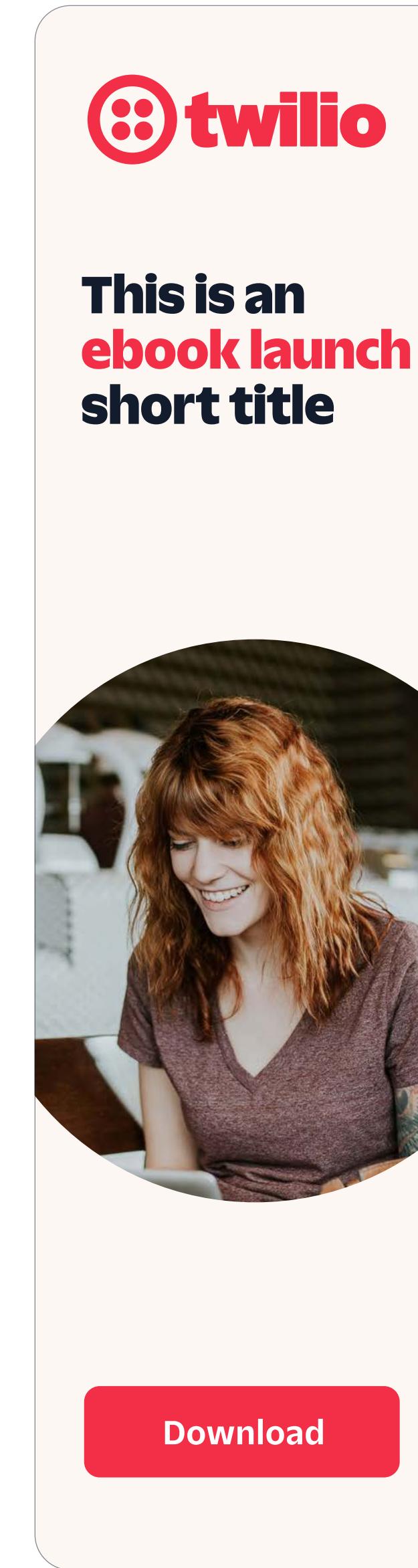
Bringing it all together

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Spotlight in use

In these examples you can see how the Twilio frame is used to house typography, photography and call-to-actions.



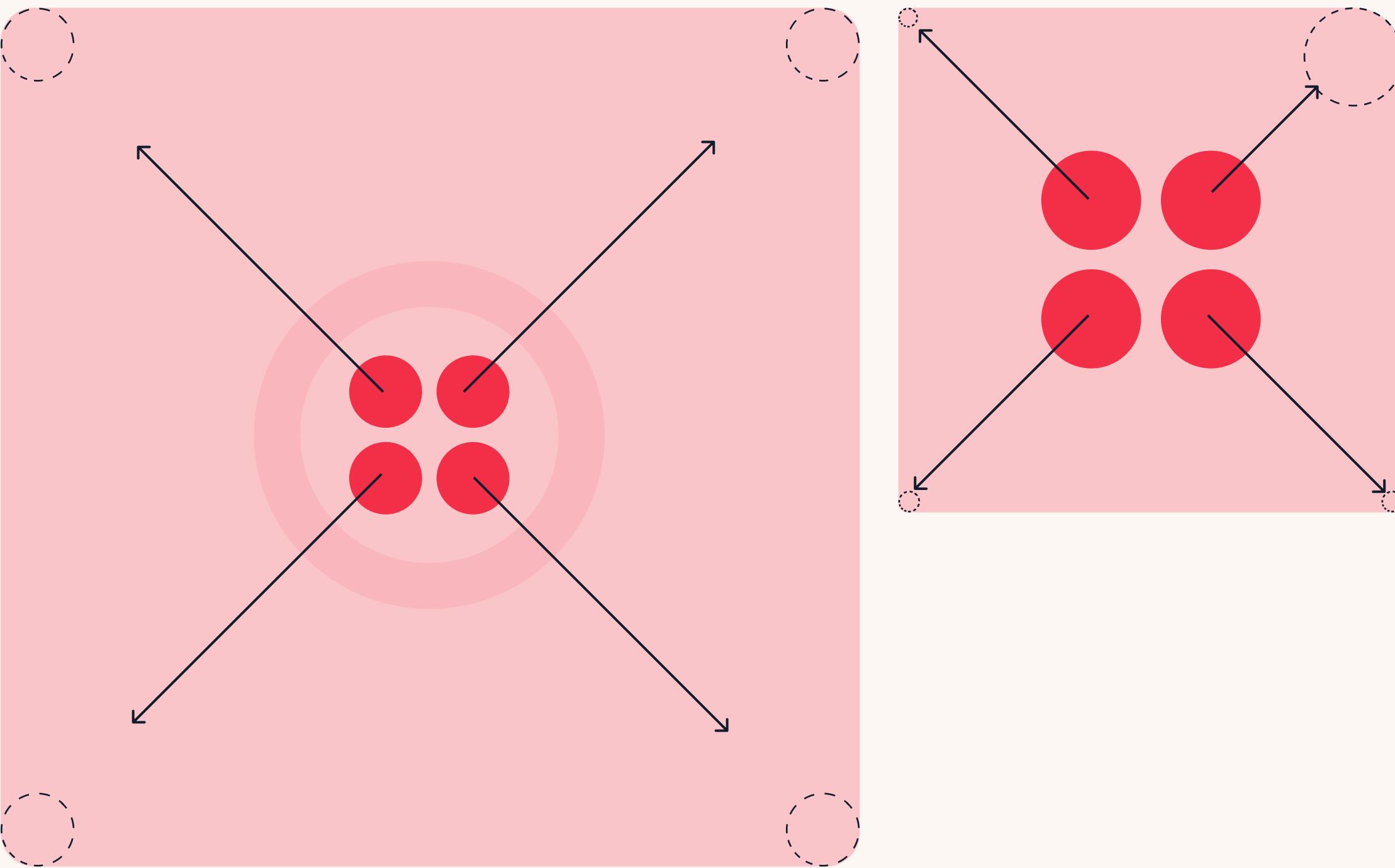
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Twilio containers

The containers in which house content is influenced by our button mark. We never use squared edges, always keep them nicely humanistic.

Always apply at least 10px rounded corners to each square/rectangle.

Design tip: Different rounded corners can be used to bring a creative approach to some assets. It can be used as photograph's container (not text container) or as graphic element in order to add some contrast between shapes.



Twilio rectangles

Tone of voice

Logo

Color

Typography

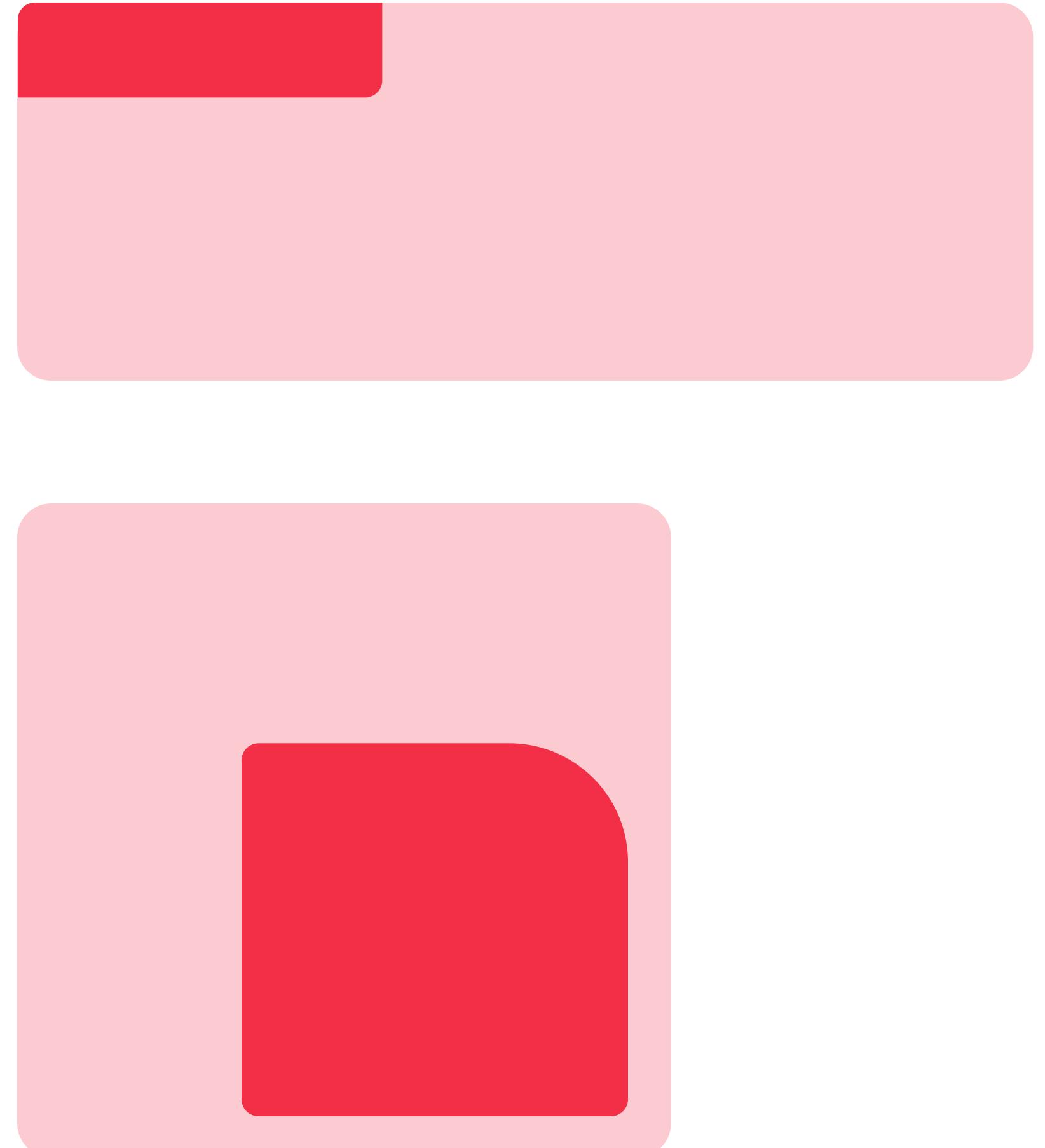
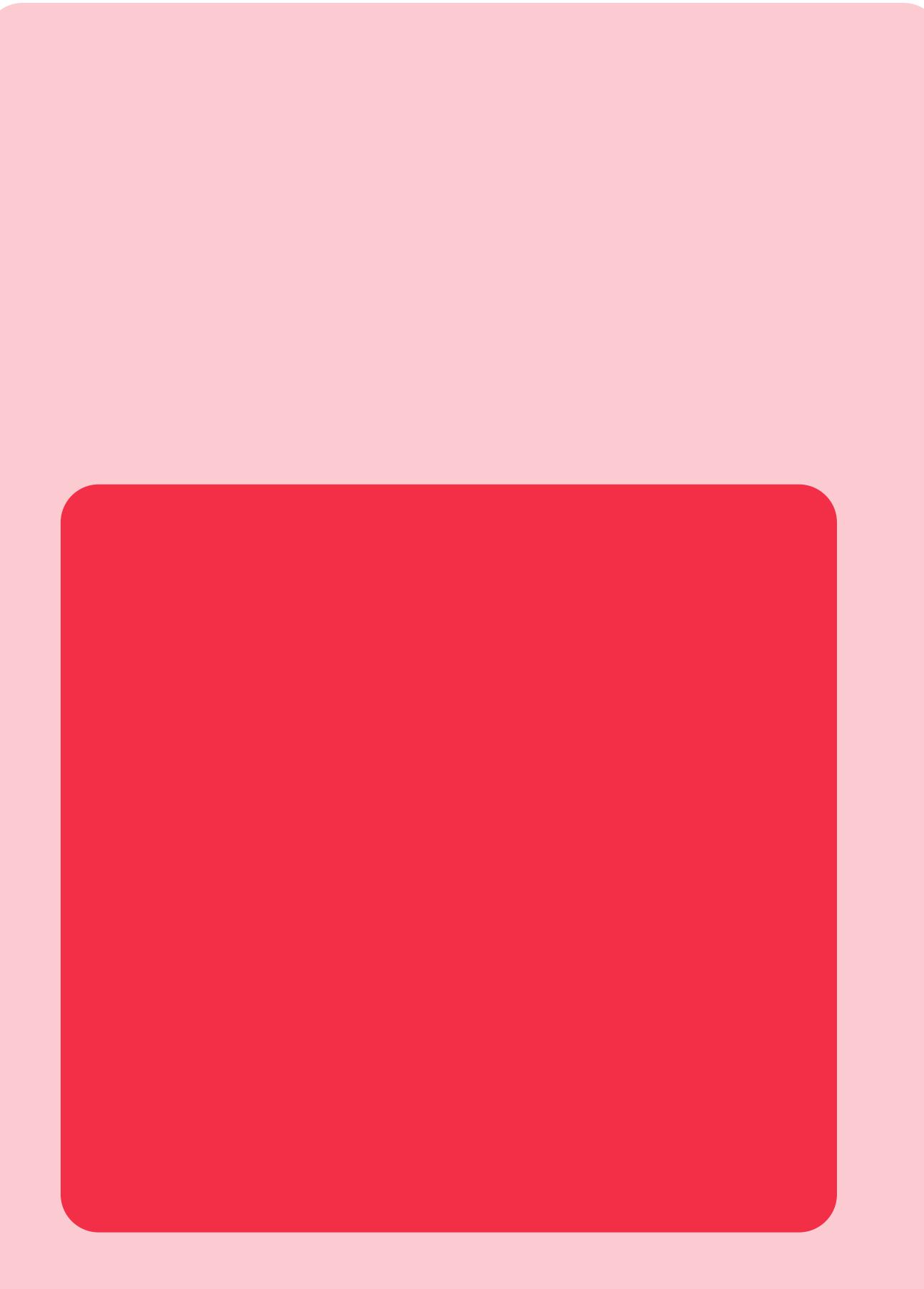
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The Twilio rectangles can be used to house photography or graphics. Here are some cases where they can be used.



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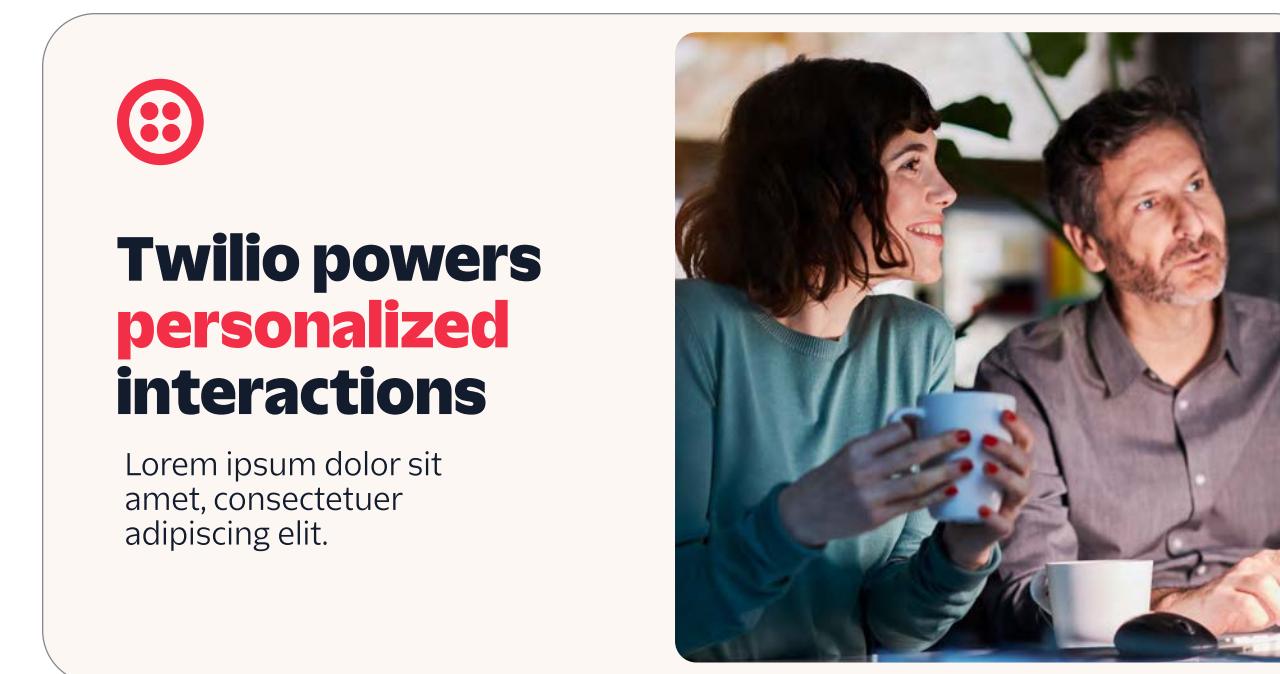
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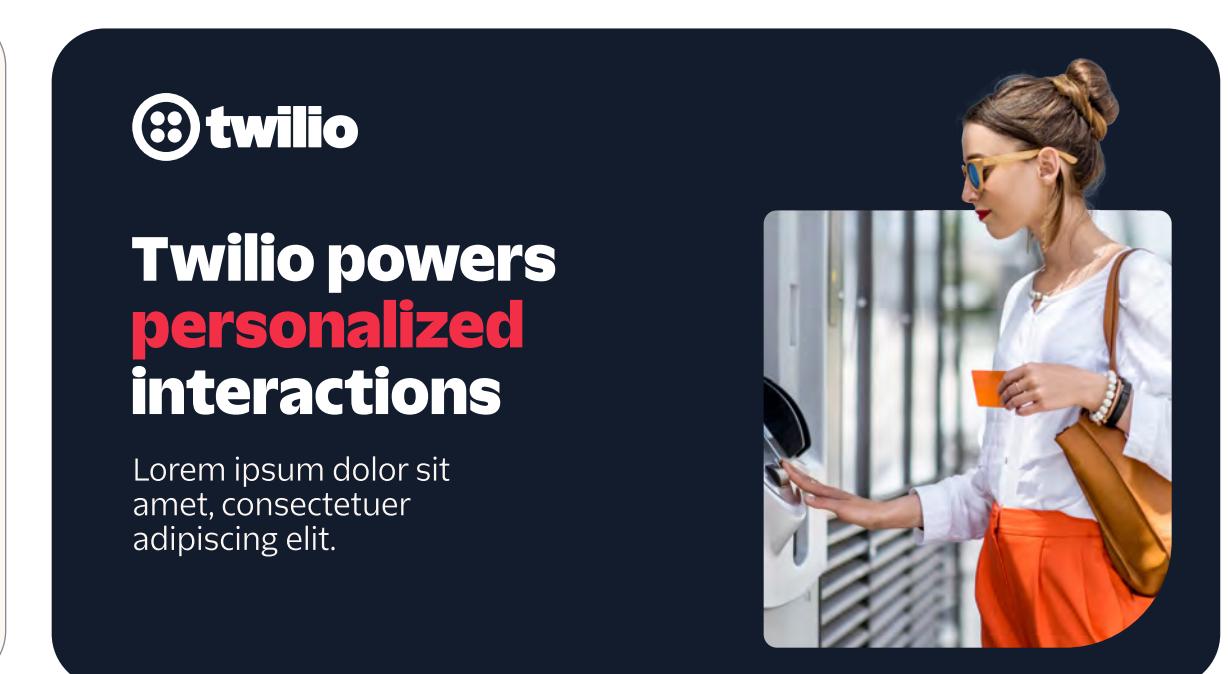


Twilio containers in use

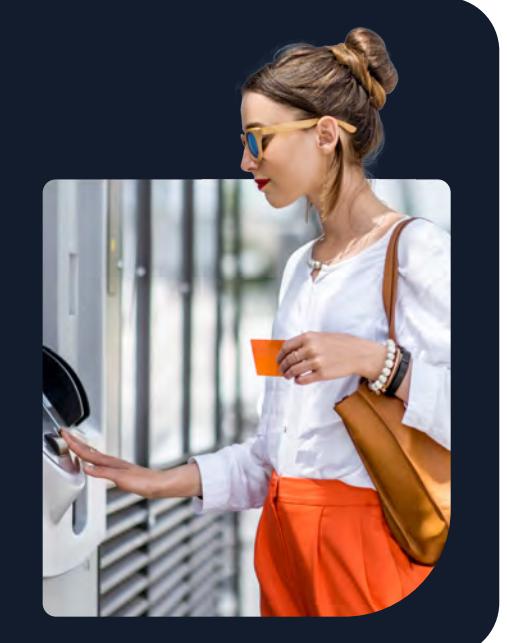
The Twilio rectangles can be used to house photography or graphics. Here are some cases where they can be used.



A white rectangular container with rounded corners containing a red circular icon with three white dots. Below the icon is the text "Twilio powers personalized interactions" in bold black and red font. At the bottom is a small line of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit."



A dark blue rectangular container with rounded corners containing a white circular icon with three black dots and the word "twilio" in white. Below the icon is the text "Twilio powers personalized interactions" in bold white and red font. At the bottom is a small line of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit."



A dark green rectangular container with rounded corners containing a large white circular icon with three black dots and the word "twilio" in white. Below the icon is the text "Twilio powers personalized interactions" in bold white and red font. The background of the container shows a person sitting on a leather couch, smiling while looking at a laptop screen. A red bar is visible at the top left and bottom right of the container.



Photography & image treatment

Photography overview

Tone of voice

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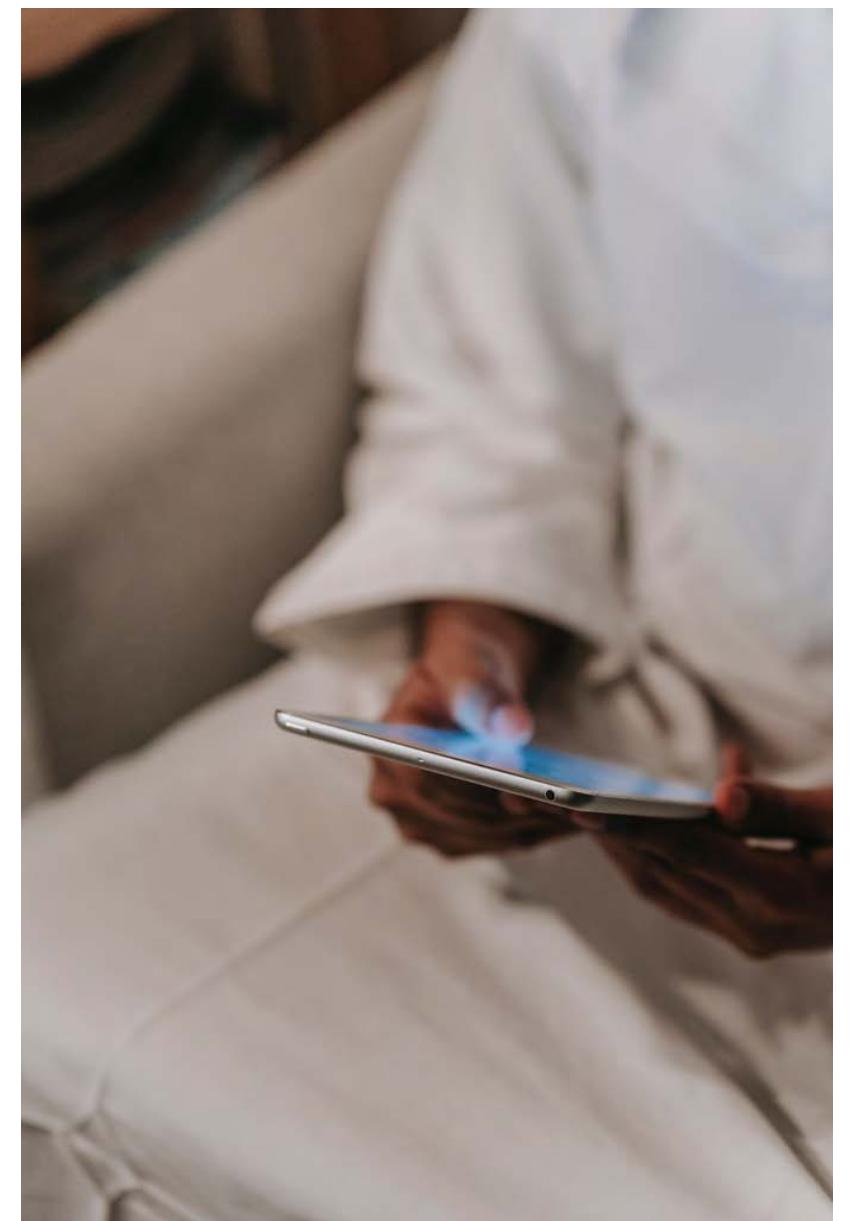
Bringing it all together

Contact

Photography selection is important to tell the story of the Twilio brand. The imagery style is clear, authentic and natural.

The photography we select uses full color and natural light. There are three tiers of photography in our visual communications, these are:

- People
- Landscape
- Device



People

Tone of voice

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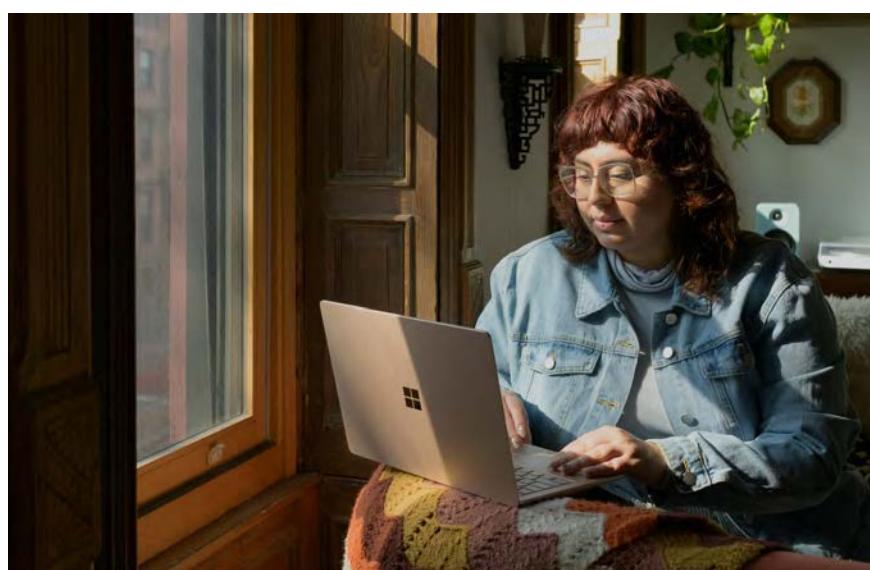
- Photography & image treatment

Bringing it all together

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When applying photography to campaign assets the subject should be looking away from the lens and feel natural. The photography can show groups interacting with each other in a positive manner or a singular person interacting with a device.

Please note: Photography should always show cultural diversity.

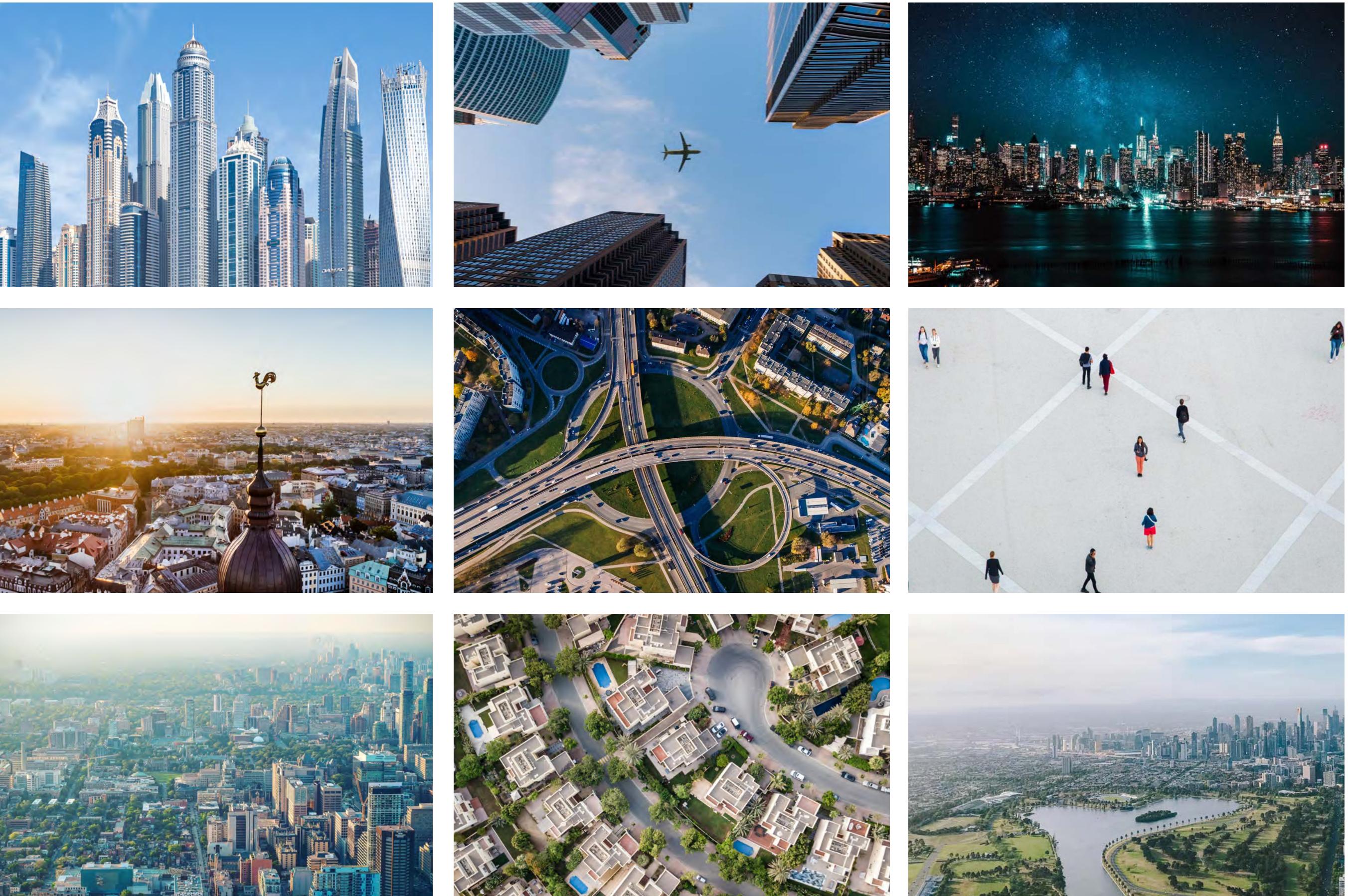


Tone of voice**Logo****Color****Typography****Graphic elements****● Photography & image treatment****Bringing it all together****Contact**

Landscapes

Expansive landscape photography helps illustrate the scope of the Twilio brand and how it can be used across the globe as well as different environments it applies too. Landscape photography should be naturally lit with the feeling of a bright, sunny day.

Please note: When selecting landscape photography, if possible, make the place not easily identifiable so the Twilio brand doesn't begin to be associated with a certain place.



Devices

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& image treatment

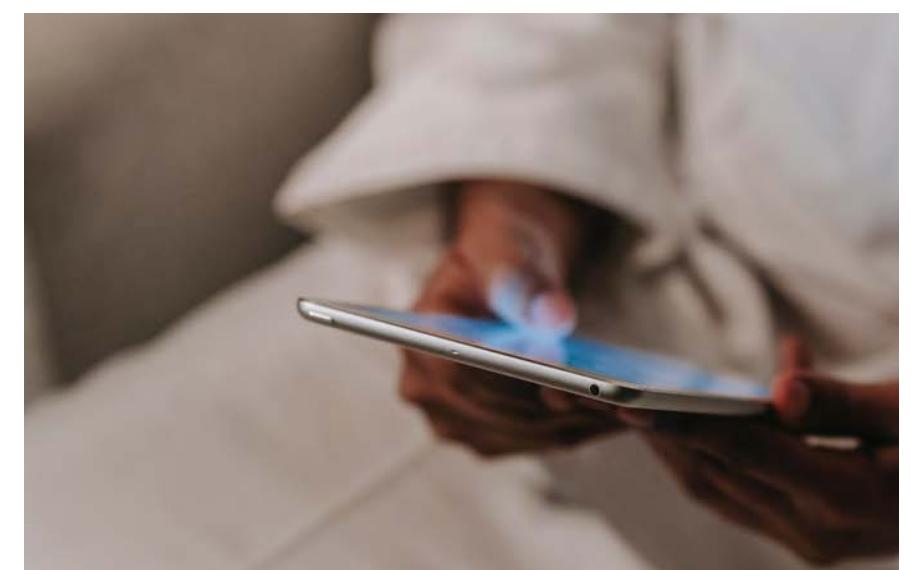
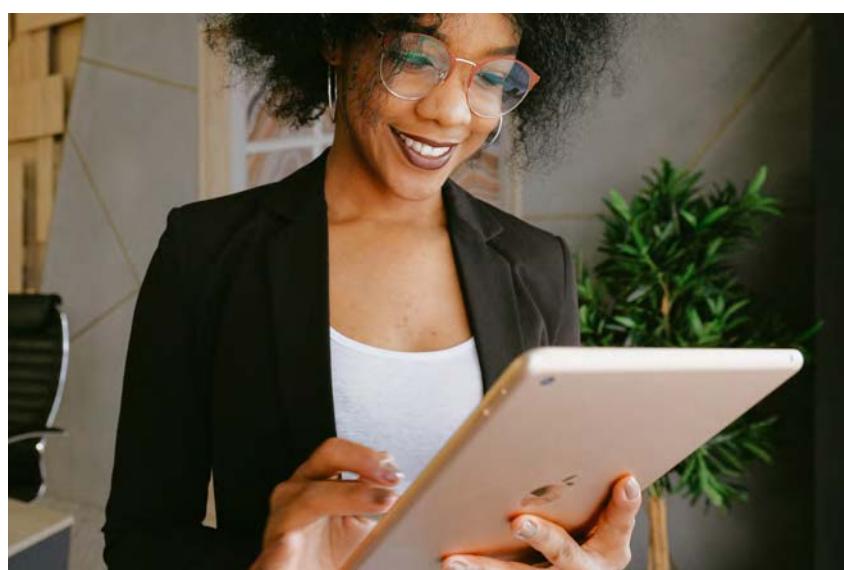
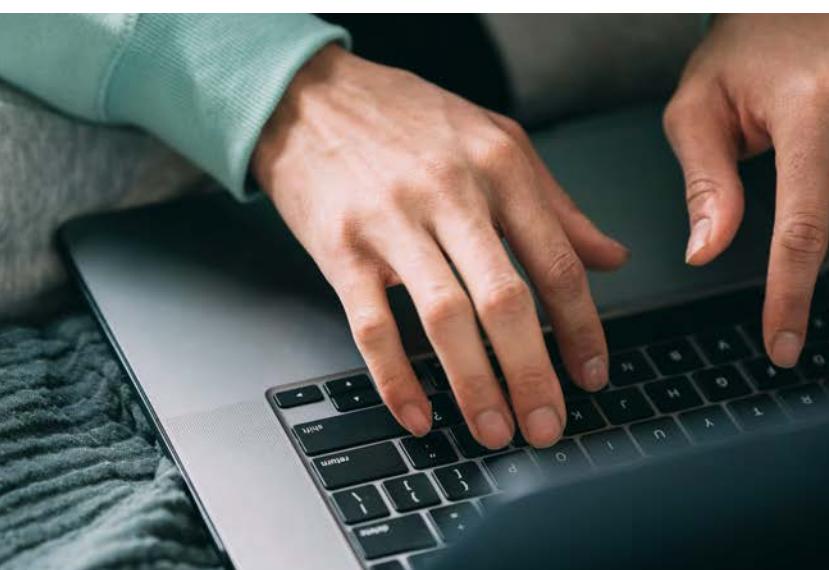
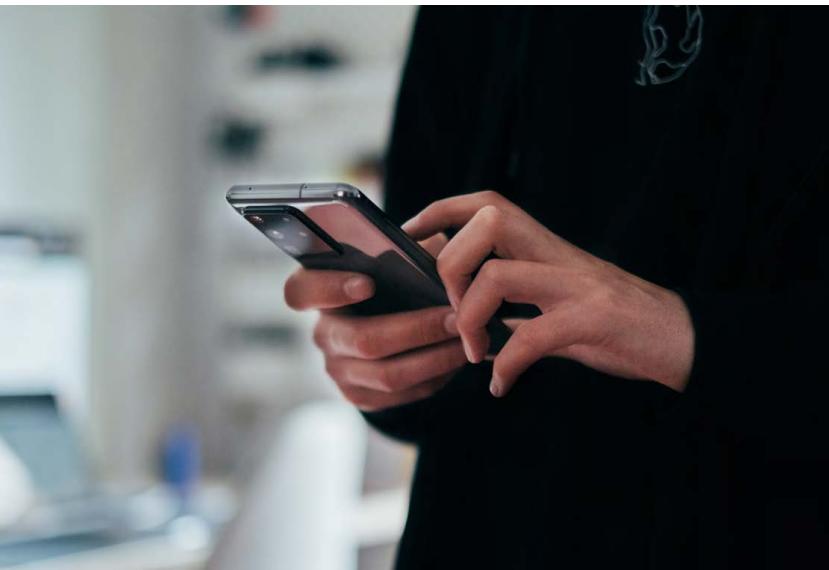
Bringing it all together

Contact

Photography of tech and communication devices can also be used. When sourcing this imagery make sure the device is being held by a person, opposed to being laid on a table.

Design tip:

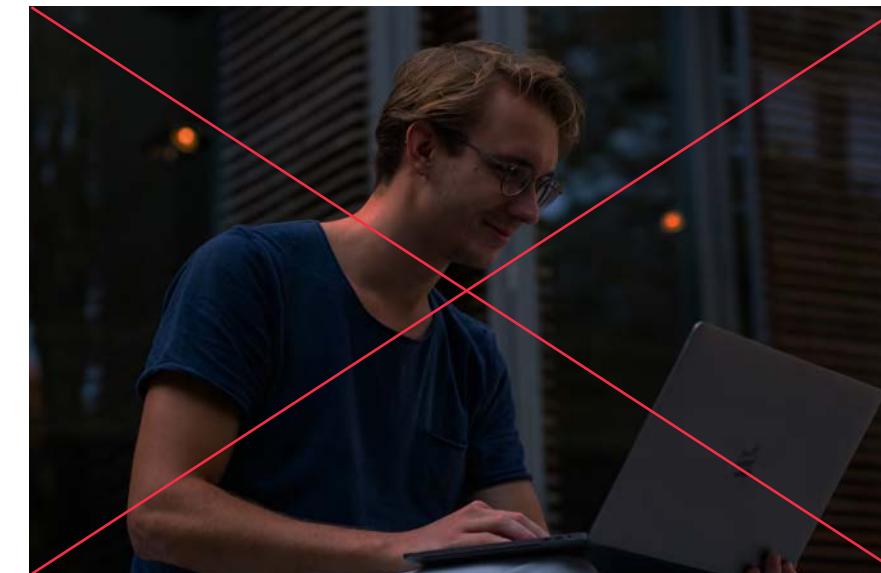
Any devices being used in photography should always feel up-to-date and modern.



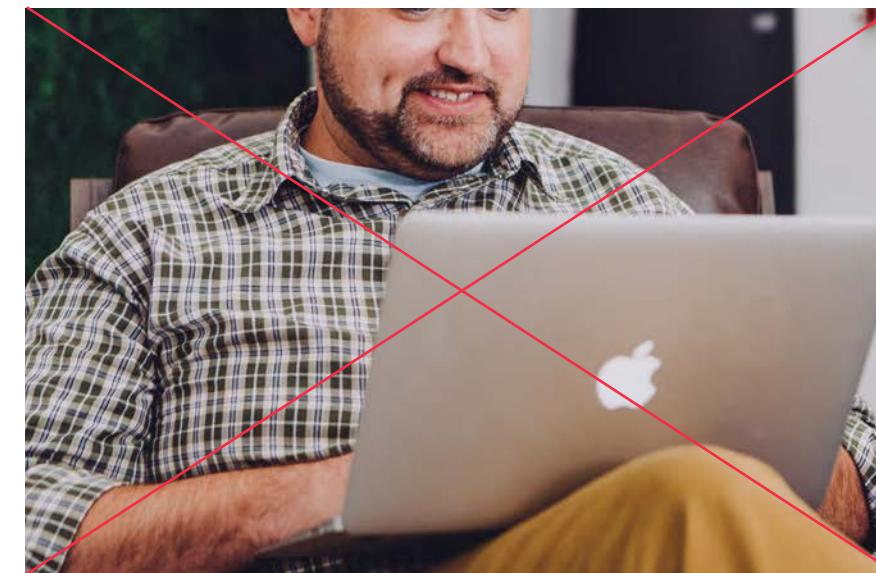
[Tone of voice](#)[Logo](#)[Color](#)[Typography](#)[Graphic elements](#)[Photography & image treatment](#)[Bringing it all together](#)[Contact](#)

Photography misuse

Here are some common mistakes to watch out for when selecting and treating imagery.



DO NOT use low lit photography.



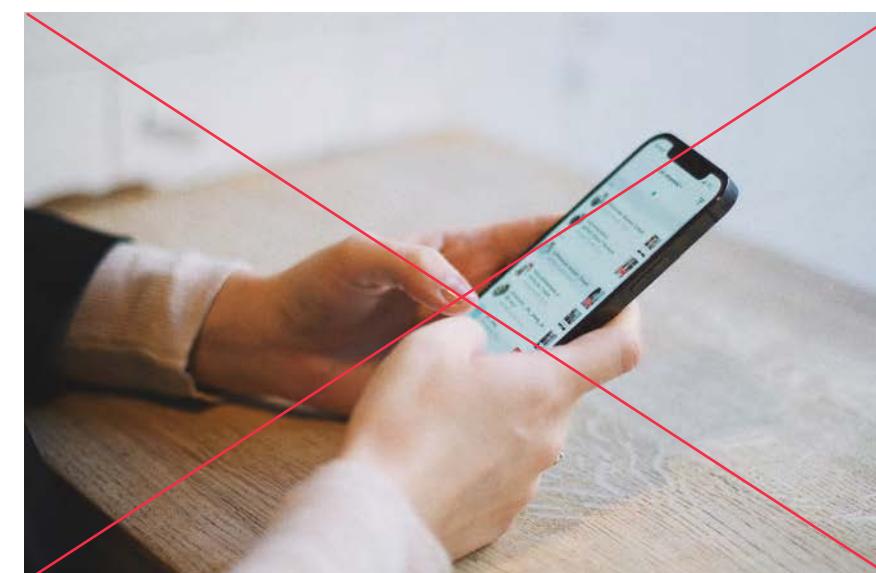
DO NOT crop through faces in photography.



DO NOT use multiple images on one layout.



DO NOT crop key image subjects out.



DO NOT show what is being viewed on the device.

Bringing it all together

Tone of voice

Logo

Color

Typography

Graphic elements

Photography & image treatment

- Bringing it all together

Contact



Layout examples

This page documents a collection of best practice examples when all elements of the Twilio brand are brought together.

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[Find out more](#)

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Built on living data

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Twilio powers personalized interactions

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Layout examples

Tone of voice

Logo

Color

Typography

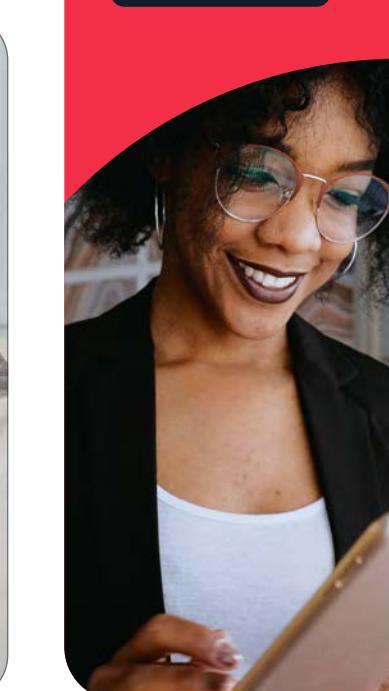
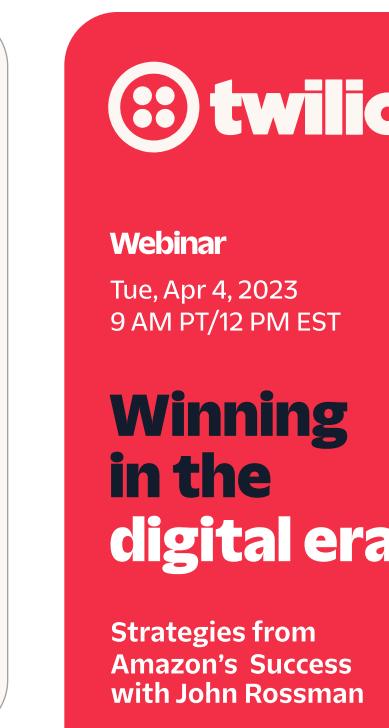
Graphic elements

Photography & image treatment

- Bringing it all together

Contact

This page documents a collection of best practice examples when all elements of the Twilio brand are brought together.



Keynote template

Tone of voice

Logo

Color

Typography

Graphic elements

Photography & image treatment

● Bringing it all together

Contact

This page documents a collection of best practice examples with regards to Google slides presentations.

The title of the presentation goes here

Speaker Name

Job title
XX March 2023



Short title goes here

Subtitle goes here, all on one line



Name, Surname
Job Title, Company



Name, Surname
Job Title, Company



Name, Surname
Job Title, Company

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Short title goes here

Subtitle goes here, all on one line

Keep this subtitle one line long

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This quote should be 4 lines long.
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Name, Surname
Job Title, Company

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This is a long title placeholder that fits 12 words

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Tone of voice

Logo

Color

Typography

Graphic elements

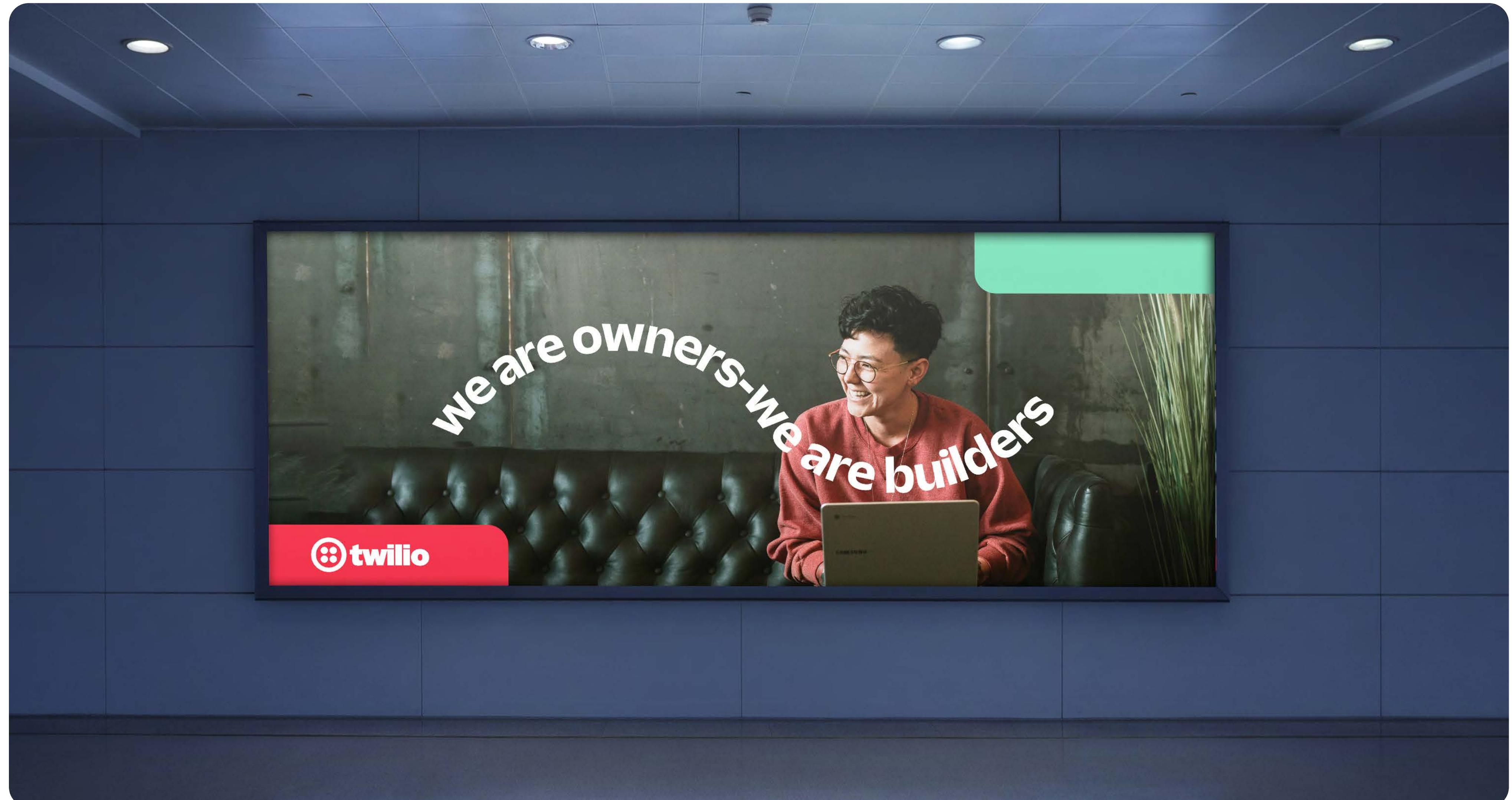
Photography
& image treatment

- Bringing it all together

Contact



OOH



Tone of voice

Logo

Color

Typography

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Photography
& image treatment

- Bringing it all together

Contact



OOH



Contact

Whether you're looking to collaborate on a new project or have a question about the brand we're here to listen and provide the answers you need.

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