

Style Guide

v 1.6

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Brand Positioning

Brand Pillars

Brand Personality

Brand Foundation

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.

Brand Positioning

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 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 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.

Driven

Hardworking

Warm

Friendly

Ambitious

Dependable

Energetic

Approachable

Collaborative

Surprising

Enthusiastic

Tagline
Brand Components
Brand Architecture
Trademark Symbols
Construction
Protection Areas
Minimum Size
Sizes & Proportions
Typography
Correct Writing
Incorrect Uses
Preferred Colors
Other Colors
Imagery Style

Visual Identity System

This section portrays the elements of our visual identity system that illustrate our brand. Our logo, color palette, typography, icons, and imagery style.

All these elements work together to create a visual representation of not only the BOSS Revolution brand, but of our customers' world.

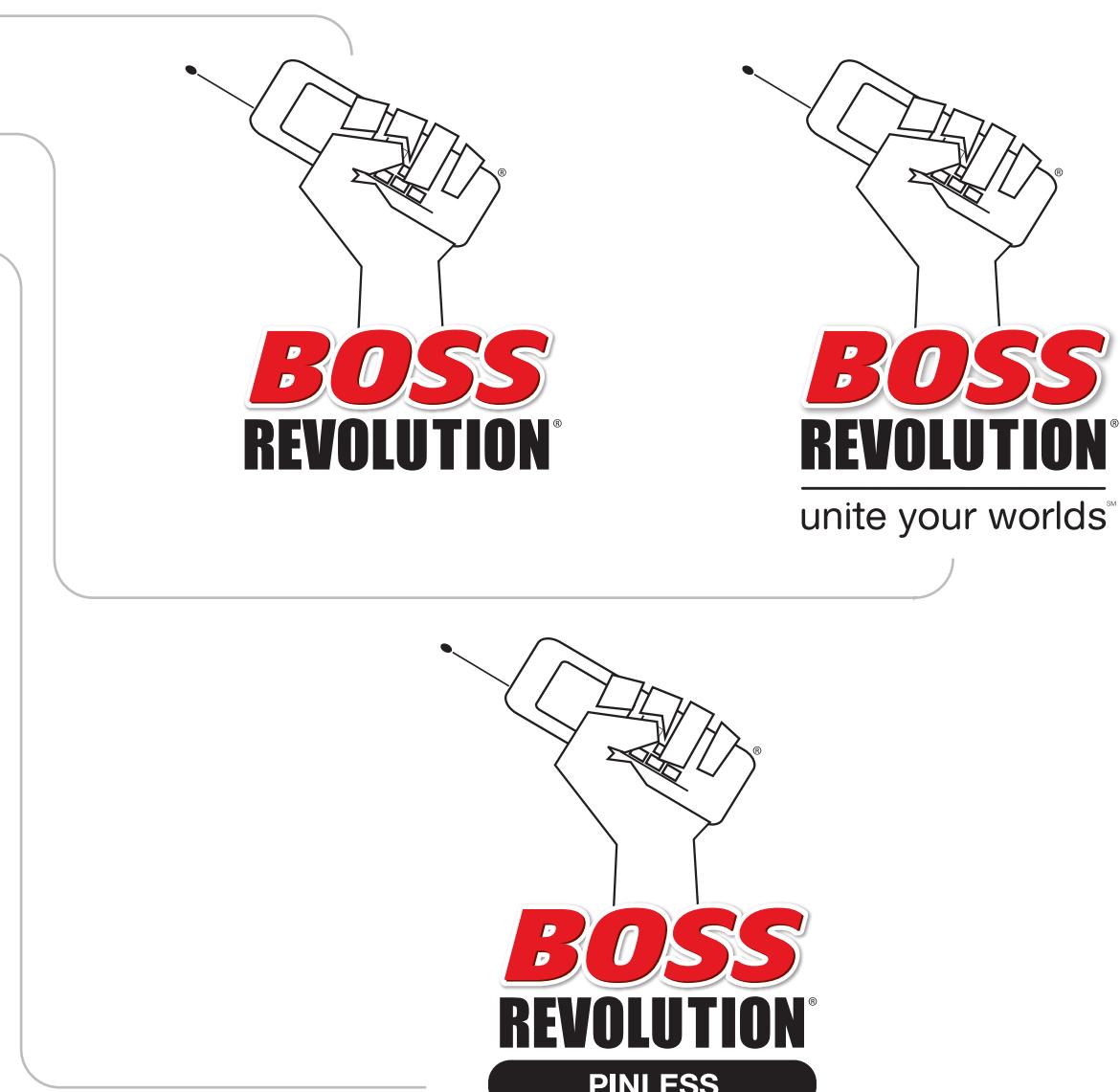
Used together, these elements create the unique look and feel that expresses our brand and connects our customers to what's important to them.

Visual Identity System

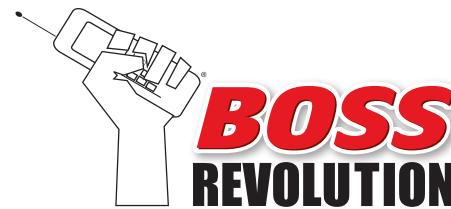
Our logo is the heart of our visual identity. It represents the connections between our customers and their world. The kind of connections our company, products and services provide. Since our logo is one of our most prominent visual assets, it's important to use it correctly. It's the "face" of our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



- Generic
- Generic with tagline
- Logo for specific service description (sub brand)



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

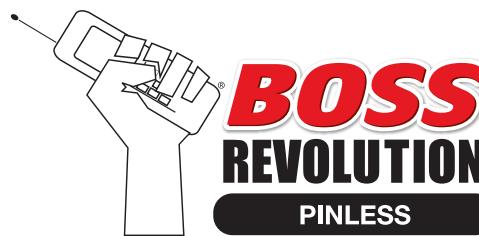


Generic

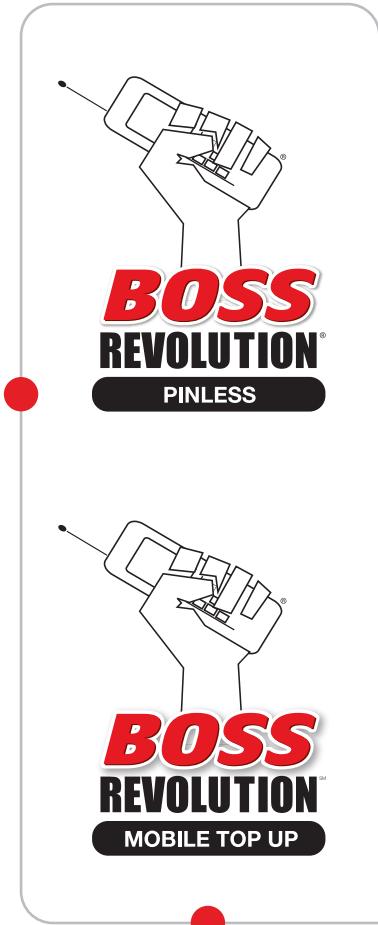


Generic with tagline

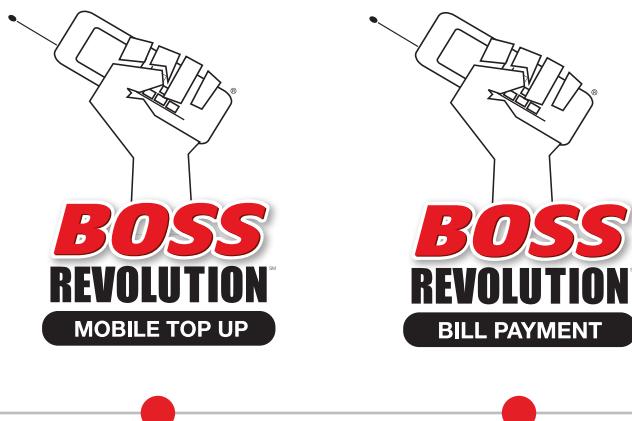
Logo for specific
service description
(sub brand)

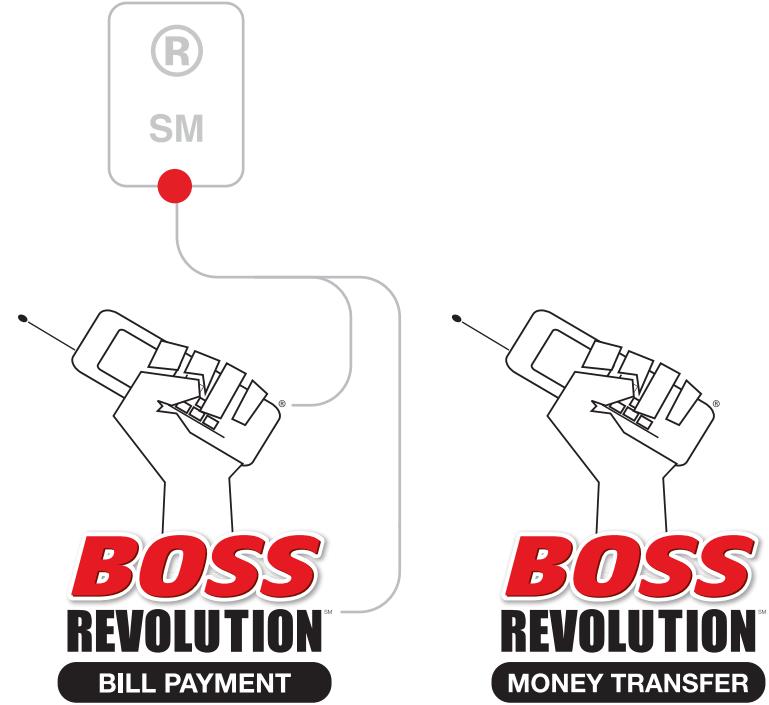
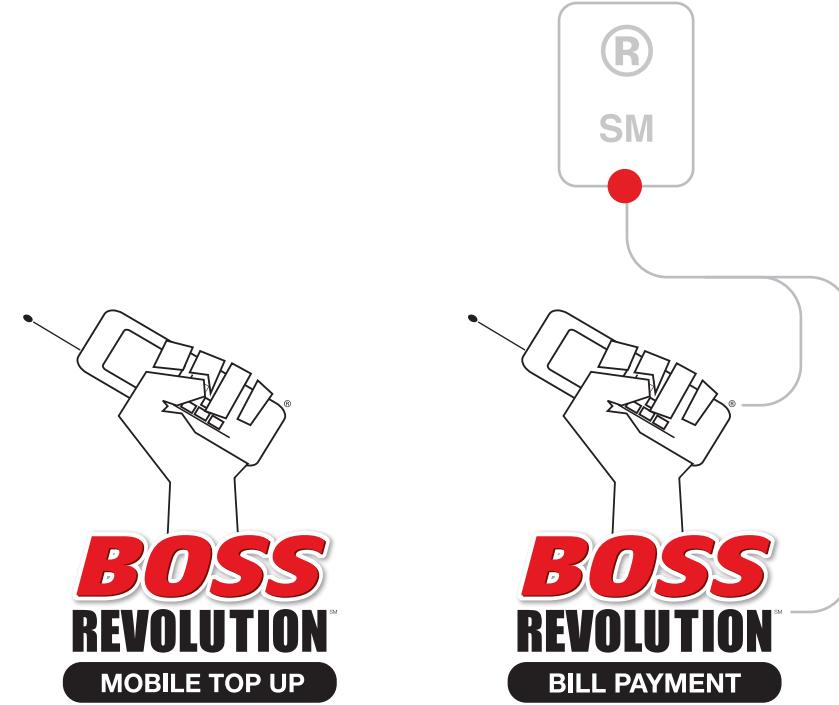
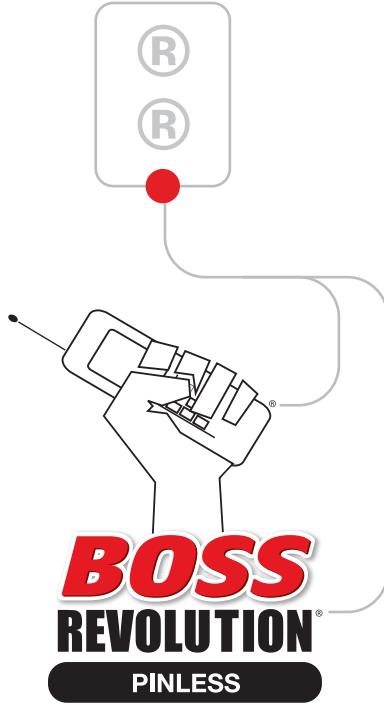


BOSS Revolution
generic logo
(with or without tagline)

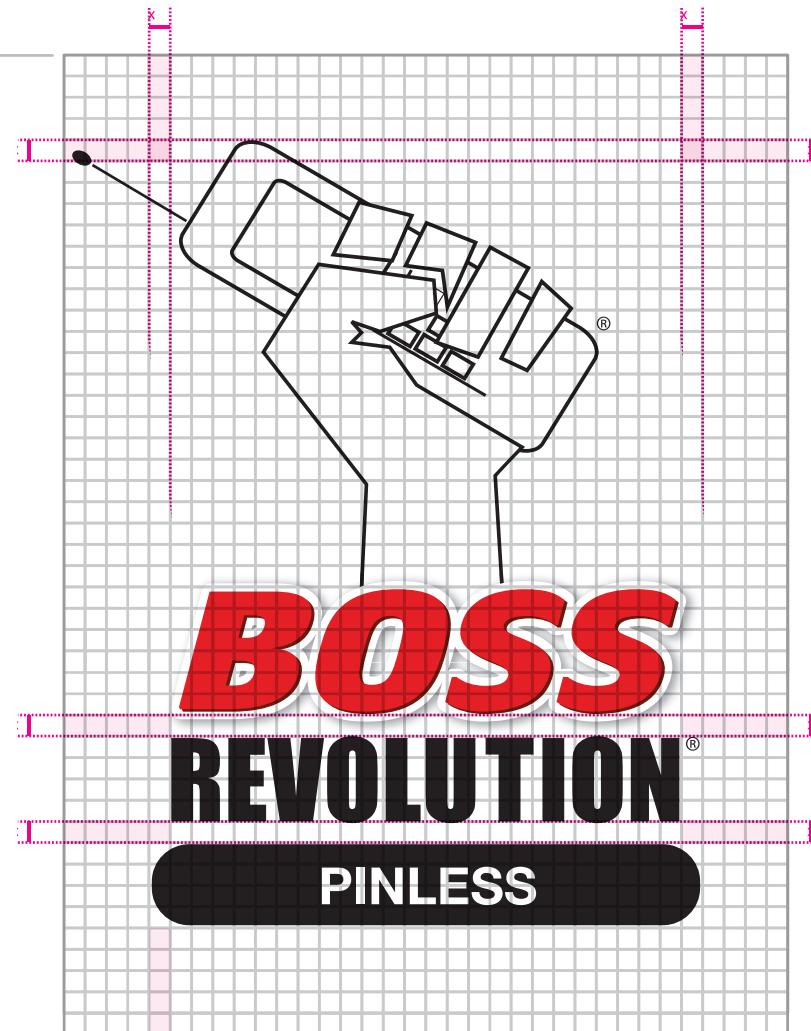


BOSS Revolution
sub brands
(always with black bar with
specific service description)



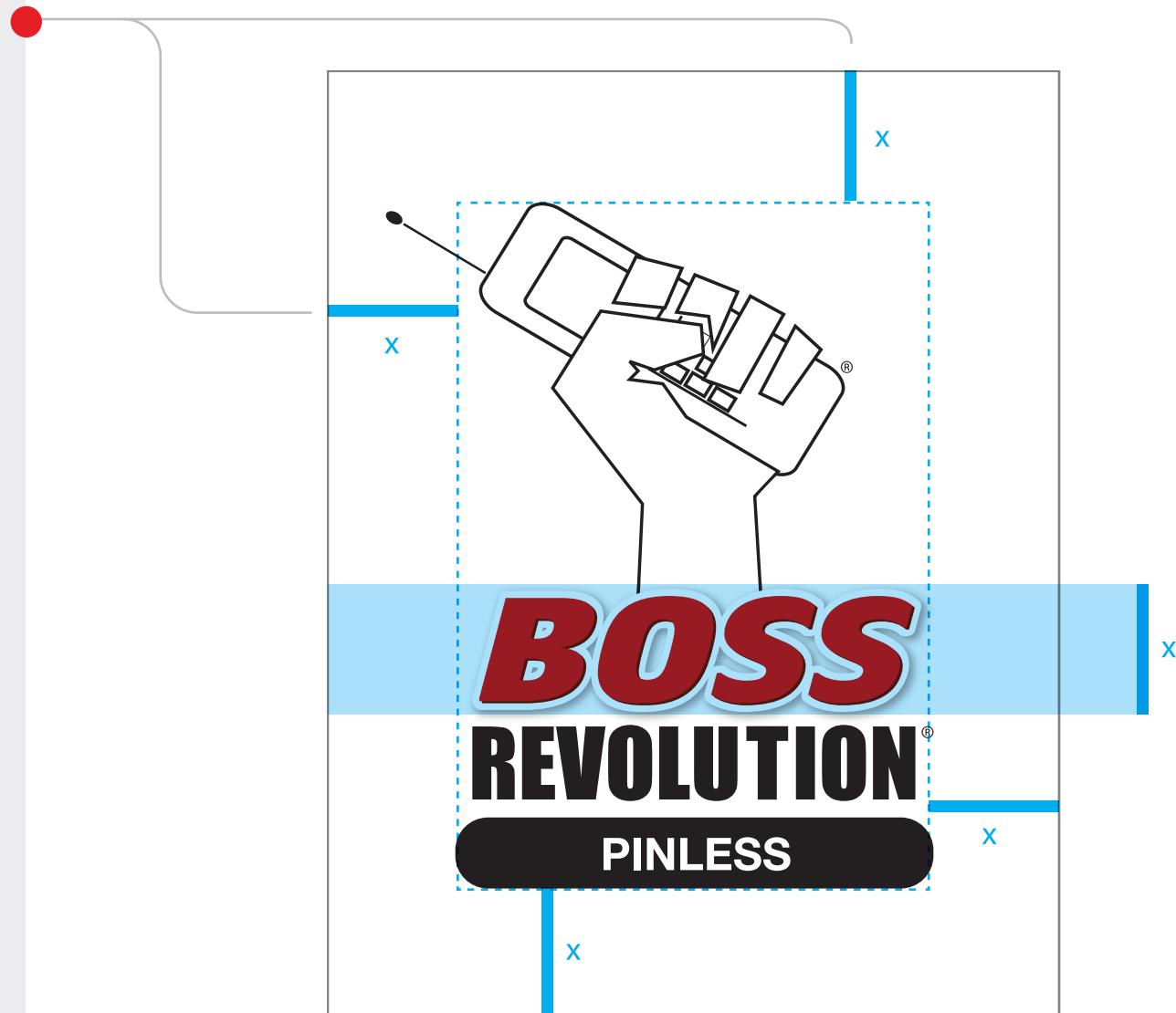


The modules of the grid on which the brand is built, show the relation and disposition of the brand components. This relation cannot be altered. To maintain the integrity of the brand, it is recommended to apply it from an original digital file rather than recreating it.



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, illustrations.

The area of brand protection is defined by a module we call "x", where "x" equals the height of the word "BOSS".



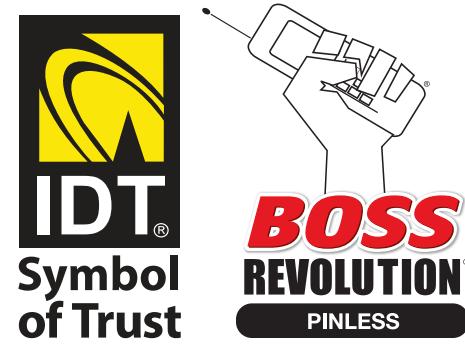
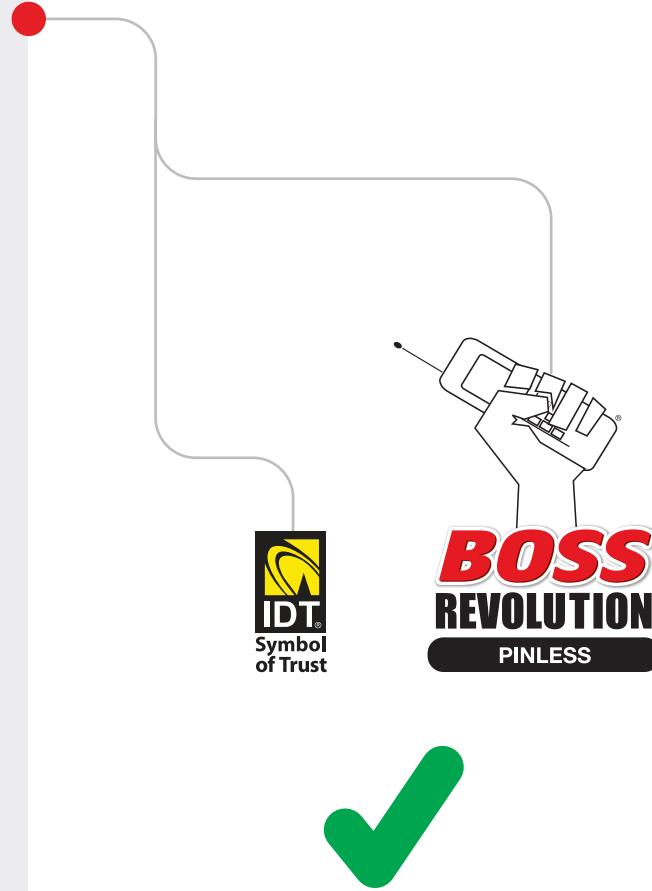
To preserve the legibility of the brand, do not reduce it to less than the indicated size.



1 in

2.54 cm

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.

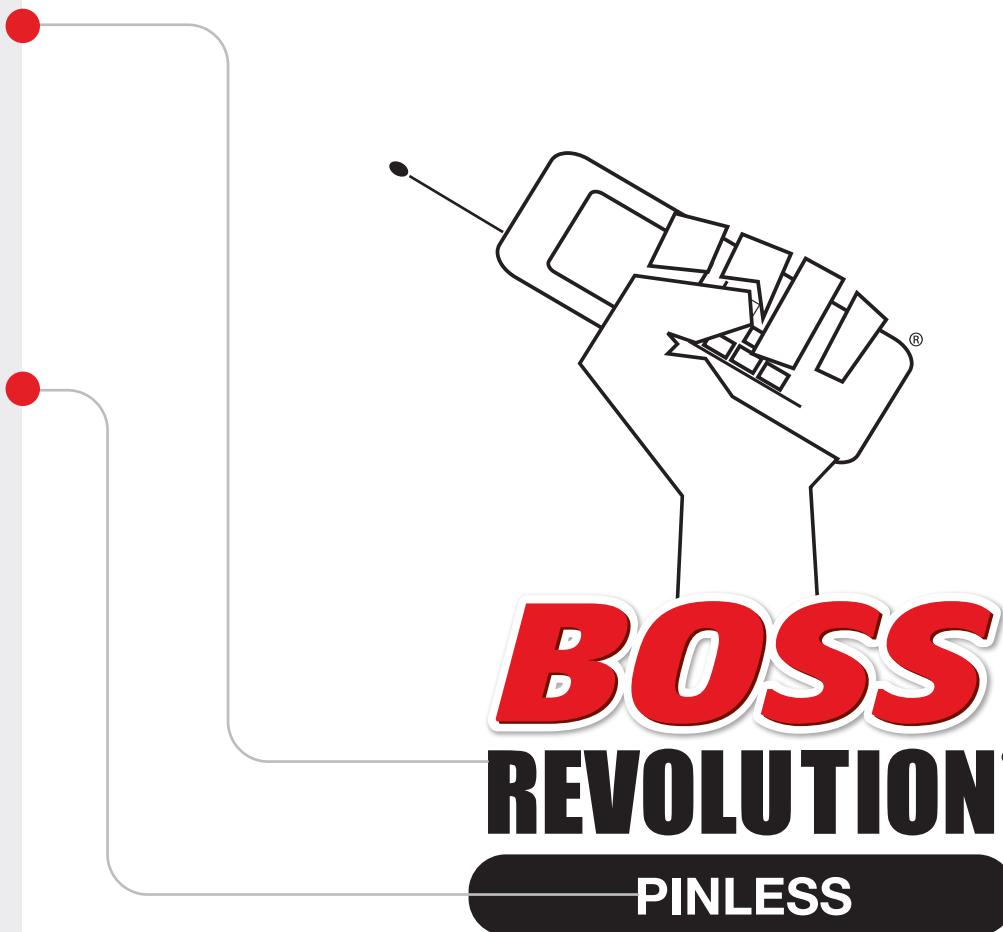


Impact

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;!?()

Helvetica Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
1234567890.,;!?()



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



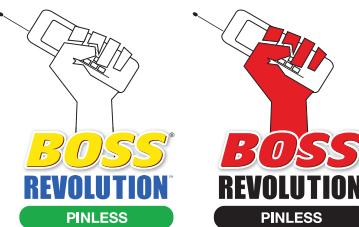
BOSS Revolution

Correct Writing

Don't stretch or rotate



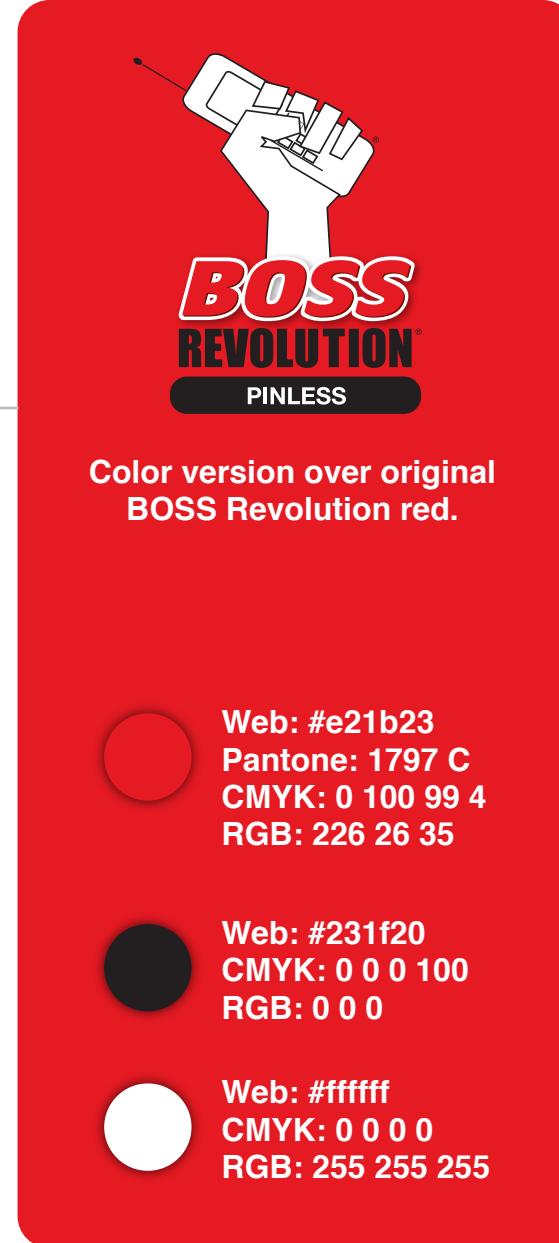
Don't change colors



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



The preferred color for backgrounds in any case is always BOSS Revolution red.





BOSS
REVOLUTION®

PINLESS

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



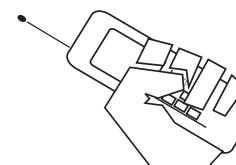
BOSS
REVOLUTION®

PINLESS

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



BOSS
REVOLUTION®

PINLESS

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

Other Colors

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

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

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, in this case, of different ages). 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.



Products Icons

Platforms Icons

Brand Icons

Benefits Icons

Other Icons

Bill Payment Icons

Money Transfer Icons

Products Bars

\$1 Free Burst

\$1 Free App Burst

BOSS Revolution Club

BOSS Cares Icon

Social Media Icons

App Store Badges

PLUS Plan

RAF Program

Icons, Burst, Badges



PINLESS



MOBILE
TOP UP



INTERNATIONAL
MOBILE TOP UP



DOMESTIC
MOBILE TOP UP



MOBILE
TOP UP CARD



CALL ME



E-GIFT



MONEY
TRANSFER



BILL PAYMENT



INTERNATIONAL
BILL PAYMENT



DOMESTIC
BILL PAYMENT



VISA PRODUCTS



VISA VIRTUAL
ACCOUNT



PREPAID
VISA CARD



PINLESS



MOBILE
TOP UP



INTERNATIONAL
MOBILE TOP UP



DOMESTIC
MOBILE TOP UP



MOBILE
TOP UP CARD



CALL ME



E-GIFT



MONEY
TRANSFER



BILL PAYMENT



INTERNATIONAL
BILL PAYMENT



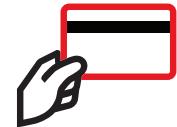
DOMESTIC
BILL PAYMENT



VISA PRODUCTS



VISA VIRTUAL
ACCOUNT



PREPAID
VISA CARD



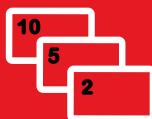
WEB PORTAL



PHONE ACCESS



RETAILER
MOBILE PORTAL



HARD CARDS



KIOSK



MOBILE APP



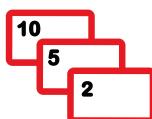
WEB PORTAL



PHONE ACCESS



RETAILER
MOBILE PORTAL



HARD CARDS



KIOSK



MOBILE APP



BRANDING



TV ADS



INTEGRATIONS



GRASSROOTS



BRANDING



TV ADS



INTEGRATIONS



GRASSROOTS



IDT
TECHNOLOGY



A SOLID
PARTNERSHIP



A PROFITABLE
BUSINESS MODEL



A STRONG
BRAND



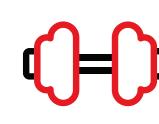
IDT
TECHNOLOGY



A SOLID
PARTNERSHIP



A PROFITABLE
BUSINESS MODEL



A STRONG
BRAND



FREE APP
NO FEES



SHARE YOUR
ACCOUNT BALANCE



PAYER
TO PAYER



SIMPLE ONE TAP
DIALING



CRYSTAL CLEAR
SOUND QUALITY



EASY DIALING WITH
PINLESS CALLING



BOSS SHARE



COMPETITIVE
RATES WORLDWIDE



AVAILABLE
IN ENGLISH
AND ESPAÑOL



USE FROM
HOME, OFFICE
OR MOBILE



ADD FUNDS
IN STORES, ONLINE
OR FROM THE APP



FREE APP
NO FEES



SHARE YOUR
ACCOUNT BALANCE



PAYER
TO PAYER



SIMPLE ONE TAP
DIALING



CRYSTAL CLEAR
SOUND QUALITY



EASY DIALING WITH
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AVAILABLE
IN ENGLISH
AND ESPAÑOL



USE FROM
HOME, OFFICE
OR MOBILE



ADD FUNDS
IN STORES, ONLINE
OR FROM THE APP

Domestic



International



Domestic



International





RECIPIENT



BANK
DEPOSIT



BANK
WITHDRAWAL



BANK
INFORMATION



COLLAPSE



EXPAND



CREDIT CARD



CREDIT/DEBIT
CARD



HOME
DELIVERY



EXCHANGE



CASH
PICKUP



OFFER



LOCATION



RECIPIENT



BANK
DEPOSIT



BANK
WITHDRAWAL



BANK
INFORMATION



COLLAPSE



EXPAND



CREDIT CARD



CREDIT/DEBIT
CARD



HOME
DELIVERY



EXCHANGE



CASH
PICKUP



OFFER



LOCATION

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



PINLESS



E-GIFT



CALL ME



MONEY TRANSFER



MOBILE TOP UP



PREPAID CARD



BILL PAYMENT

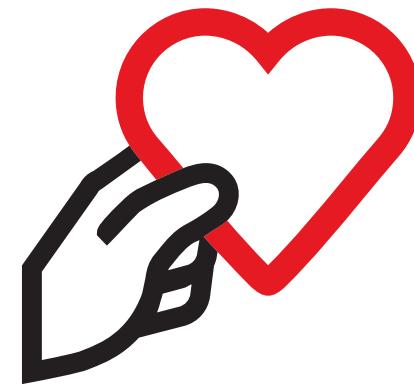


\$1 Free Burst

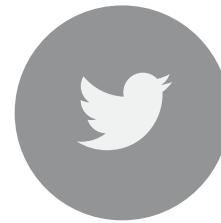
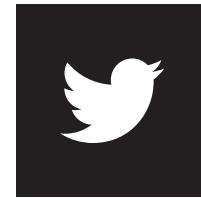


\$1 Free App Burst





BOSS Cares Icon





Logo



Icon



Logo



Icon



Place the pertaining
country name here

CUBA + PLUS

COUNTRY + PLUS

CUBA + PLUS

COUNTRY + PLUS

Print Fonts
Digital Fonts

Fonts

Print fonts are to be used on POP pieces such as posters, banners, flyer's, and brochures.

Helvetica Neue LT Pro

47 Light Condensed

57 Condensed

67 Medium Condensed

77 Bold Condensed

87 Heavy Condensed

97 Black Condensed

Digital fonts are to be used on websites, web banners, appboy, and emails.

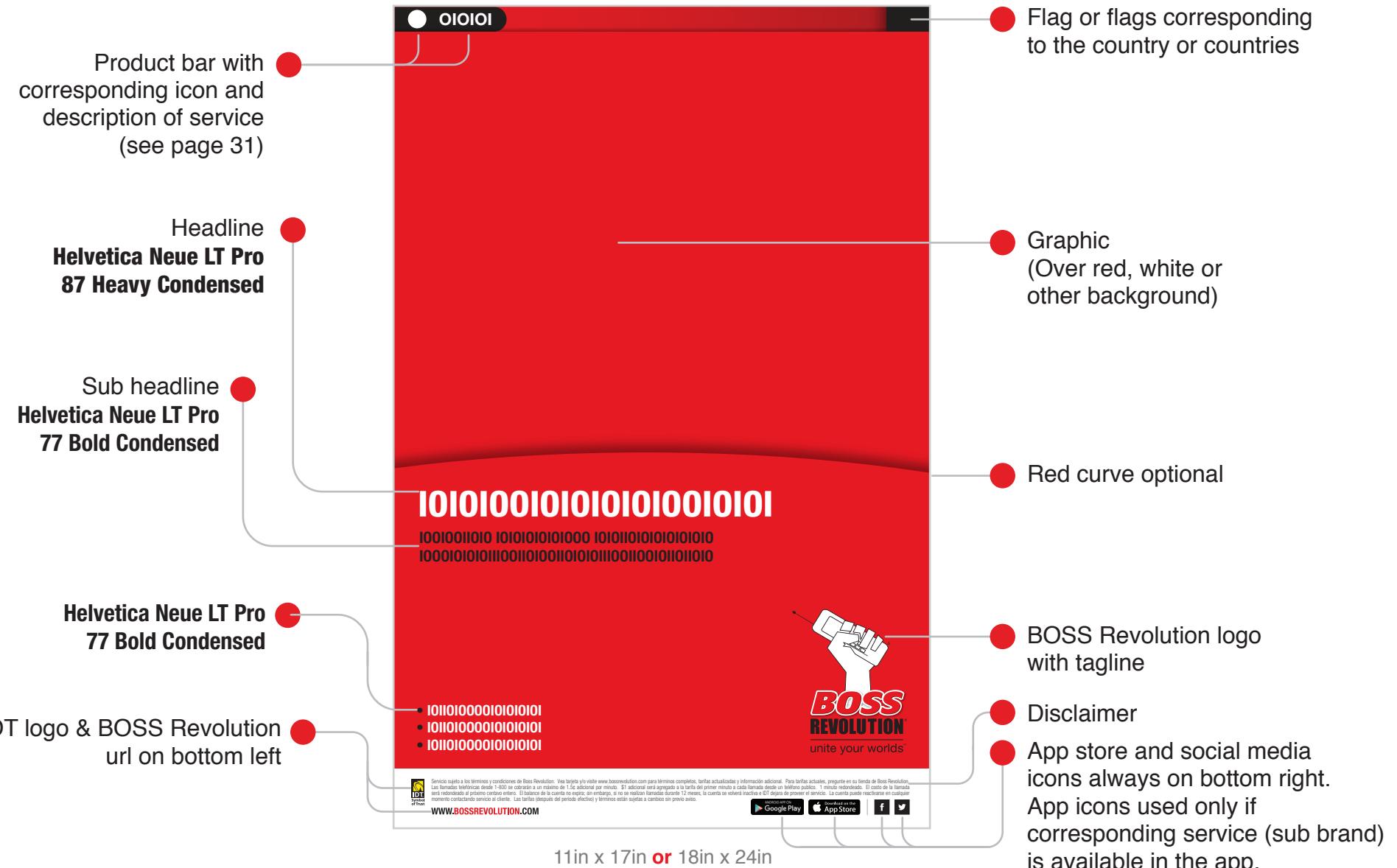
Roboto Condensed
Light
Regular
Bold

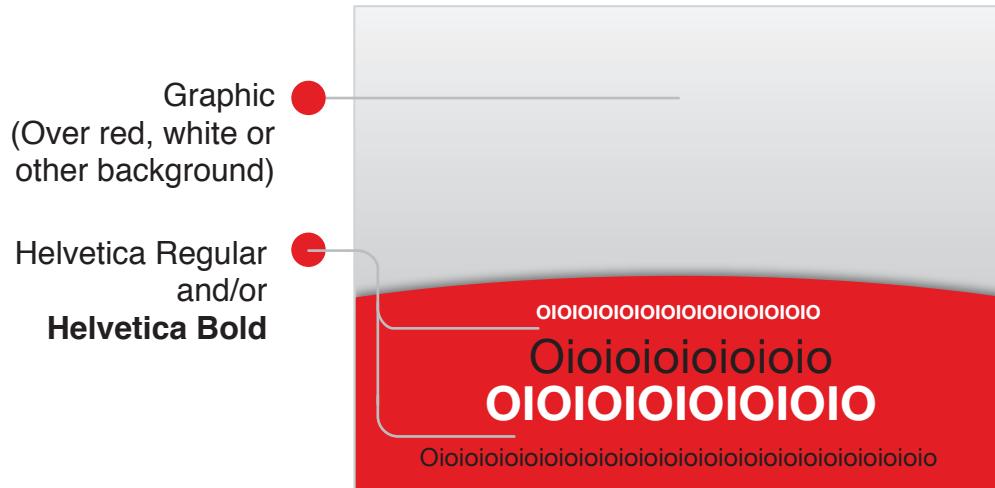
and/or

Helvetica
Light
Regular
Bold

Poster
POS Screen
Email
Banners - Homepage
Banners - Ads
Kiosk
TV Commercial
Facebook
Twitter

Templates



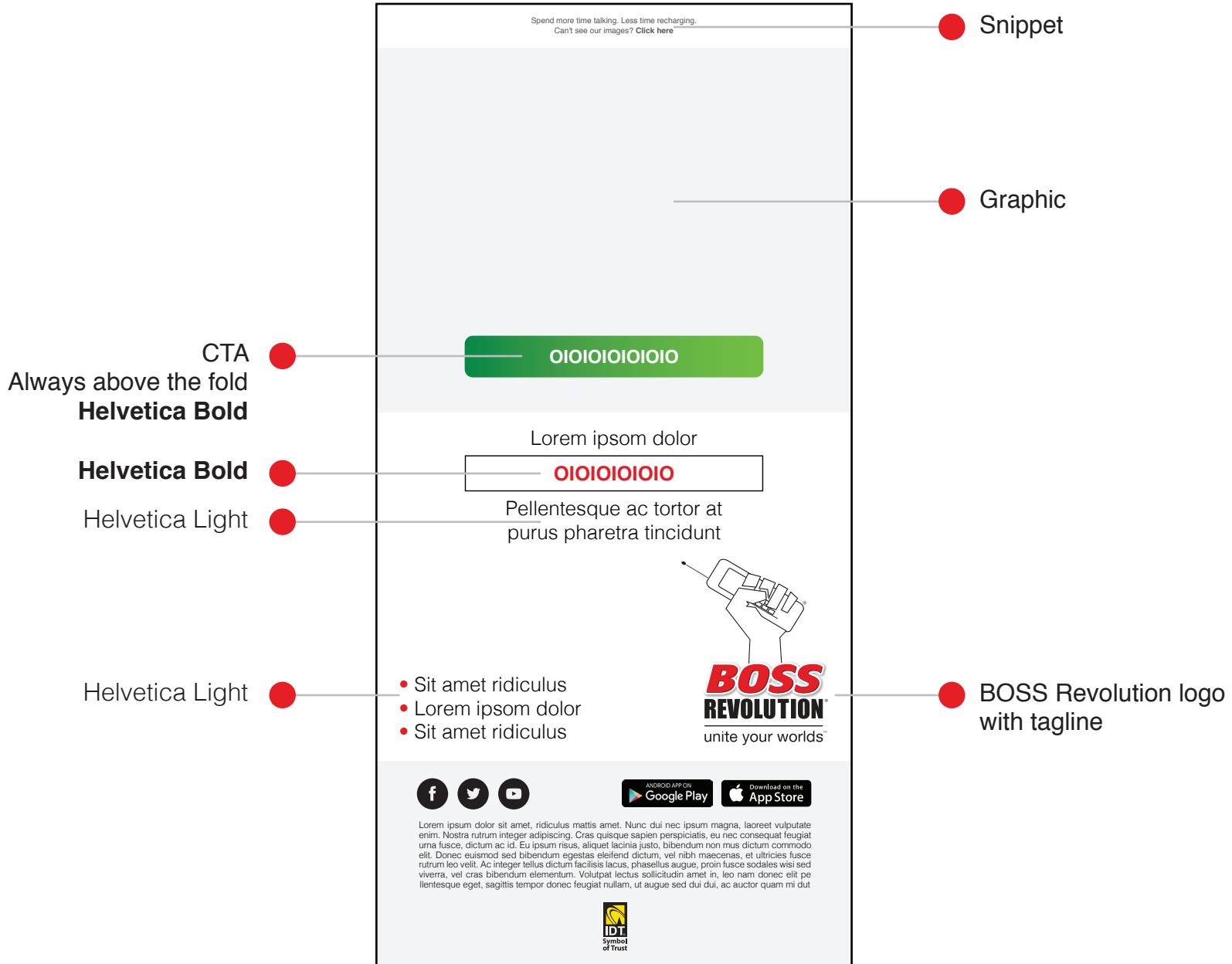


1024px x 768px

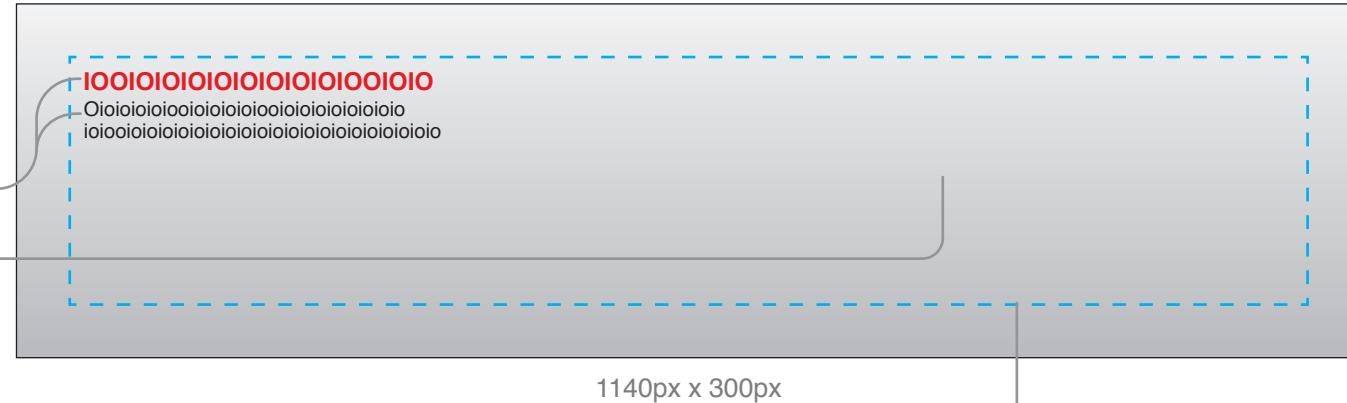


Graphic (Over red, white or other background)

App store and social media icons always on bottom right. App icons used only if corresponding service (sub brand) is available in the App.

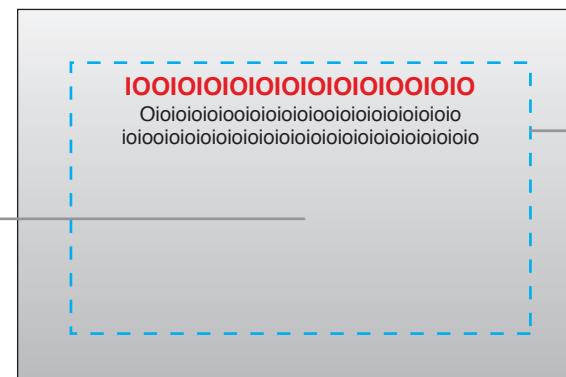


Helvetica Regular
and/or
Helvetica Bold
Graphic



1140px x 300px

Graphic



480px x 320px

Safe area
(text should not
be over navigation
elements/arrows/dots)

Helvetica Regular
and/or
Helvetica Bold

Graphic

OIOIOIOIOIOIO
OIOIOIOIOIOIO

Oioioioioioio
oioioioioioio

300px x 250px

OIOIOIO
OIOIOIOIO
OIOIOIO
OIOIO

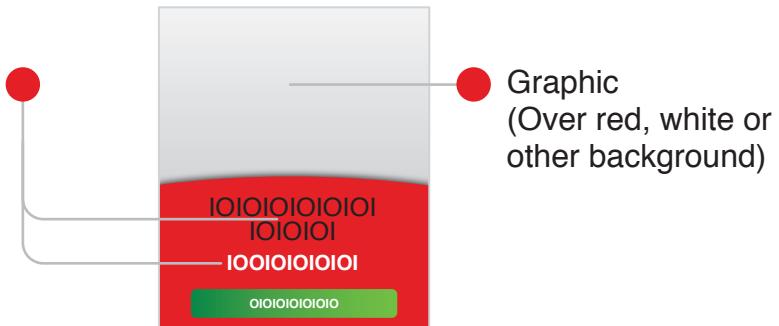
Oioioio
oioioioioio
oioioio

OIOIOIOIOIOIOIO
OIOIOIOIOIOIOIO
Oioioioioioioioioioioioioioioioioio

728px x 90px

160px x 600px

Helvetica Regular
and/or
Helvetica Bold



Graphic
(Over red, white or
other background)

240px x 300px - SWF file

Helvetica Bold
Helvetica Regular
Disclaimer, IDT logo,
and
BOSS Revolution url



Graphic
(Over red, white or
other background)

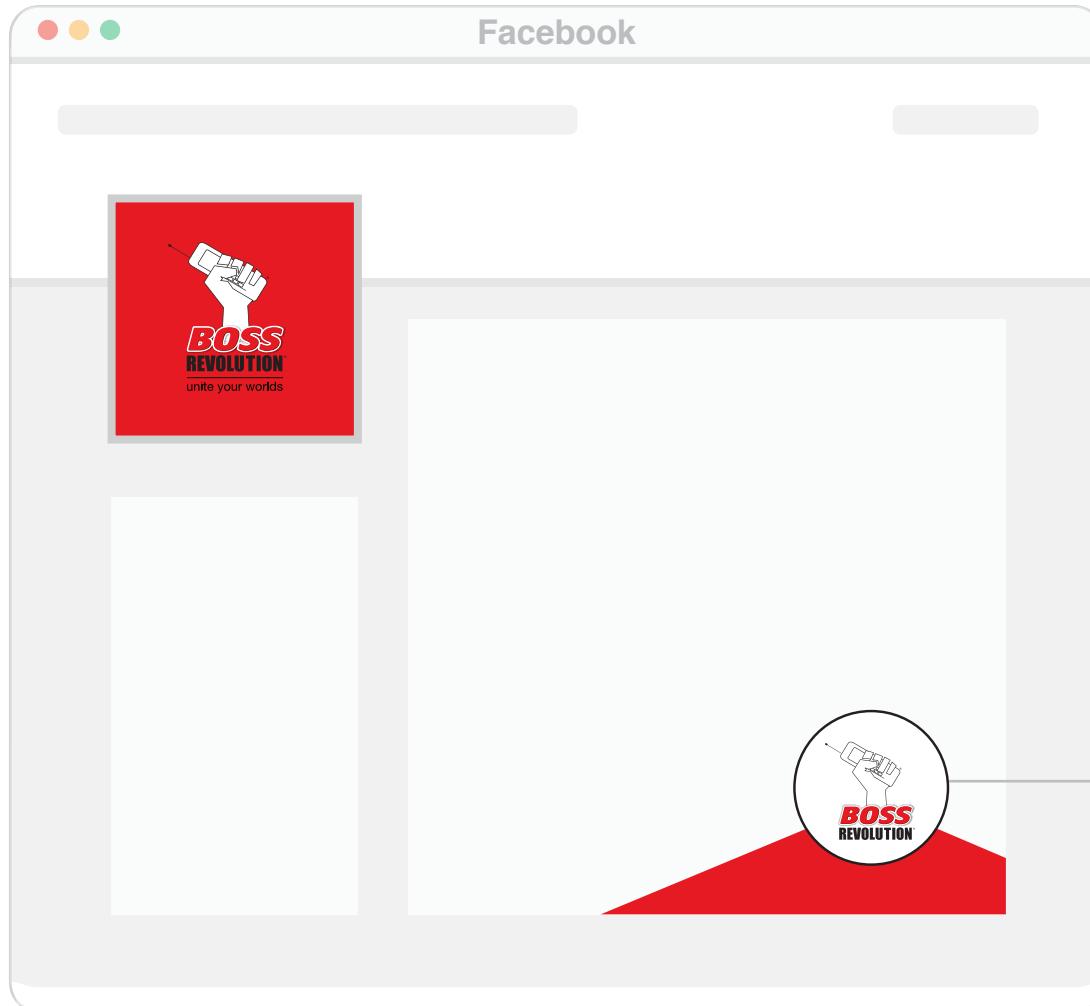
759px x 668px - SWF file

Kiosk

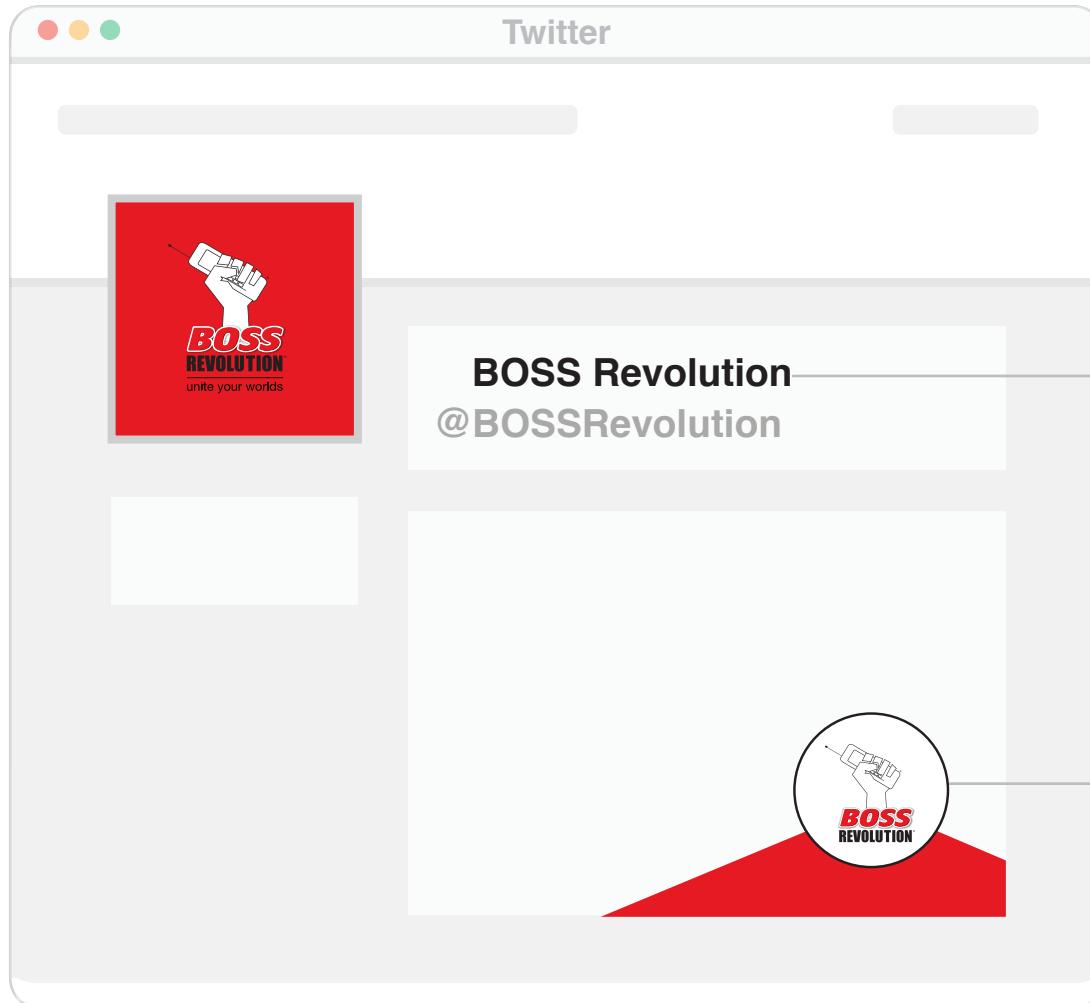
App store and social
media icons always on
bottom right. App icons
used only if corresponding
service (sub brand) is
available in the App.



App store and social media icons always on bottom right.
App icons used only if corresponding service (sub brand) is available in the app.



Generic
BOSS Revolution logo



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

Generic BOSS Revolution logo

App Icon

App Fonts & Colors

App Characters

Appboy

App



App Icon

Fonts



Proxima Nova
Light
Regular
Bold

Moonflower
Regular
Bold

Primary colors



#cd0001
R: 205 G: 0 B: 2

#75c73f
R:117 G: 199 B: 63

#00bff3
R: 0 G:191 B:243

Secondary Colors



#111111
R: 17
G: 17
B: 17

#252525
R: 37
G: 37
B: 37

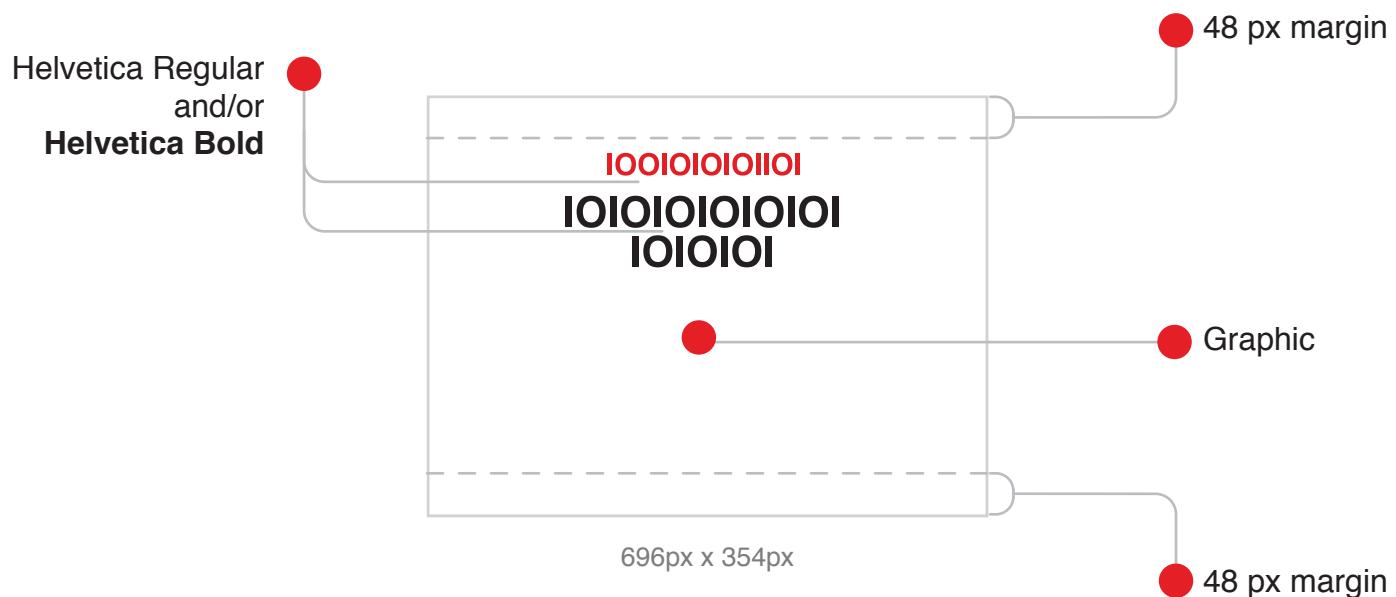
#363636
R: 54
G: 54
B: 54

#4d4d4d
R: 77
G: 77
B: 77

#555555
R: 85
G: 85
B: 85

#a0a0a0
R: 160
G: 160
B: 160





Thank You

