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2025 Brand Guidelines

 **Alianza Brand Guidelines 2025 FINAL.pdf**

 **View PDF.** Shareable externally

About Alianza

 This serves as Alianza's boilerplate for Press Releases.

Alianza is the leading global Intelligent Communications Fabric company, empowering service providers to transform networks and accelerate growth. Our modern architecture unifies infrastructure with orchestration to deliver high-value, AI-infused communication experiences across fixed and mobile communications networks. By bridging legacy systems with modern software-defined technologies, we enable providers to simplify operations, innovate faster, and monetize new opportunities in business and consumer voice – including extensibility with a broad ecosystem of AI developers. Trusted by more than 1,000 service providers in over 80 countries, Alianza delivers unmatched reliability, security, and scalability – making us the strategic partner of choice for service providers in the intelligent communications era. For more information, visit [Alianza: Cloud Communications Platform for Service Providers](#)

Social Channels

Blog: www.alianza.com/blog

LinkedIn: www.linkedin.com/company/alianza/

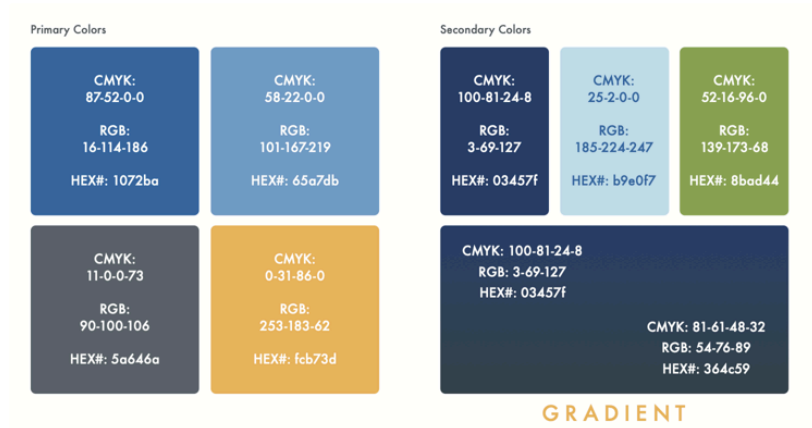
Logos

Download Alianza logo files [HERE](#).

Download customer, partner, Bria, and CounterPath logo files [HERE](#).



Color Palette



Fonts

Use Roboto for Microsoft Office / PC / online applications

Roboto Light

Roboto Bold

Roboto Regular

Design with Roboto for Microsoft
Office / PC / online applications

- **Headings:** Roboto Light
- **Subheads:** Roboto Bold
- **Body:** Roboto Regular

Download here: [Roboto - Google Fonts](#)

Use Futura for Adobe / Canva / and all other applications

Futura Light

FUTURA BOLD, Futura Bold

Futura Medium

Headlines

Subheads


Body

Download here: [Futura PT from Paratype](#)

PowerPoint Template Blank

[Alianza PPT Template - 2025.pptx](#)

Word Template

 Alianza Word Template Unofficial.dotx

Brand Voice & Tone

Our Brand Voice

We express our brand every time we communicate with people, whether we're talking to them over the phone, sending them direct marketing, or interacting online. So, our overall personality must be reflected in our overall tone of voice.

Voice

Alianza's voice is confident, helpful, and approachable. We understand small businesses because we are one. That means we relate to customers' challenges and passions and speak to them in a familiar, warm, and accessible way.

We are clear. We strive for helpful expertise. We speak like the experienced and compassionate business partner we wish we'd had way back when. Our goal is to fully understand the needs of the other person (customer, user, reader, listener) and to deliver delight, assurance, direction, or love, as appropriate.

Tone

Voice is constant, but tone is fluid. Tone is the balance between serious information and voice. Choose a tone that meets the expectations of your intended audience based on empathy and context. What is their emotional state? What is the context of the communication?

Writing Tips

Write with an active voice, not a passive one.

The passive voice can make sentences awkward because it is vague about who is responsible for an action. The active voice makes your writing stronger, more direct, and more natural.

- **This:** We help service providers navigate the entire transformation process.
- **Not this:** Service providers are helped through the entire process.
- **This:** We have migrated hundreds of thousands of subscribers to our platform.
- **Not this:** Hundreds of thousands of subscribers have been migrated to our platform.

Talk to people, not at them.

Communication is always most effective when the reader feels they are being addressed directly.

- **This:** Choose the partnership program that's right for you.
- **Not this:** Service providers can choose a partnership program that's right for them.

Use the Oxford comma.

The Oxford (serial) comma appears near the end of a list before a conjunction. In some cases, leaving out this comma may change the meaning of a sentence. We use the Oxford comma for clarity and consistency.

- **This:** Waiting to move to a more modern cloud solution will cost customers, reduce market share, and limit your growth in the long run.

- **Not this:** Waiting to move to a more modern cloud solution will cost customers, reduce market share and limit your growth in the long run.

Use positive language.

Choose words that are inspiring and encouraging, but realistic and attainable, like “progress,” “opportunity,” and “future.” Use a more positive word when there is a choice, like “challenge” instead of “problem.”

Be accessible.

Remember, our customers are from a diverse range of backgrounds. Avoid excluding anybody and keep your writing accessible to everyone.

Do This

- Be approachable and accessible
- Write in the present tense
- Use active voice and present tense
- Use contractions
- Use exclamation marks sparingly
- Use simple and positive language

Not That

- Avoid jargon and unexplained acronyms
- Don't be overly technical
- Don't be too salesy or gimmicky
- Don't use lots of words when fewer will do

Disclaimers

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