

# daktela

brand manual

Logo & symbol

Colours

Typefaces

Text / Copywriting

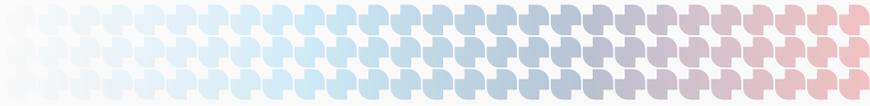
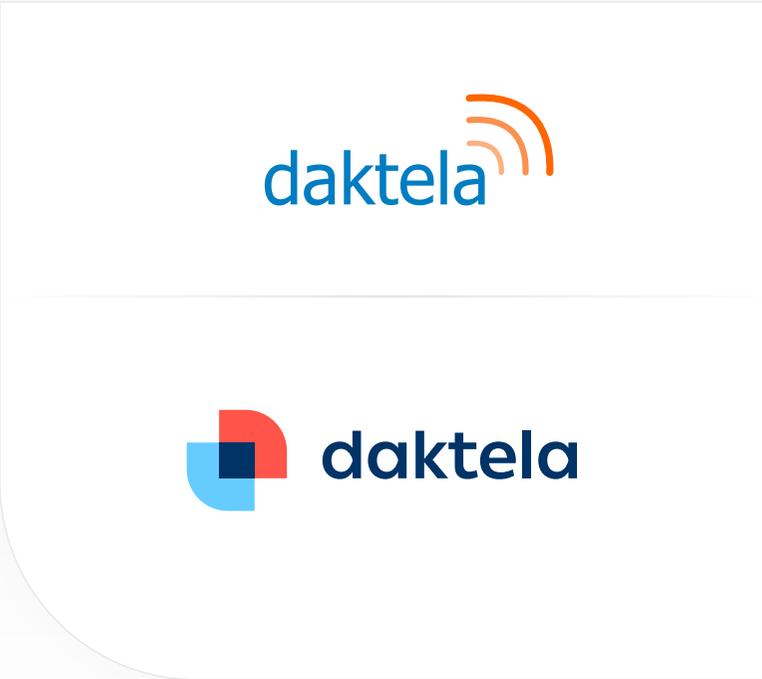
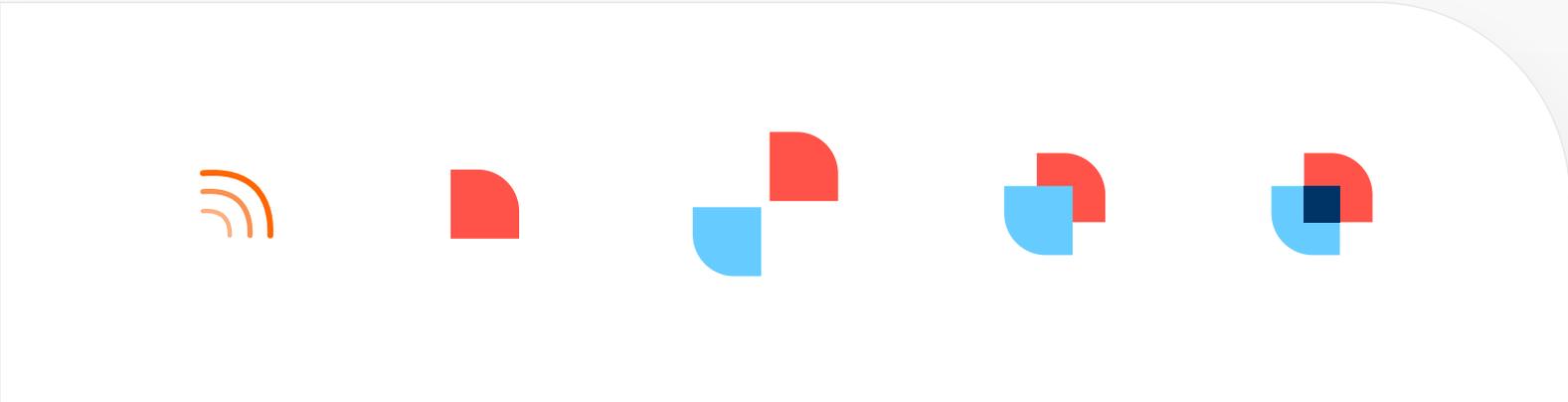
Images

Infographics

Outdoor

Signatures

# Logo evolution



From working with  
VoIP technologies  
primarily for call centres  
**to all-in-one application**  
for customer service care.

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# The symbol



**Daktela's mission is to foster connections that are both productive and comfortable.**

Our symbol features 2 sides of a dialogue coming together, a connection of 2 entities which results in more than just the sum of their parts.

**Creative ways of displaying the symbol or its shape are allowed and encouraged with these conditions:**

- Keep the colours right if at all possible
- Use only the symbol, not the whole logo

**Likely uses are:**

- Headers of newsletters
- Patterns
- Transitional slides in presentations
- Social media seasonal and general posts
- Merchandise motifs and various illustrations
- Bullet points :)



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# The claim



## Say what you mean and mean it.

It's a good practice when dealing with customers to remind them of our values that directly affect them.

The claim should be present ideally next to our logo.

**Font:** Caveat Bold  
**Color:** Vivid Blue  
**Angle:** 7°

*Wszystko dla klientów  
so pomembne*

*Clientii tăi contează  
Customers matter*

*Ahol az ügyfelek az elsők*

*Když vám na zákaznících záleží*

*Ked' vám na zákazníkoch záleží  
Gde su klijenti prioritet!*



Vivid Blue

**HEX**  
#3399ff

**RGB**  
51 · 153 · 255

**CMYK**  
65 · 30 · 0 · 0

**PANTONE**  
279 C

### Main use:

  
Claim,  
outstanding  
text  
& additional

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# Logo properties

**Minimal spacing** between other displayed elements (such as other logos, borders, images etc.) is **2 units**.  
Measuring unit is the **middle blue square**.



Correct variations of the logo, **any other forms are incorrect**.

White background



Blue background



Black background



Small height for only very specific use (Daktela APP, mini)



White background B&amp;W



Black background B&amp;W

Non-interfering, soft,  
contrasting backgrounds

Monocolour / Outlines only for merch, stamps and effects.



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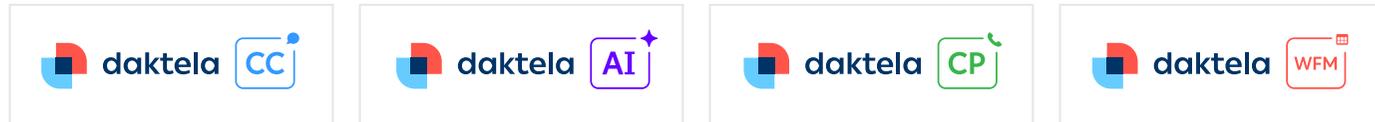
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## Division logos

Daktela has always been – and will continue to be – your all-in-one powerhouse for customer care. With its modular flexibility and strong demand across markets, the customer is free to dive into our four divisions and pick exactly what fits their needs. No extras, no clutter.



### Daktela Contact Centre

Our flagship software • Heavily customizable modern customer care application.



### Daktela AI

Our internal AI team developing embedded AI automation features.



### Daktela Cloud Phone

UCaaS as ready-to-use part of the platform.



### Daktela Workforce Management

AI-powered shift planning & optimisation.

Be sure to mind the order - both horizontal and vertical. **No accidental CCCP's.**

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# Primary colour palette



**Sky Blue**

**HEX**

#66ccff

**RGB**

102 · 204 · 255

**CMYK**

56 · 0 · 0 · 0

**PANTONE**

BLUE 0821 C

**Main use:**



Background colour  
Non-essential text  
Illustrations



**Midnight Blue**

**HEX**

#003366

**RGB**

0 · 51 · 102

**CMYK**

100 · 80 · 20 · 20

**PANTONE**

2955 C

**Main use:**



Main text colour  
Background colour  
Base colour of icons



**Red Orange**

**HEX**

#ff5349

**RGB**

255 · 83 · 73

**CMYK**

0 · 88 · 74 · 0

**PANTONE**

171 C

**Main use:**



Accent  
CTA  
Illustrations



**Neon Violet**

**HEX**

#6600ff

**RGB**

102 · 0 · 255

**CMYK**

85 · 78 · 0 · 0

**PANTONE**

266 C

**Main use:**



Dark theme accent  
AI background

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## Secondary colour palette

**Deep Blue**HEX  
#171550RGB  
23 · 21 · 18**Neon Blue**HEX  
#3366ffRGB  
51 · 102 · 255**Vivid Blue**HEX  
#3399ffRGB  
51 · 153 · 255**Neon Cyan**HEX  
#50dfffRGB  
80 · 223 · 255**Dark Magenta**HEX  
#6d2a5dRGB  
109 · 42 · 93**Light Magenta**HEX  
#c373d2RGB  
195 · 115 · 210**Vivid green**HEX  
#38b54aRGB  
56 · 181 · 74**Vivid orange**HEX  
#ff9933RGB  
255 · 153 · 51

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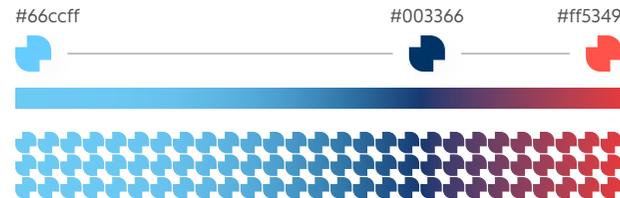
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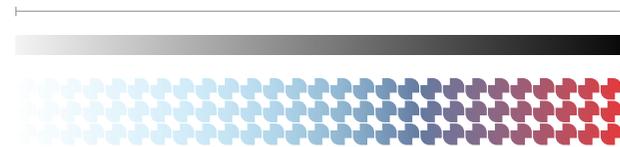
# Gradients

Many colour combinations are possible using only established colours but in order to make more room for creativity in future endeavours, it's allowed for gradients and backgrounds to use **any colour combination**, **excluding** only shades of **green and yellow**.

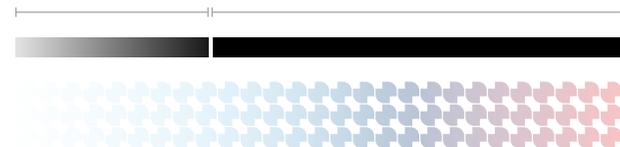
## Primary colour - 100% opacity



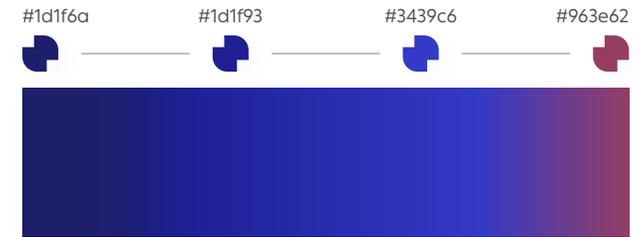
## With gradient mask



## 40% opacity & asymmetrical gradient mask



## Freeform colours



## Lighting, shadows and pattern for emphasis



#c8ebfd or 40% of primary Sky Blue      #fbdddb or 20% of primary Red Orange



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# Primary typeface

Main fonts of Daktela are Ping LCG and PING LCG Bold. A fluid sans serif font with a geometric structure. Modern, rational but not faceless, respecting the past while exploring the present moment.

## Ping LCG Regular

A B C D E F G H I J K L M  
 N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m  
 n o p q r s t u v w x y z

á č ě é í ň ř š ť j ů ý ž

1 2 3 4 5 6 7 8 9

< > ? ! & @ % # \$ € ° \* "  
 « » + - = ( ) [ ] . , : ;

## Ping LCG Bold

A B C D E F G H I J K L M  
 N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m  
 n o p q r s t u v w x y z

á č ě é í ň ř š ť j ů ý ž

1 2 3 4 5 6 7 8 9

< > ? ! & @ % # \$ € ° \* "  
 « » + - = ( ) [ ] . , : ;

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## Secondary typeface

Poppins is a pure geometric sans-serif typeface that features beautiful and eye-catching curves. It is one of the **most popular typeface** used on the web.

### Poppins Regular

A B C D E F G H I J K L M  
 N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m  
 n o p q r s t u v w x y z

á č ě é í ñ ř š ť j ů ý ž

1 2 3 4 5 6 7 8 9

< > ? ! & @ % # \$ € ° \* "  
 « » + - = ( ) [ ] . , : ;

### Poppins Bold

A B C D E F G H I J K L M  
 N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m  
 n o p q r s t u v w x y z

á č ě é í ñ ř š ť j ů ý ž

1 2 3 4 5 6 7 8 9

< > ? ! & @ % # \$ € ° \* "  
 « » + - = ( ) [ ] . , : ;

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## Tertiary typeface

When our primary or secondary typefaces are not considered **(web)safe**, we use Arial instead. A good choice for cross-platform document sharing because it is widely supported on most systems.

### Arial Regular

A B C D E F G H I J K L M  
 N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m  
 n o p q r s t u v w x y z

á č ě é í ñ ř š ť j ů ý ž

1 2 3 4 5 6 7 8 9

< > ? ! & @ % # \$ € ° \* ”  
 « » + - = ( ) [ ] . , : ;

### Arial Bold

**A B C D E F G H I J K L M  
 N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m  
 n o p q r s t u v w x y z**

**á č ě é í ñ ř š ť j ů ý ž**

**1 2 3 4 5 6 7 8 9**

**< > ? ! & @ % # \$ € ° \* ”  
 « » + - = ( ) [ ] . , : ;**

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# Optimal text composition and style

## PING LCG (Primary typeface)

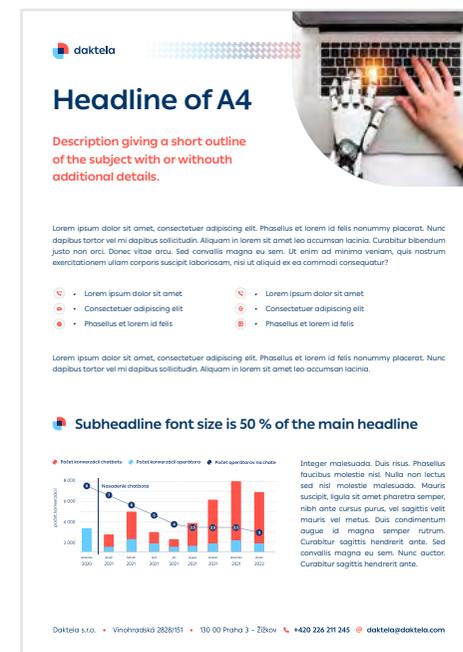
All printed and online media should use this typeface.  
**Together with these settings for excellent readability of plain text:**

- **Optimal font size:** 10 pt
- **Minimal font size:** 8 pt (7 pt in extreme cases)
- **Maximum font size:** 12 pt
- **Leading:** 1,5 × font size
- **Kerning:** Optical · (-20) ... (+20)

## Headlines are necessary

**Subheadlines should always be present to give the reader a short insight into what the media is about.**

Main text of our media contains mainly **relevant information in short paragraphs** with **key words** highlighted, but also... my dear designers, copywriters and chatGPT connoisseurs, some **human touch** as well. AI texts are sublime for sure... but we never forget that we were the ones that taught it how to speak.



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## Optimal text composition and style

### Poppins (Secondary typeface)

Poppins is our choice for a webpage typeface. Similar to our main typeface Ping LCG but **more trendy** and allows us to do a variety of strong and creative headlines that go well with **easy-to-read** base text.

# The best headline is simple

Isn't it satisfying to read just a few well-written lines of text  
and know exactly what comes next?

Or would you rather click blindly?

### The best customer experience in one platform

Experience superior customer service using our cloud-based contact centre software. Manage voice, email, chat, SMS, and social media seamlessly, with advanced features like CRM and real-time wallboards.

Experience Daktela

### Empower your agents with AI

Automate the most common customer interactions using voicebots and chatbots. Help your agents work more efficiently using our Contact features and leverage AI insights into your activities.

More about Daktela AI



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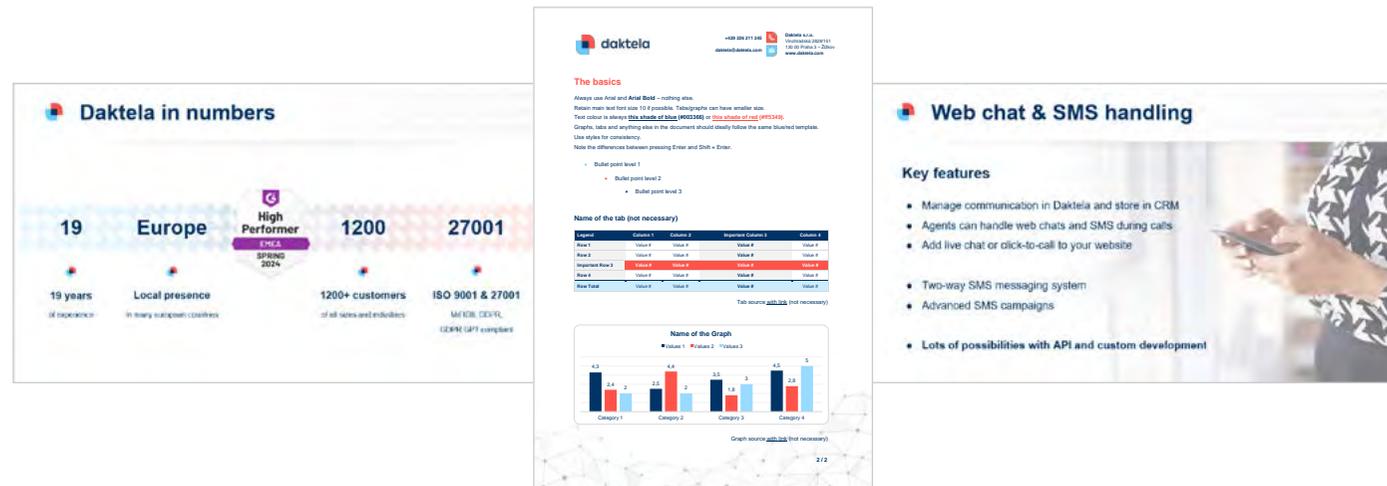
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# Optimal text composition and style

## Arial (Tertiary typeface)

There is hardly anyone who ever worked in an office and didn't experience the magic of **MS Word documents** and similar. You just change this 1 value in this 1 tab and suddenly the page content splits in two, headlines turn red, footers disappear completely and page numbering stops working for ... **reasons**.



Using Arial and **proper document formatting** is essential for any documents that will be shared or edited by multiple people. Arial isn't chosen for its aesthetics or style but for its practicality. In many cases, practicality takes priority. Having templates that can be edited from anywhere, even on a phone, is key.

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## To bold or not too bold?

### ✓ Bolding of text - the right way

Here are a few useful tips for a proper bolding of text. **Bold text** is encouraged for emphasizing **key words**. One of the ways to use bold font correctly is to emphasize a small number of words, not whole sentences. Once the text is complete, choose the bold words carefully so the **reader can jump through** the bold text and collect all **key information** without reading the whole paragraph. A way to measure effectiveness of bold text is to answer the **question**: „If I read only the bold text and leave out the rest, does it contain a short but full sentence summarizing the main topic of the paragraph?“ Our primary **red colour** (#ff5349) can be used only **once per paragraph** and twice per page to highlight the most important 1-2 words or to **steer the reader's attention** to any particular place inside the paragraph before reading the rest.

### ✗ Bolding of text - no way

Here are **a few useful tips** for a proper **bolding of text**. Bold text is encouraged for **emphasizing key words**. One of the ways to use bold font correctly is **to emphasize** a small number of **words**, not whole sentences. Once the text is complete, choose the bold words carefully so the reader can jump through the bold text and **collect all key information** **without reading the whole paragraph**. A way to measure effectiveness of bold text is to answer the question: „If I read only the bold text and leave out the rest, does it contain a short but full sentence summarizing the main topic of the paragraph?“ Our primary **red colour** (#ff5349) can be used only **once per paragraph and twice per page** to highlight the most important 1-2 words or to **steer the reader's attention** to any particular place **inside the paragraph** before reading the rest.

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# Creative text compositions

Our main design goal is to deliver media that are easy to navigate and easily readable, so that we're able to communicate relevant information in the fastest way possible. It's prepared for our reader to instantly understand what they see as if it were their own smartphone menu for example. No confusion whatsoever or lost time trying to figure out what's this and where this belongs to. Just flow.

There are many options of utilising the symbol, pattern, colours and especially the gradients for a decent, **clean and simple look**. At the same time it's no good to come out as boring and plain. So we keep an element of **playfulness** in the designs and compositions: With accents, colours, patterns, blocks, outlines and everything that improves structure and readability while giving the media a touch of color and a style that is **not disruptive**.

Adding **too much** elements and being overly creative can break consistency and distract our viewers/readers up to a point of **loosing trust in any given media**. So we don't go overboard. ←

*Most of the time :)*



### The advantages of Daktela are growing every day.

Get in touch to discover how you can raise the value of your business with an omnichannel solution.

✉ [daktela@daktela.com](mailto:daktela@daktela.com)

🌐 [daktela.com](https://daktela.com)

📞 420226211245

00:51:48\*

AHT - Average Handling Time

0:42:39\*

ASA - Average Speed of Answer

0:01:30\*

Average Call Length in the Contact Center

One of our goals in the company is to create a friendly working environment.

THE FOLLOWING SHOULD GIVE YOU AN UNDERSTANDING OF HOW TO TALK TO YOUR COLLEAGUES.



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## Images and photos

Daktela offers a unique software product that proves tricky to visualise. On one hand - everyone likes to look at **people doing stuff** but on the other - how many of illustrative photos can be used consecutively before the reason for putting them in action becomes simply **filling up empty space** and not much more.



There is no harm having a purely „nice to look at“ image here and there but there's another way. **A better one.**

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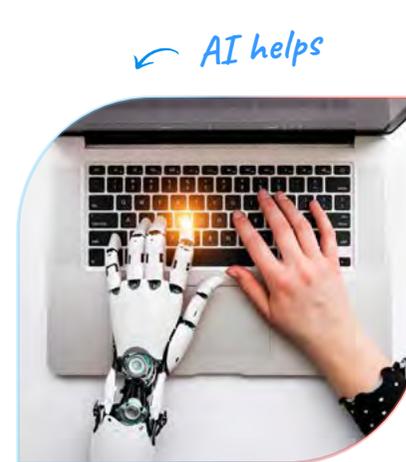
## Images and photos

Though sometimes a typical filler image or a photo simply feels right. So what are the rules here?

Firstly - **We don't use random „happy stock people“ photos** - Our product has many faces to show but those grinning stock footage photos just aren't the way.

Secondly - A good **image metaphor** is a nice way to enrich any media ideally in company colour space. Thanks to AI image generation the ideal image is often just a prompt away.

Thirdly - if we ever get the chance to use an **actual photo of us** at work, ideally in our spiffy Daktela wardrobe, we're not going to miss the chance.



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# Light and Dark theme

Most web and social pages are dominantly white so visuals with dark background win more views thanks to the contrast.

Unfortunately they also evoke that horrid „this is an ad“ feeling in most people and usually cancel out the bonus attention they gather with their vibrant visual.

Therefore white theme is a preferred choice for us for most media. Nothing beats a clean „white paper“ design in B2B world, it builds trust and has more formal appearance. Certainly doesn't evoke the „blackboard painted with crayons“ mood. That's a bit inappropriate in B2B. Or is it?

On the other hand dark theme is great for headers of social media channels or posts where more attention-grabbing visual is almost universally better. Or in places where ads don't bother people (that much). Is there such a mythical place?



*100% ad*      *Is it an ad or an article?*      *(It's an ad...)*



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# Infographics and icons

Unless images themselves contain relevant data (graph, diagram, figure...) they have **a supportive role** in relaying information.

Their usage should **never be disruptive**, overpowering „the optical weight“ of text, they should always be complementary to it.

This means that if the images were to suddenly disappear, the informational value would **remain in tact** but at the same time if you would see them solo, they should still **clearly convey** what they illustrate.

Not only in the context of our software features but also to all people with no knowledge of Daktela whatsoever.

Features

## Campaigns

Daktela's campaign module supports easy phone number import and web-based callscript setup, tracking real-time performance.

[Talk to an expert](#)

## Say goodbye to traditional IVR

No more caller frustration – customers can simply say what they need and our voicebots can help them – either completely automatically for routine tasks, or by connecting them to the correct department based on their request type. You can also automate your outbound campaigns using our campaign voicebot.

[More about Voicebot](#)

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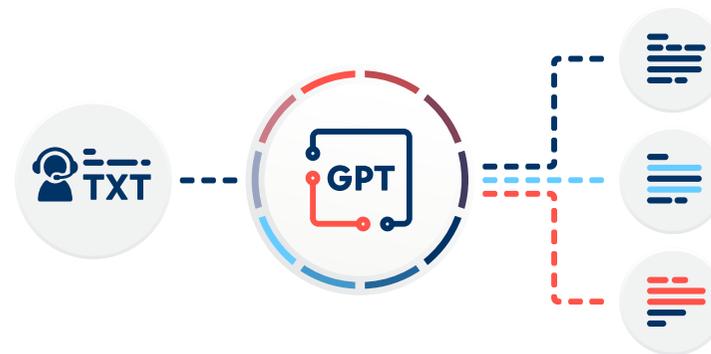
# Infographics and icons

It's very easy to spice up any text with Daktela's wide array of over 100 custom made icons. Their design allows for sizes both **very big** and **very small**. All icons (symbols) should be treated as traffic signs. If it can't communicate what you need it to while passing by at high speeds... it's not a very good symbol.



Icons work well with text and can even be **chained together** to illustrate functions without any text.

Just mix & match, be sure to consult your nearest Graphic Design Department™, and receive a complementary pat on the head. You know you deserve it!



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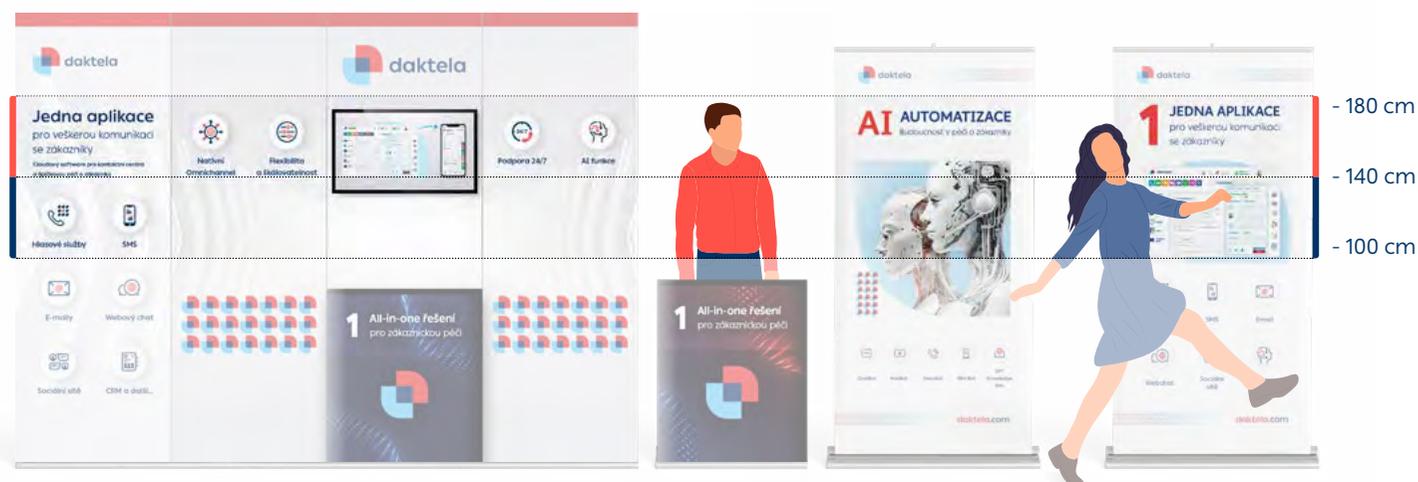
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## Outdoor and indoor media

When considering rollups or any kind of „life-sized“ media, printed or displayed, we're bound by 3 main rules.



### Minding the eye level

- 140-180 cm height is where 70 % of viewers' attention is situated. 25 % is between 140 and 100 cm and 5 % everywhere else.

### Keeping it simple

- We don't overload our viewers with information, there is no need to say everything. All that needs to be said is the main subject.

### Considering the zone

- The difference between seeing a place where we'll be situated and not seeing it is the same as shooting at a target in the night vs. the day. And we really don't want to miss.

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# Signatures

A traditional business card mostly comes handy at promotional and other events and is still somewhat expected in business meetings.

While giving business cards is slowly starting to feel obsolete, not having one to give when the opportunity arises can be seen as unprofessional by some. Ours comes with a QR code to instantly add a contact.



Email signature copies the simple look of the business card and uses the gradient strip as a visual anchor when scrolling through long threads of conversation.

A simple design with a simple function.

