

# Brand Guidelines



Analytics365

# Contents

Analytics 365 Brand	02
Collaboration Analytics	03
Call Analytics	04
AI-Powered Recording	05
Logos and Brand Terminology	06
Logo	07
Iconography	08
Colour	09
Typography	10
Product Imagery	12
Microsoft	14
Brand Guardian	15

# Analytics365

## Drive Business Performance With Analytics 365 Workplace Analytics Suite

Unlock the full potential of Microsoft Teams with our cutting-edge analytics suite. Gain unparalleled insights into your team's collaboration patterns, usage trends, and productivity drivers with Analytics 365 workplace analytics products.



**Analytics 365**  
Collaboration Analytics for Microsoft Teams



**Analytics 365**  
Call Analytics for Microsoft Teams



**Analytics 365**  
AI-Powered Recording for Microsoft Teams



# Analytics365

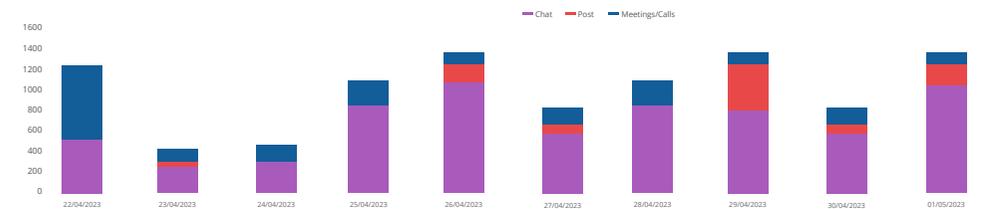
Analytics 365 Collaboration Analytics is a native Microsoft Teams App that provides actionable insight to manage employee engagement, improve productivity and promote well-being.

## Analytics 365 Collaboration Analytics

### Collaboration Summary

User Name	Calls				Meetings					Chats	Posts	Reactions
	Video	Audio	Phone	Talk Time	Meetings	% External	% Organised	% Recurring	Time in Meetings			
Johnny Smith	34	5	5	00:23:32	12	12	33	25	01:24:53	345	643	
David Higgs	32	3	3	01:23:31	35	35	21	26	01:23:42	436	34	
Loraine Hills	12	6	6	01:22:55	32	33	32	52	03:31:24	45	634	
Neil Barrington	23	4	4	02:55:16	12	38	54	14	01:22:42	154	43	
Holly Willings	23	2	2	00:22:56	11	14	42	32	00:22:56	43	346	

### Collaboration Trends



### Scheduled Meetings Overview

Joined as Organiser		Joined as Participant		Time In Scheduled Meetings	
34	26 Internal 8 External	42	28 Internal 14 External	2d, 08:04:24	1d, 18:28:42 Internal 0d, 06:48:04 External

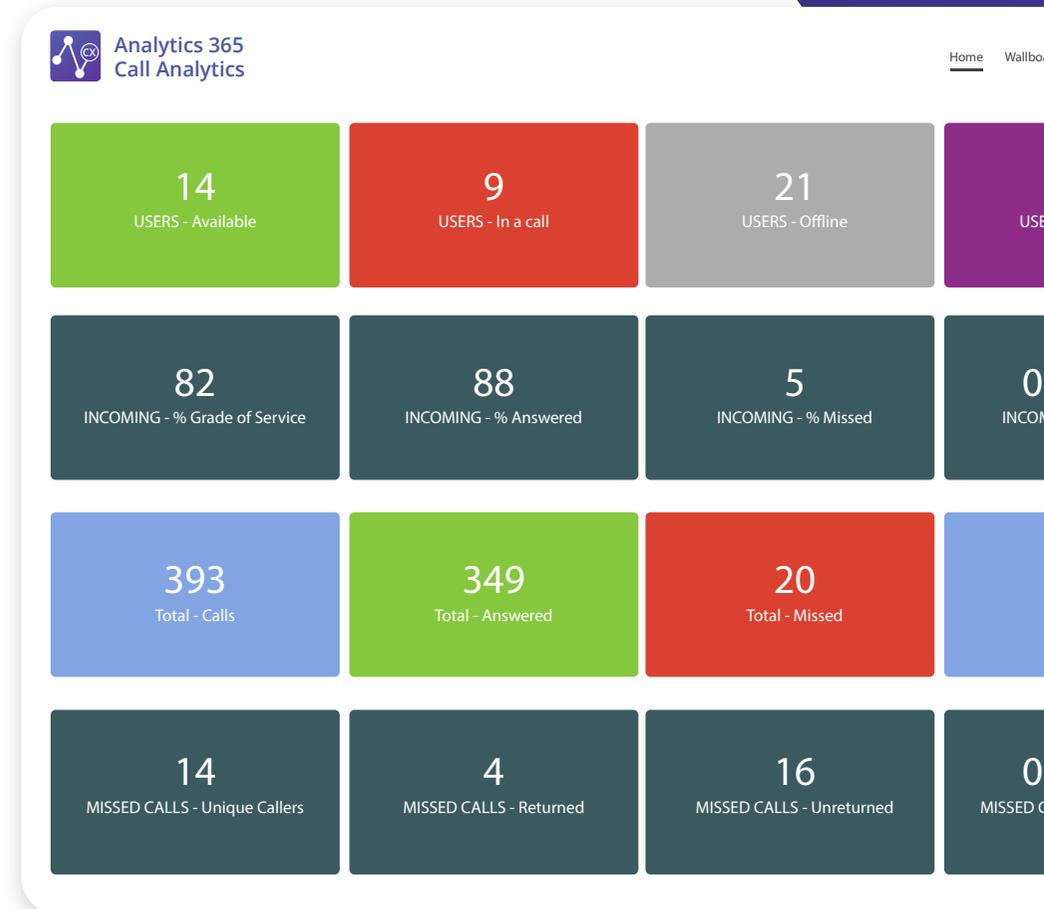


### Scheduled Meeting Habits



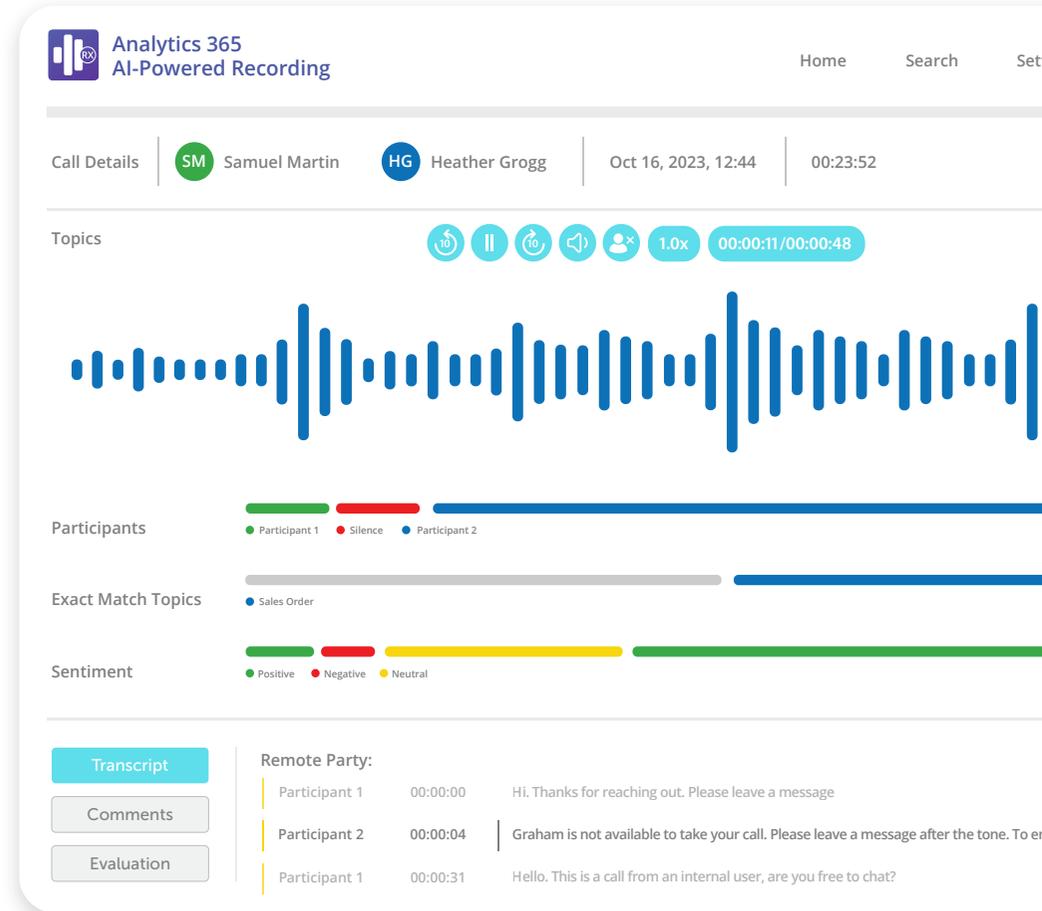
# Analytics365

Analytics 365 Call Analytics helps organizations of all sizes to manage customer facing teams and build lasting customer relationships. Get the insight you need to monitor call activity, staffing levels and performance. Filter calls, select dashboard views and create wallboards to keep everyone informed.



# Analytics365

Analytics 365 AI-Powered Recording allows users to record, listen and share to understand who said what, minimize errors, resolve disputes, monitor performance, and manage compliance. Leverage the power of AI to be more productive, minimize risk and make better decisions.



The screenshot displays the Analytics 365 AI-Powered Recording interface. At the top, the header includes the logo, the text "Analytics 365 AI-Powered Recording", and navigation links for "Home", "Search", and "Set". Below the header, the "Call Details" section shows the call between "SM Samuel Martin" and "HG Heather Grogg" on "Oct 16, 2023, 12:44" with a duration of "00:23:52".

The main interface features a "Topics" section with a waveform visualization and playback controls (rewind, play, stop, volume, mute, and speed "1.0x"). Below the waveform, there are three horizontal progress bars: "Participants" (green for Participant 1, red for Silence, blue for Participant 2), "Exact Match Topics" (blue for Sales Order), and "Sentiment" (green for Positive, red for Negative, yellow for Neutral).

At the bottom, there are three buttons: "Transcript", "Comments", and "Evaluation". The "Transcript" button is active, showing a "Remote Party" list:

Participant	Start Time	Text
Participant 1	00:00:00	Hi. Thanks for reaching out. Please leave a message
Participant 2	00:00:04	Graham is not available to take your call. Please leave a message after the tone. To
Participant 1	00:00:31	Hello. This is a call from an internal user, are you free to chat?

# Logos and Brand Terminology

## Primary Logos



Analytics 365 Communication Analytics and Recording for Microsoft Teams



Analytics 365 Collaboration Analytics for Microsoft Teams



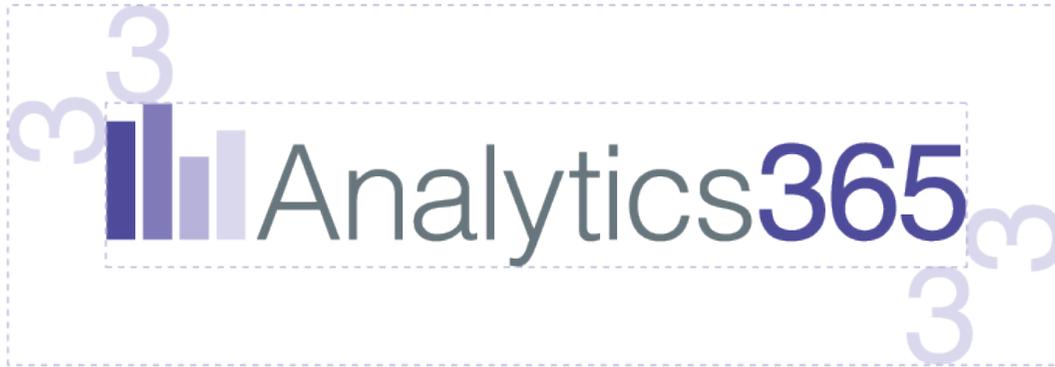
Analytics 365 Call Analytics for Microsoft Teams



Analytics 365 AI-Powered Recording for Microsoft Teams

# Logo - space, size and usage

## Spacing the logo



To space the Analytics 365 logo properly, a minimum amount of clear space is required which can be determined using the number 3 from the 365 part of the logo. Following all the way round the absolute outer edge of the logo.

Primary use of all logos should be featuring the grey brand text, most prominent on white and gradients of lighter tones. Always aiming to create as much contrast as possible, in order to do this, there is also an all white version of each logo to aid visibility of the logo.

The logo can't be rearranged or redrawn, so we can keep the integrity of our brand.

## Using the logo

USE **FULL SUITE LOGO** WHEN CREATING CONTENT RELATED TO WHOLE SUITE OR BRAND.



Do not recolour the logo



Do not rotate the logo



Do not distort the logo

# Iconography

## Analytics 365 Application Icons

Analytics 365 app iconography should only be used exclusively in this form; the purple gradient background in a rounded square. Do not create the icons from scratch, in order to maintain consistency these icons are available to download from the 'brand' page on our site.



**Analytics 365**

### **Collaboration Analytics for Microsoft Teams**

- Microsoft Teams Certified App
- Microsoft Azure IP Co-sell Ready
- Transactable in Azure and AppSource Marketplaces



**Analytics 365**

### **Call Analytics for Microsoft Teams**

- Transactable in Azure and AppSource Marketplaces



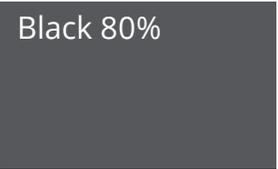
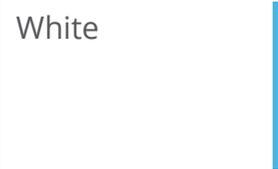
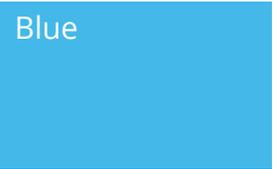
**Analytics 365**

### **AI-Powered Recording for Microsoft Teams**

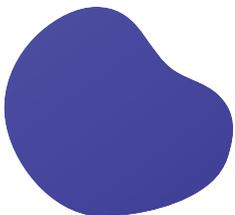
- Transactable in Azure and AppSource Marketplaces

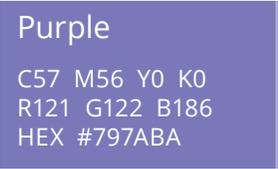
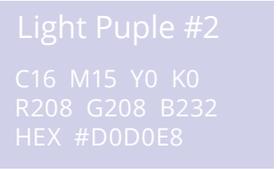
# Colour

## Primary Colour Palette

				
Dark Purple	Purple	Black 80%	White	Blue
C82 M76 Y0 K0 R73 G84 B165 HEX #4954A5	C57 M56 Y0 K0 R121 G122 B186 HEX #797ABA	C0 M0 Y0 K80 R88 G89 B91 HEX #58595B	C0 M0 Y0 K0 R255 G255 B258 HEX #FFFFFF	C63 M8 Y0 K0 R67 G184 B234 HEX #43B8EA

## Gradient Palette



			
Dark Purple	Purple	Light Purple	Light Purple #2
C82 M76 Y0 K0 R73 G84 B165 HEX #4954A5	C57 M56 Y0 K0 R121 G122 B186 HEX #797ABA	C32 M30 Y0 K0 R170 G169 B213 HEX #AAA9D5	C16 M15 Y0 K0 R208 G208 B232 HEX #D0D0E8



Analytics 365 gradients feature throughout a range of different assets (e.g. blobs and iconography), colour of gradient can be chosen from the range of purple options above and applied to shape direction pseudorandomly.

# Typography

Analytics 365 Primary Font

Open Sans Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Open Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Open Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Analytics 365 primary font (Open Sans) to be used across all assets apart from documentation. Assets can include areas such as social media, website, advertising both online and print, large-scale exhibition designs, video creation. Headings should always be **SEMIBOLD**, never Bold. Secondary text can be either **REGULAR** or **LIGHT** depending on context and judgement.



# Typography

Analytics 365 Documentation Font

**Source Sans Pro Semibold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**Source Sans Pro Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**Source Sans Pro Light**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

Analytics 365 documentation font (Source Sans Pro) is to be used across all documentation. Character and Paragraph Styles are set across documentation. Headings should always be **SEMIBOLD**, never Bold. Secondary text can be either **REGULAR** or **LIGHT** depending on context and judgement.



Analytics 365

Call Analytics For Microsoft Teams

**Understand your customers, drive team performance, and manage service levels to maximize revenue and improve customer engagement.**

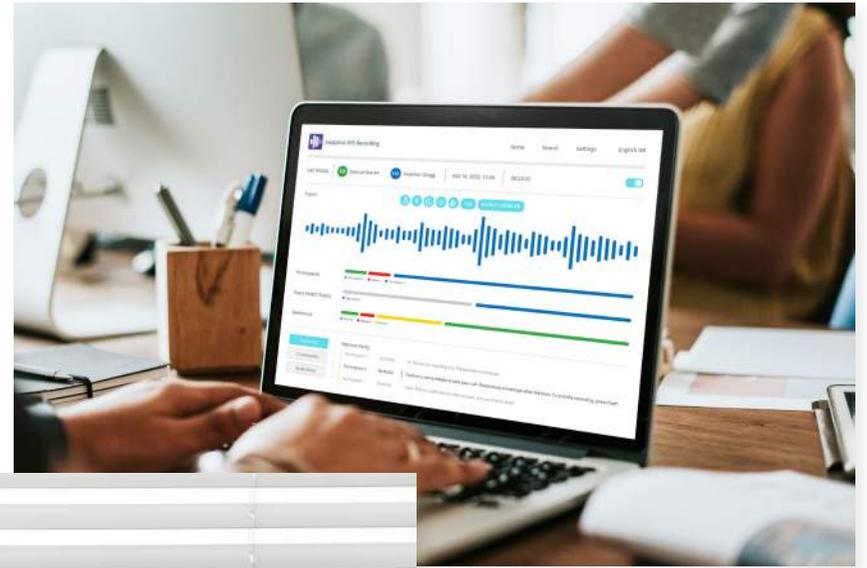
Call analytics helps organizations of all sizes to manage customer facing teams and build lasting customer relationships. Get the insight you need to monitor call activity, staffing levels and performance. Filter calls, select dashboard views and create wallboards to keep everyone informed.

**Identify critical insight for your business**

- When are your customers calling?
- How long will they wait to be answered?
- Are you meeting their expectation?
- Are you spending the right amount of time on calls?
- Is workload balanced across individuals and teams?
- Who are your best performers?
- Are you offering a consistent level of service?
- Do service levels dip below expectation?
- How many callers have you missed and are you calling them back?

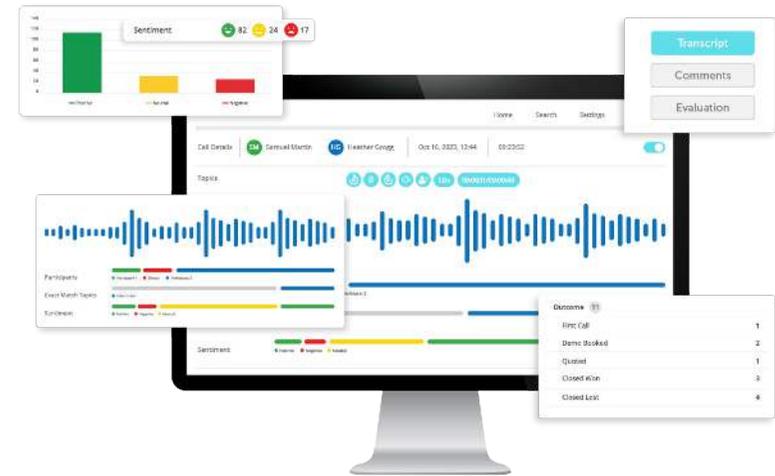
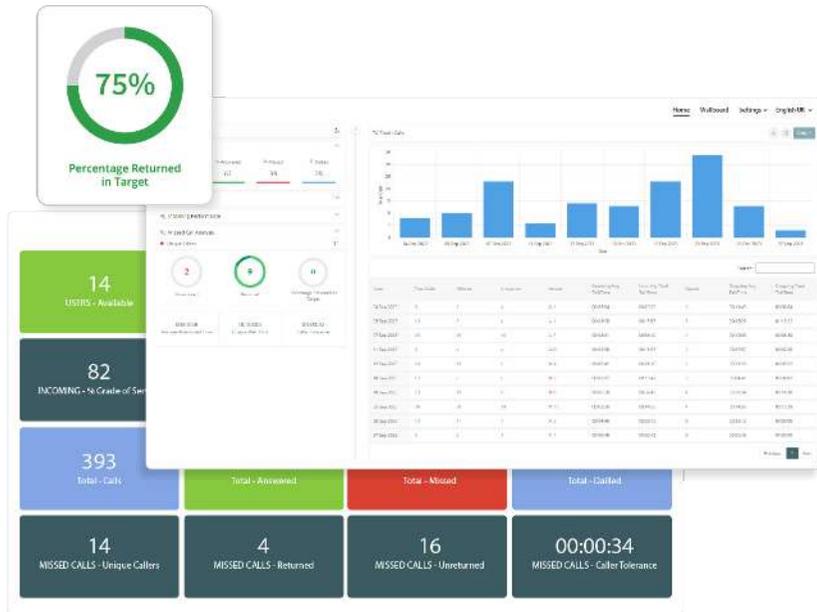


# Product Imagery



The most up to date imagery is available from the marketing team. Please email any specific requests to [marketing@tollring.com](mailto:marketing@tollring.com)

# Product Imagery



The most up to date imagery is available from the marketing team. Please email any specific requests to [marketing@tollring.com](mailto:marketing@tollring.com)

# Microsoft

## Microsoft Trademark & Brand Guidelines

For comprehensive information regarding Microsoft Guidelines please refer to their site - <https://www.microsoft.com/en-us/legal/intellectualproperty/trademarks/usage/general>

## Microsoft's Brand Voice

For comprehensive information regarding Microsoft's Brand Voice please refer to their site - <https://docs.microsoft.com/en-us/style-guide/brand-voice-above-all-simple-human>

## Microsoft AppSource Solutions

For comprehensive information regarding Microsoft AppSource Solutions please refer to their site - <https://docs.microsoft.com/en-us/office/dev/store/promote-your-office-store-solution>

# Brand Guardian

For all assets and any further assistance and guidance on what can and cannot be done with the Analytics 365 brand please contact the marketing team at Tollring;

[marketing@tollring.com](mailto:marketing@tollring.com)

