

# Brand Guidelines

# Contents

|   |    |
|---|----|
| Analytics 365 Brand                     | 02 |
| Recording and Conversation Intelligence | 03 |
| Call Analytics                          | 04 |
| Collaboration Analytics                 | 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

Unlock the full potential of Microsoft Teams with our cutting-edge analytics suite. From missed calls to tough conversations - track, record, and analyze it all. Get the insights your sales and service teams need to close deals faster and solve problems sooner.



**Analytics 365**  
Recording and Conversation Intelligence



**Analytics 365**  
Call Analytics

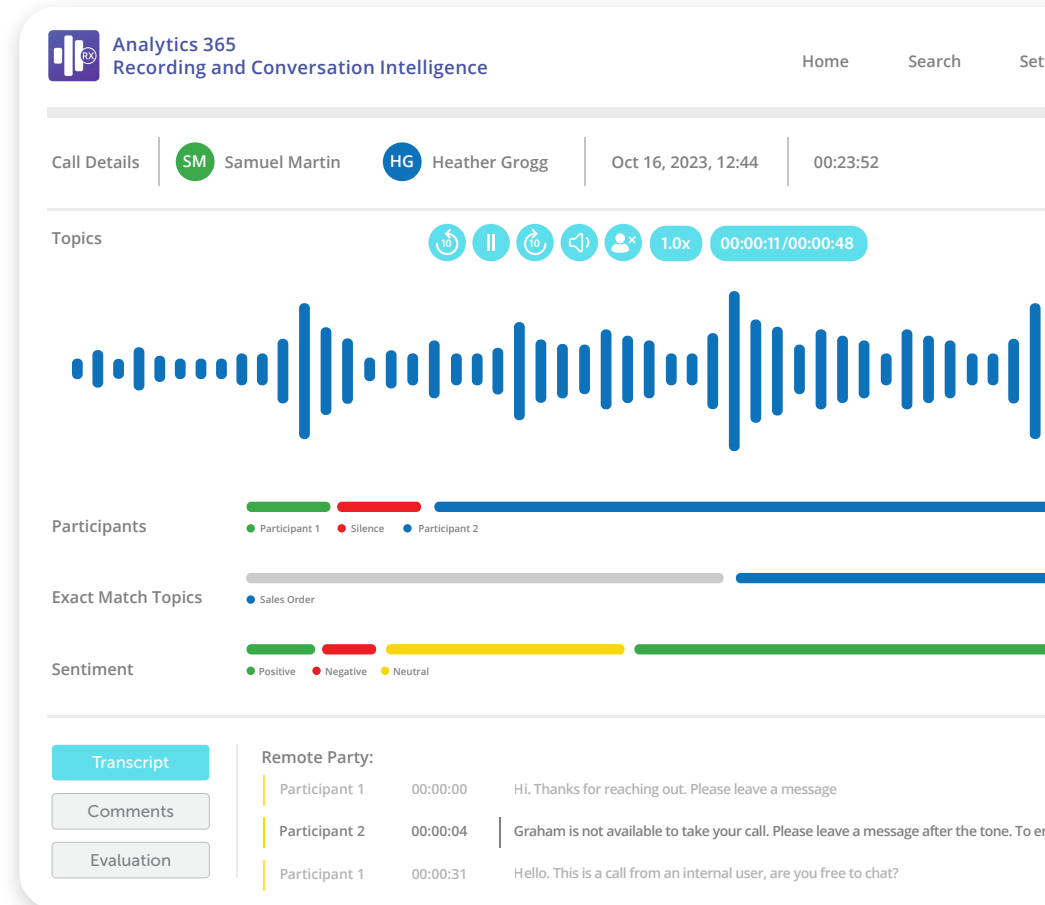


**Analytics 365**  
Collaboration Analytics



# Analytics365

Analytics 365 Recording and Conversation Intelligence 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.

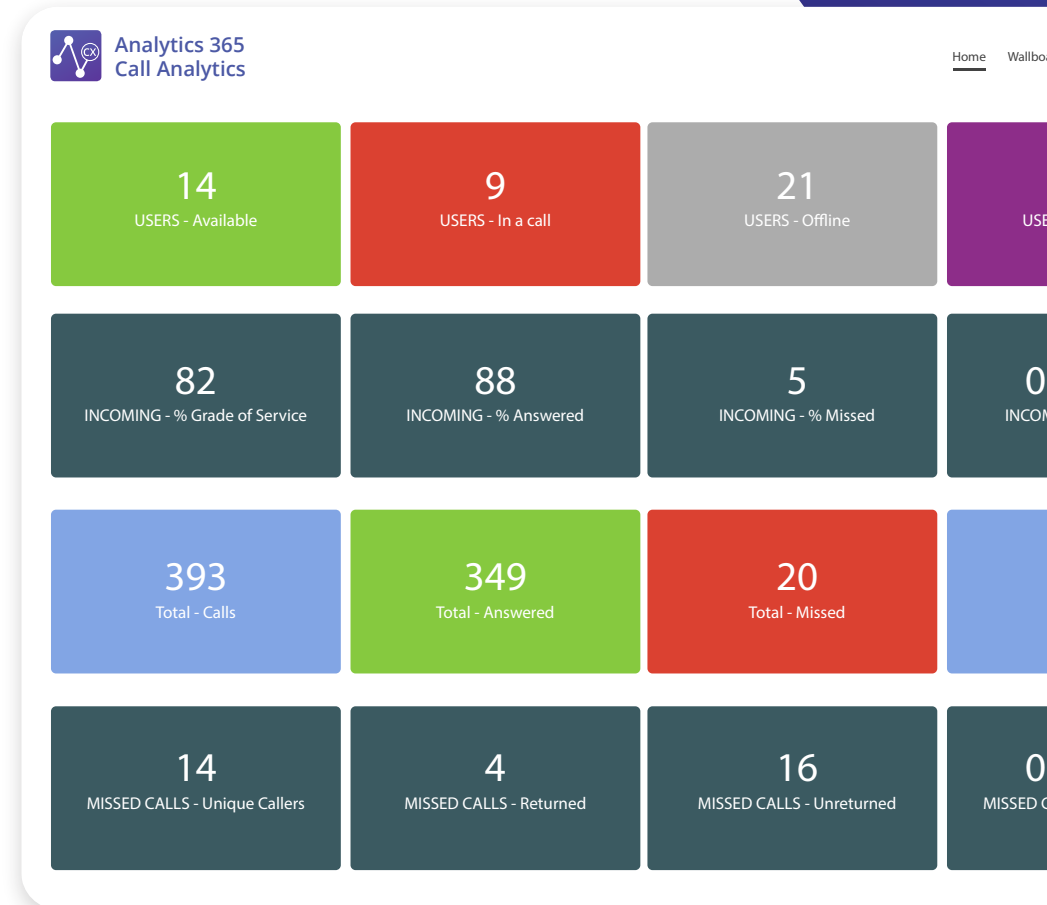


The screenshot displays the Analytics 365 Recording and Conversation Intelligence interface. At the top, the header includes the logo, the product name, and navigation links for Home, Search, and Settings. Below the header, the 'Call Details' section shows the call ID (SM), participants (Samuel Martin and Heather Grogg), the date and time (Oct 16, 2023, 12:44), and the duration (00:23:52). The 'Topics' section features a waveform visualization of the call audio, with a play button, a 10x zoom button, a volume icon, a mute icon, a 1.0x speed control, and a progress bar (00:00:11/00:00:48). Below the waveform, the 'Participants' section shows a timeline for Participant 1 (green), Silence (red), and Participant 2 (blue). The 'Exact Match Topics' section shows a timeline for 'Sales Order' (blue). The 'Sentiment' section shows a timeline for Positive (green), Negative (red), and Neutral (yellow). At the bottom, there are buttons for 'Transcript', 'Comments', and 'Evaluation'. The 'Remote Party' section shows a list of messages with timestamps and content.

| Participant   | Timestamp | Message  |
|---------------|-----------|--|
| 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?                   |

# 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

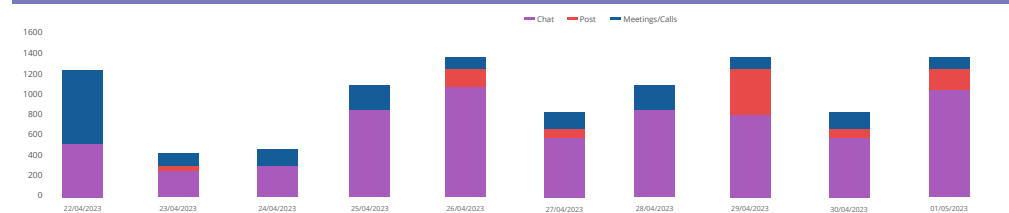
Analytics 365 Collaboration Analytics is a native Microsoft Teams App that provides actionable insight to manage employee engagement, improve productivity and promote well-being.

## 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

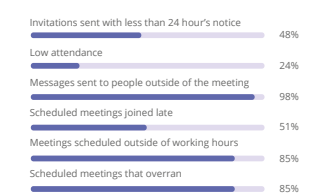


### Scheduled Meetings Overview

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



### Scheduled Meeting Habits



### Scheduled Meetings

# Logos and Brand Terminology

## Primary Logos



Analytics 365 Communication Analytics and Recording for Microsoft Teams



Analytics 365 Recording and Conversation Intelligence for Microsoft Teams



Analytics 365 Call Analytics for Microsoft Teams



Analytics 365 Collaboration Analytics 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

#### Recording and Conversation Intelligence for Microsoft Teams

- Microsoft Teams Certified
- Microsoft Azure IP Co-sell Eligible
- Transactable on the Microsoft Marketplace



### Analytics 365

#### Call Analytics for Microsoft Teams

- Microsoft Teams Certified
- Microsoft Azure IP Co-sell Eligible
- Transactable on the Microsoft Marketplace




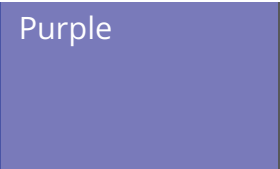
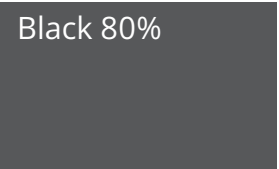
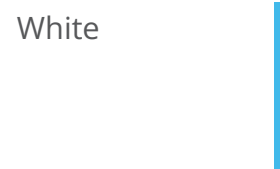
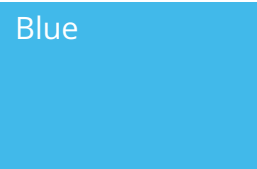
### Analytics 365

#### Collaboration Analytics for Microsoft Teams




- Microsoft Teams Certified
- Microsoft Azure IP Co-sell Eligible
- Transactable on the Microsoft Marketplace


# Colour

## Primary Colour Palette

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

## Gradient Palette

|  |  |  |   |
|--|--|--|---|
|  |  |  |  |
| Dark Purple  | Purple   | Light Purple   | Light Purple #2   |
| C82 M76 Y0 K0<br>R73 G84 B165<br>HEX #4954A5                                       | C57 M56 Y0 K0<br>R121 G122 B186<br>HEX #797ABA                                     | C32 M30 Y0 K0<br>R170 G169 B213<br>HEX #AAA9D5                                     | C16 M15 Y0 K0<br>R208 G208 B232<br>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. View real-time and historical data to monitor call activity, staffing levels and performance. Filter calls, select dashboard views and create wallboards to keep everyone informed.

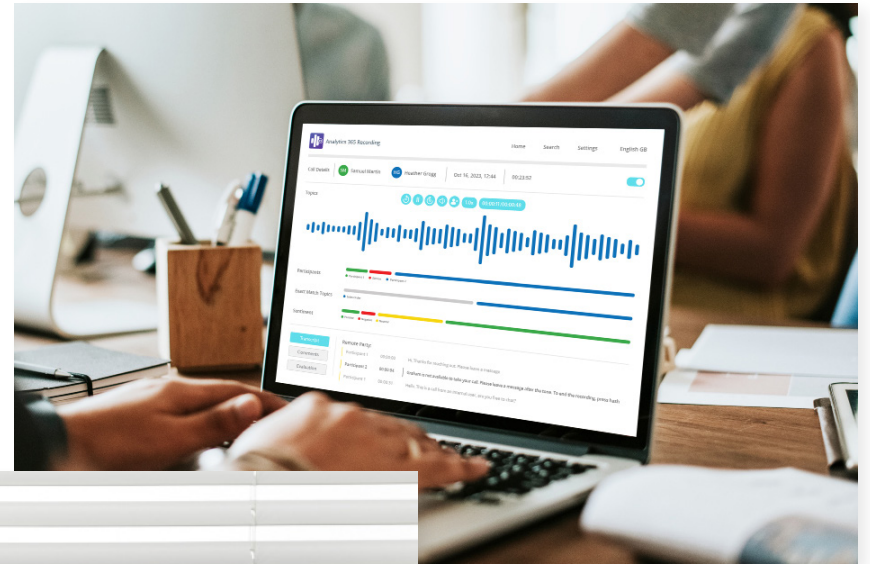
### Identify critical insight for your business

- When are your customers calling?
- How many calls are waiting in the queue?
- How long will they wait to be answered?
- Is customer expectation being met?
- 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?
- Are agents leveraging Teams to Teams communication to build customer relationships?
- How many callers have you missed and are you calling them back?



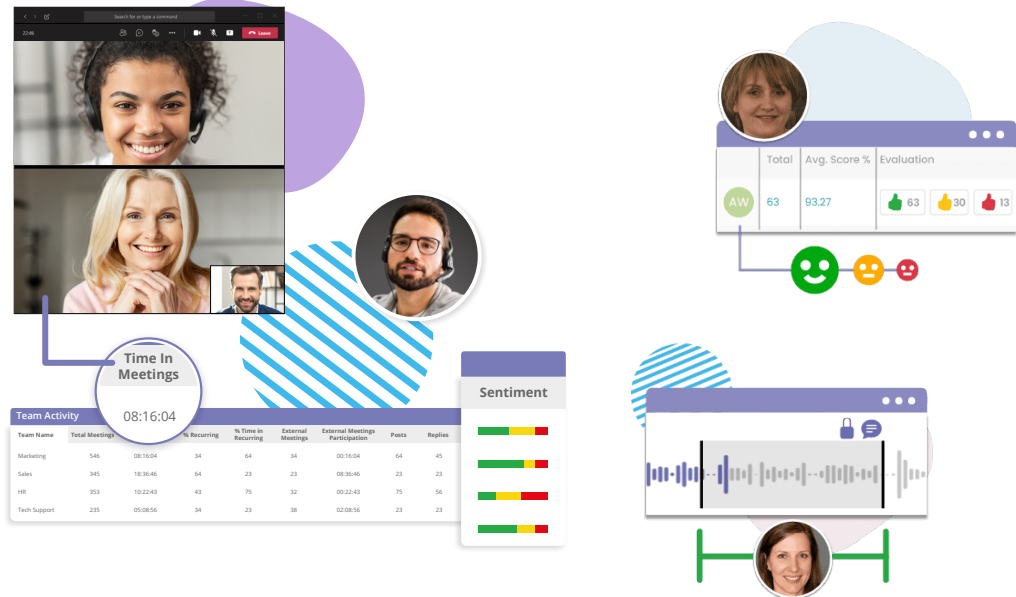
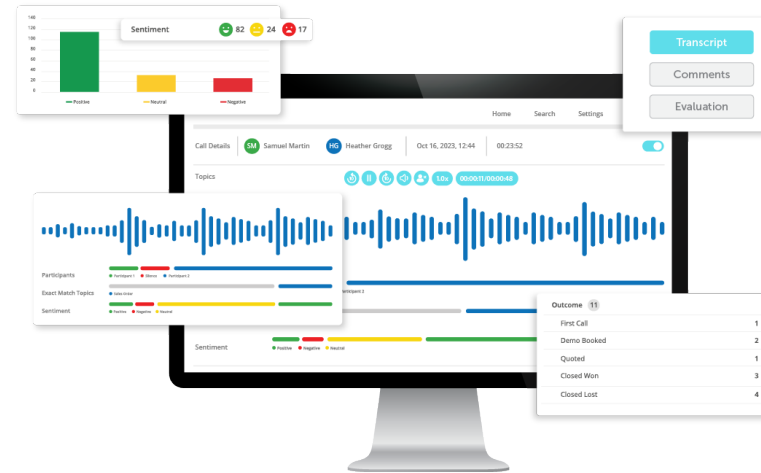
[www.analytics-365.com](http://www.analytics-365.com)

# 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)

# Example 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)**

