CM. CM.com

Brand Book

Version 2.3 | March 2025

This Brand Book is an essential resource for anyone involved in representing the CM.com brand. By following the guidelines in this Brand Book, we can ensure that our brand is always presented in a professional and consistent manner, which helps to build trust and credibility with our customers and partners.

This Brand Book is continuously evolving and is therefore subject to change. Please always check for the latest version to stay up to date.

CM.com (AMS: CMCOM) is a global leader in cloud software for conversational commerce that enables businesses to deliver a superior customer experience. Our communications and payments platform empowers marketing, sales and customer support to automate engagement with customers across multiple mobile channels, blended with seamless payment capabilities that drive sales, gain customers and increase customer happiness.

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Tone of Voice

Our tone of voice reflects our company's values and personality. We aim to communicate in a way that is approachable, positive, and professional, while still maintaining a personal touch that sets us apart from our competitors.

While we aim to be lighthearted and positive in our communications, we are also mindful of sensitive topics and strive to stay away from anything that is politically charged or could be offensive to our audience. We believe that maintaining a professional tone is essential to building long-term relationships with our customers and partners.

In summary, at CM.com, we are committed to open, honest communication that reflects our values and brand identity. We believe in the power of knowledge sharing and strive to provide valuable insights to our customers and partners.

US English applies to all global content. Of course in countries such as UK and South Africa we use English that is common in those countries.

- Capitalize your titles according to the APA format. APA is a set of formatting and citation guidelines. Need help? Use this tool.

- We're a personal company, so don't write too formal. However, refrain from making jokes.

- Don't use quotes or logos from customers without getting their consent.

- Please use CM.com, not CM.

The Ultimate Customer Experience Platform

Logo

Introducing the CM.com logo

To maintain visibility the safe area around the logo is defined by 1/4th of the logo mark height - or the height of the 'o' - as depicted here. Keep this area clear from other visual elements.

Download Logo Pack ↓

Logo Versions

There are circumstances where the size or ratio of the design do not allow for the main horizontal logotype to maintain its legibility or visual impact.

These situations ask for the use of either the stacked logo variation or for using the logo mark only.

Remember these really are meant as fallback options, always try to make the main logotype work, first.

Download Logo Pack ⬇

Primary Logo

Secundary Logo

Tertiary Logo

Logo & Background Colors

It is crucial to consider the importance of contrast and its impact on user interface and experience. When it comes to our logo, it is essential to maintain optimal visibility and legibility. To achieve this, we have established specific guidelines regarding logo usage on different colored backgrounds.

For light-colored backgrounds, our primary logo should always be used..

On darker backgrounds, such as Purple, Blue or Black, our secondary logo comes into play. This version of our logo features a white colored brand name and icon, allowing for clear visibility and legibility against the darker backdrop.

By adhering to these guidelines, we maintain consistency in our branding and ensure an optimal user experience, where our logo is easily recognizable and visually appealing across various backgrounds.

Remember, contrast plays a vital role in enhancing the overall aesthetic and usability of our brand. By choosing the appropriate logo for each colored background, we can create a seamless and cohesive visual experience for our users.
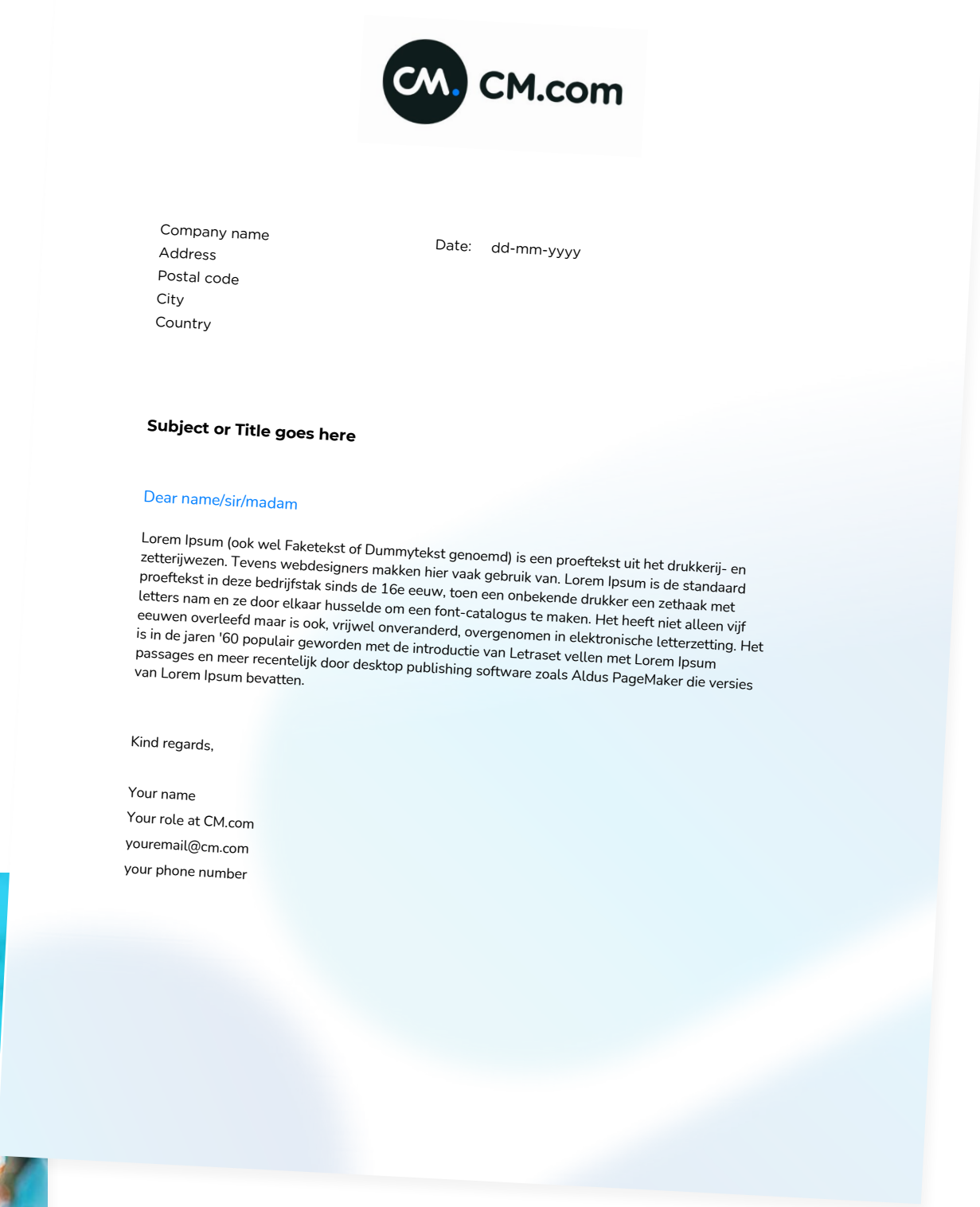
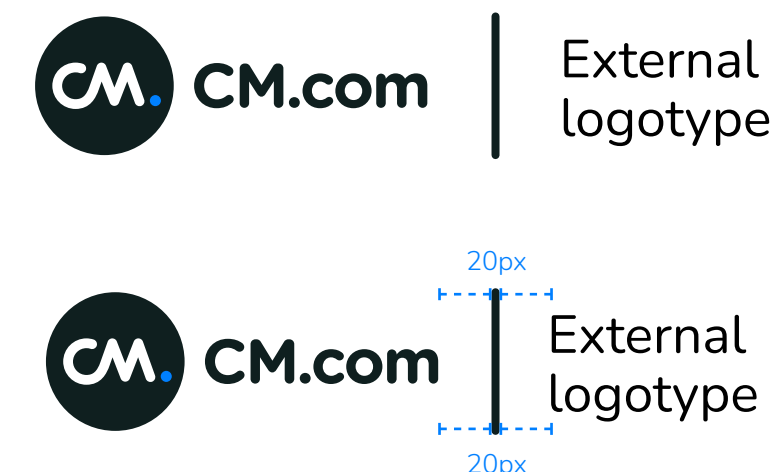# Partnerships, Customer Cases or Events With Our Logo

There are two event post templates in our brand book that perfectly align with our brand identity, ensuring a visually appealing and consistent experience for our audience.

The primary option is designed for event logos with high contrast against our purple background, guaranteeing maximum visibility.

However, we also understand that there may be situations where lower contrast logo's are provided. To address this, we have a secondary option available.

If you are part of the CM.com marketing team, you can find these templates in Bannerflow. Once you have created the event post using the appropriate template, please share it on Bynder so that everyone within our organization can access them.

Primary choise

CM.com | External logotype

CM.com | External logotype
20px
20px

Secondary choise

CM.com | External logotype

CM.com | External logotype
20px
20px
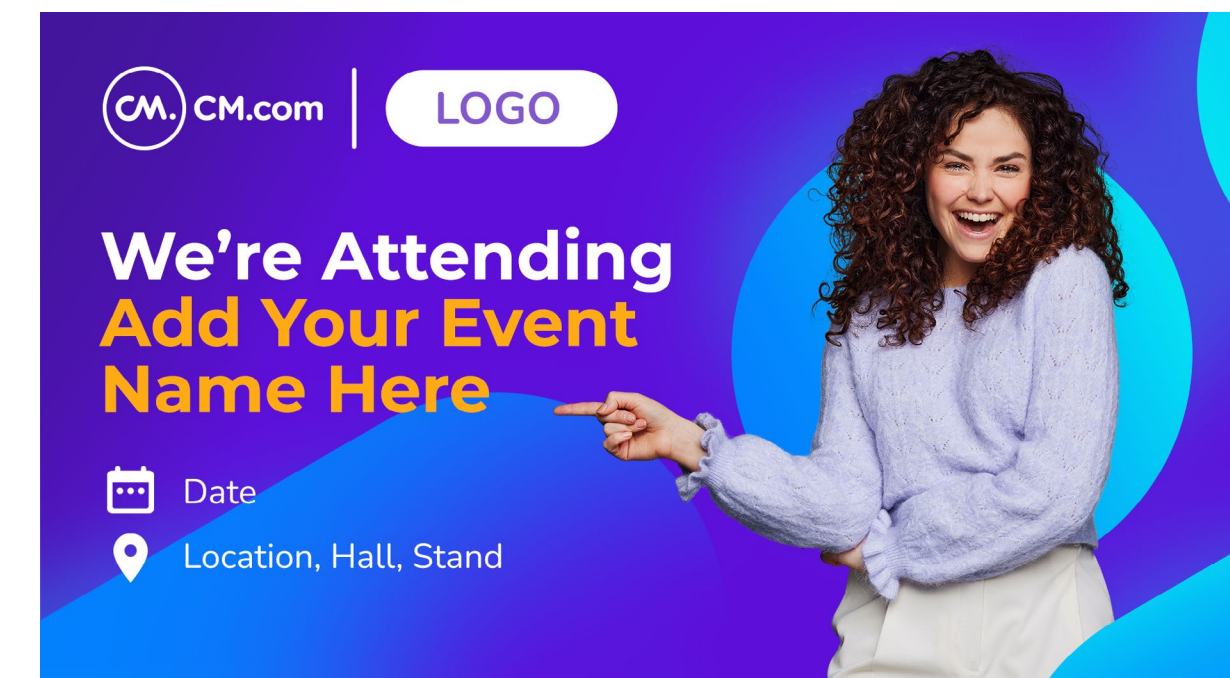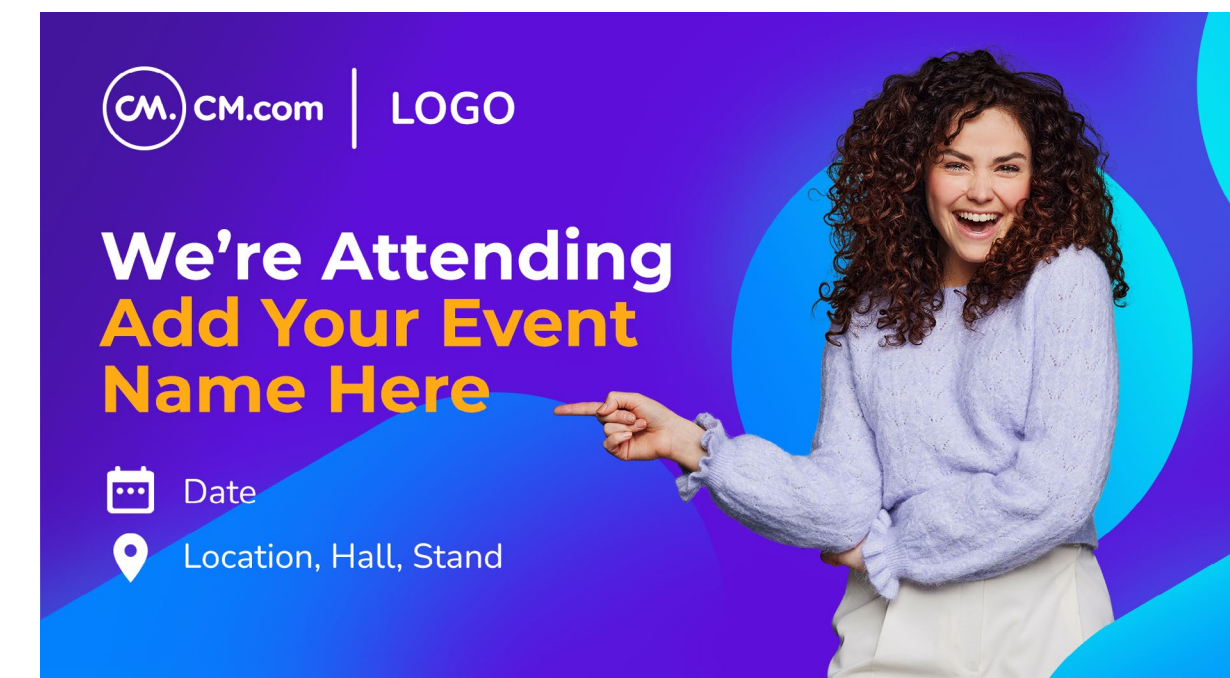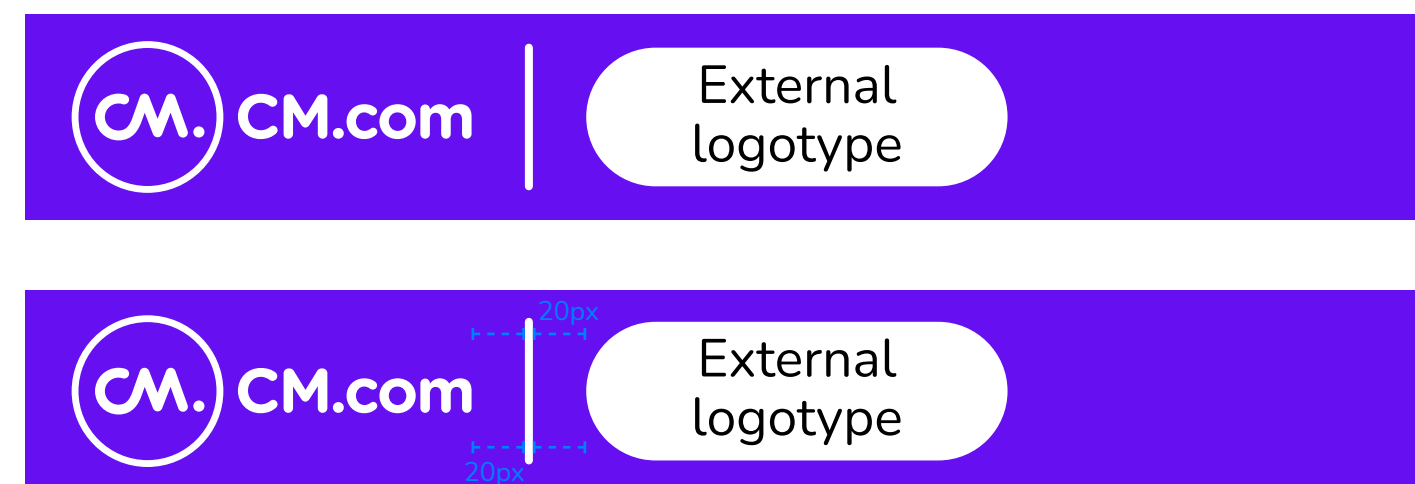
Do's & Don'ts

The CM.com logo is the most recognizable aspect of our brand. Altering it can damage the brand's visual identity and weaken brand recognition.
This can make it difficult for customers to identify and connect with CM.com.

Altering the logo can also have legal implications. Unauthorized alterations to the logo can infringe on legal protection of the CM.com brand.

Examples

- Do not stretch, distort, or manipulate the proportions of the logo in any way.
- Do not change the colors of the logo.
- Do not use the logo in a way that implies endorsement or partnership with another brand without prior permission.
- Do not create your own version of the logo.
- Do not add any additional elements or text to the logo unless it is part of an approved variation or lockup.
- Do not use low-resolution or pixelated versions of the logo, as this can negatively impact the quality of our brand's image.
- Do not use the logo as a replacement for text in any circumstance, such as in a sentence or as a bullet point.
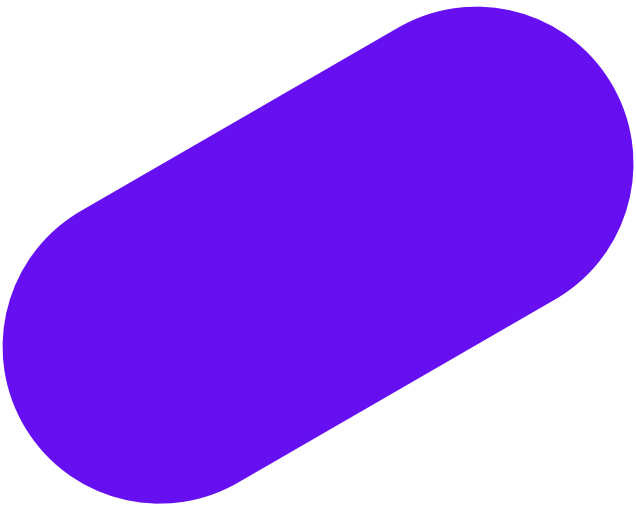
Color Is
a Power
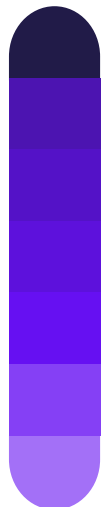Which Directly
Influences
The Soul

Color

Purple 100

HEX #6610F2

CMYK 75 80 0 0

PMS Pantone 2368 C

RGB 102 16 242

Purple 100 is the best color to differentiate and engage with (potential) customers. It represents ambition, creativity and innovation.
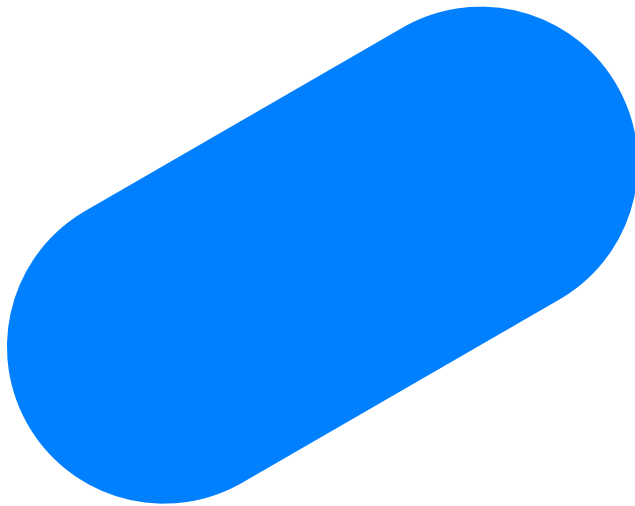
Blue 100

HEX #007FFF

CMYK 100 35 0 2

PMS Pantone 3005 C

RGB 0 127 255

Blue 100 stands for trust, As a rule of thumb, follow 60% (Purple 100) with 40% (Blue 100) for all your designs.
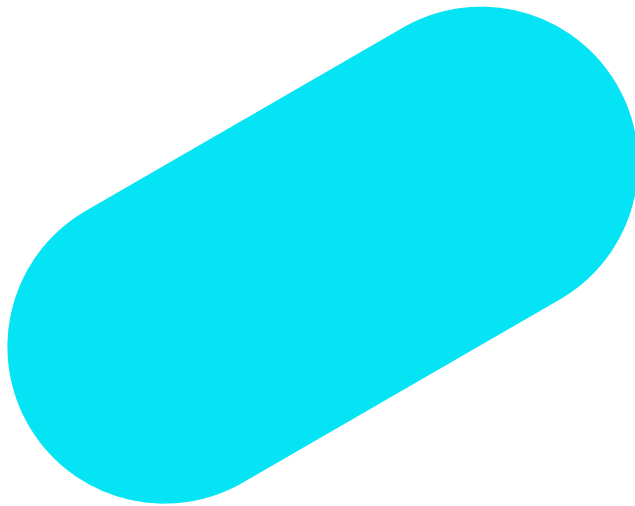
Cyan 100

HEX #04E4F4

CMYK 65 0 6 0

PMS Black 311 C

RGB 4 228 244

Cyan 100 represents the power of possibility and the endless potential of in-novation. This color is just a highlight color. Use it for small details.

Black 140

HEX #101E1E

CMYK 92 67 35 74

PMS Black 6 C

RGB 16 30 30

Our subtly softened Black 200 aligns with our logo and tone of voice. It is used for text.

Orange 100

HEX #FFA400

CMYK 0 36 100 0

PMS Pantone 137 C

RGB 255 164 0

We use Orange 100 for standard CTA buttons. It can also highlight important text, creating visual emphasis.

Color Palette

By adhering to our standardized color ranges, we reinforce our brand's recognition and strengthen the connections with our audience. The consistency achieved through these defined ranges not only enhances our visual presence but also contributes to the establishment of a reputable and reliable brand image.

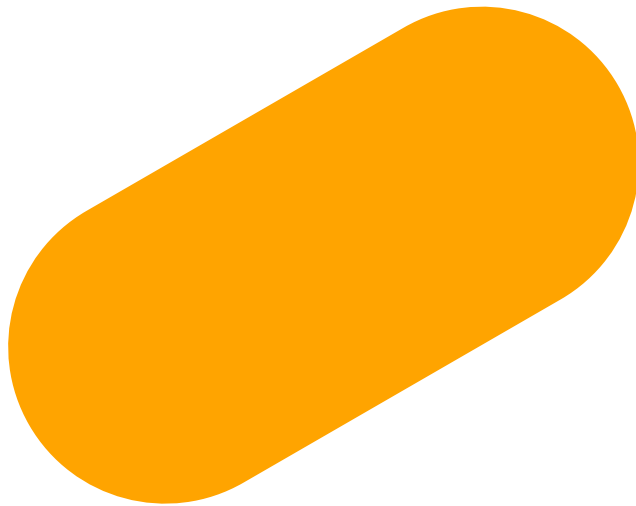Refer to this section of our brand book whenever you're working with our brand's visual elements. Let these color ranges guide you in capturing the essence of our identity accurately and consistently, as we continue to make our mark in the corporate landscape.

Blacks

140	120	100	70	40	5	0
101E1E	212E39	344055	707988	AEB3BB	F5F5F6	FFFFFF

Blues

180	130	120	110	100	90	80
0D314B	0562BB	036BD2	0074E8	007FFF	198BFF	3399FF

Purples

180	130	120	110	100	80	60
211B48	4C14B1	5412C7	5D11DC	6610F2	8540F5	A370F7

Cyans

110	100	90	80	60
05CFDE	04E4F4	1DE6F5	36E9F6	68EFF8

Yellows

100	90	80
FDCA40	FDCF53	FDD566

Oranges

110	100
E79603	FFA400

Color Balance

It's very important to find the right balance between Purple and Blue/Cyan.

As a rule of thumb, follow:
60% (purple) + 40% (blue/cyan)

CM.com being a digital first company, screen colors (RGB) are leading. Therefor, all colors are in this document are generally referenced with their HEX code.

Examples

Morse

CM.com's Morse Code is a visual brand element that is used to reinforce our visual identity and create a visual continuity across different materials and platforms.

Telegraphy, with its famous use of morse code, is often viewed as the origin of modern digital communication. Thus, the CM.com morse code visual element represents not only the origin, but also the core of CM.com's services.

The morse code visual, derived from the 'c' and 'm' in morse, feels playful with its huggable roundness. It is projected at a 30° angle to represent forward and upward movement. Like CM.com's ambition: never standing still.

The visual consists of 'pills' and 'circles' and is designed to be able to be cut off along the edges of the document, granting it a sense of boldness and playfulness.

Download Morse Options ↓

Outlined Variant

An outlined Morse Code visual is the secondary choice. It can be utilized as a lighter alternative when the original version is too heavy.

Blurred Variant

In our design approach, we incorporate a blurred morse to create a sense of depth. Blur setting around 17. This technique adds visual interest and dimension to our overall aesthetic.

Typography

Fonts define a brand's identity,
evoke emotions and foster recognition,
impacting how the brand connects
with its audience.

Titles & Subtitles

Montserrat Extra Bold

Titles

Montserrat SemiBold

Titles or Subtitles

Montserrat Bold Italic

Quotes & Citations

Montserrat Light

Lighter Subtitles for more hierarchy when used with a Bold title

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Montserrat embodies our brand's essence, offering a modern, elegant look and feel. Its sleek lines and soft, inviting curves evoke a sense of approachability and sophistication.

Titles
For short titles we use Montserrat **Extra bold**. Kern Montserrat Bold at -15, making optimal use of smaller screens and surfaces.

Subtitles
For longer titles or subtitles (that are not placed next to the main title), we use Montserrat **SemiBold**. Kern Montserrat SemiBold at 0.

Quotes & Citations
Quotes and citations should be italicized for clarity and in line with style guidelines. For Quotes and Citations we offer *Montserrat Bold Italic*.

Lighter Subtitles
Subtitles that are used in combination with the main title are Montserrat light, to create a better hierarchy. Kern Montserrat Light at 0.

For leading we grant more freedom to the designer. However, keep in mind that the text should never feel crowded. A nice, airy, slightly oversized line height gives the CM.com typography a pleasant and inviting feel.

The font is available for free and can be downloaded from Google Fonts.

Body Text

Nunito Regular
Body Text

Nunito Italic
Quotes & Citations

Nunito Bold
Body Text

Nunito ExtraBold
Versatile & Highlighting

Nunito ExtraLight
Versatile & Highlighting

Body Text" (or "Text" in a more concise context) is the main content of your communication materials. It includes the core written information, such as articles, paragraphs, and descriptions, which conveys the primary message to your audience.

For body text we use Nunito. Nunito is a highly suitable choice for body text due to its exceptional readability, modern aesthetic, and versatility. Its well-proportioned characters and spacing ensure that text is comfortably legible.

We offer different options within Nunito to empower you to create body text with a wide variety, enabling you to establish a clear hierarchy your text.

The font is available for free and can be downloaded from Google Fonts.

Guides and Whitepapers

And last you will read this: 27 pt

You will first read this: 87 pt

Then you will read this: 52 pt

For our online guides and whitepapers in A4, we're keeping the body text at a font size of **11 points**. This size strikes a good balance for readability on online screens.

When it comes to titles and subtitles, we're adding or subtracting **3 points** to make them stand out. This way, readers can easily spot important sections and follow the flow of information.

By sticking to these font size guidelines, we're ensuring our content is both easy on the eyes and well-organized, making it more enjoyable for our audience to read and understand.

Alternatives

Arabic

تجربة الزبون

Traditional Chinese

客戶體驗

Japanese

顧客体験

Unfortunately not all fonts support all languages.
As a replacement we use Noto Sans for localizations where we can not use Montserrat and Nunito.

Noto Sans is a font family developed by Google that supports a vast range of languages. The font is available for free and can be downloaded from Google Fonts.

Please note that Noto Sans is **only** used for these specific languages. If you're using the Latin alfabet to communicate, please stick to Montserrat for titles and Nunito for body text.

Arabic:

Noto Sans Arabic

Traditional Chinese:

Noto Sans TC

Japanese:

Noto Sans JP

CM.com

CM.com is a listed company (Euronext Amsterdam: CMCOM) and provides Conversational Commerce services from its cloud platform that connects enterprises and brands to the mobile phones of billions of consumers worldwide. Conversational Commerce is the convergence of messaging and payments. CM.com provides messaging and voice channels, such as SMS, Over The Top (OTT, e.g. WhatsApp Business, Apple Business Chat, Google RCS, Facebook Messenger, and Viber), Voice API and SIP. These messaging channels can be combined with cloud platform features, like Ticketing, eSignature, Customer Contact, identity services and a Customer Data Platform. CM.com is a licensed Payment Service Provider (PSP) offering card payments, domestic payment methods and integrated payment methods like WeChat Pay. CM.com has around 700 employees and offices in 15 countries globally. The platform of CM.com delivers fully integrated solutions, based on a primarily privately owned cloud and 100% in-house developed software. By doing so, CM.com can guarantee scalability, time-to market, and global redundancy and delivery.