Brand Book
Spring 2014

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Why a Brand Book?

Perhaps you develop or design our product…

Maybe you are someone who keeps our growing number of customers happy every day…

You could even work in HR, keeping the troops happy with full jars of candy..

No matter what your role is at Fuze…

This book is for you.

This brand book articulates the most important aspects of our new global brand. It provides the attributes that define, guide and unite us, as well as the artistic design that visually represents our brand to the world. Let this book serves as an indispensable reference guide for the new adventures we will create together at the NEW Fuze.

So why does it matter to you? It's our collective ability to consistently represent our brand that will define its success.

Fuze exists because of each of us.

Welcome to our new brand. Welcome to our new adventure.

2014: A New Year, **A New Fuze**

2014 marks the complete transformation of Fuze.
It is not only a completely new brand but we have redesigned
the product entirely, vastly improved the infrastructure and built
world class sales, support and customer success teams.
We have always prided ourselves on building a product
that makes customers happy. We made sure to focus
on developing for all of the new, exciting platforms & devices
and we even built our own state of the art audio platform,
with results beyond belief.

Now, we stand poised to effectively disrupt a multi-billon dollar
market.

In order to differentiate ourselves from the competition, we
created a new brand and a set of strong, clear messages and
striking visuals that will resonate both domestically and
internationally.

Our new visual & verbal identities personify the maniacal focus
we have on **our users**: their daily life balance, their
professional success and their experience within our product.

Fuze is the fast, flexible way *for everyone to connect and collaborate.* **Fuze works across all devices, networks and rooms,** *is intuitive and easy to use* and is uniquely designed to fit the mobile lifestyle of the modern worker.

What Makes Fuze Different?

The Flexible Way to Work

The workday of the typical modern worker is no longer set to a specific timetable. The 24 hours of our days are spent juggling personal and professional commitments. Business meetings, personal appointments, travel, social lives, workouts, family time, rest – these activities form pieces of a puzzle that we need to somehow fit together.

Fuze puts you in control of your workday. It provides the flexibility needed to fit your commitments into place on your own terms to make it work.

"For an international organization like ours that has to think and act globally, to be able to use a tool like Fuze is actually a big competitive advantage for us."
– Alexander Haldemann, CEO Meta Design

Fuze is for Everyone

Every knowledge worker in the world can use Fuze; from the entrepreneurial CEO to the working mom, from sales to engineering, from the educator to the healthcare provider to a global public relations team.

We've designed a meeting experience that is very intuitive, easy to use and doesn't take reading a thick manual or making a call to your IT guy or gal to get your meetings up and running quickly.

Fuze is secure and reliable. It works when you work.

"What we had hoped to achieve by implementing Fuze at Saint Louis University is the ability to connect people down the street or around the world."
– Paaige Turner, Associate Professor, Saint Louis University

Making Workspace Anyplace

Fuze provides the freedom to work wherever the moment takes you. Fuze works on any network or device wherever you need to get work done, whether you are in a large million dollar conference room, a small huddle room, your home office, the airport café or a hotel room across the world. (Maybe even from the beach, but we seriously would not recommend that. I mean really?)

We make communication easy and teamwork seamless, transforming the way you are able to do business.

Fuze works where you work. Fuze explores new frontiers. Fuze boldly goes where you go.

Take that Captain Kirk.

How we look

The Fuze Logo

The logo design illustrates the balance of work and life
that can be achieved by using Fuze.

A stylized "F" creates a unique icon that represents
the different pieces that collectively form your day.

The colors used in the logo artistically represent the various
times of day: a golden sunrise, the clear blue skies of daytime,
a fiery sunset.

Logo Orientation

There are two orientations of the logo: vertical and horizontal.
The vertical logo is the primary version and should be used as the main
identity on communications pieces. The horizontal version should
only be used when scale, legibility or co-branding situations dictate.

Icon and Logotype

The icon and logotype may be used separately as individual branding
elements within communication pieces. When these elements are used,
the primary logo should still be the first visual identifier of the brand.

Logo Color

There are two color versions of the logo: red and tri-color.

The red logo is the primary version and should be used as the main identity on communications pieces.

The tri-color logo is an alternate version and should only be used as a secondary identity element after the Fuze brand has been visually established.

Let's talk a little bit more about color…

Red

Pantone®: 185 C
CMYK: 0 93 79 0
RGB: 228 0 43
Hex: E4002B

Black

Pantone®: Black C
CMYK: 0 0 0 100
RGB: 0 0 0
Hex: 000000

Blue

Pantone®: 3115 C
CMYK: 59 0 14 0 0
RGB: 193 213
Hex: 00C1D5

Yellow

Pantone®: 7409 C
CMYK: 0 31 100 0
RGB: 240 179 35
Hex: F0B323

The Color Palette

Color plays a vital role in the Fuze brand, and when used properly provides a dynamic visual expression.

The Fuze colors appear on a variety of materials and communications and should be used consistently and appropriately.

The color palette is comprised of four colors – a bright red, blue and yellow, and one basic black.

The color selection represents the different parts of the day and the tasks that comprise them.

The Graphic System & Typography

Printed and online communications are an essential element of the Fuze brand.

The Fuze graphic system is a fun visual metaphor that represents the organizing and putting together of a puzzle.

This system plays a significant role in projecting a consistent image and visual style.

Typography plays a significant role in projecting the Fuze image and visual style. Helvetica Neue is the primary typeface for all of our written communications.

So how DO we communicate the Fuze brand?...

How We Sound

At our core, we are an **experience** brand; not a product brand. Our tone of voice when we speak reflects this core – and we speak as if encouraging a friend to try something new that will make their life easier.

We write in the first person ("you", "we") to make an emotional connection and provide direct relevance.

When possible, we use 'Fuze' as a verb to create engagement and reinforce the power of our brand.

Fuze sounds…

Empowering.
Defined as: encouraging, transformative, supportive
Fuze inspires people to make their life easier by taking control of their workday and giving them the flexibility to work on their own terms, wherever they want.

Friendly.
Defined as: approachable, down-to-earth, inclusive
Fuze is for anyone and everyone. Fuze messaging is clear and simple and avoids complex sentences and technical jargon when possible.

Modern.
Defined as: Intelligent, bold, savvy
Fuze is in touch and relevant for the modern knowledge worker. We are the forefront of new technologies and transform the ways that people connect.

Magnetic.
Defined as: alluring, compelling, thought-provoking
We write in a compelling, alluring way that captivates audiences and encourages them to imagine a new way of working and communicating.

"I can put up a PDF of client's work and the client is going to see the correct color, there is no bitmapping at all. You pull up this piece of branding and this piece of branding looks exactly like it's going to look when you get it out in the field. For a branding company that's gigantic."
– Jeffrey Bonacci, Manager Global Creative Technologies Group at Ogilvy & Mather

So there you have it! Our new adventure begins with an exciting new brand.

Please remember it's the responsibility of each of us to consistently use the guidelines set forth in the previous pages.

It's ok if you get a little confused along the way. You work with a few hip brand swamis who can help guide you. So when in doubt, ask!

Let's work hard, have fun, and celebrate our many successes to come!

Go forth and Fuze