



# UNIVERGE BLUE®

Design Guideline  
April 2021





# UNIVERGE BLUE®

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# UNIVERGE BLUE®

## TYPOGRAPHY

The Azo Sans font family is the official typeface of UNIVERGE BLUE.

### BASIC RULES

- › We do not use any artificial styles on the text like shadows, color gradients, etc.
- › Italic text is only allowed for quotations and weblinks
- › Generally, we set our text with a ragged left alignment

### TYPEFACES

#### Light

abcdefghijklmnopqrstuvwxyz0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ XYZ  
. : ; ! ? % < > + - x - = { } \* " ' ' / @ \$ € £ & © ™ ®

#### Light Italic

*abcdefghijklmnopqrstuvwxyz0123456789*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ XYZ*  
. : ; ! ? % < > + - x - = { } \* " ' ' / @ \$ € £ & © ™ ®

#### Medium

**abcdefghijklmnopqrstuvwxyz0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ XYZ**  
. : ; ! ? % < > + - x - = { } \* " ' ' / @ \$ € £ & © ™ ®

#### Bold

**abcdefghijklmnopqrstuvwxyz0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ XYZ**  
. : ; ! ? % < > + - x - = { } \* " ' ' / @ \$ € £ & © ™ ®

# UNIVERGE BLUE®

## TYPOGRAPHY

### HEADLINES

- › Azo Sans Bold
- › Capital letters
- › Dark Blue
- › Spacing max. 50
- › Size top-page header min. 20/24 pt
- › Size header min. 11/14 pt

### SUBLINE

- › Azo Sans Light
- › Capital letters
- › Dark Blue
- › Spacing max. 50
- › Size top-page header min. 20/24 pt
- › Size header min. 11/14 pt

### HEADLINE COPYTEXT

- › Azo Sans Bold
- › Black or Dark Blue
- › Size min. 9/14 pt

### COPYTEXT

- › Azo Sans Light
- › Size min. 9/14 pt

### COPYTEXT HIGHLIGHT

- › Azo Sans Medium
- › Size min. 9/14 pt

### URL

- › Azo Sans Light Italic
- › Light Blue
- › Size min. 9/14 pt

Font size for 'Manuals' and 'Get Started' documents is bigger  
Headlines min. 18/21 pt, text min. 11/18 pt

# UNIVERGE BLUE®

## COLORS

### DARK BLUE



CMYK  
100/80/20/40  
RGB  
16/46/96  
HEX  
#102E60

### BLUE



CMYK  
100/70/0/0  
RGB  
11/86/165  
HEX  
#0B56A5

### LIGHT BLUE



CMYK  
80/32/2/0  
RGB  
32/152/215  
HEX  
#2098D7

### GREEN



CMYK  
75/5/100/0  
RGB  
63/65/53  
HEX  
#3EA435

### LIGHT GREEN



CMYK  
48/3/93/9  
RGB  
152/188/51  
HEX  
#ED5C01

### RED



CMYK  
0/100/100/0  
RGB  
220/41/26  
HEX  
#DC291A

### ORANGE



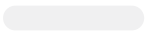
CMYK  
0/75/100/0  
RGB  
273/92/1  
HEX  
#ED5C01

### LIGHT ORANGE



CMYK  
1/51/92/1  
RGB  
247/148/29  
HEX  
#F7941D

### GREY



CMYK  
7/5/5/0  
RGB  
240/240/240  
HEX  
#F0F0F0

UNIVERGE BLUE®  
LOGO



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# UNIVERGE BLUE® LOGO

## MAIN LOGO - TYPE 1, TYPE 2 & TYPE 3

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UNIVERGE BLUE®  
CONNECT



UNIVERGE BLUE®  
CONNECT



UNIVERGE BLUE® CONNECT



UNIVERGE BLUE®  
MEET



UNIVERGE BLUE®  
MEET



UNIVERGE BLUE® MEET



UNIVERGE BLUE®  
SHARE



UNIVERGE BLUE®  
SHARE



UNIVERGE BLUE® SHARE



UNIVERGE BLUE®  
ENGAGE



UNIVERGE BLUE®  
ENGAGE



UNIVERGE BLUE® ENGAGE



UNIVERGE BLUE®  
RECOVER



UNIVERGE BLUE®  
RECOVER



UNIVERGE BLUE® RECOVER



UNIVERGE BLUE®  
BACKUP



UNIVERGE BLUE®  
BACKUP



UNIVERGE BLUE® BACKUP



UNIVERGE BLUE®  
MEET WEBINAR



UNIVERGE BLUE®  
MEET WEBINAR



UNIVERGE BLUE® MEET WEBINAR

# UNIVERGE BLUE® LOGO

## MAIN LOGO - TYPE 1, TYPE 2 & TYPE 3

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# UNIVERGE BLUE® LOGO

## MAIN LOGO - TYPE 1, TYPE 2 & TYPE 3

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UNIVERGE BLUE®  
CONTROL PANEL



UNIVERGE BLUE®  
CONTROL PANEL



UNIVERGE BLUE® CONTROL PANEL



UNIVERGE BLUE®  
CONNECT BRIDGE



UNIVERGE BLUE®  
CONNECT BRIDGE



UNIVERGE BLUE® CONNECT BRIDGE

## OTHER LOGOS- TYPE 1, TYPE 2 & TYPE 3

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UNIVERGE BLUE®  
ORIGINAL CCaaS



UNIVERGE BLUE®  
ORIGINAL CCaaS



UNIVERGE BLUE® ORIGINAL CCaaS



UNIVERGE BLUE®  
ORIGINAL UCaaS



UNIVERGE BLUE®  
ORIGINAL UCaaS



UNIVERGE BLUE® ORIGINAL UCaaS



UNIVERGE  
INTEGRATION PLATFORM

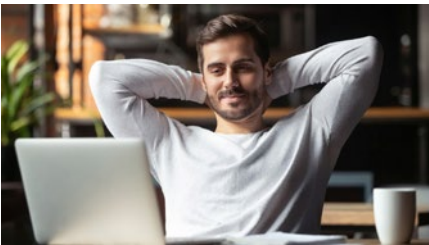
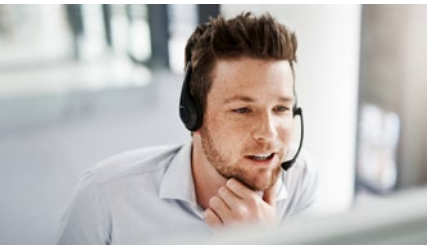
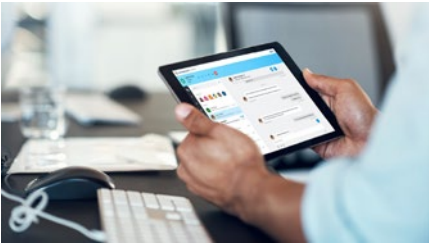


UNIVERGE  
INTEGRATION PLATFORM



UNIVERGE INTEGRATION PLATFORM

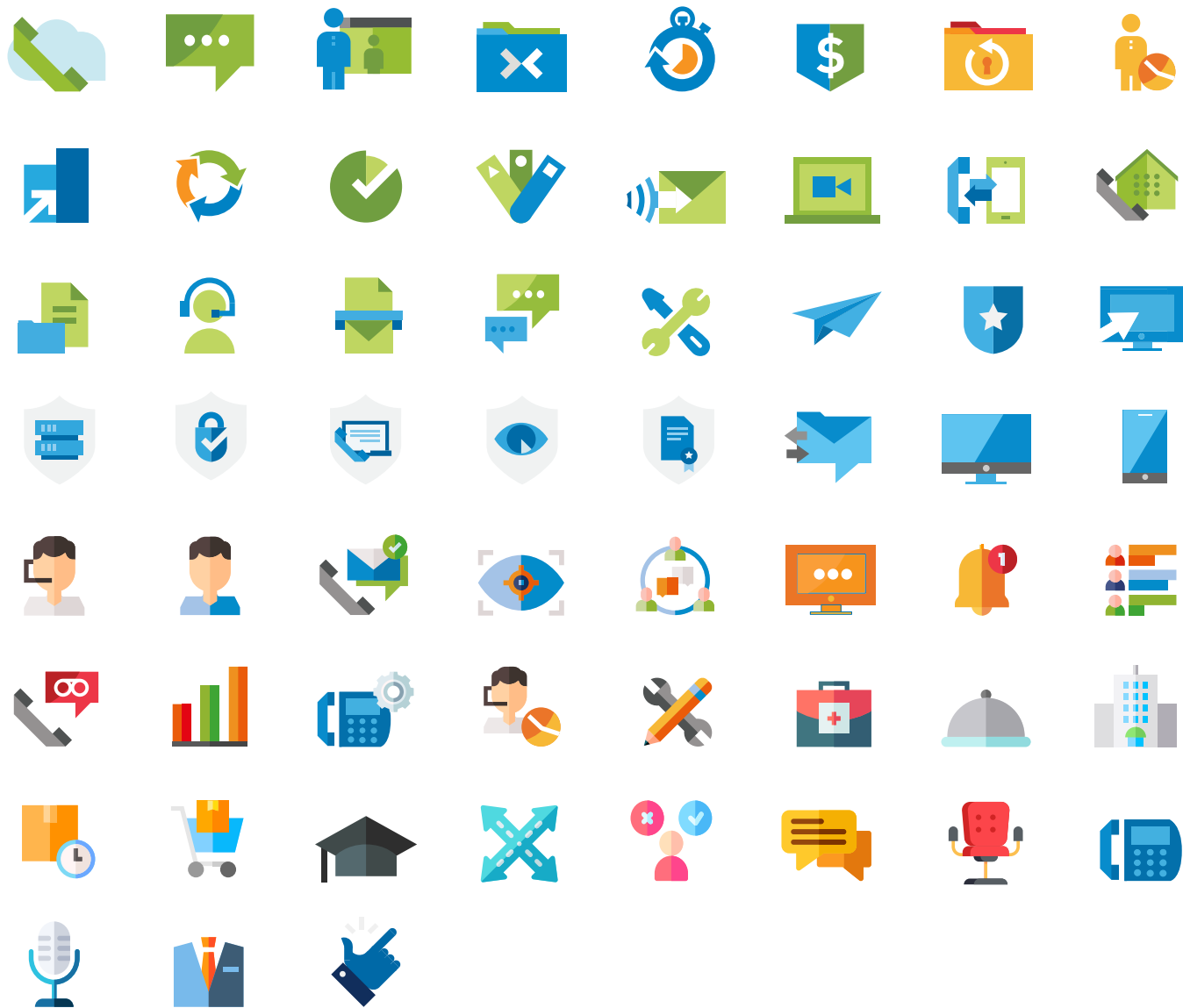
UNIVERGE BLUE®  
IMAGE STYLE



UNIVERGE BLUE®  
IMAGE STYLE



# UNIVERGE BLUE® ICONS

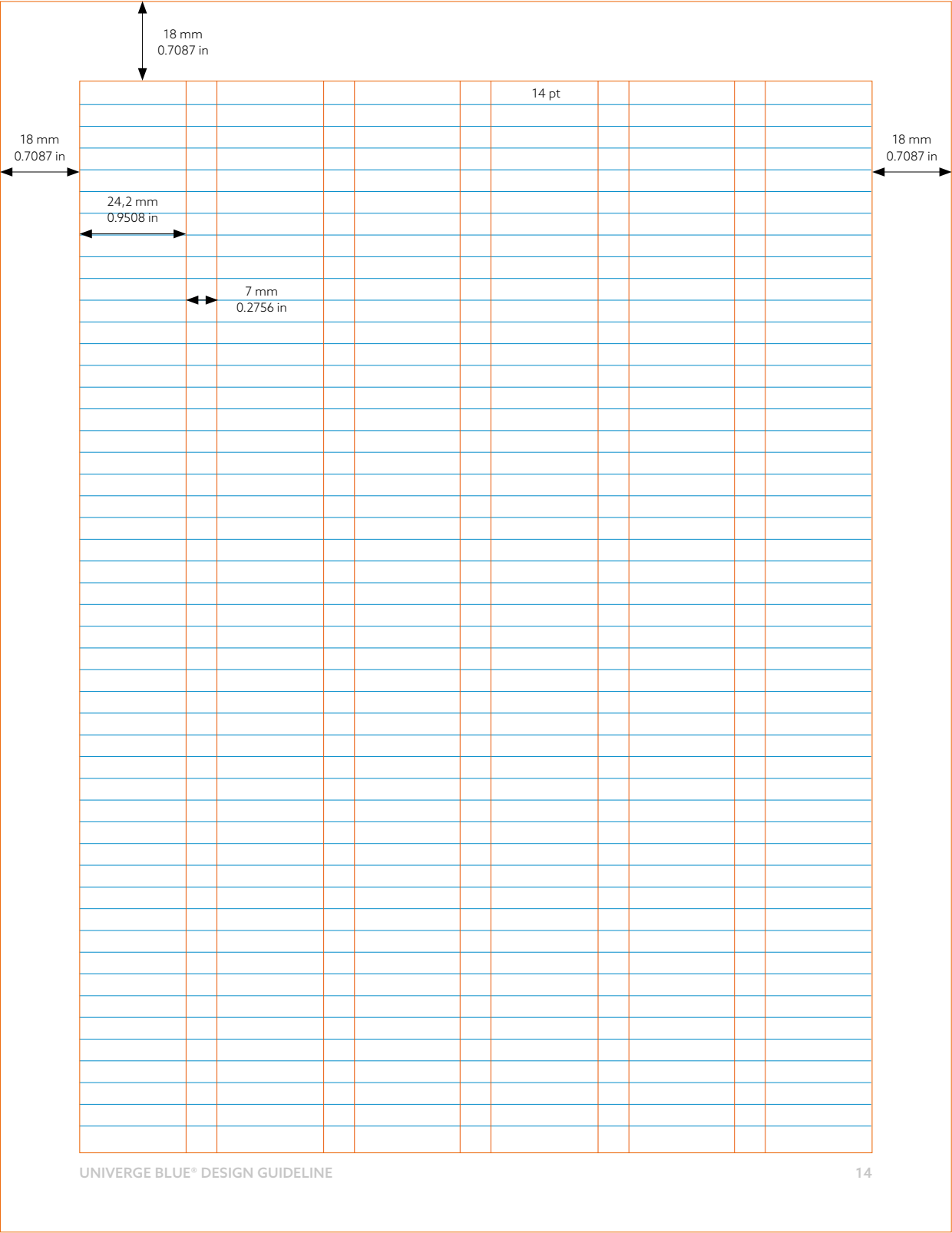


UNIVERGE BLUE®  
DESIGN ELEMENTS



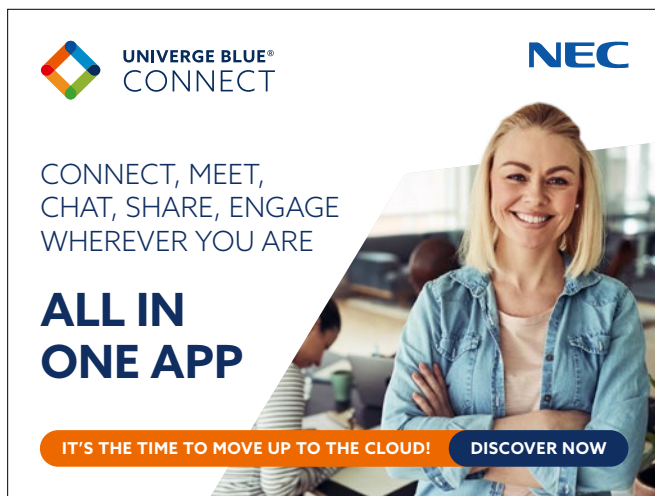
# UNIVERGE BLUE®

## DESIGN GRID US LETTER 8.5 X 11 INCH



# UNIVERGE BLUE®

## SOCIAL MEDIA BANNERS



**UNIVERGE BLUE®**  
CONNECT

NEC

CONNECT, MEET,  
CHAT, SHARE, ENGAGE  
WHEREVER YOU ARE

**ALL IN  
ONE APP**

IT'S THE TIME TO MOVE UP TO THE CLOUD! [DISCOVER NOW](#)



**UNIVERGE BLUE®**  
CONNECT

NEC

YOUR WHOLE  
OFFICE IN YOUR  
HAND

**WHEREVER  
YOU ARE**

IT'S THE TIME TO MOVE UP TO THE CLOUD! [DISCOVER NOW](#)



**UNIVERGE BLUE®** CONNECT

NEC

IT'S THE TIME TO MOVE UP TO THE CLOUD! [DISCOVER NOW](#)



**NEC**

YOUR SUCCESS IS OUR PRIORITY!

**BUILD A HIGH-MARGIN  
RECURRING-REVENUE  
STREAM**

[BECOME A PARTNER](#)

**NEC UNIVERGE BLUE®  
CLOUD SERVICES**



**NEC**

**GIVE THE GIFT!**  
THAT KEEPS ON GIVING WITH...

**UNIVERGE BLUE®**  
CONNECT

**Present your team** the UCaaS  
Solution that gives them flexibility  
to work virtually anywhere,  
anytime and on any device.

[#ADMINISTRATIVEPROFESSIONALDAY](#) [DISCOVER NOW](#)



**NEC**

**LOOK UP  
AT THE SKY...**

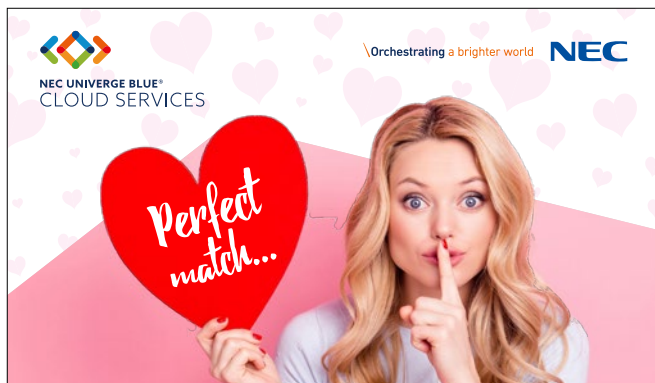
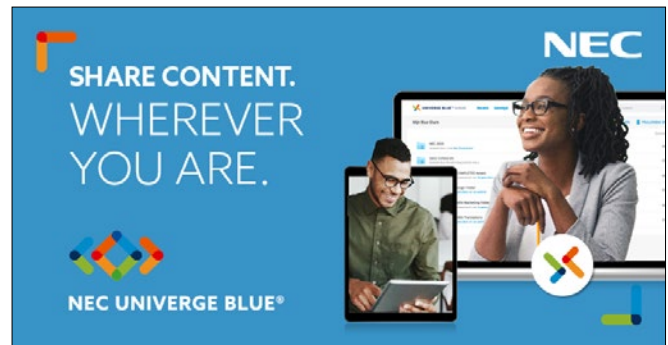
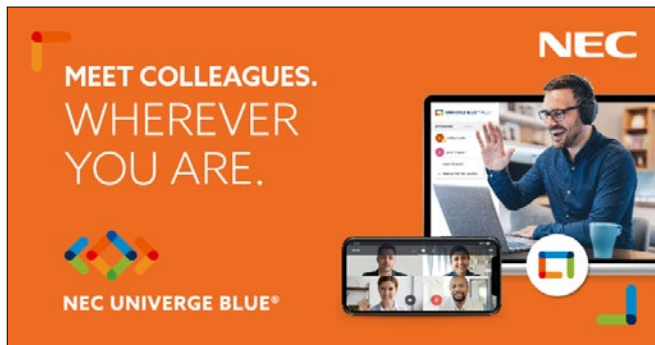
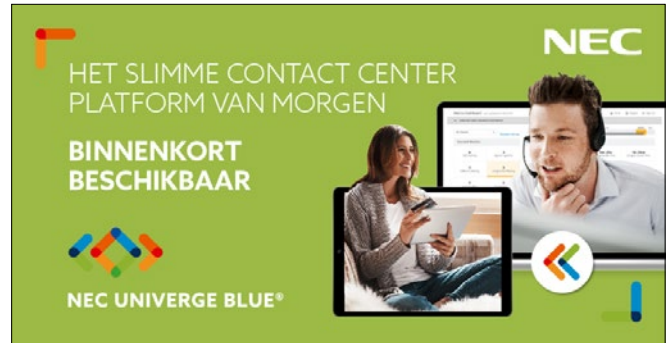
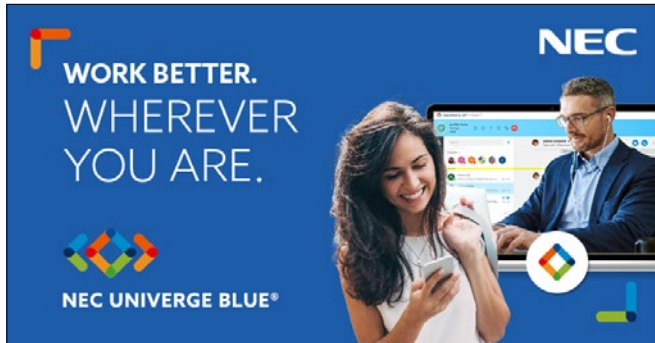
IT'S A BIRD. IT'S A PLANE.  
NO, IT'S UNIVERGE BLUE!

**NEC UNIVERGE BLUE®  
CLOUD SERVICES**

[#CLOUDSOLUTIONS](#) [#THEPOWEROFBLUE](#) [DISCOVER NOW](#)

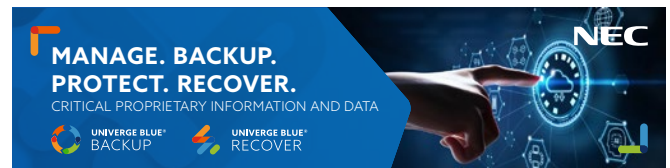
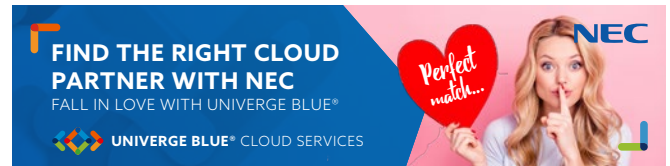
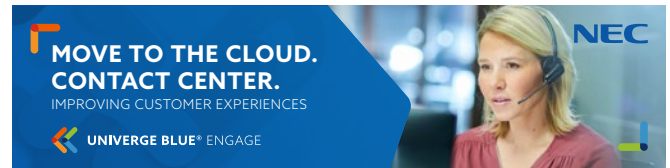
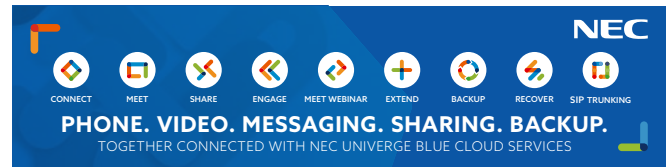
# UNIVERGE BLUE®

## SOCIAL MEDIA BANNERS



# UNIVERGE BLUE®

## MAIL & WEB BANNERS



 **OVER  
\$29 BILLION  
REVENUE**

 **#1**  
**SMB & ENTERPRISE  
COMMS WORLDWIDE**

**LEADER IN  
BIOMETRICS**



 **75 MILLION  
GLOBAL USERS**

 **TOP 100  
GLOBAL INNOVATORS  
(THOMSON REUTERS)**



**RECOGNIZED  
AS A LEADER**  
BY FROST & SULLIVAN  
IN ENTERPRISE  
COMMUNICATIONS  
TRANSFORMATION

 **125+  
COUNTRIES**

**GLOBAL 100  
MOST SUSTAINABLE  
COMPANIES IN THE WORLD  
(CORPORATE KNIGHTS)**



**4,000+  
CHANNEL  
PARTNERS**

 **107,000  
TEAM MEMBERS  
WORLDWIDE**



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**About NEC Corporation** – NEC Corporation is a leader in the integration of IT and network technologies that benefit businesses and people around the world. By providing a combination of products and solutions that cross utilize the company's experience and global resources, NEC's advanced technologies meet the complex and ever-changing needs of its customers. NEC brings more than 120 years of expertise in technological innovation to empower people, businesses and society.

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