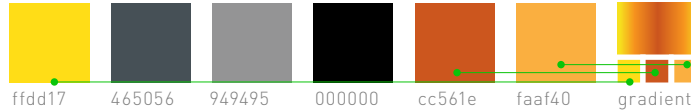




XT-030

| CENTRAL OFFICE BRANDING/APP DESIGN: UPDATED 4/26/15

Color Palette



Typography

Franklin Gothic No. 2 Roman
Helvetica Neue Light
Din Pro Light
Tracking -20 (both)



Logo Usage

The horizontal (above) and stacked (left) logos are the only permitted versions on white. The following page shows one additional logo treatment created internally using Photoshop "Hard Light" layer effects.

Icons/Text

Rounded edges and tab shapes will identify CO branding on all visual elements, including icons (rt), along with proprietary communication waves. Product titling will follow logo typography.



Paragraph Headline (Franklin 10.9 pt)

Body text: Din Pro Light, flush left, rag right. 7 pt on 11 pt line spacing. Entering filler text to illustrate paragraph look. (Din Pro 7/11 pt)
Entering filler text to illustrate paragraph look. Entering filler text to illustrate paragraph look. Entering filler text to

Branding

Tab shapes seen in use with communication waves, and white (knock-out) treatment of product icons on darker backgrounds.





XT-030

CENTRAL OFFICE BRANDING/APP DESIGN: UPDATED 4/26/15

Letter-sized Documents: Logo top/center

0.25"

0.80"

2.75"

2.00"

1.00"

Text Blocks: 1.75" x 6.0" (0.2" gut.)

Hosted Phone System (PBX)

Xchange CentralOffice delivers you the power of a PBX over your company's existing high-speed Internet connection. All you need to start using our cutting edge hosted phone system are Polycom business phones sitting on your desk and an Internet connection. The features and phone lines are all built in and ready to go.

Monthly Cost Savings: Significantly Lower Your Phone Bill

Xchange CentralOffice brings you an enterprise level phone system at significantly lower monthly service fees compared to the traditional phone system in your office. Included in the monthly plans are both the phone system features as well as unlimited calling plans.

Mobility

CentralOffice gives you the flexibility to move your system to any location in the world. Simply plug the CentralOffice phones into any Internet connection and your calls.

Growth and Scalability

Is your company hiring? With Xchange CentralOffice adding phones for new employees is a breeze! Just plug in a phone and the employee is ready to make and receive calls. No more need for expensive service calls.

Lower Maintenance Fees

Need some changes made to your phone system? With CentralOffice you will reduce fees associated with Moves, Adds or Changes. By using our online administrator web portal, or by giving Xchange a quick call you can accomplish your goal with little or no cost to you.

Popular System Features

- Ext to Ext Dialing - Simultaneous Ring - Call Log - Visual Voice Mail - Fax to eMail - Call Routing Manager - Auto Attendant - Click to Dial, plus much more.

Gray waves bleed off page

3.85"

Alternate use of logo below with 12% transparency.
Silhoetted images in gray/orange color families at 100 opacity.

3.0"

PBX Systems

Mobile App



CentralOffice



XT-030

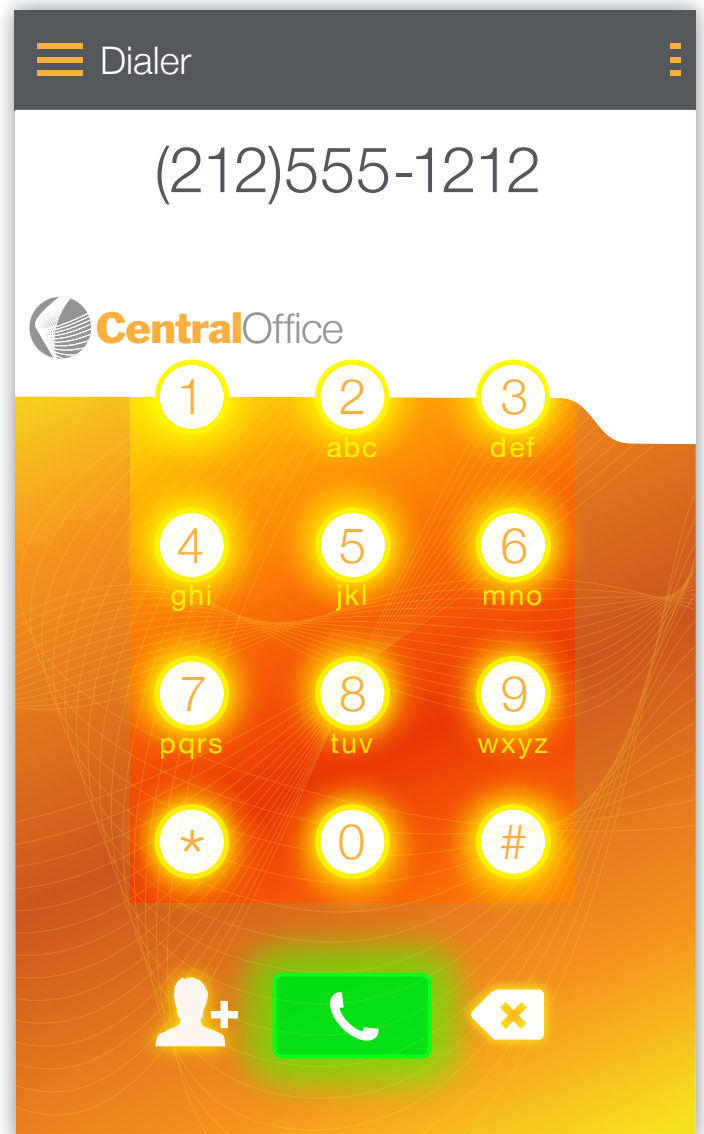
| CENTRAL OFFICE BRANDING/APP DESIGN: UPDATED 4/26/15



Normal button state

As app screens are developed by NYDesign alone,
no style guides are required.

Pressed button state



App store icon



