



XT-030 | CENTRAL OFFICE BRANDING/APP DESIGN: UPDATED 4/26/15

**COLOR PALETTE**

Based on original



**LOGO TREATMENT**

Using original color but lightening the black to a grey.

Fonts:

Franklin Gothic No. 2 Roman

Helvetica Neue Light

Logo:

A "C" inside an "O" containing shape, where the C represents communication lines or waves.



**ART & TYPE**

Icons used to reiterate technology and software. Text reiterates fonts and colors of logo.



**Paragraph Headline**

Xchange's CentralOffice body copy treatment is orange and grey. Xchange's CentralOffice body copy treatment is orange and grey. Xchange's CentralOffice body copy treatment is orange and grey. Xchange's CentralOffice body copy treatment is orange and grey.

**BRANDING**

Rounded edges or tab shapes will identify CO branding. The logo's communication lines or waves will be superimposed over a branded gradient, and also over white areas (below).





Initial concept of communications layout

# CentralOffice



### 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 will automatically ring on your desk.

### 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.



 PBX Systems

 Mobile App



# CentralOffice

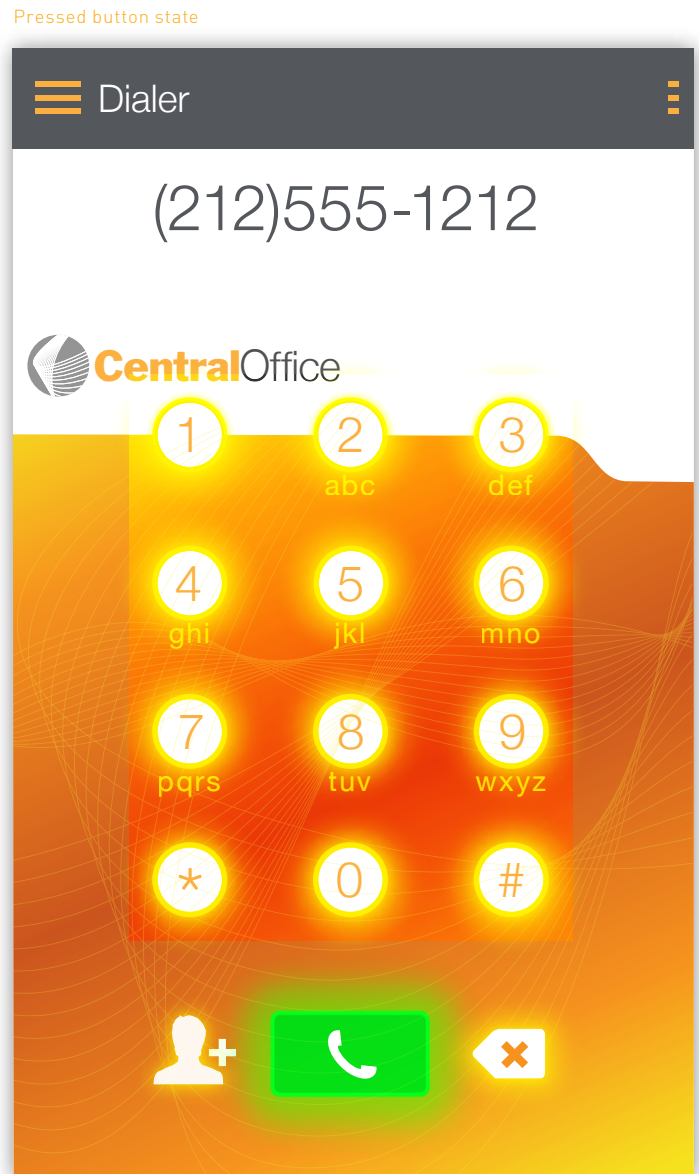


XT-030

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



Normal button state



Pressed button state

App store icon



