



# BRAND STANDARDS GUIDE **2021**

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04.15.2021

## BRAND VOICE

Mavenir's brand voice is bold, confident, direct, and not afraid to challenge the competition. Copy should be authoritative, active and strong in message, avoiding unnecessary personal pronouns to avoid being overly personal.

### Correct:

As the world's #1 message provider and RCS leader, Mavenir offers aggregators and brands the opportunity to partner with us in a dynamic ecosystem that will grow business by reaching customers in their native messaging app.

### Incorrect:

We are thrilled to be the world's #1 message provider and an RCS leader, offering aggregators and brands the opportunity to partner with us in a dynamic ecosystem to grow your business by reaching customers in their native messaging app.

## TIPS & TRICKS

### Be Concise

People are busy. Don't use filler words. Get to the point.

### Be Active

The person or thing performing the action should always come first in the sentence.

### Be Quick

Keep your sentences brief — fewer than 20 words if you can.

### Be Positive & Confident

Avoid negative words like "don't" — especially at the beginning of a sentence or in a headline.

### Avoid 1st Person

Steer clear of 'I' and 'we' — keep the focus on the customer and their challenges.



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**PRIMARY LOGO**

Our logo is the face of our brand. It is important that it maintains visual consistency throughout all touch points. The logo should not be altered in any way.

The following guide will provide a framework for proper use of our logo and overall visual identity.

Greater than/less than symbols are part of the name, fit perfectly together and denote a symmetry between meeting the future head on and tackling any current challenge, great or small



LOGO RATIONALE



MAVENIR™

The image shows the Mavenir logo in white, uppercase letters on a medium blue background. The letter 'M' has a red horizontal bar underneath it. A small trademark symbol (TM) is located at the top right of the word.

MAVENIR™

The image shows the Mavenir logo in white, uppercase letters on a dark blue background. The letter 'M' has a red horizontal bar underneath it. A small trademark symbol (TM) is located at the top right of the word.

**REVERSE LOGO**

Our logo library includes a reverse version of the logo. When using the logo against a colored background, please use only these approved color combinations.

**MAVENIR™**



**MONOCHROME LOGOS**

Certain scenarios will require a single color logo. Examples include window graphics or black and white printing.

Our logo library includes monochrome versions of our logo for these instances.



## TRUST THE FUTURE USAGE

### What Will You Do For Me/What Will You Mean to Me:

The implication is that by trusting the future, customers trust Mavenir to build and improve their telecom networks to take advantage of an exciting future with new revenues and opportunities.

#### Correct:

- Always in blue with the 'T' and the 'F' capitalized.
- Should always be used with the logo.
- The vision statement following is optional.

#### Incorrect:

- Should not be followed by a period.
- Cannot be used with portions in different colors.
- Never use "Trust Mavenir".

## LOGO & TAGLINE LOCKUP

The tagline lockup version of our logo should be used for instances where the logo is not accompanied by any supporting

copy, or for website headers and customer-facing presentation cover pages.



**MAVENIR “M”**

The Mavenir “M” can be used as a social icon, website favicon, or as a bold graphic.

When using the “M” on printed pieces, our full logo must also appear elsewhere on the same document. The “M” should never appear by itself.



**PRIMARY COLORS**

**SECONDARY COLORS**

**TERTIARY COLORS**

|  |  |  |  |   |
|--|--|--|--|---|
| <b>RGB</b> 0 92 151<br><b>Hex</b> #005C97<br><br><b>CMYK</b> 97 62 0 14<br><b>Pantone</b> 2144 C | <b>RGB</b> 0 57 114<br><b>Hex</b> #003972<br><br><b>CMYK</b> 100 75 0 15<br><b>Pantone</b> 661 C | <b>RGB</b> 51 51 51<br><b>Hex</b> #333333<br><br><b>CMYK</b> 48 29 26 76<br><b>Pantone</b> 425 C | <b>RGB</b> 0 31 68<br><b>Hex</b> #001F44<br><br><b>CMYK</b> 100 85 5 36<br><b>Pantone</b> 281 C  | <b>RGB</b> 10 122 194<br><b>Hex</b> #0A7AC2<br><br><b>CMYK</b> 85 21 0 0<br><b>Pantone</b> 2925 C |
|  | <b>RGB</b> 240 241 247<br><b>Hex</b> #F0F1F7<br><br><b>CMYK</b> 10 3 1 0<br><b>Pantone</b> 656 C |  | <b>RGB</b> 142 23 186<br><b>Hex</b> #8E17BA<br><br><b>CMYK</b> 67 83 0 0<br><b>Pantone</b> 266 C | <b>RGB</b> 108 203 252<br><b>Hex</b> #6CCBFC<br><br><b>CMYK</b> 60 0 3 0<br><b>Pantone</b> 2985 C |
| <b>RGB</b> 237 28 43<br><b>Hex</b> #ED1C2B<br><br><b>CMYK</b> 0 100 85 0<br><b>Pantone</b> 185 C |  |  |  |   |

Primary Colors: >65%

Secondary Colors: <25%

Tertiary Colors: <10%



**COLOR PALETTE**

Our color palette consists of nine colors, organized into three categories. All brand materials should predominantly feature our primary colors, accounting for approximately 65% of color usage, with the ratio of blue to red being roughly 10:1. Use red sparingly.

Our secondary palette supports our primary palette and should account for approximately 25% of color usage. Our tertiary palette should be used sparingly for approximately 10% of color usage.

## LOGO EXCLUSION ZONE

To ensure our logo is represented clearly, a space free of any graphics or typography should frame the logo. The exclusion zone is defined by the height of the 'A' from our logo.



## LOGO MINIMUM SIZE

To ensure legibility, do not use the logo at a smaller size than recommended here. Minimum width for print is 1" or 25.4 mm. Minimum width for digital usage is 72 px.

Print: 1" (25.4mm)



MAVENIR™



Digital: 72px

**LOGO IMPROPER USAGE**



**Do Not** change the colors of the logo



**Do Not** stretch or warp the logo



**Do Not** add a drop shadow or other effects



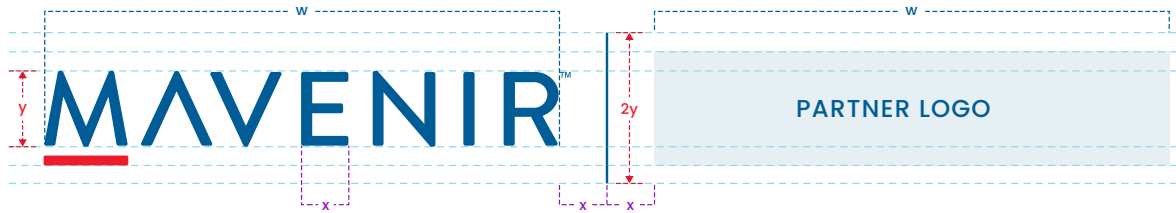
**Do Not** remove any elements from the logo



**Do Not** use the logo against a color outside of our palette



**Do Not** use the logo against a busy photograph



MAVENIR™



MAVENIR™



MAVENIR™  
Partner

 PartnerLogo  
Powered by Mavenir

**LOGO USAGE —  
PARTNERS & BRAND EXTENSIONS**

Mavenir values all strategic partnerships. When creating a partner logo, please use the approved template, which defines the boundaries for the size of the partner logo.

Alternate lockups appear on the right.

MΛVcore™

MΛVscale™

MΛVair™

MΛVedge™

MΛVapps™

MΛVbiz™

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#### SOLUTION AREA LOGOS

Currently, the only approved solution area names and logos are shown above. Any additional proposed names must be approved by the Mavenir Naming Council.

**POPPINS LIGHT + MEDIUM**Headline Example Light **Medium****POPPINS SEMIBOLD**

**Building the future of networks with cloud-native software that runs on any cloud and transforms the way the world connects.**

**LATO REGULAR**

Building the future of networks with cloud-native software that runs on any cloud and transforms the way the world connects.

**LATO BOLD**

**Building the future of networks with cloud-native software that runs on any cloud and transforms the way the world connects.**

**LATO BLACK**

**Building the future of networks with cloud-native software that runs on any cloud and transforms the way the world connects.**

**PRIMARY  
TYPOGRAPHY**

Our primary typefaces are Poppins and Lato. A combination of Poppins Light and Poppins Medium should be used for headlines. Poppins Medium is used to callout important words.

Lato should be used for all body copy, small text, and can also be used for subheadings. Both of these fonts are available for free from Google Fonts.

**TREBUCHET REGULAR + BOLD**

# Headline Using **Trebuchet**

**TREBUCHET REGULAR**

Building the future of networks with cloud-native software that runs on any cloud and transforms the way the world connects.

**TREBUCHET BOLD**

**Building the future of networks with cloud-native software that runs on any cloud and transforms the way the world connects.**

**ARIAL REGULAR**

Building the future of networks with cloud-native software that runs on any cloud and transforms the way the world connects.

**ARIAL BOLD**

**Building the future of networks with cloud-native software that runs on any cloud and transforms the way the world connects.**

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**DEFAULT SYSTEM  
TYPEFACES**

**NOTE:** The fonts on this page should ONLY be used in applications where our primary typefaces cannot be used, such as in documents that need to be edited by general users.

In instances where our primary fonts cannot be used (PowerPoint presentations, MS Word docs for general users, email signatures, etc.), use these default system fonts instead of our standard fonts.

**USING “MAVENIR” IN COPY**

When addressing Mavenir in copy, never use the logo or Mavenir “M”.  
Mavenir should always be capitalized and used as a proper noun.

**Correct Use:**

“Mavenir is the trusted vendor to deliver the promise of 5G.”

**Incorrect Use:**

“MAVENIR is the trusted vendor to deliver the promise of 5G.”

“M is the trusted vendor to deliver the promise of 5G.”

“mavenir is the trusted vendor to deliver the promise of 5G.”

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**LIFESTYLE**



**ENVIRONMENTAL**



**NETWORK SYSTEMS**



**IMAGERY**

Our image library consists of three categories:  
**Lifestyle, Environmental, and Network Systems.**

Overall, most photos should feel light and airy.  
Balance light, airy photos with photos that are not too bright.

**IMAGERY: LIFESTYLE**

Lifestyle images should show people — the users of mobile technology — and people interacting with devices. Subjects should not be overly posed. They should have natural and genuine expressions.

These images should use natural lighting (no filters or color casts). Avoid blank backgrounds, hard shadows, and heavy saturation. Mavenir is a global company. Try to show ethnic diversity when using multiple lifestyle photos.



**IMAGERY: ENVIRONMENTAL**

Environmental images should depict settings where connections occur, including cityscapes, buildings, street

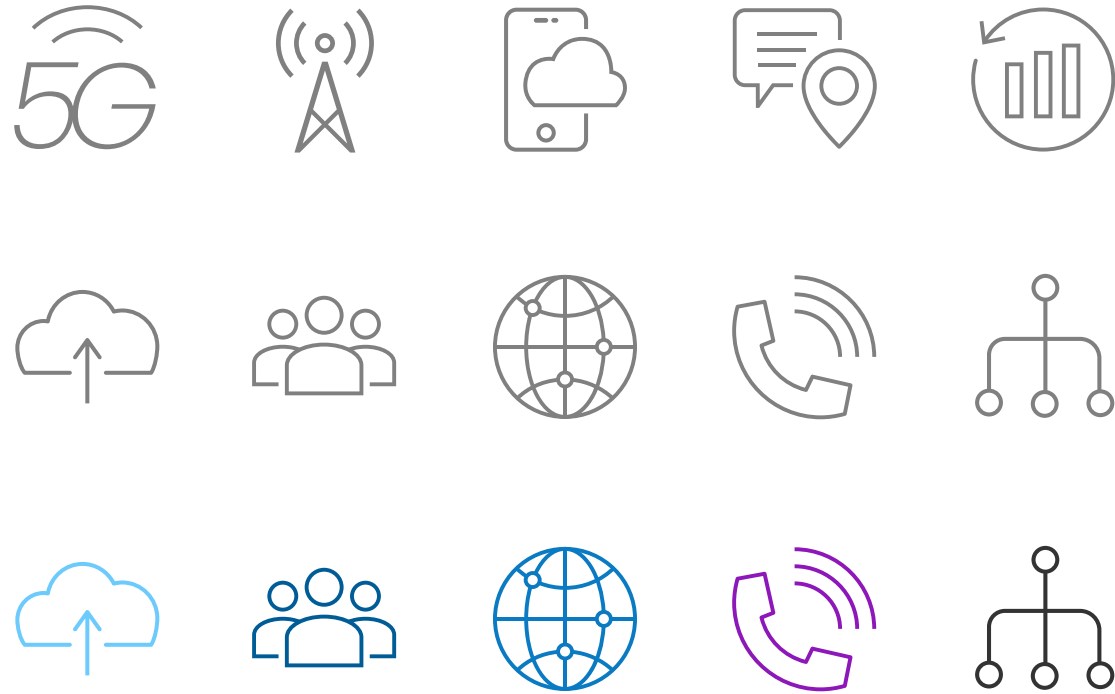
scenes, and wide shot landscapes. Environmental images can include graphics overlaid to represent digital connections.



**IMAGERY: NETWORK SYSTEMS**

Network Systems images should be rich in detail and depict backend technology in action.

Use these images for backgrounds, image separators, and to bring a visual richness to layouts.



**ICONOGRAPHY**

Mavenir uses thin line style icons. Icons can be used in grey or can be color coded using our color palette.

Mavenir Logo with appropriate clear space.

Headline in Poppins Light.

Subhead in Lato Bold.

Open and airy design.

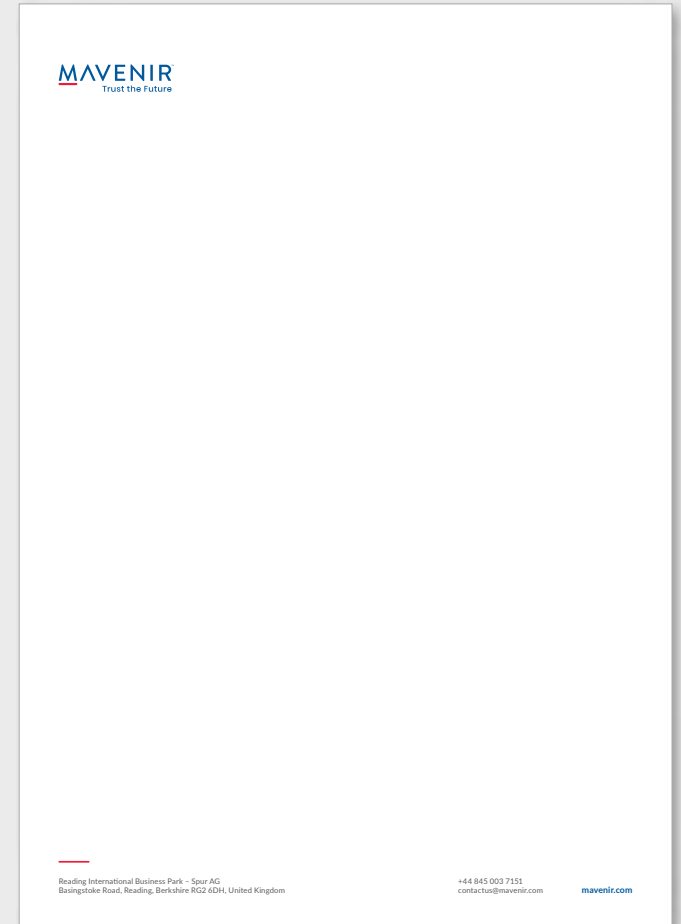
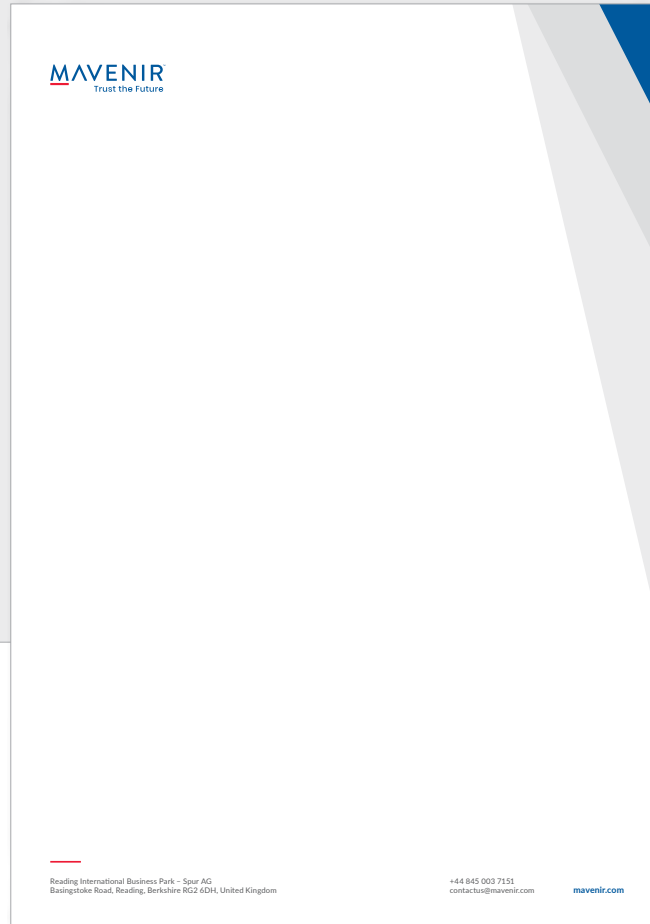
Angled shapes used to contain photos  
and to add visual interest.



Letterhead for printing with a print vendor has angled shapes at the top right corner.

MS Word version is clean and simple, with logo at the top and address information at the bottom.

Envelope is simple to avoid potential problems with mailing. Front prints with logo and return address. Versions for print vendor and for MS Word look the same.





**BUSINESS CARD**

Only those traveling to client sites will be issued new business cards. Otherwise, cards will be issued on an as-needed basis.

Business cards print two sides, with contact information on the front and Mavenir M on the back.



Email signature with logo  
(with and without tagline)

**First Name Last Name** | Job Title Here | +1 XXX XXX XXXX  
**MAVENIR**

**First Name Last Name** | Job Title Here | +1 XXX XXX XXXX  
**MAVENIR**  
Trust the Future

Email signature with logo  
and social media links  
(with and without tagline)

**First Name Last Name** | Job Title Here | +1 XXX XXX XXXX  
**MAVENIR**  
in   

**First Name Last Name** | Job Title Here | +1 XXX XXX XXXX  
**MAVENIR**  
Trust the Future  
in   

Simple email signature

**First Name Last Name** | Job Title Here | +1 XXX XXX XXXX

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## EMAIL SIGNATURES

**MAVENIR**  
Trust the Future

**Project Title Goes Here**

Subtitle Here  
April 15, 2021

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**Who is Mavenir?**

One Network. Any Cloud. All Software.

Mavenir is building the future of networks, focusing on the vision of a single, software-based automated network that runs on any cloud. As the trusted partner to customers around the globe, Mavenir is transforming the way the world connects — realizing new services and the promise of 5G and beyond.

**MAVENIR** Copyright Mavenir 2021. Proprietary and Confidential.

**Slide Title Goes Here**

HEADING HEADING HEADING HEADING

Text goes here. Lorem ipsum is simply dummy text. It has been the industry standard since the 1500s when an unknown printer took a galley of type and scrambled it to make a type specimen book. Now software does this.

Text goes here. Lorem ipsum is simply dummy text. It has been the industry standard since the 1500s when an unknown printer took a galley of type and scrambled it to make a type specimen book. Now software does this.

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**Add Title Here Regular And Bold**

Chart example shown below. A brief description could go here.

|                  |                  |      |                |
|------------------|------------------|------|----------------|
| Cloud-Native IMS | Private Networks | vRAN | AI & Analytics |
| 12%              | 17%              | 14%  | 10%            |
| 6%               | 35%              |      |                |

Source: DfW Data Mobile Core Network Quarterly Report 2020

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**Section Divider Title Here**

**MAVENIR**

**Slide Title Goes Here**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wis enim ad minim veniam, quis nostrud exerc tation ullamcorper suscipit lobortis nist ut aliquip ex ea commodo consequat.

HEADING HEADING HEADING

- > Bullet 1
- > Bullet 2
- > Bullet 3
- > Bullet 4
- > Bullet 5

Secondary content goes here  
Level 3; usually there are no more than 2 or 3 levels

Secondary content goes here  
Level 3; usually there are no more than 2 or 3 levels

Secondary content goes here  
Level 3; usually there are no more than 2 or 3 levels

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**Slide Title Goes Here**

Example Subtitle

Mavenir is a full end-to-end 4G LTE and 5G, IoT network provider lorem ipsum comes from section ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wis enim ad minim veniam, quis nostrud exerc tation ullamcorper suscipit lobortis nist ut aliquip ex ea commodo consequat.

Information here

Information here

Information here

Information here

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**Example Of Diagram**

Elimination of Proprietary and Compartmentalized Layers Running on Proprietary Hardware

Legacy Solution: Handset -> Radio Unit -> Base Band Unit (BBU) -> Packet Gateway -> Packet Gateway -> Session Border Controller -> Call Session Control Function (CSCF) -> Handset

Optimized Solution: Handset -> Radio Unit -> Base Band Unit (BBU) + Packet Gateway + Session Border Controller -> Call Session Control Function (CSCF) -> Handset

MAVENIR SOFTWARE

COMMERCIAL OFF-THE-SHELF HARDWARE

Reduced Number of Elements, Reduced Number of Steps, Less Latency, Fewer Interconnections / Complications

Optimized solution superior to closed systems to reduce costs for MNOS

Source Goes Here

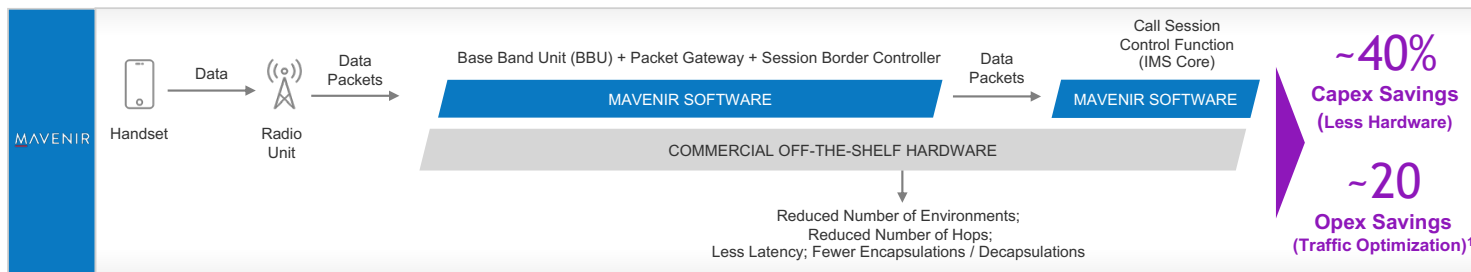
**MAVENIR** Copyright Mavenir 2021. Proprietary and Confidential.

**Thank You**

**MAVENIR**

# Diagram Guidelines

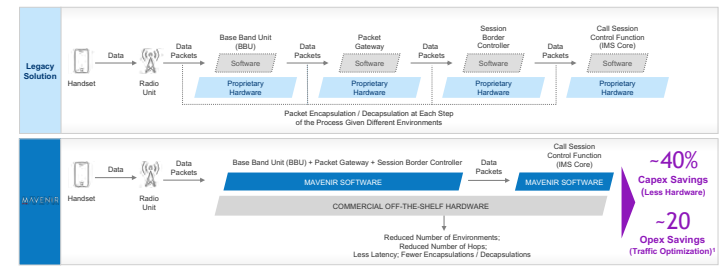
- > All text boxes should be parallelograms
- > Use thin line icons from the approved icon library
- > Arrows and lines should be 1.25 pt
- > Use Arial Regular to label the diagram as shown below
- > Red and purple can be used sparingly for callouts (not all charts will need to use red and purple to highlight information)
- > Diagrams should feel light and airy, not dense and heavy



Optimized solution superior to closed systems to reduce costs for MNOs

## Example Of Diagram

Elimination of Proprietary and Compartmentalized Layers Running on Proprietary Hardware



Optimized solution superior to closed systems to reduce costs for MNOs

**MAVENIR**

# OPEN RAN: MATURE AND READY FOR DEPLOYMENT

WHITE PAPER

February 2021

## INTRODUCTION

While the Open RAN momentum is continuously growing, most recently bolstered by the MoU among EU operators<sup>1</sup>, traditional vendors have trouble deciding whether Open RAN is a serious threat or should be part of their R&D investment as they commit to Open RAN as the future architecture. At every stage, traditional vendors have raised concerns on aspects such as performance, security, and integration costs, creating fear, uncertainty and doubt among operators who are looking at options to build and evolve their networks.

It is worth restating that Open RAN is about having Open and Interoperable Interfaces for product nodes to allow multiple vendors to produce interoperable products and widen the supply chain. Open RAN does not describe or mandate how a node be implemented whether it be in virtualized software or dedicated custom hardware.

<sup>1</sup> <https://www.totaltele.com/508561/TIM-joins-the-party-for-European-Open-RAN>

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**KEY TOPICS IN THIS  
WHITE PAPER**

This white paper article focuses on the following Open RAN architecture aspects:

- > Security Aspects
- > Power savings with Open RAN based architectures
- > Cost optimization with COTS
- > Cloud benefits with Open APIs – Automation & Scaling
- > Performance improvement with RIC and AI/ML
- > Mature eco-system
- > Faster Time to market
- > Innovation

**MAVENIR** **ALTIOSTAR** **FUJITSU** **Red Hat**

# OPEN RAN: MATURE AND READY FOR DEPLOYMENT

WHITE PAPER

February 2021

**MAVENIR**

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**WHITE PAPER**

Our White Paper templates offer a variety of header options. Choose the appropriate header for your subject matter.

If co-branding is needed, partner logos can be included in the header, to the right of the Mavenir logo, as shown above.



# MAVENIR

## SOLUTION BRIEF MAVENIR'S CONVERGED PACKET CORE

Mavenir's Converged Packet Core enables operators to leverage their existing mobile network while evolving to a 5G core network. The Converged Packet Core Solution provides an end-to-end fully containerized 5G Core product portfolio with combo nodes for 2G/3G and 4G support. Mavenir provides customers with a flexible and cost-effective journey to 5G that allows maximum reuse of 4G networks using combo nodes. In addition to multi-generation support, the Mavenir Converged Packet Core also supports non-3GPP access and can be tailored to fit a customer's infrastructure and business needs.

The Mavenir Converged Packet Core solution uses cloud-native architecture with granular micro-services, following web-scale principles which provide the required scalability, agility, and reliability to meet the wide range of 5G use cases and stringent 5G performance requirements for end-to-end latency, high throughput demand, and overall network availability.

**Network Slice Management & Orchestration**

Mavenir Centralized Management System (mCMS) & Analytics (NWDAF)

| Converged Packet Core   |  |   | Subscriber & Data Management | Policy & Charging  |
|---|--|---|------------------------------|--------------------|
| 3G/4G/5G Combo NFs<br>SMF+SAEGW-C,<br>UPF+SAEGW-U<br>(inc. GGSN-CU) | 5G Core NFs<br>AMF, NRF, NSSF,<br>SMP, BSF | Non-3GPP<br>ePDG, TWAG,<br>N3IWF, TNF                                   | UDM    UDR                   | CCS/CHF            |
| Security<br>AUSF, SEPP,<br>S-GW, EIR                                | IoT & SMS<br>SCEF, NEF, SMF                | 2G/3G & 4G EPC<br>GGSN, I-MSC,<br>SAEGW+GGSN,<br>Media Engine,<br>CGNAT | HSS    LINSF                 | PCF/H-PCRF<br>eCGF |

Mavenir Web-Scale Platform (MWP) for Container Deployment

Mavenir Telco Cloud Integration Layer (MTCIL)<sup>2</sup>

Mavenir PaaS (Platform as a Service)    CLOUD NATIVE COMPUTING FOUNDATION

Mavenir CaaS (Container as a Service)    kubernetes

Figure 1: Mavenir Converged Packet Core Solution Components

**The Mavenir Converged Packet Core Solution** offers 5G NF applications that are decoupled and built independent of the platform, allowing the Mavenir 5G NFs to run in any underlying CaaS/PaaS and IaaS layers. In addition, Mavenir has de-coupled the 5G NF application services from the common management services to provide a truly disaggregated and independently scalable packet core architecture.

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# MAVENIR

## MAVENIR

Mavenir is committed to changing network economics and driving positive business outcomes for their customers. Mavenir's packet core network architecture simplifies network transformation and focuses on **core principles** that have consistently resulted in customer success.

**Cloud Native & Multi-Cloud Environment**  
 A modernized multi-tenant, containerized cloud native architecture with open source components enables faster deployment and lower costs.

**Edge Computing**  
 Network edge deployment, latency and proximity to data enables better service quality and enables new services to be deployed.

**Service Based Architecture**  
 Service based architecture allows for network scaling and better time-to-market by building central infrastructure, integration and orchestration of new NFs.

**Automation, AI and Analytics**  
 Intelligent operations and analytics in your network facilitate self-optimizing, self-healing, self-organizing and closed-loop automation and closed-loop operations.

**5G**  
 Enabling 5G services, network slicing, network edge, and 5G to ensure continuity of services.

Figure 2: Key Tenets for Converged Packet Core

To realize the full potential of 5G, Mavenir's solution implements cloud-based technologies and adheres to strong design principles and architecture. Our solution delivers:

- > **100% Cloud-native solution**  
Applications and services are purpose-built for the cloud model that offers easy scaling, hardware decoupling, agility, portability, and resilience across multiple cloud environments. A light hardware footprint reduces costs while fine-grained microservices lend control and simplicity to the environment. A cloud-native environment helps create and sustain a culture where building, testing, releasing, and deploying happens swiftly and consistently. An automated path for continuous delivery lets developers rapidly deploy to production environments.
- > **Service-based architecture:** Application services are decoupled from the network and platform infrastructure. Open APIs provide flexibility and extensibility for service agility.
- > **Service velocity and automation:** Operators can rapidly launch new services with service deployment agility and AI/ML for network scaling that also results in reduced opex.
- > **Network slicing:** Traffic isolation, security, and differentiated performance gives operators the ability to customize the network to suit specific requirements of their customers.
- > **Optimized footprint:** A complete 5G Core as an enterprise service, dedicated network slice or Non-Public Network (NPN) can be deployed in an efficient small footprint server configuration.

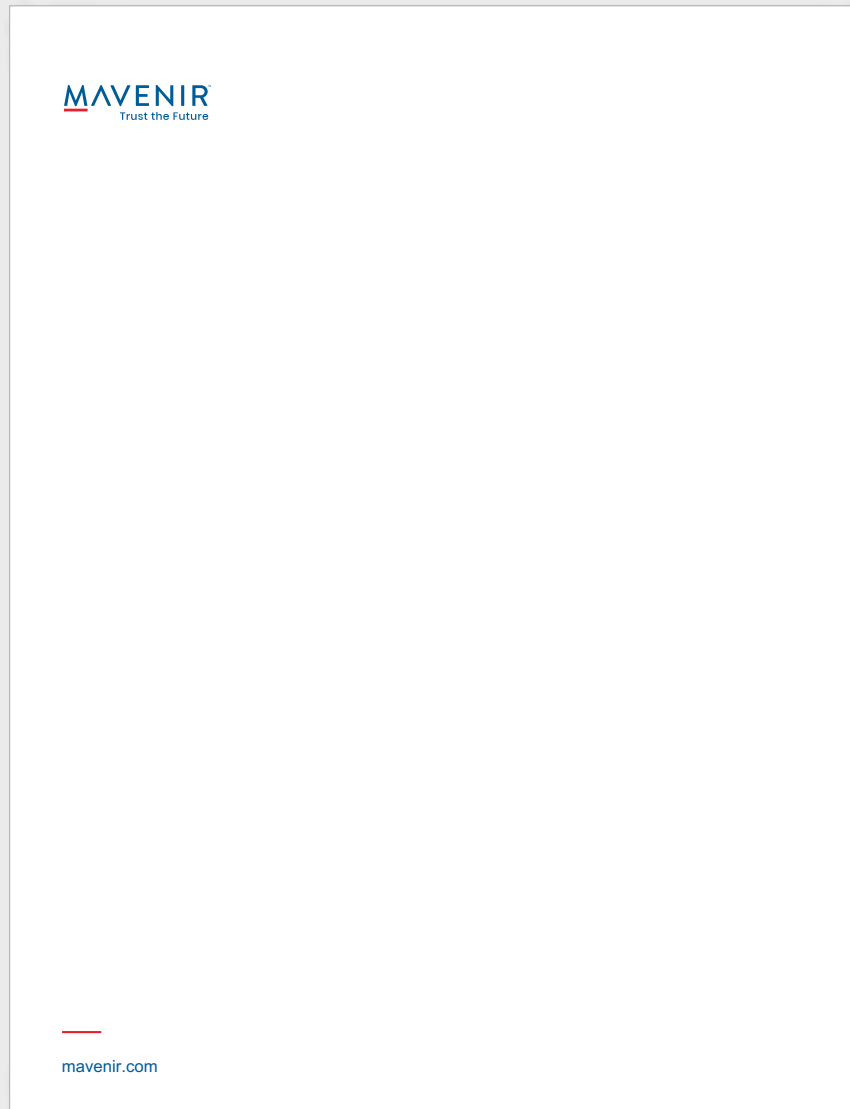
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**About Mavenir**

Mavenir is building the future of networks and pioneering advanced technology, focusing on the vision of a single, software-based automated network that runs on any cloud. As the industry's only end-to-end, cloud-native network software provider, Mavenir is transforming the way the world connects, accelerating software network transformation for 250+ Communications Service Providers in over 120 countries, which serve more than 50% of the world's subscribers.

For more on Mavenir Solutions please visit our website at [www.mavenir.com](http://www.mavenir.com)

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**MICROSOFT WORD TEMPLATE**

Our basic Microsoft Word template can be used for a variety of documents.

# THANK YOU!

We appreciate your adherence to our brand guidelines.  
If you have any questions, contact [brand@mavenir.com](mailto:brand@mavenir.com)