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

Avoid 1st Person
Steer clear of ‘I’ and ‘we’ — keep the focus on the customer and their challenges.

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

Be Positive & Confident
Avoid negative words like “don’t” — especially at the beginning of a sentence or in a headline.
The following guide will provide a framework for proper use of our logo and overall visual identity. 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.
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.

Existing red/blue color scheme retained to honor heritage.

The underlined M underscores Mavenir’s mobile expertise.

Clean, modern and futuristic typeface conveys a company poised to lead.
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.
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 be 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.
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.
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.
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 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.
Currently, the only approved solution area names and logos are shown above. Any additional proposed names must be approved by the Mavenir Naming Council.
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.
Headline Using **Trebuchet**

**TREBUCHET REGULAR + BOLD**

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

**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.

**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.”
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.
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.
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.
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.
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.

Trust the Future
One Network. Any Cloud. All Software.

Corporate Overview
LETTERHEAD AND ENVELOPE

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.
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 SIGNATURES

Email signature with logo
(with and without tagline)

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

Simple email signature
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

~40% Capex Savings (Less Hardware)
~20% Opex Savings (Traffic Optimization)
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, 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.

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2. Power savings with Open RAN based architectures
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FIGURE 6: Key Market Drivers for 5G – Source: 3GPP

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’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.

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