



# BRAND STANDARDS GUIDE **2023**

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10.30.2023

## 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

Existing red/blue color scheme retained to honor heritage

MAVENIR™

Trademark symbol

The underlined M underscores Mavenir's mobile expertise

Clean, modern and futuristic typeface conveys a company poised to lead

The image shows the Mavenir logo in white on a medium blue background. The logo consists of the word "MAVENIR" in a bold, sans-serif font, with a small "TM" trademark symbol at the end. A red horizontal line is positioned under the first letter, "M".The image shows the Mavenir logo in white on a dark blue background. The logo consists of the word "MAVENIR" in a bold, sans-serif font, with a small "TM" trademark symbol at the end. A red horizontal line is positioned under the first letter, "M".

## 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™**

**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

RGB	0 92 151
Hex	#005C97
CMYK	97 62 0 14
Pantone	2144 C
RGB	237 28 43
Hex	#ED1C2B
CMYK	0 100 85 0
Pantone	185 C

SECONDARY COLORS

RGB	0 57 114
Hex	#003972
CMYK	100 75 0 15
Pantone	661 C
RGB	240 241 247
Hex	#F0F1F7
CMYK	10 3 1 0
Pantone	656 C

TERTIARY COLORS

RGB	0 31 68
Hex	#001F44
CMYK	100 85 5 36
Pantone	281 C
RGB	10 122 194
Hex	#0A7AC2
CMYK	85 21 0 0
Pantone	2925 C
RGB	142 23 186
Hex	#8E17BA
CMYK	67 83 0 0
Pantone	266 C
RGB	108 203 252
Hex	#6CCBFC
CMYK	60 0 3 0
Pantone	2985 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

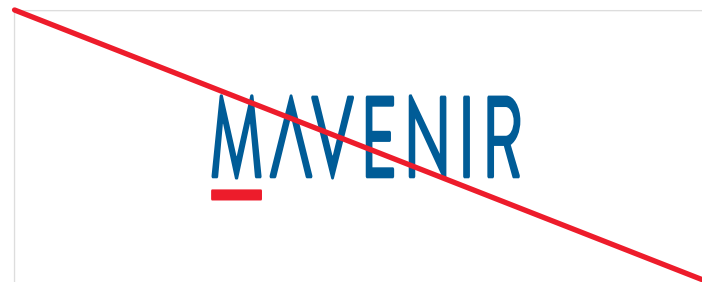
**LOGO IMPROPER USAGE**

**Do Not** use the logo improperly.

**Do Not** use the logo without the trademark symbol



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



**Do Not** stretch or warp the logo



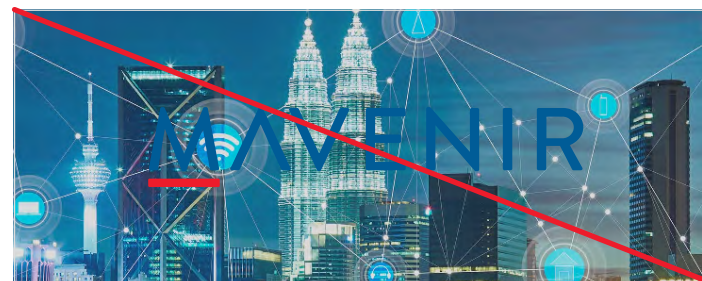
**Do Not** add a drop shadow or other effects



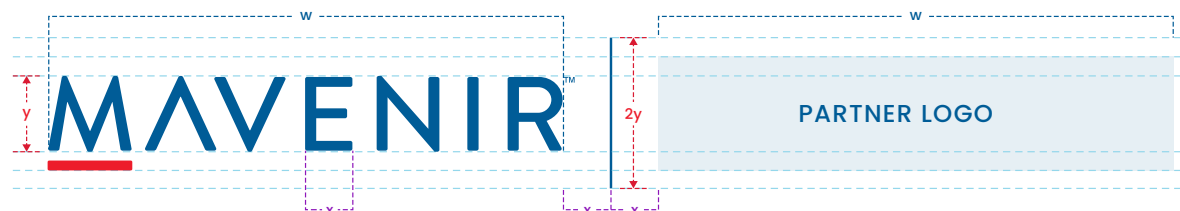
**Do Not** remove any elements from the logo



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



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



MAVENIR™

PARTNER LOGO

MAVENIR™

 PartnerLogo

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.

## PRIMARY PORTFOLIO

The logo for MAVair features the word "MAV" in a blue, sans-serif font, with a red horizontal line under the "M". The word "air" is in a lighter blue, sans-serif font. A small trademark symbol (TM) is at the end.The logo for MAVedge features the word "MAV" in a blue, sans-serif font, with a red horizontal line under the "M". The word "edge" is in a lighter blue, sans-serif font. A small trademark symbol (TM) is at the end.The logo for MAVapps features the word "MAV" in a blue, sans-serif font, with a red horizontal line under the "M". The word "apps" is in a lighter blue, sans-serif font. A small trademark symbol (TM) is at the end.The logo for MAVscale features the word "MAV" in a blue, sans-serif font, with a red horizontal line under the "M". The word "scale" is in a lighter blue, sans-serif font. A small trademark symbol (TM) is at the end.The logo for MAVcore features the word "MAV" in a blue, sans-serif font, with a red horizontal line under the "M". The word "core" is in a lighter blue, sans-serif font. A small trademark symbol (TM) is at the end.

## SECONDARY RADIO PORTFOLIO

The logo for OpenBeam features the word "OpenBeam" in a blue, sans-serif font. Below it, the tagline "FUTURE OF RADIO" is written in a smaller, blue, sans-serif font. A small trademark symbol (TM) is at the end of "OpenBeam".

## MAVENIR PORTFOLIO LOGOS

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

Email [Brand@Mavenir.com](mailto:Brand@Mavenir.com) for more information.

**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.**

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**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.”



## LIFESTYLE



## ENVIRONMENTAL



## NETWORK SYSTEMS



## IMAGERY

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



## 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.

Technology and devices should look current, not outdated. 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.

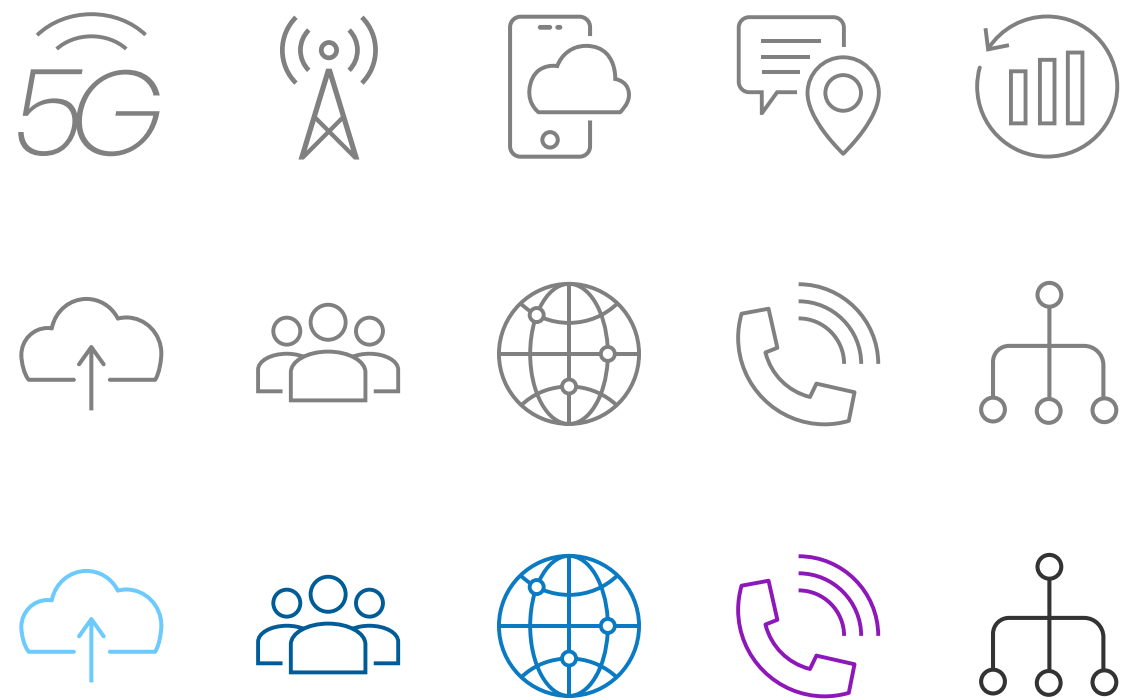




## IMAGERY: NETWORK SYSTEMS

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.





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

Card stock recommendation is 130# Euro Art Cover Dull. Orders for business cards are done locally, no central printer is used.

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

## BUSINESS CARD



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 X YouTube f

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

Simple email signature

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





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.





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# Slide Title Goes Here



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.



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.



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HEADING

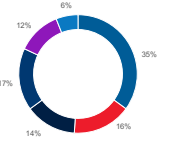
Text goes here. Lorem ipsum is simply dummy text. It has been the industry standard since the 1500s when an unknown printer took a galley of type and scrambled it to make a type specimen book. Now software does this.




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# Add Title Here Regular And Bold

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



Source: Omdia Mobile Core Network Quarterly Report Q2020





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# Section Divider Title Here





# 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 exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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

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

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

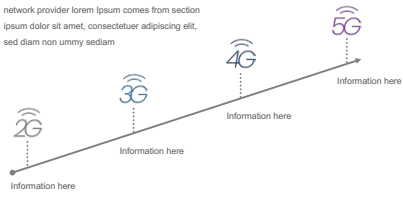



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# Slide Title Goes Here

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 sediam

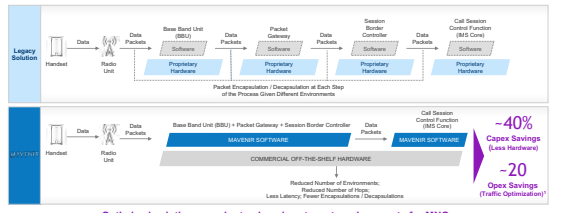




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# Example Of Diagram

Elimination of Proprietary and Compartmentalized Layers Running on Proprietary Hardware



Optimized solution superior to closed systems to reduce costs for MNOs

Source: Omdia





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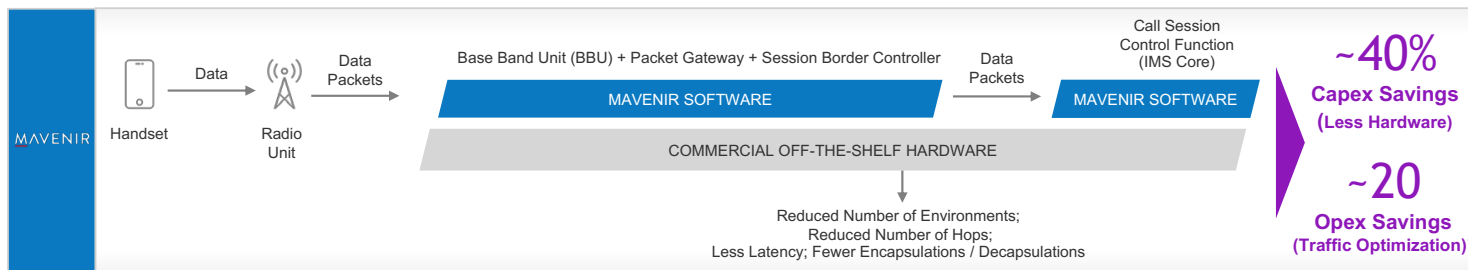




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## Diagram Guidelines

- > 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

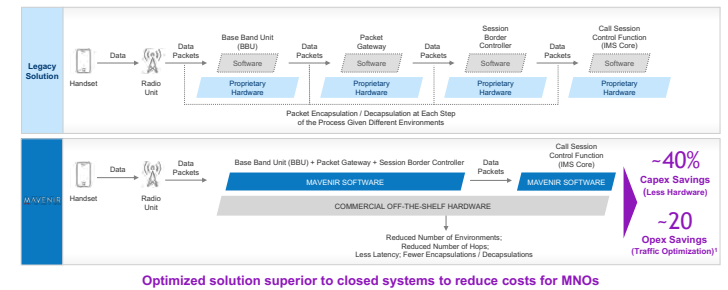
MAVENIR


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## Example Of Diagram


Elimination of Proprietary and Compartmentalized Layers Running on Proprietary Hardware






# Open RAN: Mature and ready for deployment

WHITE PAPER  
February 2023





## 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.





### 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


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

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# Open RAN: Mature and ready for deployment

WHITE PAPER  
February 2023





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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.  
Professionally designed white papers may vary from this template.



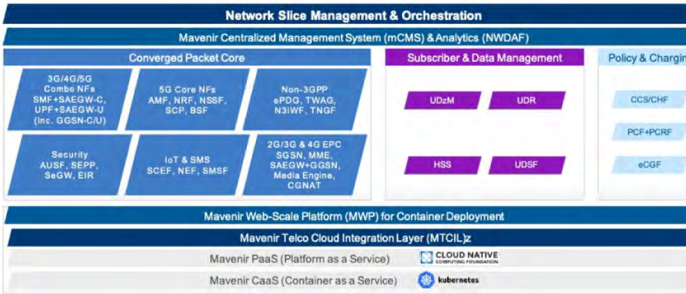
SOLUTION BRIEF

Mavenir's Converged Packet Core



To change the portfolio logo, select it, then "Change Graphic", "From a File", and choose the appropriate portfolio logo SVG file. Add a sentence to the beginning of the document to explain how these solutions fit into the portfolio. The rest of this paragraph is a placeholder Mavenir's 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 a flexible and cost-effective journey to 5G. Mavenir Converged Packet Core offers multi-generation support, 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
<b>3G/4G/5G Combo NFs</b> SMF+SAEGW-C, UPF+SAEGW-U (inc. GGSN-C/U)	<b>5G Core NFs</b> AMF, NRF, NSSF, SCP, B5F	<b>Non-3GPP</b> ePDG, TWA0, N3IWF, TNF0	UDM	UDR	GCS/CHF PCF+PCRF eGCF
<b>Security</b> AUSF, SEPP+SAEGW, EIR	<b>IoT &amp; SMS</b> SCEF, NEF, SMSF	<b>2G/3G &amp; 4G EPC</b> SGSN, MME, SAE-GW/HSS/CSN, Media Engine, CGNAT	HSS	UDSF	

**Mavenir Web-Scale Platform (MWP) for Container Deployment**

Mavenir Telco Cloud Integration Layer (MTCIL)-z

Mavenir PaaS (Platform as a Service)	CLOUD NATIVE OPERATIONAL PRACTICES
Mavenir CaaS (Container as a Service)	KUBERNETES

Figure 1: Mavenir Converged Packet Core Solution Components

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

[mavenir.com](https://mavenir.com)

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# MAVENIR

# 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 cloud-native, multi-tenant, containerized cloud-native architecture with open-source components enables faster deployment and operational flexibility.

**Edge Computing**  
Reduced network latency and simplified network architecture enables faster time to market for building new services in the edge.

**Service Based Architecture**  
Service-based architecture allows for network slicing and faster time to market for building new services in the edge.

**Automation, AI and Analytics**  
Automation and AI-driven analytics enable faster time to market for building new services in the edge.

**5G Core Network**  
5G Core Network enables faster time to market for building new services in the edge.

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 cloud delivers:

- > **A 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 300+ 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](https://www.mavenir.com)

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