

# BRAND STANDARDS GUIDE 2026

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01.21.2026

## 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 registered trademark symbol (®) 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 registered trademark symbol (®) is located at the top right of the word.

**REVERSE LOGO**

Our logo library includes a reverse version of the logo. When placing the logo on a colored background, ensure there is enough contrast so the logo remains clearly visible.

**MAVENIR<sup>®</sup>**



**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 capitalize the 'T' and the 'F'.
- "Trust the Future" should be the same color as "Mavenir".
- Use the correct artwork without modifications.

#### Incorrect:

- Should not be followed by a period.
- Cannot be used with portions in different colors.
- Do not modify the logo & tagline lockup.
- Never use "Trust Mavenir".

## LOGO & TAGLINE LOCKUP



**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**

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

Primary Colors

Secondary Colors

Tertiary Colors



**COLOR PALETTE**

Our color palette consists of nine colors, organized into three categories. All brand materials should feature our primary colors. Our secondary and tertiary colors support our primary palette as needed.

Use the following colors sparingly as accents:

- Red (Pantone 185)
- Purple (Pantone 266)
- Bright blues (Pantone 2925 and 2985)

## 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<sup>®</sup>



Digital: 72px

**LOGO IMPROPER USAGE**

Do Not use the logo improperly.

Do Not use the logo without the registered trademark symbol ®



Do Not change the colors of the logo



Do Not stretch or warp the logo



Do Not add effects to the logo without Brand approval



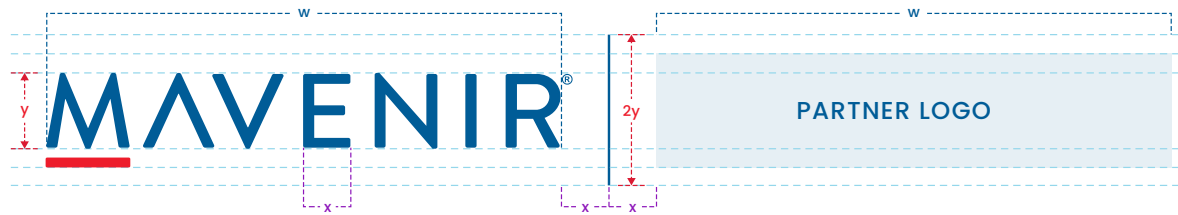
Do Not remove any elements from the logo



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



Do Not use the logo against a busy photograph



**MAVENIR**<sup>®</sup>

PARTNER LOGO

**MAVENIR**<sup>®</sup>

 **PartnerLogo**

**MAVENIR**<sup>®</sup>  
Partner

 **PartnerLogo**  
Powered by Mavenir

**LOGO USAGE —  
PARTNERS & BRAND EXTENSIONS**

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

Alternate lockups appear on the right.

PRIMARY MAVENIR PORTFOLIO

MAVair®

MAVedge®

MAVapps®

MAVscale®

MAVcore®

MAV ONLY

MAV®

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.**

**PRIMARY  
TYPOGRAPHY**

Our primary typefaces are Poppins and Lato. Poppins should be used for headlines. Either Poppins or Lato can be used for subheadings, body copy, and small text.

Poppins and Lato are available for free from Google Fonts. Users of Adobe Creative Cloud can also activate them in Adobe Fonts to use in Adobe CC applications.

**AVENIR NEXT LT PRO REGULAR  
+ SEMIBOLD**

# Headline Using **Avenir Next LT Pro**

**AVENIR NEXT LT PRO REGULAR**

Avenir Next LT Pro can be used in MS Office applications. Building the future of networks with cloud-native software that runs on any cloud and transforms the way the world connects.

**AVENIR NEXT LT PRO BOLD**

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

**ARIAL REGULAR**

Arial should be used in PowerPoint presentations. Arial is a universal system font common across operating systems. 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.”

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**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.

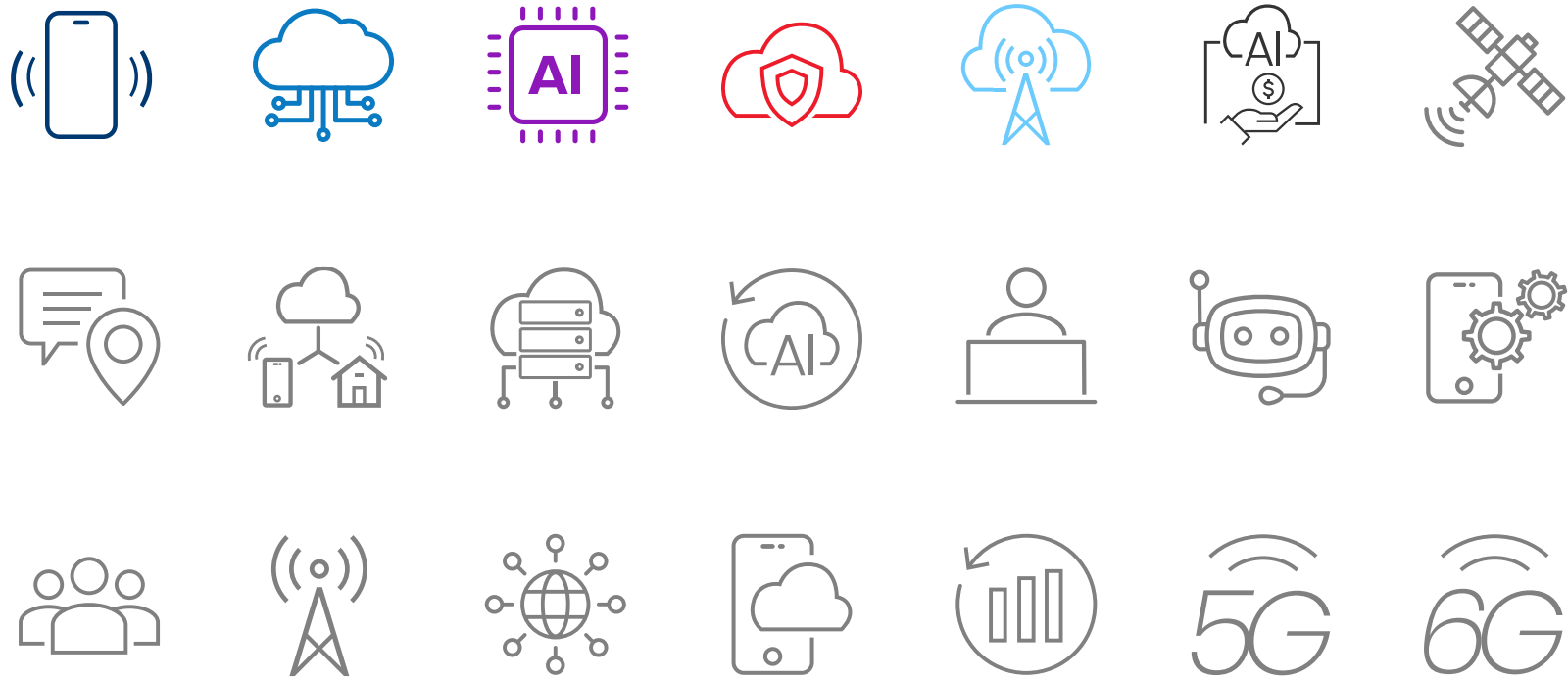
**IMAGERY: ENVIRONMENTAL**

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 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.

Poppins is used in the headline, subhead and body copy.

Angled shapes are used to add visual interest.

The Mavenir M™ logo is used as a supporting brand element and should not be used without the Mavenir logo.

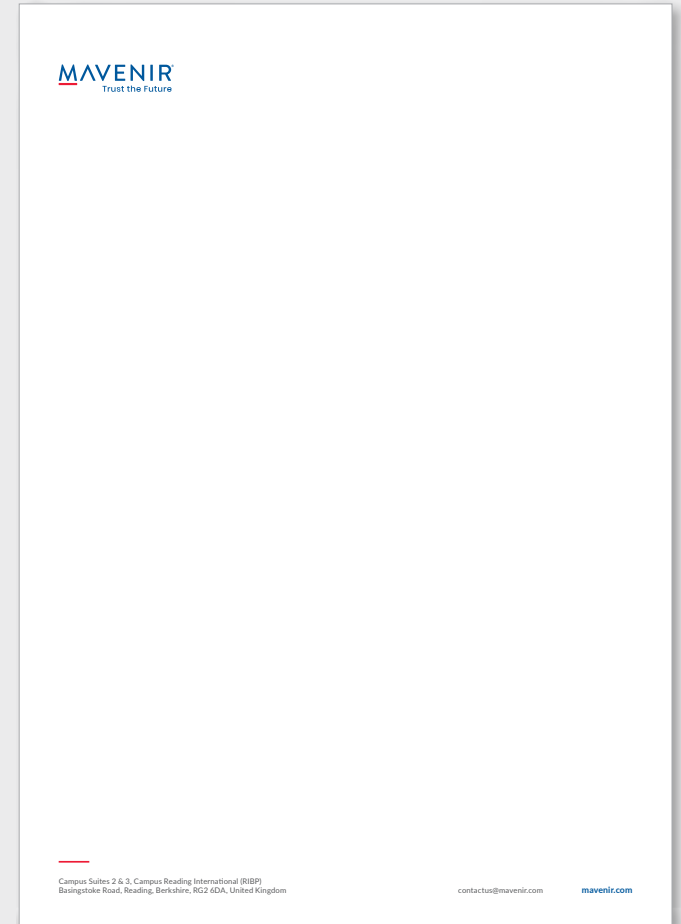
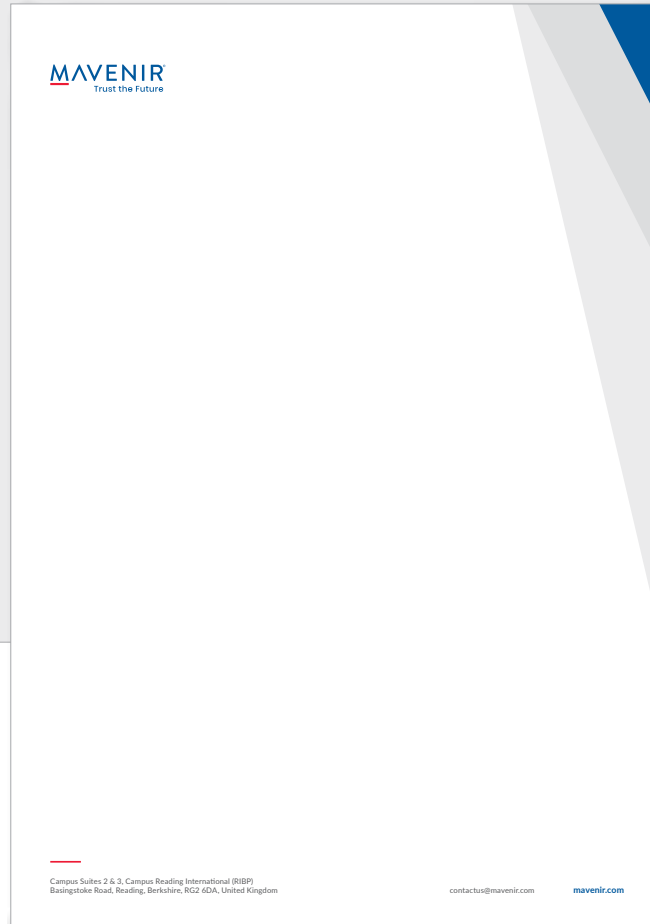


DESIGN ELEMENTS

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. The logo is positioned above the 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

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**EMAIL SIGNATURES**

**MAVENIR**  
DRIVING THE EVOLUTION TO AUTONOMOUS NETWORKS.  
TELCO-FIRST. CLOUD-NATIVE. AI-BY-DESIGN.

Title Goes Here –  
Title Can Be Long  
If Needed

You Can Delete and Replace the Photo

**MAVENIR**  
DRIVING THE EVOLUTION TO AUTONOMOUS NETWORKS.  
TELCO-FIRST. CLOUD-NATIVE. AI-BY-DESIGN.

Title Goes Here –  
You Can Delete and  
Replace this Photo

You Can Delete and Replace this Photo

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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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.

Slide Title Goes Here

Example Subtitle

Example content. This is placeholder text. Content goes here. Mavenir is a full end-to-end 4G LTE and 5G, IoT network provider and this is a placeholder.

Information here

Information here

Information here

Title Goes Here

Subtitle or intro text goes here

- Click to edit Master text styles
  - Second level
  - Third level
  - Fourth level
  - Fifth level

Mavenir Portfolio – Transforming the Way the World Connects

**MAVair**  
Open vRAN  
Small Cell Solutions  
Non-Terrestrial-Networks (NTN)

**MAVapps**  
Digital Enablement BSS  
Fraud and Security Suite

**MAVcore**  
Cloud-Native IMS  
Messaging Solutions  
Converged Packet Core

**MAVedge**  
CBRS/OnGo Private Networks  
Private Networks  
Intelligent IoT Platform (IoT/P)  
Multi-Access Edge Computing

**MAVscale**  
AI and Analytics  
– Network Intelligence as a Service (NaaS)  
– RAN Intelligent Controller (RIC)  
Webscale Platform  
Cloud-Native Automation

Data Table Example

USE CASE	DESCRIPTION	PRODUCT	DEPENDENCIES
1 Coverage Optimization	<ul style="list-style-type: none"> <li>Inference detection and mitigation</li> <li>Address cell overhead issues</li> <li>Minimize coverage gaps</li> </ul>	Non-RT RIC	O1 interface or similar RAN KPI Calculation and Collection, Configuration Read/Write (P-IND coverage rules)
2 Mobility Robustness	<ul style="list-style-type: none"> <li>Optimize cell specific handover thresholds to improve the KPIs for handover and call drop failures</li> </ul>	Non-RT RIC (RIC, ITT, A3 offset) Near-RT RIC (per UE ML HC Prediction)	O1 interface or similar RAN KPI Calculation and Collection, Configuration Read/Write
3 Mobility Load Balancing	<ul style="list-style-type: none"> <li>Detect congested cells and distribute the subscribers among the less loaded neighboring cells</li> </ul>	Near-RT RIC	O-CU-CP E2 Interface or similar
4 Proactive Monitoring and Configuration Optimization	<ul style="list-style-type: none"> <li>Monitor alarms and KPIs</li> <li>Predict KPI degradation and make corrective configuration modifications on the RAN</li> </ul>	Non-RT RIC	O1 interface or similar RAN KPI Calculation and Collection, Configuration Read/Write
5 Smart Paging	<ul style="list-style-type: none"> <li>Enable topology aware ML assisted paging on MME/AMF based on the UE mobility prediction report provided by NWDAF</li> </ul>	NWDAF	AMF Dependency

Legal Disclaimer

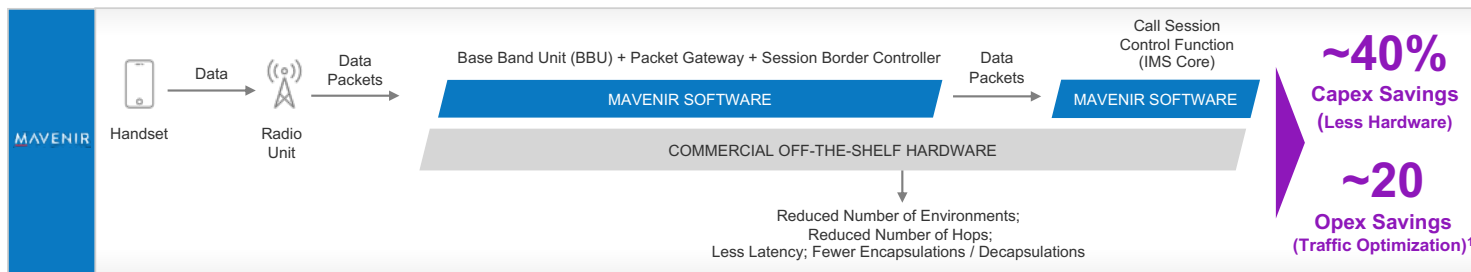
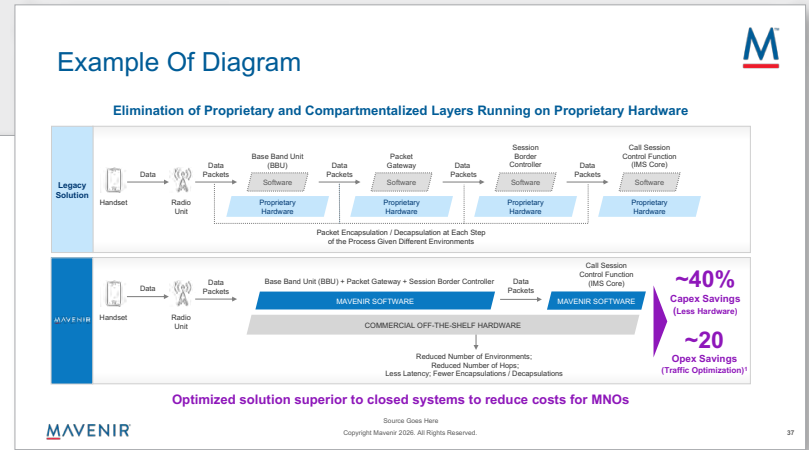
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Thank You or  
Divider Slide Title

# 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**

# Vendor Interoperability With Service-Based Architecture

WHITE PAPER  
Month Year Here



A Service-Based Architecture (SBA) allows Communication Service Providers (CSPs) to source the best independent vendors to support different network service types based on their expertise. This flexibility enables new business opportunities and avoids the lock-in of a single vendor’s roadmap. A [TM Forum study](#) shows:

*“Many operators report spending about 80% of their IT budgets on integration and customization, which leaves only 20% for innovation. They are turning to Open APIs and open architectures to flip this ratio.”*

It’s time to replace longstanding and significant investments that resist change and openness. The traditional use of a single vendor for mobile network software drives inevitable high investments and costs for integration, maintenance, and licenses. Without change, CSPs, enterprises, and other industry players have no easy way out.

Many CSPs have used traditional telco architectures and built point-to-point integrations and connections for communication between network elements (NEs) and OSS/BSS systems. With little competition and proprietary software, CSPs were constrained to a single vendor, and it took several months or more to bring a new concept to market. To this day, CSPs are challenged with vendor lock-in, slow time-to-market, and high cost of innovation. CSPs find that the vendor’s promise of minimum and seamless integration efforts doesn’t materialize.


Service-Based Architectures with open APIs present a gilded opportunity for CSPs to monetize innovative 5G standalone (SA) services because open APIs allow easy communication between different network and system components without the need for costly and time-consuming integrations.

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

# Headline Here Can Be Long If Needed

WHITE PAPER  
Month Year Here



**MAVair**

**MAVENIR**

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**WHITE PAPER**

Our MS Word 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
5G/4G/3G Combo NFs SMF+SAEGW-C, UPF+SAEGW-U (inc. GGSN-CU)	5G Core NFs AMF, NRF, NSSF, SCP, BSF	Non-3GPP ePDG, TWAG, N3IWF, TNF	UDM    UDR	CCS/CHF
Security AUSF, SEPP, SeGW, EIR	IoT & SMS SCEF, NEF, SMF	2G/3G & 4G EPC GGSN, IMC, SAEGW+GGSN, Media Engine, CGNAT	HSS    LINSF	PCF+PCRF eCGF

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


**Mavenir Telco Cloud Integration Layer (MTCIL)z**

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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1




**SOLUTION BRIEF**  
**Mavenir's Converged Packet Core**



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**

Cloud-native architecture enables rapid deployment, scalability, and resilience across multiple cloud environments. It supports multi-tenant architectures and enables seamless integration with existing IT systems.



**Edge Deployment**

Network functions are deployed at the edge to reduce latency and improve user experience. This enables real-time processing and analytics for applications that require low latency.



**Service-based Architecture**

Network functions are decomposed into microservices, enabling independent development, deployment, and scaling. This architecture supports rapid innovation and reduces time to market.



**Automation, AI, and Analytics**

AI and analytics are used to optimize network performance, predict failures, and automate routine tasks. This improves operational efficiency and reduces costs.



**Cross-Gen Interoperability**

The solution supports multi-generation access, allowing 2G, 3G, 4G, and 5G services to coexist on a single network. This ensures a smooth transition to 5G and beyond.

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:

- > **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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2

**Development & Continuous Integration (CI/CD):** DevOps-based software upgrade cycles reduce time to market, cost, and lengthy integration

**Core or access independence:** A common core caters to all types of non-3GPP), allowing seamless interworking between them and enabling services.

**Edge Computing (MEC):** Operators can achieve the low-latency use cases enabled by 5G. Low latency and high throughput requirements (network functions closer to the application servers).

**Core User Plane Function (UPF):** Mavenir's cloud-native, highly IP processing design for UPF uses DPDK and VPP technology that (small footprint, reduces compute costs (with SmartNIC offload), fit for 2G/3G and 4G.

**Network Functions:** Network Functions are microservices-based, containerized, and stateless.

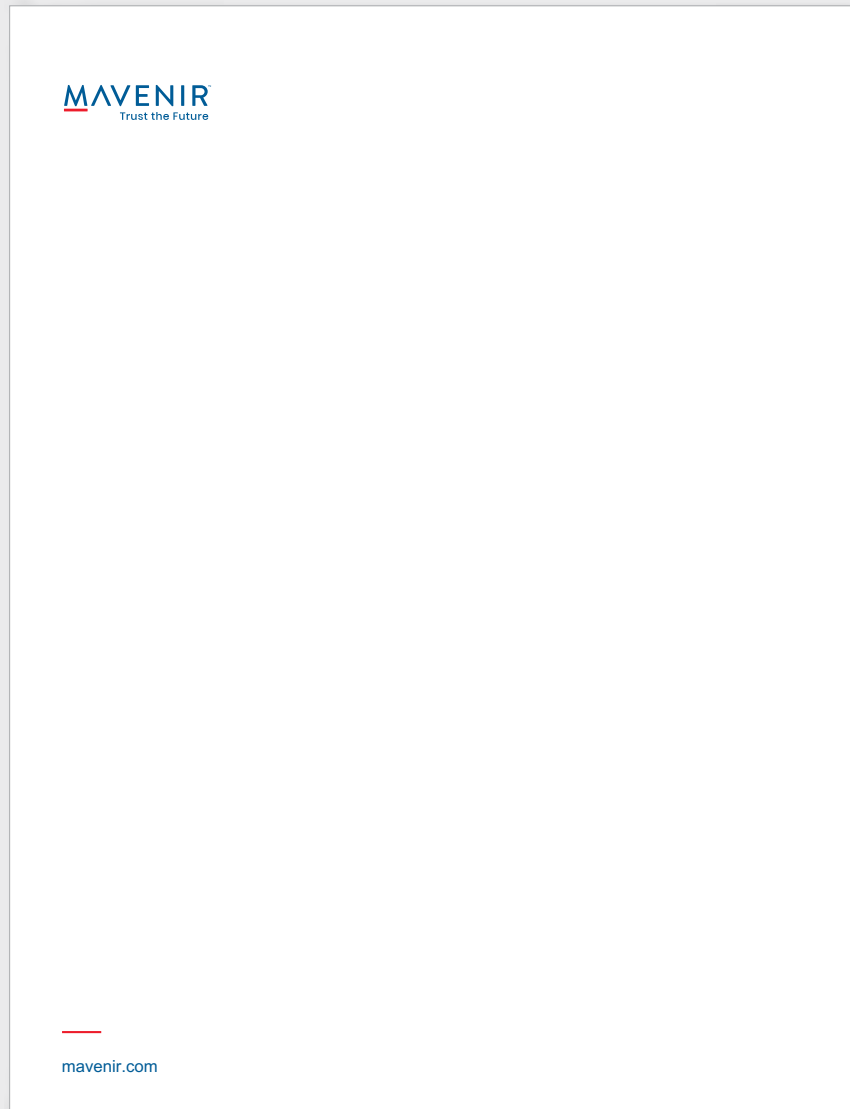
Intelligent, automated, programmable networks through the development of telco-first, cloud-native, AI-by-design software solutions for mobile operators. The company's deep telco domain expertise has been proven through deployments with 300+ operators globally in over 120 countries, which together serve more than 50% of the world's subscribers. Mavenir combines its deep telco experience with the cloud and IT expertise and data science skillsets essential to solving real customer challenges. Its proven software solutions are AI by design, delivering the AI-native future and operators' evolution to TechCos.

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