



➤ **Identity Guidebook**

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Introduction

Subex is an Indian technology company specialising in digital trust, AI-driven solutions, and business optimisation.

It primarily serves telecom operators, helping them manage fraud, risk, security, and network intelligence through advanced analytics.

Although known as a leader in ensuring secure, efficient, and reliable business operations, the brand faced a problem.

They were being perceived industry-wide as a RAFM (Revenue assurance and fraud management) products provider, despite the fact that they offered many more AI-based services.

They needed to change this perception, by redefining and re-articulating what the brand stood for.

In September 2024, they approached chlorophyll, a Mumbai-based brand and communications consultancy, to do exactly that.

After applying a patented process, chlorophyll created a Brand Construct for Subex.

About Brand Construct

Brand Construct is a framework used by chlorophyll.

It is a diagrammatic representation of the elements that make up a brand. These elements together define what the brand stands for. The Brand Construct helps us understand what the brand's central idea is and what type of initiatives a business or brand needs to undertake to be able to live up to this idea.

Brand Construct consists of five elements:

1. Social Context
2. Brand Core
3. Pillars
4. Brand Territory
5. Customer Proposition

Each of these elements will be explained below.

1. Social Context

a. Definition:

It articulates the mindset of the target group that the brand is catering to.

b. How it guides the brand's evolution:

It helps us understand the actual customer; as every customer in a demographic segment or group will not behave or think in the same way.

Example: The target audience of Maggi noodles consists of not just kids, but also anyone who wants to satiate hunger between two and five minutes, at any time of the day.

This context is valid for a kid, a bachelor and even for a working couple.

c. Social Context for Subex

Driven by curiosity and determination, this brand turns the unknown into growth opportunities.

They don't just push boundaries; they redefine them, setting new standards in the telecom industry.

Their solutions anticipate client needs, thus creating lasting value.

The selected Social Context for Subex is: **'It's fine to do things differently, even if it's not how they have been done before'**.

2. Brand Core

a. Definition:

It is the unchanging idea that will help the brand make strategic decisions: what other services the brand could offer, what other services to avoid, what partners to associate with, what partners to avoid.

b. How it guides the brand's evolution:

Every brand has an unchanging aspect and a changing aspect.

If there is no unchanging aspect, there will be no brand, no promise, no trust.

If there is no changing aspect, there will be no adaptation to new segments, new technologies, new needs.

Example: McDonald's is about fast food that appeals to kids. The unchanging aspect here is 'fast', 'convenient' and 'fun for kids'.

The changing aspect will be the food in the menu. But in deciding what to offer, time taken to serve will always be one of the key parameters. Items offered in kids' meals will change but Ronald the clown and the toy offered with kids' meals will always continue to be a feature.

The brand would act against its core the day it decides to get into fine dining.

c. Brand Core for Subex

By exploring new technologies, Subex innovates and stays ahead. It uses its technical expertise to exceed expectations, making every interaction meaningful.

Open innovation and knowledge sharing unlock new possibilities and foster collaboration.

This brand believes in embracing the joy of creation, delivering measurable, ROI-driven outcomes for their clients.

The Brand Core for Subex was defined as: we believe in embracing the joy of creation.

3. Pillars

a. Definition:

Pillars mean concrete activities or actions which help the brand walk the talk. Unlike the concept of ‘positioning’, the Brand Territory rests on more than one brand pillar.

b. How it guides the brand’s evolution:

Pillars guide brand behaviour and communication. This component of the Brand Construct clearly explains what actions need to be taken in order to stay true to the brand’s unchanging idea.

Example: Ikea is famous for its low-cost, ready-to-assemble furniture. To achieve this, every component of their business ecosystem is geared to save costs. For instance, their showrooms are located a bit away from the main city area. This simply means lower rentals, even for bigger spaces.

As a result, they can afford to take up larger spaces and display furniture in a real setting. This also gives the customer a clear idea of how he or she can display the furniture, helping him/her save on the fees of an interior designer.

The showrooms never have any salesmen to assist the customer: another factor that helps Ikea save money and keep the prices of their furniture low.

c. Pillars for Subex

Subex possesses **a culture of customer obsession, is a metrics lab and operates as a business advisory/consultancy.**

Behavioural pillar one:

Subex creates a culture of customer obsession in the following ways. It tracks customer metrics, regularly measuring customer satisfaction, service performance, and retention using AI-driven analytics. It also believes in regular client interactions, with each employee mandated to spend a certain number of hours with clients.

Behavioural pillar two:

It creates a metrics lab in the following ways. It develops dashboards to provide real-time traffic, outage and usage data to optimise services. It experiments with AI-driven 5G and IoT technologies to enhance smart city and autonomous system solutions. It believes in rapid innovation, concept testing and optimising processes until the final launch.

Behavioural pillar three:

It follows a consultancy/business advisory model by implementing data analytics and trend mapping, using real-time AI analytics to identify revenue opportunities and optimal pricing. It also develops AI solutions that tackle predictive maintenance, customer churn and network maintenance.

4. Brand Territory

a. Definition:

While the Brand Core refers to the idea that drives any business under that brand name, Brand Territory refers to the competitive space that the brand will occupy in a defined category.

b. How it guides the brand's evolution:

An understanding of the Brand Territory helps the brand strategist differentiate the brand vis-à-vis its competitors.

Example: Both Coca Cola and Thums Up are aerated drinks. However, they occupy different spaces in the consumer's mind. Thums Up has always been seen as a masculine drink, meant for thrill-seekers. On the other hand, Coke has been about spreading happiness, and has been perceived as a drink for all.

c. Brand Territory for Subex

Subex's three behavioural pillars lead to a culture where innovation, disruption and creation arise rapidly.

chlorophyll defined Subex's Brand Territory as: **disruptive products that simply work.**

5. Customer Proposition

a. Definition:

While the Brand Core and the Brand Territory guide both behaviour and communication aimed at multiple stakeholders, the Customer Proposition is a sharp statement of the benefit on offer and its ‘reason why’ to the customer.

b. How it guides the brand’s evolution:

Any brand has a set of multiple benefits and there always exists the temptation to communicate all of them. But the result in such a case can be confusing.

Example: Domino’s, McDonald’s and Maggi are food brands; all three are about taste; all three offer convenience. Yet all three communicate distinct propositions. Maggi is about being ready in two minutes, Domino’s is about assured delivery in 30 minutes and McDonald’s talks about happy times with one’s family or a budget-friendly meal.

The ‘hero’/main benefit of a brand is determined by a lot of other factors in the pillars and not just the product benefit.

c. Customer Proposition for Subex.

It develops unmatched telecom products that keep us up-to-date with the changing times.

It provides critical inputs that have a real business impact. It develops truly innovative products regularly.

It aims to be a bold AI brand which creates disruptive solutions to reduce complexities.

chlorophyll defined Subex’s Customer Proposition as: real results, realised. From this Brand Construct emerged the new visual and brand line ‘New possibilities. Now possible’.

Over time, some aspects of a brand undergo changes, some cannot. The Subex identity is one such unchanging aspect.

This guidebook will enable you, the user, to guard the brand’s integrity, irrespective of time, geography or context of use.

Winning aspiration

Empowering every digital journey to be fearless, seamless, and fraud-free.



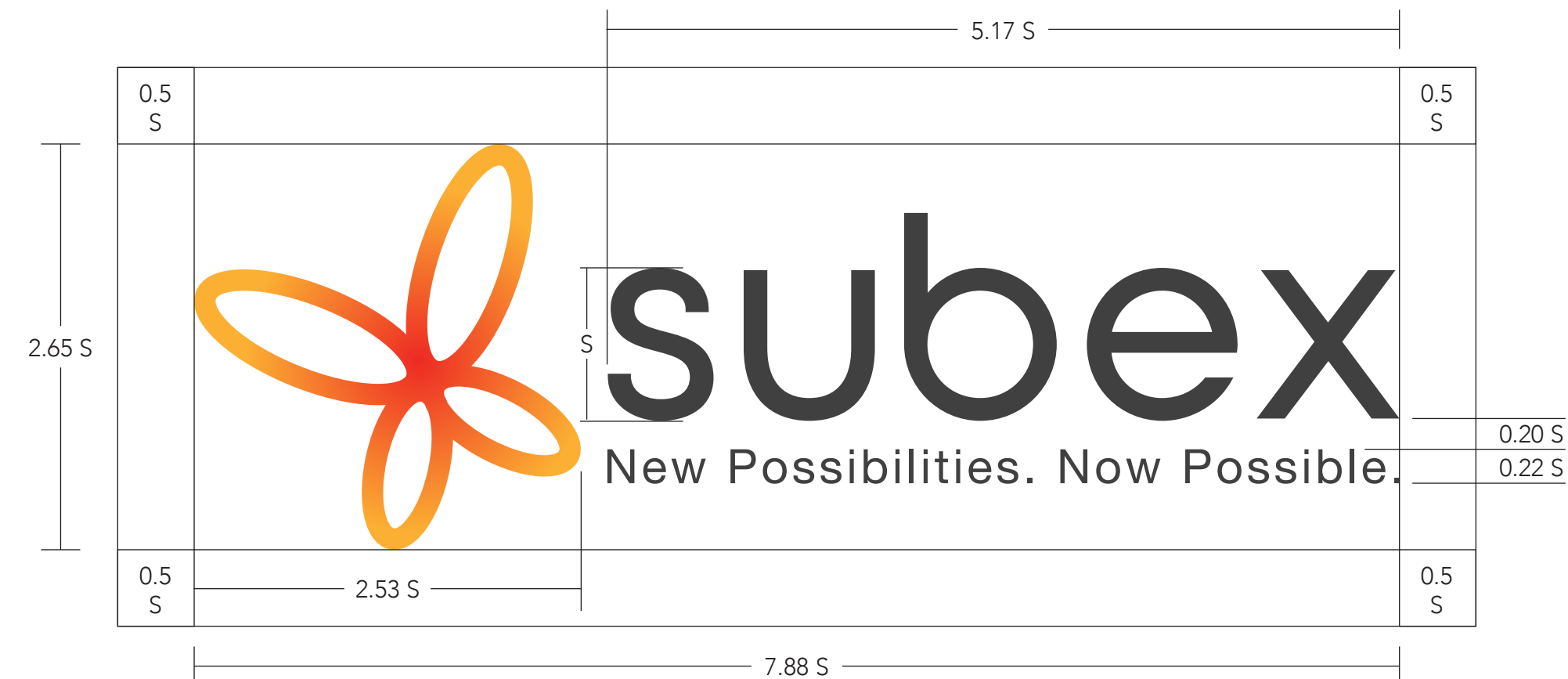
Identity cluster:

Comprising the name, visual and brand line



Identity:

Ratio of the identity and island space



'S' is equal to the height of the first letter 's' in 'subex'

Identity:

Inviolate island space



No design or text element should appear in this space around the identity (the outlines are indicative of the island space and should not be reproduced under any circumstances).

Identity:

Greyscale, black & white and in reverse



Flat color version



In reverse



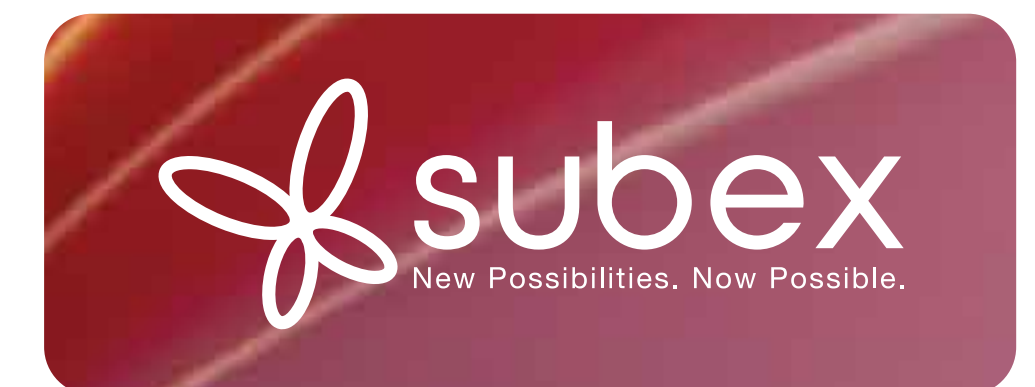
Greyscale



In reverse



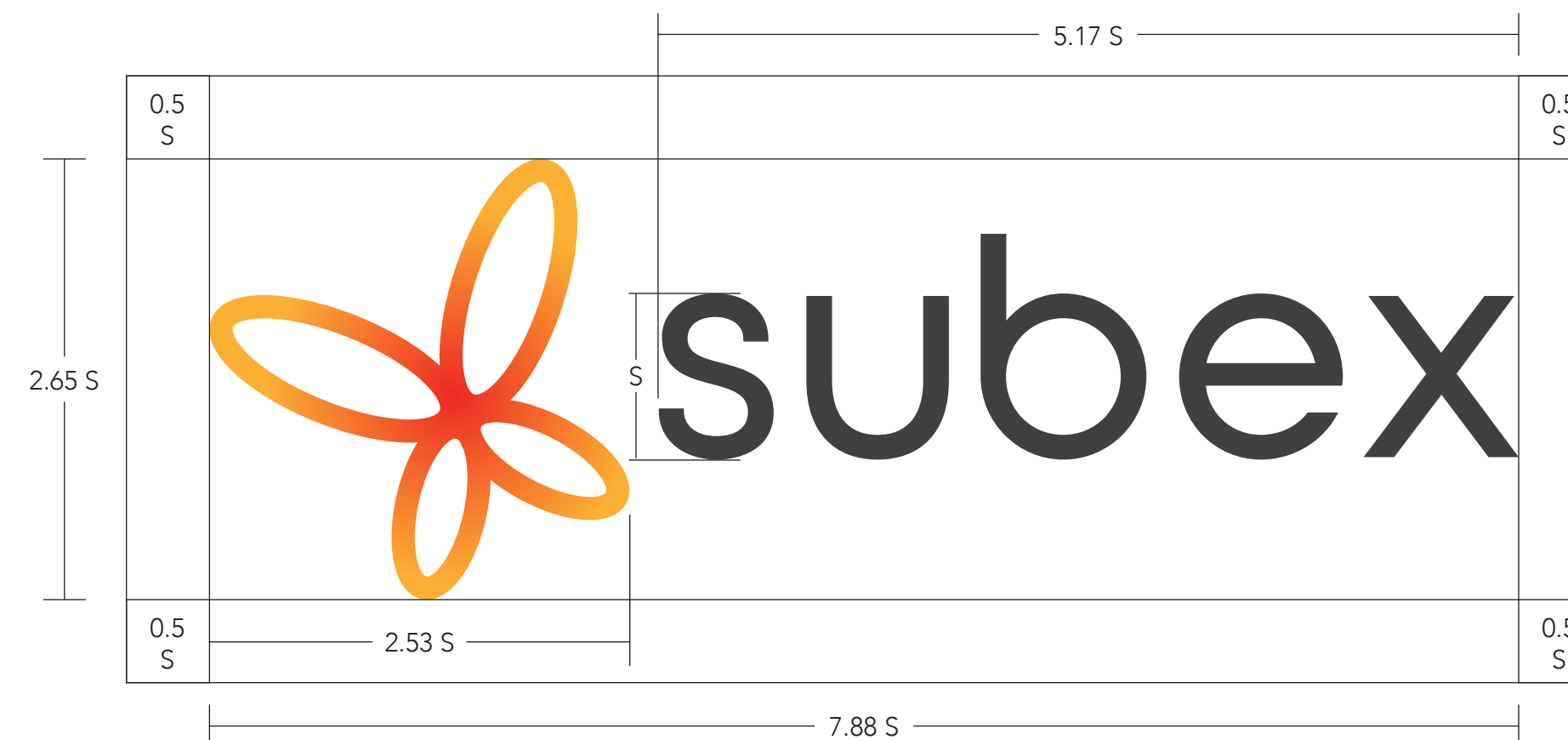
Reversed greyscale version



Reversed one color version on image

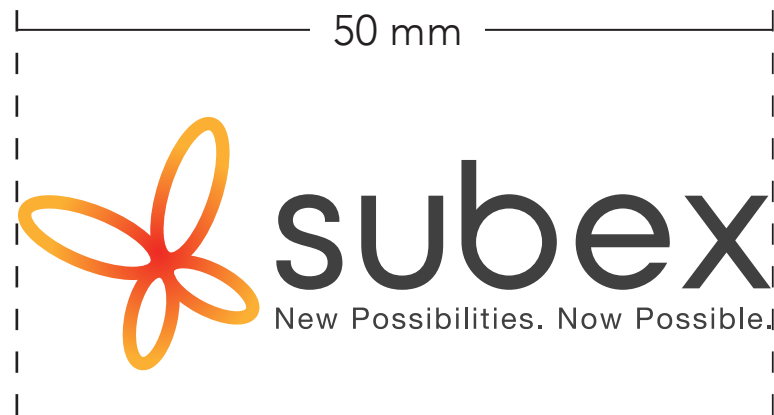
Identity:

Identity without brand line: ratio of the identity and island space

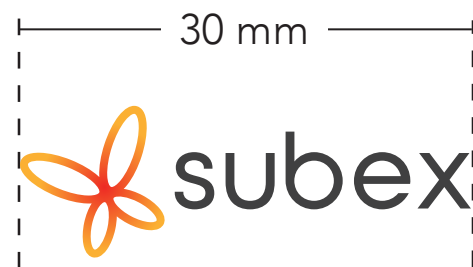


'S' is equal to the height of the first letter 's' in 'subex'

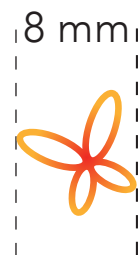
Minimum permissible size:
Print



Use the entire identity cluster (the name, visual and the brand line) only when the width of the identity cluster is 50 mm or more.
The width of the entire identity cluster must never be less than 50 mm.

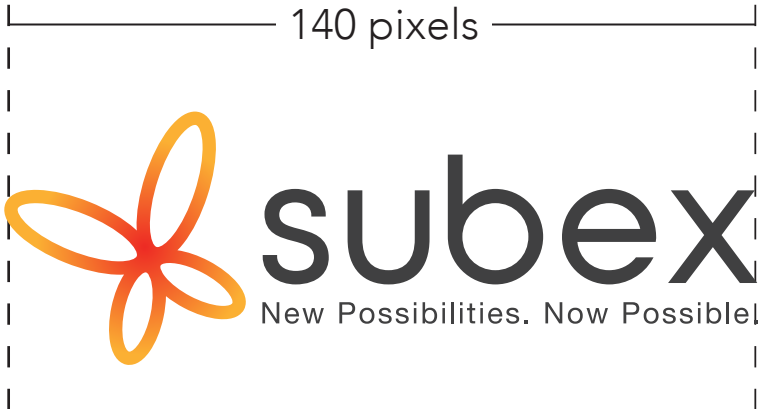


Use only the name and the visual when the width available for usage is between 50 mm and 30 mm.
The width of the name and the visual must never be less than 30 mm.

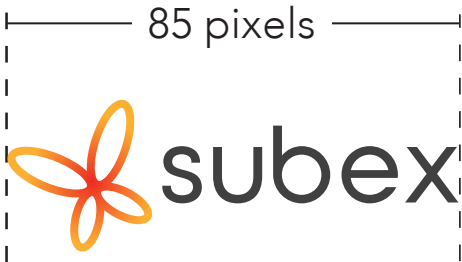


Use only the visual when the width available for usage is between 30 mm and 8 mm.
The width of the visual must never be less than 8 mm.

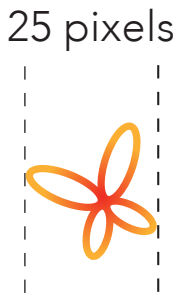
Minimum permissible size:
Digital



Use the entire identity cluster (the name, visual and the brand line) only when the width of the identity cluster is 140 pixels or more.
The width of the entire identity cluster must never be less than 140 pixels.



Use only the name and the visual when the width available for usage is between 140 pixels and 85 pixels.
The width of the name and the visual must never be less than 85 pixels.



Use only the visual when the width available for usage is between 85 pixels and 25 pixels.
The width of the visual must never be less than 25 pixels.
The only exception to this is the web browser favicon that has a standard width of 16 pixels.

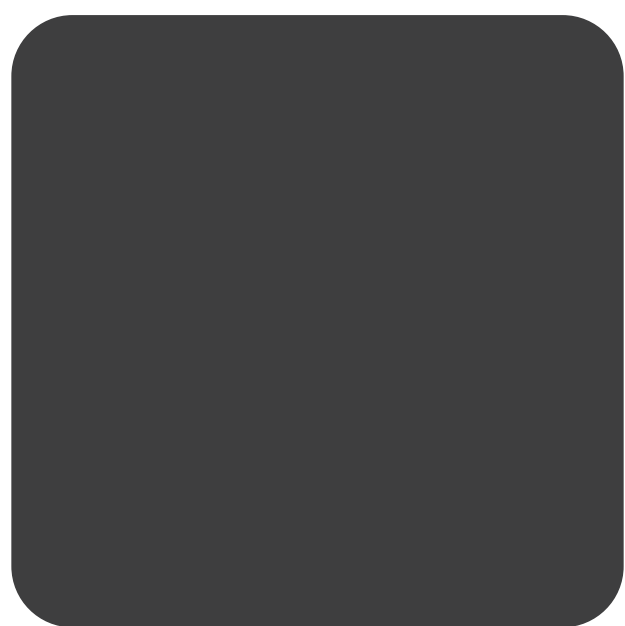
Primary brand colours



#EE3124
R 238 G 49 B 36
C 0 M 95 Y 100 K 0
Pantone 1788 C



#FBB034
R 251 G 176 B 52
C 0 M 35 Y 90 K 0
Pantone 1235 C



#3E3E3F
R 62 G 62 B 63
C 0 M 0 Y 0 K 91
Pantone Black C



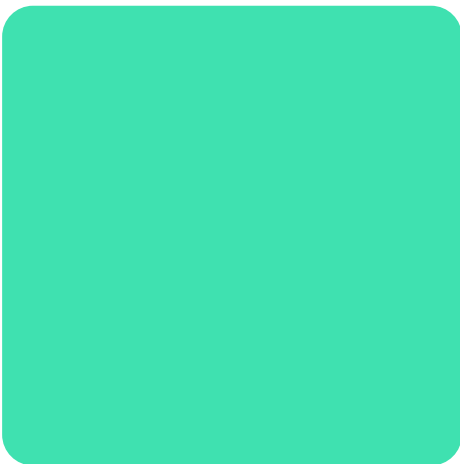
#67686B
R 103 G 104 B 107
C 0 M 0 Y 0 K 73
Pantone Cool Gray 10 C

Supplementary brand colours

These colours have been chosen because they are in harmony with Subex’s primary brand colours.

Use these colours for backgrounds, graphs, charts and other graphic elements in PowerPoint slides, web and non-web applications (like seminar banners, leaflets, brochures and so on).

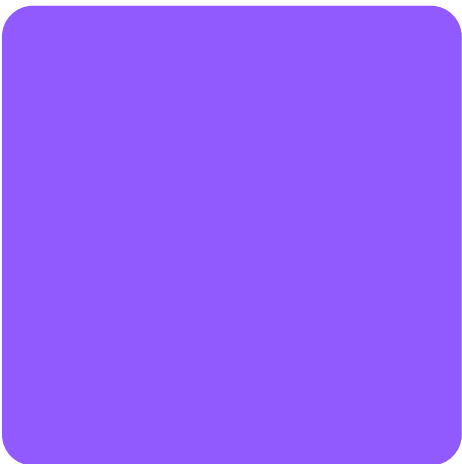
Shades of these supplementary brand colours have been displayed next to each colour: you may use one of these shades as well.



#3FE1B0
R 238 G 49 B 36
C 0 M 95 Y 100 K 0



#0360E0
R 3 G 96 B 224
C 86 M 62 Y 0 K 0



#905AFF
R 144 G 90 B 255
C 60 M 70 Y 0 K 0



#FE2B8A
R 254 G 43 B 138
C 0 M 97 Y 6 K 0



#3FE1B0
R 238 G 49 B 36
C 0 M 95 Y 100 K 0

Supplementary brand colours



#EE3124

R 238 G 49 B 36

C 0 M 95 Y 100 K 0

#FBB034

R 251 G 176 B 52

C 0 M 35 Y 90 K 0



#FE2B8A

R 254 G 43 B 138

C 0 M 97 Y 6 K 0

#905AFF

R 144 G 90 B 255

C 60 M 70 Y 0 K 0



Primary typeface

Sora is our primary typeface. This distinctive typeface family embodies our brand's modern and professional character. It should be your first choice for:

- Marketing materials
- Website content
- Brochures and publications
- Event collateral
- Brand campaigns
- Digital and print advertisements
- Corporate communications
- External presentations

Sora Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sora Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sora Extra Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sora Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sora Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sora Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sora Extra Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Secondary typeface

Aptos serves as our supporting typeface, ensuring consistent brand communication across all platforms. Use Aptos in situations where Sora may not be available or practical, such as:

- PowerPoint presentations
- Email communications
- Internal documents

This carefully selected typography pairing ensures that Subex's visual identity remains consistent and professional across all touchpoints, whether internal or external.

Aptos Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aptos Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aptos Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aptos Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Identity: Dos



Flat color version



In reverse



Greyscale



In reverse



Reversed grayscale version



Reversed one color version on image

Identity: Don'ts



Do not use incorrect colours for the identity cluster.



Do not allow any text or design element to enter the island space around the identity cluster.



Do not place the identity directly on complex graphic or photographic backgrounds.



Do not distort the identity cluster.



Do not reproduce the identity cluster in outline.



Do not place the identity directly on dark backgrounds.



Do not alter the typefaces used in the identity.



Do not apply a shadow or any other effect to the identity cluster.

Imagery guidelines: Dos

Remember: Every photograph should tell the story of how Subex enables connected experiences and drives innovation through AI, always keeping the human element at the center of our narrative.



Make sure the subject of the image is in clear focus.



Use photos of people that the target audience can relate to in terms of gender, ethnicity and demographics.



When using images of people, choose an image where the protagonist looks confident.



Magnify images to an extent that the emotions on the subjects' faces are clearly visible. This helps the viewer comprehend emotions and respond to these in a better way.



Make sure the images have candid, warm moments that make brand communication seem real and believable, not 'staged'.



Use images of real people in their natural surroundings and in a natural light.



Make sure the backgrounds are clean and free of clutter.

Imagery guidelines: Don'ts



Do not use images that show people posing.



Avoid using images with more than five people in it. The only exception is images featuring the Subex team.



Avoid using cutouts of people because they might seem artificial.



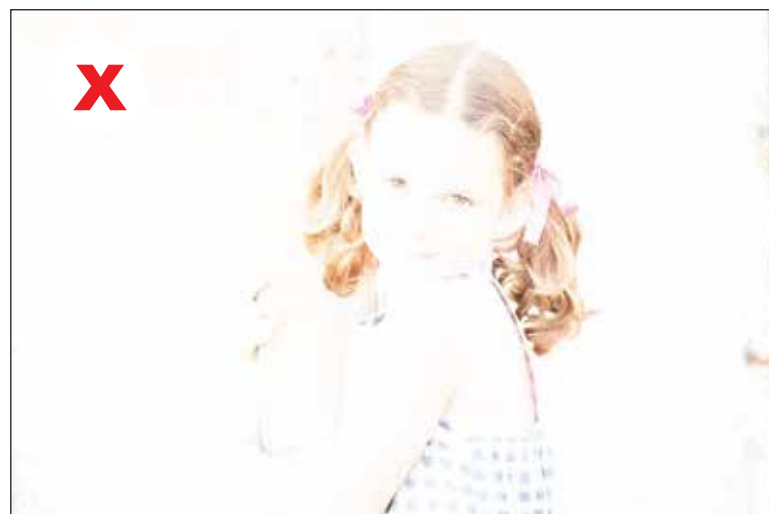
Do not use images that communicate negative emotions like anger or grief, unless the subject demands such emotions.



Avoid using images that are dark and have complex graphic as well as photographic backgrounds, as these look cluttered and uninviting.



Do not use low resolution images as they pixelate and make the communication uninviting.



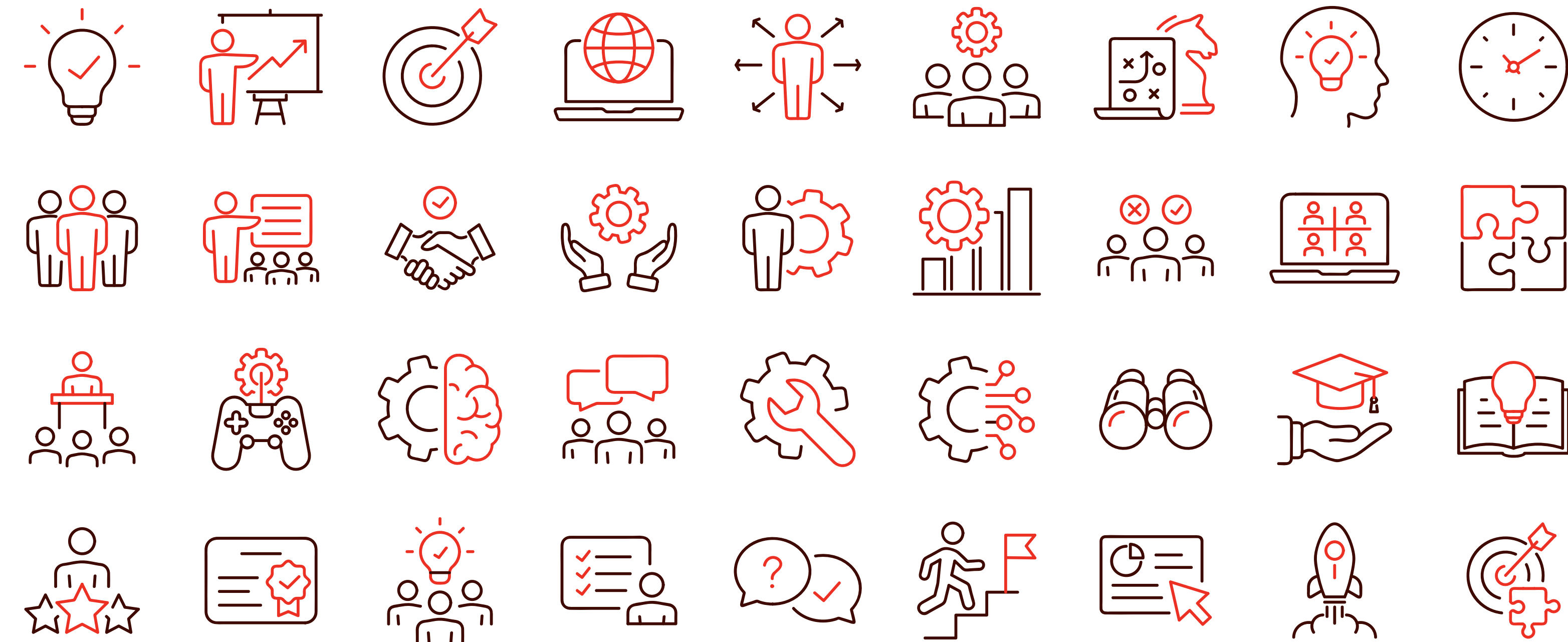
Do not use over-exposed images.



Avoid overly retouched images.

Iconography: colour

We have used the brand's primary colours to create icons which you can use for relevant subjects in Subex's brand communication.
(Examples: brochure, website, digital communication, social media posts)



Iconography: black and white

We have used the brand's primary colours to create icons which you can use for relevant subjects in Subex's brand communication.
(Examples: brochure, website, digital communication, social media posts)



Illustrations

While real images are preferable, illustrations can be used for visual relief especially when real images are unavailable.

They add a vibrant perspective to the look and feel of the design.

We have created the illustrations below using a combination of the brand's primary and supplementary colours.



Exhibit examples

- Business Card,
- Employee ID Card
- Badge
- Lanyard



Business Card



Employee ID Card



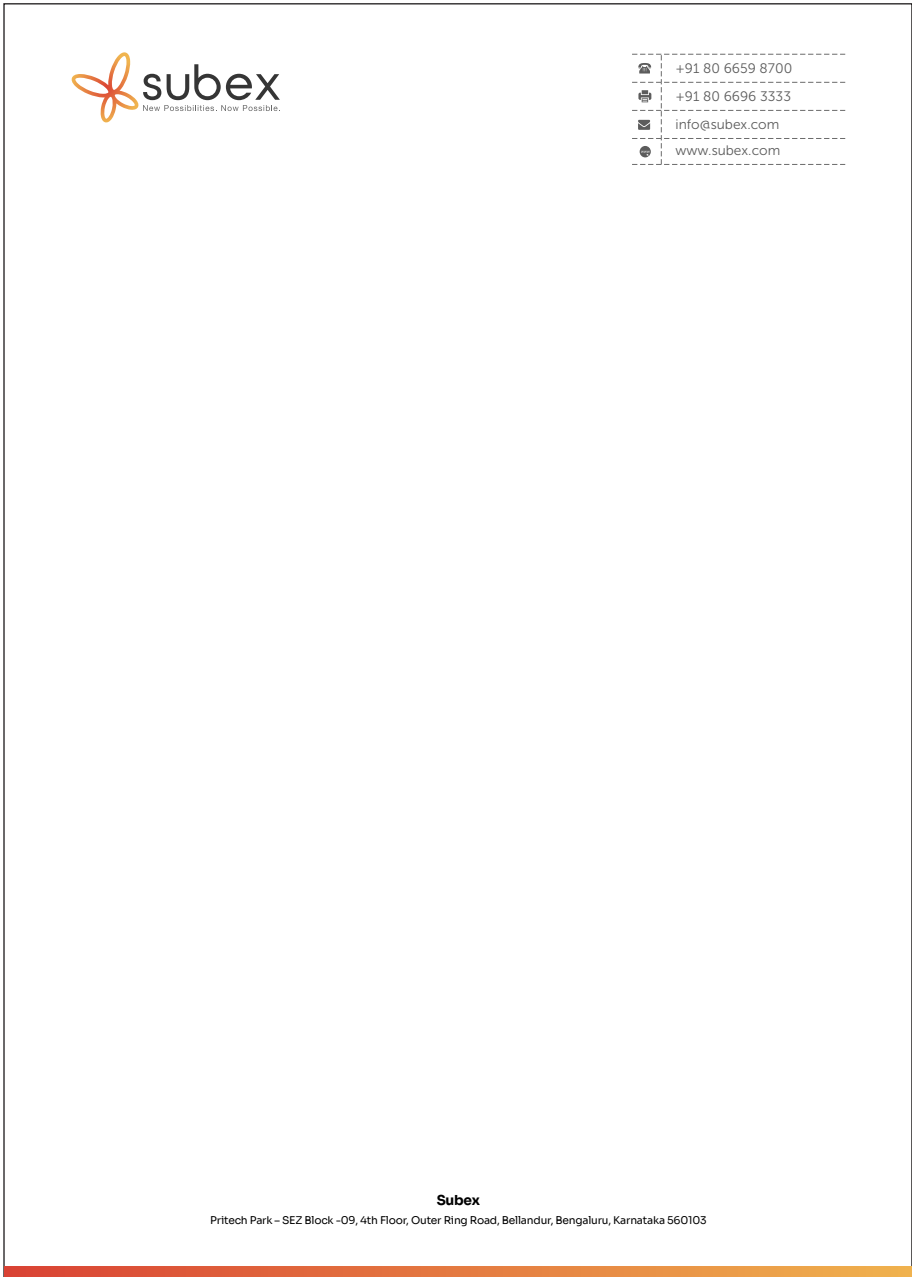
Badge



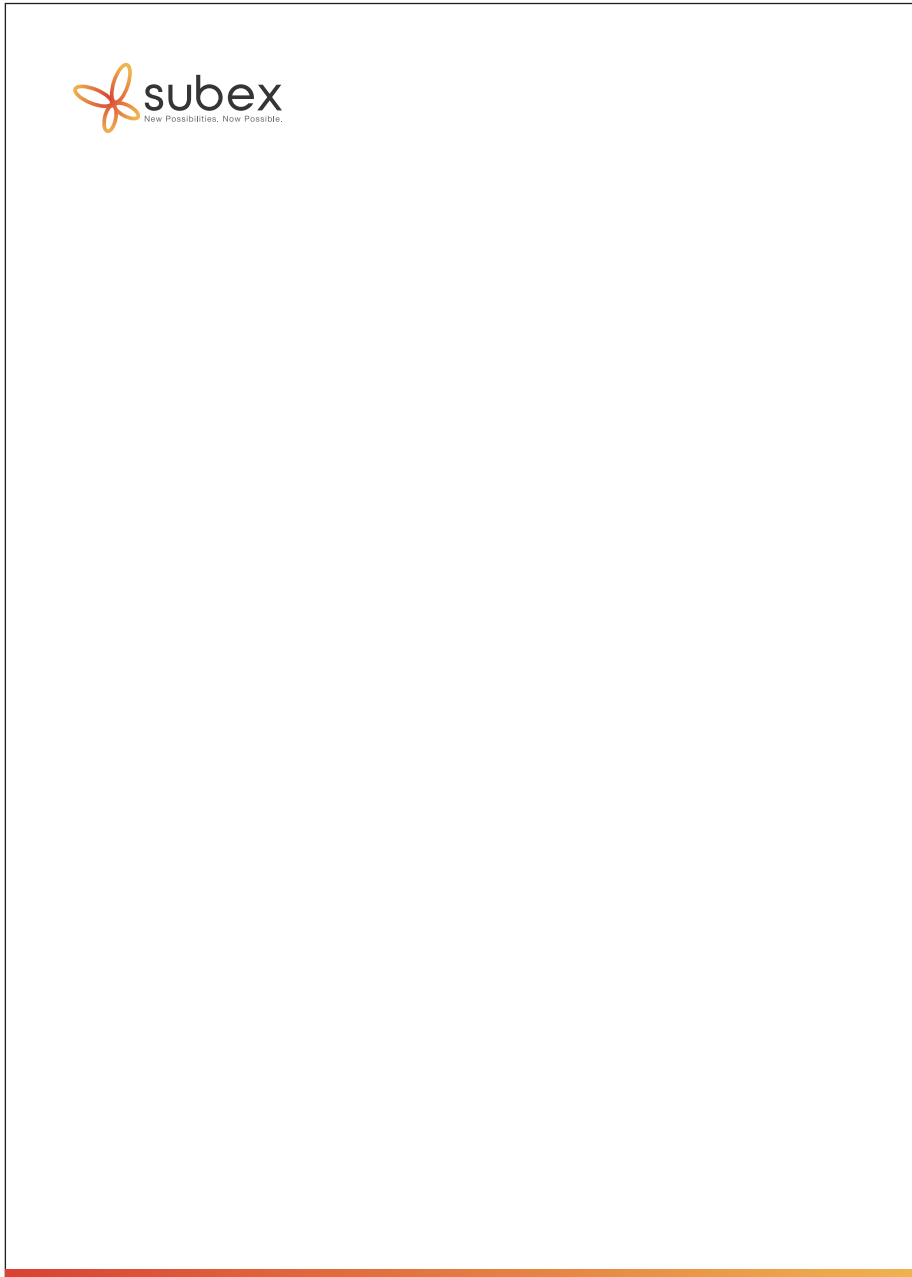
Lanyard

Exhibit examples

- Letterhead
- Envelopes



Letterhead



Continuation Sheet



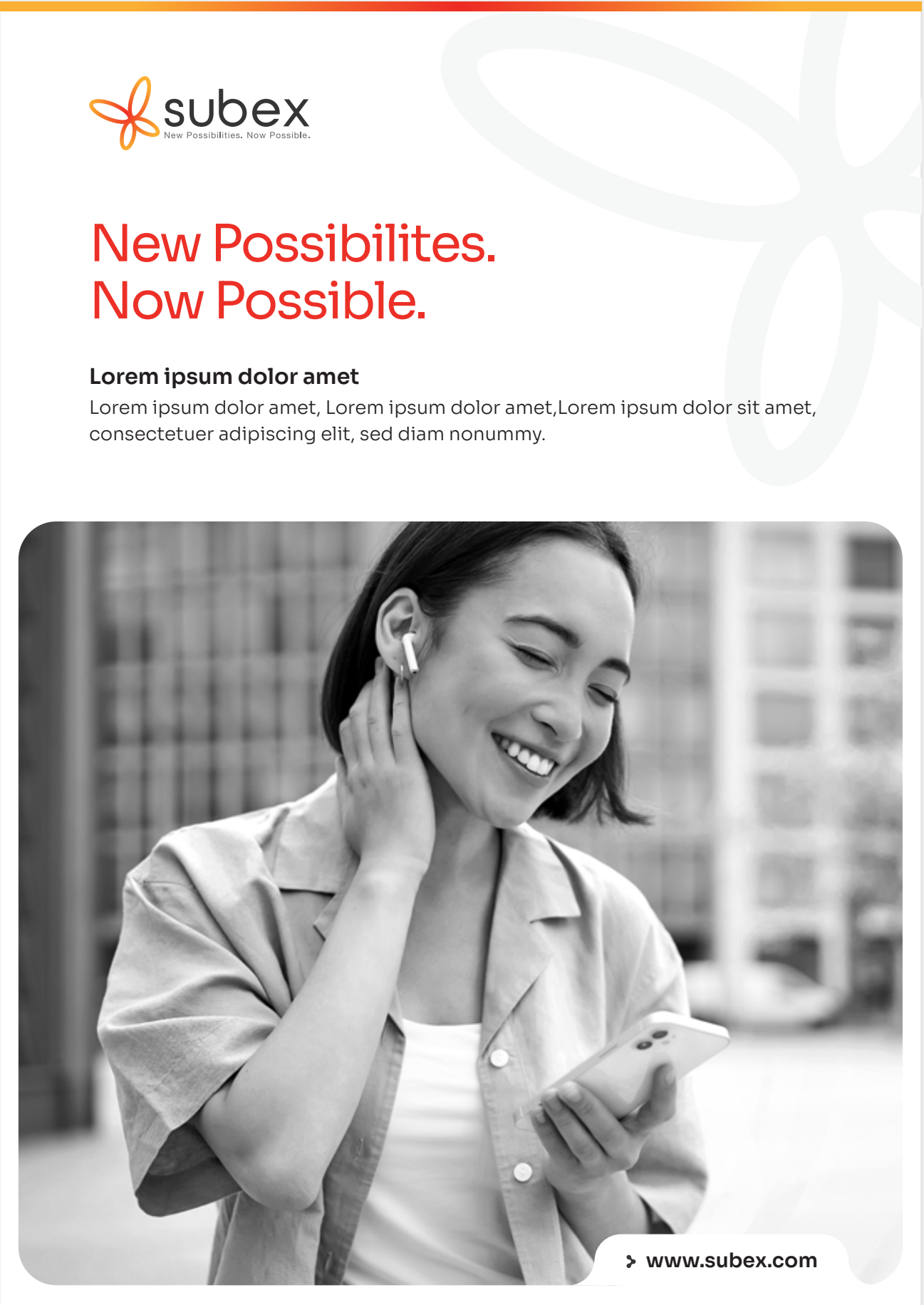
A4 Envelope



Cheque Envelope

Exhibit examples

Print ad templates



Full Page



Half Page

Exhibit examples

- Brochure
- PPT template



Co-marketing signage templates



1:1



4:1



2:1



3:1

Merchandise

- Mug & coaster
- Notepad and Pen
- T-shirt
- Bag





No deviation from the guidelines in this guidebook will be permitted.

For the usage of the identity with respect to any item not covered in the guidebook, for clarifications, or the creation of new items, please get in touch with Subex Ltd, Pritech Park, SEZ Block 09, 4th Floor, B Wing, Survey No 51 to 64/4, Outer Ring Road Bellandur Village Varthur, Hobli, Bengaluru, Karnataka 560 103, India.

Created in collaboration with chlorophyll brand & communications consultancy pvt ltd in January 2025.