



Brand & Writing Guidelines

December 2020



Welcome, Ambassador.

That's right: You are an ambassador of the [24]7.ai brand.

This guide will help you represent [24]7.ai in the best possible light, so we can rapidly transform [24]7.ai from a good brand to a great one.

When you communicate [24]7.ai consistently and in the right way, you're building the brand and so directly contributing to greater [24]7.ai market share, revenues, and profits. Good for you. And good for all of us.

Every effort counts. Especially yours.

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About the [24]7.ai Brand

The visual and verbal expression we use shapes our brand's personality. So, every time we address customers, we should speak with one voice, the voice of the [24]7.ai brand. Each experience someone has with [24]7.ai—whether in person, on our website, or through our products—affects our brand.

This document provides both visual and verbal guidelines for the creation of all marketing and communications materials. It will help us portray a single, unified [24]7.ai brand—one that is approachable, proactive, straightforward, and insightful. Adhering to these guidelines is essential for presenting a consistent public face to customers, prospects, partners, and employees.

01 Brand Strategy

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Brand Promise



We enable businesses to attract and retain customers by creating a personalized, predictive, and effortless customer experience.

Every day, our business depends on how clearly and consistently we convey our promise to customers, investors, the press, and our own employees. Even more critical is how we deliver on that promise, as it drives what people think about our products, our services, and our company.

Brand Attributes



The [24]7.ai brand embodies the qualities we stand for, day in and day out, across every touch point. We bring [24]7.ai to life with the personality traits and attitudes we want our customers to know us for. Here are our distinguishing attributes.

Client/consumer centric

We listen intently to our clients and their consumers.

Trusted

Our clients know we'll put them on the path to digital transformation with customer experience thought leadership, expert guidance, and the most inventive solutions available.

Analytical

We are data nerds who understood the power of data long before the rest of industry. Design and testing are a vital component of our DNA.

Results focused

We achieve desired outcomes by using our unique, contact center feedback loop to continuously optimize deployments.

Getting better all the time

We value learning and growth. Despite 100+ machine learning, predictive analytics, and natural language patents, we constantly strive to make customer experiences even better.

Brand Voice



The [24]7.ai brand speaks with one voice—conveyed in words, style, and an overall feel—that makes all communication reflect the [24]7.ai brand personality. Maintaining a consistent tone of voice strengthens our brand recognition and reinforces the qualities that customers value and associate with us. A thoughtful brand voice will also align us, the employees, in how we think about our company.

Approachable

We are friendly, open, and engage on a personal level. Our welcoming, conversational tone says we are here to listen, collaborate, and help make things easier.

Proactive

We think ahead. We are determined to help customers grow through thought-provoking conversations and business solutions that continue to evolve.

Straightforward

We are concise and respectful of the reader's time. We don't use jargon. And we use a level of technical narrative appropriate to each audience.

Insightful and actionable

We provide unique insights that can be easily applied. In our writing, we explain what [24]7.ai does, why it's meaningful, and how it can be applied.

Brand Personality



One of the best ways to get a feel for the [24]7.ai brand is to personify it. If our brand were a person, our clients would want it on their team. Not just for what it can do—the [24]7.ai brand is very, very good at its job—but also for who it is.

Our brand’s personality is summed up in 5 Cs:

- Confident: With competence comes confidence (not arrogance)
- Creative: Fresh, clever, insightful
- Committed: Passionate about customer experiences, client success
- Candid: Direct and true
- Caring: Compassion in action

Design Principles



The [24]7.ai personality translates into key design principles that are applied—from conception through delivery—to all projects and deliverables. In form and content, all projects and deliverables follow the principles below.

Simple, intuitive and consistent

From collateral and presentations to videos and websites, all communications reflect a simple aesthetic. Avoid complicated visuals, interactions, and animations.

Concise and compelling

Copy is concise, compelling, and relevant to the idea, product, or technology. Written and visual content complements each other, without seeming contrived.

Clean

Allow information to breathe. This makes it easier for viewers to understand key points. Make sure that layouts have appropriate visual spacing and that there is a clear visual hierarchy.

Friendly and responsive

Be mindful with design. Use enough color contrast for those with color blindness. Consider responsive design, device orientation, viewing distance, file size, and loading time.



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Brand System



The [24]7.ai brand system provides clear and creative ways to use each visual component. The system has been designed to work together, so you can combine the brand elements with flexibility, built on a solid foundation. Done right, you will build a strong consistent look and feel for the [24]7.ai brand.

Logo:

[24]7.ai

Color:



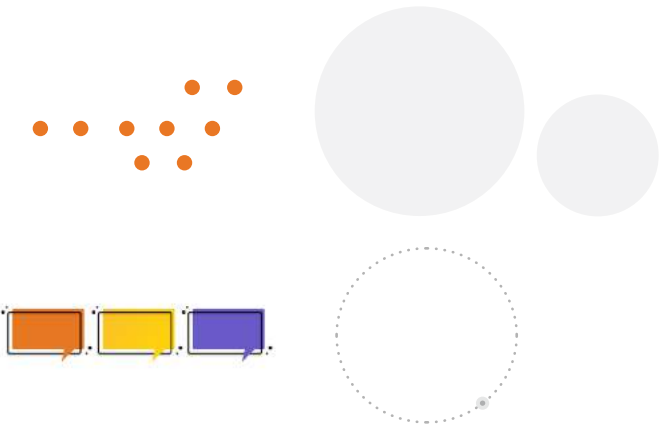
Icons:



Photography:



Core elements:



Typography:

Avenir

Logo



The logo is the single most recognizable graphic representation of the company. Think of it as the corporate equivalent of your own unique signature. It is how the company signs its communications and products. It is the face that it presents to the world.

Our logo includes brackets to represent a mathematical formula. That's because big data and mathematical models comprise the core of our technology.

In content, use [24]7.ai without adding color and do not use the logo in a sentence.

[24]7.ai

Logo Usage



Here are some examples of acceptable [24]7.ai logo applications.

Use the logo in full color, be it in PMS colors, four-color process, or RGB.



When placed on a colored background, use a full white logo.



Logo in full black.



When placed on a dark background image, use a full white logo.



When placed on a light background image, use the full color logo.



When placed on a dark background image, use a reversed color (white and orange) logo.



Logo Scaling



We created the logo as a horizontal lockup. The logotype is based on the Avenir font. Do not alter or recreate it.

[24]7.ai

Always leave the following amount of clear space around the logo. The minimum clear space equals X. The X height is taller than half the height of the logo. It's the height of the "i".



iX

The [24]7.ai logo shown here is the smallest size for general use.

[24]7.ai

.5 inch - 48 px

Minimum size

Logo Misuse



Here are some examples of unacceptable [24]7.ai logo applications.

Do not change the location of the colors.



Do not use the logo in all orange.



Do not place the logo on a busy background or a background with similar color value.



Do not move the ".ai" to another line.



Do not outline the logo.



Do not capitalize "ai" in the logo.



Do not change the logo's proportion, sizing, color, spacing, or individual elements.



Do not scale or rotate the logo.



Partner Logo Lockup



The [24]7.ai logo and our partners' logos are presented side by side, divided by a vertical rule. It's best to use the full color version of both logos.

Vertical rule

The vertical rule is either gray, black, or reversed, depending on which version is used.



Horizontal logos

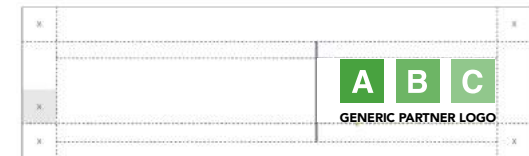
Keep a horizontal partner logo the same height as the [24]7.ai logotype cap height. Align the partner logo to the baseline of the [24]7.ai logo.



Clear space

To ensure maximum visibility and legibility, keep clear space that is half the height (not x-height) of the numerals in the [24]7.ai logo.

The clear space applies to all Partner Logo lockups.



Color Introduction



The [24]7.ai color palette reflects our friendly, customer-focused identity. We chose these colors because they are versatile, vibrant, and clean. Each color is strong on its own, and works well in the recommended combinations and proportions.



Color Palettes and Specifications

The two lighter primary colors shown—Orange and Purple—are the company’s flagship colors. They are always your first choices when selecting colors. Use the gray color only on occasion, when you need to highlight important information.

Our secondary colors include Yellow, Green, Sky Blue, Light Blue, and Dark Blue. Use them only when additional colors are necessary to distinguish areas in your layout and design.

Use secondary colors in order of priority as shown to the right. Your first choice is yellow. If you need a different option or an additional secondary color, you should pick green, then sky blue, and so on.

Primary palette



Orange

PMS 158C
CMYK 0 62 95 0
RGB 232 119 34
Hex #E87722

Purple

PMS 2725C
CMYK 76 76 0 0
RGB 104 91 199
Hex #685BC7

Gray

PMS 877C
CMYK 56 46 44 10
RGB 117 120 123
Hex #75787B

Secondary palette

← HIGHEST PRIORITY → LOWEST PRIORITY →



Yellow

PMS 7406C
CMYK 0 20 100 2
RGB 241 196 0
Hex #F1C400

Green

PMS 7738C
CMYK 74 0 98 2
RGB 72 162 63
Hex #48A23F

Sky Blue

PMS 306C
CMYK 75 0 5 0
RGB 0 181 226
Hex #00B5E2

Light Blue

PMS 2925C
CMYK 85 21 0 0
RGB 0 156 222
Hex #009CDE

Dark Blue

PMS 2945C
CMYK 100 53 2 16
RGB 0 76 151
Hex #004C97

Color Grayscale



Gray tones have three primary purposes. First, they can be used to avoid overwhelming viewers with a rainbow of colors. Second, they are necessary when producing any black-and-white or grayscale communications. And, finally, gray tones are ideal for digital and web applications where a greater number of colors are commonly displayed side by side.

The [24]7.ai grayscale palette shows the acceptable shades ranging from solid black to light gray. Please refer to the palette for the exact PMS, CMYK, RGB and HEX designations for each tone.

Grayscale palette



Black

CMYK 0 0 0 100
RGB 0 0 0
Hex #000000

80% Black

CMYK 0 0 0 80
RGB 88 89 91
Hex #58595B

60% Black

CMYK 0 0 0 60
RGB 128 130 133
Hex #808285

40% Black

CMYK 0 0 0 40
RGB 167 169 172
Hex #A7A9AC

20% Black

CMYK 0 0 0 20
RGB 209 211 212
Hex #D1D3D4

WEB ONLY

RGB 242 242 242
Hex #F2F2F2

Regular logo
Text on white and light backgrounds, long body copy

Connection lines
Faded text

Background for highlighted content

Core Elements

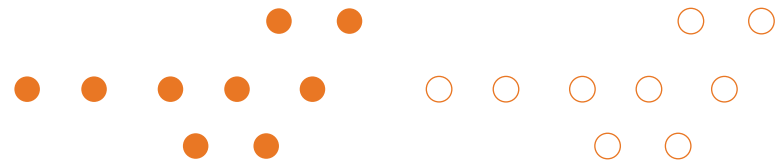


Whether you're designing a web page, a case study, or a social media post, graphics add power to your story.

Use large solid circles and dotted circles when you need to add interest to solid color backgrounds.



Use cluster dots when you need to add interest to solid color backgrounds, or as an overlay on photography.



Use message bubbles to make solid-colored backgrounds more dynamic.

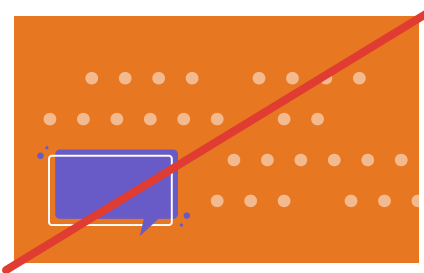


Core Elements Misuse

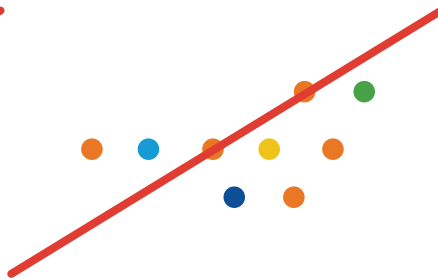


There are proper ways to use the core elements, and areas to avoid. Here are some examples of what not to do.

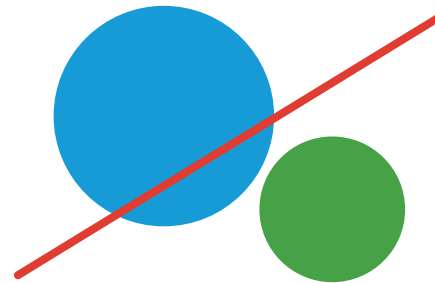
Don't combine different core elements.



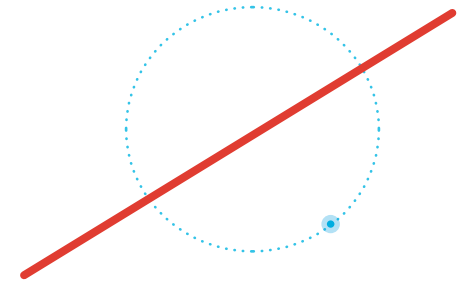
Don't use multiple colors within a cluster dot graphic.



Large solid circles graphic are only used in a black or white transparent fashion. Don't apply color to this graphic.



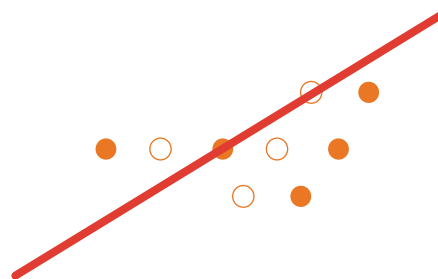
Dotted circles are only used in a black, white, or primary brand colour (orange, purple) transparent fashion. Don't apply any other brand color to this graphic.



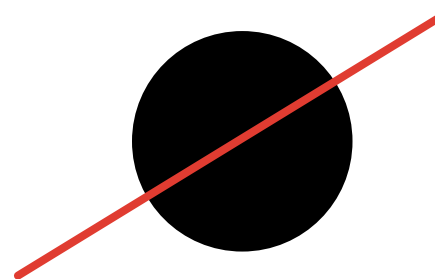
Don't place type inside of a message bubble graphic.



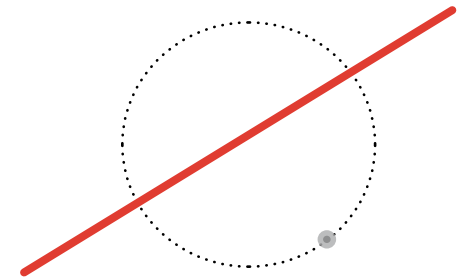
Don't combine fill and outline treatments within a cluster dot graphic.



Large solid circles are used only in 5-10% opacity. Do not use in 100% opacity.



Circles are used only in 5-10% opacity. Do not use in 100% opacity.



Typography



Avenir is our typeface. We selected it for its approachability, geometry, and its clean professional look. Avenir's main role is for document titles, headlines, key subheads, and short introductions. For internal and client-facing documents in PowerPoint, Word, or Excel, please use Arial.

When typing out [24]7.ai, it is important to kern ".ai" to -140 so that the dot lines up with the right edge of the seven.

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (%\$&!)

Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (%\$&!)

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (%\$&!)

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (%\$&!)

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (%\$&!)

Photography



We use imagery as a supporting graphic element in collateral materials to identify specific products, services, and vertical markets. We want to show that we offer convenient service for today's digital, on-the-go customer, and our images should reflect this.

Images should be brightly lit, but atmospheric with a central focus point. Images should appear rich and inviting. When multiple images are used within the same document they should have a consistent coloring (warm tones or cool tones).

When showing multiple images of people, provide a mix of gender and ethnicity.

Individuals should have a happy demeanor and be dressed conservatively. They should be set against a softly blurred background.

Unless collateral content distinctly lends itself to a different image type, individuals should be in their 20s to 40s and pictured in an urban or office environment.



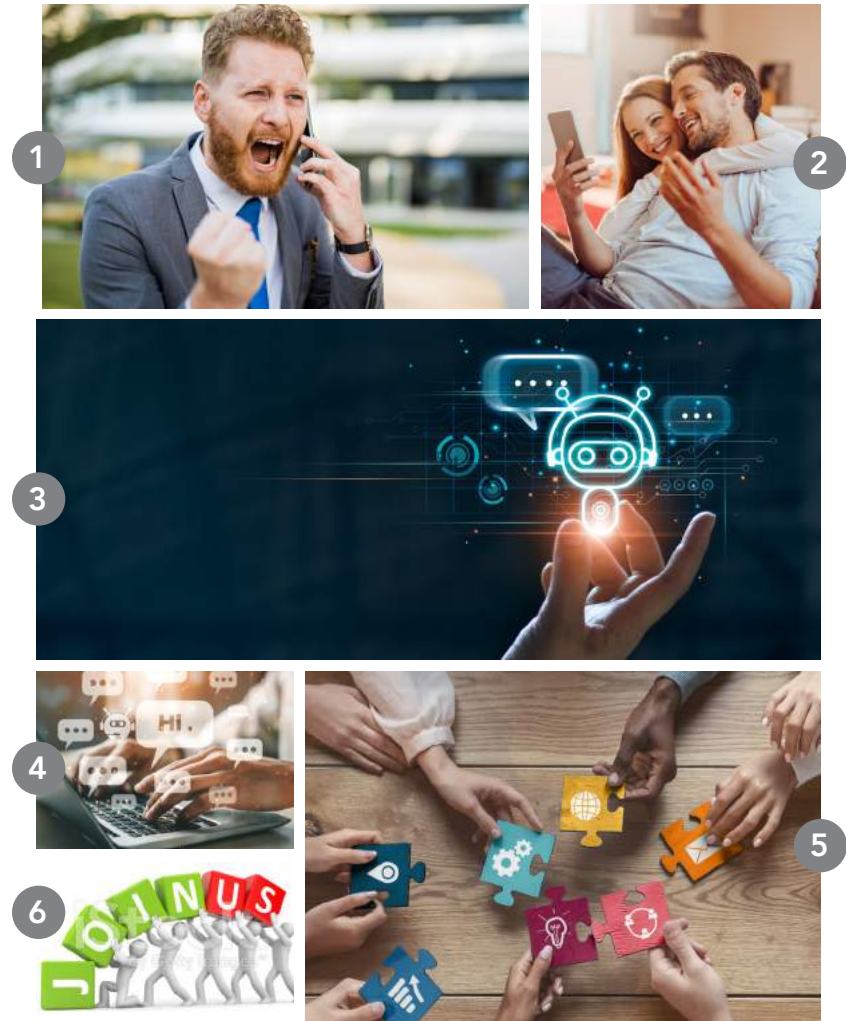
Photography Misuse



Do not use images that are overly posed or overly lit.
(See pictures 1&2)

Do not overlay graphics and images in static media
(OK in videos).
(See picture 3&4)

Avoid contrived or highly metaphorical images.
(See pictures 5&6)



Photography Treatment



Use a cutout portrait style to highlight connected consumers. Use against a solid circular background.

When placing against a circular background, be sure the color fill is one of our brand colors (see page 19).



Use a full-bleed image with the large solid circles or cluster dots overlay.

When using large solid circles or cluster dots, be sure to follow brand rules (see pages 21&22).



Use a full-bleed image within a circular crop.



Treatment Misuse



There are proper ways to treat images, and areas to avoid. Here are some examples of what not to do.

Do not add a glow effect.



Do not add a shadow effect.



Do not add a frame or border.



Do not use an artistic effect (sepia, black and white, etc.)



Do not resize by stretching the image disproportionately.



Iconography



Iconography is a key element of our visual language. It's used to tell the story of customer journeys, to punctuate information graphics, to create visual interest in documents and presentations, and to illustrate complicated concepts in digital form.

Maintain one solid color.

A symmetrical solid circle may be added to support your icons.

Allow sufficient clear space between icons for ample breathing room.

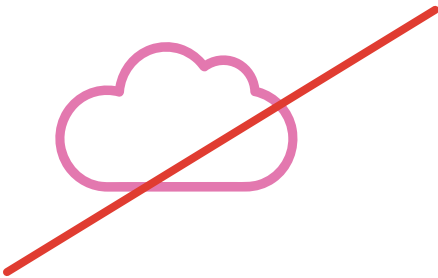


Iconography Misuse



There are proper ways to treat icons, and areas to avoid. Here are some examples of what not to do.

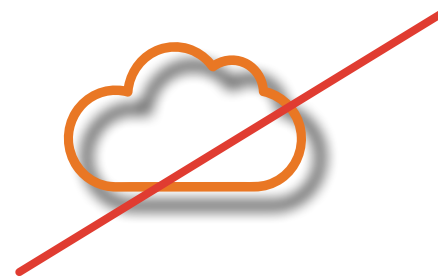
Do not choose a color that is not approved. (See page 17 for our approved brand colors).



Do not add a gradient to color fill.



Do not add a shadow effect.



Do not add a glow effect.



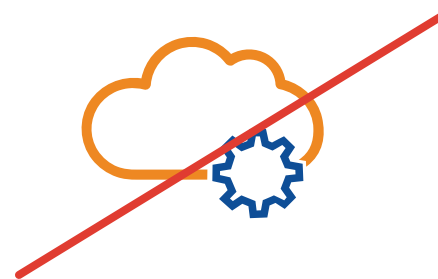
Do not outline the icon.

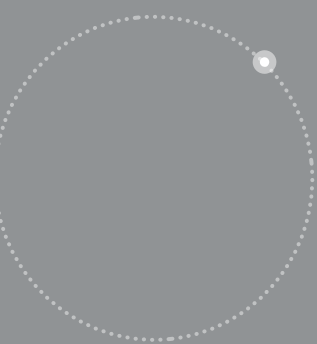


Do not place icon in an irregular shape. Only use a circular shape.



Do not combine colors within the same icon.





03 Writing Guidelines

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How to Write for the [24]7.ai Brand

Strengthen the [24]7.ai brand—and power up your writing—by harnessing these tips and tricks.

No. 1 Rule of Effective Communications: First Things First

As early and as clearly as possible, tell your readers what you want them to know or to do. No preamble. Don't provide context; don't educate, ingratiate, or seduce. Just. Say. It. Now. You'll explain later. If you do this when you begin every communications, and at every section within each piece, you'll always capture what's key and never bury it.

The 4 Cs of Good Writing

- **Clear:** Make sure your readers will understand what you're saying.
- **Compelling:** Make sure your readers will care about what you're saying.
- **Concise:** Make the most of the little time your readers give you.
- **Correct:** Keep your facts and messaging true and consistent.

Never Forget: It's All About ... Them

Connect whatever you're saying to our clients' challenges or goals, or to their customers' challenges or goals. Both groups care about only what we do to improve their business/lives. Show you understand that.

Meet Your New Friend: Your Readers

Write as if you're having a direct, personal conversation with a new friend or colleague. Enjoy it. Refer to [24]7.ai as "we," and your readers as "you." Avoid jargon; use common words. Use contractions. Write in present tense when possible; it adds immediacy.

How to Write for the [24]7.ai Brand



No Wimpy Writing

Abolish the words “can,” “help,” “try,” and the like from your writing—and don’t even think about using “may” or “should.” Rather, use an active voice to simply, affirmatively state the facts—even if those facts aren’t equally true in every instance. Think “do” and “does,” not “could” or “facilitates.” Don’t hedge or soften; say it directly.

Example: “Engagement Cloud automates conversations.”

Miscellaneous Tips

- Avoid using the word “of.” It drains energy. Write around it.
- Use bullets to highlight lists and key information.
- Break long sections into paragraphs. Use subheads.
- For content appearing on the web, pay attention to SEO (section to come).

Grammar and Usage



[24]7.ai

Spell it with a dot. But pronounce it: “Twenty-four seven A I”

Acronyms

On first use in body copy, spell out, and refer to the acronym in parenthesis. After then, use only the acronym. Use capital letters and no periods. No apostrophe for plurals (“PCs”). To save space, OK to use in headlines and subheads. The acronyms below can be used on first mention; no need to spell out first.

- AHT
- AI
- API
- CSAT
- FAQ, FAQs
- HIPAA
- IVR
- PDF, PDFs
- Q&A, Q&As
- ROI
- URL

Addresses

Use abbreviations (such as Ave., Blvd., Dr., Rd., and St.) only when an address includes the street number; if no street number, spell out. For addresses, use standard state (AL, WY) and country (AF, ZW) postal abbreviations. But: Spell out fully in body text.

Adverbs

Use sparingly.

Ampersand and Number Symbol

Don’t use “&” or “#” in body copy. OK to use when space is tight. (Web: Use ampersand instead of “and” in navigation, links, primary headers, secondary headers, subheads, and titles of documents, webcasts, events, because space is sometimes prohibited.)

Buttons

Use title case, no periods.

Grammar and Usage



Bullets

Use bullets to improve readability. Use a bulleted (not numbered) list when sequence doesn't matter.

- Capitalize the first word (unless case sensitive).
- If a complete sentence, use punctuation.
- Use parallel structure. For example, if a bullet is a complete sentence, make them all complete sentences. If one starts with a verb, make them all start with a verb.
- Use an em dash (—) or colon (:) to separate a word or phrase from its description. Make the word or phrase bold for easy scanning and capitalize the first word after the em dash or colon.
- Nest no more than one additional level of bullets below a primary bullet.

Capitalization

Capitalize names and other proper nouns; days, months, and holidays, but not seasons; cities, countries, nationalities, and languages; after a colon.

- Do not capitalize common or generic nouns (except in headlines, etc.)

Case: Sentence and Title

- Title Case—Capitalize the first word, then all words except articles (a, an, the), conjunctions (and, or, vs.), and short prepositions (at, by, in, for, of, on, to). Use title case for all titles and primary and secondary headings. Capitalize all hyphenated words when using title case (“New All-In-One Solution”). No periods. (Web: Use title case for navigation, links, titles of documents, webcasts, events, primary headers, and secondary headers.
- Sentence Case—Capitalize only the first word and proper nouns. Use sentence case for subheads. No periods.

Collective Nouns

A grouping of things; examples include family, company, organization, media, and data. Most collective nouns take a singular verb.

Contractions

Use for a conversational and friendly tone.

Grammar and Usage



Country Names

No periods when using common abbreviations for countries—for example, “USA” and “UK”—but use abbreviations only as an adjective (“the US office”). Most other country names should be spelled out—for example, “United Arab Emirates,” not “UAE” and “France,” not “FRAN” or “FR.”

Dates

Format dates as follows: “January 1, 2010.” Spell out the month. When using only the month and year, format without the comma: “January 2010.” When referring to specific date, just use the number, not the ordinal (December 31, not December 31st). For a fiscal quarter, write the quarter first, then a space, then the year (Q2 2021.)

E.g. and i.e.

Avoid unless pressed for space. Instead use “for example” and “that is,” respectively.

Headlines

Document and section headlines use title case. Subheads use sentence case. No punctuation for either (unless a question).

Hyphens

Always consider readability first. Avoid hyphens unless the result is confusing or a spelling mistake; most prefixes, for example, don’t require a hyphen.

- As a general rule, hyphenate a compound adjective that comes before a noun (“long-term security strategy”); when it follows a noun, do not hyphenate (“our strategy long term”).
- Do not hyphenate adverb and adjective compounds when the adverb ends in “ly” (“environmentally friendly materials”).
- When you have an adverb that does not end in “ly” plus a participle or adjective, hyphenate the compound adverb adjective combination before a noun but not after a noun (“little-understood rules” versus “rules that are little understood”).
- Do not hyphenate compounds with “most” and “least.”
- Compound words may be unhyphenated (“laptop computer”), hyphenated (“mass-produced”), or closed (“notebook”).
- If in doubt, check a dictionary!

Grammar and Usage



Italics

Use italics for names of articles, books, and other publications. (Use quotes, no italics, for webinars, podcasts, or other broadcasts.) You can use italics—never bold—to emphasize a word or point.

Its, it's

"Its" is the possessive form of it. "It's" is short for "it is" or "it has."

Links and Navigation

- When a whole sentence is hyperlinked, include the end punctuation in the hyperlink.
- When a hyperlink appears at the end of the sentence, include end punctuation but don't hyperlink it.
- Don't write out URLs. Instead, use the name of the webpage or a description of the URL, and hyperlink it.

Lists, Numbered

Use a numbered list when order is important, as in steps in a procedure or a process.

- Use complete sentences and punctuation.
- Use an imperative verb—a command word—to tell the reader what to do.
- See "Bullets."

Measurements

- Always abbreviate a measurement unit that includes an amount (30 ft).
- Spell out a measurement unit that doesn't include an amount (gigabytes).
- Don't use a period with an abbreviation for measurement, except for inches (in.).
- Use the same abbreviation for a measurement unit whether the amount is singular (1 ft) or plural (2 ft).

Grammar and Usage



Numbers

- Spell out numbers one through nine; use numerals for 10 and greater.
- Avoid starting a sentence with a number. If you do, spell it out.
- Use numerals for any number that precedes percent, million, or billion (“25 percent,” “2 million”) monetary units, ratios, and ages—unless it begins a sentence.
- Do not use ordinals except as noted under “Dates.”
- Do not use the number symbol (#) except as required to save space. (Web: To save space, it is acceptable to use the number symbol, as in “#1 solution.”)

Percent

Spell out, except when used in a table or figure. (Web: Use “%” rather than “percent” in text, tables, and figures.)

Plural Pronouns

Organizations, institutions, companies, and team take “it” and “its,” not “they” or “their.” Customers are “they.”

Possessives

- Do not turn the company’s name or products into a possessive ([24]7.ai’s).
- Singular noun—Add an apostrophe and an s (‘s), even if the noun ends in an s (the witness’s testimony).
- Plural noun not ending in an s—Add an apostrophe and an s (the children’s hospital).
- Plural noun ending in an s—Add only an apostrophe (the boxes’ contents).

Grammar and Usage



Prefixes

Most prefixes don't require a hyphen (anti, multi, pre, and re).
Exceptions:

- Use a hyphen if the results are confusing or can be misread (co-opted, not coopted; sub-subparagraph).
- Use a hyphen before a proper noun (non-[24]7.ai).
- Use a hyphen to distinguish between words that are spelled alike but have different meanings (re-cover vs. Use a hyphen if adding a prefix results in a double vowel (anti-inflammatory; meta-analysis).
- Hyphenate all words with the e- prefix except email (e-book, e-commerce)

Product Names

Use the full product name in primary and secondary headers.
Use registered trademarks or trademarks with product names upon first usage in body copy; after then, you do not need to use the trademark symbol in text.

Pronouns

When possible, address the reader directly as “you,” and refer to [24]7.ai as “we.”

- Avoid gender-specific pronouns, such as she/her and he/him; replace with “users,” “customers,” “they,” “them.”
- When writing about a specific person, use the pronoun that person chooses.
- Organizations are an “it,” not a “they.”

Punctuation—Apostrophes

- Don't use an apostrophe in an abbreviation (dept).
- Don't use an apostrophe with the plural form of numerals, acronyms, or abbreviations (PCs).

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Punctuation—Colons and Semicolons

Use colons to introduce something; think of them as equal signs. (Bring your own equipment: ball, bat, and glove.) Capitalize the first word after a colon.

- Don't use a colon to introduce an image, a table, or sections.
- Don't use a colon at the end of a title.
- Don't use a colon at the end of an introductory paragraph.

Use semicolons to join two independent but related thoughts; think of it as more than a comma, but less than a period. (Bring your own equipment; we can't provide anything.)

Punctuation—Commas

- Use a comma to separate items in a series of three or more.
- Include a comma before the last item, known as the Oxford (or serial) comma.
- Use a comma to set off an introductory phrase. (Before you install the software, make sure your system is ready.)
- Use a comma and a short conjunction—and, but, for, nor, or, so, yet—to connect two independent clauses. (He hit the ball well, but he ran toward third base.)

Punctuation—Hyphens and Dashes

Hyphens, em dashes, and en dashes have distinct and separate uses. Hyphens join words together while dashes separate word groups into distinct statements.

- Hyphens (-): Use a hyphen to avoid ambiguity when connecting two or more words.
- En dashes (–): Used primarily as a connector, especially between two numbers, but also as a symbol for subtraction and negative numbers. No space on either side. The en dash is about the width of a lowercase n.
- Em dashes (—): Used primarily to create a significant break in a sentence, for emphasis, and to separate a term from its definition. No space on either side. The em dash is about the length of a lowercase m.

Grammar and Usage



Punctuation—Parentheses

Avoid parentheses in sentences. If the information is important or helpful, don't bury it.

- Only use parentheses for a word, phrase, or sentence fragment, not a complete sentence.
- Don't capitalize the first word after a leading parenthesis unless it is a proper noun, and don't include end punctuation before the final parenthesis.
- If the text before a parenthetical phrase requires a comma, place the parenthetical phrase before the comma.
- Place commas and periods outside the closing parenthesis when parenthetical content occurs at the end of a larger sentence.
- The font for parentheses matches the font of the sentence.

Punctuation—Period

- Put only one space after periods or other sentence-ending punctuation.
- When a URL is at the end of a sentence, punctuate the sentence with a period.

Punctuation—Quotation Marks

Quotation marks can be single (' ') or double (" ")

- Use double quotation marks to indicate the beginning and end of a word-for-word quoted passage.
- Use double quotation marks for titles—webcasts, podcasts, books, white papers, data sheets, and the like—if italic isn't suitable.
- Use double quotation marks to introduce an idiom or coined phrase.
- Put periods and commas inside quotation marks. Put semicolons, colons, question marks, exclamation points, and dashes outside the quotation marks, unless they are part of the quoted material.
- Use single quotation marks to enclose a quotation within a quotation; avoid this situation when possible.
- Use single quotation marks for quotes in headlines.
- Don't use quotation marks for emphasis. Use bold.

Grammar and Usage



Telephone and Fax Numbers

- For US phone and fax numbers, always include the area code.
- Use a period to separate the area code, prefix, and line number and include “1” for “800” and “866” numbers: “1.866.622.3911”. (Web: Use hyphens to separate the area code, prefix, and line number: “1-866-622-3911.”)
- For international phone and fax numbers, follow the convention above. Always include the “+” and the country code. (Web: Follow these rules and apply conventions used by individual countries. For example, Spain displays phone and fax numbers as “+34.91.347.8535,” while France displays them as “+33 (0)170.200.008”).

That, Which

“That” singles out the item(s) being described (“The elements that are being described have been highlighted”). “Which” adds extra information about the item and is generally set off by commas. (“This file type, which allows users to share a document without changing the format, is called a PDF.”)

Times

Use “a.m.” and “p.m.,” lowercase with a space after the numbers, as in “5:00 p.m.” OK to use “noon” and “midnight.” Add time zone (abbreviated: ET, EST, EDT) as required. When showing a range of time, use the word “to,” as in “7:00 to 9:00 p.m.” (Web: Use an en dash with a space on either side when indicating a range of time: “9 a.m. – 3:30 p.m.”).

URLs

Use the address starting with “www” as in “www.google.com.” When a URL ends a sentence, punctuate with a period but do not include the period as part of the link.

Word and Phrase List



A B C D E F

- 30-day (adj)
- Affect vs. effect: “Affect” is almost always a verb; it acts upon something; “effect” is nearly always a noun; it’s a state of being. (“Once you affect something, you can see the effects.”)
- AI-powered (adj)
- all right (never “alright”)
- all-in-one (adj)
- Among vs. between: Use “among” when there are more than two choices; use “between” when there are only two choices.
- anytime (not “any time”)
- anywhere (not “any where”)
- app store (used as generic term)
- Apple iPhone
- Apple iPad
- around-the-clock (adj; no hyphens as an adverb)
- artificial intelligence (AI)
- Assure vs. ensure vs. insure: “Assure” means to relieve doubt; “ensure” means to make certain; “insure” means to obtain or provide insurance.
- average handle time (AHT)
- back end (noun)
- back-end (adj)
- back door (noun)
- back-door (adj)
- best-known
- big data
- blockchain
- bot
- call center
- chat
- chatbot
- client
- cloud: If it’s not happening on premise, it’s happening in the cloud—whether you’re talking about applications or computing.

Word and Phrase List



- compared to (when comparing dissimilar things)
- compared with (when comparing similar things)
- Compliment vs. complement: “Compliment” indicates praise; “complement” completes or supplements.
- contact center: Similar to call center, but includes handling emails, live chats, faxes, text messages, social media, and mobile.
- context-aware (adj)
- continual vs. continuous: “Continual” means ongoing but with pause or interruption; “continuous” means ongoing without pause or interruption.
- CRM (customer relationship management) software
- cross-sell
- currently (means “now”)
- cybersecurity
- data at rest
- data center(s)
- data in motion
- data in use
- data is (“data is presented,” not “data are presented”)
- data loss (do not use “data leakage”)
- data sheet
- decision-making (hyphenate only when used as adjective)
- different from (not “different than”)
- double-click (n or v)
- e-book
- e-commerce
- e-discovery
- e.g., (means “for example”; okay to use on the web, but avoid in collateral and other documents)
- email
- endpoint
- end user (n)
- end-user (adj)
- federal (lowercase as a general description; for example, “federal requirements”)
- Federal Government

Word and Phrase List



- Federal Reserve
- Fewer vs. less: Use fewer only for countable nouns, like cars. Use less only for uncountable nouns, like food.
- Forbes Global 2000 (not Global 2000 or Fortune Global 2000)
- Fortune 500
- Fortune Global 500
- Fortune 1000
- friend (can be used as a verb when referring to Facebook)
- front end (noun)
- front-end (adj)

G H I J K L M N O

- GB (gigabytes)
- Gbps (gigabits per second)
- hosted (on-premise software delivered via the internet)
- hostname
- HP-UX
- i.e., ("that is"; avoid in collateral and other documents but okay to use on the web)
- inline
- internet (lower case "I")
- iOS
- Its vs. it's: "Its" is the possessive form of it. "It's" is short for "it is" or "it has."
- IVR (interactive voice response)
- KB (kilobytes)
- Kbps (kilobits per second)
- kHz (kilohertz)
- lifecycle (one word)
- Lay vs. lie [verb]: "Lay" requires an object; the thing doing the laying must be doing it to something. Its past tense is laid. Lie does not require an object. It indicates getting into a reclined position. The past tense of lie is lay.
- log in (v)
- login (adj or noun)
- Linux
- Mbps (megabits per second)
- media is (not "media are")

Word and Phrase List



- MP3 (MPEG, audio layer 3 file format)
- machine intelligence
- machine learning
- more than vs. over
- multiuser
- natural language processing (NLP)
- near-zero latency
- next-generation (hyphenate when an adjective before a noun; do not use “next-gen”)
- Network Operations Center (NOC)
- noncompliance
- noncompliant
- nonstop
- off-box implementation
- offline
- okay (also: OK)
- omnichannel
- on-premise (not “on-premises”)
- on screen (adv phrase)

- on-box implementation
- on-call (adj)
- on call (adv)
- onsite (adj)
- on site (adv)
- optimized security architecture (do not capitalize)

P Q R S T

- pass-by option
- podcast
- popup
- Principal vs. principle: A “principal” is an authority figure (noun), or the most important thing (adj). A “principle” is a rule, doctrine, or tenet.
- real time (noun), real-time (adj)
- ROI (“return on investment”)
- MB (megabytes)
- self-serve
- self-service (noun and adj)
- smartphone

Word and Phrase List



- TCO (“total cost of ownership”)
- That vs. which: “That” singles out items you are describing and is not offset by commas; “which” adds extra information about the item you are describing and is generally offset by commas.
- That vs. who: “That” is used for a thing; “who” is used for a person.
- time frame (two words)
- time-to-compliance (adj)
- time to compliance (n)
- time-to-market (adj)
- time to market (n)
- timeline
- Trustmark
- up-to-date (adj)
- up to date (adv)
- URL (Uniform Resource Locator means “web address”)
- user-generated content
- virtual agent (used in general terms, do not capitalize)
- virtual assistant
- virtualized environment (not “virtual environment”)
- virtual reality (VR)
- web
- webcast
- webinar
- website
- well-defined (hyphenate when placed before the noun)
- white paper
- wiki, wikis
- Wi-Fi
- worldwide
- Zip file or .zip file

Product List



[24]7.ai Engagement Cloud Apps, Technology, and Services

Our products and services are all about [24]7.ai Engagement Cloud.

Use the full “[24]7.ai” prefix for only [24]7.ai Engagement Cloud.

Shorten the prefix to “[24]7” for all other apps and services—except for the following, which take no prefix:

- Platform Services
- Assist Widget for CRM

Always use the appropriate prefix.

Do not capitalize any other features or services. If they’re not listed below, we consider them generic.

Apps

- [24]7 Assist
- [24]7 Answers
- [24]7 Conversations
- [24]7 Journey Analytics
- [24]7 Target
- [24]7 Voices
- Platform Services

Agent Tools

- [24]7 Digital Assist
- [24]7 Active Share
- Assist Widget for CRM

Technology

- AIVA Conversational AI

Services

- [24]7 Agent Services
- [24]7 Support Services
- [24]7 Professional Services



04 Resources

Applications 49

Applications



Here's how our brand translates to the real world. [24]7.ai provides information about our products, services, and technology to different audiences in a cohesive way, which improves the customer experience. We have created an easily translated and comprehensive system to maintain a consistent look and feel.

Data sheet

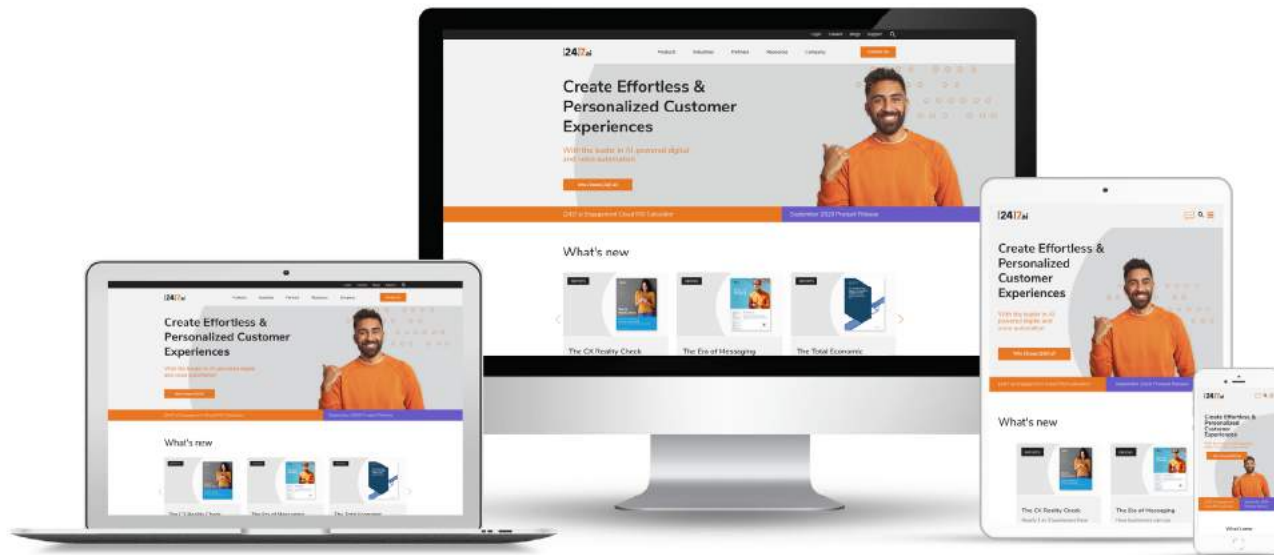
Ebook

Technology brief

Applications



Resopnsive Website



Applications



Homepage



Product Page



Industry Page



Applications



Social Cards

[24]7.ai
WEBINAR

How—and Why—the CX World Is Quickly Moving to AI Assistants

Don't Miss It!

[24]7.ai | **CCW** CUSTOMER CONTACT WEEK

Register!

The Future of the Contact Center

EXECUTIVE ROUNDTABLE
Dec 1 2020

Monti Becker Kelly
Senior Vice President,
Digital CX and Customer Engagement

[24]7.ai

INTERVIEW PART 1

Use AI to Transform CX

CEO P.V. Kannan in
Conversation with Josh Bernoff

WATCH NOW

[24]7.ai

BLOG

**Perfect Together:
CX Team of Experts +
Business Messaging**

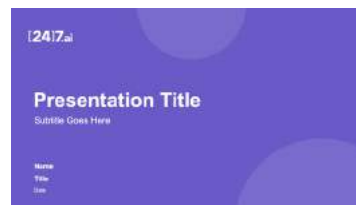
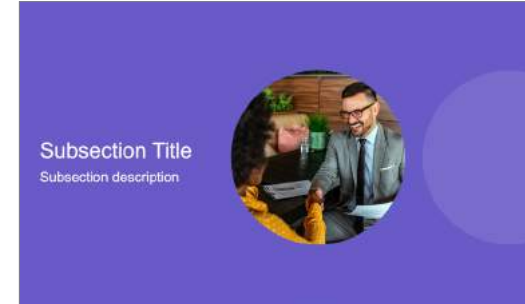
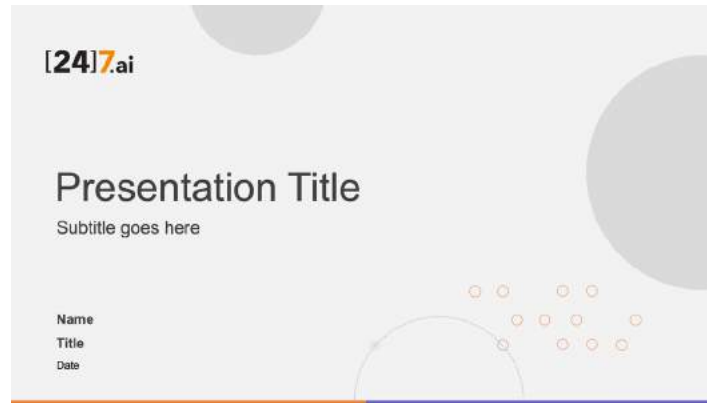
READ NOW

- 32 customer service reps
- 1 resource manager
- 4 coaches
- 1 team leader
- 1 customer resolution expert
- 8 tech specialists

Applications



Corporate PowerPoint



04 Contact Us

If you have questions regarding the [24]7.ai brand, our brand assets, or the materials you are creating, contact the [24]7.ai brand team:

Brand & Design Inquires:

creative@247.ai

Editorial & Copy Inquiries:

Leslie Feldman

Content Marketing Manager

leslie.feldman@247.ai



Summing Up, Looking Ahead

The more powerful the brand, the more successful the company.

We've completed the first step—defining the [24]7.ai brand so it resonates with prospects and customers and partners. The next step is up to all of us.

This guide will help. But only you can put it into practice.

So: Be confident, creative, clear, and consistent. And stay committed to improving the customer experience and ensuring client success.

Working together, we will build a world-class brand.

Let's go!



Thank you

Contact us today

www.247.ai

info@247.ai

USA +1 855.692.9247

CA +1 866.454.0084

UK +44 0.207.836.9203

AUS +61 2.90025780

[24]7.ai is redefining how artificial intelligence and human insight are combined to produce satisfying customer experiences. Our conversational AI platform predicts consumer intent to create frictionless interactions, across every channel, that strengthen relationships and increase brand loyalty, at the lowest cost per resolution.

For more information visit: www.247.ai