



# BRAND STANDARDS GUIDE **2024**

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3.21.2024

## 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 small trademark symbol (TM) 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 small trademark symbol (TM) is located at the top right of the word.

**REVERSE LOGO**

Our logo library includes a reverse version of the logo. When using the logo against a colored background, please use only these approved color combinations.

**MAVENIR™**



**MONOCHROME LOGOS**

Certain scenarios will require a single color logo. Examples include window graphics or black and white printing.

Our logo library includes monochrome versions of our logo for these instances.



## TRUST THE FUTURE USAGE

### What Will You Do For Me/What Will You Mean to Me:

The implication is that by trusting the future, customers trust Mavenir to build and improve their telecom networks to take advantage of an exciting future with new revenues and opportunities.

#### Correct:

- Always in blue with the 'T' and the 'F' capitalized.
- Should always be used with the logo.
- The vision statement following is optional.

#### Incorrect:

- Should not be followed by a period.
- Cannot be used with portions in different colors.
- Never use "Trust Mavenir".

## LOGO & TAGLINE LOCKUP

The tagline lockup version of our logo should be used for instances where the logo is not accompanied by any supporting

copy, or for website headers and customer-facing presentation cover pages.



**MAVENIR “M”**

The Mavenir “M” can be used as a social icon, website favicon, or as a bold graphic.

When using the “M” on printed pieces, our full logo must also appear elsewhere on the same document. The “M” should never appear by itself.



**PRIMARY COLORS**

**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 C)
- 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™



Digital: 72px

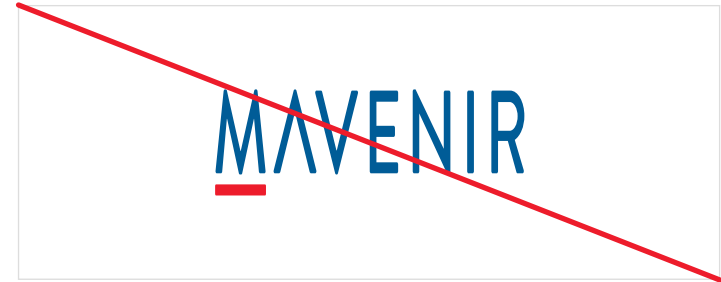
**LOGO IMPROPER USAGE**

Do Not use the logo improperly.

Do Not use the logo without the trademark symbol



Do Not change the colors of the logo



Do Not stretch or warp the logo



Do Not add a drop shadow or other effects



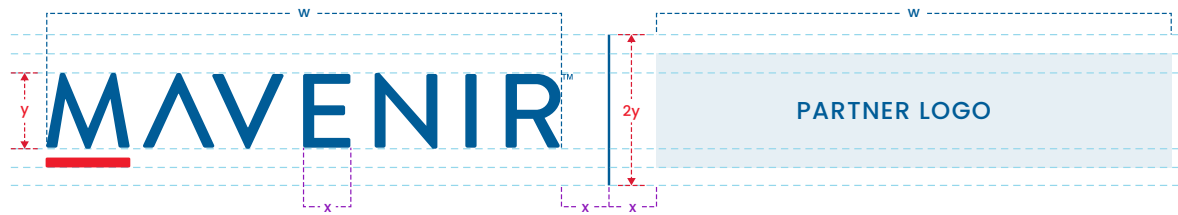
Do Not remove any elements from the logo



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



Do Not use the logo against a busy photograph



MAVENIR™



MAVENIR™



MAVENIR™  
Partner

 PartnerLogo  
Powered by Mavenir

**LOGO USAGE —  
PARTNERS & BRAND EXTENSIONS**

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

Alternate lockups appear on the right.

PRIMARY PORTFOLIO

MΛVair™

MΛVedge™

MΛVapps™

MΛVscale™

MΛVcore™

SECONDARY RADIO PORTFOLIO

OpenBeam™  
FUTURE OF RADIO

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.

**AVENIR NEXT LT PRO REGULAR  
+ SEMIBOLD**

# Headline Using **Avenir Next LT Pro**

**AVENIR NEXT LT PRO REGULAR**

Avenir Next LT Pro should be used in PowerPoint presentations. 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 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.**

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**DEFAULT SYSTEM  
TYPEFACES**

**NOTE:** The fonts on this page should ONLY be used in applications where our primary typefaces cannot be used, such as in documents that need to be edited by general users.

In instances where our primary fonts cannot be used (PowerPoint presentations, MS Word docs for general users, email signatures, etc.), use these default system fonts instead of our standard fonts.

**USING “MAVENIR” IN COPY**

When addressing Mavenir in copy, never use the logo or Mavenir “M”.  
Mavenir should always be capitalized and used as a proper noun.

**Correct Use:**

“Mavenir is the trusted vendor to deliver the promise of 5G.”

**Incorrect Use:**

“MAVENIR is the trusted vendor to deliver the promise of 5G.”

“M is the trusted vendor to deliver the promise of 5G.”

“mavenir is the trusted vendor to deliver the promise of 5G.”

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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,

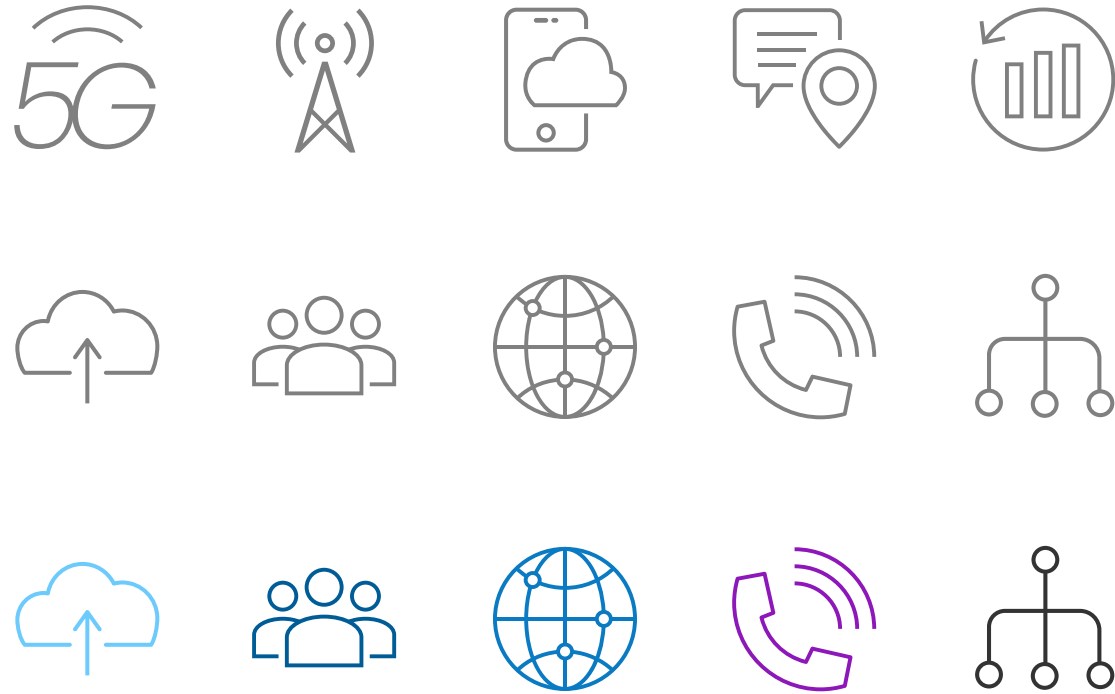
street scenes, and wide shot landscapes. Environmental images can include graphics overlaid to represent digital connections.



**IMAGERY: NETWORK SYSTEMS**

Network Systems images should be rich in detail and depict backend technology in action.

Use these images for backgrounds, image separators, and to bring a visual richness to layouts.



**ICONOGRAPHY**

Mavenir uses thin line style icons. Icons can be used in grey or can be color coded using our color palette.

Mavenir Logo with appropriate clear space.

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

Angled shapes are used to add visual interest.

the Mavenir M™ is used as a supporting brand element.

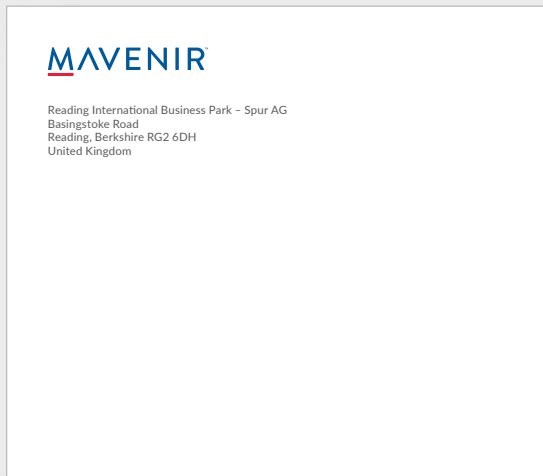
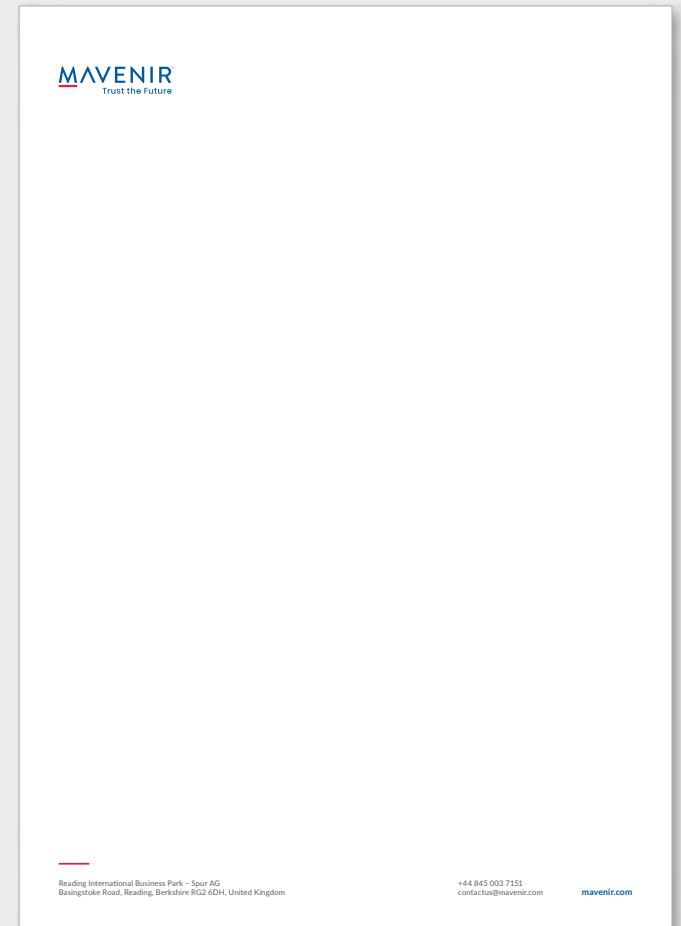
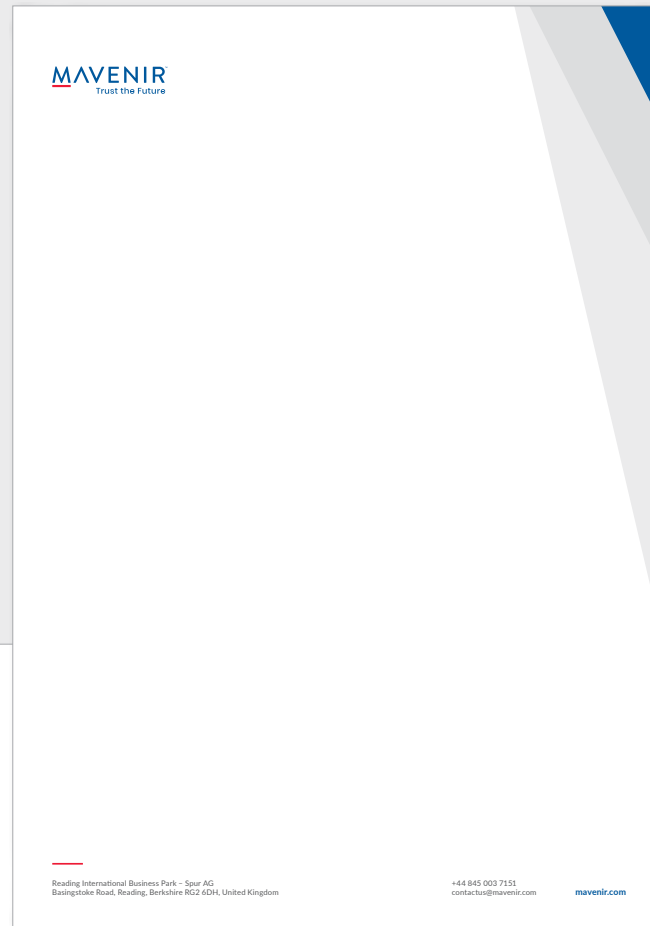


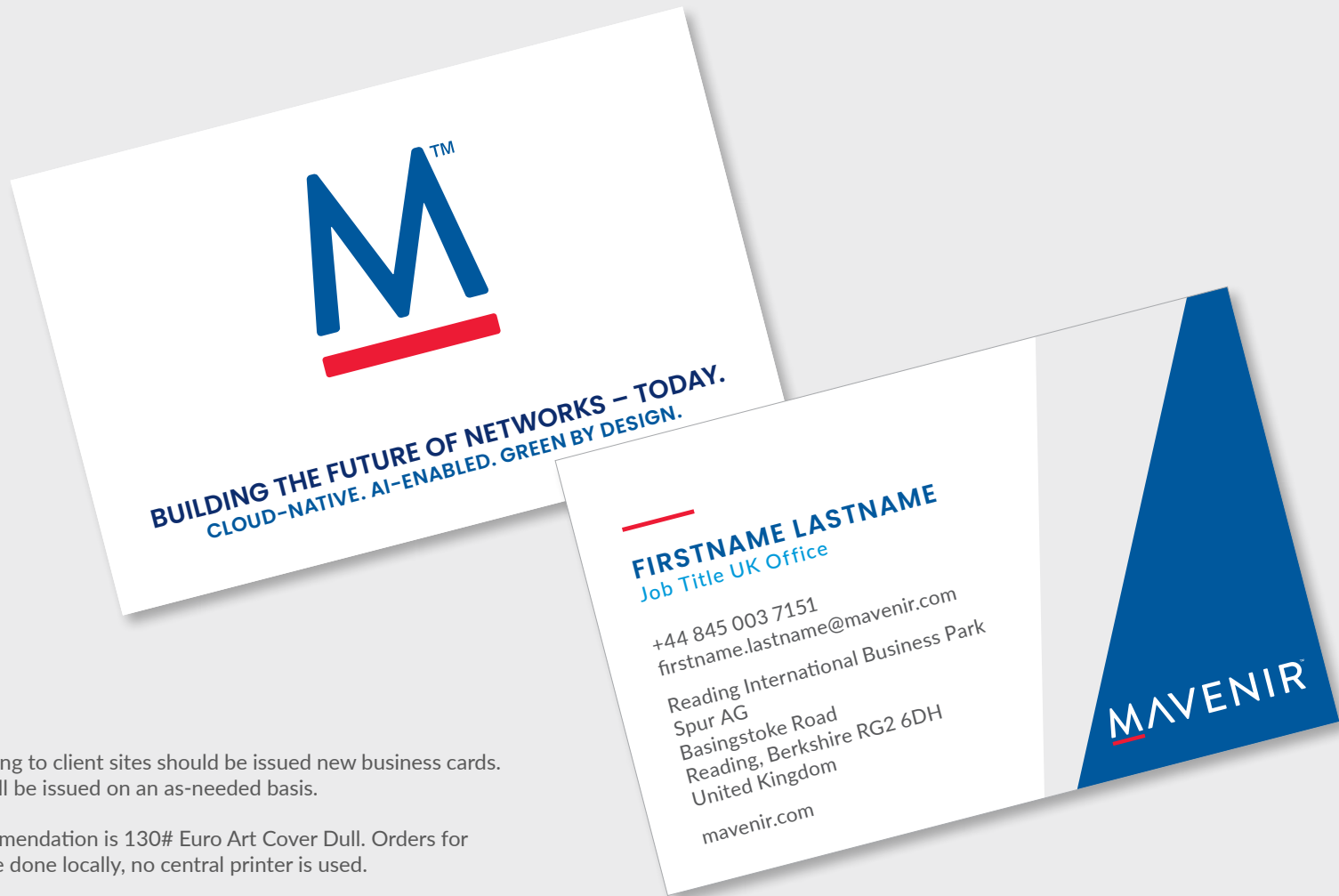
DESIGN ELEMENTS

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. Front prints with logo and return address. Versions for print vendor and for MS Word look the same.





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

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

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

**BUSINESS CARD**



Email signature with logo  
(with and without tagline)

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

**First Name Last Name** | Job Title Here | +1 XXX XXX XXXX  
**MAVENIR**  
Trust the Future

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

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

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

Simple email signature

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

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## EMAIL SIGNATURES

**MAVENIR**  
BUILDING THE FUTURE OF NETWORKS - TODAY.  
CLOUD-NATIVE. AI-ENABLED. GREEN BY DESIGN.

**Title Goes Here -  
Title Can Be Very Long  
If Needed**

Presenter Name  
Month Year

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**MAVENIR**  
BUILDING THE FUTURE OF NETWORKS - TODAY.  
CLOUD-NATIVE. AI-ENABLED. GREEN BY DESIGN.

**Title Goes Here -  
You Can Delete and  
Replace this Photo**

You Can Delete and Replace this Photo

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**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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**Slide Title Goes Here**

Example Subtitle

Mavenir is a full end-to-end 4G LTE and 5G, IoT network provider lorem ipsum comes from section ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy sedam

Information here

Information here

Information here

Information here

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**Title Goes Here**

Subtitle or intro text goes here

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

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**Mavenir Portfolio - Transforming the Way the World Connects**

- MAVair**
  - Radio/Access
    - Open vRAN
    - Digital Beam
    - Small Cells and In-Building Solutions
  - Non-Terrestrial-Networks (NTN)
- MAVedge**
  - CBRS/OnGo Private Networks
  - Private Networks
  - Intelligent Video Analytics (IVA)
  - Intelligent IoT Platform (IIoTP)
  - Remote User Plane Function (UPF)
- MAVapps**
  - Digital Enablement Platform
    - 5G Monetization
    - Converged Charging
    - Network and Billing Mediation
  - Fraud Management and Security Suite
    - Scam and nuisance Call Protection
    - Revenue Assurance
    - Signaling Protection
    - Anti-Fraud
- MAVcore**
  - Cloud-Native IMS
  - Messaging Solutions
  - Converged Packet Core
- MAVscale**
  - Artificial Intelligence (AI) and Machine Learning (ML)
    - Network Intelligence as a Service (NaaS)
    - RAN Intelligent Controller (RIC)
    - Network Data Analytics Functions
  - Cloud and Automation
    - Mavenir Webscale Platform
    - Mavenir Digital Cloud Automation

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**Data Table Example**

USE CASE	DESCRIPTION	PRODUCT	DEPENDENCIES
1 Coverage Optimization	<ul style="list-style-type: none"> <li>Interference detection and mitigation</li> <li>Address cell overshoot issues</li> <li>Minimize coverage gaps</li> </ul>	Non-RT RIC	O1 interface or similar RAN KPI Calculation and Collection, Configuration Read/Write (RF coverage holes)
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 (CD, TTT, A3 offset) Near-RT RIC (per UE ML HO 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 NWDAP</li> </ul>	NWDAP	AMF Dependency

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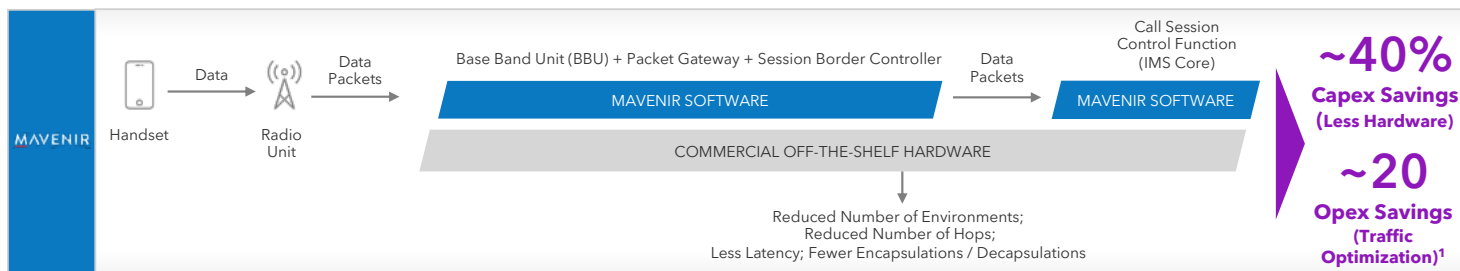
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**Thank You or  
Divider Slide Title**

MAVENIR

# Diagram Guidelines

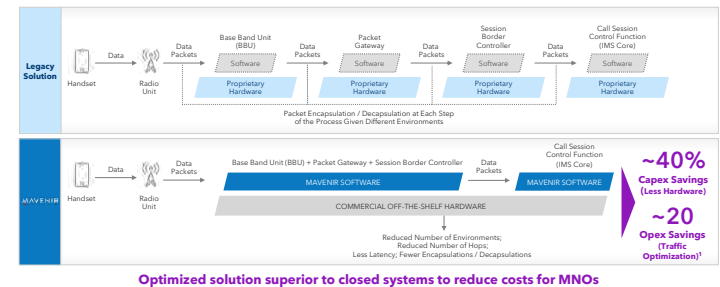
- > All text boxes should be parallelograms
- > Use thin line icons from the approved icon library
- > Arrows and lines should be 1.25 pt
- > Use Arial Regular to label the diagram as shown below
- > Red and purple can be used sparingly for callouts (not all charts will need to use red and purple to highlight information)
- > Diagrams should feel light and airy, not dense and heav



**Optimized solution superior to closed systems to reduce costs for MNOs**

## Example Of Diagram

Elimination of Proprietary and Compartmentalized Layers Running on Proprietary Hardware



**MAVENIR**

# Open RAN: Mature and ready for deployment

WHITE PAPER  
February 2023

**MAVair**

## INTRODUCTION

While the Open RAN momentum is continuously growing, most recently bolstered by the MoU among EU operators<sup>1</sup>, traditional vendors have trouble deciding whether Open RAN is a serious threat or should be part of their R&D investment as they commit to Open RAN as the future architecture. At every stage, traditional vendors have raised concerns on aspects such as performance, security, and integration costs, creating fear, uncertainty and doubt among operators who are looking at options to build and evolve their networks.

It is worth restating that Open RAN is about having Open and Interoperable Interfaces for product nodes to allow multiple vendors to produce interoperable products and widen the supply chain. Open RAN does not describe or mandate how a node be implemented whether it be in virtualized software or dedicated custom hardware.

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

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**KEY TOPICS IN THIS WHITE PAPER**

- This white paper article focuses on the following Open RAN architecture aspects:
- > Security Aspects
  - > Power savings with Open RAN based architectures
  - > Cost optimization with COTS
  - > Cloud benefits with Open APIs – Automation & Scaling
  - > Performance improvement with RIC and AI/ML
  - > Mature eco-system
  - > Faster Time to market
  - > Innovation

**MAVENIR** ALTIOSTAR FUJITSU Red Hat

# Open RAN: Mature and ready for deployment

WHITE PAPER  
February 2023

**MAVair**

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**WHITE PAPER**


Our White Paper templates offer a variety of header options. Choose the appropriate header for your subject matter.

If co-branding is needed, partner logos can be included in the header, to the right of the Mavenir logo, as shown above. Professionally designed white papers may vary from this template.

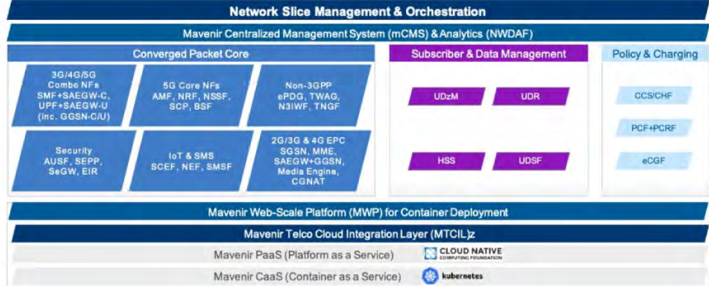
SOLUTION BRIEF

## Mavenir's Converged Packet Core



To change the portfolio logo, select it, then “Change Graphic”, “From a File”, and choose the appropriate portfolio logo SVG file. Add a sentence to the beginning of the document to explain how these solutions fit into the portfolio. The rest of this paragraph is a placeholder Mavenir's Converged Packet Core Solution provides an end-to-end fully containerized 5G Core product portfolio with combo nodes for 2G/3G and 4G support. Mavenir provides a flexible and cost-effective journey to 5G. Mavenir Converged Packet Core offers multi-generation support, non-3GPP access, and can be tailored to fit a customer's infrastructure and business needs.

The Mavenir Converged Packet Core solution uses cloud-native architecture with granular micro-services, following web-scale principles which provide the required scalability, agility, and reliability to meet the wide range of 5G use cases and stringent 5G performance requirements for end-to-end latency, high throughput demand, and overall network availability.



The diagram illustrates the architecture of the Converged Packet Core. It is divided into three main layers: Network Slice Management & Orchestration (top), Mavenir Web-Scale Platform (MWP) for Container Deployment (middle), and Mavenir Telco Cloud Integration Layer (MTCIL)z (bottom). The top layer includes the Mavenir Centralized Management System (mCMS) & Analytics (NWDAF), which manages the Converged Packet Core (containing 3G/4G/5G Combo NFs, 5G Core NFs, and Non-3GPP), Subscriber & Data Management (containing UDM and UDR), and Policy & Charging (containing CCS/CHF, PCF+PCRF, and eCGF). The middle layer includes the MWP for Container Deployment, which supports Security (AUSF, SEPP, SeGW, EIR), IoT & SMS (SCEF, NEF, SMSF), and 2G/3G & 4G EPC (S-GSN, MME, SAE-GW+GGSN, Media Engine, CGNAT). The bottom layer includes the MTCILz, which supports Mavenir PaaS (Platform as a Service) and Mavenir CaaS (Container as a Service) using CLOUD NATIVE technologies like Kubernetes.

Figure 1: Mavenir Converged Packet Core Solution Components

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

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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.



The diagram shows five key tenets: Cloud-Native & Multi-Cloud Environment, Edge Deployment, Service based Architecture, Automation, AI and Analytics, and Cross-Gen Interoperability. Each tenet is accompanied by a brief description of its focus.

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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**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 have footprint, reduces compute costs (with SmartNIC offload), and is optimized for 2G/3G and 4G.

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

**ABOUT MAVENIR**  
Mavenir is building the future of networks and pioneering advanced technology, focusing on the vision of a single, software-based automated network that runs on any cloud. As the industry's only end-to-end, cloud-native network software provider, Mavenir is transforming the way the world connects, accelerating software network transformation for 300+ Communications Service Providers in over 120 countries, which serve more than 50% of the world's subscribers.

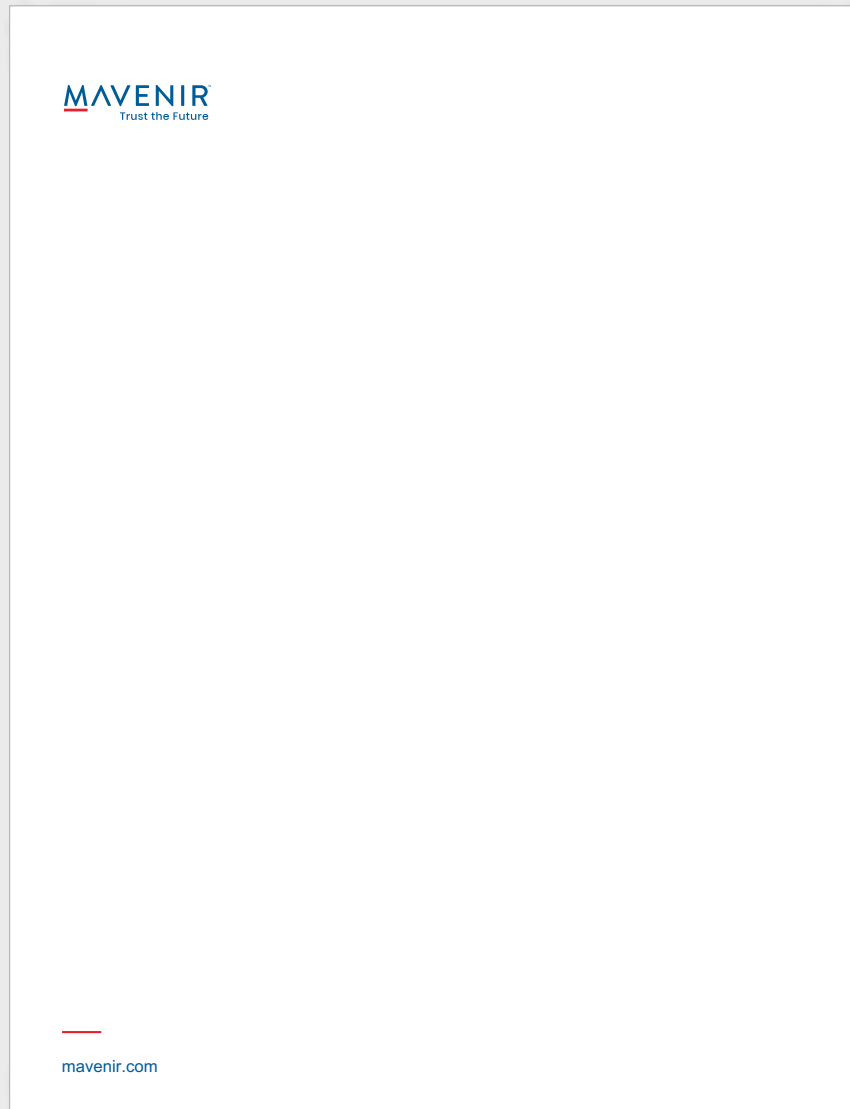
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