



The AMC brand book

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Intro

Our brand is more than a logo.

It's who we are and how we express ourselves.

It's how people experience us and our company.

As our business grows, our brand grows with it and we want to make sure it stays consistent and relevant to our vision.

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Our vision

We aspire to bring people together through great interactions.

Our mission statement

We are committed to helping people connect by improving interactions between agents, customers, businesses and communities.

To do so, we create innovative solutions that solve contact center challenges now and in the future.

Our values

- **Communication** : engaging with customers, users, employees, and organizations to build trust, understand their needs, and help solve their problems.
- **Creativity** : thinking beyond the obvious to find meaningful and exciting solutions to the obstacles we encounter and supporting innovation.
- **Constant improvement** : reexamine our products and approaches continuously with the goal of always improving.
- **Community** : doing good in the world by supporting diversity, equality, and personal growth and integrity.

Our value proposition

- We solve complex contact center problems and are committed to improving customer interactions.
- Since 1995, we've been bringing dedicated contact center integration expertise to our clients.
- We offer the only full spectrum contact center solution that supports cloud, premise and hybrid environments.
- We provide the largest portfolio of pre-built, best-in-class integration apps in the industry that meet business needs now, and in the future.
- We empower organizations by allowing for configurations, extensions and integration to custom built apps.

Our brand voice

Expert

Flexible

Vibrant

Dynamic

Modern

Friendly

The feel and look that describe AMC, AMC's products, AMC's customer experience, AMC's marketing...

Tagline and slogan

AMC tagline (short, catchy phrase that represents our business)

Make every customer interaction stronger

DaVinci slogan (brief statement that represents a single product)

Invent your ideal contact center

Logos and usage



Our logo represents us.

It is the combination of simple and modern wordmarks with the sun icon.

Follow these guidelines to ensure it always looks its best and people can recognize us at a glance.

Always use the stacked version primarily.

In certain situations, the horizontal version of the logo may be used to ensure visibility and fit certain space requirements.

Logos and usage



Use the AMC logo for anything pertaining to the company that isn't product specific.



Use the DaVinci logo for anything related to the solution itself (Creators Studio, Agent toolbar, Admin Administrator).

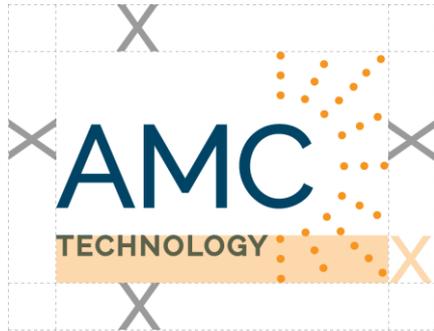


Use the DaVinci logo with descriptor for marketplaces.



Use the cloud icon in small places where the text is not going to be legible. Only if the full logo has been used once before and we don't need to repeat it again.

Logos and usage



Clearing space

The minimum clear space of the logo is the height of the x.



This area should always stay free of any text or graphics.



Logos and usage



When applied on darker backgrounds, the logo can also be used in its negative version.

Keep the dots orange unless it is not visible or can only be printed in one color.

Logos and usage



NO



NO



NO



NO



NO



NO

Do and Don'ts

Do not rotate the logo.

Do not change the color of any element.

Do not distort the logo.

Do not use the wordmarks without the icon.

Do not separate the wordmarks.

Do not add any effect to the logo.

Logos and usage

Minimum size



The logo should never be smaller than 30px in digital or 11 mm/0.6in in print.



The logo should never be smaller than 50px in digital or 25mm/1in in print.

Colors



NAVY

RGB : 0 68 101

CMYK : 100 73 38 24

HEX : 004465

Pantone : PMS 7469



ORANGE

RGB : 247 147 30

CMYK : 0 50 100 0

HEX : F7931E

Pantone : PMS 144



TEAL

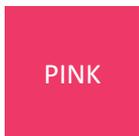
RGB : 0 173 187

CMYK : 76 9 27 0

HEX : 00ADBB

Pantone : PMS 299

Logo colors : use these colors for primary branding.



PINK

RGB : 238 56 104

CMYK : 0 92 42 0

HEX : EE3868



WARM
WHITE

RGB : 232 232 232

CMYK : 8 6 6 0

HEX : E8E8E8



DARK
GREY

RGB : 65 64 66

CMYK : 0 0 0 90

HEX : 414042

Supporting colors: use these as secondary branding or for pops of colors.

The warm white can be used for large white spaces.

Graphic elements



The dots are our distinctive trait. They influence the brand and the feeling of fun, modern, communication and increase brand recognition and awareness.

Our visuals are a mix of friendly, bright stock images that don't look overly staged with pops of graphic elements and flat background in the AMC color scheme.

Round, circular cutouts and shapes compliment the dots, mixed with turquoise bars for branding purposes.

Font

ABCDEFGHIJKLMNOP
QRSTUVWXYZÀÅÉÎÏÏØ
abcdefghijklmnopqrs
tuvwxyzàå&12345678
901234567890(\$£€.,!?)

This is a heading text: Open Sans

We solve contact center and CRM challenges. From Private Branch Exchange (PBX), CCaaS, and User Experience (UX) issues, our integration software is backed by a deep understanding of best practices from global industry leaders we've met since we started in 1995.

Our font is Open Sans.

We use it for print and online.

In texts, use the navy color for headlines and dark grey for the paragraph.

Product architecture



Lexicon

Company boiler plate and Flagship product

- **AMC Technology**©: [Company] AMC Technology has led the Computer Telephony Integration (CTI) world by bringing people together through great interactions since 1995. We improve interactions between agents, customers, businesses and communities through our flagship product, DaVinci™, the industry's first and only contact center platform that offers unlimited omni-channel integrations for cloud, premise or hybrid environments. DaVinci integrates best of breed CRMs and CSMs with communication channels enabling contact centers to deliver superior levels of customer service and boost productivity, now and in the future. Visit www.amctechnology.com for more information.
- **DaVinci**™: [Flagship Product] DaVinci is AMC Technology's flagship product that offers a powerful platform, solutions and tools that improve contact center efficiency.

Platform

- **DaVinci Platform**: [Platform] The industry's first and only cloud-based contact center platform with pre-built apps for integrating CRM/CSM platforms with today's best of breed communication channels.
- **DaVinci Agent**: [Toolbar/ UI/ Agent Experience] Easy to use toolbar, that sits within the CRM UI and provides advanced contact center features.
- **DaVinci Creators Studio**: [Administration] A web-based portal with role-based functionality. Contact center admins can browse, add and configure available apps and add users.
- **DaVinci Premise Gateway**: [Connector for Premise Telephony] DaVinci Premise Gateway connects on-premise telephony to the DaVinci Platform. This is what gives AMC the ability to provide true hybrid contact center environments.
- **DaVinci Contact Center (In-Development)**: DaVinci Contact Center provides pre-built channels for inbound/outbound voice/SMS, chat and video.
- **DaVinci Routing and Workflow (In-Development)**
- **DaVinci Insights (In-Development)**
- **DaVinci Coaching (In-Development)**

Lexicon

Company and Flagship product

- **AMC Technology**®: [Company] AMC Technology is a global leader in contact center and CRM integration with a vision for improving the customer experience through increased agent efficiency and personalization capabilities. Founded in 1995, AMC leads the market in providing contact center integration expertise and best practices.
- **DaVinci**™: [Flagship Product] DaVinci is AMC Technology's flagship product that offers a powerful platform, solutions and tools that improve contact center efficiency.

Solutions

- **DaVinci Solutions** [Portfolio]: DaVinci Solutions is made up of the specific native integrations we provide.

CRM Integrations

DaVinci for Salesforce
DaVinci for Microsoft Dynamics
DaVinci for ServiceNow
DaVinci for SAP
DaVinci for SAP C4C
DaVinci for Oracle Siebel
DaVinci for Oracle Service Cloud
DaVinci for Zendesk

Channel Integrations

DaVinci for Twilio Flex
DaVinci for Nexmo
DaVinci for Amazon Connect
DaVinci for Freshworks (In-Development)
DaVinci for Oracle Engagement Cloud (In-Development)
DaVinci for Genesys PureCloud (In-Development)
DaVinci for TAPI

Lexicon

Features Library

- **Screen pop:** Automatically pops a customer's account information upon receiving a phone call (or chat, text, email, etc.) so the agent has a chance to find out about who is calling before answering the call.
- **Click-to-dial:** This turns phone numbers within CRM into clickable links for agents to place outbound calls, eliminating the need for an agent to enter in a phone number manually.
- **Agent analytics:** With automatic call and omni-channel logging with time stamps, agents can make knowledgeable decisions based on comprehensive and accurate data and access telephony and/ or omni-channel reporting directly within CRM.
- **Quick create:** Quickly create configurable work items (i.e. leads, cases, accounts, etc.) directly within the toolbar.
- **Notes shortcut buttons:** Add call notes within the toolbar and use configurable shortcut buttons for commonly noted items.
- **Blended agent:** Configurable option that allows agents to handle both inbound and outbound calls and/ or activities in a seamless multi-channel experience.
- **Contextual call controls:** Telephony controls (like hold, warm transfer, blind transfer, conference, etc.) are presented based on the status of the call and are configurable based on the requirements of your contact center.
- **Customer screen transfer:** Automatically populates account information when calls are transferred to different agents or supervisors.
- **Automatic call and activity logging:** Pre-populated activity logs ensure accurate reporting for smarter business decisions.
- **Omni-channel:** Seamlessly integrate chat, video, social, standard/ custom objects, 3rd party work items & more.
- **Intelligent routing:** Configurable call/ activity routing based on agent skill set.
- **Enhanced flow integration [Salesforce Specific]:** Ability to pop a user flow upon receiving a phone call in order to guide the agent to capture important call information.
- **Agent state control:** Gives the agents the ability to make themselves ready, not ready and other configurable options like lunch, away, etc., which controls when they are able to make and take calls and gives supervisors accurate reporting. A timer for how long the agent is in the state is also displayed.
- **Call state:** Displays information about the call including inbound, outbound, hold, etc., it also displays a call timer and hold specific timer.
- **Speed dial (In-Development):** Configurable buttons at both the company level and agent level for one-click outbound and two-click transfer or conference for easy dialing within the toolbar.

For questions and enquiries, contact
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