



gupshup

BRAND BOOK

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Introduction



The purpose of the brand book is to encapsulate the brand expression of gupshup at all levels and across all touchpoints. It contains guidelines for all brand assets when it comes to the implementation stage.

The purpose of the document is to bring about a consistency in our tone, manner, design and communication. This makes the Brand Book a sort of bible for both internal and external stakeholders to refer and adhere to.

Philosophy

The brand philosophy stems from the founder vision: “A future where it's as easy for a customer to chat with a business as it as with a friend” and unlocks the power of conversational messaging. The brand aims to achieve this along 3 parameters:

Personalisation.

Enabling businesses to develop & nurture one-on-one relationships with their customers.

At Scale.

Providing businesses the ability to create & manage dynamic connections with their customers, employees & partners at scale.

In a human way.

Personifying businesses by humanising the product, technology & interactions with their stakeholders.

Brand Manifesto



Welcome to gupshup.

A company that believes in the power of conversations.

Conversations that help you connect with your customers.

To solve problems, to update status, to answer queries, to say hello.

To strengthen relationships, to personalise journeys, to fuel engagement.

To build Trust.

With gupshup, you can now hold meaningful, relevant, timely conversations with your customers - from text messages to chat to video to phone calls - all in one powerful platform.

Because we understand the complexity.

And believe it can be solved with simplicity.

After all, at the heart of every conversation is the need for a strong connection.

We enable your computer to be human and treat every customer as one.

So that you can talk to your customer one-on-one.

With every single one of them.



Tagline



**One-on-one.
With Everyone.**

The tagline acts as the north star for all brand expression. It defines our logo, tone of voice, colour system and communication templates. Everything the brand does will adhere to this expression.

Logo

Construction

The logomark has been refined and made softer as well as more approachable. Our logotype is easy to read and represents the brand name with utmost clarity. The logo achieves balance through optical kerning and optimizing letter forms for scalability. Usage of logo as per the guidelines, with respect to clear space and colour will aid in making it stand out and recognizable.

Types:

Full Logo: Used in most situations

Icon Logo: Used in small size applications, or where space is limited such as in-app icons, watermarks, some merchandise

Clear space

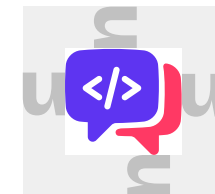
Safe space around the logo ensures no other elements obscure or otherwise prevent the logo from being clearly visible. The safe space is defined by the width of 'U' in "Gupshup" at the desired scale.



Icon Logo



Vertical variant



Logo

Variants

Color:

Based on the background color or the surface the logo is being displayed on, there are 4 variants; Full color dark and light and monochrome dark and light.

Media:

The logo icon and wordmark used will depend on the color profile and intent of usage; ie display for web or print.



■ #000000

■ #5e34f1

■ #ff3964

□ #ffffff



C0 M0 Y0 K100 ■ #000000

C68 M65 Y0 K0 ■ #6667df

C0 M85 Y45 K0 ■ #f04e69

C0 M0 Y0 K0 □ #ffffff

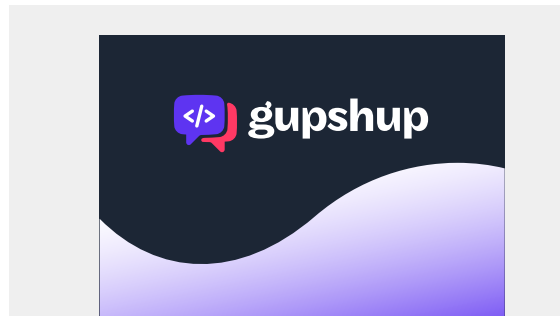


Logo

Usages



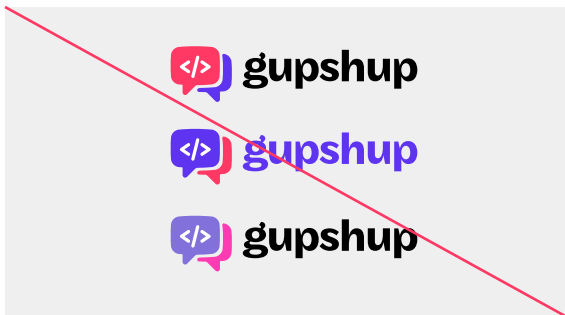
Use graphics that do not enter safe space



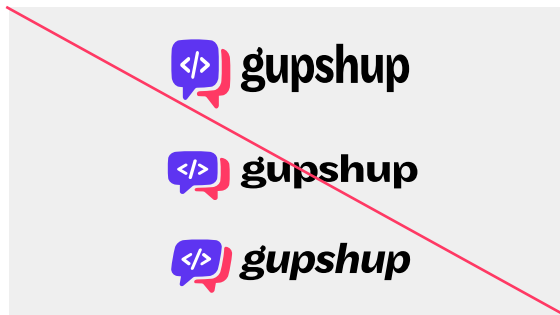
Use correct color variants



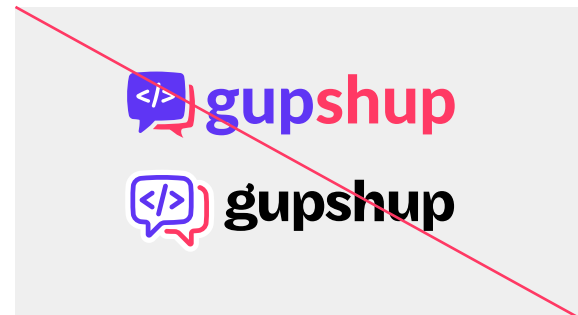
Use correct Logo Type



Recolor the logo



distort the logo



Change wordmark or icon style

Color

Primary colors

Gupshup uses 2 primary colors, Purple and Coral. The colors vary based on the media of display; digital and print. Each color palette is intended to make best use of the medium and its inherent limitations:

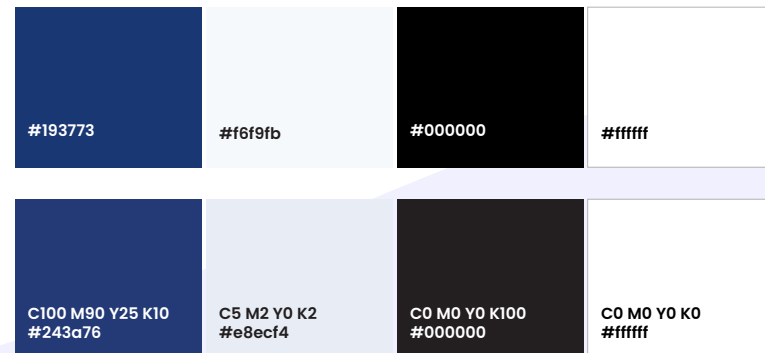
Digital: Bright, vibrant and optimized for screens and displays

Print: Optimized for the limited pigment color gamuts available in print procedures



Secondary colors

and secondary colors blue , grey, black and white

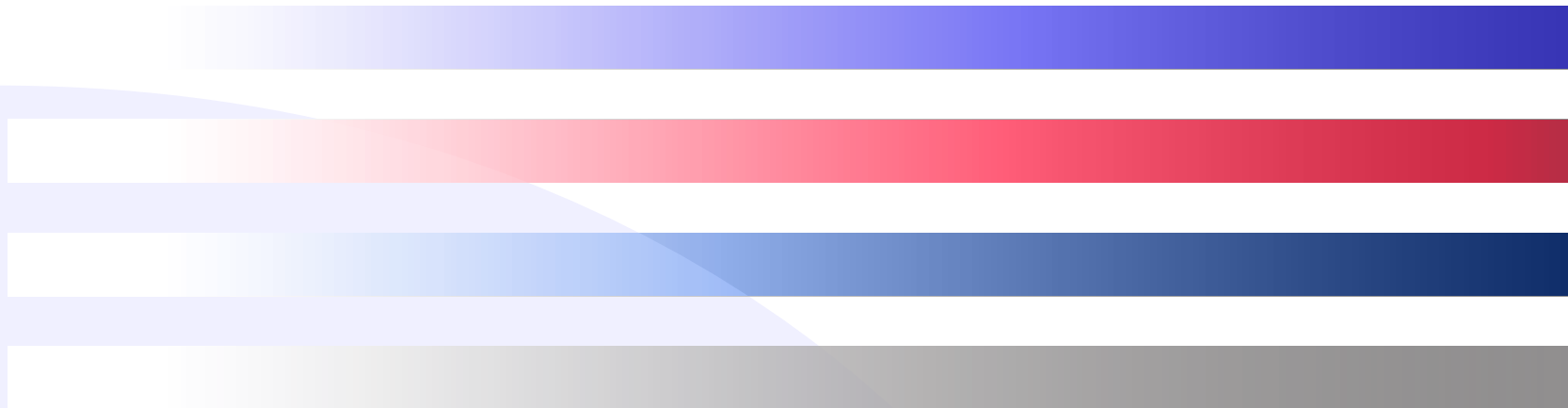


Color



Tonal Variety

Tones and secondary colors can be generated by introducing transparency (white) or black to the brand colors to create lighter or darker variants of the same



Typography



Font

Headline: The font **Sen** will be used selectively for the brand touchpoints such as headlines, typographic posters, section breaks and other lead communication assets.

Body Copy: The font **Poppins** will be used for all the body copy in our assets. It is a clean, sans-serif typeface that adds to the legibility, even in smaller sizes.

Sen

The quick brown fox jumps
over the lazy dog.

Poppins

The quick brown fox jumps
over the lazy dog.

Typography

Heirarchy

It is important to organise typography in a hierarchal system according to relative importance and function depending on communication. It also brings in consistency in communication. Heirarchy for all webpages and HTML based use cases are as below

H0 Sen Bold 50pt

line height 45pt,
letter-spacing -1px #000

H1 Sen Bold 36pt

line height 30pt,
letter-spacing -1px#000

H2 Sen Regular 36pt

line height 30pt,
letter-spacing -1px#000

Sub-header Poppins Regular 21pt

line height 22pt, #666

Body text small Poppins Regular 16pt

line height 20pt, #666

Typography



Relative Hierarchy

It is important to organise typography in a hierarchical system according to relative importance and function depending on communication. It also brings in consistency in communication. Hierarchy for print, display and design applications where font sizing can be variable depending on the medium and intent is as below

Enable conversations seamlessly

Gupshup's single API helps automatically connect with customers in over 30 messaging channels

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Heading : x pt
Sen Bold #000000

Sub Heading : 0.66x pt
Poppins Regular #000000

Body copy : 0.33x pt
Poppins Regular #666666

Typography

Usage

Enable conversations seamlessly

Gupshup's single API helps automatically connect with customers in over 30 messaging channels

Use subtitles with titles

Enable conversations seamlessly

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Use titles with body copy

Discover

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper sus

Discover

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Discover

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper sus

Follow appropriate sizing

Enable conversations seamlessly

Gupshup's single API helps automatically connect with customers in over 30 messaging channels

Recolor text

Enable conversations seamlessly

Gupshup's single API helps automatically connect with customers in over 30 messaging channels

Follow correct weight and fonts

Enable conversations seamlessly

Connect with customers in over 30 messaging channels

Follow appropriate sizing

Tone



The very name gupshup captures the essence of our tonality. We are conversational by nature. There should be an effortlessness and ease about the way we talk and interact. At the core we are a company about conversing with humans, so we don't talk like a cold robot. We behave like a human.

We are casual like a friend.

Nothing formal or serious about our tone.

We don't use jargons.

We use day to day language.

We don't preach. We believe

in two-way communication.

We like to have a chat.

We don't just disseminate information in a dispassionate way.

We like to talk one to one.

We don't address ourselves in third person.

We don't become too technical.

We keep things simple.

Good Example

Making good conversations is in our nature. To help your business

Making good conversations is in our nature. To help your business.

Making conversations is our business. To help your business. Let's have a chat?

When we talk, your customers listen.

When we talk, your customers listen.

Whatsapp, SMS, Voice Calls. We do everything to reach your customer.

Bad Example

We are a platform designed for better engagement.

We can increase your ROI with our messaging tools.

We are the best AI messaging service for you.

gupshup can reach all your customers efficiently.

gupshup can reach all your customers efficiently with all its tools.

gupshup can reach all your customers efficiently with all its tools.

Graphic Style

Icons

These are minimal, mostly single form icons used under tabs or on the dashboard of the website or app screens. The icons are simple line forms which are usually monochrome, however in applications that use the icon as a focal item, such as in PPT with 3 prominent icons in a slide, They can be made dual chrome as shown

Monochrome



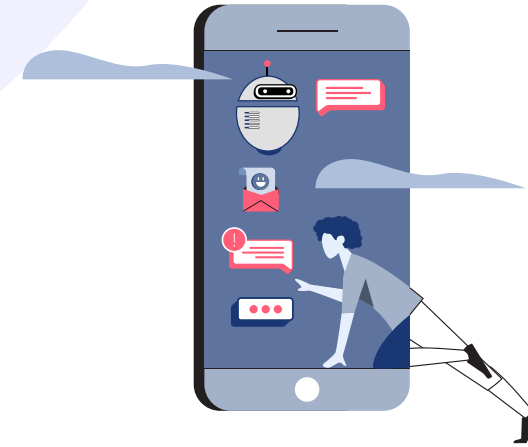
Dual chrome



Graphic Style

Illustrations

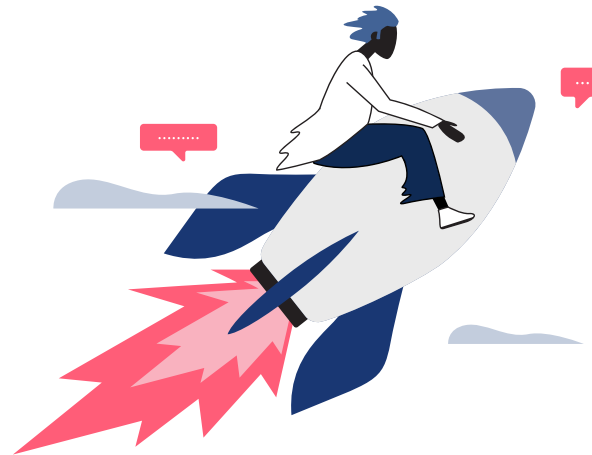
The illustration style is minimal and uses negative and positive space to depict the concept. There is no perspective in any of the images and are to be flat with as little lines as possible. embellishments and extraneous elements are discouraged as they distract from the key concept they represent



Construction

- Simple abstracted human forms
- No perspective shortening
- As few lines as possible.
- Use of negative spaces and color to convey form

The color palette includes shades of navy, greys, black and white, accented by red on focal points

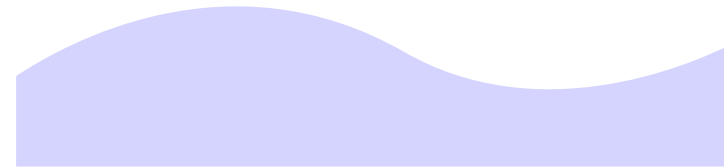


Graphic Style

Design elements

Waves

Waves are used as section dividers and to add visual interest to otherwise bland backgrounds



Speech bubbles

Speech bubbles are used to signify our role in communications. these can be used as a frame for images, text or for color blocks



Gradients

Soft gradients are used to provide a gradual, subtle fill that when used in combination with other shapes can provide interesting results. Typically only a light purple, grey or blue gradient is used



Graphic Style

Stock Photos

We use candid, unstaged photographs of people of various backgrounds, ethnicities, gender and religious identities.

The photos typically show people engaged in conversation with each other or enabling conversations through technology, specifically phones.

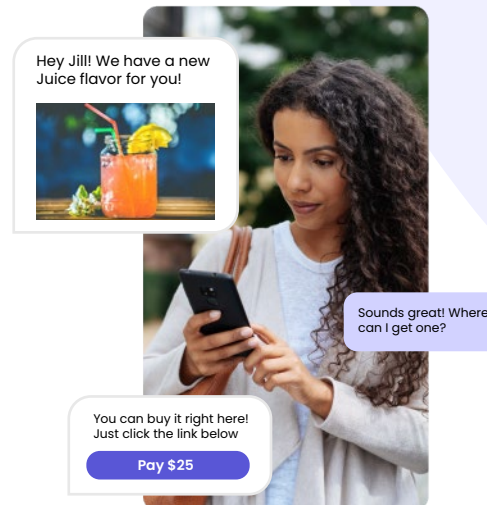
Stock imagery plays a large part of our brand to emphasise real world connections and to ground the brand in something familiar, inclusive and democratic.

Construction

Images can be standalone or enclosed within a graphic shape

Images can have an augmented reality feeling within stylized visual imagery and iconography

Images breaking the fourth wall can be used in two ways: with carefully curated, non cliched staged photos and with creative use of shapes and negative space

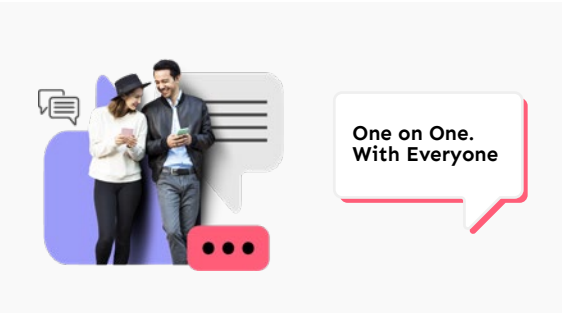


Graphic Style

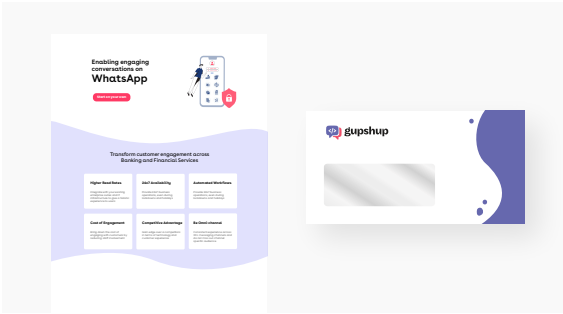
Usage



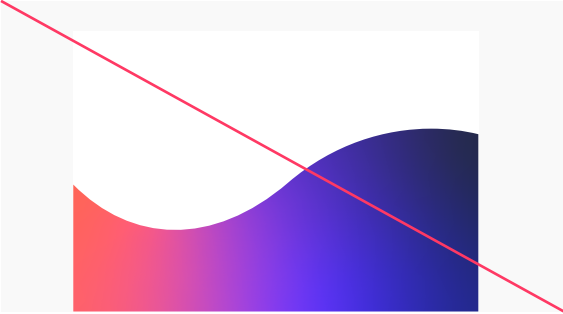
Gradient shapes



Chat bubbles for people and shapes



Wave elements



Do not use complex gradients



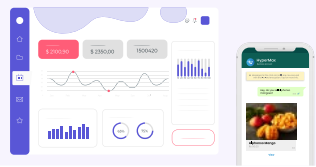
Use lighter muted colors that dont overwhelm



Do not change illustration style

Examples

Web UX



Higher Read Rates
Integrate with your existing enterprise suite and lift interactions to give a holistic experience to users.


24x7 Availability
Provide 24x7 business operations, even during business and holidays.

Automated Workflows
Provide 24x7 business operations, even during business and holidays.


Cost of Engagement
Bring down the cost of engaging with customers by reducing staff involvement.


Competitive Advantage
Gain edge over a competitors in terms of technology and customer experience.

Be Omni-channel
Consistent experience across 30+ messaging channels and do not miss out channel specific customer.





Hyatt Place
Gurgaon Udyog Vihar






Jamie
Oliver's Diner





Chicago
Pizza



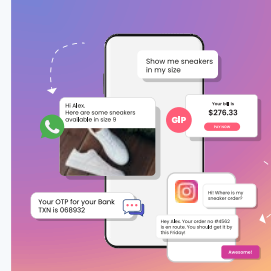
Conversational Solutions for Banking and Financial Services

Plug and Play
Pre-built Conversational Solutions

Do-it-for-me
Custom-built Conversational Solutions

Do-it-Yourself
AI-powered Self-service Conversational Tools

[Learn more](#)



Gupshup
Products Solutions Developers Company Resources
Log In
Get Started

One-on-one. With Everyone.

World's Leading Conversational Messaging Platform for commerce, marketing and support.





[Start on your own](#)

6 Billion+
Messages delivered
Per month

39,600+
Brands across 20+
Countries and regions

300 Billion+
Messages delivered
Till date

Trusted by leading Indian and Global brands


Build Engaging Conversational Experiences

Conversation Builders for commerce, marketing, support

Marketing

Commerce

Support



Lead Gen

Provide AI-powered recommendations and enable cross sell and upsell

[Learn more](#)

Gupshup Conversational Messaging Platform

Interact and transact with your consumers through conversations on messaging channels

01

Conversational Experiences

Build AI-powered chatbots across industries for commerce, marketing, and support

02

Messaging Platforms

Build AI-powered chatbots across industries for commerce, marketing, and support

03

Channels

Build AI-powered chatbots across industries for commerce, marketing, and support

Interact and Transact across 30+ Messaging Channels

Single API for 30+ messaging channels, Advanced APIs, Templates, Payments, and more

SMS API
WhatsApp API for Business
Gupshup IP Messaging (GIP)

Examples

Powerpoint



Single Messaging API: Key Platform Differentiators

<p>Customization Faucibus turpis in eu mi bibendum neque. Praetium lectus quam id leo in.</p>	<p>Scalability and Connectivity Faucibus turpis in eu mi bibendum neque. Praetium lectus quam id leo in.</p>
<p>Lowery and ODS Faucibus turpis in eu mi bibendum neque. Praetium lectus quam id leo in.</p>	<p>Configuration Faucibus turpis in eu mi bibendum neque. Praetium lectus quam id leo in.</p>
<p>Support and Reliability Faucibus turpis in eu mi bibendum neque. Praetium lectus quam id leo in.</p>	<p>Security and Certification Faucibus turpis in eu mi bibendum neque. Praetium lectus quam id leo in.</p>

Benefits Of Effective Customer Experience In BFSI

more likely to open new accounts or buy products at their financial services center	more likely to open new accounts or buy products at their financial services center	more likely to open new accounts or buy products at their financial services center	more likely to open new accounts or buy products at their financial services center	more likely to open new accounts or buy products at their financial services center
---	---	---	---	---

Customers want their communication with businesses to be interactive, responsive and personalized

- Interactive** 64% Customers prefer communications with businesses to be interactive!
- Responsive** 57% Customers rate responsiveness as the most important criteria in customer support!
- Personalized** 91% Customers prefer personalized support and communication!

Source: 1. Loyalty, 2. Zendesk Benchmark, 3. Accenture Personalization Pulse Check Report

Customer Engagement

- Conversation Marketing**
Faucibus turpis in eu mi bibendum neque. Praetium lectus quam id leo in.
- Conversational Support**
Faucibus turpis in eu mi bibendum neque. Praetium lectus quam id leo in.
- Conversational Support**
Faucibus turpis in eu mi bibendum neque. Praetium lectus quam id leo in.

Customers are using messaging apps to engage with businesses across multiple use cases

Marketing	Commerce	Customer Support
<p>84% 81%</p> <p>make a general inquiry ask about a product or service</p>	<p>74% 71%</p> <p>make a purchase schedule an appointment</p>	<p>76% 79%</p> <p>get product or service support comment about a product</p>

...of the customers who interact with businesses on messaging apps

Source: Facebook survey (based on respondents who message a business)

Ads that click to WhatsApp

Ads that click to WhatsApp give your business a fast and convenient way to answer questions, drive transactions and offer support. When a person interacts with your ad on Facebook or Instagram, a conversation with your business will immediately open in WhatsApp.

Examples

Social Media Banners

gupshup

Conversational Travel: Making Traveler Experiences Better

S.03 E.14

Presented by:
"Sangram" "Sangram" Rajaraman
Founder and CEO, [Company]
@sangramrajaraman

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Chatbots de WhatsApp para la industria de Foodtech

[Leer el blog](#)

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WhatsApp Chatbots For The Supply & Logistics Industry

[READ BLOG](#)

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CASE STUDY:
Indian Commerce Solutions company marginally decreased customer support turnaround time after switching to Conversational Messaging

[LEARN MORE](#)

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How Callbell.eu scaled its business with the Gupshup Console

[READ BLOG](#)

Examples

Chatbot UI



Gupper

The screenshot shows a chatbot interface for 'Gupper'. At the top, there is a blue header bar with a circular profile picture icon on the left and the name 'Gupper' in white text on the right. Below the header, a white message bubble contains the text: 'Hi! I'm Gupper, your friendly neighborhood chatbot. How can I help?'. Underneath the message, there are three stacked buttons: a blue button with white text 'Our Products', a white button with a gray border and black text 'Industry Solutions', and another white button with a gray border and black text 'Pricing'. To the right of these buttons, there is a separate light purple button with black text 'Our Products'. At the bottom of the chat area, there is a gray input field with a red circular button containing a white right-pointing arrow. In the bottom right corner of the interface, there is a small logo for 'gupshup' consisting of a blue speech bubble icon with a white arrow and the text 'gupshup' in a lowercase, sans-serif font.

Examples

Documents



gupshup

Redefining The Banking and Financial Industry With Conversational AI

03

Conversational Commerce

Conversational commerce essentially brings together messaging apps and e-commerce. Brands display their products to a customer on a messaging platform and include corresponding action buttons to select items to be added to a cart, checkout, and make the payment seamlessly. But why is this even needed? Can't we download apps from our favorite retailers onto the phone?

As a matter of fact, customers do not enjoy downloading too many apps, so brands and retailers can't force them into doing that. So why not send them messages on their favorite messaging apps such as WhatsApp, iMessage, Facebook Messenger etc., and create a workflow to facilitate shopping? If it sounds good, then that's precisely what conversational messaging seeks to achieve. Ultimately, it all boils down to what is popularly referred to as the "Experience Economy."


Experience Economy

Gone are the days when businesses sold just commodities and/or services. We live in an era, wherein customers expect businesses to sell experiences. In fact, words such as "shoppertainment," "entertailing" often used in the context of retailers, have now become a part of the common parlance. They essentially point to the emergence of a new domain called the "experience economy," that B. Joseph Pine II and James H. Gilmore referred to in their paper for Harvard Business Review, as early as 1998. Much in sync with the predictions of Pine and Gilmore, convenience, weighs above all else for customers in the retail sector.

So, what makes it "convenient" for customers? A single environment that allows the completion of the entire shopping lifecycle, right from browsing products to completing payments, optimizes the shopping experience and seamless for customers. In a competitive world, the experience that consumers would classify as the most unique, comes out as the winner. Chatbots that are meant to facilitate conversations between consumers and brands, play a big role in tailoring state-of-the-art customer experience.



06



- Single Product Messages

These are messages giving details about a single product in the store's inventory. Each single product message features an action button that the customer can click on to view product information.



- Multi-Product Messages:

These are messages containing information about multiple items in the product inventory. They include an action button as well that the customers can click on to view information about multiple products in the store inventory.

The single and multiproduct messages together are instrumental in enabling a digital storefront for brands.

Generally, products in the store are added to a catalog, which is a feature built into WhatsApp. A catalog can contain a total of 30 items for the user to scroll through.

Examples

Merchandise

