The Nextiva brand: Visual design guidelines

These brand guidelines are a quick introduction to the essential brand elements for Nextiva's visual design.

© 2023

Welcome

This guide was created to help you create the best asset you can, while contributing to the extension and strength of the Nextiva brand.

The Creative Team here in Marketing has a mission to create a consistent look across everything we put out into the public eye.

Thank you for doing your part.

— THE NEXTIVA MARKETING CREATIVE TEAM

PHAT SCOOTERS
BECAME A CUSTOMER IN 2021

© 2023

Contents

Click a section title to magically jump there.

Quick company intro	04
Using the logo and icon	06
Interim design toolkit	14
Brand color palette	20
Shape use and application	31
Pattern application	37
Typography	43
Photography and video	52
Product imagery	61
Contact us	66

© 2023

So, what is Nextiva? “Nex-tea-vah”

At our core, we’re a business communications company — but our vision goes far beyond just that.

We’re building a platform and a community that has the power to revolutionize the way businesses communicate with customers, teams, and partners.

Our products should be easier to use, faster, and more intelligent — and require no technical knowledge. We want to give superpowers to any size business, without any barriers to entry.

© 2023

Brand intro

The most important concept you can remember when creating anything for Nextiva is that we are a human-centered company. We make everything easy for everyday people to engage with — and avoid being a typical corporation.

Being human-centered means we work hard to make sure our products, interactions, and public persona are authentic, free from technical jargon, simple to understand, and casual but professional.

We prefer to have real conversations with our audience, not just sales pitches. We're here to help people achieve their business goals — with helpful guides, information, and great products — and if we do a good job with those, getting a ton of new customers should be easy.

We focus on the human story and struggle behind every business, including ours, because those stories are what really connect with folks.

We strive to help everyone build stronger relationships with everyone who matters to their business. We make relationships easier to grow and more intuitive to manage. With Nextiva, customers can grow fearlessly.

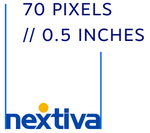
© 2023

Using the logo

© 2023

Logo overview

The Nextiva logo is an important piece of the overall brand — but never acts as a stand-alone brand element. It always works in tandem with our other elements (color, layout, photography, illustrations, and text) to form an overall visual feel and experience with everything we produce.



We avoid making the logo so small that it becomes difficult to read or interpret. So we've implemented a minimum width.

Download the logo set →

⚠

Never recreate, manipulate, recolor, or change the logo. Always use the approved electronic version.

⚠

Avoid slapping the logo onto a random graphic and calling it "branded" — the brand police will come after you.

⚠

Double check that you aren't using an older logo or discolored logo when you are creating assets. If you are unsure if you're using the right logo, please message the marketing design team.

© 2023

Main logo usage

There are only a few options when using the logo. We keep this tight for the sake of simplicity.

1. Blue / yellow logo on white
This is the preferred usage.

2. White / yellow logo on our navy
Use this on dark backgrounds.

3. White logo on our black
Use this as a fallback for #1 and #2

4. Black logo on white
Use this as a fallback for #1, #2, #3

1.

2.

3.

4.

© 2023

Logo clear space

Give the logo some breathing room to help it stand out.

Step 1
Select the letter X and copy it.

Step 2
Use the letter X as a clear space measurement around all 4 sides.

Step 3
No other graphics, text, or images should cross this imaginary space, keep it clear.

USE THIS SIMPLE MEASUREMENT FOR ALL SIZES OF THE LOGO.

KEEP ALL 4 SIDE SPACES CLEAR.

© 2023

Main icon usage

There are a few options when using the icon. We keep this tight for the sake of simplicity.

1. Blue / yellow icon on white
This is the preferred usage.

2. White / yellow icon on our navy
Use this on dark backgrounds.

3. White icon on our black
Use this as a fallback for #1 and #2

4. Black icon on white
Use this as a fallback for #1, #2, #3

1.

2.

3.

4.

© 2023

Alternative usage

Alternative background colors are sometimes necessary. **Use this with caution.**

1. White / yellow logo on our blue
Use only as an alternative to main logos.

1.

© 2023

Examples of great usage

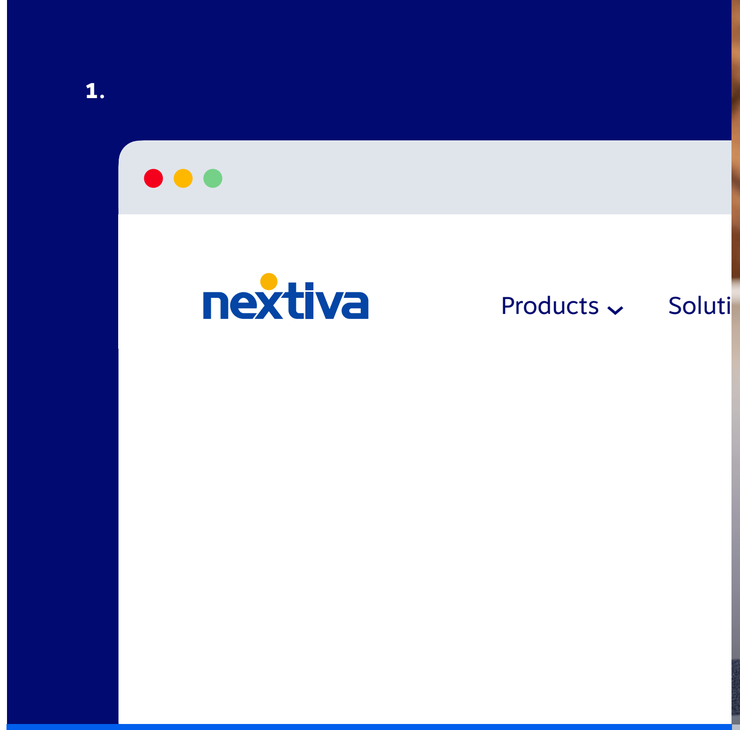
These are simply quick visual examples, not requirements for specific document formatting.

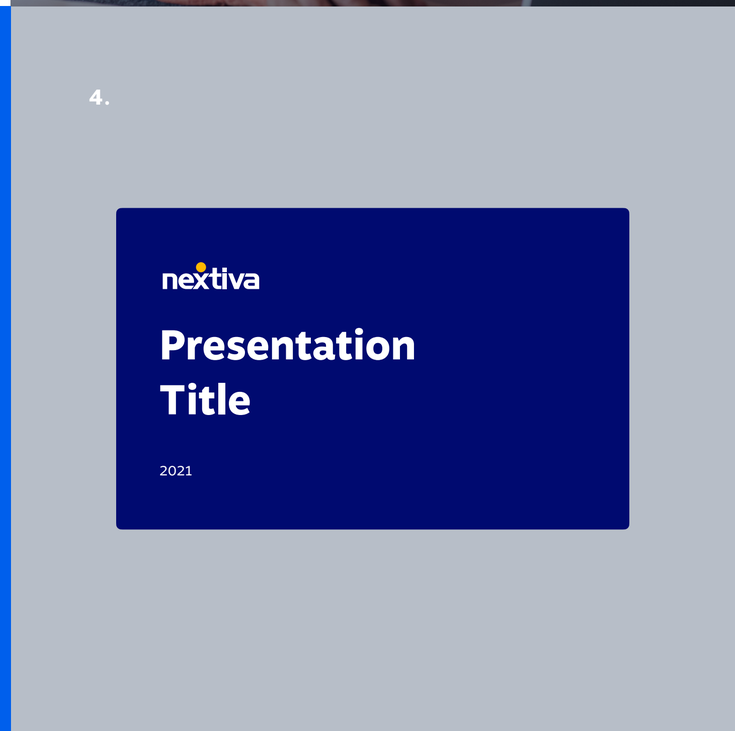
1. Preferred logo on white
Our homepage is a great example.

2. Logo usage on photo backgrounds
Place the logo so it is clearly readable.

3. Usage on official documents
Plenty of clear space around the logo.

4. Usage as a cover page
The logo is the correct color and clear.





© 2023

Uh oh, the brand police are coming.

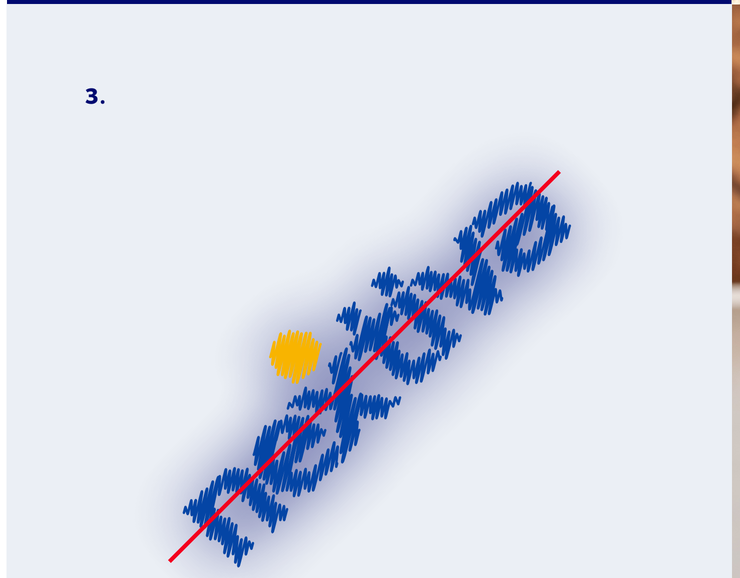
Mistreating the Nextiva logo is bad news, buddy. It’s one of the most critical pieces of our brand.

1. Don’t invent new color schemes.
Only use the approved color combos.

2. Don’t stretch the logo.
Use the provided logo files, keep the ratios.

3. No special effects or stylization.
Glows, shadows, and redesigns are a no go.

4. Don’t box us in.
Use a transparent png file or ask for help.



© 2023

Design toolkit guidelines

© 2023

Start here

The interim toolkit leverages both our current design language and revives some of our past.

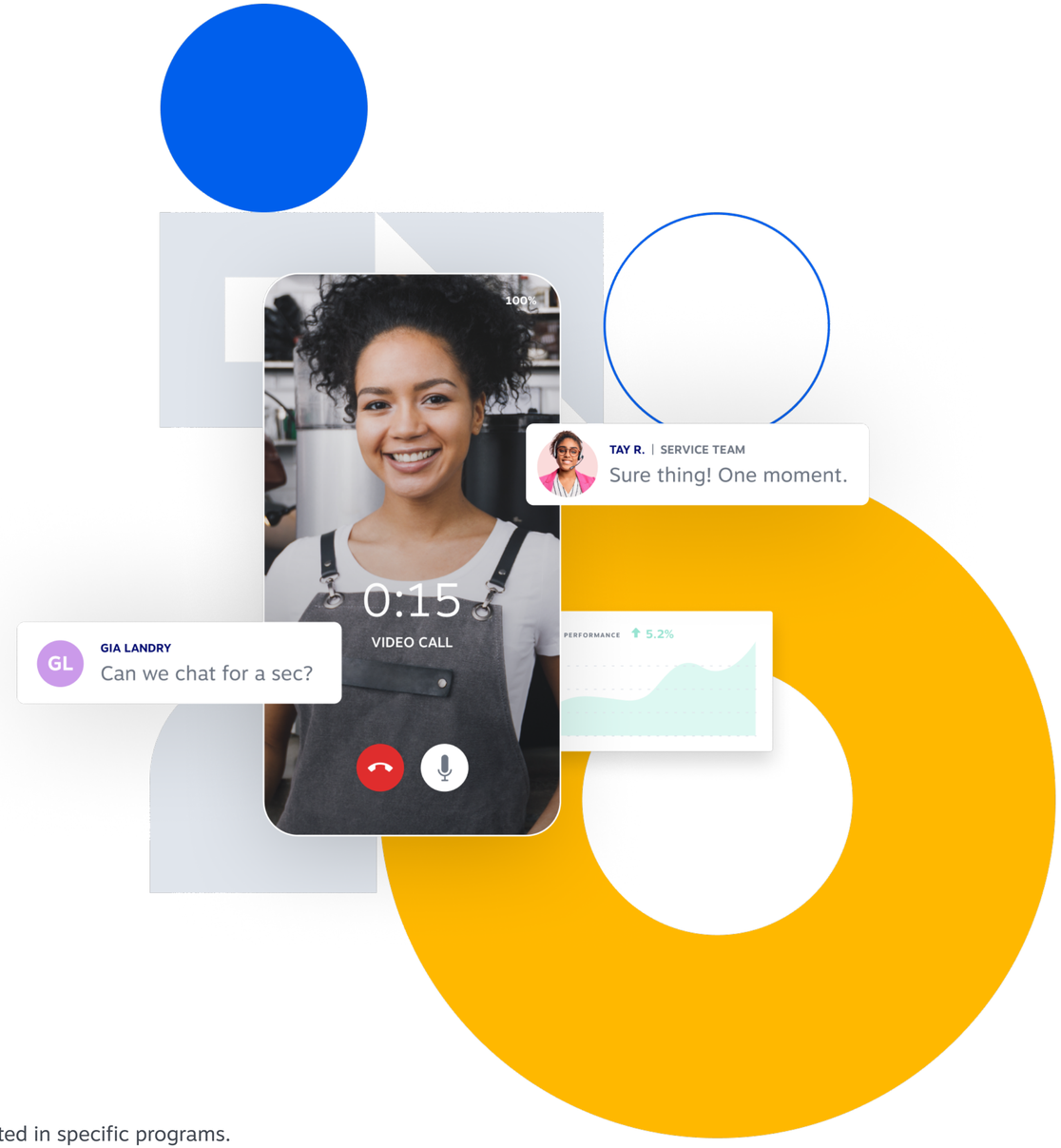
Reintroducing some graphic shapes, simplifying our color palette and applying a more thoughtful logic to their implementation. We've created recipes for their application and design for optimal hierarchy and consistency when used with typography, photography, product screens, or standalone. But we encourage you to experiment.

© 2023

Shapes

There are three types of shapes to pull from: **solid**, **outlined**, and **accent**. These shapes have been used at Nextiva historically since 2021 and have evolved to simplified versions of original primary shapes and accents defined on a square grid.

They should all be uniform; meaning the same height and same width. There are 8 shapes to choose from: a circle, tombstone, square, pill, donut, triangle, quarter circle and frame.



Download these assets here.

Figma →

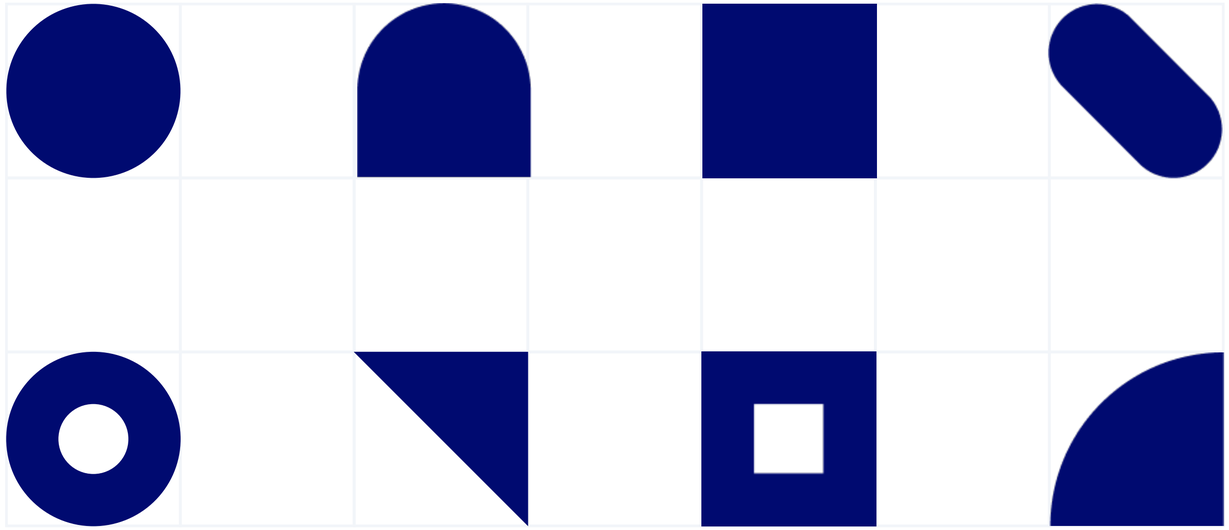
Illustrator →

Vector files can only be edited in specific programs.
Contact the Marketing Design Team if you need any help.

© 2023

Solid shapes

The solid shapes are the foundation and main grounding element. There can be many or few. When in doubt, use solid shapes. They provide contrast and impact.



Download these assets here.

Figma →

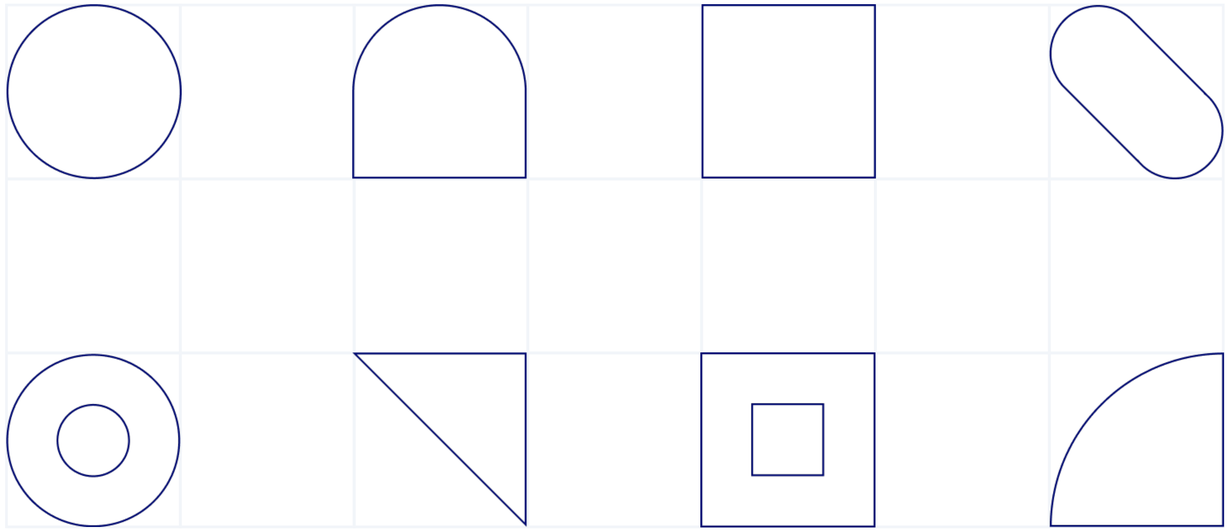
Illustrator →

Vector files can only be edited in specific programs.
Contact the Marketing Design Team if you need any help.

© 2023

Outlined shapes

The outlined shapes should be used to build upon the solid shapes to create depth and contrast. The line/ stroke weights should be adjusted if using shapes at scale. Therefore, increase stroke weight as the [outlined] shape gets larger. And make sure at a smaller scale, the line is scaled down for contrast.



Download these assets here.

Figma →

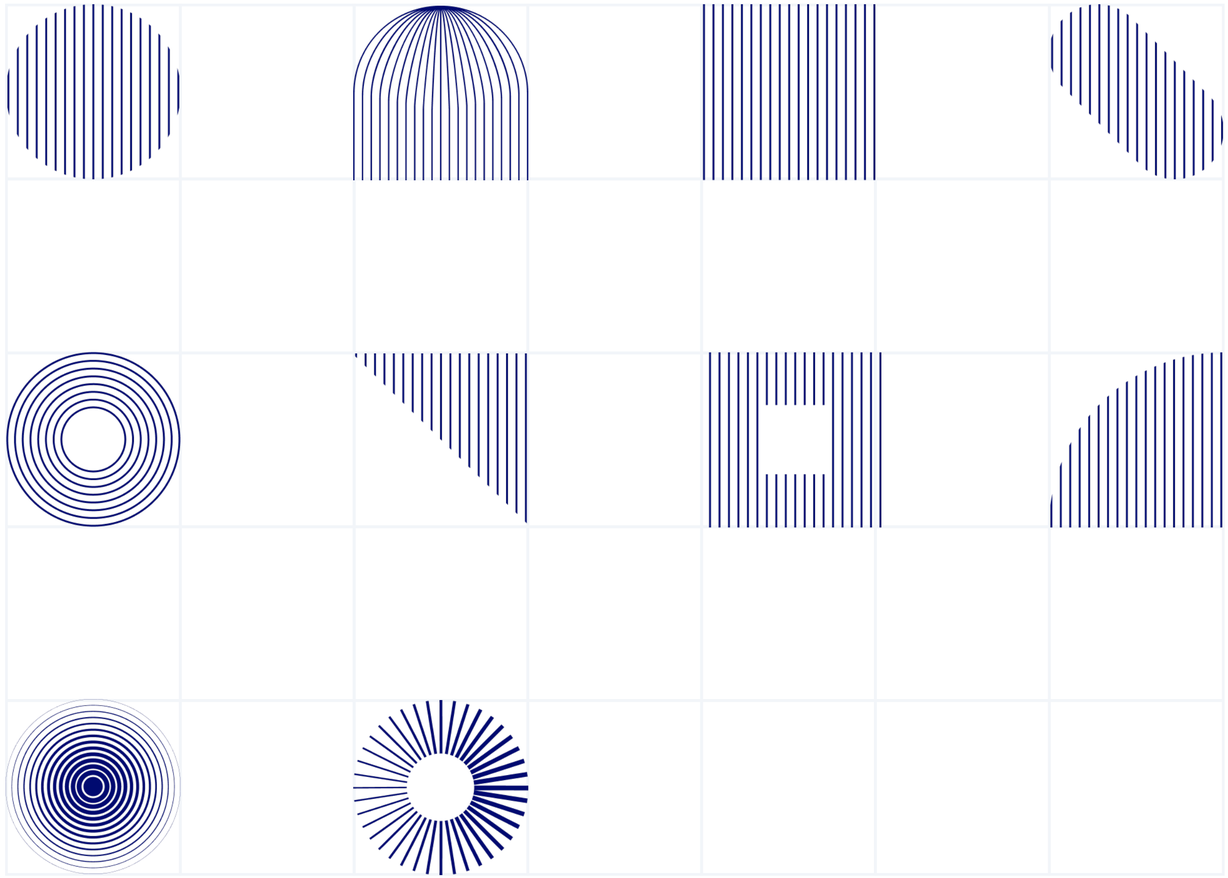
Illustrator →

Vector files can only be edited in specific programs.
Contact the Marketing Design Team if you need any help.

© 2023

Accent shapes

The accent shapes should also be used to build upon the solid shapes for contrast. These accent shapes use repeated lines to create depth. They provide texture and contrast nicely against a thick solid shape. They should never be applied on top of an outline shape, only solid. The stroke should be adjusted relative to size.



Download these assets here.

Figma →

Illustrator →

Vector files can only be edited in specific programs.
Contact the Marketing Design Team if you need any help.

© 2023

Brand colors

© 2023

Color palette

There is a simplified palette of primary, neutrals, and secondary to choose from.

The primary colors should be used judiciously. Avoid using Active Blue as a background color unless in combination with Navy (tone on tone effect). Use Active Blue for CTA or as smaller elements to pull the viewer's eye through a page/asset.

Supernova, Orange, Red and Mint should be used primarily as an accent color.

Access our color palette here.

Figma →

Illustrator →

PRIMARY BRAND COLORS

Active blue	Navy	White	Supernova

NEUTRAL / GRAYS

Gray-12	Gray-30	Gray-47
Gray-75	Gray-90	Gray-94
Gray-96	Gray-99	Neutral Warm-95
Neutral Warm-66	Neutral Cool-95	Neutral Cool-67

SECONDARY ACCENT COLORS

Red-53	Red-80	Red-92
Orange-49	Orange-76	Orange-92
Mint-48	Mint-75	Mint-92

© 2023

Use of color

White
Used as a background color and on reversed-out text on dark backgrounds

Greys & Neutrals
Used to help separate sections from white backgrounds, as accents, and more

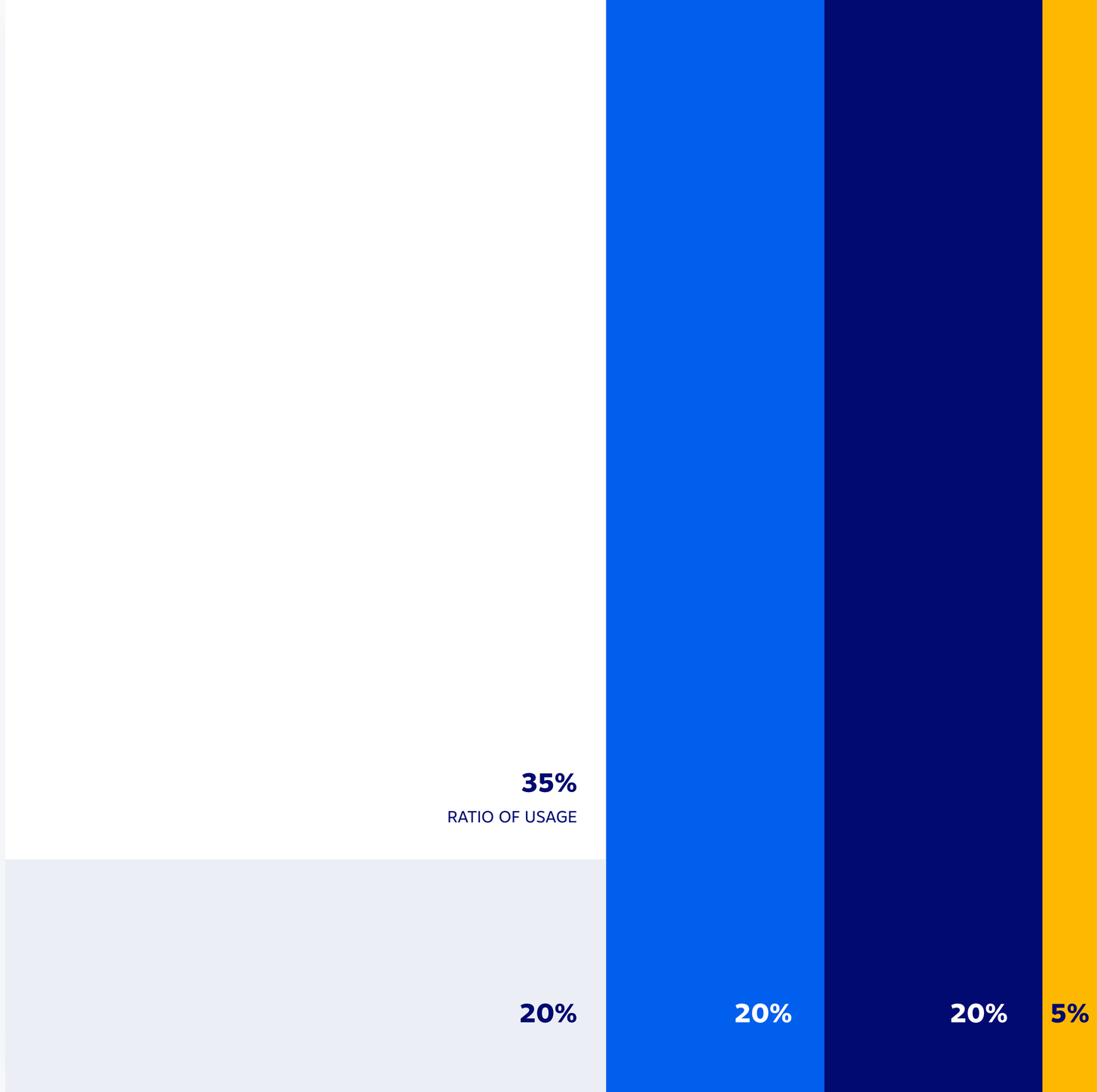
Blues
Active Blue and Navy are used the most out of our Primary color set.

Supernova (yellow)
Use this color less than the blues. It is reserved for smaller accents or special cases.

Access our color palette here.

Figma →

Illustrator →



© 2023

Primary color palette

We have other colors in addition to Active Blue.

White and navy are used heavily throughout our brand assets.

Supernova is reserved for special cases, **use it less than the blues**.

Access our color palette here.

Figma →

Illustrator →

BRAND COLORS

Active Blue

HEX #005FEC
RGB 0, 95, 236
CMYK 100, 60, 0, 7
PMS

White

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
PMS

Navy

HEX #000A70
RGB 0, 10, 112
CMYK 100, 100, 0, 50
PMS

Supernova

HEX #FFB800
RGB 255, 184, 0
CMYK 0, 28, 100, 0
PMS

© 2023

Neutral color palette

Grays and Neutrals are used a lot throughout our brand assets. Don’t be afraid to lean on these heavily.

- They’re great as alternative background colors to white.
- They can help you define new content sections.
- The darker grays can be used on less important text to help focus attention on other areas of a layout.

Access our color palette here.

Figma →

Illustrator →

GRAYS

Gray-12
HEX #191E24
RGB 25, 30, 36
CMYK 31, 17, 0, 86
PMS

Gray-30
HEX #444A53
RGB 68, 74, 83
CMYK 18, 11, 0, 67
PMS

Gray-47
HEX #6D7582
RGB 109, 117, 130
CMYK 16, 10, 0, 49
PMS

Gray-75
HEX #B7BEC8
RGB 183, 190, 200
CMYK 8, 5, 0, 22
PMS

Gray-90
HEX #E0E5EC
RGB 224, 229, 236
CMYK 5, 3, 0, 7
PMS

Gray-94
HEX #EBEFF5
RGB 235, 239, 245
CMYK 4, 2, 0, 4
PMS

Gray-96
HEX #F2F5F9
RGB 242, 245, 249
CMYK 3, 2, 0, 2
PMS

Gray-99
HEX #FAFBFC
RGB 250, 251, 252
CMYK 1, 0, 0, 1
PMS

SOFT NEUTRALS

Neutral Warm-95
HEX #F8F7EF
RGB 248, 247, 239
CMYK 0, 0, 4, 3
PMS

Neutral Warm-67
HEX #AEADA4
RGB 174, 173, 164
CMYK 0, 1, 6, 32
PMS

Neutral Cool-95
HEX #EFF7F8
RGB 239, 247, 248
CMYK 4, 0, 0, 3
PMS

Neutral Cool-67
HEX #A8ADAD
RGB 168, 173, 173
CMYK 3, 0, 0, 32
PMS

© 2023

Accent color palette

Accent colors are mainly used for user interface elements, illustrations, and smaller accents.

These are intended to be seen by people after they are familiar with our primary color palette.

If our primary palette doesn't have what you need. Check with the design team before you dive into using accents.

⚠ Make sure to type in the HEX color code or the specific CMYK value. Never use the color picker tool to match any colors in our system.

ACCENTS / INTERFACE COLORS

Red-53
HEX #E12D2D
RGB 225, 45, 45
CMYK 0, 80, 80, 12
PMS

Red-80
HEX #F2A6A6
RGB 242, 166, 166
CMYK 0, 31, 31, 5
PMS

Red-92
HEX #FADBDB
RGB 250, 219, 219
CMYK 0, 12, 12, 2
PMS

Orange-49
HEX #F55A07
RGB 245, 90, 7
CMYK 0, 63, 97, 4
PMS

Orange-76
HEX #FBB188
RGB 251, 177, 136
CMYK 0, 29, 46, 2
PMS

Orange-92
HEX #FEE5D7
RGB 254, 229, 215
CMYK 0, 10, 15, 0
PMS

Mint-48
HEX #2AC9A3
RGB 42, 201, 163
CMYK 79, 0, 19, 21
PMS

Mint-75
HEX #98E4D2
RGB 152, 228, 210
CMYK 33, 0, 8, 11
PMS

Mint-92
HEX #DDF8F2
RGB 221, 248, 242
CMYK 11, 0, 2, 3
PMS

© 2023

Digital accessibility

ADA requirements ensure that everyone can access our content easily.

Reference the chart on the right to know which color your text should be when used on certain backgrounds.

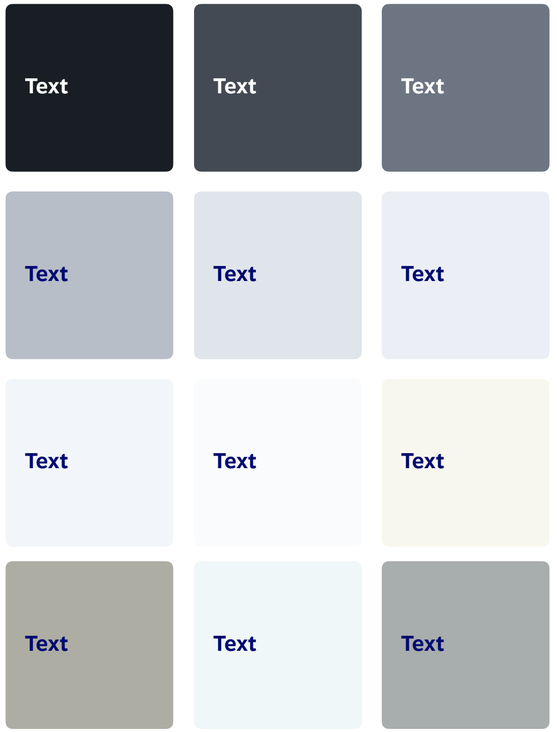
Access our color palette here.

Figma →

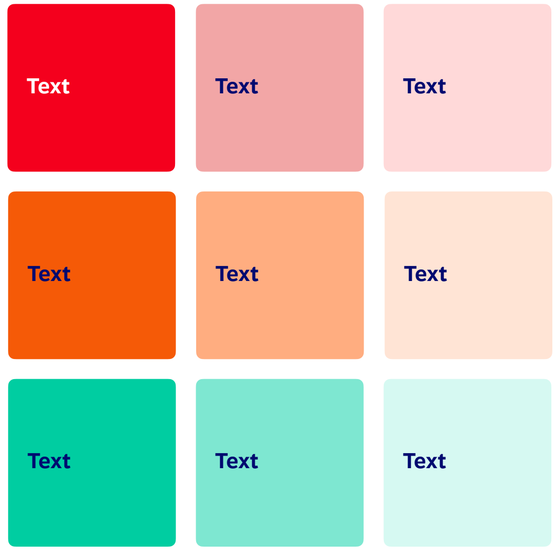
Illustrator →

PRIMARY BRAND COLORS

NEUTRAL / GRAYS



SECONDARY ACCENT COLORS



© 2023

Suggested blue color pairings

These are a nice curated set of colors from our system that work well together.

Other colors can be paired, but these are safe options if you don’t feel comfortable matching colors correctly.

Active Blue
Works well with White and Navy only

Navy
A great utility color that contrasts well with most colors in our system

Supernova
Limit pairing to White or Navy

© 2023

Color usage

The background color or single shape as background should be our primary colors of:

1. White
2. Neutrals
3. Navy

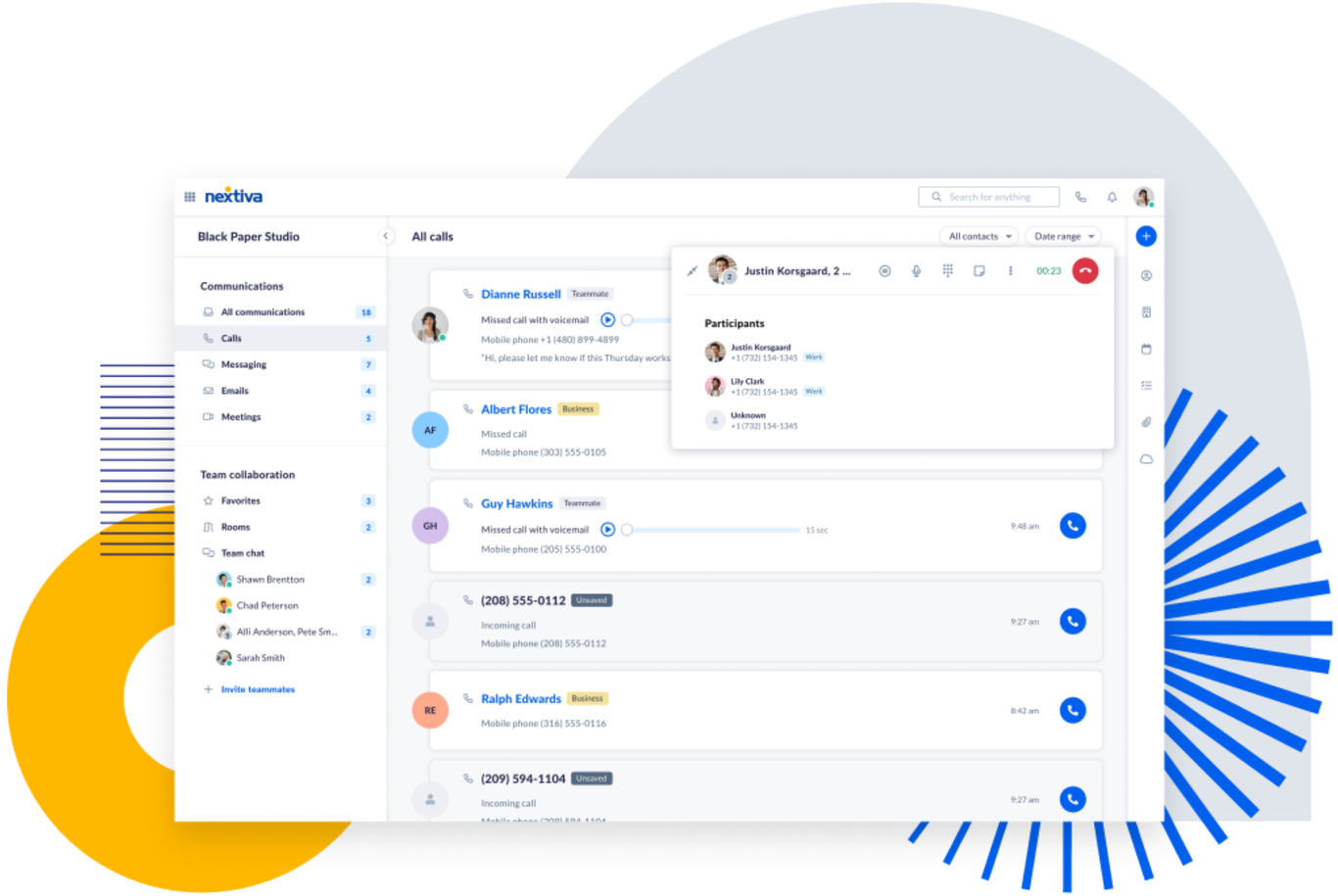
(though there are exceptions to this).

The percentage of color use for light compositions:

1. White and light grays 60%
2. Active blue and navy 25%
3. Accent color 15%

The percentage of color use for dark compositions:

1. Navy 35%
2. Active blue 25%
3. Whites and neutral grays 25%
4. Accent color 15%



© 2023

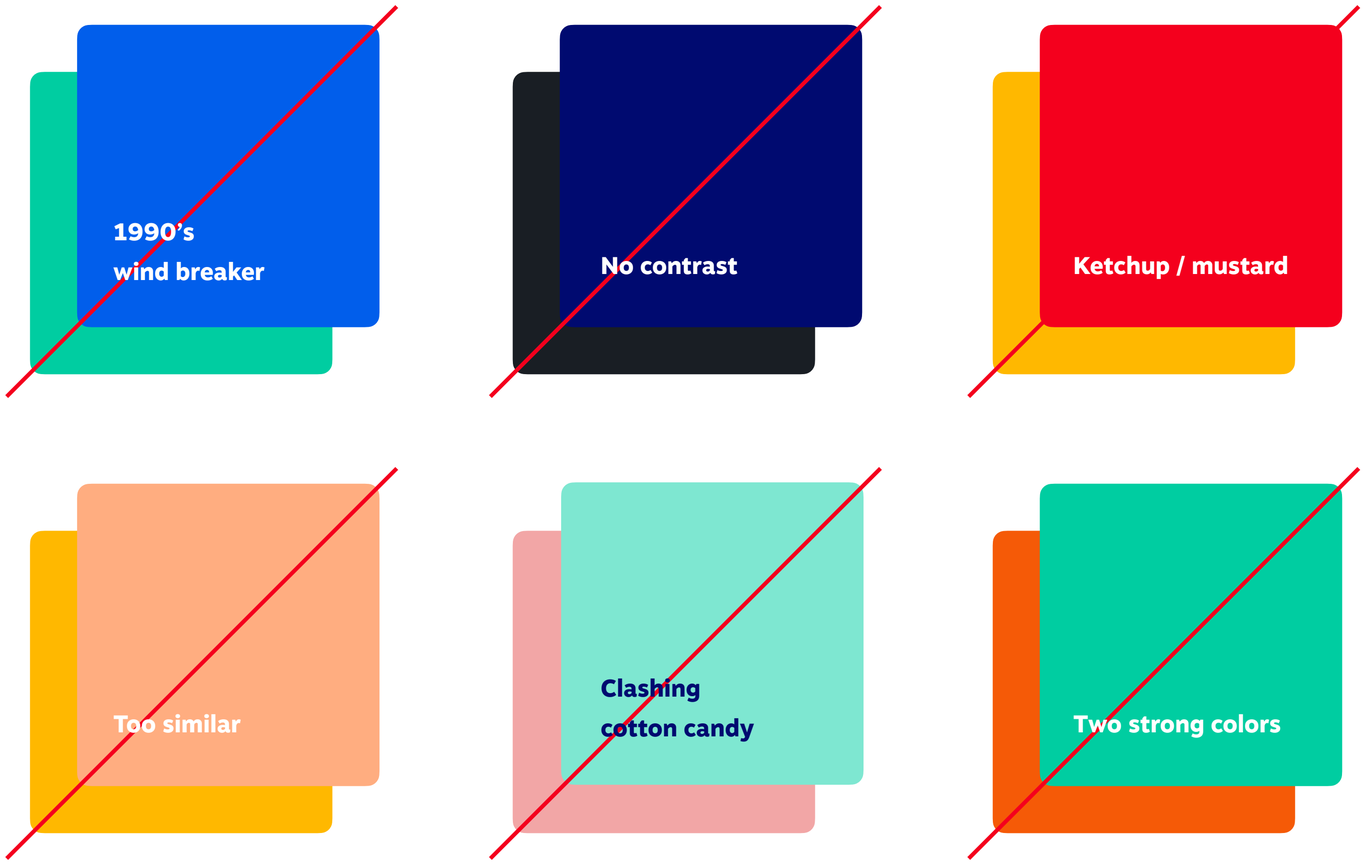
Avoid these color pairs.

There may be others not listed, but these are the main ones to avoid.

Avoid Active Blue & Supernova
These are only okay to mix in very specific situations AND only in very limited amounts.

Avoid mixing 2 very strong colors
Instead mix a strong color with a soft color to achieve some contrast.

Avoid clashing color mixes
Ketchup and mustard is good on a hotdog, but not on our assets.



© 2023

Colors for user interfaces

Other colors can and will be used in our user interfaces. These are just a few examples.

Reserve blue for positive actions that can be interacted with.

Buy now

Small business

Use less blue when actions are secondary to primary actions.

Talk to an expert

See pricing

Learn more

Reserve grays for neutral actions.

Disabled

Not available

Go back

Reserve reds for destructive actions.

Delete

Cancel

Error

Green can be positive without making elements look clickable.

Form submitted. You'll receive a call from us in about 10 minutes.

Okay

© 2023

Shape use and application

© 2023

Shape Use and Application

If using a single shape in a design, think about how to use it to create scale and depth as a grounding element for the composition.

You can build upon it by adding more solid shapes with a sprinkle of stroke and accent shapes. If using multiple shapes be conscious of emphasizing size contrast. I.e., a Large solid shape juxtaposed with a small outlined shape. The accent and outlined shapes can be layered on, aligned within a grid, or overlap the single primary solid shape.

The shapes shouldn’t overlap typography and product screens, only people. This highlights the text and product as the main important subject.

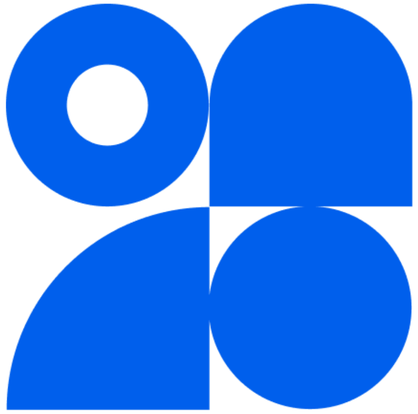
The shapes can create patterns, standalone graphic moments, and branding opportunities when not using text, photography, or product screens.

© 2023

Avoid these shapes together

When using the shapes in a row, column, or grouping, please be mindful of flat shape edges touching and creating larger odd-looking shapes. Create negative space by ensuring the flat edges on the quarter-circle, tombstone, square, triangle, and frame aren't touching each other. Instead, flip their position horizontally and vertically or align them next to a rounded shape edge on the circle, donut, quarter-circle, tombstone, and pill.

YES ✅



NO ❌

Download these assets here.

Figma →

Illustrator →

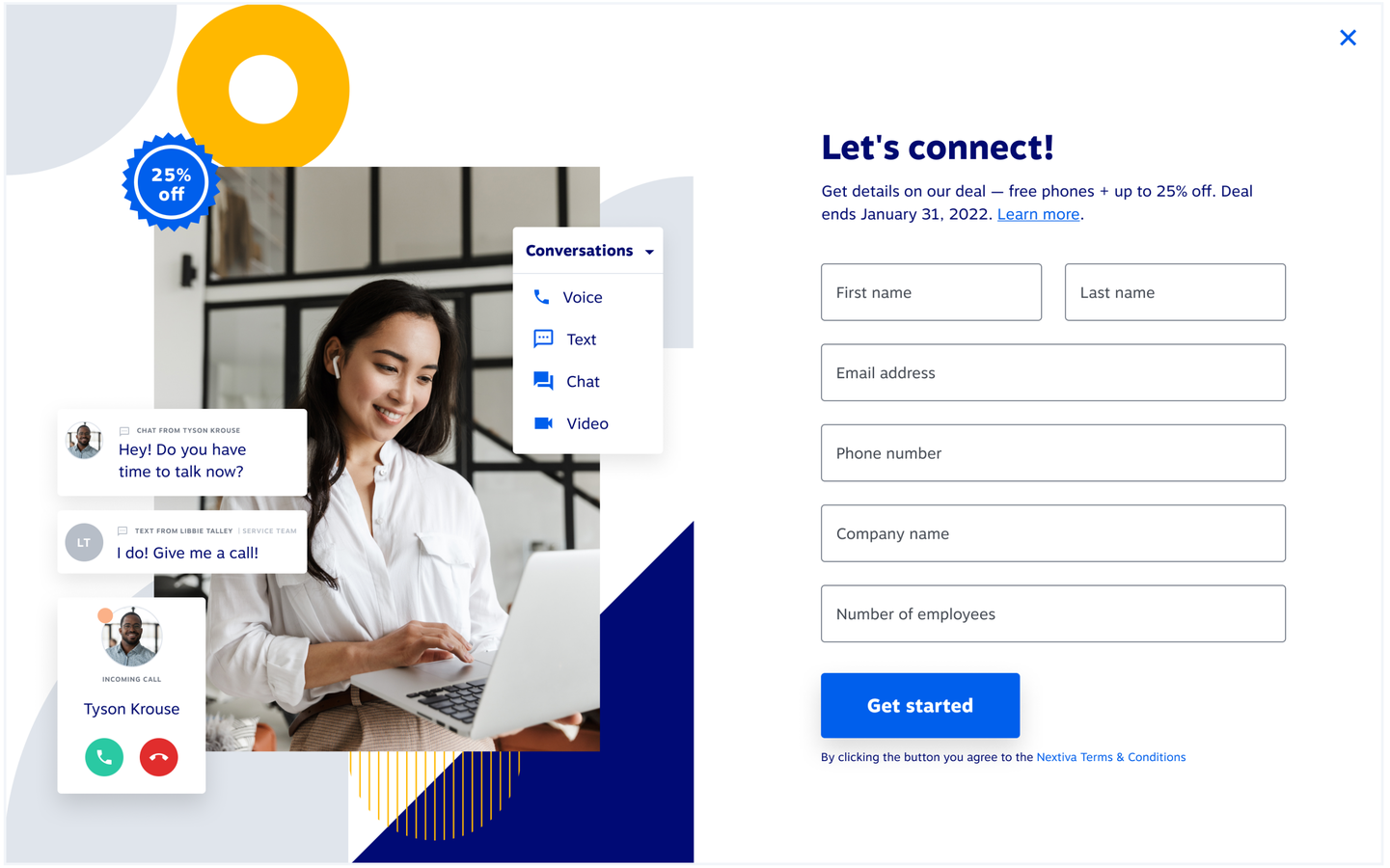
© 2023

Examples

Here are some percentages when thinking about shape application and use:

Example 1:

1. Large solid shapes 40%
2. Smaller solid shapes 20%
3. Accent shapes 10%



Download these assets here.

Figma →

Illustrator →

© 2023

Examples

Example 2

1. Large solid shapes 50%
2. Smaller solid shapes 30%
3. Stroke shapes 10%
4. Accent shapes 10%

Download these assets here.

Figma →

Illustrator →

© 2023

Examples

Example 3

1. Large solid shape 25%
2. Smaller solid shapes 20%
3. Accent shapes 10%

Download these assets here.

Figma →

Illustrator →

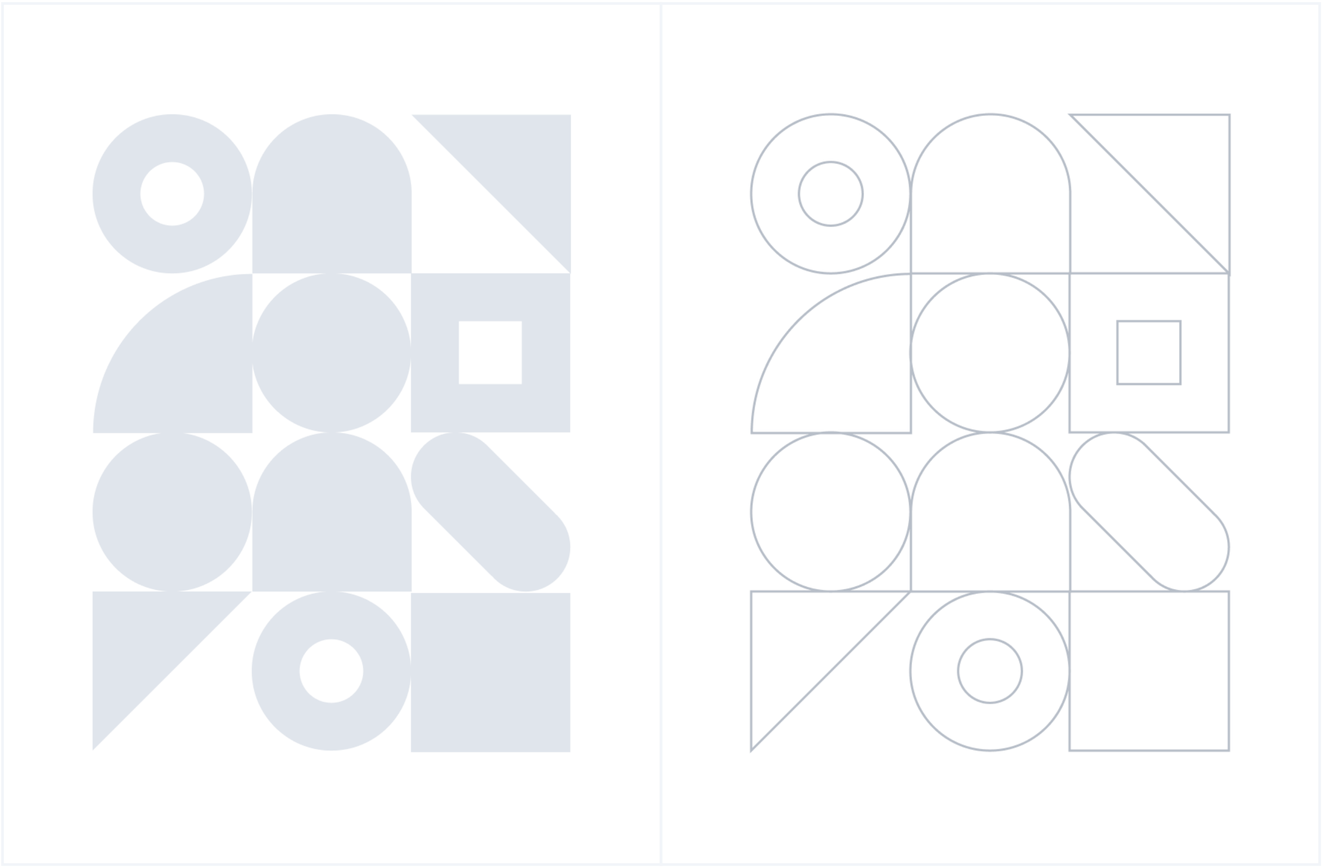
© 2023

Pattern Application

© 2023

How to use

When using shapes to create a pattern, keep it minimal and simple. It should be either all solid or all outline shapes for an overall background behind typography, photography, or product screens.



© 2023

Adding accents to pattern

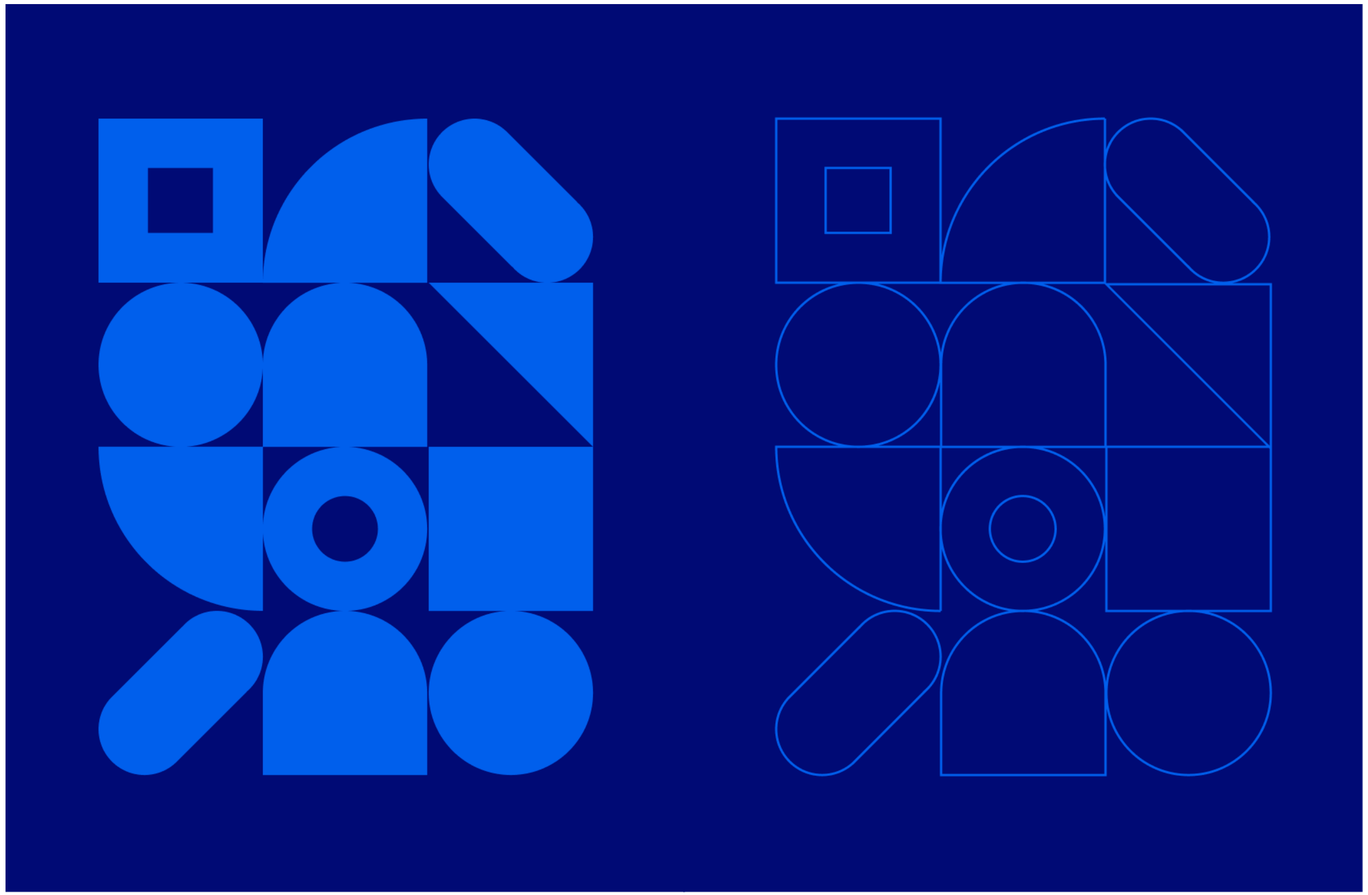
All solid or all outline shapes is the rule of thumb. This rule can be broken for special use cases and decorative applications, where a single or few solid shapes can be swapped out for outlined or accent shapes. And vice versa. When doing so, consider using a bright accent color to highlight the outlier.

© 2023

Modular application

When using a pattern as an overall background, use shapes of the same size to keep it modular and aligned to our square grid. If using the pattern as a backdrop to an image or product screen, experiment with different sizes and colors while keeping hierarchy and contrast in mind.

Simple, minimal pattern to be applied behind photography and product:

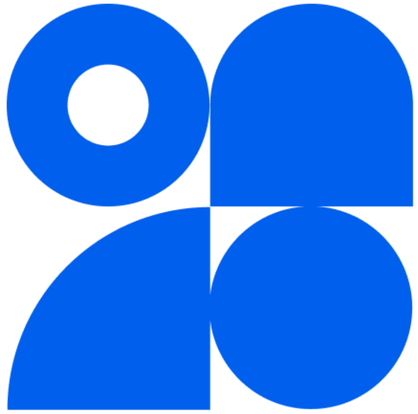


© 2023

Avoid these shapes together

When making a pattern, be mindful of flat shape edges touching and making larger odd-looking shapes. Instead, create negative spaces by making sure the flat edges on the quarter-circle, rounded square, square, triangle, and frame aren’t touching each other. Instead, flip their position horizontally and vertically or align them next to a rounded shape edge on the circle, donut, quarter-circle, tombstone, and pill.

YES ✅



NO ❌

© 2023

Pattern examples

Decorative elements with pattern and photo on top.

© 2023

Typography

© 2023

Typography

Our typeface is called Motiva Sans. We chose it because it combines a lot of great features and visuals.

It’s a modern sans-serif that still has hints of humanistic touches and curves that keep it from looking cold or too computerized.

Motiva Sans is easily readable at almost any size, has great weight choices, and looks great from Thin to ExtraBold.

It’s also a proven workhorse typeface that’s been used in applications serving over 150 million users worldwide.

I’m Motiva Sans

© 2023

Weights

ExtraBold
Used for titles, headlines, and headings.

Bold
Used as an alternative to ExtraBold when spacing or the design calls for it.

Regular
Used mostly for body copy.

Thin
Used as an alternative when a greater level of sophistication is needed.

⚠ We only use 4 weights of Motiva Sans. By default it comes with many more. Only use the weights listed here.

⚠ We don’t use italics.

MOTIVA SANS

ExtraBold
Bold
Regular
Thin

© 2023

Main pairings

Two main pairings to use

Most of the time we use Extrabold for headers and Regular for subheads.

HEADER **ExtraBold**

SUBHEAD Regular

The Bold + Thin combo is used as an alternative if your design needs more space or a differentiated appearance.

Headlines should always catch the eye with the a heavier weight and then be followed up with more information set in a lighter weight.

HEADER **Bold**

SUBHEAD Thin

© 2023

All pairings

Type pairings help our audience read and focus on the right information in the correct order. These are really important.

We have a few categories of type we work with very often. This is how we style them. Continued on next page.

Special considerations

99% of our text uses Sentence Case. We almost never use Title Case.

Kicker text is set in ALL CAPS, always at 1/3 the size of the header.

Subhead text is always 1/2 the size of the header. Use sentence case.

Pull-quotes and testimonials are set in Thin. Use sentence case.

KICKER	REGULAR
HEADER	ExtraBold
SUBHEAD	Regular
PARAGRAPH	Regular
PULL-QUOTE. TESTIMONIAL. SPECIAL TEXT	Thin

© 2023

Alt pairings

If you need an alternative style for your design use these pairings.

KICKER	THIN
HEADER	**Bold**
SUBHEAD	Thin
PARAGRAPH	Regular
PULL-QUOTE. TESTIMONIAL. SPECIAL TEXT	Thin

© 2023

Type specs

Kicker text

Usually 4 words or less
1.0/100% leading / line-height / spacing
5% tracking / letter spacing

Headline

Usually 8 words or less
1.0/100% leading / line-height / spacing
0% tracking / letter spacing

Subheads / small sized headers

Usually 10 words or less
1.1/110% leading / line-height / spacing
0% tracking / letter spacing

Paragraph text

1.3/130% leading / line-height / spacing
0% tracking / letter spacing

KICKER TEXT

Large text is a bit looser.

Subheads are use the same leading as headlines.

Paragraph text is more loose than the rest of the styles to help text feel light and readable without compromising the ability to scan the text.

© 2023

Special case

Super huge text

Usually 4 words or less

0.8/80% leading / line-height / spacing

0% tracking / letter spacing

Super huge text.

© 2023

Fallback typeface

When Motiva Sans isn’t available we fallback on Work Sans. This font is available to anyone, for free, from Google Fonts.

Use our fallback when creating PowerPoints, Google Slides, or when sharing or collaborating on files with external partners who don’t have a license for Motiva Sans.

Download Work Sans →

WORK SANS (FREE FROM GOOGLE FONTS)

Bold
SemiBold
Regular
Light

© 2023

Photography and video

© 2023

Photography and videography

We use a mix of in-house and stock assets depending on each project's needs and timeline.

No matter which source we choose when creating photos or videos — the most important aspect to keep in mind is all images must feel real and authentic, even if they are stock.

We focus on real human stories, how people communicate and run their businesses, and how they grow with great tools from Nextiva.

⚠ The following images are for **reference only** and protected by their respective copyrights. Contact brand_team@nextiva.com for video or images cleared for your usage.

© 2023

Image and content style

Examples shown on following pages.

Content

Our brand photography and video feels natural, authentic, and candid.

Always choose or create imagery and footage that focuses on a realistic, imperfect, and authentic vibe. Everything should revolve around the idea of “real human conversations”.

Make your shots feel real and authentic — even if you’re shooting in a studio setting.

Style

All photos and videos should follow some foundational principals to achieve a consistent style.

1. Use natural or available light as much as possible. Avoid overly synthetic lighting or too much Photoshopping.
2. Models should feel real and mostly unposed.
3. The composition should be simple, clean, and clear. Avoid clutter and distractions that take away from the subject.

Subjects

Photo and video shoots should always ensure they capture a few key subjects.

1. The human side of business.
2. Key team members, owners, and decision-makers on both our side and their side.
3. People actively using our products on their preferred devices.
4. The surrounding environment of the business, location, or event.
5. Our product seen as an essential character — not as a prop.

© 2023

Framing images

Capture a wide range of shots at different levels of detail. We want to see human emotion, the business, the environment, and the product.

Close-ups

Capture people, places, and things up-close and personal. These are great to use with customer stories.

Midrange

Focus in on a subject and what they are doing, include a bit of environment. Great for product “in-use” shots.

Wide

Show the environment surrounding the subject, include the backdrop that gives context, motion, and story.

© 2023

Image styling

Lighting should look natural and motivated based on the scene. Capture the model’s natural expressions. Keep compositions simple, clean, and organized.

Lighting

Capture images near natural sources of light like windows or skylights. If natural light is not adequate/available, use lighting that would emulate natural light in a believable way.

Posing

Subjects should pose in a comfortable and natural style. Let them be themselves. Talk to them and capture real moments.

Composition

Compose your images carefully. Avoid rooms with unorganized clutter, trash, or distracting backgrounds. Capture clean lines and structure.

© 2023

Image subjects

Capture the human moments behind the business and the product. Include people, hands, faces, and movement in all your shots.

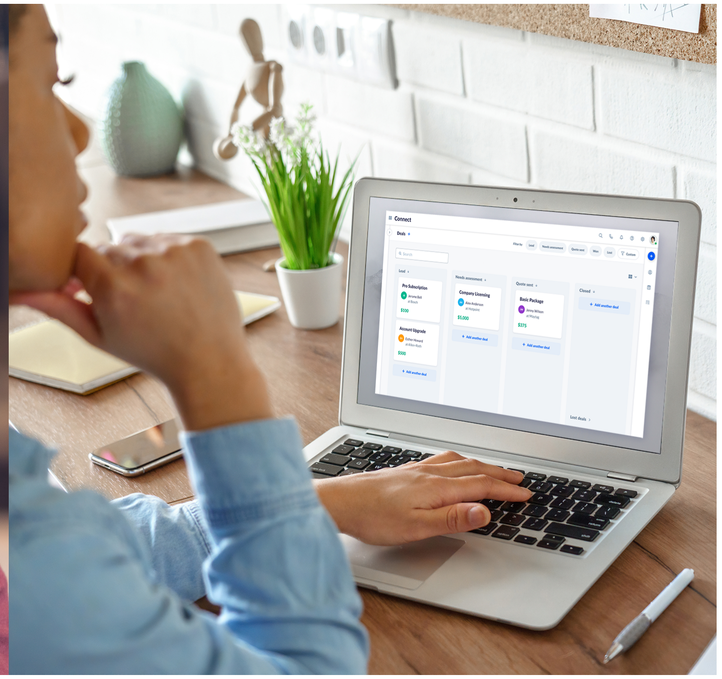
Show the work / business

When showing work or actions, include close-ups and dynamic images that capture the work with interesting details.

Always include people

Never shoot empty rooms or offices. Always have a human presence somewhere in the background or foreground.

Environment + product

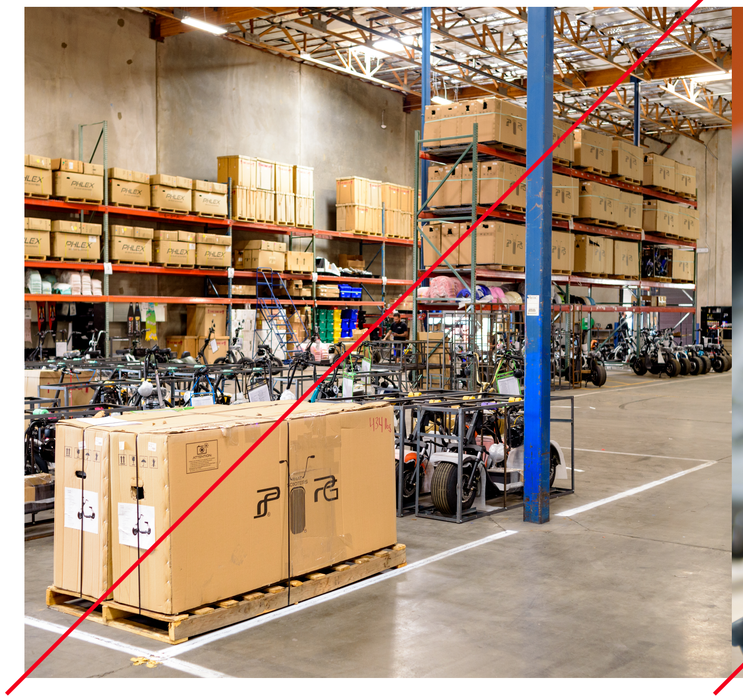


Capture images of the customer actually using the product in their work environment or a pre-staged location on or off-site.

© 2023

Avoid these images

Rooms without people ✕



Always include a human presence in the foreground or background of your shots.

Isolated products ✕

If you need to show a device — include people in the background. Or have a hand grasping the device or interacting with it.

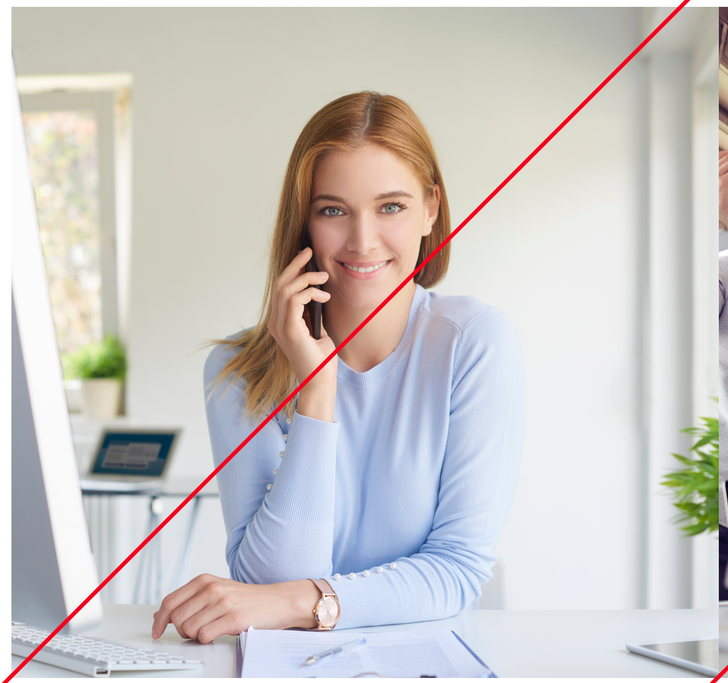
Backs facing the camera ✕

Avoid taking photos that make us feel excluded from the action. Get closer to the subject, show their face, and show their hands working. Make it personal.

© 2023

Avoid these images

Overly stock ✕



Avoid using images that pose a model and make them look directly at the camera. It has to be shot very carefully. This ain’t it.

Stiff and posed ✕

Avoid obviously staged photos with perfect lighting and fake expressions.

Typical corporate ✕

Avoid these kinds of stock photos with stiff poses and stereotyped worker outfits. Outfits shouldn’t feel like costumes.

© 2023

Avoid these images

Forced big smiles ✕

Avoid choosing or capturing images where models are forced to make an expression or hand gesture. It always feels fake.

Weak expression / fake ✕

Choose models that have a confident, interesting, welcoming energy. If your model isn't great at posing, try capturing some candid photos while they are working.

Cliché concepts ✕

Avoid using stock images or capturing images with cliché imagery. Have you ever shaken someone's hands with perfect cash bills sticking out of your palm? Make images based on reality.

© 2023

Product imagery

© 2023

Showing our product

Always include people

Show people within the product and surrounding the product when possible.

Deconstruct and showcase

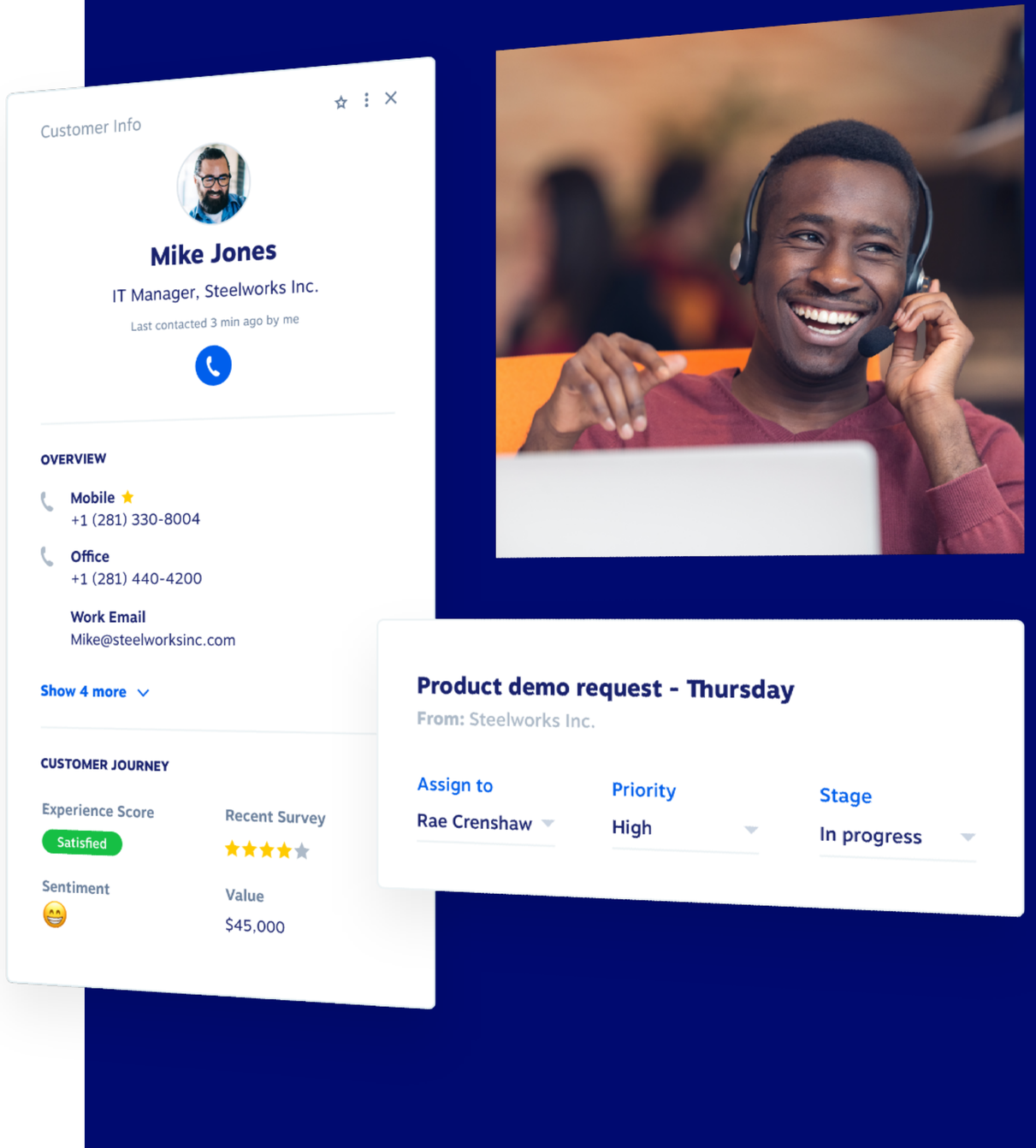
You do not always need to show the entire screen or UI related to the tool you are showcasing. Pull out pieces of the UI and showcase them when talking about specific features.

Never include lorem ipsum

Always ensure product screens use believable information with no placeholder text.

Flat or angled is okay

Depending on your needs a slight angle (~12° y-axis rotation) or flat is acceptable.



© 2023

Showing our product (cont.)

Simplify unnecessary details

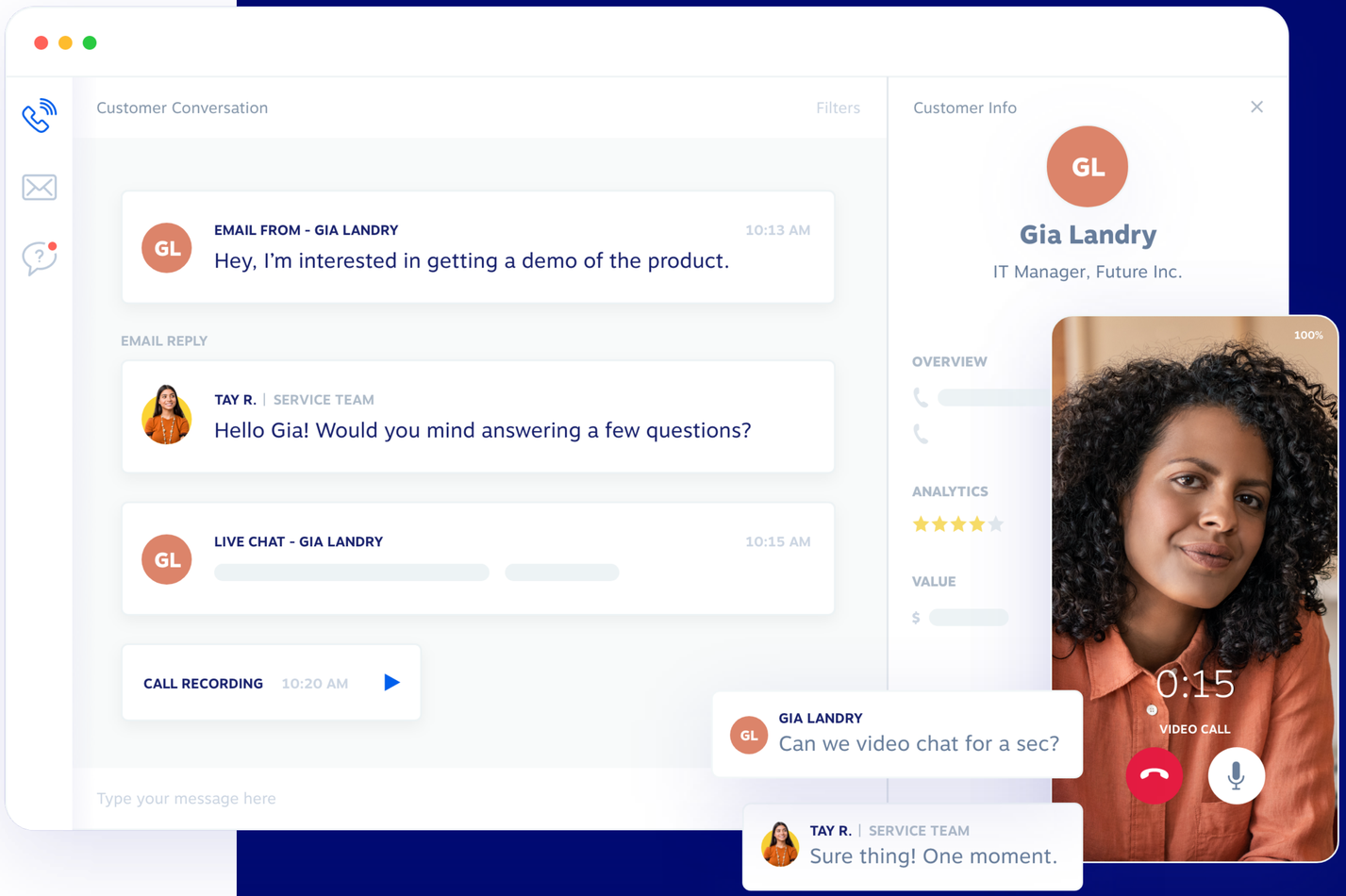
When showcasing a specific feature or functionality, leave those details in full, then simplify or abstract surrounding details to help bring focus to where you want it.

Make images readable

Size images big enough to be easily readable and scannable by viewers.

Show products in-use

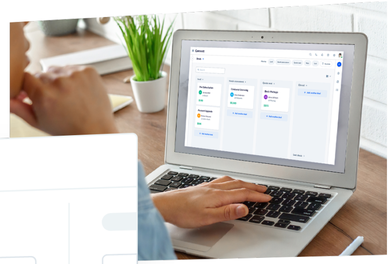
Include believable conversations and simple but useful functionality previews.

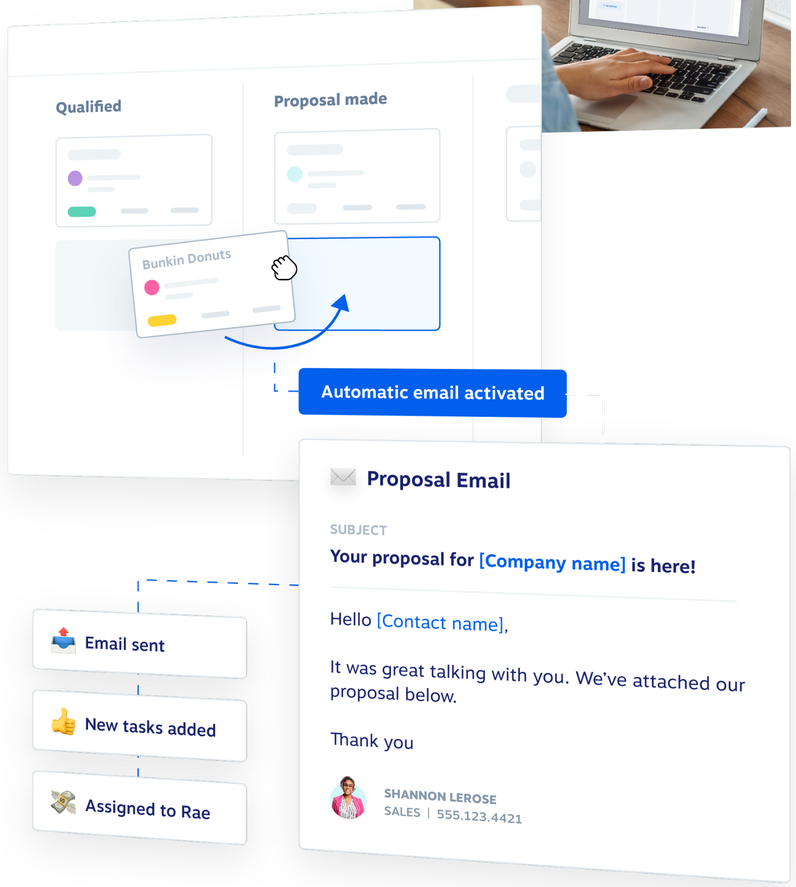


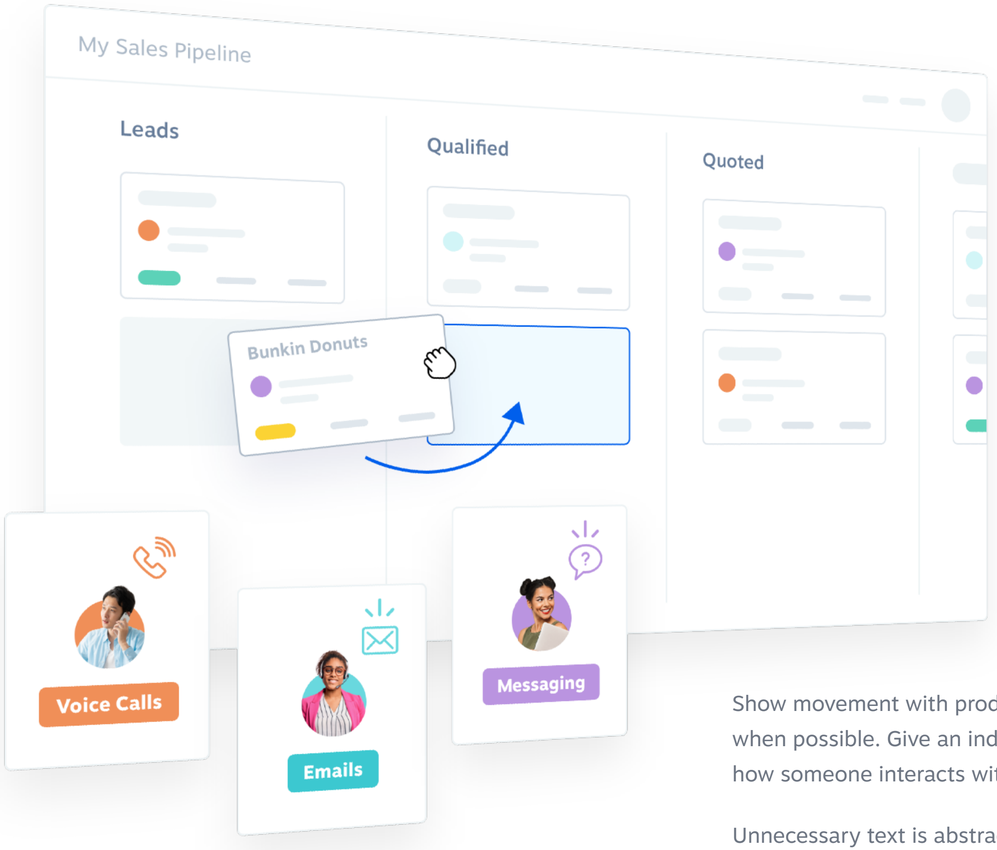
© 2023

Successful product images

Storytell with the UI. Show how a person uses it. Connect the dots on how tools function and get work done.







Show movement with product images when possible. Give an indication of how someone interacts with the UI.

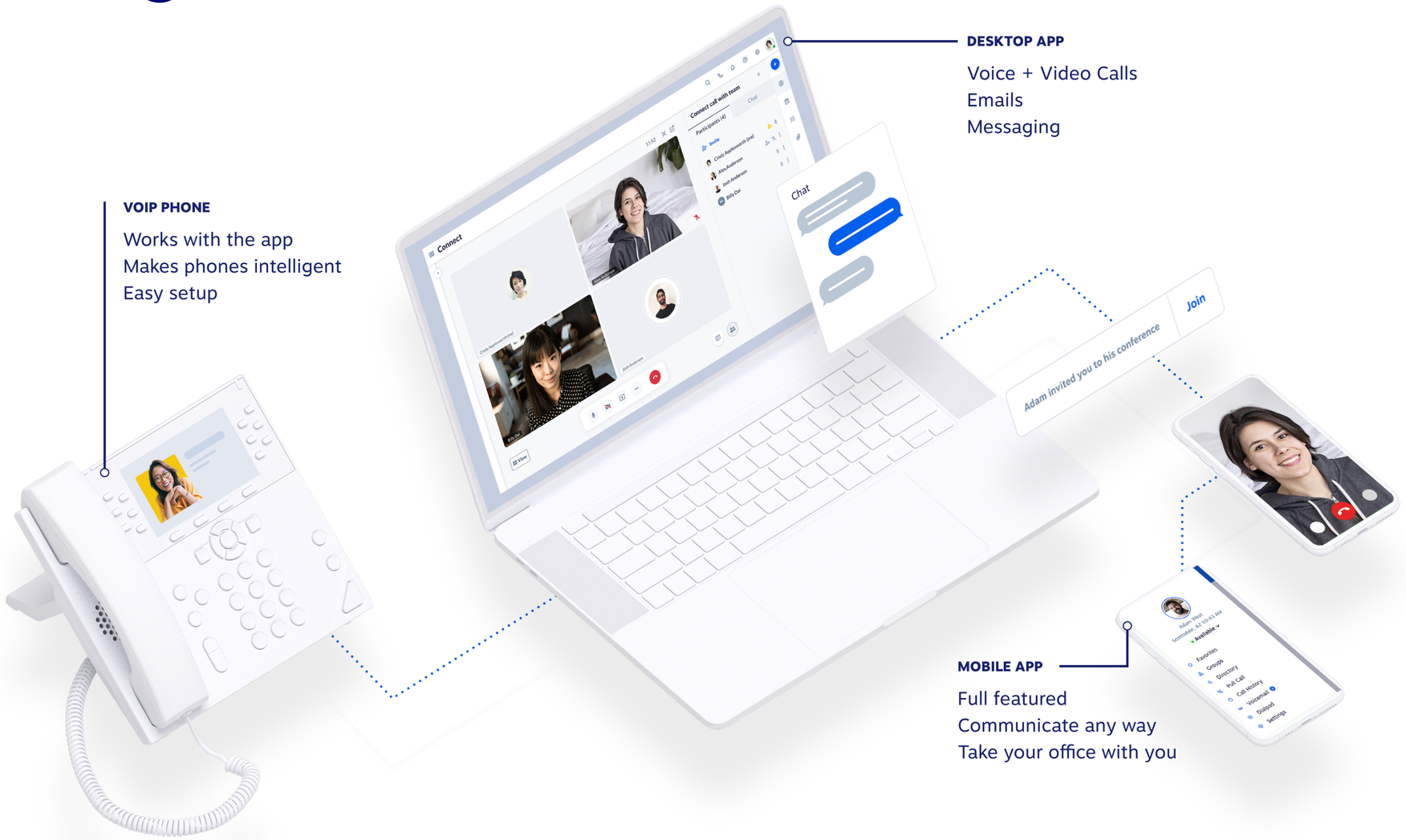
Unnecessary text is abstracted into grey bars and indicators of text.

Suggest what is possible with our products when talking about more complex features such as Automations.

© 2023

Successful product images

Imagine product images as a storybook. How can you show product functionality without relying on a paragraph of text to explain it? Think of useful diagrams that are simple and understandable by a non-technical person.



© 2023

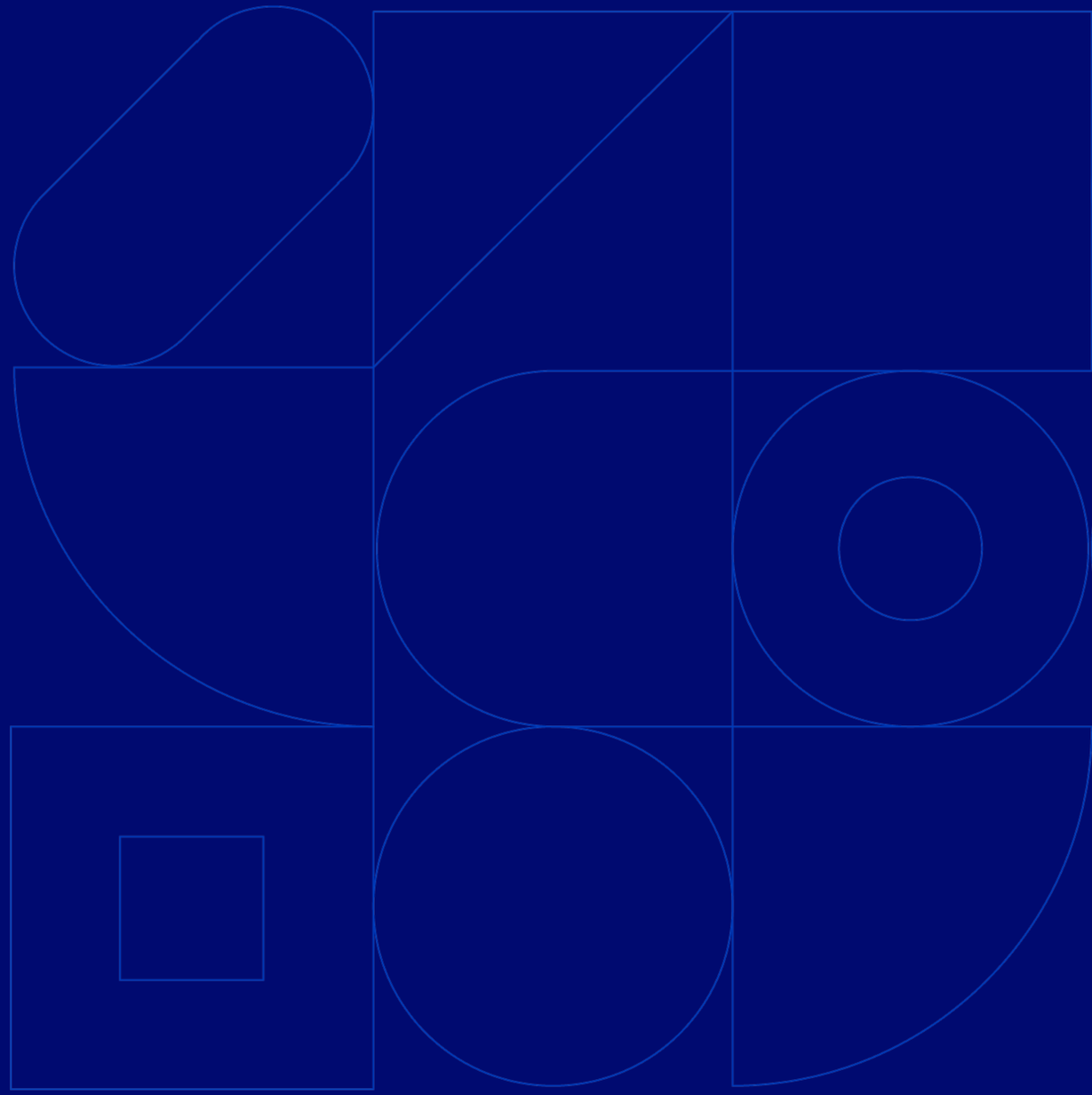
Contact details

Got questions?

Need some help getting an asset?

Want the Creative Team to create something for you?

Please contact us at brand_team@nextiva.com



nextiva

© 2023