

Client Branding Guide

Demand Aggregation, Customer Portal, Mobile App, Invoice & Notifications

Purpose:

This guide lists every branding item Camvio needs to make your sign-up site, customer portal, mobile app, invoices, and customer notifications look and sound like your company. Start with the Branding Checklist on page 2 for the complete list of files and specs. The rest of the guide explains each item in detail, and the Submission Tracker at the end helps you track what's been sent.

Who will have access:

Your marketing, communications, and web teams, anyone who manages your brand files or app store accounts, and the Camvio project team supporting your deployment.

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Branding Checklist

Everything Camvio needs, in one list. Each item is explained in detail later in this guide.

Item	File requirements	Where it goes
Demand Aggregation & Customer Portal		
☐ Logo	SVG	Site and portal header
☐ Font	Font name(s) matching your website	All site and portal text
☐ Hero title	Wording only	Landing page headline
☐ Hero sub-header	Wording only	Line below the hero title
☐ Search box placeholder text	Wording only	Address search box
☐ Summary note text	Wording only, one short line	Sign-up order summary
☐ Color palette	HEX codes: primary, secondary, accent	Buttons, banners, links
☐ Landing page image(s)	1-2 JPEGs, 1820 x 1024 px, 300-400 KB, landscape, little to no wording	Landing page background
☐ favicon.ico	ICO	Browser tab
☐ favicon.png	PNG	Browser tab
☐ icons-192.png	PNG, 192 x 192 px	Phone home-screen shortcut
☐ icons-512.png	PNG, 512 x 512 px	Large icons, loading screens
☐ share-icon.png	PNG	Preview when a link is shared
☐ site-icon-150x150.png	PNG, 150 x 150 px	Site icon
☐ Facebook link	URL	Site links
☐ Twitter (X) link	URL	Site links
☐ Terms and Conditions link	URL	Sign-up page and site links
☐ About Us link	URL	Site links
☐ Product page link	URL (residential and/or business)	Site links
☐ Contact Us link	URL	Site links
☐ Broadband labels	One label per plan	Plan selection and sign-up
Branded Mobile App		
☐ Apple Developer Account	Account + holder names/emails	App Store publishing
☐ Google Play Developer Account	Account + holder names/emails	Google Play publishing
☐ App name	14 characters max (spaces count)	Under the app icon

Item	File requirements	Where it goes
☐ App icon	PNG, 1024 x 1024 px	Home screen and app stores
☐ Splash screen image	Only if different from landing image	While the app opens
Invoice		
☐ Invoice logo	PNG, 318 x 150 px (wide x tall)	Top of every invoice
Notifications		
☐ Website URL	URL	Emails and texts
☐ Customer service phone	Any format	Emails and texts
☐ Customer service email	Email address	Emails and texts

1. Before You Begin

This section explains what you're branding, who should be involved, and how to send your files.

What You're Branding

Camvio powers several customer-facing tools. Your customers never see the Camvio name on them — they see yours. Here's what each one is:

Touchpoint	What it is	Who sees it
Demand Aggregation site	The public sign-up website. Visitors enter their address to see if service is available, choose a plan, and sign up or pre-register.	Prospective customers
Customer (Subscriber) Portal	The website where your customers log in to view bills, make payments, and manage their account.	Current customers
Branded Mobile App	Your own app in the Apple App Store and Google Play, published under your company name.	Current customers
Invoices	The bills your customers receive, printed or digital.	Current customers
Notifications	The automated emails and text messages your customers receive from the system.	Prospective and current customers

Who to Involve

Most items come from marketing, but a few live with other teams. Loop these people in early so nothing stalls:

- **Marketing / Communications** — logos, colors, fonts, photos, and all the website wording.
- **Web developer or website manager** — the font your website uses, page links, and favicon files.
- **Whoever handles company accounts and legal** — Apple and Google developer accounts, Terms and Conditions, and broadband labels.
- **Customer Service lead** — the phone number and email customers should use for help.

How to Send Your Files

1. Create one shared folder for all of your branding files.
2. Name each file so it's obvious what it is — for example, **CompanyName_Logo.svg**, **CompanyName_Invoice_Logo.png**, **CompanyName_Landing_DemandAgg.jpg**.
3. Put all of the wording (hero text, placeholder text, links, phone, email) in one document so it can be copied exactly as you wrote it.

4. Share the folder with your Camvio project manager.

PRO TIP: Send original files from your designer or brand kit whenever you can. Screenshots, or logos copied out of a PDF, Word doc, or email signature, almost always come out blurry once they're on the site.

2. File Types in Plain Language

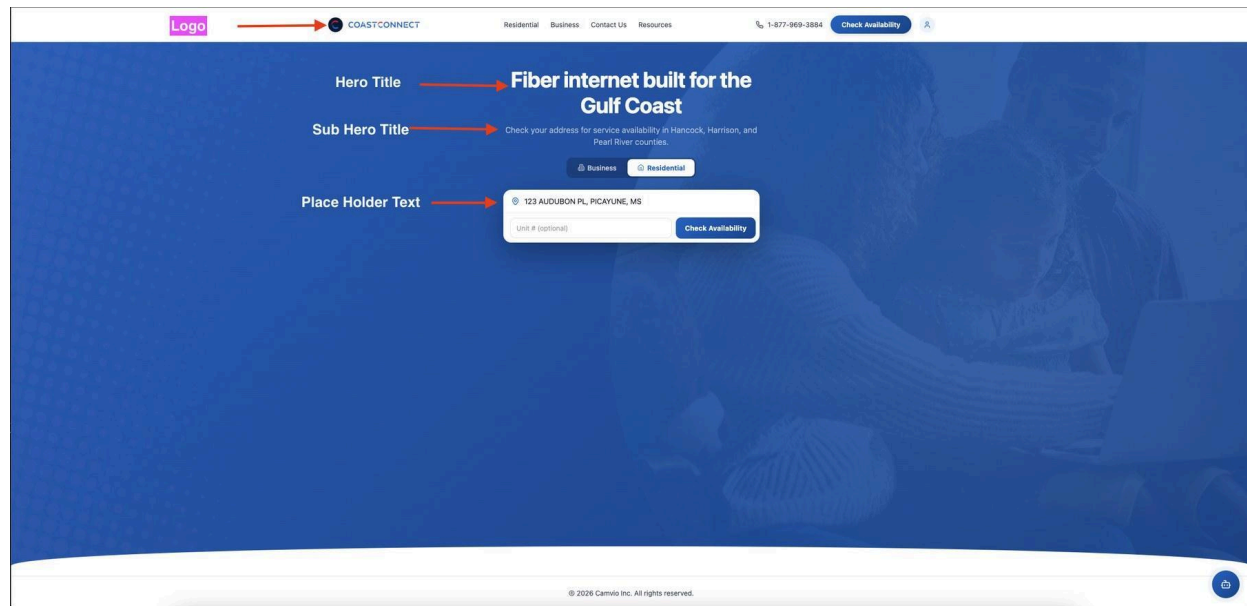
Several items ask for a specific file type. If these are new to you, this table is all you need. If you're unsure what you have, look at the end of the file name.

File type	What it is	Where it's used here
SVG (.svg)	A logo saved as shapes instead of pixels, so it stays sharp at any size — tiny on a phone or large on a monitor. Usually comes from your designer or brand kit.	Website / portal logo
PNG (.png)	A high-quality image file that can have a see-through (transparent) background, so there's no white box behind your logo.	Invoice logo, app icon, favicons
JPEG (.jpg / .jpeg)	The standard photo format. Keeps photos looking good at a small file size.	Landing page and splash screen images
ICO (.ico)	A special icon file browsers use for the small image in the browser tab.	Favicon
HEX code	A six-character code, starting with #, that names an exact color — for example #2D54A6. It makes sure "our blue" is the same blue everywhere.	Color palette

NOTE: Renaming a file doesn't change its type. Changing "logo.png" to "logo.svg" won't turn it into a real SVG. If you don't have the right type, ask your designer to export it, or let your Camvio project manager know what you do have.

3. Demand Aggregation & Customer Portal

These items shape the first impression of your sign-up site and the everyday experience of your customer portal. The example below shows where several of them appear.



Example: a Demand Aggregation landing page showing the logo, hero title, sub-hero title, and search box.

3.1 Logo (SVG)

Your logo appears in the top-left corner of the site header on every page.

What to send

- Your logo as an **SVG** file.
- The **horizontal** (wide) version if you have one — it fits the header best.
- A version that reads clearly on a **white** background with a **transparent** background behind it, as in the example above.

PRO TIP: If your logo has a symbol plus your company name, send the full version here. A symbol-only version is better for your favicon and app icon (Sections 3.8 and 4.3).

3.2 Font

Using the same font as your website makes the sign-up site and portal feel like part of your brand rather than a separate tool.

What to send

- The **name** of the main font used on your website (for example, "Inter" or "Open Sans").

- If your website uses one font for headings and another for regular text, send both names and say which is which.

How to find it

1. Check your brand guidelines — fonts are usually listed near the colors.
2. If they aren't, ask your web developer or the agency that built your website.

NOTE: Some fonts are paid or licensed (for example, through Adobe Fonts). If yours is, let your Camvio project manager know so you can confirm together how it can be used.

3.3 Hero Title & Hero Sub-Header Text

The hero title is the large headline at the top of the landing page. The sub-header is the shorter line directly beneath it. Just send the wording — sizing and styling are handled for you.

	Example (from the landing page above)	Tips
Hero title	Fiber internet built for the Gulf Coast	Short and confident. Say what you offer and where. Aim for about 45 characters or fewer.
Sub-header	Check your address for service availability in Hancock, Harrison, and Pearl River counties.	Tell visitors what to do next. One sentence, ideally naming your service area.

3.4 Search Box Placeholder Text

This is the light gray hint text inside the address search box before someone starts typing. It tells visitors exactly what to enter.

Fiber internet built for the Gulf Coast

Check your address for service availability in Hancock, Harrison, and Pearl River counties.

Business **Residential**

Enter your South Mississippi address...

Unit # (optional) **Check Availability**

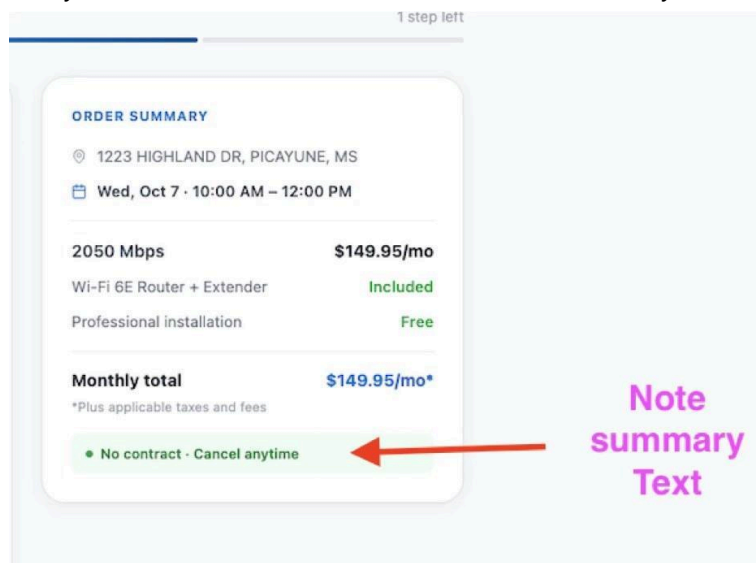
Example placeholder text: "Enter your South Mississippi address..."

Tips

- Start with an action word — "Enter" or "Type."
- Mention your region so visitors know they're in the right place.
- Keep it short enough to fit on a phone screen — about 40 characters or fewer.

3.5 Summary Note Text

This short note sits at the bottom of the Order Summary box while a customer is signing up. It's your last chance to reassure them before they finish.



Example summary note: "No contract · Cancel anytime"

Tips

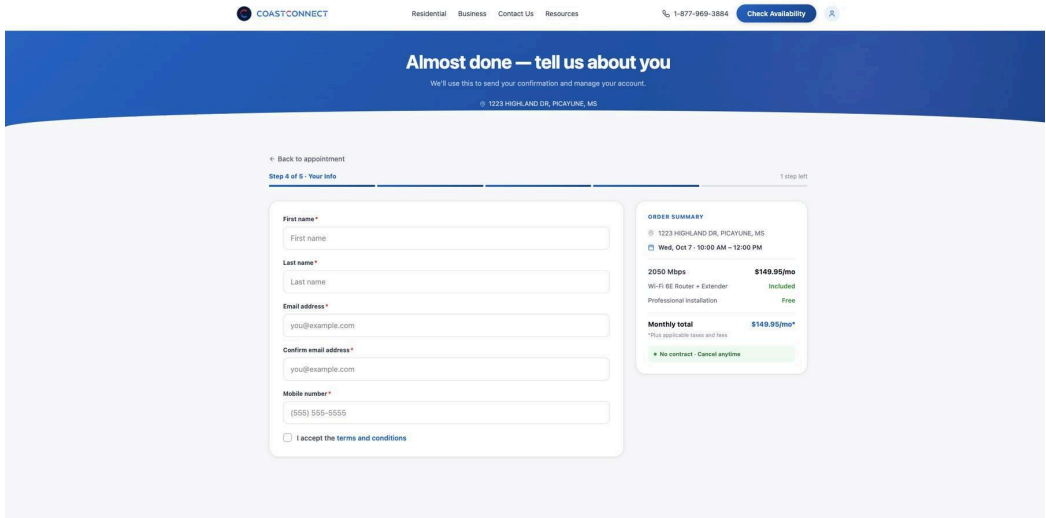
- One short line — about 40 characters or fewer.
- Lead with what matters most to your customers: no contracts, no data caps, local support, a price guarantee.

ACTION REQUIRED: This note shows on every order, so it must be true for every plan a customer can choose. If even one plan has a contract or a fee, don't use "No contract" or "No fees." Have whoever approves your marketing claims sign off on this line.

3.6 Color Branding & Palette

Your colors are used for buttons, the landing page banner, links, progress bars, and highlights. The example below shows a blue brand color carried across the header, button,

progress bar, and price.



Example: brand colors applied across a sign-up page.

What to send

The **HEX code** for each color below. You'll usually find these in your brand guidelines or by asking your designer.

Color role	Typically used for	Your HEX code
Primary	Main buttons, landing page banner, key highlights	# _____
Secondary	Supporting elements, hover states, section backgrounds	# _____
Accent (optional)	Small pops of color — badges, icons, callouts	# _____
Text (optional)	Main text color if it's not plain black	# _____

PRO TIP: White text sits on top of your primary color on buttons. Very light colors — like yellow, light green, or pastels — make that text hard to read. If your main brand color is light, consider sending a darker shade as the primary and the lighter one as the accent.

3.7 Landing Page Image

This is the large background photo behind the hero text on the landing page. You can send one image for both the Demand Aggregation site and the Customer Portal, or a different image for each.

Requirement	Specification
Number of images	1 or 2 (Demand Aggregation and Customer Portal can be different)
Size	1820 × 1024 pixels (landscape)

File size	Between 300 and 400 KB
File type	JPEG
Content	Landscape scenery works great. Little to no wording.

Choosing a good image

- **Keep the subject near the center.** The image automatically adjusts to fit laptops, tablets, and phones, so the edges may be trimmed on smaller screens.
- **Skip text in the image.** Your hero title sits on top of the photo, and any words in the image may be cut off or clash with it.
- **Make sure you have the rights to use it.** Use your own photography or a properly licensed stock image.
- **Think local.** A recognizable view from your service area connects with visitors more than a generic stock photo.

3.8 Favicon

A favicon is the small icon shown in the browser tab next to your site's name. The same icon is also used for bookmarks, phone home-screen shortcuts, and link previews, which is why several sizes are needed.

File name	Size	Where it shows up
favicon.ico	Standard favicon	Browser tab
favicon.png	[Confirm size with your Camvio PM]	Browser tab (modern browsers)
icons-192.png	192 × 192 px	Phone home-screen shortcut
icons-512.png	512 × 512 px	Larger app-style icons and loading screens
share-icon.png	[Confirm size with your Camvio PM]	Preview image when a link is shared
site-icon-150x150.png	150 × 150 px	Site icon

Tips

- Use a **simple, square** version of your logo — usually just the symbol, without the company name. Words become unreadable at tab size.
- Start from one large square design (512 × 512 px) and resize it down, so every size matches.
- Free online favicon generators can create the full set from one image if your designer isn't available.

3.9 Social Media Links

Send the full web address for each account, copied from your browser's address bar while viewing your page:

Platform	Your link
Facebook	https://www.facebook.com/ _____
Twitter (X)	https://x.com/ _____

If you don't have an account on one of these, just leave it blank.

3.10 Website Links (URLs)

These links connect the sign-up site and portal back to your main website. For example, the "terms and conditions" link customers accept during sign-up goes to the page you provide here.

Link	What it should open	Your URL
Terms and Conditions	Your service terms page	https:// _____
About Us	Your company / about page	https:// _____
Product page	Your residential and/or business plans page	https:// _____
Contact Us	Your contact page	https:// _____

PRO TIP: Before sending, click every link yourself in a private/incognito browser window. If a page requires a login or shows an error, customers will see the same thing.

3.11 Broadband Labels

Broadband labels are the standardized "nutrition labels" for internet plans that the FCC requires providers to display at the point of sale — which includes your online sign-up. Each label shows a plan's price, fees, speeds, and other key terms in a consistent format.

What to send

- One broadband label for **every plan** customers can choose on your sign-up site.
- [CONTENT NEEDED — preferred format for labels: PDF, image, link, or other]

NOTE: Plan names, prices, and speeds on each label must match the plans set up in your system exactly. If you change a plan later, send an updated label at the same time. Your legal or compliance contact should confirm your labels meet current FCC requirements.

4. Branded Mobile App

Your branded app is published in the Apple App Store and Google Play under your company's name, so a few items must come from — and belong to — your company.

4.1 App Store Developer Accounts

Apple and Google each require a developer account before any app can be published. These accounts belong to your company, not Camvio.

Before You Begin

- Decide who in your company will own each account. Choose a role-based or long-term contact, so access isn't lost if someone leaves.
- Have your legal company name and business details ready. Both stores may ask for a D-U-N-S number (a free business ID from Dun & Bradstreet) to verify your organization.
- Expect a registration fee for each store.

What to send

Account	Account holder name(s)	Account holder email(s)
Apple Developer Account		
Google Play Developer Account		

ACTION REQUIRED: Start both accounts as early as possible. Business verification can take days to weeks, and the app can't be published until both accounts are approved. This is usually the longest-lead item in this guide.

[CONTENT NEEDED — steps for inviting the Camvio team to each developer account, if applicable]

4.2 App Name

This is the name shown under your app icon on a customer's phone.

- **14 characters maximum — spaces count.**
- Use the name customers already know you by.

Example name	Characters	Fits?
CoastConnect	12	Yes
Coast Connect	13	Yes
CoastConnect Fiber	18	No — too long

PRO TIP: Not sure of your count? In Google Docs, type the name and use Tools > Word

count — it shows "Characters."

4.3 App Icon

The square image customers tap to open your app, also shown in the app stores.

Requirement	Specification
Size	1024 × 1024 pixels
File type	PNG

Tips

- Use a **solid background** that fills the whole square — no transparent areas.
- Don't round the corners yourself. Phones do that automatically.
- Keep it simple. A logo symbol on your brand color usually works best, since tiny text is hard to read on a home screen.

4.4 Splash Screen Image

The splash screen is the image shown for a moment while the app opens. It's only needed if you want it to be **different** from your landing page image (Section 3.7). If you do send one, follow the same image guidance: little to no wording, and the main subject near the center.

5. Invoice Branding

Your logo appears at the top of every customer invoice, whether it's viewed online or printed.

Requirement	Specification
File type	PNG
Size	318 × 150 pixels (wide × tall)

Tips

- Use the **horizontal** version of your logo with a **transparent or white** background.
- Make sure it's still clear when printed in black and white. Some customers print their bills, and light colors can fade out.
- Resize from your original, high-quality logo. Enlarging a small image will make it fuzzy.

6. Notification Branding

These details appear in the automated emails and text messages your customers receive, so they always know how to reach you.

Item	Your information	Tips
Website URL	https:// _____	Your main homepage.
Customer service phone	(____) ____ - ____	Any format is fine. Use a number that's answered during business hours.
Customer service email	_____ @ _____	Use a shared inbox (like support@) that's checked daily, not one person's email.

NOTE: Customers often reply directly to notification emails or call the number in a text. Make sure your customer service team knows these messages are going out, so they're ready for the questions that come back.

7. What Could Go Wrong

Common issues that come up during branding, and how to fix them quickly.

Symptom	Likely cause	What to do
Logo looks blurry or pixelated	A PNG/JPG or screenshot was sent instead of an SVG	Ask your designer for the original SVG file.
White box around the logo	Logo file has a white (not transparent) background	Request a version with a transparent background.
Landing image is cropped awkwardly on phones	Main subject is near the edge of the photo	Choose an image with the subject centered and open space around it.
Landing page loads slowly	Image file is much larger than 400 KB	Re-export the JPEG at 1820 x 1024 with slightly lower quality.
Words in the background image are cut off	Image contains text	Use an image with little to no wording; put the message in the hero title instead.
Button text is hard to read	Primary color is too light for white text	Send a darker shade as the primary color.
Site font doesn't match your website	Font name was misspelled, or the font is a licensed font	Confirm the exact font name with your web developer; flag licensed fonts to your Camvio PM.
New favicon doesn't appear	Your browser is showing a saved (cached) copy	Check in a private/incognito window, or clear your browser cache.
Favicon is an unreadable smudge	Full logo with company name was used	Use a simple symbol-only version.
App name cut off or rejected	Name is longer than 14 characters (spaces count)	Shorten the name and recount.
App publishing is delayed	Developer accounts not set up or still being verified	Start accounts early; check that the account holder's email and business details are current.
A link opens an error or login page	Page was moved, renamed, or is private	Test every link in a private window before sending; send updated links if pages move.
Broadband label doesn't match the plan	Plan price or speed changed after the label was sent	Send an updated label any time a plan changes.
Invoice logo is hard to see when printed	Light logo colors or low-resolution file	Use a darker or black-and-white-friendly version at full size.
Customers can't get a reply to notification emails	Customer service email isn't monitored	Use a shared inbox that someone checks daily.