

Brand Identity			
Official name	Toucan VoIP	Promise	Clear, social, and resonant business voice communication.
Mascot	Toucan	Rationale	Crystal-clear, resonant vocal communication and friendly connectivity, represented by its prominent bill.

Visual Language	
Pattern	Voice frequencies, call paths, signal bars, speech routes, and connection arcs.
Service cue	Show clear calls, business voice, phone systems, teams, and communication flow.

Mascot Assets	
	
Approved mascot	Favicon / icon candidate

Color Palette				
Primary		Vibrant orange	#E65F2B	Main identity: expressive word, key CTAs, dividers, mascot color, and recognition accents.
Dark		Deep teal	#0B3A40	Primary text, outlines, navigation, footer text, diagrams, and high-contrast single-color use.
Light		Soft cream	#FFF5EE	Quiet backgrounds, covers, email sections, and cards where contrast remains strong.
Accent		Toucan red	#C2410C	Sparing emphasis: badges, alerts, icons, highlights, pattern details, and callouts.
Neutral		Voice teal	#008C95	Support surfaces, secondary panels, table backgrounds, separators, and low-emphasis UI.

Typography			
Expressive	Outfit Bold	Weight 800	Brand personality word in the split wordmark and selective brand-led headlines.
Practical	Red Hat Display Bold	Weight 700	Service/category word, clear labels, CTA text, and practical headings.
Body	Source Sans 3	Regular / Semibold	Paragraphs, proposals, emails, web UI, and longer guidance copy.
Technical	IBM Plex Mono	Regular / Semibold	Asset labels, file names, specs, status tags, and technical annotations.

Usage Guidance

Website	Lead with call clarity, business numbers, hosted phone systems, and team communication.
Documents	Use orange for call-flow diagrams, plan comparisons, and feature callouts.
Flyers / social	Keep the offer simple: better business calls, routing, voicemail, and remote teams.
Email	Use short voice-system language and practical next steps for numbers, devices, and users.
Favicon / icon	Use the toucan mark crop; full-body toucan is too detailed for favicon use.

Restrictions	
Rule	Do not use old generated logo mockups or active placeholder logo files.
Rule	Do not use Inter or Inter Tight for production wordmarks.
Rule	Do not use cartoon mascots, mascot jokes, gradients, scenery, shadows, or O'Reilly-like cover layouts.
Rule	Do not make the toucan tropical, playful, or comedy-led.
Rule	Do not let orange overwhelm body copy or readability.
Rule	Depict the toucan perched in a clean profile view.
Rule	Highlight the massive beak while keeping Vibrant orange across about one third of the visible mascot.
Rule	Keep body shapes clean, balanced, and highly professional.