joyn Blackbird User Interface Brand Guidelines

Version 2.0 May 2014

Contents

1. Introduction to branding profiles (Branded and Non-Branded)

This document is designed to guide OEMs, Mobile Network Operators, software developers etc. in the correct use of the joyn brand and joyn iconography in the context of the User Interface (UI) of devices. The guidance reflects the use cases related to the services described in the Blackbird RCS 5.1 Product Definition Document (PDD).

Please note that legitimate use of any of the joyn brand assets is subject to the implementation having been awarded a licence to use the joyn brand.

Branding profiles

The user interface branded guidelines covers two approaches in the UI profiles: Branded and Non- Branded. The branded experience links the joyn logo to the joyn contacts to indicate joyn capabilities. The non-branded experience does not differentiate between joyn and core services. For example, integrated messaging does not visually differentiate separate joyn chat and SMS messaging streams. Instead, all messaging strings are combined, irrespective of the delivery vehicle and the joyn double speech bubble does not appear in any joyn chat elements of any of the messaging exchanges.

Achieving a consistent brand experience for end users

The joyn brand should be a consistent and reliable recognition signal for end users of a 'quality assured' experience of joyn services from a joyn enabled device or client. Some mandatory elements to brand use are required in order to achieve this. These have been kept to a minimum. For example, it is not permitted to change the shape or style of the double speech bubble that is a part of the joyn logo. Examples are given in this document where guidance has been relaxed in order to give flexibility to licensed implementation. Compliance levels for branding experience are clearly labelled within the document, either falling into Mandatory, Highly Recommended or Suggested as indicated below.

Compliance levels

UI Mandatory requirements (MANDATORY) – shall/will/must/must not
UI Highly Recommended requirements (Highly Recommended) – should/should not/recommended
UI Nice to have requirements (suggested) – may/optional

Brand assets

The joyn Brand assets are composed of the following elements:

The double speech bubble – a unique graphic device used to house the name joyn or various service icons

Service icons – uniquely designed icons to represent specific joyn services – may be used on their own, with or without double bubble or the OEMs can adopt their own native icons

Full details of the assets, their correct use and the files available for them are described in Appendix 1. It is recommended that the general rule is for the OEMs or MNOs to use their native (house style) of service iconography. Details are given in the relevant sections of these guidelines.

If OEMs or MNOs do not own their own native iconography, the uniquely designed joyn icons can be used on their own, with or without the double bubble.

Contact information

Please contact the GSMA's joyn branding specialists by email on rcs@gsma.com if you have any specific questions concerning the use of the brand in the UI.

2. Fully branded experience

2.1. Branding Principles and Touch Point overview

The joyn logo is consistently linked to joyn contacts, to indicate joyn communication capabilities.

Symbols for joyn services and elements should fit into the overall native device design style. Thus it is required that the OEMs make use of their own service icons, in order to enhance the perception of joyn services as native features.

Touch points		Status/ notification bar	Contact list (incl. call log) - unread message waiting	Contact list (incl. call log)	Contact card/ details	Share content from applications	Message inbox screen	Chat screen	In-call screen
Service Status		Service status visibility in device (messaging) settings. Branding element is joyn service icon.							
1:1 Message	Visual	On unread message: native message notification or joyn chat icon	As an indicator for an 'unread message waiting' in the contact list: joyn chat service icon	To access messaging from a contact (e.g. quick action bar): native message icon	To access chat: the native chat icon (preferred) or joyn chat icon		To access chat: the native chat icon (preferred) or joyn chat icon	To make a group chat from a 1:1 chat: add participant icon	
	Visual offline								
	Caption	If pull-down of notifications is offered, message detail shall be displayed	If any caption is used: new message	If any caption is used in quick action bar: messaging	Chat		Chat	Add participant (optional)	
Group Chat	Visual	On unread message: native message notification or joyn chat icon	As an indicator for an unread message waiting in the contact list: the joyn chat service icon	To access messaging from a contact (e.g. quick action bar): native message icon	Access group chat: the native group chat icon (preferred) or joyn group chat icon		To access group chat: native "create new message" icon	To add participant to a group chat: the add participant icon	
	Visual offline								
	Caption	If pull-down of notifications is offered, message detail shall be displayed: sender plus (optionally) first words of message. No branded experience required	If any caption is used: new group message	If any caption is used in quick action bar: messaging	Group Chat		Group Chat	Add participant (optional)	
File Share	Visual	On new file share: native message / file share notification or joyn file share icon	As an indicator for an unread file share waiting in the contact list: joyn file share service icon	To access file share from a contact (e.g. quick action bar): native file share icon (preferred) or message icon	To access file share: the native file share icon (preferred) or joyn file share icon	To access file share: the native file share icon (preferred) or joyn file share icon	To access file share: the native file share icon (preferred) or joyn file share icon	To access file share: the native file share icon (preferred) or joyn file share icon	
	Visual offline								
	Caption	If pull-down of notifications is offered, file share detail shall be displayed	If any caption is used: new file	If any caption is used in quick action bar: messaging	File share	File share	File share	File share	
Image Share	Visual								To add an image during a call: Native image share icon or joyn file share icon
	Visual offline								To add an image during a call: Native image share icon or joyn file share icon - greyed out/not there if not possible
	Caption								Image share
Live Video	Visual								To add video during a call: joyn video share icon
	Visual offline								To add video during a call: joyn video share icon - greyed out/not there if not possible
	Caption								Video share

Not applicable: ▉

2.2. User Interface Entry Points
2.2.1. Contacts and Capability discovery

**Contact List**

joyn double speech bubble to be used to indicate joyn capability. (MANDATORY)

Other solutions (any modification of joyn double speech bubble, text labels…) are not allowed (see Image 2.2).

Please refer to Blackbird RCS 5.1 PDD, Chapter 3 (Chapters 3.1, especially 3.1.1, 3.2).

Image 2.1: Example of allowed joyn capability indication.

Contacts	
🔍 Search	
A	
👤 Alexander Dreyer	
👤 Anne Grey	💬
B	
👤 Barhara Homhold	💬
D	
👤 Diana Polasek	
H	
👤 Hanna Jaconbson	💬
👤 Harold Koenig	

Examples shown are illustrative only

Image 2.2: Examples of joyn capability indications NOT allowed

Contacts	
🔍 Search	
A	
👤 Alexander Dreyer	
👤 Anne Grey	⬭
B	
👤 Barhara Homhold	⬭
D	
👤 Diana Polasek	
H	
👤 Hanna Jaconbson	⬭
👤 Harold Koenig	

Contacts	
🔍 Search	
A	
👤 Alexander Dreyer	
👤 Anne Grey / joyn	
B	
👤 Barhara Homhold / joyn	
D	
👤 Diana Polasek	
H	
👤 Hanna Jaconbson / joyn	
👤 Harold Koenig	

Contacts detail page

joyn double speech bubble to be used to indicate joyn capability. (MANDATORY) (see Image 2.3 and 2.4)

Other solutions (any modification of joyn double speech bubble, text labels…) are not allowed (see Image 2.2).

Please refer to Blackbird RCS 5.1 PDD, Chapter 3 (Chapters 3.1, especially 3.1.1, 3.2).

Image 2.3: Example of use of native service icons
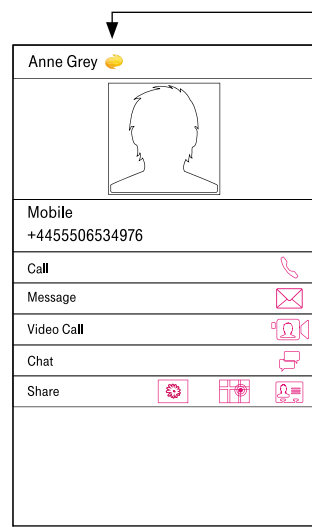
Image 2.4: Example of use of joyn service icons
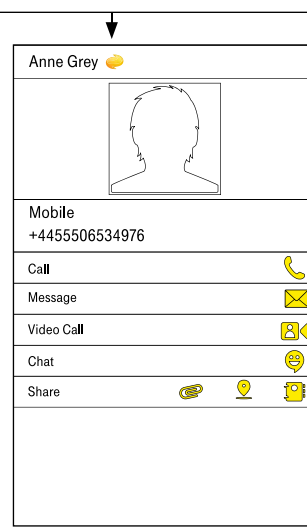
Joyn double speech bubble indicating joyn capability

Anne Grey 🥟		Anne Grey 🥟	
Mobile		Mobile	
+4455506534976		+4455506534976	
Call		Call	
Message		Message	
Video Call		Video Call	
Chat		Chat	
Share		Share	

Examples shown are illustrative only

Activity log

joyn double speech bubble to be used to indicate joyn capability. (MANDATORY).

OEMs or MNOs shall use their native (house style) of service iconography.

Please refer to Blackbird RCS 5.1 PDD, Chapter 3.2.4.

Image 2.5: joyn indication in activity log

Logs	
Anne Grey 💬	⇨ 📞 +44 555 06534976
Barhara Homhold 💬	⇨ ⟳ +49 151 0564842
Alexander Dreyer	⇦ ✉ +49 171 0487684
Hanna Jaconbson 💬	⇨ 📞 1 555 207 6512
Diana Polasek	⇦ ✉ +44 555 34578609
Torben Mann 💬	⇦ ⟳ + 49 160 048472056
Lisa Schmidt	⇨ ✉ +49 160 04578267
Kesley Gridley	⇦ ✉ +1 555 863 4872
Nina Adler 💬	⇦ ⟳ +49 175 097327488

Example shown is illustrative only

Converged Inbox

Notifications for incoming chat messages, group chat and file shares shall be indicated in the notification bar.

OEM is free to use for such notifications either the joyn double speech bubble, in all cases, or the native service icons corresponding to each case.

Fully integrated

Notifications for incoming chat messages should be consolidated with native SMS notifications. Incoming file shares should be consolidated with and treated in the same way native MMS notifications are displayed. A dedicated notification for received files (MMS and RCS file share) may be introduced to allow the user to differentiate between text based messages and file shares.

Incoming group chat messages should display a dedicated notification. A user shall be able to visually differentiate between group chat messages and "normal" xMS/chat messages.

2.2.3. Integrated Messaging – Inbox View (converged inbox)

Converged inbox: The user is provided with the means to select between xMS or chat threads

The mechanism that allows the selection of chat threads (toggle button, tab, label, etc.) shall be indicated with an OEM service icon or label for chat. If such chat threads are selected, group chat conversations will also be shown.

In the ALL messages view, OEM is free to design the visual differentiation between xMS and chat threads.

From the inbox view there shall be different entry points to initiate a chat conversation, a group chat or xMS conversation. OEM is free to design the access (1 or 2 steps) to new SMS/chat, but shall make use of native service icons to label chat and group chat entry points.

Please refer to Blackbird RCS 5.1 PDD, Chapter 4.1.

**Image 2.6: Example of different labelling of the selection tool,
and different access to a new SMS/chat (messaging icons or search contact)**
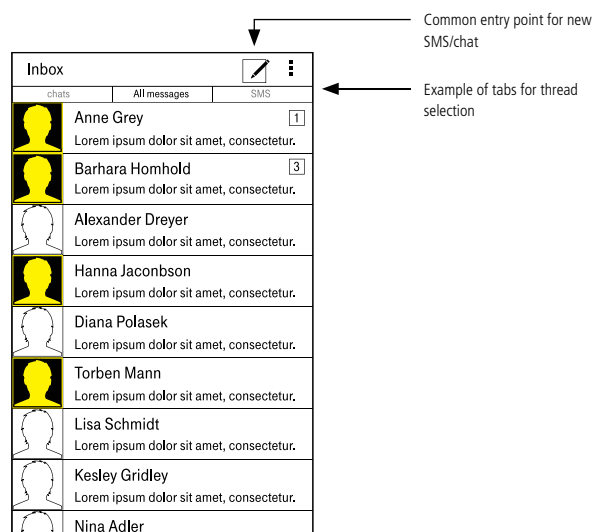
Common entry point for new SMS/chat

Example of tabs for thread selection

Examples shown are illustrative only

There shall be no visual differentiation among 1-to-1 message threads regardless whether they contain only one type of message or a mixture of message types.

Group Chat threads shall be identified as joyn entities, using the OEM own service icons (see Image 2.7).

From the inbox view there shall be two entry points to initiate a conversation-one entry point to initiate a message, which shall not carry any joyn branding and a separate entry point to initiate a group chat, which the OEMs shall identify with their own service icon for group chat.

Image 2.7: Example of Group chat thread identification

Examples shown are illustrative only

joyn double speech bubble shall be used near to the participant identity, to indicate its joyn capability. (MANDATORY).

OEMs shall use their own icons for services available from the conversation (file transfer, extension to group chat).

OEMs are free to adopt any visual scheme to distinguish incoming / outcoming messages.
Please refer to Blackbird RCS 5.1 PDD, Chapter 5.

Image 2.8
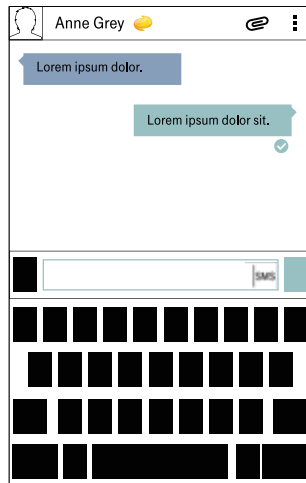
Example shown is illustrative only

joyn double speech bubble shall be used near to the participant identity, to indicate its joyn capability. (MANDATORY).

OEMs shall use their own icons for services available from the conversation (file transfer, extension to group chat)

"There shall be a visual differentiation between chat and xMS sending technology in the composer, received and sent message communication thread. Colour coding and / or text indications shall be applied, i.e. two different colours are associated to xMS vs Chat messages and shall be reflected in speech bubbles, delivery notifications, the message input field and the send button (MANDATORY).

A text box indicating possible charge points (xMS) can also be applied as a one-off warning (RECOMMENDED).

Please refer to Blackbird RCS 5.1 PDD, Chapter 5.

Image 2.9
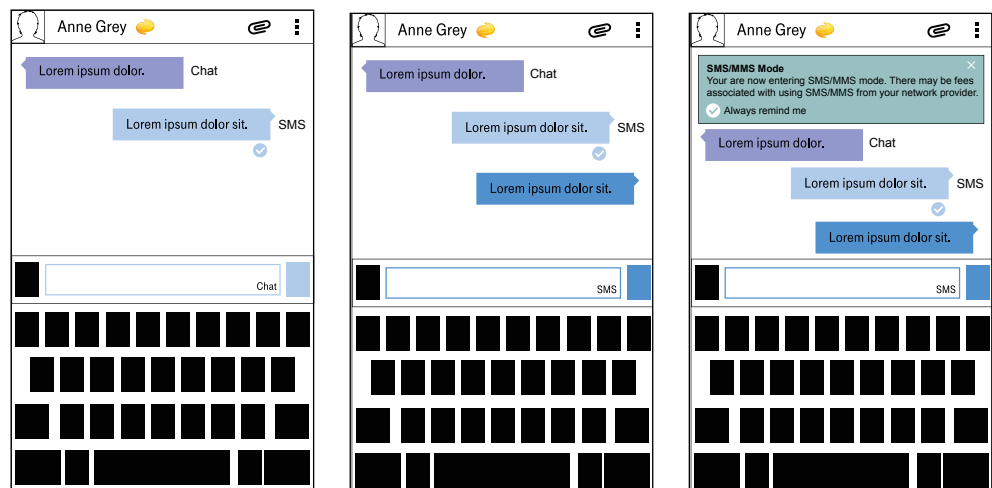
Examples shown are illustrative only

Group creation view:

OEM shall use their own native service icon to indicate group chat service.

joyn logo shall be used together to each contact in the selection list, to indicate joyn capability.

Image 2.10 Example of group creation view
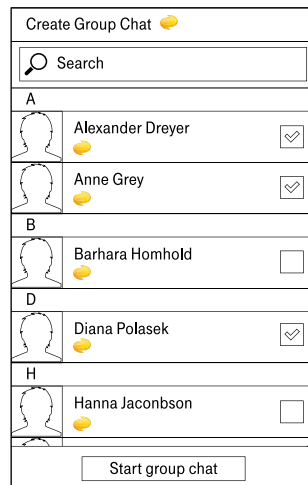
Image 2.11: Example of group chat conversation

Examples shown are illustrative only
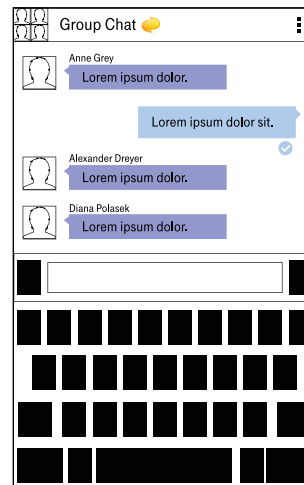
Entry points for file transfer
Contact card or contact menu: OEM shall use native service icon provided that the contact is a joyn capable contact. See Images 2.3 and 2.4

For a fully integrated messaging experience, there shall not be any additional entry point in the contact card.

Conversation Thread: OEM shall use native service icon in the entry points for File Transfer from either one to one chat or group chat. (See Images 2.8 and 2.10)

Gallery/File Browser: For Fully Integrated experience, there will be no joyn indication (Image 2.12). For Converged Messaging experience, OEM should use its own service icon

Please refer to Blackbird RCS 5.1 PDD, Chapter 7.1.1.

Image 2.12

Examples shown are illustrative only

OEM's designed service icons for in-call services (Image share, Video share) shall be used provided that contact is indicated as joyn capable with the joyn logo (Image 2.13). Unavailable services might be greyed out.

Please refer to Blackbird RCS 5.1 PDD, Chapter 10.1.4.

Image 2.13: In-call native service icons
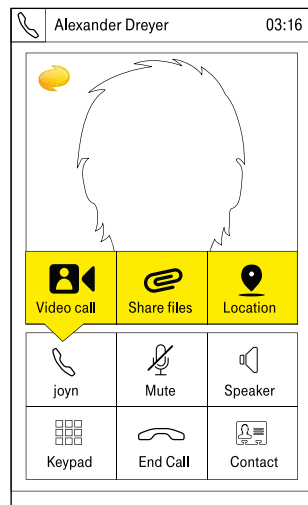
Examples shown are illustrative only

2.2.10.   joyn Settings

OEM's may use the joyn double speech bubble to label the joyn specific settings or view or may use a label consistent with the native UI. OEM discretion can be applied (Image 2.17).

For each specific setting, native service icons may be used. Please refer to Blackbird RCS 5.1 PDD, Chapter 13.

Image 2.17

💬 joyn	
network settings	
joyn service Connect to joyn data service	☑
Roaming Connect to joyn while roaming	☐
Push notifications Enable push notifications	☑
File share auto accept Automatically download files shared	☑
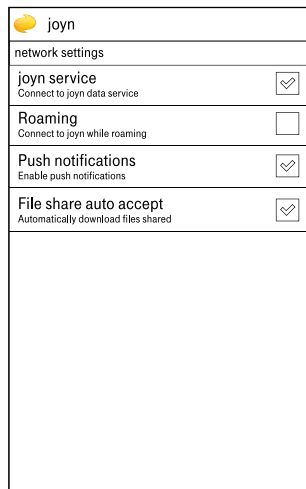
Examples shown are illustrative only

3. Non-Branded Experience

3.1. Principles & Touch Point Overview

This is only applicable to Fully Integrated messaging. In the Non- Branded experience the joyn logo shall not appear within the device UI.

joyn services should be seamlessly integrated into the native touch points, i.e. messaging, in-call services, settings and feel as a natural extension to what customers have been using for years.

Touch points		Status/ notification bar	Contact list (incl. call log) - unread message waiting	Contact list (incl. call log)	Contact card/ details	Share content from applications	Message inbox screen	Chat screen	In-call screen
Service Status		No service indication							
1:1 Message	Visual	On unread message: native message notification	As an indicator for an 'unread message waiting' in the contact list: native chat service icon	To access messaging from a contact (e.g. quick action bar): native message icon	To access chat: the native chat icon		To access chat: native "create new message" icon shall be used	To make a group chat from a 1:1 chat: add participant icon	
	Visual offline								
	Caption	If pull-down of notifications is offered, message detail shall be displayed: sender (with joyn double speech bubble) plus (optionally) first words of message	If any caption is used: new message	If any caption is used in quick action bar: messaging	Messaging		New Message	Add participant (optional)	
Group Chat	Visual	On unread message: native message notification	As an indicator for an 'unread message waiting' in the contact list: native chat service icon	To access messaging from a contact (e.g. quick action bar): native message icon	To access chat: the native chat icon		To access group chat: native "create new message" icon	To add a participant to a group chat: add chat participant icon	
	Visual offline								
	Caption	If pull-down of notifications is offered, message detail shall be displayed: sender (with joyn double speech bubble) plus (optionally) first words of message	If any caption is used: new message	If any caption is used in quick action bar: messaging	Messaging		New Message	Add participant (optional)	
File Share	Visual	on new file share: native message / file share notification	As an indicator for an unread file share waiting in the contact list: native message / file share service icon	To access messaging from a contact (e.g. quick action bar): native message icon	To access chat: the native chat icon	To access file share: native file share or messaging icon	To access file share: native "add file" icon	Native file share icon	
	Visual offline					Dedicated file share icon - greyed out/not there only if also no MMS can be sent		Native file share icon - greyed out/not there only if also no MMS can be sent	
	Caption	If pull-down of notifications is offered, file share detail shall be displayed: sender (with joyn double speech bubble) plus (optionally) file icon or thumbnail preview	If any caption is used: new file	If any caption is used in quick action bar: messaging	Messaging	File share	File share	Add file	
Image Share	Visual								To add an image during a call: Native image share icon or joyn file share icon
	Visual offline								To add an image during a call: Native image share icon or joyn file share icon - greyed out/not there if not possible
	Caption								Image share
Live Video	Visual								To add video during a call: joyn video share icon
	Visual offline								To add video during a call: joyn video share icon - greyed out/not there if not possible
	Caption								Video share

Not applicable: ▨

3.2. User Interface Entry Points

3.2.1. Contacts and Capability discovery

No joyn indication per contact (MANDATORY).

Please refer to Blackbird RCS 5.1 PDD, Chapter 3 (3.1, especially Chapters 3.1.1 and 3.2).
There shall be no visual differentiation between joyn contacts and other contacts and no joyn
indication per contact in the User Interface.

This applies to all touch points, e.g. contact list (Image 3.1), contact detail screen (Image 3.2) and
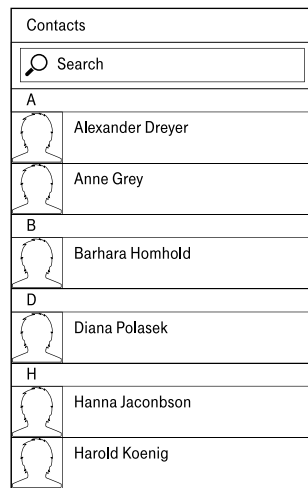contact card (Image 3.3) and call log detail view.

Image 3.1

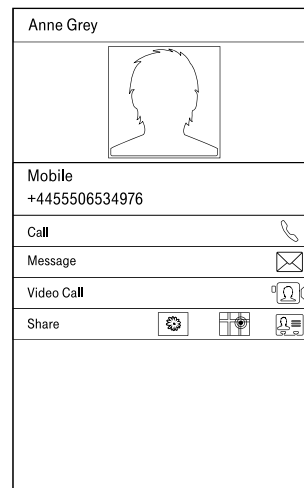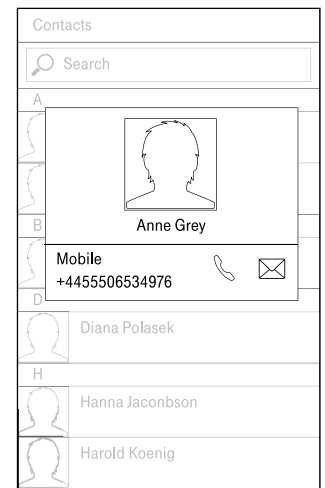| Contacts	
🔍 Search	
A	
👤	Alexander Dreyer
👤	Anne Grey
B	
👤	Barhara Homhold
D	
👤	Diana Polasek
H	
👤	Hanna Jaconbson
👤	Harold Koenig

Examples shown are illustrative only

Image 3.2

Anne Grey

Mobile
+4455506534976

Call	📞
Message	✉
Video Call	📹
Share	⚙ 📷 📇

Image 3.3

Contacts	
🔍 Search	
A	

Anne Grey

Mobile   📞   ✉
+4455506534976

👤	Diana Polasek
H	
👤	Hanna Jaconbson
👤	Harold Koenig

Notifications for incoming chat, group chat and file shares (highly recommended). Please refer to Blackbird RCS 5.1 PDD, Chapter 4.2.3, Chapter 5.1.4, Chapter 6.1.5 and Chapter 7.1.2.

Notifications for incoming chat messages should be consolidated with native SMS notifications.

Incoming file shares should be consolidated with and treated in the same way native MMS notifications are displayed. A dedicated notification for received files (MMS and RCS file share) may be introduced to allow the user to differentiate between text based messages and file shares.

Incoming group chat messages should display a dedicated notification. A user should be able to visually differentiate between group chat messages and "normal" xMS/chat messages. The dedicated group chat icon may be used in this context.

joyn branding elements must not be applied.

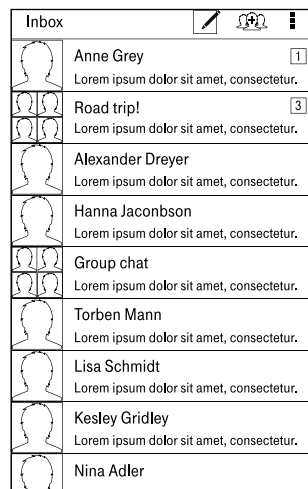### 3.2.3. Integrated Messaging – Inbox View (fully integrated)

No joyn indication in messaging inbox (MANDATORY). Please refer to Blackbird RCS 5.1 PDD, Chapter 4.2 (especially Chapter 4.2.8), Chapter 5 and Chapter 6.

There shall be no visual differentiation of messaging threads for xMS, chat or mixed conversations in the messaging inbox view. See image 3.4 for example.

From the inbox view there shall be two entry points to initiate a conversation – one entry point to initiate a message (includes 1:1 and broadcast xMS) and a separate entry point to initiate a group chat.

Image 3.4

Examples shown are illustrative only

Visual differentiation of the sending technology (MANDATORY). Please refer to Blackbird RCS 5.1 PDD, Chapter 4.2 (especially Chapter 4.2.8), Chapter 5 and Chapter 6.

There shall be a visual differentiation between chat and xMS sending technology in the composer (e.g. type SMS message, type Chat message). See images 3.5 – 3.7 for examples.

Colour coding or text indications should be applied, i.e. two different colours are associated to xMS vs. Chat messages and should be reflected in speech bubbles, delivery notifications, the message input field and the send button.

OEMs are free to adapt these colours to their specific colour themes.

joyn branding elements must not be applied.

Image 3.5 – Chat
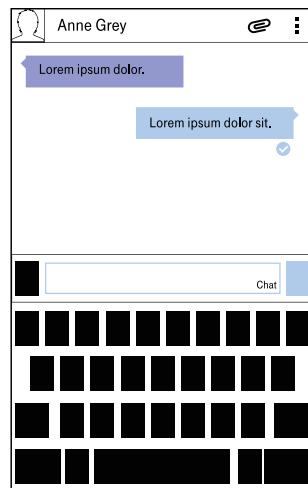
Image 3.6 – SMS
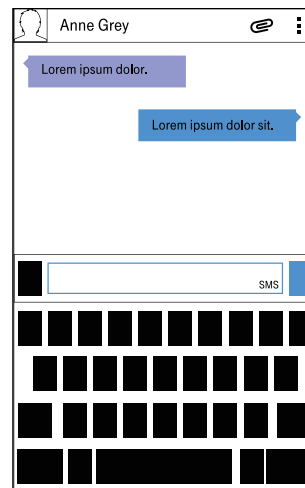
Image 3.7 – Chat

Examples shown are illustrative only

Entry points for file transfer (MANDATORY) – Please refer to Blackbird RCS 5.1 PDD, Chapter 7 (especially Chapter 7.1.1).

There shall be no dedicated entry point to share a file from the contact card or contact menu. See images 3.8 for example.

For sharing from external entry points such as the gallery, the file browser etc. the native "Messaging" application shall be displayed as main sharing service (additional entry point "share via group chat" as per PDD).

joyn branding elements must not be applied.

Image 3.8 – Share
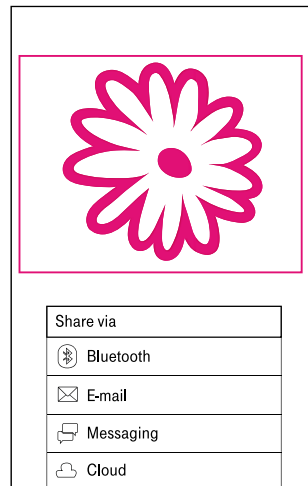
Example shown is illustrative only

3.2.6.   In-call Sharing

No joyn indication for in-call sharing (MANDATORY) – Blackbird RCS 5.1 PDD, Chapter 10.

In-call sharing options shall be displayed like any other in-call services in the native UI. Unavailable services might be greyed out. See images 3.9 for example.

If there is any user feedback given whilst in-call services are detected, "joyn" shall not be mentioned but focus on the service instead."

joyn branding elements must not be applied.

Image 3.9
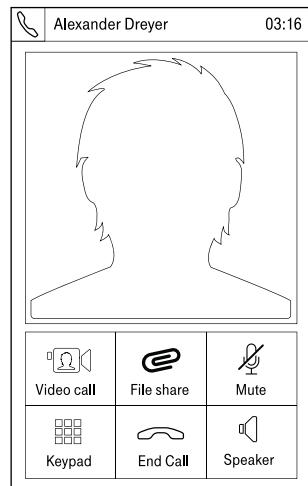
Example shown is illustrative only

Merged settings (highly recommended) – Blackbird RCS 5.1 PDD, Chapter 13 and Chapter 14.

joyn settings should be merged with their related integrated main service i.e. into the native messaging settings.

joyn contact blocking options should be merged with native contact blocking settings as described in the PDD. See images 3.10 and 3.11 for examples.

joyn branding elements must not be applied.

Image 3.10

Settings	
Wireless & networks	
📶 Wi-Fi	☑
⚙ Bluetooth	☐
◎ Data	
📞 Call	
🗩 Messaging	☑
Device	
🔊 Sound	
▢ Display	
⌂ Home screen	
🔓 Lock screen	
🛡 Security	

Image 3.11

🗩 Messaging	
network settings	
messaging service Connect to messaging data service	☑
Roaming Allow messaging while roaming	☐
Push notifications Enable push notifications	☑
File share auto accept Automatically download files shared	☑

Examples shown are illustrative only

4.   Customer touch points

- joyn branding on packaging - the device box
- use of joyn branding in printed or online device manuals
- Dedicated joyn leaflet inside the device package
- Welcome Video
- Welcome Wizard

4.1.   joyn branding on packaging - the device box

The joyn consumer-facing brand – joyn – shall be displayed on the device box (HIGHLY RECOMMENDED). It shall be used in conjunction with the phrase "powered by". See images 4.1 and 4.2 for examples.

Image 4.1: 'powered by joyn'
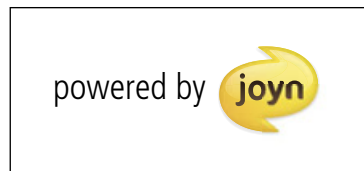
4.2. joyn as part of the device manual

Mandatory - OEMs shall update their device manuals to include information about the new features and services provided by joyn. As most full manuals are now online rather than printed, it shall be relatively simple to include new information.

When using the joyn logo, the phrase "powered by" shall be used in conjunction with the logo. When using joyn service icons, both unbranded and branded icons shall be shown.

The website www.joynus.com should be promoted within the device manual and customers referred to it as a source for more information.

4.3. joyn leaflet inside the device package

It is suggested that OEMs can include a specific leaflet about joyn inside the device package. This should be minimal 'quickstart' information and promotion of the website www.joynus.com.

When using the joyn logo, the phrase "powered by" shall be used in conjunction with the logo. The choice of the appropriate screen shots to illustrate any features is at the discretion of the OEM.

Although the GSMA RCS project team might prepare some information on joyn for the OEM, the leaflet design and production is owned by the OEM.

4.4.   Welcome Video

Highly recommended - A short welcome video to inform the user of key features or advantages of the new device during the first start-up is something that many OEMs already provide. Information about joyn could be integrated into such a video. The information could be one single screen introducing joyn in summary, or a more detailed series of screens explaining joyn and its services in more detail.

For OEMs providing a welcome video on the device, it is highly recommended to include the main joyn features (Instant Messaging, File Transfer, Video share, capability discovery in the Address Book).

It is highly recommended to provide the option to launch the video within the video gallery and/or from the 'About Phone' section within a device's Settings menu.

Appendix 1: Digital guidelines

How to use joyn iconography

Supports joyn Blackbird User Interface
Brand Guidelines Version 2.0
May 2014

Purpose of document

This document is designed to give guidance to users of the joyn brand (OEMs, Mobile Network Operators, software developers etc.) as to the appropriate use of the various joyn brand assets for various native and client applications. The guidance is based on brand use cases related to the services described in the joyn Blackbird Drop 1 Product Definition Document.

Use of any of the joyn brand assets is subject to the implementation having been awarded a licence to use thejoyn brand.

Achieving a consistent brand experience for end users
The joyn brand should be a consistent and reliable recognition signal for end users of a 'quality assured' experience of joyn services from a joyn enabled device or client. Some mandatory elements to brand use are required in order to achieve this. These have been kept to a minimum. For example, it is not permitted to change the shape or style of the double speech bubble that is a part of the joyn logo.

Brand assets

The joyn Brand assets are composed of the following elements:

The joyn logo – the word joyn in its unique font, inside a yellow double speech bubble

The double speech bubble – a unique graphic device used to house the name joyn or various service icons

Within the branded experience the double speech bubble is consistently linked to joyn contacts, to indicate joyn communication capabilities.

Service icons/glyphs - Overview

In order to enhance the perception of joyn services as native features, it is required that OEMs make use of their own service icons. If however OEMs do not have their own icons for joyn features, the following joyn icons can be adopted.

Call

**File Share**

Chat

Video Share

Group Chat

Service icons can be used in the double speech bubble or as stand-alone graphics, not contained within any other element. The choice of which style is **entirely at your discretion**, but results from early user trials indicate the glyphs in the double speech bubble may be more effective in terms of the end-user interface. Styles **must not** be mixed. Any tint of white or black, gradients or dropshadows can be used in order to fit with the style of a specific native interface.

Service icons/glyphs
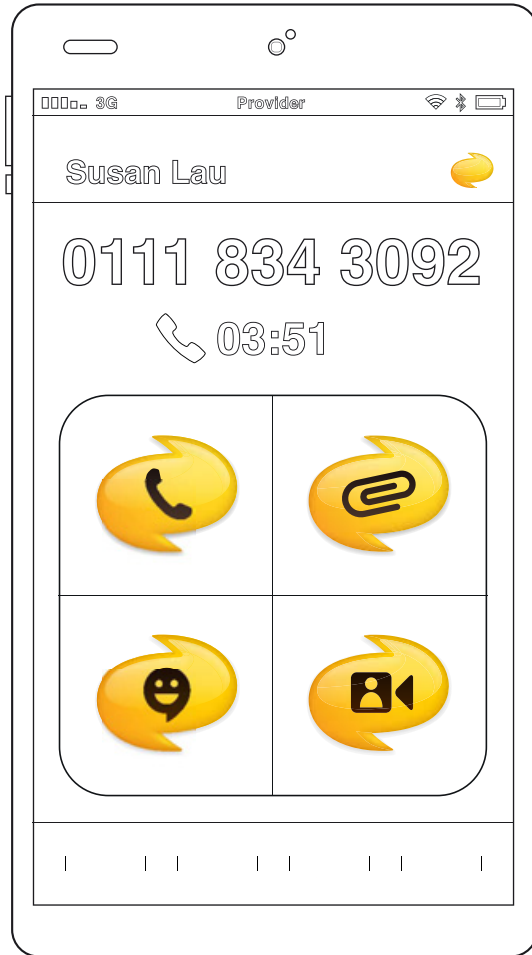
Example: call screen
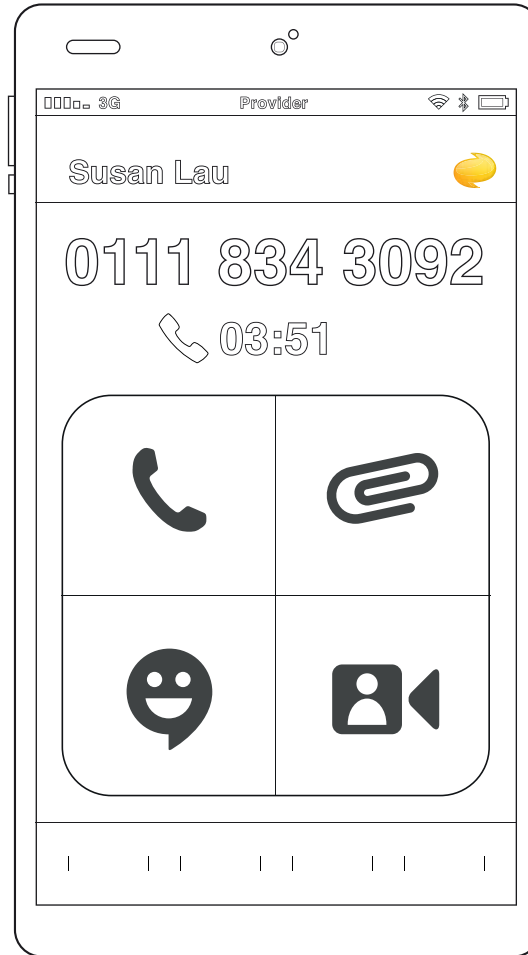
Example: call screen

Usage

Service icons show the different RCS services available to the user. They can be used in conjunction with notification icons.

Typical uses
Contact information
Call screen

Sizes

Smallest size: 32px
Largest size: 100px

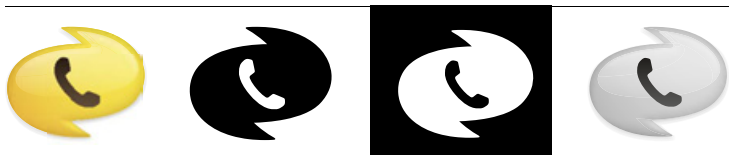N.B. For sizes below 32px, a redraw may be required. Get in touch for further information.

File

111007-call_serviceglyph-black.ai
111007-call_serviceglyph-white.ai
120530-share_serviceglyph-black.ai
120530-share_serviceglyph-white.ai
111007-chat_serviceglyph-black.ai
111007-chat_serviceglyph-white.ai
111007-video_shareglyph-black.ai
111007-video_shareglyph-white.ai
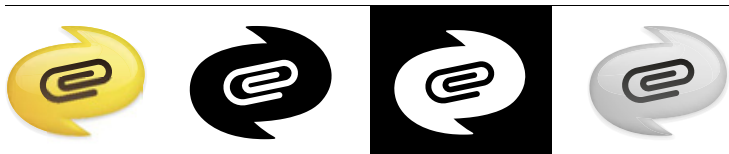1304_group_chat_glyph_black.ai
1304_group_chat_glyph_white.ai

Please note: the file list of service glyphs in the double speech bubble are on the following page

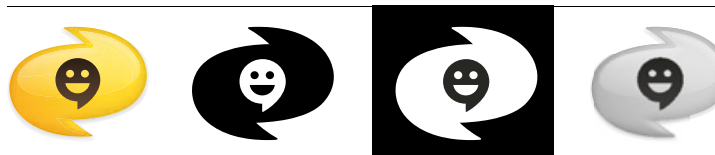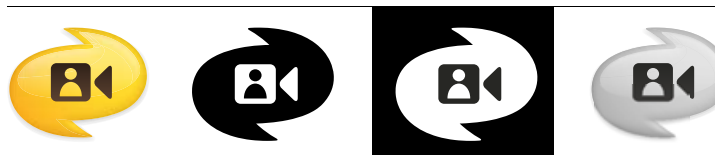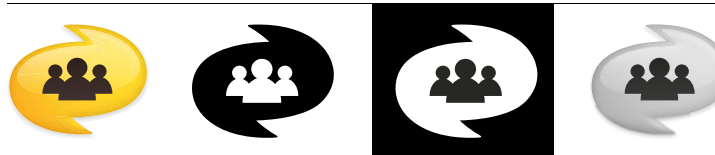# Service icons/glyphs in double speech bubble

Call

File Share

Chat

Video Share

Group Chat

Usage

Service icons show the different RCS services available to the user. They can be used in conjunction with notification icons.

Typical uses
Greyscale version used as unavailable

Sizes

Smallest size: 32px
Largest size: 100px

N.B. For sizes below 32px, a redraw may be required. Get in touch for further information.

File

111026-call_service_bubble.ai
111026-chat_service_bubble.ai
120530-share_service_bubble.ai
111026-video_share_service_bubble.ai
1304_group_chat_bubble.ai

120127-call_service_bubble black.ai
120127-chat_service_bubble black.ai
120530-share_service_bubble black.ai
120127-video_share_service_bubble black.ai
1304_group_chat_bubble_black.ai

120127-call_service_bubble white.ai
120127-chat_service_bubble white.ai
120530-share_service_bubble white.ai
120127-video_share_service_bubble white.ai
1304_group_chat_bubble_white.ai

120127-call_service_bubble greyscale.ai
120127-chat_service_bubble greyscale.ai
120530-share_service_bubble greyscale.ai
120127-video_share_service_bubble greyscale.ai
1304_group_chat_bubble_greyscale.ai

Digital assets overview

Joyn Splash and Launcher Icon

111007-joyn_splash_
icon.ai

111007-joyn_launcher_
icon.ai

Joyn Glyphs

111007-joyn_glyph-
black.ai

111007-joyn_glyph-
white.ai

Umbrella Glyphs

111007-umbrella_
glyph-black.ai

111007-umbrella_
glyph-white.ai
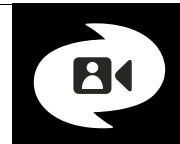
Video Share

111026-video_share_
service_bubble.ai

120127-video_share_
service_bubble black.ai

120127-video_share_
service_bubble white.ai

120127-video_share_
service _bubble
greyscale.ai

'11007-video_
shareglyph-black.ai

111007-video_
shareglyph-white.ai

Joyn Capability Icon

111007-capabiity_icon-
drop.ai

111007-capability_icon.ai

Joyn Notification Icon

111007-notification_
icon-drop.ai

111007-notification
_icon.ai

Call

111026-call_
service_bubble.ai

120127-call_service_bubble
black.ai

120127-call_service_bubble
white.ai

120127-call_service_
bubble greyscale.ai

111007-call_
serviceglyph-black.ai

111007-call_
serviceglyph-white.ai

File Share New

120530-share_
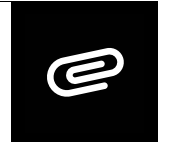service_bubble.ai

120530-share_service_
bubble black.ai

120530-share_service_
bubble white.ai

120530-share_service_
bubble grey.ai

120530-share_
serviceglyph-black.ai

120530-share_
serviceglyph-white.ai

Chat

111026-chat_
service_bubble.ai

120127-chat_service_
bubble black.ai

120127-chat_service_
bubble white.ai

120127-chat_service_
bubble greyscale.ai

111007-chat_
serviceglyph-black.ai

111007-chat_
serviceglyph-white.ai

Group Chat

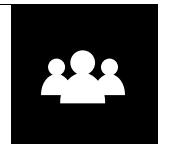1304_group_chat_
bubble.ai

1304_group_chat_
bubble_black.ai

1304_group_chat_
bubble_white.ai

1304_group_chat_
bubble_greyscale.ai

1304_group_chat_
glyph_black.ai

1304_group_chat_
glyph_white.ai

Don'ts

The 'joyn' Service Mark must never be adapted or amended in any way and you should not attempt to modify or change any of the digital files.

When using the joyn Service Mark or any of the service iconography: do not change the colour palette; do not change the orientation of the double speech bubble or service glyphs (they should always be horizontal); and, do not develop any new service iconography or design variations.

Don't: change the colour of the text or the double speech bubble

Don't: rotate the mark

Don't: distort the mark

Don't: change the colour or shape of the drop shadow

Don't: develop new versions of the logo

Don't: flip or reflect the double speech bubble