Digital B SMS

BRAND BOOK · VERSION 1.0 · NOVEMBER 2026

How Digital B SMS looks, sounds and shows up.

Everything you need to use the brand well: the idea behind it, our names, the logo, colours, type, graphic style and voice.

01

The idea

Reach people. Start real conversations.

What we do

Digital B SMS helps businesses stay in touch with the people who asked to hear from them, by text, by phone, by email and in chat. Our platform, Digital Reach, puts those channels in one place with consent, pacing and opt-outs built in.

Why it matters

Messages land in the most personal place people have: their phone. We earn that place by being useful, being brief, and always making it easy to say no. The brand should feel like a helpful person who knows your name, never like a crowd shouting at you.

Clear
Plain words, short sentences.
Not jargon.

Warm
Human and friendly.
Not cute.

Responsible
Careful with people's attention.
Not preachy.

Quick
Gets to the point.
Not curt.

02

Our names

NAME	WHAT IT IS	WHEN TO USE IT
Digital B SMS	The company	First mention, legal text, footers, invoices and email signatures.
Digital B	Short name	Conversation and headlines once the full name has been used.
Digital Reach	The platform	Anything about the product customers log into at app.digitalbsms.com.
digitalbsms.com	The website	Always lowercase, without "www".

Avoid: DigitalB, Digital-B, DBSMS, Digital Bee, "DIGITAL B SMS" in running text.

03

The logo

The mark is a lowercase **b** whose bowl is a speech bubble. Its square bottom-left corner is the bubble's tail, and the three dots are someone typing a reply: a conversation about to happen.

Digital B SMS

Primary logo, on light backgrounds

Digital B SMS

Primary logo, on dark backgrounds

Digital B SMS

Stacked logo, for square spaces

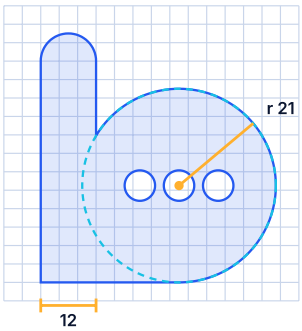
Mark and app icon, for avatars and small spaces

Digital B SMS

One colour, ink: faxes, stamps, single-colour print

Digital B SMS

One colour, white: photos and coloured backgrounds



Built on a 64-unit grid: a 12-unit stem, a bowl of radius 21 and dots of radius 3.3, spaced 8.5 apart.

Digital B SMS

Clear space: keep at least the height of the bowl (x) free on every side.

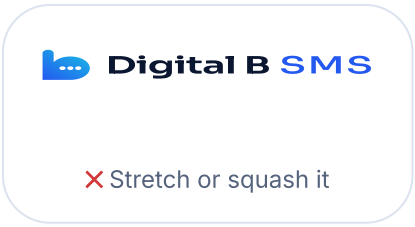
Digital B SMS

120 px · 30 mm

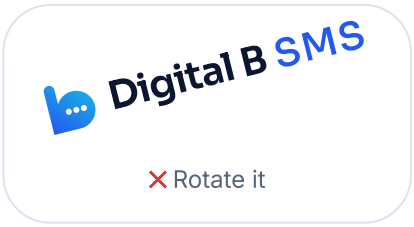
16 px · 5 mm

Minimum sizes for the logo and the mark on screen and in print.

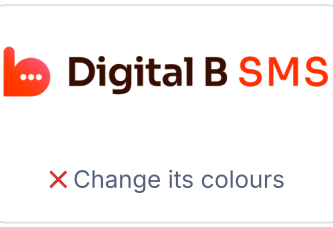
Please don't



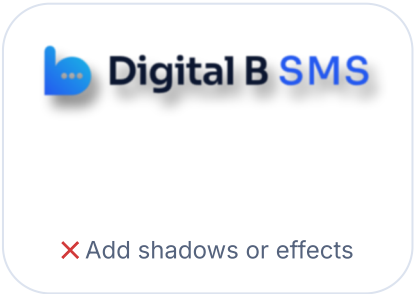
✕ Stretch or squash it



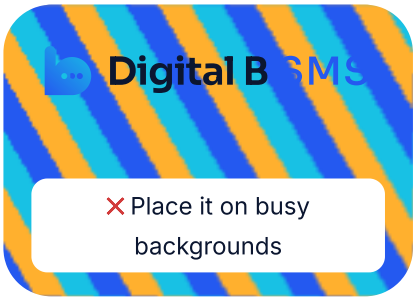
✕ Rotate it



✕ Change its colours



✕ Add shadows or effects



✕ Place it on busy backgrounds



✕ Retype it in another font

04

Colour

Midnight and white carry most of every layout. Reach Blue does the work: buttons, links, the brand's voice in colour. Signal Cyan lifts it, and Ping Amber is a single spark, used sparingly.

Midnight
#0B1630 · 11 22 48
Backgrounds, text

Reach Blue
#2459F0 · 36 89 240
Primary, buttons, links

Signal Cyan
#18C1E4 · 24 193 228
Gradient, accents on dark

Ping Amber
#FFB02E · 255 176 46
The ping dot only

Navy #12214A

Reach Deep #1A47D1

Cyan Soft #7FD8F0

Slate #55637D

Sky #EAF1FF

Mist #DCE3EF

Cloud #F6F8FC

White #FFFFFF

Balance



The Reach gradient

135°, Reach Blue to Signal Cyan. Use it for the mark, primary icon tiles and one highlighted phrase per page. Never for body text or large backgrounds.

Text pairs that pass WCAG AA

White on Reach Blue **5.6 : 1**

Reach Blue on White **5.6 : 1**

Midnight on Cloud **16.9 : 1**

Slate on White **6.1 : 1**

Cyan Soft on Midnight **11.1 : 1**

Amber on Midnight **9.8 : 1**

Amber (1.8 : 1) and Cyan (2.2 : 1) are never used for text on white.

05

Typography

Aa

Sora

Headlines and the wordmark. Semibold (600–650), sentence case, tracking −2% (−3% at display sizes).

ABCDEFGHIJKLM
abcdefghijklm 0123456789

Aa

Inter

Body copy, interface and data. Regular 400, Medium 500 and Semibold 600; 16–18 px with 1.6 line height for reading.

ABCDEFGHIJKLM
abcdefghijklm 0123456789

Display · Sora 650 · 64/1.05	**Reach people.**
Heading · Sora 650 · 40/1.15	**Start real conversations.**
Title · Sora 600 · 22/1.3	**Every campaign gets a second look.**
Body · Inter 400 · 17/1.6	Replies land in one inbox your team shares, grouped by person across every campaign.
Eyebrow · Inter 600 · 13, caps, +12%	ONE PLATFORM, EVERY CHANNEL

Both families are free under the SIL Open Font License. Fallback: the system UI font.

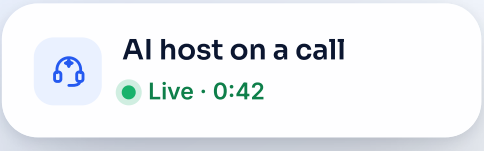
06

Graphic language

Reach rings: thin concentric circles in cyan at 9–22% opacity, anchored off the edge of dark panels, like a signal spreading out.

THE PING

The amber ping marks something new or worth a look: eyebrows and notification dots. It is the only place amber appears.



Show the product as clean interface cards (white, 16–24 px corners, a 1 px Mist border, a soft blue shadow), not stock photos of people on phones.



Icons: 24-unit grid, 1.8 stroke, round caps and joins, one colour. In tiles: Sky with Reach Blue, or the gradient with white.

07

Voice and tone

Say it plainly

Use everyday words. If a sentence needs a second read, rewrite it.

Talk to one person

Write "you", use names, and sound like someone who knows them.

Lead with the benefit

Say what the reader gets first, then how it works.

Respect the choice

Make it easy to say no. Every marketing text says how to stop.

DO

"Your table is booked for Friday at 8:30. Reply STOP to opt out."

DON'T

"LAST CHANCE!!! ACT NOW before it's GONE"

DO

"We'll pause the campaign if it reaches today's limit."

DON'T

"Throttling threshold exceeded; dispatch suspended."

DO

"Reach people who asked to hear from you."

DON'T

"Blast your list to thousands instantly."

Words we use

reach · conversation · message · people · consent · opt out · team · reply

Words we avoid

~~blast · spam · guarantee · unlimited · cheap · leads (for people)~~

Writing a text for a customer

- [x] Say who it's from in the first message.
- [x] One idea per text, ideally under 160 characters.
- [x] Use their name, never "Dear customer".
- [x] No ALL CAPS and at most one exclamation mark.
- [x] End marketing texts with "Reply STOP to opt out".
- [x] Send in their local daytime hours.

08

In use



Social avatar: the app icon, cropped to a circle by the network.

Jordan Lee
Customer success · Digital B SMS

Digital B SMS
digitalbsms.com

Email signature: name, role, the logo at 120 px and the website.



Link preview (1200 × 630), used when the site is shared.

09

Downloads

Logo pack

Every logo and the app icon as SVG and PNG, in full colour, ink and white.

Brand book (PDF)

This page as a document to share or print.

Fonts

Free under the SIL Open Font License: Sora and Inter on Google Fonts.

Questions about the brand: support@digitalbsms.com.