

# Branded Calling ID™

## Brand Guidelines 2026

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Authorized Partner



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## Logo

The BCID Authorized Partner logo is a key element of our identity. Never try to recreate, modify, or augment the logo in any way.

# Authorized Partner



## Rules Overview

This logo should be displayed on the on-boarding agents' platform landing page in accordance with the ensuing usage guidance.

Additionally, the footer should contain language that **"Branded Calling ID is a service mark of CTIA – The Wireless Association"**

# Authorized Partner



No smaller than 2"

## Logo Usage

The BCID Authorized Partner logo can only be used in the approved colors to ensure that it properly appears in print documents and on-screen presentations.

Only use the files as provided. Do not recreate the logo or change the colors under any circumstances.

Only use the full color logo against a white background.

Authorized  
Partner



Only use the black and white logo when it is not possible to print or display in color.

Authorized  
Partner



## Logo Usage

The logo should always be legible and without obstructions. A minimum area surrounding the logo must be kept clear of any other typography as well as graphic elements such as illustrations, thematic images and patterns, and the trim edge of a printed piece.

Minimum clear space on all sides of logo and type mark should be equal to the letter “e” in our logo.

More than the minimum clear space is encouraged.



## Logo Usage

The only correct uses of the logo and tagline are as shown on the previous pages. It should never be rearranged.

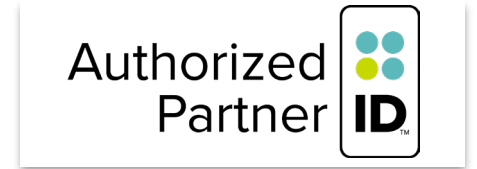
A few typical incorrect examples are shown to the right.



Do not stretch or compress.



Do not rotate.



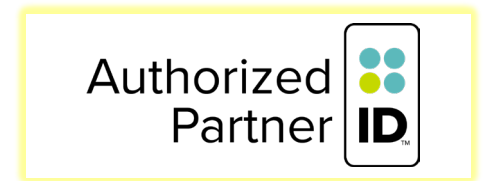
Do not add a box or shadow.



Do not change opacity.



Do not convert the color logo to black and white.



Do not outline.