



Brand Guidelines



Pulse Mobile is a **vibrant, disruptive** mobile service provider that understands how Gen Z and Millennials live in a constantly connected world. We offer **transparent pricing** and **flexible plans** that resonate with the 18-30 demographic.





Pulse Mobile was born from the frustration of traditional carriers' complicated plans and hidden fees.

We believe mobile service should be as straightforward as texting your best friend.

Our approach combines digital-first interactions with genuine human connection, creating a community rather than just customers.





Connection that
keeps up with you

Brand Voice & Personality

Personality

Bold: We're not afraid to challenge industry norms

Authentic: We speak human, not corporate

Witty: We use humor that resonates with our audience

Inclusive: We celebrate diversity and create belonging

Tone

Conversational, not formal

Direct and transparent

Playful but not immature

Culturally hip without trying too hard

Logo

Pulse Mobile Logo

Full Logomark



Icon

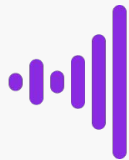


Logomark



Logo Variants

color



black



white



color



black



white



color



black



white



Typography

Typography

Primary Font

Headlines

Montserrat Alternates
Semi Bold

Body

Montserrat Regular

Secondary font

Digital interfaces

Data visualization
Space Mono

Colors



Pulse purple
#8a2be2
138, 43, 226

Electric blue
#00c2ff
0, 194, 255

Sunrise yellow
#ffd600
255, 214, 0

Coral red
#ff5a5f
255, 90, 95

Mint green
#4cd964
76, 217, 100

Midnight
#121212
18, 18, 18

Cloud
#f8f8f8
248, 248, 248

Pulse purple
Primary brand color

Electric blue
Secondary color, digital

Mint green
Accent color, call to action

Sunrise yellow
Highlights, high-energy

Coral red
Alert states, limited offers

Midnight
Dark backgrounds & text

Cloud
Light background & text