

RCS BUSINESS MESSAGING



Logo design guidelines for RCS chatbot



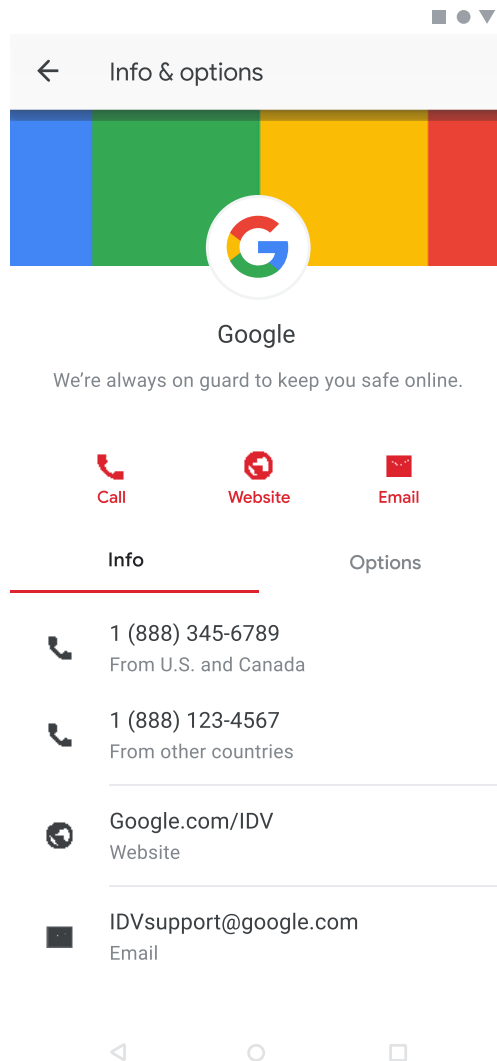
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A properly formatted and cropped logo emphasizes an agents’s credibility and can increase engagement with users. A badly displayed logo lowers trust in an agent more than no branding at all. Because of how strongly a logo can affect users' perceptions and willingness to use an agent, it's important that your logo displays well.

Logos crop to display as circles. Because images are defined as rectangles, you need to check that your logo crops to a circle well. You don't need to account for the thickness of the border that displays around logos. The border doesn't overlap the logo image.

Hero images display in agents' Info & options screen partially behind the agent logo. You need to account for the logo overlap and make sure you create the hero image with correct aspect ratio (45:14).

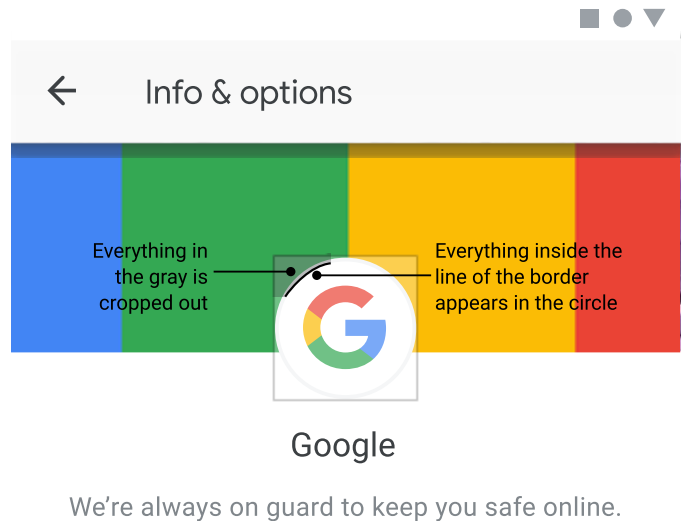


1. DO

Leave sufficient space in your image to account for cropping.



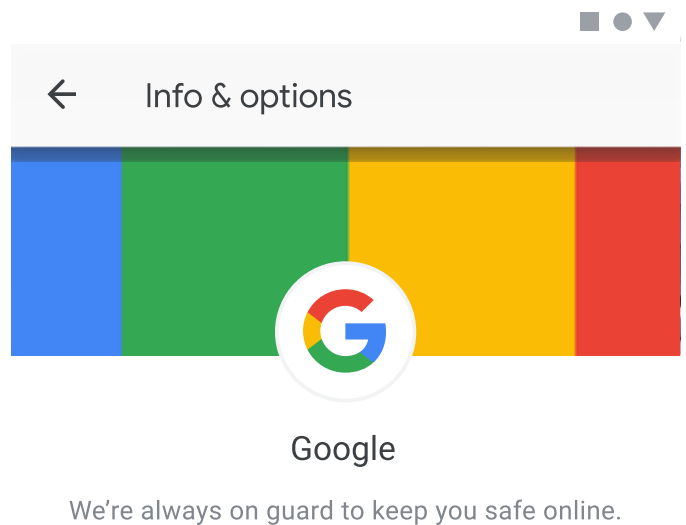
Well spaced logo



Logo in mock cropped well with callouts

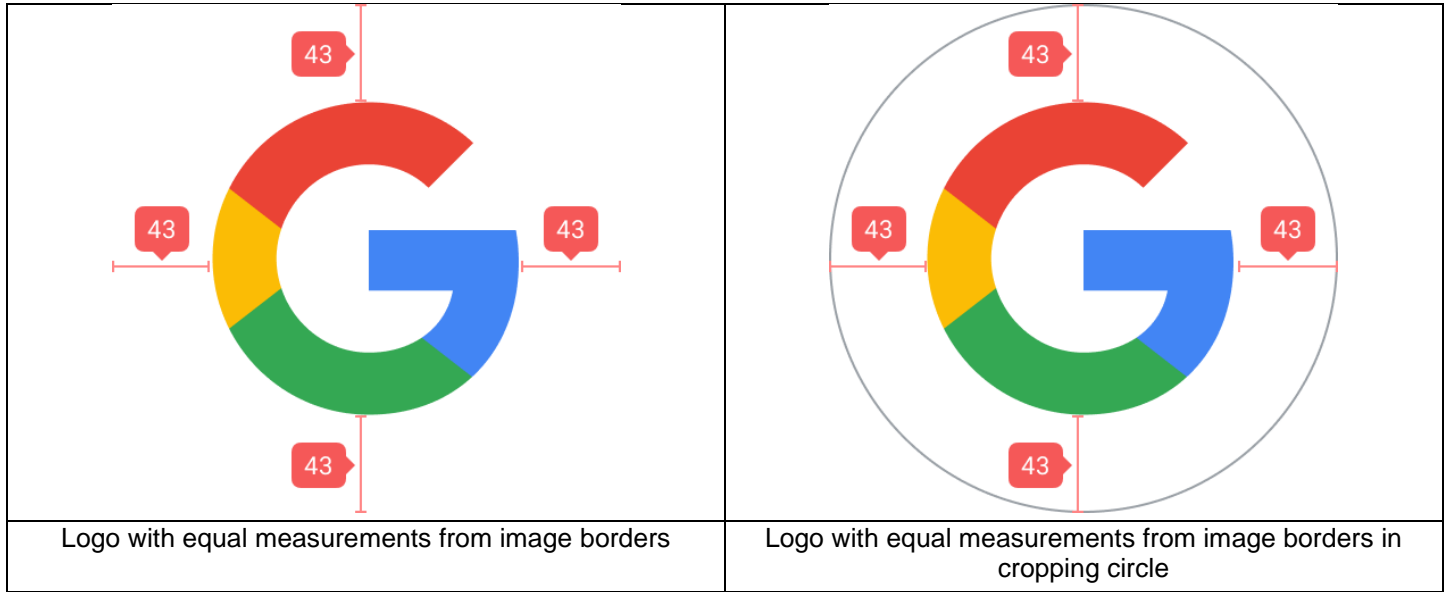


Well spaced logo in cropping circle

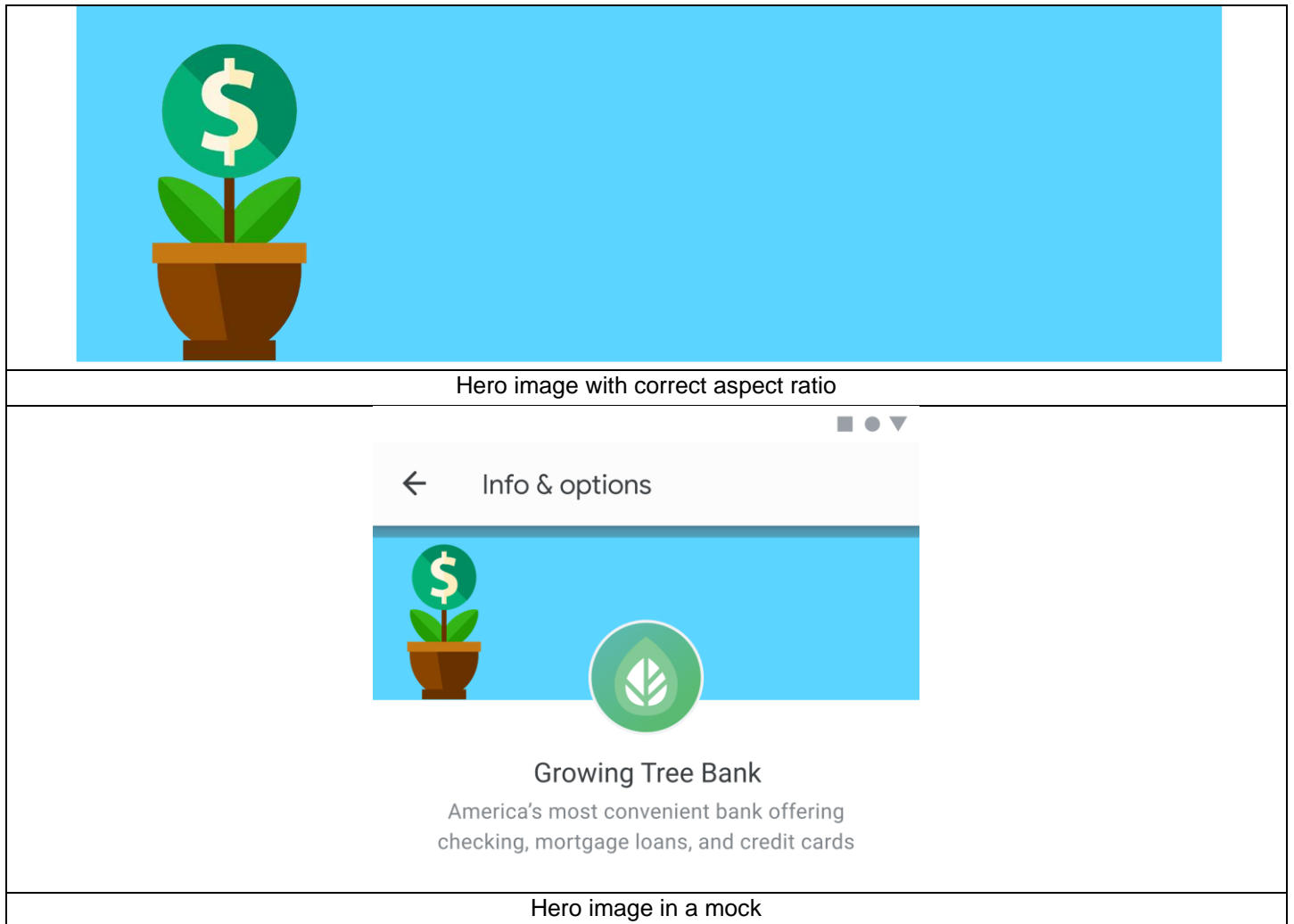


Logo in mock cropped well

Space your logo equidistant from all sides of the image to make sure it displays properly and fully



Use a 45:14 aspect ratio for hero images, and keep in mind that the logo partially overlaps the hero image.



2. DON'T

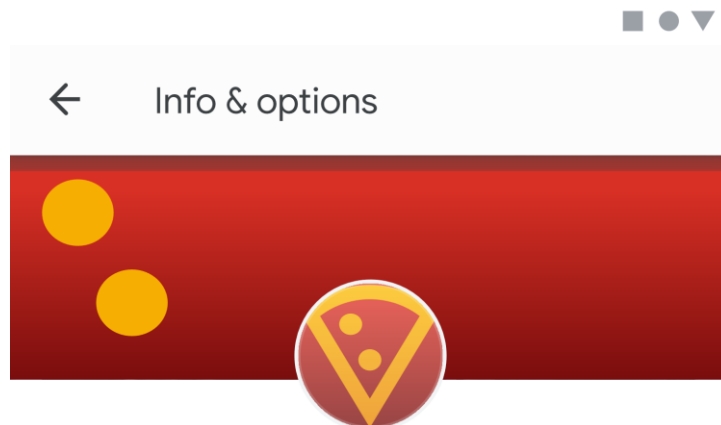
When a logo takes up the entire height and width of the image, parts of the logo often get cropped out. The result is an unbalanced, badly cropped icon prone to credibility issues.



Badly formatted logo



Badly formatted logo in cropping circle



Slice Pizzeria

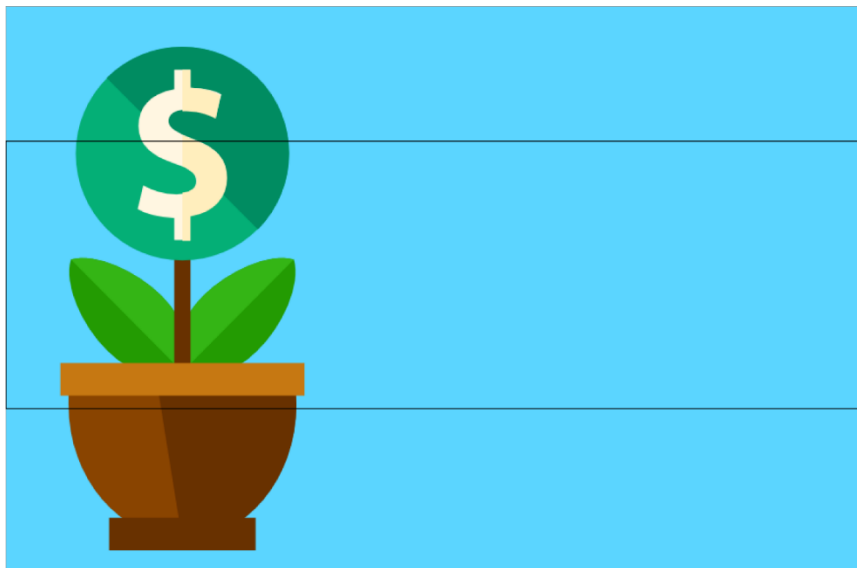
Best pizza on the block!

Badly cropped logo in mock

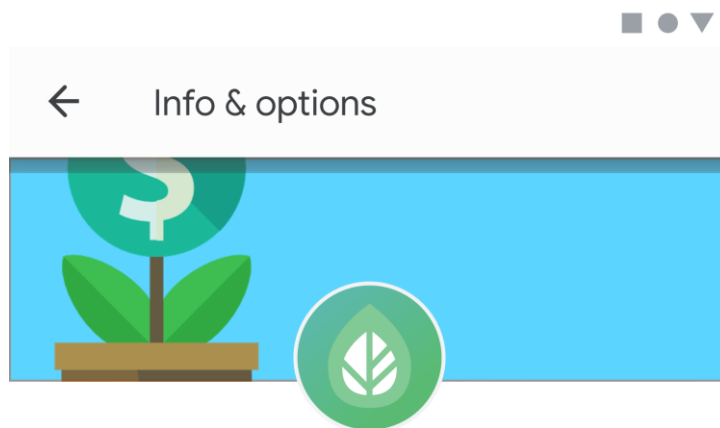
If a hero image doesn't match the correct aspect ratio, parts of the hero image get cropped out. The result is an image that doesn't look good or represent your agent well.



Hero image with badly cropped



Hero image in a cropping rectangle



Growing Tree Bank

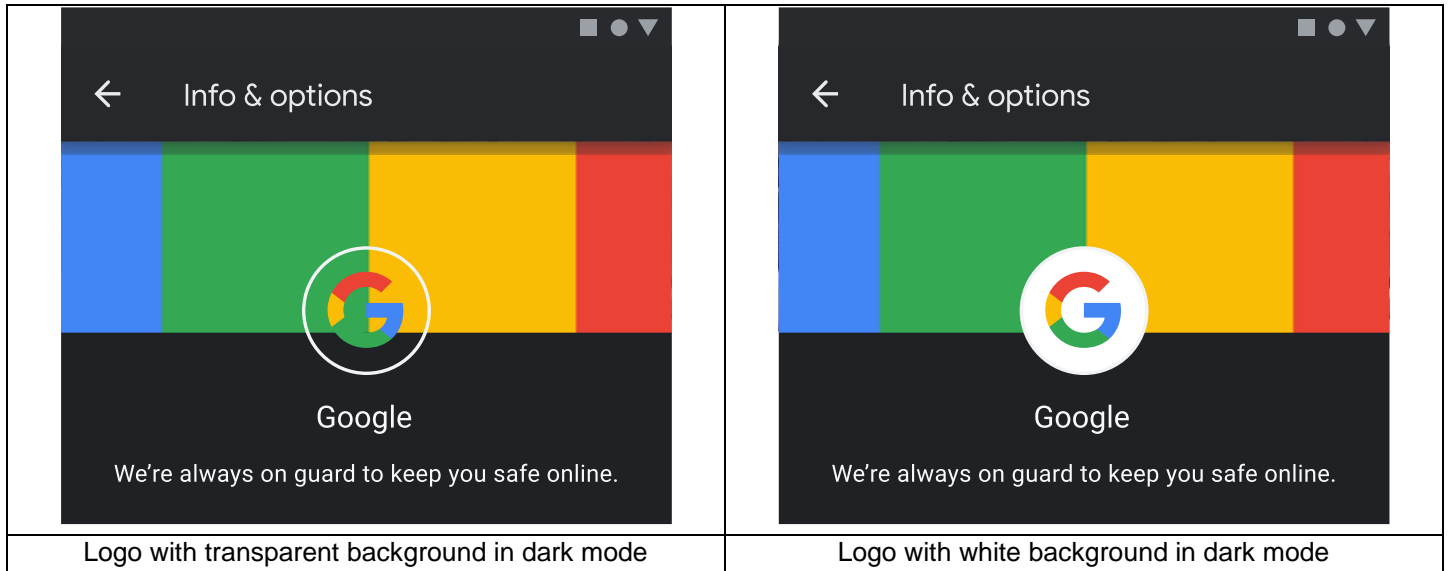
America's most convenient bank offering checking, mortgage loans, and credit cards

Badly cropped hero image in a mock



3. PROCEED WIT CAUTION

Logos don't update when dark mode is enabled. Unless your logo has sufficient contrast and recognizability on both white and black backgrounds, avoid images with transparencies. Logos without sufficient contrast bend into dark mode backgrounds and suffer reduced visibility. If a transparent background doesn't suit your logo, use a white background.

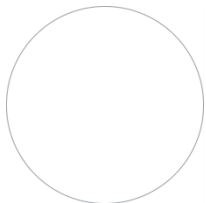


4. RESOURCES

Use the following resources to help you design your logo or troubleshoot issues.

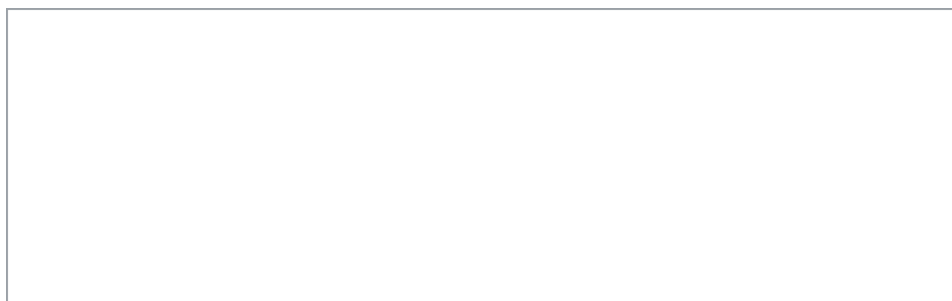
4.1. Templates

Use the circle logo template as a base for agent logos you create.



Download:
[\[PNG\]](#) [\[SVG\]](#)

Use the rectangle hero image template as a base for agent hero images you create.



Download:
[\[PNG\]](#) [\[SVG\]](#)

4.2. Logo preview tool

To see how it would look to users, you can use this [page](#) with Logo preview tool. You need only URL of your picture.

NOTE: The web server hosting the image must allow images to be embedded on other websites.