

2025 CHANNEL

Creative Lookbook



PARTNER CONTENT
AND COMMUNICATIONS

FOREWORD

Designing for the Authentic

In an era dominated by rapid technological advancements, the landscape of marketing and design is undergoing a profound transformation. Artificial intelligence has emerged as a powerful tool, offering efficiency, scalability, and innovation at an unprecedented pace. Yet, as AI-generated content floods the creative space, we believe there is an even greater need to anchor our work in authenticity. At the heart of impactful marketing lies the human connection: stories, emotions, and visuals that resonate deeply because they reflect genuine experiences. This lookbook embodies our commitment to designing with authenticity, showcasing ideas that blend modern tools with timeless principles of creativity, empathy, and originality.

As we move into 2025, our team is doubling down on strategies that honor this ethos. Each concept featured in this collection has been carefully crafted to inspire meaningful engagement and build trust in a world where consumers are more discerning than ever.

At the end of the day, our mission remains unchanged: **design materials that excite our partners and their customers**. To this end, we build stories that help visualize the intersection between AI and trusted communications.

People talking to people. How sweet is that?

Max Schosid

Director, Channel Content Marketing
and Communications



Thank you to everyone who contributed to the content of this Lookbook:

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Content



2025 Design Trends

Word Association

Brand Evolution: RingCentral Connect

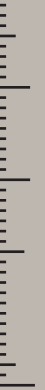
Concepts

2025 Design Trends

Thinking Forward.

In developing this Lookbook, each member of our team took a deep dive into the design trends poised to shape 2025. From emerging aesthetics to shifts in consumer expectations, our research explored the evolving landscape of visual storytelling. By analyzing market data, cultural movements, and technological advances, we identified patterns that reflect not only what's trending, but also what's resonating with audiences on a deeper level. These insights formed the foundation of the concepts featured in this collection.

The trends we highlight are more than fleeting moments; they are signals of larger shifts in how brands communicate and connect. We selected themes that push creative boundaries while maintaining authenticity, ensuring each design serves as both an inspiration and a strategic guide. Whether leveraging bold color palettes, immersive experiences, or minimalist compositions, the work showcased here represents a forward-thinking approach grounded in intentionality. As you browse through these trends, we hope you feel as inspired as we did while curating them.



Retrofuturism

Retrofuturism earned its place in this collection for its ability to bridge nostalgia with innovation. By blending vintage aesthetics with futuristic visions, this trend speaks to a collective yearning for optimism and imagination in an increasingly technological world.

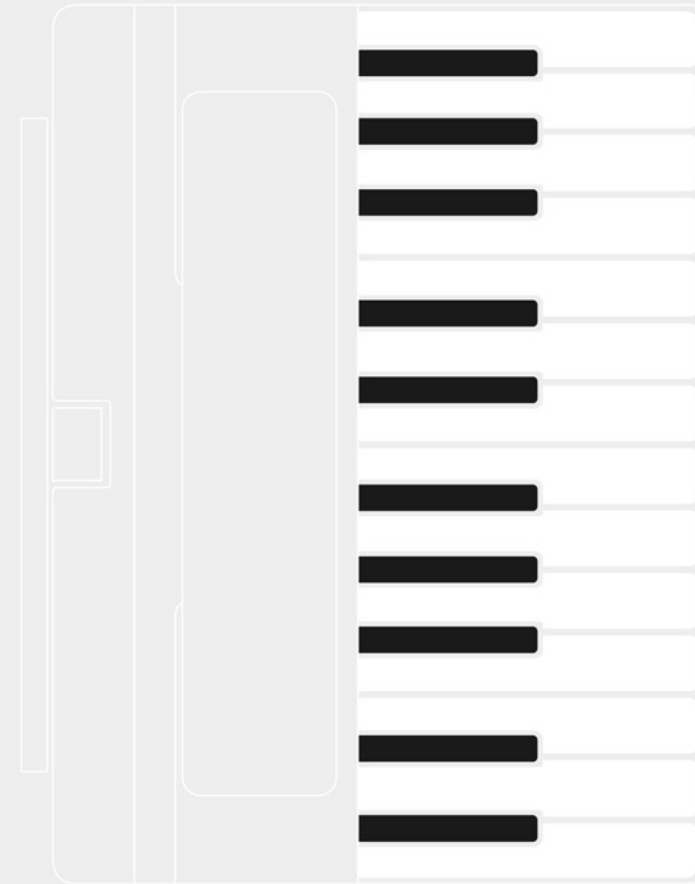


Minimalism

Minimalism takes quite a different approach from retrofuturism, focusing instead on clarity, simplicity, and purpose. Its emphasis on clean lines, negative space, and restrained color palettes creates designs that feel timeless and sophisticated. In a world often saturated with information and visual noise, minimalism offers a sense of calm and focus.

The C.24 is a two octave wireless music keyboard designed for iPad.

MISELU



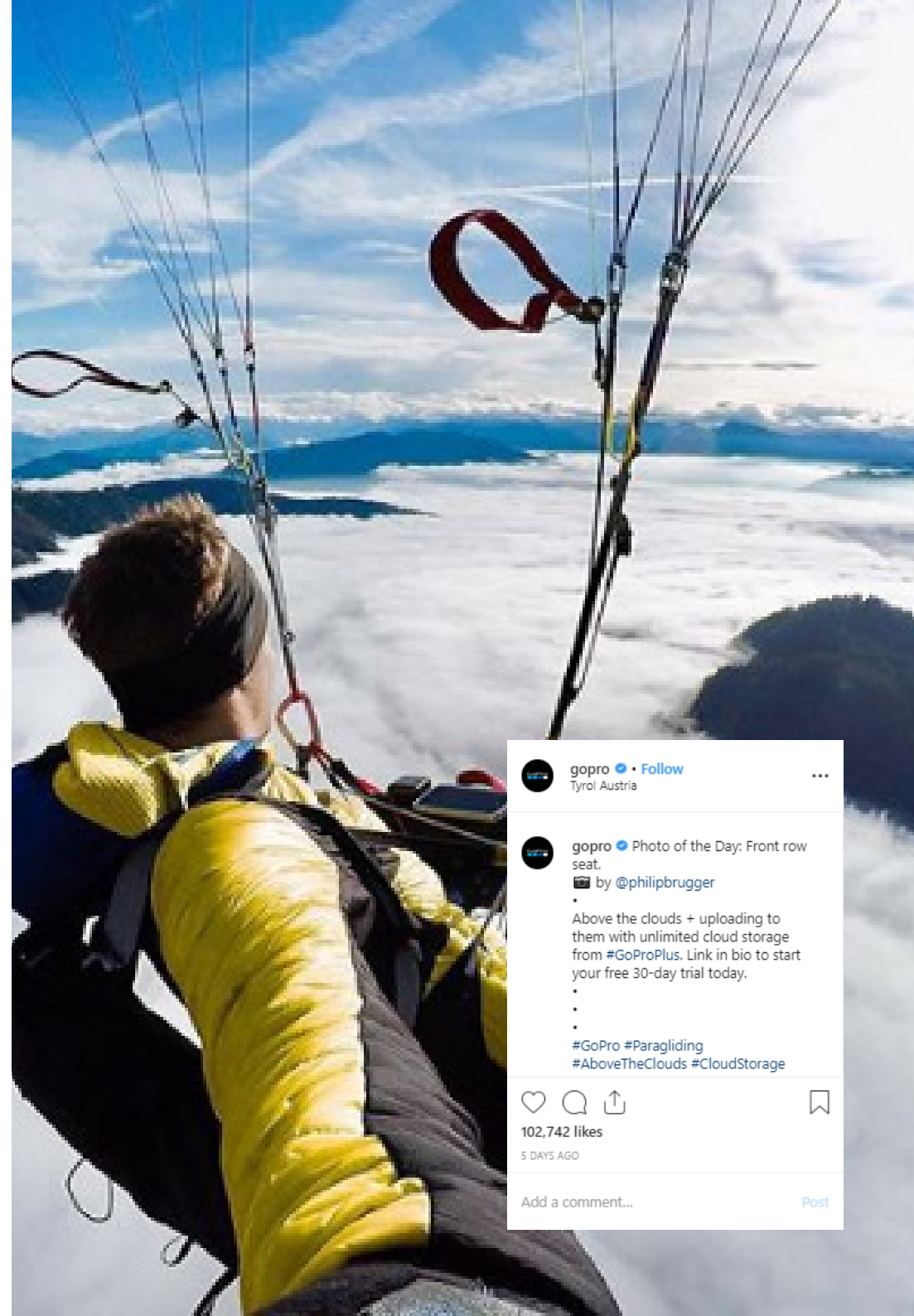
Experiential Marketing

Experiential marketing captures attention by creating immersive and memorable brand interactions. It thrives on engaging multiple senses, inviting audiences to step into carefully crafted experiences that leave lasting impressions. As digital fatigue grows, consumers are increasingly drawn to moments that feel personal and interactive.



User-Generated Content

User-generated content leverages the power of community by celebrating real voices and perspectives. With consumers valuing authenticity more than ever, this trend taps into trust and relatability by showcasing content created by the audience themselves. It not only amplifies engagement but also builds brand credibility through organic storytelling.



Humanizing Content

Humanizing content emphasizes vulnerability, emotion, and sincerity in messaging. At a time when audiences crave genuine connections, this trend prioritizes storytelling that feels personal and relatable. It breaks through the noise by focusing on human experiences, values, and aspirations, helping brands form meaningful bonds with their audiences.

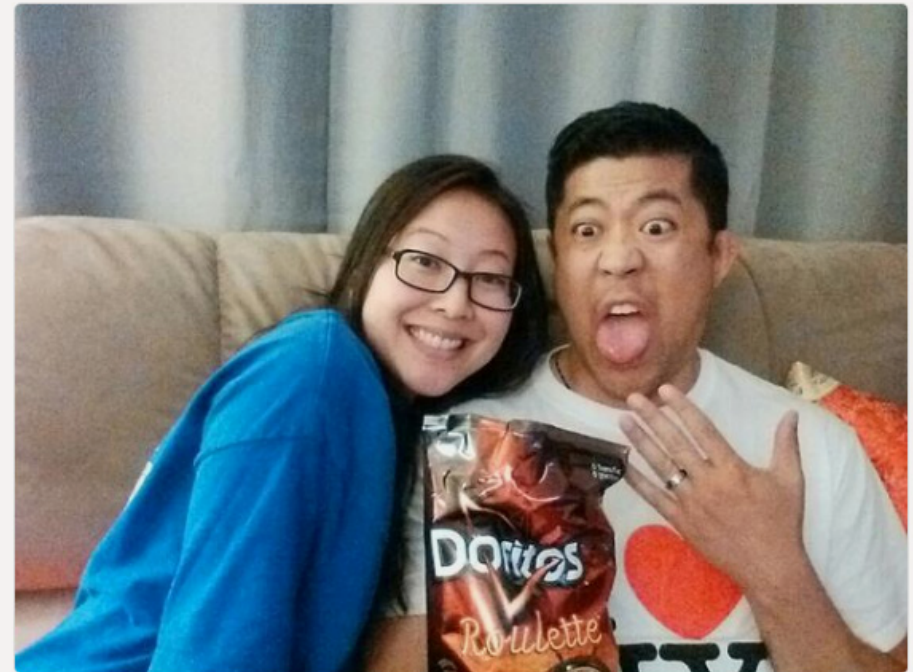


Dennis & May Pang

@Pangcouver

Follow

Guess who got the hot chip? 2nd chip into the bag of [@DoritosCanada](#) Roulette. [#burnselfie](#)



10:18 PM - 4 Jul 2014

Word Association

RingCentral, briefly.

Take a blank piece of paper. At the top of that paper, write the words, "RingCentral is..." and set a timer for five minutes. At the end of five minutes, put your pencil down, and review what you've come up with.

The practice of writing snap copy to derive themes is a proven and effective way to find the words to describe who we are, what we are, and what we stand for. And, when you do this activity in a group, something interesting happens. You begin to see patterns, similarities, and overlap. It's in those overlapping elements that we discover the right words to use.

This year, the PCAC team also performed these word associations with RingCentral Reach (our Partner Program), RingSense (our proprietary AI solution for sales insights and conversation intelligence), and RingCX (our homegrown omnichannel contact center solution).

In order to get our partner community excited about our latest innovations, we need to know the words to say first.



RingCentral is...

where AI meets trusted communications

easy to use

scalable

cloud-based

customer-centric

customer-obsessed

innovative

collaborative

creative

simple, yet advanced

reliable

unified

dynamic

RingCentral Reach is...

empowering

uplifting

flexible

rewarding

about making connections

partner-centric

motivating

enticing

supportive

entrepreneurial

strategic

lucrative

RingSense is...

ai-powered

data-driven

transformative

powerful

transparent

trustworthy

your custom sales coach

insightful

intelligent

actionable

RingCX is...

effortless

powerful

easy to deploy

customer-centric

easy to use

easy to capitalize on

ai-powered

accessible

manageable

scalable

data-driven

omnichannel

cost-effective

Brand Evolution: RingCentral Connect

Continuing the Hype, Continuing the Success

Launched in 2024, RingCentral Connect quickly established itself as a standout brand, earning praise both internally and externally for its modern, engaging identity. Building on that success, we're evolving the brand this year to create greater consistency across Connect events while introducing vibrant, thematic color stories. This fresh approach ensures each event maintains a unique personality while contributing to a cohesive visual narrative that reinforces the brand's energy and innovation.

This evolution builds on the success of the original branding while pushing it forward with more cohesion and visual impact. By weaving color stories into each event, we're creating a seamless yet dynamic identity that feels both unified and vibrant. The refined aesthetic not only reinforces our commitment to design excellence but also reflects the energy and innovation that define RingCentral Connect. As we continue to grow this platform, we're excited to set a new standard for what it means to host unforgettable experiences.



Logos



BRAND EVOLUTION: RINGCENTRAL CONNECT

Images



Sample design

The image displays four vertical event banners for RingCentral Connect, each with a unique color scheme and title. All banners share the same date, location, and agenda.

- CONNECT:** Orange and yellow gradient background.
- Tech CONNECT:** Blue and orange gradient background.
- Product CONNECT:** Orange and yellow gradient background.
- Executive EVENTS:** Dark blue and black gradient background.

Event Details (Common to all):

- RingCentral** logo
- CONNECT** (or **CONNECT**, **CONNECT**, **EVENTS**)
- Toronto* (script font)
- JAN 30**
- HYATT REGENCY**
- AGENDA**
- 11:00 AM** Check in and Lunch
- 11:45 AM** Channel Update
- 12:00 NN** Executive Briefing
- 12:15 PM** AI Meets Trusted Communications
- 12:45 PM** Marketing Programs
- 12:55 PM** Partners First
- 1:15 PM** Partner Fireside Chat

Concepts

Tying it all Together

The creative concepts featured in this lookbook serve as tangible examples of how the identified trends can be brought to life. Each concept pairs a compelling headline with striking visuals designed to captivate and inspire. These concepts are rooted in extensive research, leveraging word associations, branding strategies, and the design principles explored earlier. From bold experiments in retrofuturism to minimalist expressions of elegance, each piece demonstrates how strategic creativity can resonate deeply with audiences while staying true to the theme of authenticity. As you explore these examples, we hope they spark ideas and ignite your own creative process, as they did ours.



CONCEPTS

Connect Anywhere.

Earn more by selling the AI-powered communications solution that fits your customer's business, wherever they are.



CONCEPTS

Take Flight with RingCentral.

Introduce your customers to RingCentral, and watch both of your businesses soar to new heights.



CONCEPTS

**Think Bigger.
Connect Smarter.**



CONCEPTS

Unlock the Power of Connection.



NO CAP

Earn a 10X SPIFF with
NO MAXIMUM on what you
can take home when you sell
RingCentral's full product suite.



CONCEPTS

10X

Simple never looked so good.

10X

CONCEPTS

Get paid for CRUSHING IT



CONCEPTS

It's all yours

with no cap on SPIFFs,
you can take home every
penny you've earned...



CONCEPTS

The Sky's the Limit!

With no cap on RingCentral SPIFFs, there's no limit to how much you can earn...





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