CallCabinet to Smarsh – Rebranding Guide

MARCH, 2026



smarsh

Smarsh Product Naming Tables

To support the transition from CallCabinet to Smarsh, please see the table below outlining the specific naming changes across our offerings. By end of Q2 2026, partners will need to ensure that all public-facing touchpoints reflect the new branding and use the appropriate naming conventions.

CallCabinet Legacy Name	Smarsh Name
CallCabinet (ref: company)	Smarsh
CallCabinet (ref: application)	Call Recording and Analytics

Note: There are no special characters in the name “Call Recording and Analytics”, i.e. “&” “+”, etc.

CallCabinet Offering Legacy Name	Smarsh Offering Name
Core Call Recording	Call Recording
Advanced Call Recording	Advanced Call Recording
AI-powered Conversation Analytics	Conversation Analytics

Branding and Logo Usage

As CallCabinet completes its transition into Smarsh, partners will also need to ensure that branding and logos are updated on all co-branded materials and resources, such as datasheets, slide decks, and webpages.

CallCabinet Legacy Logo	
callcabinet	No longer in use
callcabinet A Smarsh Company	No longer in use, to be phased out in 2026
	No longer in use

Smarsh Logo / Main Color applications	Smarsh Logo / Avatar	Download
smarsh	Primary Screen	
smarsh	Primary Screen	
smarsh	Secondary Screen	

Smarsh Visual Identity - Main Color Palette

Smarsh's primary color palette features Smarsh Bright Blue, known for its brightness and sharpness, lending our brand a distinctive, smart, and crisp appearance. To ensure consistency and accuracy, especially in print collateral, we recommend utilizing PMS ink whenever feasible, as outlined in this document. This approach guarantees that the intended vibrancy and visual impact of our brand colors are faithfully reproduced across all materials.

PRIMARY SCREEN

SCREEN

SMARSH BRIGHT BLUE

R:21
G:0
B:255
H: 1500FF

PRINT

SMARSH BRIGHT BLUE

PMS 2728C

C:100%
M:75%
Y:0%
K: 0%

SECONDARY

SCREEN

SMARSH DEEP BLUE

R:23`
G:0
B:53
H: 170035

PRINT

SMARSH DEEP BLUE

PMS 2766C

C:100%
M:100%
Y:25%
K: 60%

ACCENTS

SCREEN

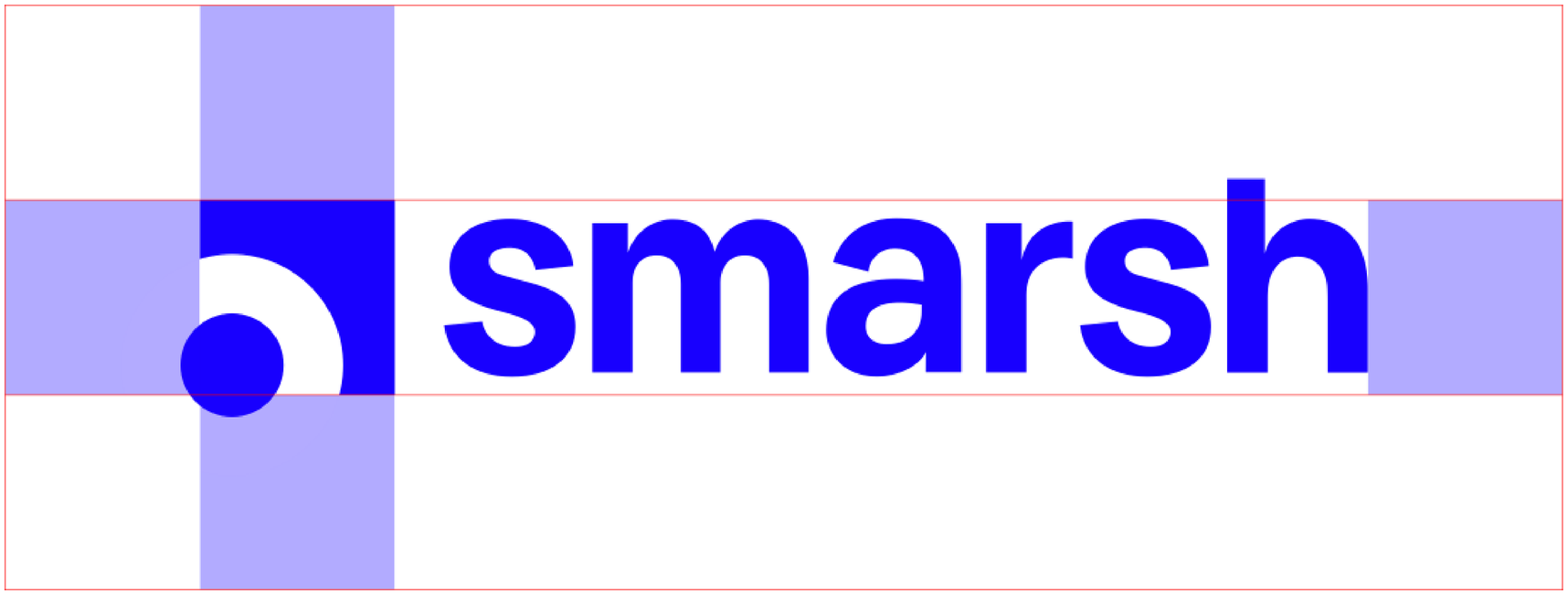
PMS 3268C	PMS 3268C
R:0 G:215 B:217 H: 00D7D9	R:0 G:188 B:158 H: 00BC9E
ELECTRIC CYAN	SEA GREEN

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Smarsh Visual Identity - Logo / No-fly zone

In order to preserve the integrity of the Smarsh logo, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clear space is indicated using blue bars around the logo.

Do not place any graphics within the designated area below.



Smarsh Visual Identity - Logo / Don’ts

Never do the following:



Don't use the logotype without the logo marc



Don't change the position of the logo marc



Don't change the size of the logo marc



Don't rotate the logo



Don't create a two color version logo



Don't add photography inside the logo marc



Don't apply the logo over busy backgrounds



Don't apply the logo over low contrast backgrounds

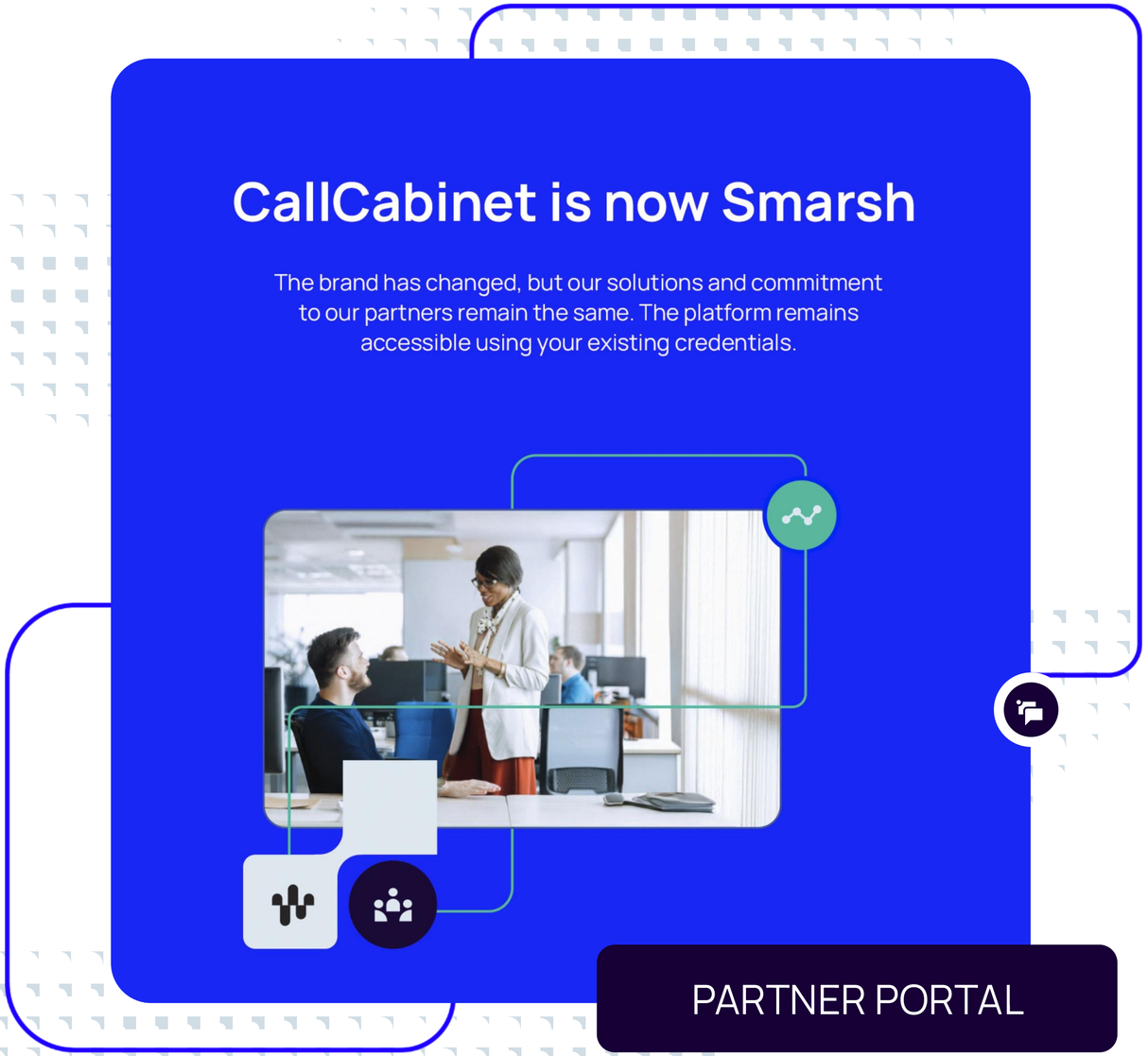
Partner Resources

Partners that are registered in the Partner Portal will continue to find all available resources there, such as e-guides, brochures, diagrams and other co-brandable materials.

Assets are currently in process of being updated with Smarsh branding, while the CallCabinet legacy branding is being phased out. Completion is at the end of Q2 2026.

Partners that have opted in to Smarsh communications will receive emails as resources are added in the Partner Portal.

Note: In Q2 2026, the Partner Portal will be redirected to a Smarsh-hosted domain (https://partner.smarsh.com/) .Your existing partner login credentials will remain unchanged.





Partner Program 2026

We want to assure all CallCabinet partners and resellers that business operations will continue without disruption. The existing Partner Program is being integrated into Smarsh as-is, and your current Partner contractual agreement remains fully valid and unchanged.

We are committed to significantly enhancing and expanding this program within the Smarsh ecosystem. Looking ahead, we anticipate a future focused on mutual success, driven by expanded product offerings, sustained increases in Annual Recurring Revenue (ARR), ARPU increases and exciting market growth opportunities together.

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Partner Support & Contact Details

Please reach out directly to your Account Manager for any questions or concerns regarding the CallCabinet acquisition by Smarsh or any Marketing-related queries.

For general inquires, or to learn more about Smarsh and the Smarsh suite of product offerings, please reach out to: SmarshCPLeadership@smarsh.com



Frequently Asked Questions for Partners

To learn more about the transition from CallCabinet to Smarsh and what this means to our valuable Partners, please find the complete Partner FAQs here.

FAQs

smarsh + callcabinet

Better Together.



Look out for more communications from your Smarsh Channel Partner team in the coming weeks. We are eager to share what we've been working on for 2026 and beyond!

Thank you for being a part of our journey.