VIOSTREAM
BRAND GUIDELINES

NOVEMBER 2016

The Brand
Essence

Making Engagement Meaningful

In today's digitally complex world, finding a voice to cut through the noise is a challenge. Video is a powerful tool to overcome this, enabling companies to unlock information exchange and engage audiences more effectively in the medium they prefer.

Engaging meaningfully through video is what motivates us. We bring integrated video solutions to the core of our customers to engage more effectively and to deliver business value.

About
The Styleguide

This document outlines the basic visual and brand guidelines that allows effective visual communication. It ensures that brand consistency is met and that our values are always communicated and represented well.

Versions

The Brand

The logo form consists of a play button set in the centre of a prism.

The play icon means playing media which is universally recognised and has been used on various devices for more than a generation.

The outer supporting formation of a prism adds a completely new dynamic to the play form. The prism edges, points and light refractions support the play image shape and then lifts it further forward.

The outer shape of the prism gives the impression it being in motion, like a video in play mode. It also directs you to a positive point which symbolises success.

Prisms symbolise the refraction of light which is parallel to the idea of filming something using a lens which is a type of prism. A lense directs the light to the digital sensor or film strip, therefore its relative to both traditional and modern video. So metaphorically, the brand form represents that Viostream is taking the history of video to a new age.

Primary
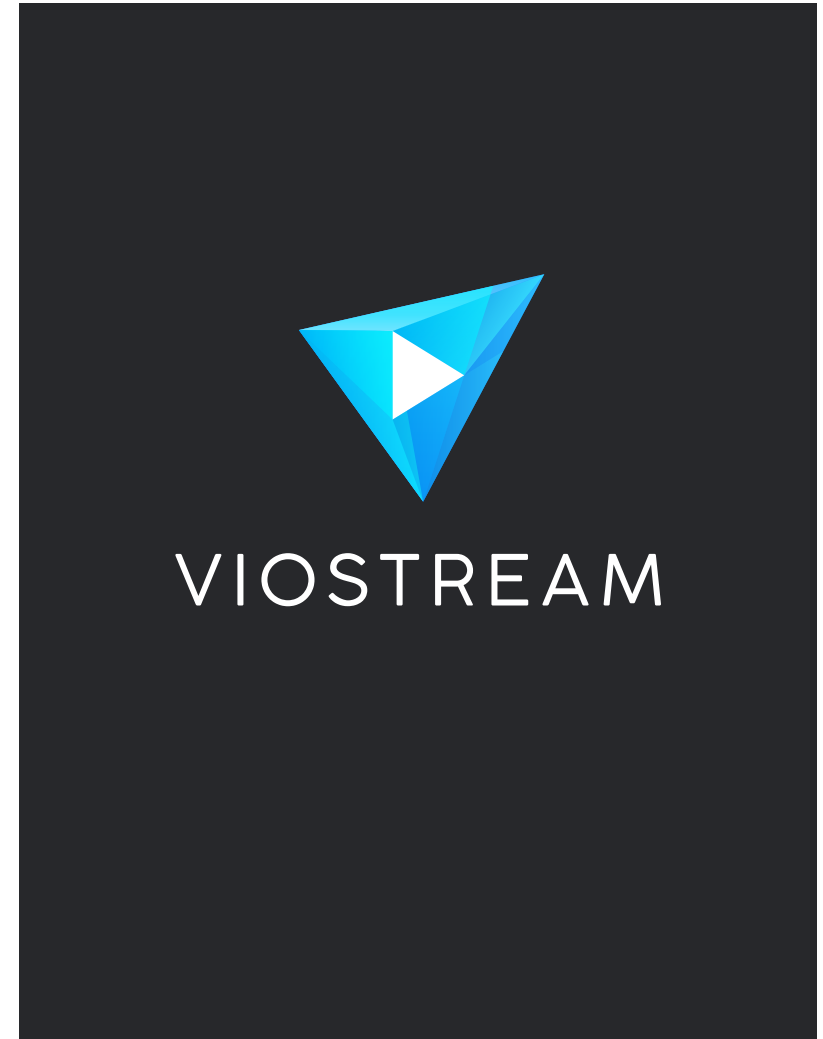
Form

The Brand Form

To be used in a situation where the typesetting title 'Viostream' is not required. It maybe a situation where the user/observer already knows they are in the vicinity of the company's realm .

Secondary

Clearspace

Methodology

Clearspace allows the preservation of the logo's integrity. Allowing some breathing space around the logo will ensure that the logo is always visible and is not misrepresented, obscured or lost. Clearspace provides an exact guide on the minimum space you need to leave around the logo and its variations. In most cases, an element of the logo is used to determine the best breathing space for the logo.

The **pink lines** are guides that are set out from the centre of the form. The most inner pink circle is the distance of the most outer reach of the from. The outer circle is reaching both the form and typesetting. The two circles between the outer and inner ones are equally ditanced by a thrid.

The **white line** is the minmal space rquired when using the primary logo with the typesetting.

The **blue line** represents the minimal distance required when the logo form is used in compact areas. For example, screen use, web favicons, social site avatars, Video bugs (watermarks), lower third titles etc.

Logo spacing with and without typesetting

Monochrome

One colour no gradients
Used for areas that do not support full colour,

Other use is if placement needs to be minimum in detail and cannot support gradients.

The flat single monochrome form is the basis of the Logo System as explained on page 11.

Scale

Scalability

Scale is an important aspect to consider for logo usage. While there are no maximum scale given for these logos, there needs to be a guide on how small they can be and still maintain brand integrity, visibility and legibility within a design. There are different minimum heights allowed for each variation of the logo for print and screen. Refer to the examples on this page and consider the minimum scale allowed for the logo when designing.

Primary

3mm | 18px

VIOSTREAM

5mm | 21px
Use primary colour

15mm | 62px

VIOSTREAM

VIOSTREAM

30mm | 124px

VIOSTREAM

System

Familiarity

This is where the brand form is reinterpreted to reflect the theme it is representing. It can only work if the observer is aware of that they are in the vicinity of the organisation, whether it's in a room, a building, geographical region or the way it is used in a video presentation.

The aim of the logo system is to reflect Viostream being a dynaimc company and that we are the ulitmate recognised experts in our field wherever that may be.

The use of brand in this way needs to be well thought out, highly creative and must maintain and express the organisations brand values.

Typography

Uses

To be applied as secondary solution. For example, where there is no room for the brand form.

The typeset is designed so it is legible in small scale.

It also important that the typeset is legible from a long distance when used on large format like billboards and banner stands.

VIOSTREAM

VIOSTREAM   VIOSTREAM   VIOSTREAM

Screen Values

The Brand
These colours are used in the logo and can be used for the corporate website, product and any other screen or internet online presence.

Primary RGB and HEX Pallete

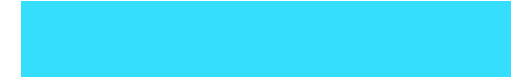Light Blue
Hex: #2492ff
R=36 G=146 B=255

Highlight Extensions

Bright Blue
Hex: #00c0f3
R=0 G=192 B=243

High Blue
Hex: #36defd
R=54 G=222 B=253

Functional Uses

Mid Blue
Hex: #007fdd
R=0 G=127 B=221

Dark Blue
Hex: #006db6
R=0 G=109 B=182

Prism Gradients

Screen Values

For other elements

These colours are used for diagrams, illustrations, alternative user interface functions.

For example, Coral for alert and error messgaes, green for the occasional highlight functions that needs to stand out for the product UI or for diagrams and presentations.

Secondary RGB and HEX Pallete

Light Coral
Hex: #ff6549
R=255 G=101 B=73

Bright Green
Hex: #c1e40c
R=193 G=228 B=12

Mid Coral
Hex: #ea4e3d
R=234 G=78 B=61

Mid Green
Hex: #a4d100
R=3164 G=209 B=0

Dark Coral
Hex: #ba433a
R=186 G=67 B=58

Dark Green
Hex: #6cab36
R=108 G=171 B=54

Screen Values

For fonts, borders, backgrounds, diagrams etc
These coours are used for diagrams, illustrations, alternative user interface functions. For example, Coral for alert and error messgaes, green for the occasional highlight function that needs to stand out.

Support RGB and HEX Pallete

White
Hex: #FFFFFF
R=255 G=255 B=255

Light Charcoal
Hex: #4a4c4f
R=74 G=76 B=79

Mid Grey
Hex: #E0E0E2
R=224 G=224 B=226

Mid Charcoal
Hex: #3c3e3f
R=60 G=62 B=63

Dark Grey
Hex: #B2B2B2
R=178 G=178 B=178

Dark Charcoal
Hex: #27282b
R=39 G=40 B=43

Print Values

Subheading
These coours are used for diagrams, illustrations, alternative user interface functions. For example, Coral for alert and error messgaes, green for the occasional highlight function that needs to stand out.

Primary CMYK Pallete

Prism Gradients

Bright Blue
Pantone 115 - 6 Coated
C=67% M=0% Y=0% Y=0%

Blue
C=76% M=24% Y=0% K=0%

Dark Blue
C=89% M=55% Y=1% K=0%

Print Values

Subheading

These coours are used for diagrams, illustrations, alternative user interface functions. For example, Coral for alert and error messgaes, green for the occasional highlight function that needs to stand out.

Secondary CMYK Pallete

Bright Coral
C=0% M=65% Y=79% Y=0%

Bright Green
C=32% M=0% Y=100% Y=0%

Coral
C=24% M=79% Y=57% K=8%

Green
C=64% M=12% Y=100% K=0%

Brand
Typeface

Museo is a very clean typeface comprising of both sans and slab styles which are intended to work harmoniously together. It has additinal font files that are specifically designed to suit the digital screen, which is important for a software company like Viostream.

Museo Web Fonts
There are font files available so they can be used via CSS attribute too, it is especially designed for on screen display.

Primary Family

Museo Slab 100
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuv
wxyz
1234567890!
Museo Sans 300
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz

Museo Slab 100
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuv
wxyz
1234567890!
Museo Sans 300
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz

Typeface Variations

Museo slab is ideal for main headings as it gives a impression of new tradition, the elegant horizontal slab lines gives the feeling of stability.

Museo Sans is ideal for secondary headings, body copy, foot notes etc.

There are a lot of options available in this font family, good typestting can enhance the way Viostream can express their brand values.

Font styles and sizes in proportion to each other

Heading 1

Museo Slab 100
Size 30pt, Leading 38pt

Heading 2

Museo Sans 100 Size 15pt, Leading 18pt

Body

Museo Sans 300 Size 9pt, Leading 18pt

Breakout

Museo Sans 300 Size 17pt, Leading 21pt

Quotes

Museo Slab 300 Size 17pt,Leading 18pt

Footer

Museo Sans 300 Size 7.7pt, Leading 13pt

Notes

Museo Sans 100 Size 5.5pt, 9.5pt Leading

Operating System Fonts

Verdana is a standard system font readily available on all operating computer systems.

Use this font where the primary font Museo is not available. For example, where browsers that do not support CSS3 for the Viostream corporate website. Also for Powerpoint presentation and word documents that need to be sent out and viewed on other computers that will most likely not have Museo installed.

Sizes

Headline 1	Verdana Regular Size 28pt, Leading 36pt
Headline 2	Verdana Regular Size 17pt, Leading 25pt
Body	Verdana Size 9pt, Leading 18pt
Breakout	Verdana Regular, Size 15pt, Leading 18pt
Quotes	*Verdana Regular Italic, Size 15pt, Leading 18pt*
Footer	Verdana Regular, Size 7.7pt, Leading 13pt
Notes	Verdana Regular Size 5.5pt, 9.5pt Leading

Style

Motion & Atmosphere
Use abstract prisms and refraction of light representing a lens of a camera when the video camera is turned on. Prisms in other forms like a well formed crystal or well cut gem stone represents natural high standard, refinement and excellent service.

Use real imagery primarily for abstract expression vs illustrations. Desaturated colours slightly to give the impression of a slight overlay awash of light over the darker areas, to give the impression of the shot being taken in a video production studio.

Select images that appear to be a video still, as if it is in motion or candid. Make sure the composure is not too orchestrated..

People
New professionalism, expert, engaging, dynamic, responsive and relationship focused.

They can be talking at a marketing event, making a company announcements or teaching at a learning environments.

Personas using the product and others viewing the live or on-demand interactive video on any device, screen or TV anywhere.

Outcomes
Quality, growth & development and unlocking enterprise potential.

Visual Elements

Prisms

Represents the following.

• Lights; from video production

• Motion; capture in real time

• Quality; like a well cut diamond

• Depth; as you can look through it

• Dynamics; change with technology

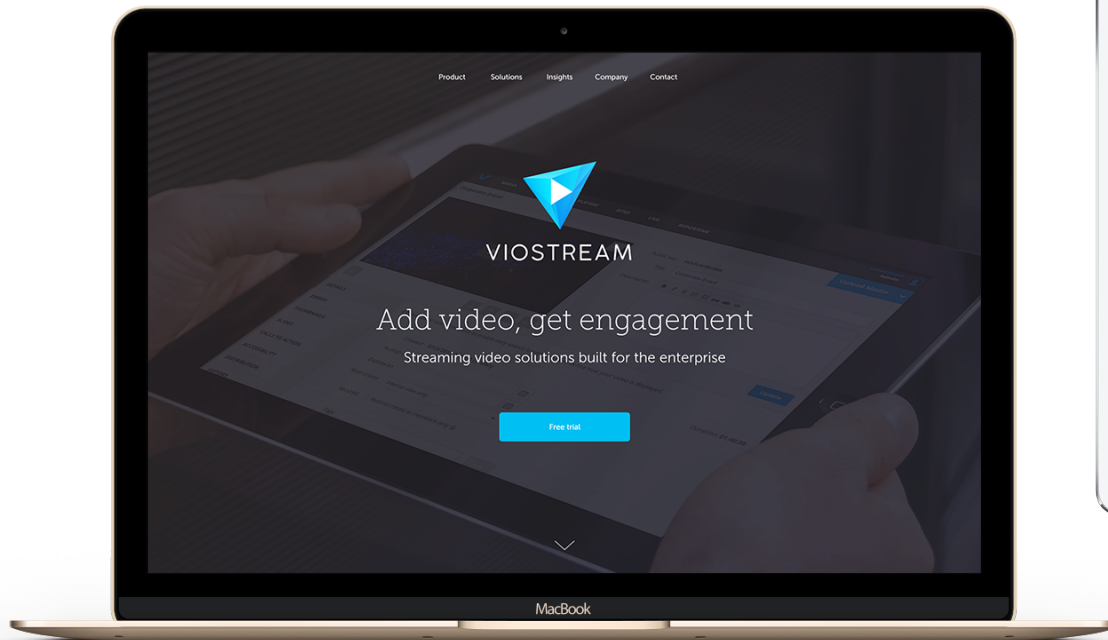• Direction; streams of light

• Functional; lens of a camera.

Construction

The prism are made using the gradients set in the primary screen colour values. They can be overlayed and adjusted in opacity to give the desired effect. It is important that all points are connected in some way that gives an impression of integrations. The overall lines of the prism must point to a positive direction at the same time.
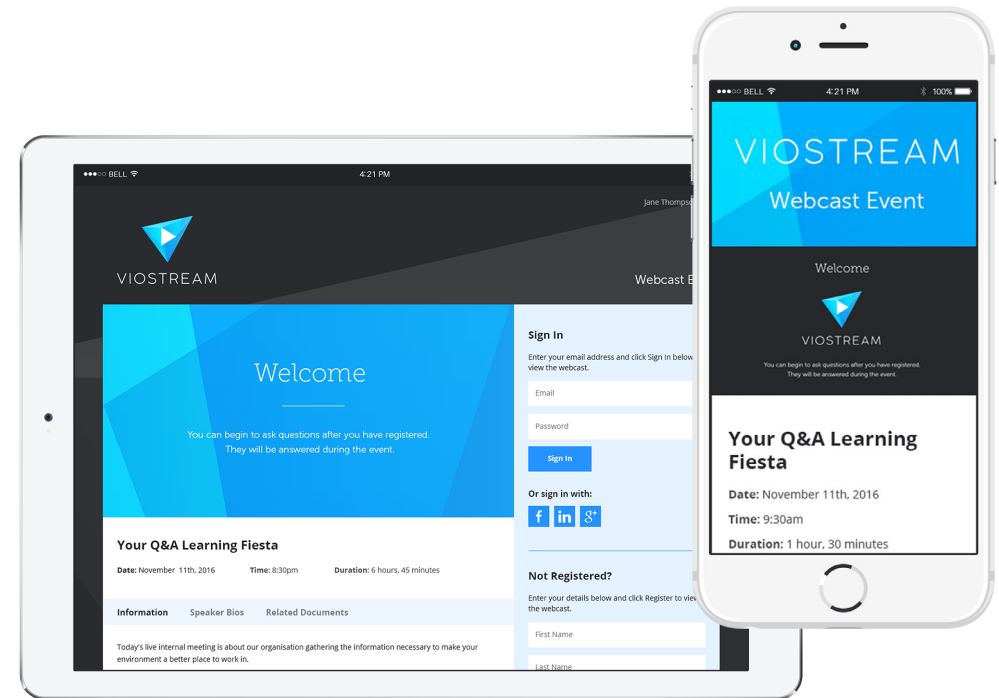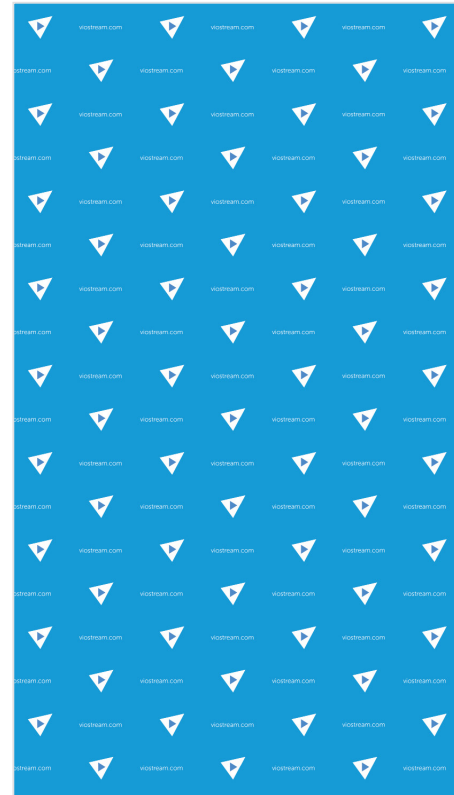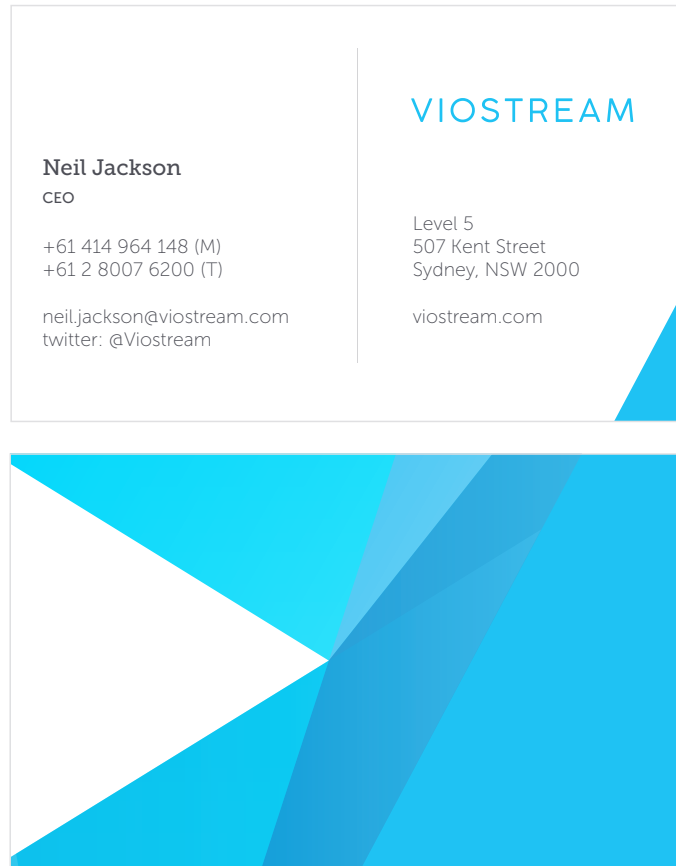
Digital

Website

Webcast Event

Environment

Event Banners

Print

Business Cards

VIOSTREAM

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Conclusion

Add photo of office here