



Vizrt Brand Guidelines 2023

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Introduction

Who we are

Our technology is used by the greatest creative video storytellers, from emerging content creators to the biggest broadcasters and media technology organizations across the globe.

Everyone loves a good story, and we're no different. Creative, compelling and uncomplicated storytelling is what drives us. And, in a world where attention spans are short, grabbing and holding onto audiences for entertainment, education, or information requires craft, design and vision.

We work alongside our customers as trusted advisors to support their storytelling needs – our mission, put simply, is more stories, better told.

Live storytelling is too important to leave to chance. Our team of 24/7 on-call experts and market-leading creative solutions offers everything storytellers need to dazzle audiences simply, effectively, and beautifully.

Vizrt was born out of the need to represent data in a new, engaging way for the live Norwegian election in **1997**. Vizrt invented the first



template-based graphics system, the first virtual set and the first real-time 3D graphic, changing broadcast and live production forever.

We redefined the creative possibilities in content creation, and the 'firsts' have rolled-on since then.

1990: The Video Toaster goes to market as a breakthrough solution democratizing video production as the first affordable all-in-one video production system winning an Emmy for Technical Achievement.

2005: The iconic TriCaster launches, merging live video switching, broadcast graphics, virtual sets, special effects, audio mixing, recording, social media publishing and web streaming into one powerful production unit, empowering content creators to produce virtually any location.

2015: NDI (Network Device Interface) arrives, the game-changing audio and video-over-IP technology that enables seamless sharing of high-quality video, audio, and data over standard Ethernet networks, revolutionizing IP-based video production workflows.

Innovation is in our DNA.

In 2015, Vizrt was acquired by private equity firm Nordic Capital. Since then, Vizrt has expanded its offerings, including developing a cloud-based production platform in 2020 and proprietary AI tools in 2022.

Vizrt has remained at the forefront of real-time AR and 3D graphics, virtual studios, and video production technology for the past 25 years, continually pushing the boundaries of creativity in media technology.





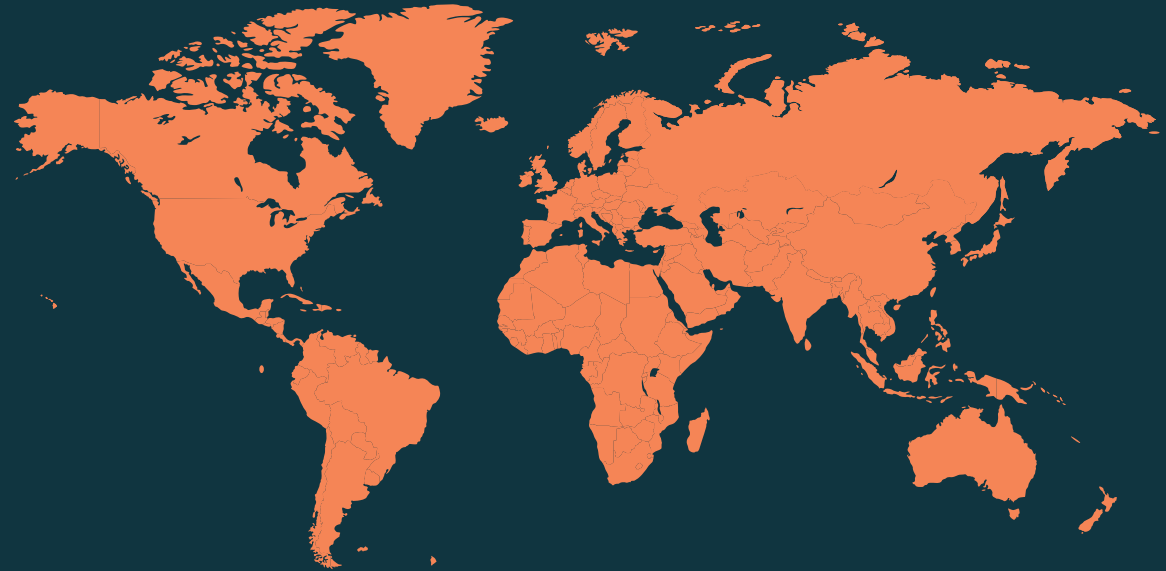
Vizrt today

Vizrt is the leader in real-time graphics and live production solutions for content creators.

With a 25-year history of inventing new simplified workflows for storytelling whether it is in the news, sports, broadcast, education, entertainment, live events, digital media, advertising, or anywhere else video lives, Vizrt has helped define and reshape the way video is created and shared with the world.

Dedicated to delivering ground-breaking solutions for customers across graphics, cloud, remote and live production, live streaming, sports productions, virtual reality and virtual studios, and infrastructure – Vizrt enables more stories, better told.

Billions of people watch stories or video powered by Vizrt everyday including from media companies such as Al Arabiya, Al Jazeera, BBC, CNN, CBS, ESPN, FOX, NBC, NHL, NFL, NRK, Sky Group, The Supreme Court of the United Kingdom, New York Giants, Nickelodeon, CBS Radio, ESPN Radio, MTV, USA TODAY, U.S. Department of Homeland Security (DHS), NASA, PWC, and more than 80% of the U.S. Fortune 100.



Vizrt strategic pillars

At our core, we are a software company that provides next-generation solutions for media content creation and distribution. And as a company, we have the following strategic pillars:

Innovation - We strive to be at the forefront of technological advancement and innovation, always seeking to improve and push boundaries.

Content centric - Seeing what our customers bring alive with our solutions drives us to ensure our tools best support the creation, delivery, and optimization of engaging, high-quality, content to audiences.

Customer focused - Our relationships with our customers are focused on trust, expertise, collaboration and teamwork. Their success is our success and we prioritize the needs, desires, and satisfaction of our customers in all aspects of our business operations.

Software-defined - Software is the future, and by focusing on software-defined visual storytelling solutions we help our customers harness digital tools and technology to create captivating visual narratives with enhanced creativity, and interactivity.



Mission statement

Our mission is to enable any visual content creator, whether a single creative or one of the world's largest tech and media organizations, to tell their stories using cutting-edge technology with exceptional creativity. In short, **more stories, better told.**

Real-time content requires real-time impact. We understand it isn't enough to create incredible content if it doesn't attract audiences, therefore we have a strong commitment to delivering solutions that are not only technically advanced but also visually engaging. By bringing together technology and creativity, we help our customers stand out in a crowded media landscape and build lasting connections with audiences.



Tone of voice

Vizrt's tone of voice strives to be professional, inspirational, innovative, and customer focused. As a technology company, Vizrt communicates in a straightforward and clear manner, with a focus on providing information that is relevant and useful to its audience.

At the same time, Vizrt seeks to differentiate itself from competitors by emphasizing its market leading solutions, world-class team, and revolutionary approach to technology and commitment to customer satisfaction. This is reflected in the company's messaging, which often highlights its ability to provide cutting-edge solutions that address specific customer needs.

Overall, Vizrt's tone of voice is designed to convey a sense of trust, reliability, and expertise, while also emphasizing the company's passion for innovation and customer success.

Please note:

- **Vizrt uses American English.**
- Always reference Vizrt's full name. Never Viz, unless as part of a product name. The V should always be capitalized and the rest of the word in lower-case – never **"VizRT"**.
- Products should always be referred to as Viz Mosart, Viz Engine, Viz One, Viz Flowics, Viz Pilot Edge – never Mosart, Engine, One, Flowics, etc.
- In a standalone piece of copy, even when written in the first-person, the writer should make sure that the Vizrt context is given. Think that if you were to discover the piece of copy randomly, would it be obvious within the first paragraph that we are talking about Vizrt or produced by Vizrt?
- Never personify Vizrt (for example never, Vizrt recommends Technology X).
- Third person should be used for formal communications.
 - *Example: The Discovery team is using Vizrt's media asset management system Viz One to ingest live feeds of matches from the Norwegian football league.*
 - *To be used for case studies and press releases, formal external copy etc.*

- First person – informal communications
 - *Use in the plural form. Us, we, our etc.*
 - *Example: Join us at IBC to see the latest Viz Engine capabilities united with ROE Visual's GhostFrame at our booth in Hall 7!*
 - *To be used for event articles, newsletters, social media, and ads.*
 - *Always include references to Vizrt elsewhere in the text.*
- Names and titles
 - *Use full name and title for first mention. Titles are capitalized followed by the name of the organization.*
Example: said Chris Black, Head of Brand & Communications, Vizrt.
 - *Use first and last name for second mention. Example: added Chris Black.*
 - *When writing a quote amongst copy, the quote should be italicized, and the name and title should be in bold.*
- Describing
 - *Use gender-neutral pronouns - they, them or their, instead of he/she, him/her.*
 - *Use contractions where appropriate (for example, it's, don't).*
 - *In the third person references for companies, always use singular versus plural so 'its,' never 'theirs.'*
- Use hyphenation to clarify long noun constructions (for example, high-quality content).
 - *Where possible, when describing technical products use a mix of simple and technical English to describe (or describe in the simplest way possible) to make the copy readable.*
 - *Specific (never it is recommended to), no repetition, no padding, no metaphor, no simile, no cliché, no subjective judgements (you ought to), no euphemism or other figure of speech.*
 - *Give examples if further clarity is needed.*
 - *Use a word or term consistently after explaining it. Ensure you are using standard industry terms correctly.*
 - *Do not overload sentences with heavy, technical jargon and meaningless descriptors.*
- HAVE A CALL TO ACTION: Tell readers what to do, not what not to do (run is more instructive than don't walk).

Logo

02

Logo

The Vizrt logo encapsulates us as a company at the highest level and is central to our brand. It is how our customers and the industry identify us and provides a stamp of quality for what we create. It is what distinguishes our products and content as products of the world's leading provider of visual storytelling tools for media content creators.

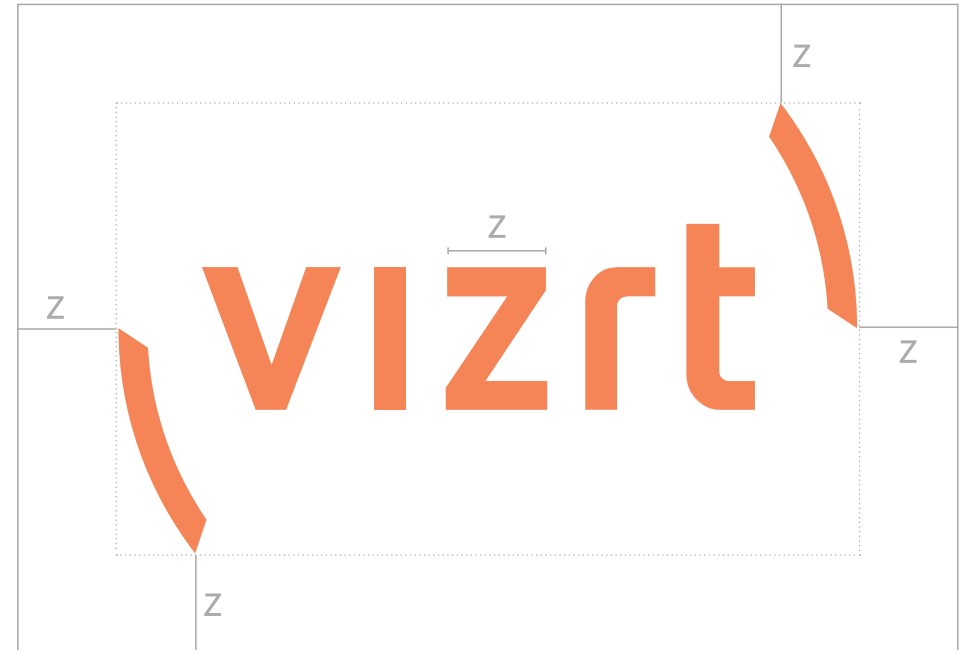
The Vizrt logo should never be recreated or typeset. Only the official logo files supplied should be used.

This is the main version of the logo to be used on all published materials. When writing Vizrt in copy, the V should be uppercase and the rest of the word is lowercase. For reference, Vizrt is pronounced '*Viz - r-t*', and spelled *Vizrt*.



Clear space

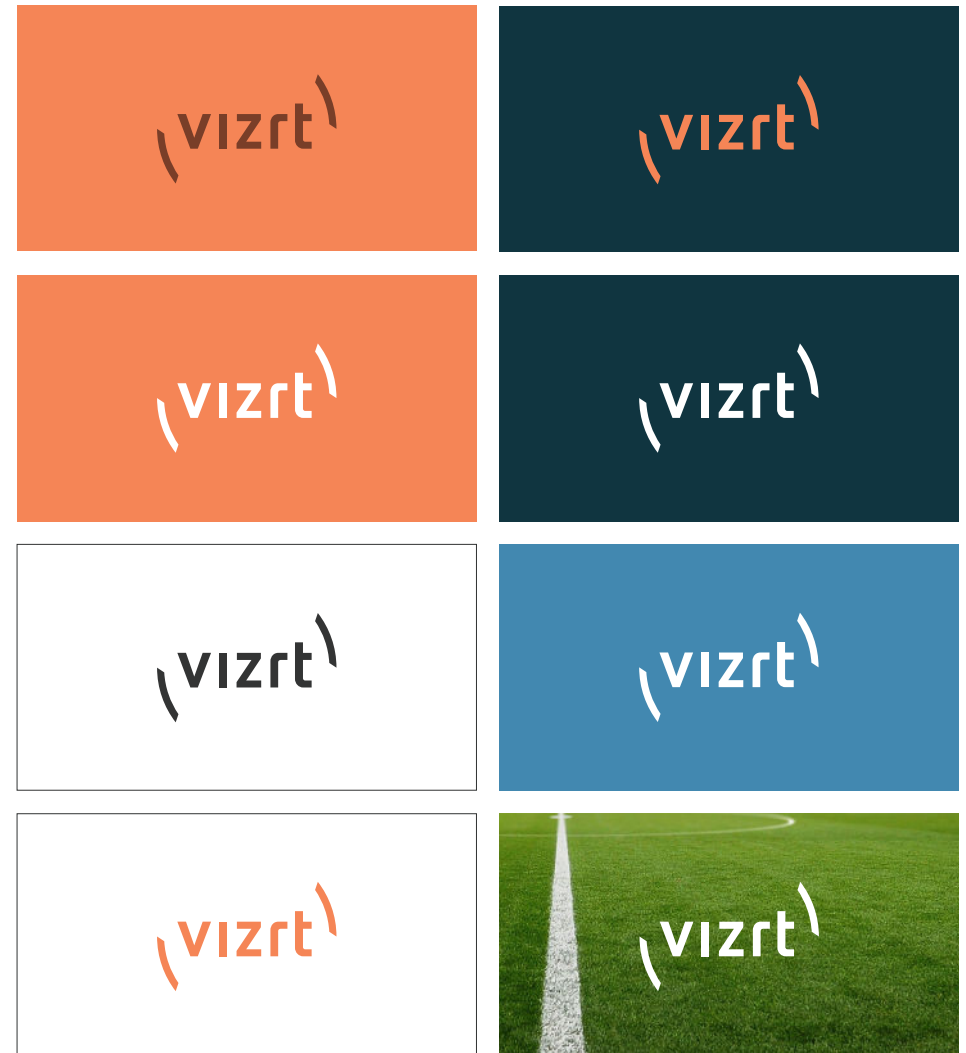
The logo must be positioned in its own clear space, standing apart from other images and text. It must therefore be surrounded by a minimum clear zone measured by the width of the letter z within the logo. No text, images or graphic elements should be within this clear space area.



Color variations

The Vizrt logo is designed in orange. There is also a white, a dark grey and a dark orange version. When the logo is used statically it should be either a solid orange, white, or dark grey depending on the background. Ensure that the background is uncluttered and provides enough contrast to guarantee clarity.

The Vizrt logo in dark orange (example on the top left) can **ONLY** be used on top of a Vizrt orange background.



What not to do

Do not clutter

Never place the logo on a busy background, do not try to compensate by adding a drop shadow. Make sure you have clear space.



Do not use effects

Never add any effects like bevel or drop shadow to a static logo.



Do not do any alterations

Never alter the proportions of the logo or reproduce the logo at an angle.



What not to do

Do not create your own brand

Do not add additions to the logo in order to create your own brand or brand mash up! The logo must have clear space surrounding it.



Do not use other colors for the logo

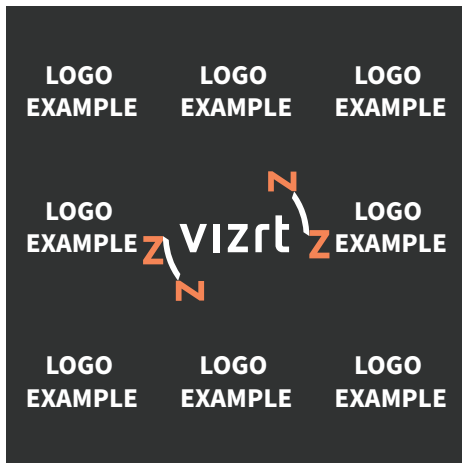
The only colors that should be used are orange, white, dark grey and in some cases dark orange.



Our logo with other logos

If you are using our logo together with other logos, make sure you follow the guidelines in this chapter. The clear space around our logo and the color variations are most important.

Do **NOT** change our logo color to match the color of other logos. In cases where many different logos are displayed together, the best option would be to use the white version logo, together with other white version logos.



Example of minimum spacing requirement



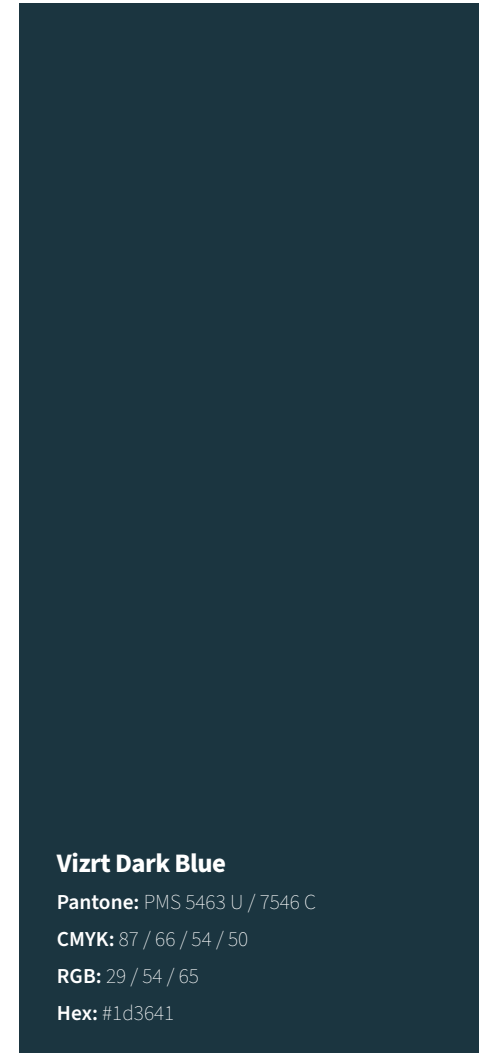
Colors

Colors

The orange is the main color in our brand palette. For digital assets (screens, websites, presentations) we also use the dark blue color. The colors should never be used as tints or hues, but can be used both as gradients and flat colors. Use RGB and HEX for on-screen and digital use, and CMYK for print.



Vizrt Orange
Pantone: PMS 158 U / 2024 C
CMYK: 2 / 60 / 75 / 0
RGB: 240 / 130 / 79
Hex: #f0824f



Vizrt Dark Blue
Pantone: PMS 5463 U / 7546 C
CMYK: 87 / 66 / 54 / 50
RGB: 29 / 54 / 65
Hex: #1d3641

Colors

Vizrt Orange

Pantone: PMS 158 U / 2024 C

CMYK: 2 / 60 / 75 / 0

RGB: 240 / 130 / 79

Hex: #f0824f

Vizrt Dark Blue

Pantone: PMS 5463 U / 7546 C

CMYK: 87 / 66 / 54 / 50

RGB: 29 / 54 / 65

Hex: #1d3641

Vizrt New Blue

Pantone: PMS 2390 U / 2149 C

CMYK: 70 / 30 / 10 / 10

RGB: 69 / 137 / 177

Hex: #4589b1

White

Pantone: PMS White

CMYK: 0 / 0 / 0 / 0

RGB: 255 / 255 / 255

Hex: #ffffff

Vizrt Dark Grey

Pantone: PMS Black 6 U / 447 C

CMYK: 70 / 63 / 62 / 59

RGB: 50 / 50 / 50

Hex: #323232

Vizrt Light Grey

Pantone: PMS 4275 U / Cool Gray 6 C

CMYK: 35 / 28 / 28 / 0

RGB: 170 / 170 / 170

Hex: #aaaaaa

Gradients

The main color orange and our dark blue can also be used as gradients.



Hex: #e85725	Hex: #f58557
CMYK: 4 / 81 / 100 / 0	CMYK: 0 / 59 / 70 / 0

Hex: #113540	Hex: #264655
CMYK: 89 / 62 / 51 / 54	CMYK: 87 / 63 / 49 / 35

Typography

04

Typography

Primary

Our primary typeface is Source Sans Pro, an open source typeface family. Within the Source Sans Pro typeface family we use Extra Light/Light for all body text. Bold / Semibold is used in subheadings and for emphasis. In signage we use Source Sans Bold.

Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	04	06	07	08	09

Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	04	06	07	08	09

Source Sans Pro

Extra-Light

Extra-Light Italic

Light

Light Italic

Regular

Regular Italic

Semi-Bold

Semi-Bold Italic

Bold

Bold Italic

Black

Black Italic

Typography

Secondary

In some situations, e.g. 'in-house' systems, on-screen applications, online text, and e-mails Source Sans Pro cannot be used. In this case Calibri should be used.

Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	04	06	07	08	09

Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	04	06	07	08	09

Calibri

Light

Light Italic

Regular

Regular Italic

Bold

Bold Italic

Product names

05

Product names

Vizrt product names is always written with 'Viz' in front of the product name. So for example you should always type out 'Viz Mosart', not just 'Mosart'.

Example of correct use of product name:

Viz Mosart studio automation represents the best of simplified operation and advanced device control, providing the highest quality and speed while eliminating mistakes and lowering operational costs for greater flexibility in news, sports, and other live and pre-recorded productions.

Product logos

Product logos - dark



Viz Arc



Viz Libero



Viz Social



Viz Arena



Viz Mosart



Viz Story



Viz Artist



Viz Multichannel



Viz Ticker



Viz Channel Branding



Viz Multiplay



Viz Trio



Viz Data Connectors



Viz Now



Viz Vectar Plus



Viz Eclipse



Viz One



Viz Virtual Studio



Viz Engine



Viz Pilot



Viz World



Viz Flowics



Viz Pilot Edge

TriCaster®

Product logos - white



Viz Arc



Viz Libero



Viz Social



Viz Arena



Viz Mosart



Viz Story



Viz Artist



Viz Multichannel



Viz Ticker



Viz Channel Branding



Viz Multiplay



Viz Trio



Viz Data Connectors



Viz Now



Viz Vectar Plus



Viz Eclipse



Viz One



Viz Virtual Studio



Viz Engine



Viz Pilot



Viz World



Viz Flowics



Viz Pilot Edge

TriCaster®

Product transition

In order to fully unify the product portfolio, there will be a transition from legacy logos, icons and wordmarks to new imagery that aligns with the overall brand. In the short term, the following styles have been defined with the consideration that this imagery is being further developed.

Old wordmark

3Play[®]



New wordmark

Viz 3Play[®]

CaptureCast[™]



Viz CaptureCast[™]

**Full product list coming soon*

Trademarks

Trademark terms

The following is a current list of Vizrt trademarks.

When using the marks in publications, include the appropriate™,SMor®on first use. All publications must include a copyright statement and credit lines listing the trademarks mentioned in the publication.

Trademarks are nouns and should not be made into verbs or made plural or possessive. For more information on how to use Vizrt trademarks, contact the Brand and Communications Team at press@vizrt.com

The absence of a product or service name or logo from this list does not constitute a waiver of the Vizrt trademark or other intellectual property rights concerning that name or logo.

Transition Logic™

Transition Logic allows the independent control of any number of graphics layers, providing a code-free and design-based method for building graphics that gracefully animates in and out, and transitions from one to another automatically.

Adaptive Graphics™

Adaptive Graphics' templated, single production line workflow automatically and intelligently adjusts your graphics for traditional TV and hand-held device aspect ratios, plus non-traditional displays such as studio video walls, virtual sets, and digital signage.

Virtual Window™

A Virtual Window is a feature comprised of Viz Virtual Studio, Viz Engine and a video wall, whereby based upon camera position, an illusion is presented to the viewer of a 3D representation of a graphic or virtual set within the video wall.

Metagraphics™

This is helpful in situations where the same cut of a story can have the same information on the graphic, but different styles can be broadcast without having to render out another file. An example might be a story that gets aired on the 5pm news with a blue theme and then again on the 10pm news with a red theme to match that program's look.

Registered trademarks

The following is a list of trademarks registered and owned by Vizrt in one or more territories worldwide. The first time they appear in a written text, these should always be followed by a Registered Trademark sign: ®

For all of these trademarks, Vizrt also owns the registered rights to the attendant logo design.

NDI®
 Vizrt®
 SDVS®
 Vizrt Group Software-Defined Visual Storytelling®

Viz Anchor®	Viz Multichannel®	Viz Verdi®
Viz Arc®	Viz Multiplay®	Viz Video Engine®
Viz Arena®	Viz Now®	Viz Weather®
Viz Artist®	Viz One®	Viz World®
Viz Channel Branding®	Viz Pilot®	TriCaster®
Viz Dart®	Viz Secure®	3Play®
Viz Eclipse®	Viz Social®	TalkShow®
Viz Engine®	Viz Story®	Video Toaster®
Viz Helix®	Viz Ticker®	Broadcast Minds®
Viz Libero®	Viz Trio®	
Viz Mosart®	Viz Vectar®	



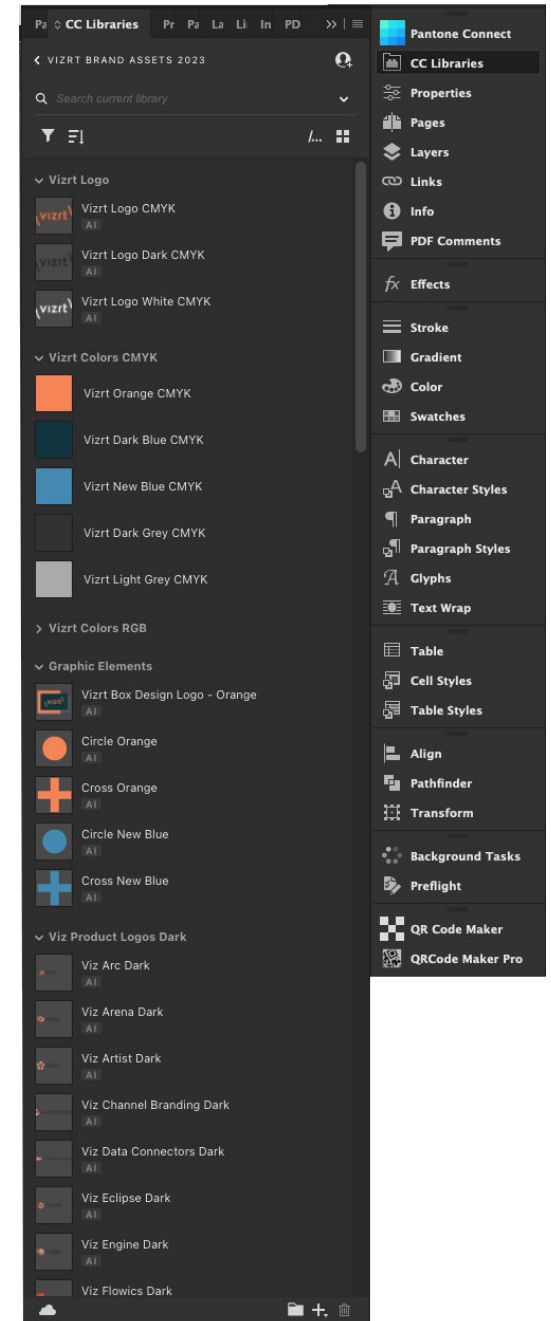
Adobe CC Library



Adobe CC Library

Creative Cloud Libraries makes the core design assets for your brand or personal projects available to you anywhere. Easily collect, organize, use, and share these assets across projects, devices, Creative Cloud apps, and teams to produce consistent experiences.

If you have an Adobe log-in you can access logos and other assets from our CC library here: [Vizrt Brand Assets 2023](#)



Social media policy

Social media policy

Introduction

This social media policy explains and presents the rules governing social media use at Vizrt, including those employees working at the marketing department and employees in general as well as partners/vendors who may want to promote Vizrt in its own respective social media accounts.

Social media brands/accounts

Facebook (@Vizrt):	Vizrt Facebook Page
LinkedIn (Vizrt):	Vizrt LinkedIn Page
Instagram (@vizrtofficial):	Vizrt Instagram Page
Twitter (@vizrt):	Vizrt Twitter Page
YouTube (Vizrt Official):	Vizrt YouTube Channel
Vimeo (Vizrt):	Vizrt Vimeo Page

Hashtags:

#Vizrt
 #MoreStoriesBetterTold
 #VisualizeTomorrow
 #RealTimeGFX
 #VizrtGraphics
 #VizrtTools
 #VizrtProducts
 #BroadcastTech
 #Broadcast
 #SportsTech
 #LiveProduction
 #CreateVideo
 #LiveStreaming
 #TriCaster

Tone of voice

Vizrt. We are the home of the world's leading technologies for visual storytellers. Used by the greatest creative video storytellers from the emerging content creators to the biggest broadcasters and media technology organizations across the globe.

We are experts at helping live broadcasters find the creative tools to engage billions of viewers across the globe every day. Hence our mission to develop the leading technologies of tomorrow, for the visual storytellers of today.

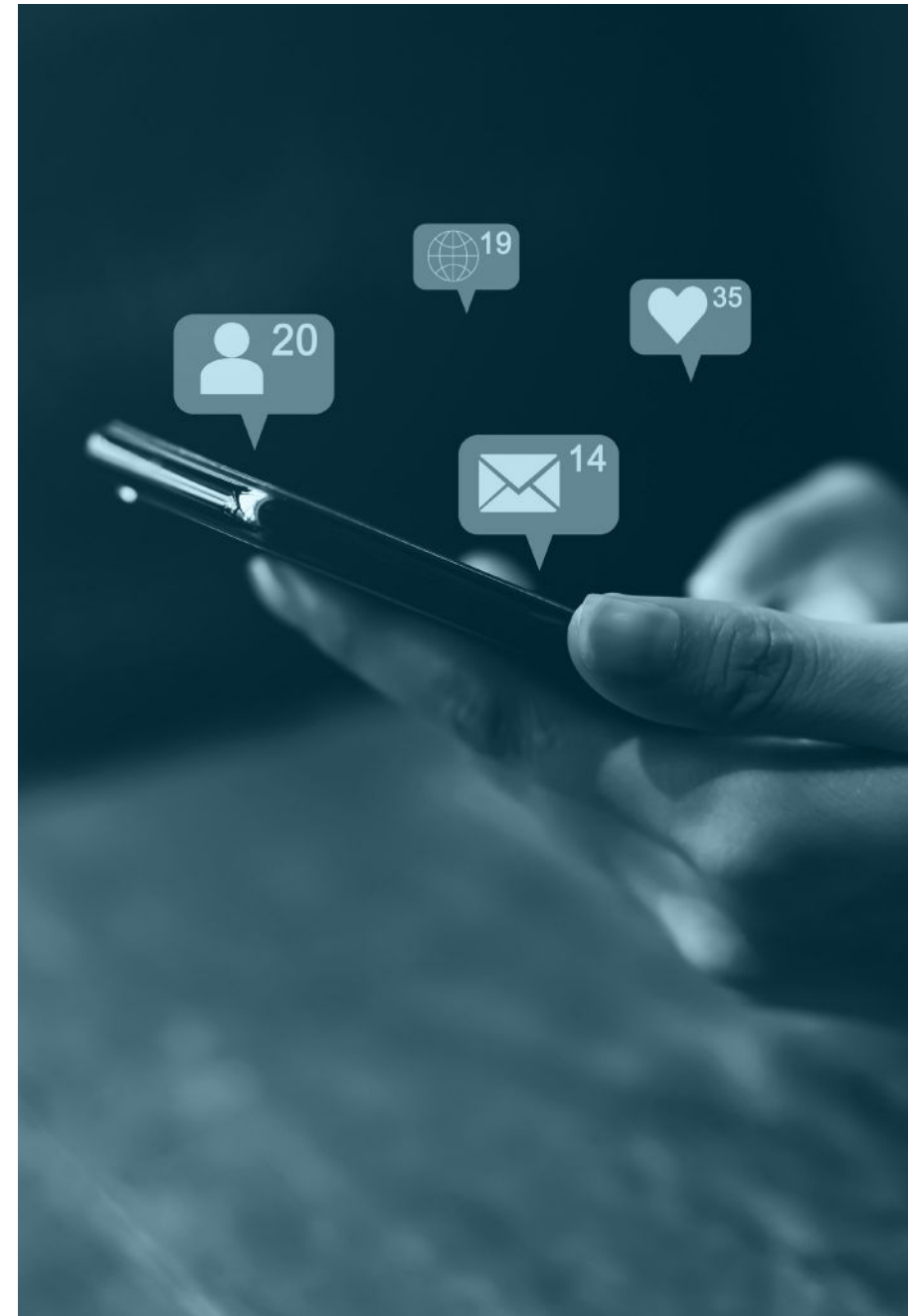
As a premium brand and market leader with renowned customers in the media technology industry, we want to identify Vizrt as *professional, educational, warm, inspiring, bold, and friendly*.

We want to showcase we are a trusted technology partner that cares about our customers' success. We also want to highlight the value of our products and its accessibility to support the single content creator streaming on YouTube, to the top end broadcaster.

Social media and scope

Partners and vendors. As we value our partners and peers in the industry, it is also important that you comply with the following:

- If you want to promote Vizrt on your respective social media accounts, you should coordinate with your designated Demand Generation Manager or Account Manager who shall then inform the social media team for permission.
- You should also respect the brands' trademarks and copyrights.
- In some cases, you may be required to submit your digital marketing materials to Vizrt's social media team or content team prior to releases or publishing.
- More information for how to submit a social media requests for the Vizrt social platforms, and best practice for social media, can be found on Channeltivity



Questions?

Questions?

If you have any questions about this brand guidelines, or if there is anything that isn't covered in this document, please get in touch with our marketing department via email: marketing@vizrt.com

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Contact



Contact

Global Headquarters Bergen

Lars Hilles Gate 30
5008 Bergen
Norway
+47 55 23 00 25

Regional offices

Click [here](#) for more contact info

Sales

Click [here](#) to contact sales

Press

Send an email to press@vizrt.com

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