



Design Guidelines

These are our recommendations to retain the consistency and integrity of the Vidyard brand.



We're Vidyard[!]

Vidyard is the video platform that helps businesses transform communications and drive more revenue through the strategic use of online video.

Going beyond video hosting and management, we help businesses connect with more viewers through interactive and personalized video experiences, learn powerful insights on their viewing audience, turn insights into action with enterprise integrations, and prove the impact of their video programs.



OUR MISSION IS TO

Help businesses **succeed** with the use of video

Video is changing the way businesses connect and communicate in an increasingly digital world. From marketing, sales and customer service to employee training and corporate communications, video is helping businesses of all sizes humanize communications and personalize customer experiences.



Logo

Follow our simple guidelines to ensure the Vidyard logo is being used correctly and consistently.

LOGO

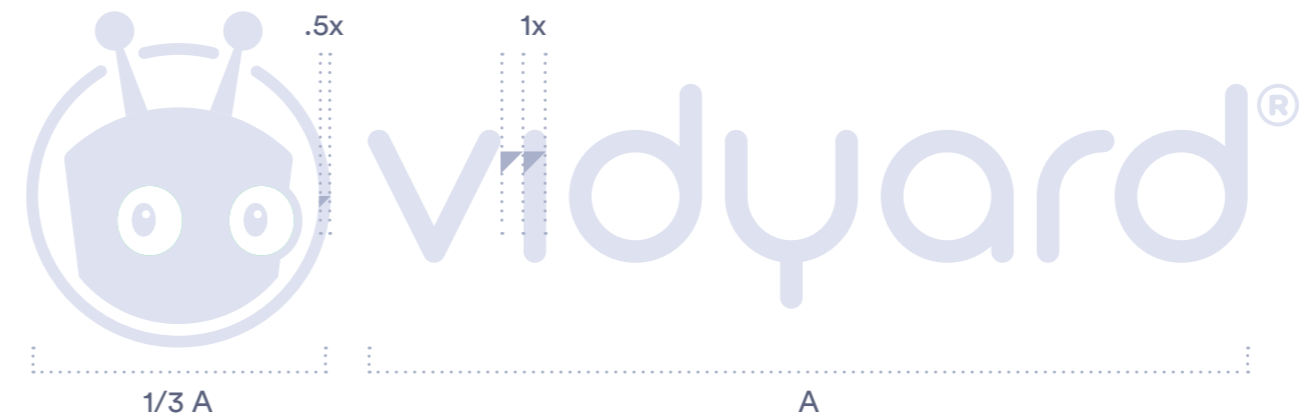
Our Brand

Our primary logo embodies our brand with its friendly tone and our signature green. Our emblem features our V-Bot mascot and the wordmark.

The primary logo should ideally be used in most applications.

[Download logo files](#)

PRIMARY LOGO



LOGO

Alternate Logos

The **Horizontal Logo** is our primary logo and should be the preferred logo on most materials.

The **Vertical Logo** is restricted to vertical/square areas.

The **Emblem** can be used in small, square spaces where the wordmark might appear too small.

The inverted color logos can be used on **Grey 550**, and should not be used on other colors.

HORIZONTAL LOGO



VERTICAL LOGO



EMBLEM



LOGO

Single Color Logos

There are rare circumstances where, because of technical constraints, a full color logo is not possible. These logos should only be used in those circumstances.

Logo Fill:

- Grey 500
- White

HORIZONTAL LOGO



VERTICAL LOGO



EMBLEM



LOGO

Spacing

It's important to have a minimum amount of space around the Vidyard logo.

The space around the Vidyard logo should be the height of two "V"s around the logo. In tighter spaces, you can use the height of one "V".



LOGO

Dos and Don'ts



The logo should never be skewed in size.



The colors should never be changed.



Choose backgrounds with enough color contrast.



Use the white logo when it will be used on an image.



Do not add or change the layout of the elements of the logo.



Do not add a drop shadow to the logo.



Aa

Typography

Use typography to present your design and content as clearly and efficiently as possible.

TYPOGRAPHY

Typeface

Vidyard uses **Circular Std**, a geometric sans-serif typeface. Circular Std is primarily based of geometric forms, but has many quirks that make it a friendly and warm typeface.

[Download Circular Std](#)

Circular Std

BOLD

The quick brown fox jumps over the lazy dog

MEDIUM

The quick brown fox jumps over the lazy dog

BOOK

The quick brown fox jumps over the lazy dog

TYPOGRAPHY

Typography Formatting

Vidyard uses a range of contrasting typeface weights and a purposeful type size scale to produce visual hierarchy for headers and paragraphs.

OVERLINE / BOOK

Header 1 / Bold

Header 2 / Bold

Header 3 / Bold

Paragraph / Book

Button Links / Medium

HEADER STYLES

OVERLINE / BOOK

Type size: 16px / 14px Line Height: x1.5 Tracking: 250
● #5b627d

Header 1 / Bold

Type size: 60px Line Height: x1
● #374054

Header 2 / Bold

Type size: 46px Line Height: x1.15
● #374054

Header 3 / Bold

Type size: 32px / 24px / 20px Line Height: x1.5
● #374054

PARAGRAPH STYLES

Paragraph / Bold

Type size: 18px / 16px / 14px / 13px Line Height: x1.15 ● #374054

Paragraph / Medium / Book

Type size: 18px / 16px / 14px / 13px Line Height: x1.5
● #5b627d

Button Links / Medium

Type size: 14px Line Height: x1.5
● #6361FA

TYPOGRAPHY

Typeface Alternative

In a situation where Circular Std cannot be used (such as in emails), **Montserrat** is permitted to use. The sizing, color and spacing should be kept the same as the formatting outlined on [page 13](#).

[Download Montserrat](#)

OVERLINE / MEDIUM

Header 1 / Bold

Header 2 / Bold

Header 3 / Bold

Paragraph / Medium

Button Links / Semibold

TYPOGRAPHY

Typeface Spacing

Ems are used to space the typography to retain the scaling across the full gamut of type sizes.

The em size is taken from the header cap height. 0.5em space is added above if an overline is needed. 1em size is added below if body copy is added below, and 1em space is added between links or buttons.



Eped ulles vendeli beatus, core perio vernatia percim ratinvent diossimintia everfere pre quae pro eiundae nobitio. Et denihiciis conessi cum que sit magnis et ut aris modit enditas entem. Aceribus pero qui doluptas none volupta tiam quiatu, nobis delenihit reperitent et.



TYPOGRAPHY

Color Contrast

It's important have enough color contrast between typography and it's background. The contrast should be able to pass [WCAG 2.0 AA criteria](#).

You can check color contrast on several websites, such as [contrastchecker.com](#).



AGNIASPERUM

Niatur Riorita verum

Eped ulles vendeli beatus, core perio vernatia percim ratinvent diossimintia everfere pre quae pro eiundae nobitio. Et denihiciis conessi cum que sit magnis et ut aris modit enditas. Aceribus pero qui doluptas none volupta tiatem quiatus, nobis delenihit reperitent et.



AGNIASPERUM

Niatur Riorita verum

Eped ulles vendeli beatus, core perio vernatia percim ratinvent diossimintia everfere pre quae pro eiundae nobitio. Et denihiciis conessi cum que sit magnis et ut aris modit enditas. Aceribus pero qui doluptas none volupta tiatem quiatus, nobis delenihit reperitent et.

TYPOGRAPHY

Decorative Accents

There's a variety of decorative elements that can be added to highlight and accentuate important points.

Decorative typography accents should be used minimally on large, bold headers and can be used in either the primary or secondary color palette.

[Download Typography Accents](#)

Loris aut odit tassit[⁂]

Uptam que ma dolupic

Ut ute quatissequi cor



Color Palettes

Use these guidelines to determine the best way to apply the Vidyard color palette.

COLOR

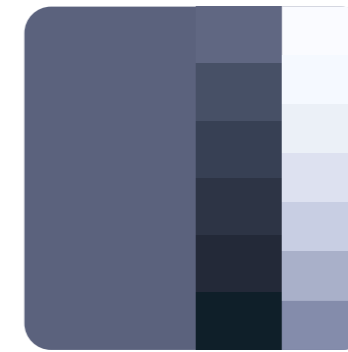
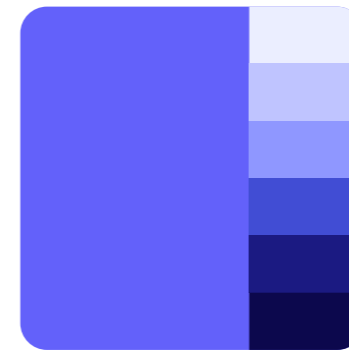
Color Palettes

Vidyard uses two palettes with a spectrum of tints and shades that can be used on a variety of materials.

The primary palette should be the dominant colors used. If more colors are needed, the secondary palette can be used sparingly.

[Download palette files](#)

PRIMARY PALETTE



SECONDARY PALETTE



PRIMARY PALETTE

 Green 100 235 / 255 / 241 #EBFFF1	 Green 200 204 / 255 / 218 #CCFFDA	 Green 300 153 / 247 / 180 #99F7B4	 Green 400 70 / 219 / 131 #46DB83 PMS 7479C	 Green 500 70 / 219 / 131 #28BF6C	 Green 600 40 / 191 / 108 #2E7A53	 Green 700 30 / 72 / 64 #1E4840
 Indigo 100 235 / 238 / 255 #EBEEFF	 Indigo 200 191 / 196 / 255 #BFC4FF	 Indigo 300 143 / 151 / 255 #8F97FF	 Indigo 400 99 / 97 / 250 #6361FA PMS 2725C	 Indigo 500 70 / 219 / 131 #414DD4	 Indigo 600 27 / 26 / 130 #1B1A82	 Indigo 700 12 / 8 / 77 #0C084D
 Grey 50 250 / 251 / 255 #FAFBFF	 Grey 100 245 / 249 / 255 #F5F9FF	 Grey 150 235 / 240 / 247 #EDF0F7	 Grey 200 221 / 225 / 240 #DDE1F0	 Grey 250 200 / 206 / 227 #C8CEE3	 Grey 300 169 / 176 / 201 #A9B0C9	 Grey 350 132 / 140 / 171 #848CAB
 Grey 400 96 / 103 / 130 #606782	 Grey 450 91 / 98 / 125 #5B627D	 Grey 500 71 / 80 / 102 #475066	 Grey 550 55 / 64 / 84 #374054	 Grey 600 45 / 52 / 69 #2D3445	 Grey 650 35 / 41 / 56 #232938	 Grey 700 15 / 31 / 41 #0F1F29

SECONDARY PALETTE



Blue 100
199 / 227 / 255
#C7E3FF



Blue 200
126 / 195 / 255
#7EC3FF



Blue 300
51 / 150 / 255
#3396FF



Blue 400
0 / 109 / 240
#006DF0



Blue 500
0 / 77 / 201
#004DC9



Blue 600
0 / 48 / 153
#003099



Blue 700
0 / 35 / 112
#002370



Turquoise 100
218 / 254 / 255
#DAFEFF



Turquoise 200
183 / 249 / 250
#B7F9FA



Turquoise 300
183 / 249 / 250
#74EFF2



Turquoise 400
38 / 207 / 219
#26CFDB



Turquoise 500
0 / 156 / 184
#009CB8



Turquoise 600
0 / 107 / 140
#006B8C



Turquoise 700
0 / 66 / 92
#00425C



Yellow 100
255 / 255 / 222
#FFFFDE



Yellow 200
255 / 253 / 186
#FFFD8A



Yellow 300
255 / 252 / 141
#FFFC8D



Yellow 400
253 / 240 / 73
#FDF049



Yellow 500
247 / 214 / 0
#F7D600



Yellow 600
195 / 144 / 0
#C39000



Yellow 700
153 / 98 / 0
#996200



Icons and Illustration

Use icons and illustrations to represent the Vidyard brand.

ICONS AND ILLUSTRATION

Icon Design

We use **Font Awesome** to build a consistent icon system. With Font Awesome, you can use icons in an SVG format, but we recommend to use the provided font to create icons to keep sizing simple and consistent.

Icons can be used in either the primary or secondary color palette.

[Download Font Awesome](#)



ICONS AND ILLUSTRATION

Icon Sizing

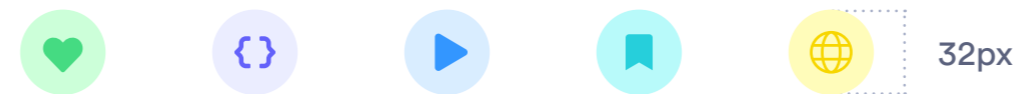
Icon sizing should mirror the sizing to the right, but if necessary, they can be sized in increments of 8px.

If the icon is smaller than 32px, the circle should be removed to retain the legibility of the icon.

SMALL



MEDIUM



LARGE



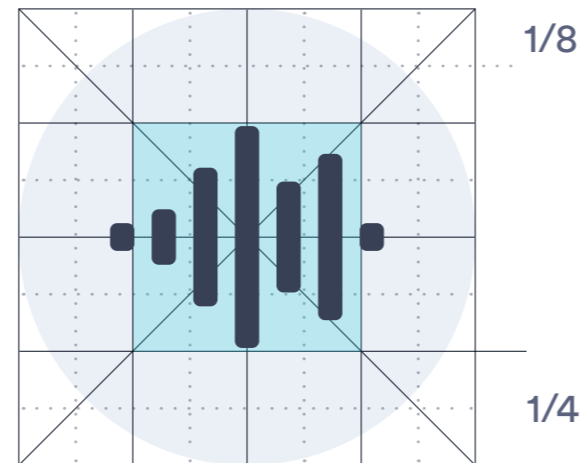
ICONS AND ILLUSTRATION

Icon Design

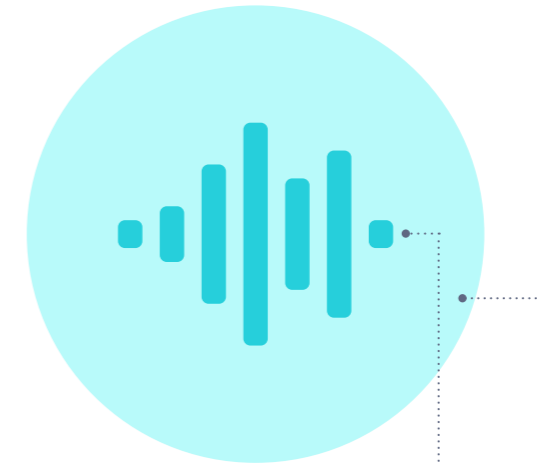
When icons are larger than 32px, they should be placed in a circle.

The exact size of the icon within the circle will vary based on the icon size and ratio, so they should be optically centered with about 1/4 grid space around the circle.

Depending on the icon, either a light stroke style or a filled style can be chosen. Generally, more complex icons have better legibility in the light version.



Icons are optically centered within the middle of the circle.



Icons are typically a **400** color.

Circles are usually a **100** or **200** color tint.



When icons are on a light background, a **400** color can be used for the circle, and the icon can be white.

ICONS AND ILLUSTRATION

Icon Color

For exact icon color pairings, please see the chart to the side.



Green 400
#46DB83



Indigo 400
#6361FA



Yellow 500
#F7D600



Turquoise 400
#26CFDB



Blue 400
#006DF0



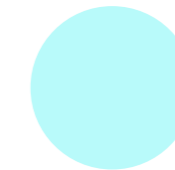
Green 200
#CCFFDA



Indigo 100
#EBEDFF



Yellow 200
#FFFDDB



Turquoise 200
#B7F9FA



Blue 100
#C7E3FF

ICONS AND ILLUSTRATION

Dos and Don'ts



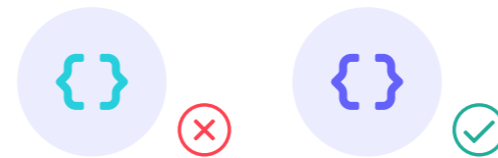
Icons that need to be small should appear without the circle



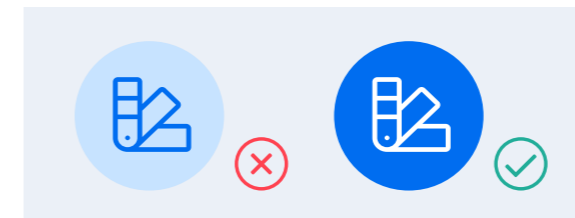
The icon should be large enough to see, but not overwhelming.



There should be enough contrast between the icon and the background color.



The icons should only be one color, with the circle using a lighter tint of the same color.



Icons on color backgrounds should have a darker background.



Certain icons should be optically aligned to appear balanced.

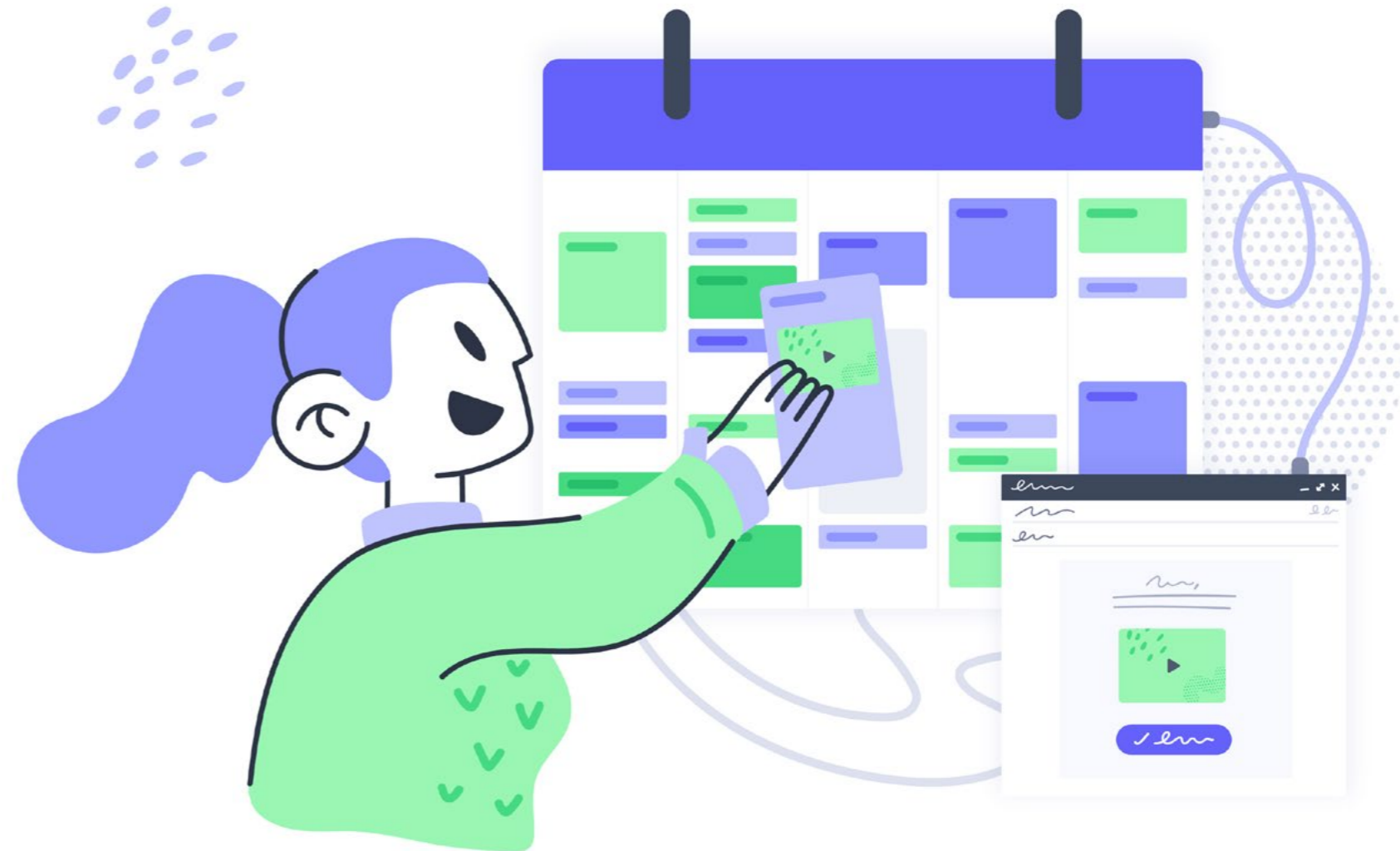
ICONS AND ILLUSTRATION

Illustration Style

Vidyard has a signature illustration style that we use on many campaigns and materials. The style is simple, approachable and friendly.

Good uses for illustration are:

- Delight moments and onboarding (in product and in marketing).
- Conveying conceptual ideas (product integrations etc).
- Educational content where illustration helps convey or teach something.



ICONS AND ILLUSTRATION

Creating Illustrations

Illustrations always use the primary color palette and typically have an equal balance of the Vidyard green and indigo.

To balance out a composition, illustration accents can also be used. When used in illustrations, accents are typically in **Grey 100** or **150**, but they can also be used to a lesser extent in the primary color palette.

Strokes should be kept consistent in px width to retain scaling.



Creating Illustrations

Illustrations always use the primary color palette and typically have an equal balance of the Vidyard green and indigo.

To balance out a composition, illustration accents can also be used. When used in illustrations, accents are typically in **Grey 100** or **150**, but they can also be used to a lesser extent in the primary color palette.

Strokes should be kept consistent in px width to retain scaling.

Empty states

ICONS AND ILLUSTRATION

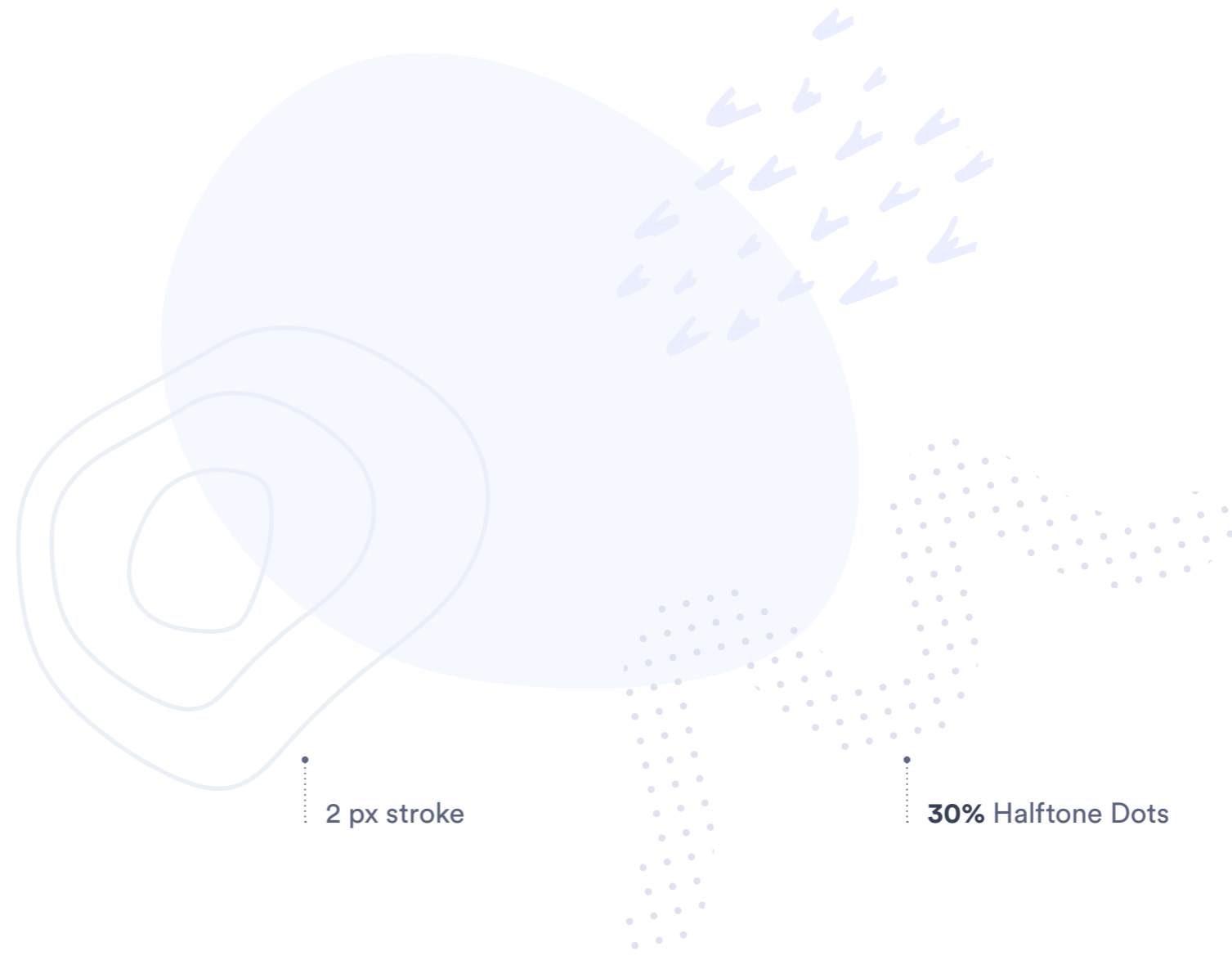
Illustration Accents

A large part of many Vidyad designs feature organic shapes to build illustrative compositions.

The use of these shapes should be limited and should not overpower an illustration or design.

Illustration accents are primarily in the grey palette, but they can also be in the primary or secondary color palette.

[Download Illustration Accent File](#)





Photography

Use photography to communicate our unique branding identity.

PHOTOGRAPHY

Vidyard Life

People and lifestyle photos should showcase the fun, friendly, creative, and collaborative nature of our brand.

These shots should feel authentic and candid. Natural lighting and artistic imperfections are encouraged. Motion blur can also be used to show energy.

To add consistency to photos, split tones can be added. Highlights use **Yellow 400**, and shadows use **Indigo 400**.



BEFORE

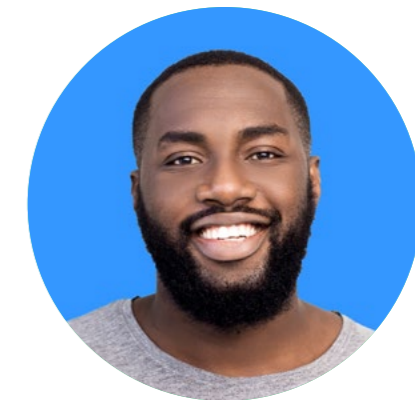
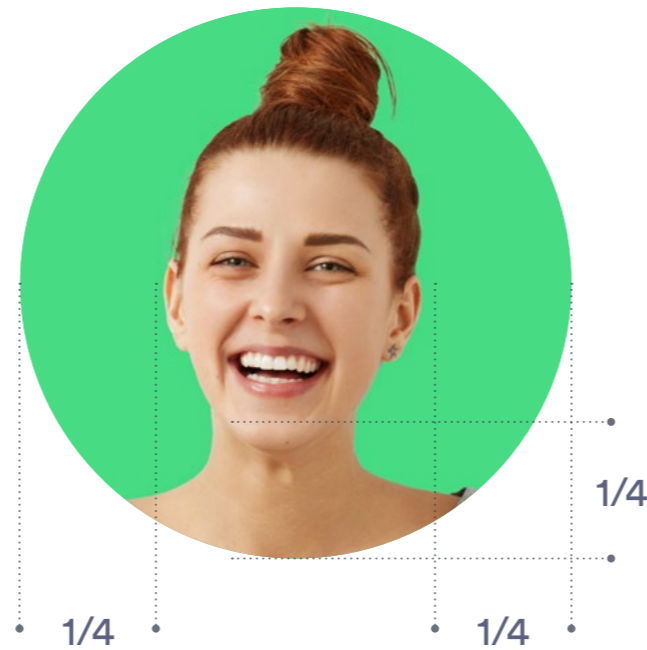
AFTER

PHOTOGRAPHY

Solid Color Treatment

Usually used to convey people profiles (in product profiles, or profiles of our sales team). They're filled with either primary (400 colors) or secondary colors (300 colors).

The face should be placed with approximately 1/4 space of padding from the left, right and bottom.



PHOTOGRAPHY

Shape & Duotone Treatments

In certain contexts, it may be advantageous to add treatments to head shots in order to benefit the design.

Head shots can either be placed in circles or in the amorphous shapes in the doodlydoos.ai file.

You can also choose to apply the split tone treatment to it, or apply a duotone treatment.

SHAPE



COLOR



- Green 300
- Indigo 600



- Indigo 100
- Indigo 600



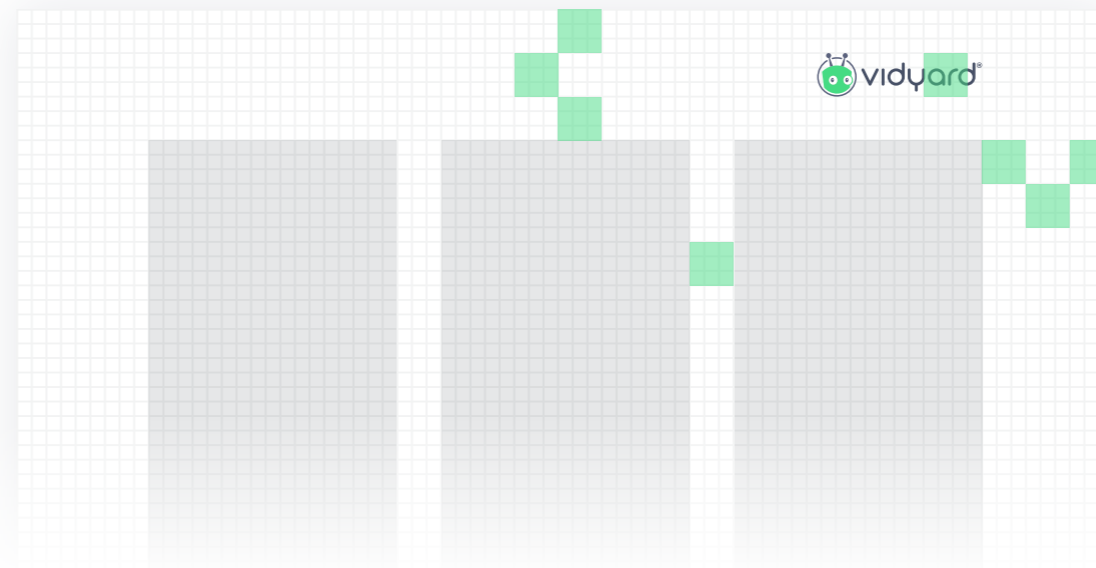
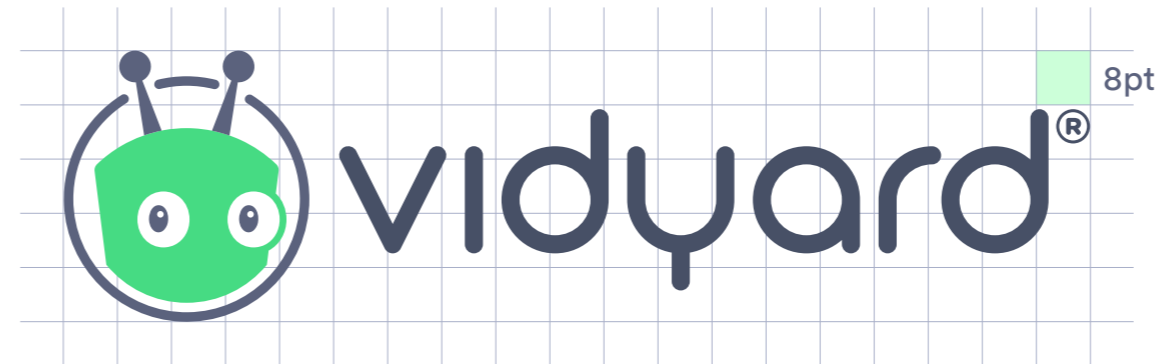
Marketing Materials

Guidelines for creating materials within the Vidyard brand.

MARKETING MATERIALS

Grid and Margins

To produce consistent materials, layouts should use an 8pt grid. Margins, gutters, and columns should all be in multiples of 8 or 4.



MARKETING MATERIALS

Business Cards

Business cards should follow the below specifications, as well as following the general type outlined [here](#).

First and last name

Type size: 14px

● #374054

Job title

Type size: 9px

● #374054

Contact Information

Type size: 9px

● #5b627d



● PMS 7479C



■ = A

■ = 1/3 A



Please send questions or requests to design@vidyard.com