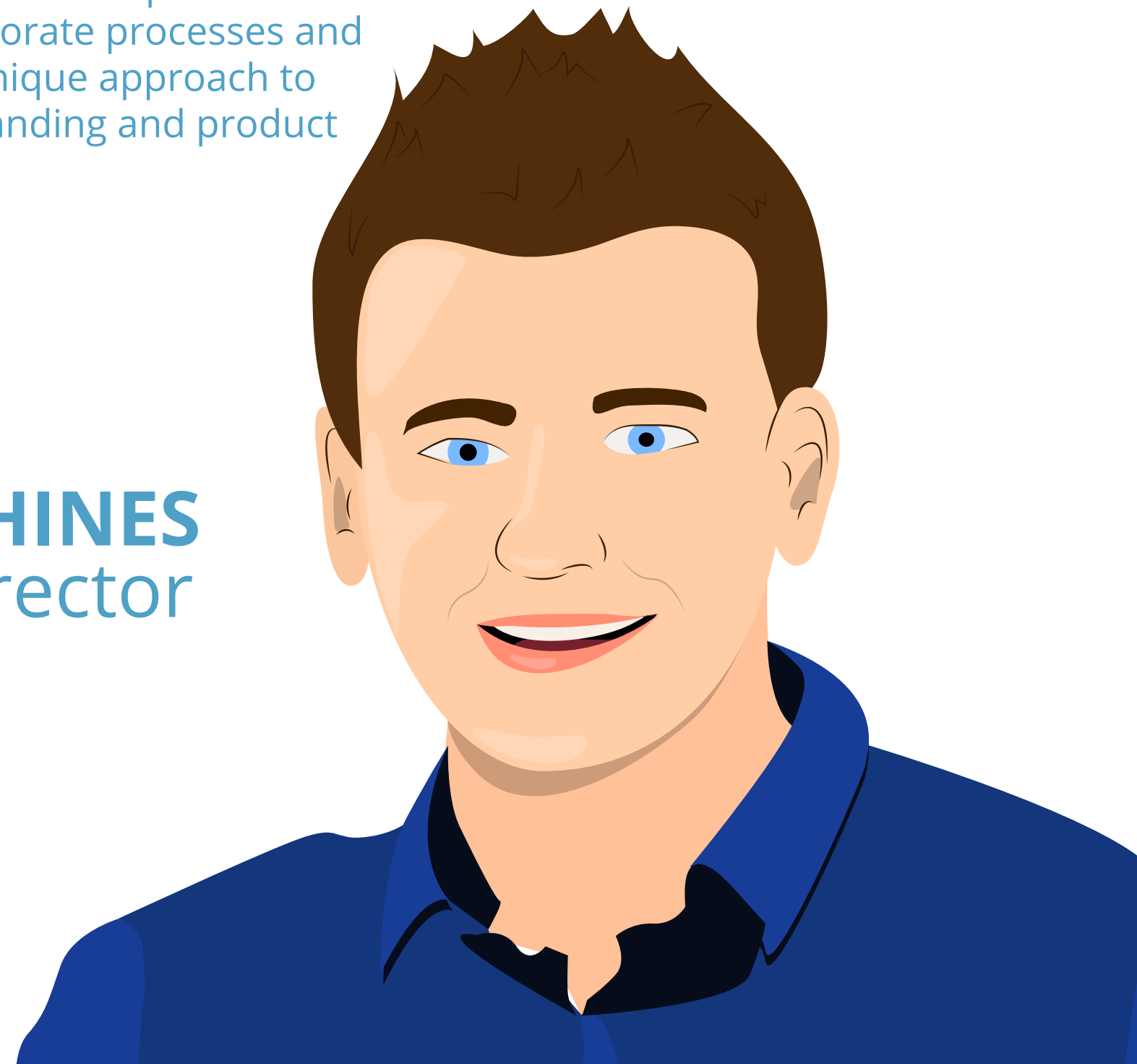# videotile™

BRAND GUIDLINES

ABOUT VIDEOTILE

ABOUT US

We are a Web Video Production Company. We create specially produced web video content for a variety of businesses, whether it is for internal use with staff, or externally with clients - VideoTile delivers!

Good communication is at the heart of any successful business plan and here at VideoTile we combine an intimate knowledge of corporate processes and practices with specialist skills in communication. This unique approach to business development results in greater client understanding and product affiliation in a wide range of competitive industries.

ANDY HINES
Managing Director

ABOUT OUR BRAND

Our brand should be consistent in everything we do and produce.
Whether that's our products and services or our telephone manner. it all
represents the VideoTile brand.

This document outlines the core points of our brand and identity. Many aspects will be common sense but some are quite detailed and particular. These guidelines exist as a guide for all, however, there will of course be occasions where exceptions may be made.

It is beneficial for you to know how our brand exists and how it should be maintained so that all marketing, correspondence and communications are as unified as possible.

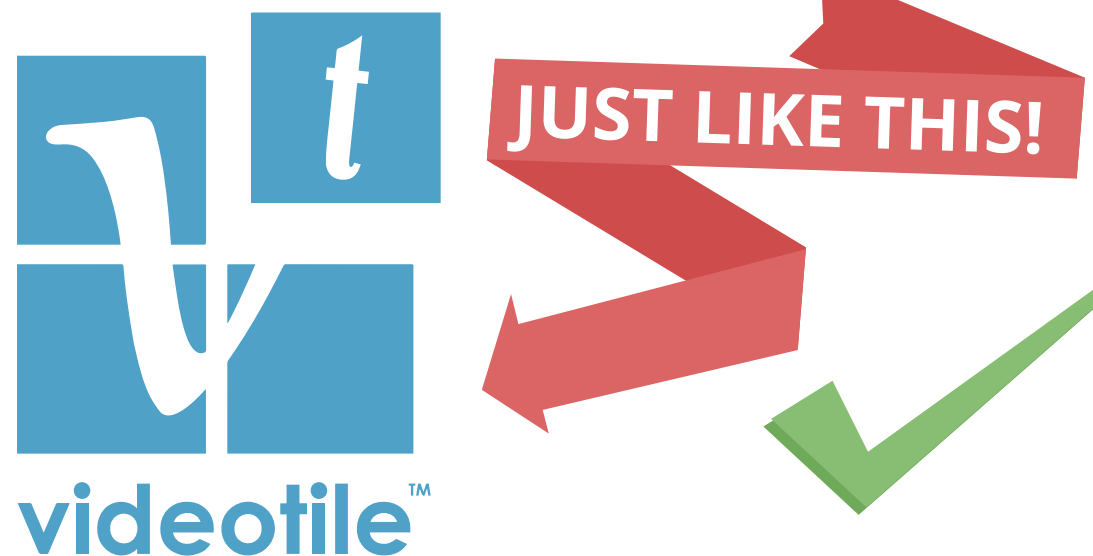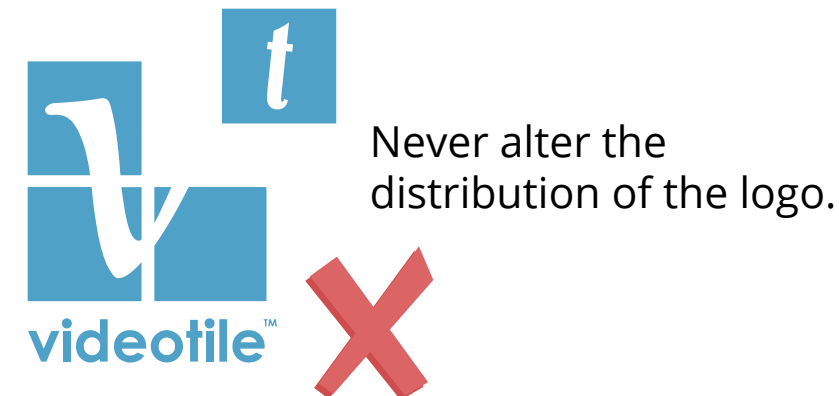Take some time and familiarise yourself with the VideoTile Brand.
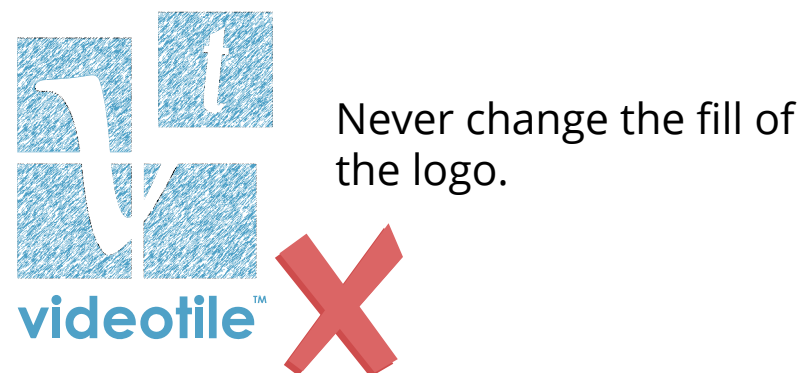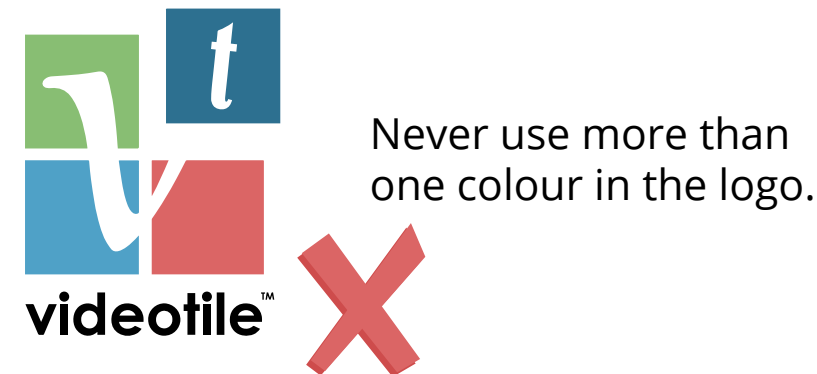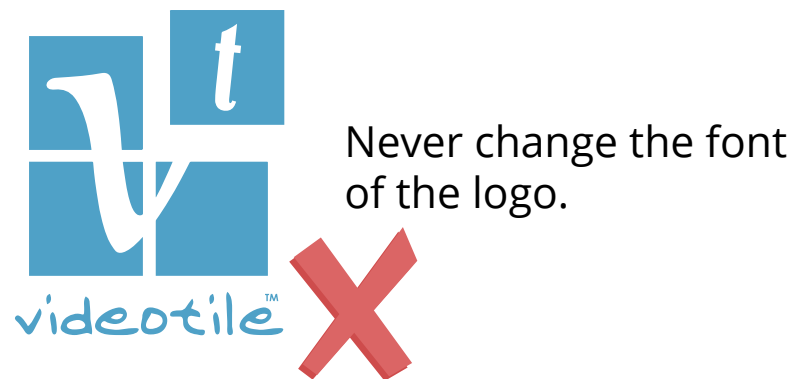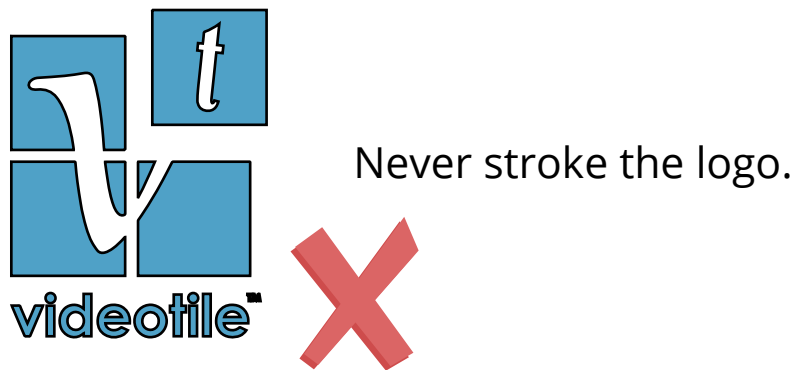
WE'VE GOT STYLE

THE SIGNATURE

The VideoTile signature and logo is the cornerstone of our brand and forms the foundation of our brand identity. It's uncomplicated and clean and should not be altered in any way.

SIGNATURE

LOGO

BRANDMARK

videotile™

vision to success

SLOGAN/TAGLINE

THAT'S A NO GO
WITH THE LOGO

The logo is THE LOGO and should not be altered in anyway other than colour and size. The size of the logo depends on the amount of free space, ensuring that no text or graphics cover the logo.

Never stroke the logo.

Never change the font of the logo.

Never use more than one colour in the logo.

Never misshape the logo.

Never change the fill of the logo.

Never alter the distribution of the logo.

JUST LIKE THIS!

SIZE DOES MATTER

Branding needs to be clear, so make sure that the sizing of the logo is large enough to be seen and that it is clearly legible.

If the logo is unable to be used at a size that is appropriate then use the brand-mark on its own.

WITHOUT A DOUBT!

NO!

YES!

videotile™
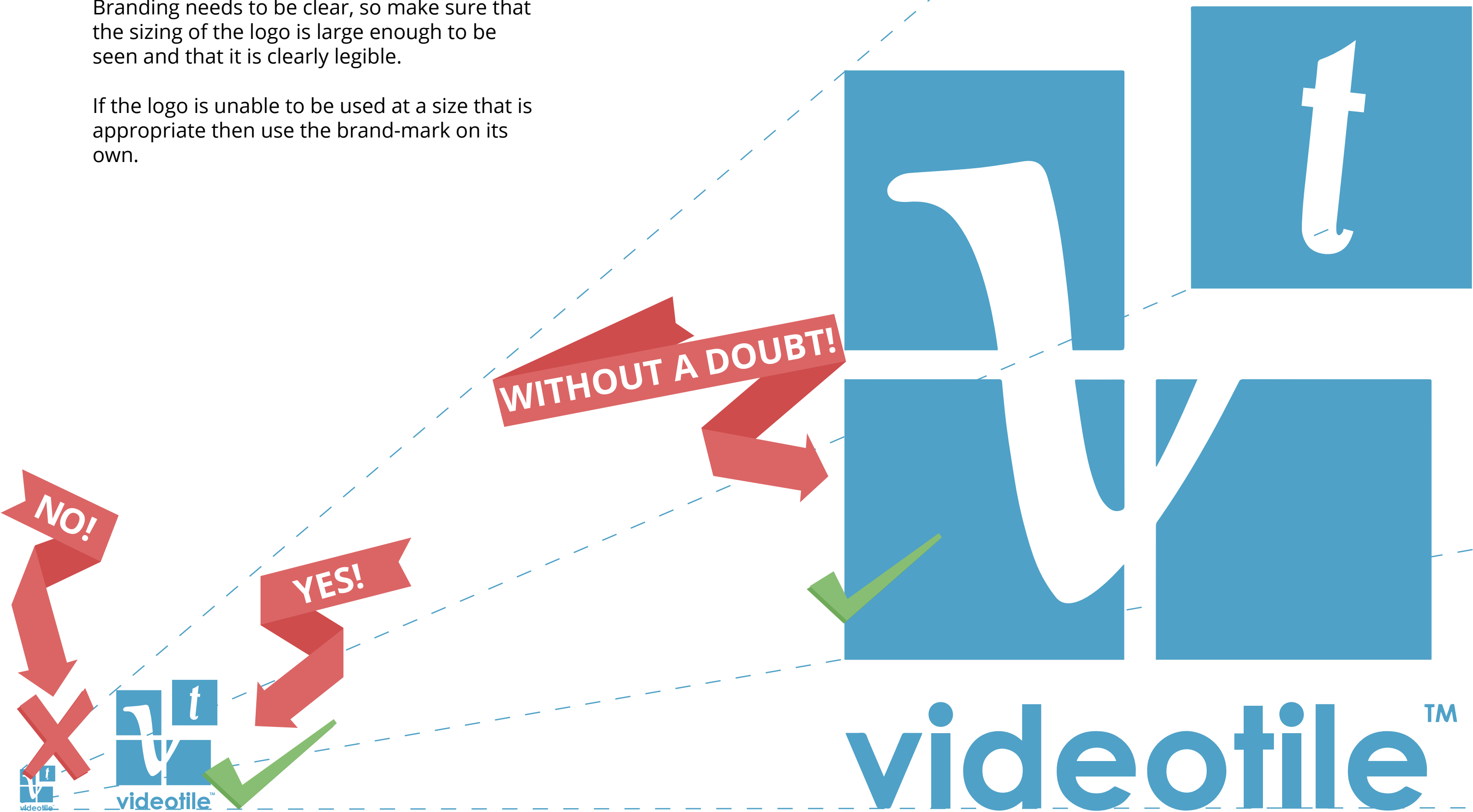
DON'T MESS WITH ME...

It is very important that the Brand remains consistent and to do this the slogan/tag-line has to follow certain rules.

It should not be re-written or altered in any way except for the changing of the colour.

•vision to success•

•vision to success•

•vision to success•

•vision to success•

•vision to success•

•vision to success•

•vision to success•

YES!

NO!

·vision to success·
Never stretch the tag-line

•*vision to success*•
Never italicise the tag-line

•vision to success•
Never squash the tag-line

▪vision to success▪
Never change the circle graphics

•vision to success •
Never change the font of the tag-line

•vision to success•
Never change the spacing between the letters
of the tag-line

...PLEASE!

COLOUR IS KEY

Throughout all marketing media and correspondence the colours used must be consistent and regulated.

Where possible use only the colours listed. If this is not possible use black and white.

VIDEOTILE BLUE
Core Brand Colour
C:67   M:22   Y:11 K:0
R:79   G:161   B:199

#4FA1C7

Where possible [and appropriate] the Core Brand Colour should be used.
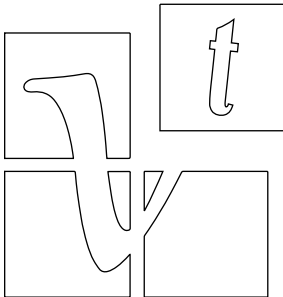
VIDEOTILE SALMON
Secondary Brand Colour
C:10 M:74 Y:55 K:0
R:219 G:101 B:101

#DB6565

VIDEOTILE MID BLUE
Secondary Brand Colour
C:84 M:49 Y:29 K:6
R:45   G:112 B:144

#2D7090

VIDEOTILE GREEN
Secondary Brand Colour
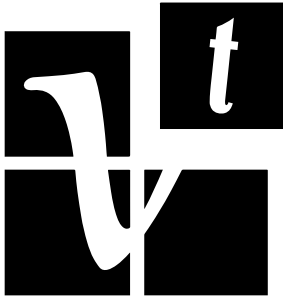C:50 M:5   Y:72 K:0
R:136 G:190 B:115

#88BE73

WHITE
Secondary Brand Colour
C:0   M:0   Y:0   K:0
R:255 G:225 B:225

#FFFFFF

Tertiary colours are to be used sparingly as accents only as they are too bold to cover large areas.

VIDEOTILE ORANGE
Tertiary Brand Colour
C:0   M:36 Y:99 K:0
R:251 G:174 B:24

#FBAE18

BLACK
Tertiary Brand Colour
C:75 M:68 Y:67 K:90
R:0   G:0   B:0

#000000

MORE OR LESS

From time to time it a different intensity of a colour may be needed to create contrast or subtlety. Keep intensity levels consistent by using multiples of 20 percent, ranging from 20 up to 100 percent [100% with 40% layered on top and multiply for shadows].

Remember to ensure all graphics and/or text is visible at lower colour intensities.

USE THIS FOR

SHADOWS...

140%

100%

80%

60%

40%

20%
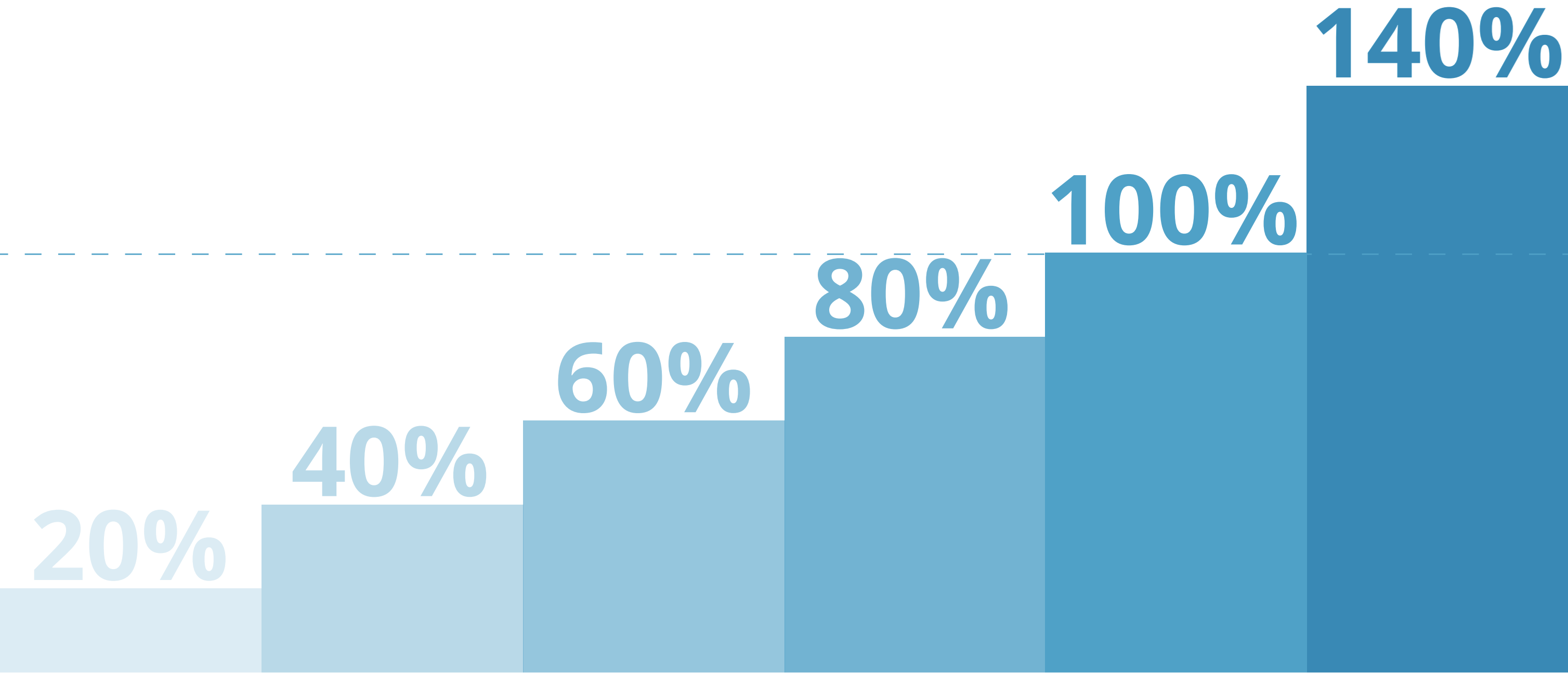
TYPE IT OUT...

To create more consistency we have elected to use a limit of two font families in all branding and correspondence.

Each form has its own specific use and purpose which should be adhered to at ALL times.

Century Gothic [Bold]

LOGO TYPEFACE
This typeface is only used for the logo-type and should not be used anywhere else!
[Lowercase]

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Century Gothic [Regular]

SUB-LOGO TYPEFACE
This typeface is used for the slogan/tag-line or sub-branding if required.
[Lowercase]

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Open Sans [Bold]

TITLE TYPEFACE
This typeface is used for all titles and headings throughout all marketing media.
[Uppercase]

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aa ✓ ✓

Open Sans [Regular]

CONTENT TYPEFACE

This typeface is used for all other type that is not outlined earlier.

[Sentence-case, Right or Left Aligned]

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

... AND GET IT RIGHT!

NEVER ITALICISE TEXT...

It is unprofessional and makes the tone of the text sound sarcastic.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

NEVER UNDERLINE LARGE SECTIONS OF TEXT...

Underlining text is distracting and makes the tone of voice sound stressed. Only underline specific words that require emphasis.
[Unless it is a web link]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GRAPHICS

Graphics for marketing purposes should take the form of simple vector graphics using predominantly the main colour palette. Other colours may be introduced as accents but should not exceed the amount the primary palette is used unless the context is fitting.
[For example: skin tone, hair colour etc]

Consider the size of the graphic, vectors, work best when they are simple, but the larger the vector the more detail is required. Equally small vectors do not look good with too much detail.

Vectors can appear on white or coloured backgrounds but should not be framed unless appropriate to the graphic. [e.g. in a picture frame]

VECTOR GRAPHICS SHOULD LOOK LIKE THIS...
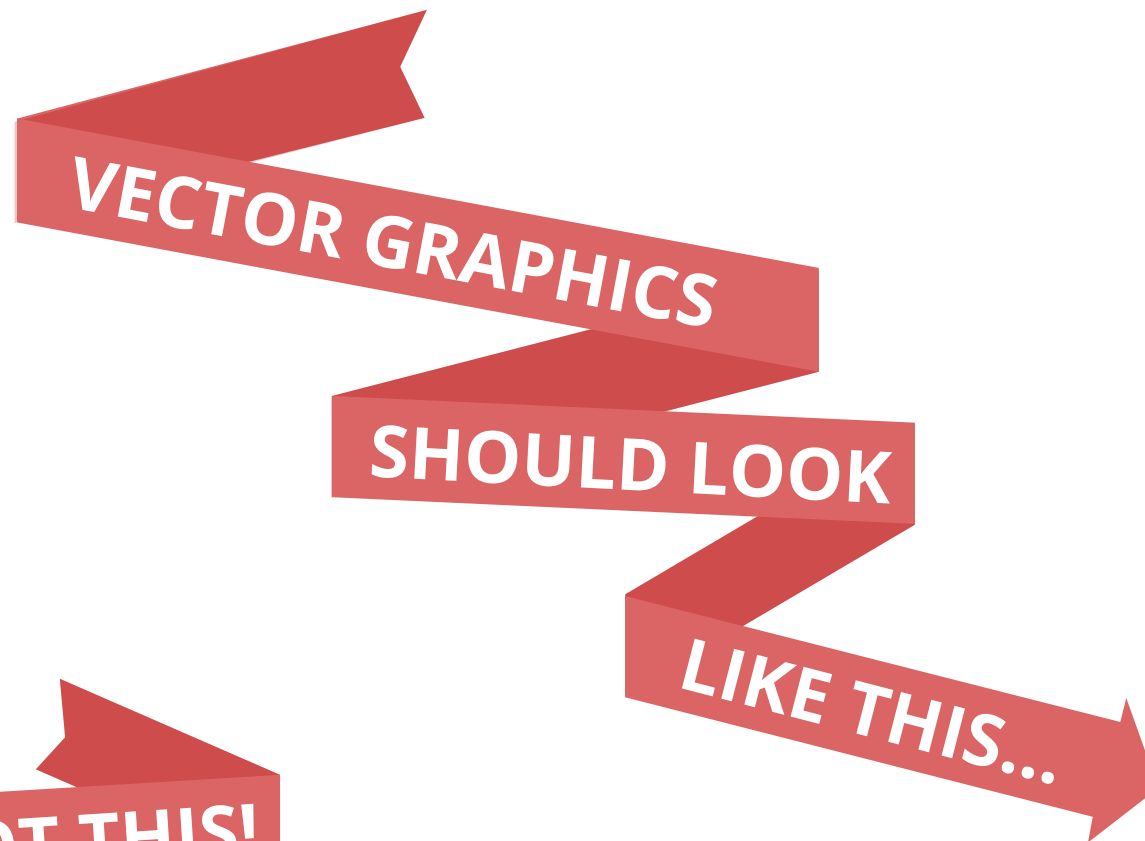
NOT THIS!

Vector graphics can make the use of gradients and shadows, but should be used sparingly. Only hinting at the existence of a third dimension.

THE SUB-BRAND

VideoTile Learning is a Sub-Brand of VideoTile. Whenever referencing VideoTile Learning this logo should be used in the marketing material.

SUB-BRAND

BRAND NAME

BRANDMARK

LOGO
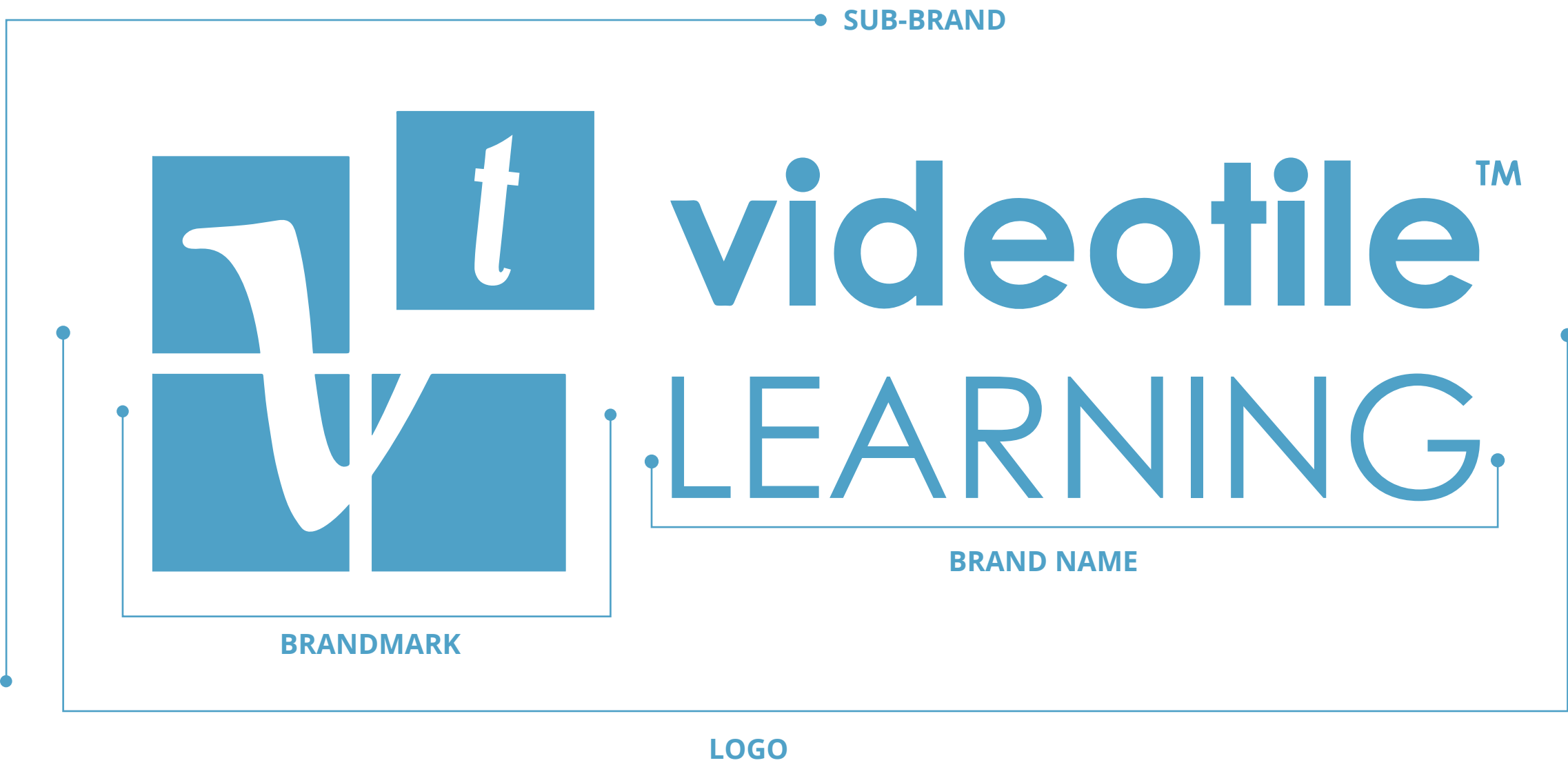
CONSISTENT NOT CONFINED

The VideoTile Learning sub-brand has more relaxed brand guidelines in the sense that courses under the sub-brand do not need to follow the same regimented colour and graphic restrictions that are paced on marketing materials.

A STYLE OF THEIR OWN

Each course has it's own icon. The icons consist of a simple white vector on a shadow background at 45 degrees. The colour on the background is different and unique to each course. [similar courses share colours] The icons do not have rounded corners.

The icon colour then becomes the background colour for the course videos. All type within course videos [including questions] is to be Open Sans ONLY. Beyond this there are no other guidelines for course videos.

THEY'RE SIMILAR

BUT DIFFERENT

LEVEL 2

COMMUNICATIONS

BUSINESS CARDS

The busuness cards have been designed to have personality and to be fun as well as functional and professional.

The sizing is deliberately a bit different to reflect VideoTile's unique features and qualities.
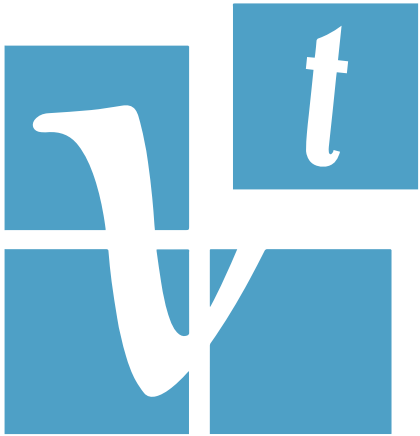
They also come in four different colours.

EMAIL SIGNATURES

Email Signatures follow the appearance of the business cards. Creating a consistent look acrross different platforms is key to a unified brand identity. When signing off on an email do not sign you name as it appears in the signature and looks cluttered to have your name appear twice.

The entire signature acts as a link to videotile.co.uk

ANDY HINES
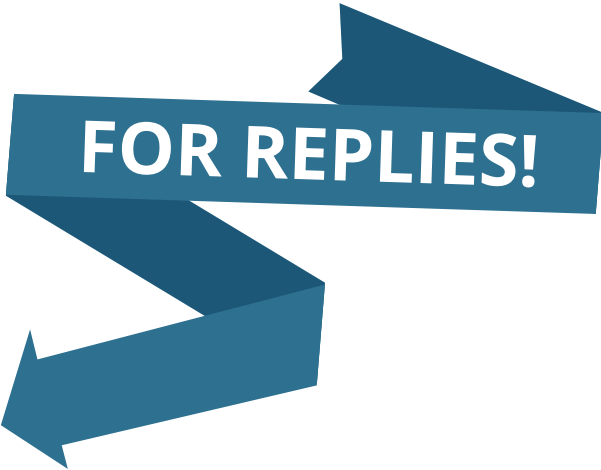Managing Director

📍 VideoTile Learning Ltd, 9 Venus House, Mercury Rise, BB5 5BY
📞 01282 776568
🖥 videotile.co.uk

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FOR REPLIES!

ANDY HINES - Managing Director
📍 VideoTile Learning Ltd, 9 Venus House, Mercury Rise, BB5 5BY
📞 01282 776568
🖥 videotile.co.uk

This email may contain information which is confidential and is intended for use of the recipient/s named above. If you are not an intended recipient, you are hereby notified that any copying, distribution, disclosure, reliance upon or other use of the contents of this email is strictly prohibited. If you have received this email in error, please notify the sender and destroy it. The contents of this email are without prejudice and subject to contract.

EMAIL FONT

All email correspondence from VideoTile should be in the font Verdana and NOTHING else.

Body text size should be no smaller than 11pt and no larger than 16pt.

Heading text size should be no smaller than 13pt and no larger than 20pt.

All email content should be right aligned and not justified.

Aa

Verdana [Regular]
CONTENT TYPEFACE
This typeface is used for all email content from VideoTile.
[Sentence-case]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALSO REMEMBER

NEVER ITALICISE TEXT...
It is unprofessional and makes the tone of the text sound sarcastic.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

NEVER UNDERLINE LARGE SECTIONS OF TEXT...
Underlining text is distracting and makes the tone of voice sound stressed. Only underline specific words that require emphasis.
[Unless it is a web link]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PRESENTATIONS

All sales presentations should follow the band guidelines and reflect the fun and vibrant nature of the company.

The presentations are made using an online resource called PREZI. Prezi is an in-browser presentation format which can be shared with distributors with ease via an email invite.

LIKE THIS!

WE ARE A
WEB VIDEO
PRODUCTION
COMPANY
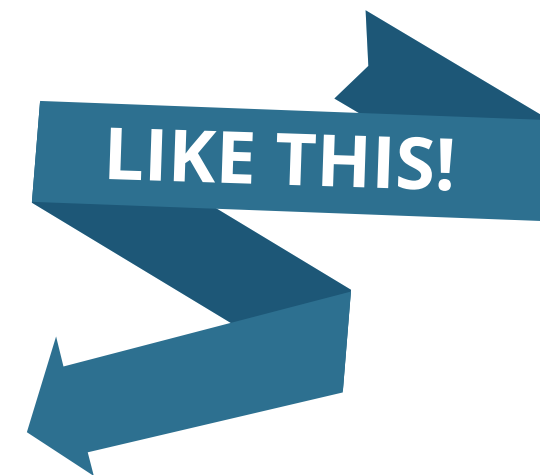
PREZI gives presentations a bold new look and shows our products at their best. It also has the capability of holding videos which should feature heavily in the presentation as "We are a web video production company".

COMPLIANCE

TONE OF VOICE

No one likes over complicated terminology... So unless it is entirely necessary don't use it.

Reflect the brand:

At VideoTile we want our clients and distributors to be as successful as possible. The better they perform the better we perform. So maintaining a happy and professional relationship is very important. After all who wants to work with a company that doesn't care about it's partners?

Upholding professional boundaries is essential to maintain our company voice. Be friendly but not too friendly.

Any colloquial or slang terms that could be interpreted as negative should be avoided.

THANKS MATE

ALRIGHT LOVE

NO!

I'LL HAVE TO GET BACK TO YOU ON THAT...

MAKE SURE YOU DO!

We're people at the end of the day so don't be afraid to show personality when speaking or sending correspondence and wherever possible show enthusiasm and passion for our brand.

VALUES ARE WHAT YOU SAY

PERSONALITY IS HOW YOU SAY IT

BE HONEST

Making false promises in business can seriously damage a brand's value. At VideoTile we want our brand to be thought of as honest and reliable. The only way to acheive this is to BE HONEST AND RELIABLE.

Clients and distributors don't like being lied to, we've seen it before. If you're unsure of something find out or ask someone. If a client or distibutor is told something they will expect it to be upheld. Unless you can GUARANTEE this do not promise them anything.

THIS IS WHAT WE
SHOULD BE
AIMING FOR!

NONE OF THESE PLEASE

HONEST

RELIABLE

FALSE PROMISES

LEGAL

COMPANY NAME

When using the company name, please use the following guidelines.

PRIMARY USE

For use in all marketing, signage and comunications unless for a specific sub-brand.

VideoTile

USE THIS

IN EMAILS

AND ON THE PHONE!

SECONDARY USE

For use on all online training resources. [Sub-brand]

VideoTile Learning

TERTIARY USE

For use in all legal references

Videotile Learning Ltd.

[Note the use of lowercase 'T' in Videotile]