

Corporate Brand & Identity Manual

“Products are made
in the factory, but
brands are created
in the mind.”

–Walter Landor

Welcome to the NI Corporate Brand and Identity Manual Revised in 2014

NI is a technology pioneer and industry leader that delivers today's most advanced technologies for test, control, and design. Engineers and scientists in hundreds of industries use flexible, high-performance NI products to create reliable, user-defined systems. Our well-respected brand is one of our most valuable assets. It embodies all that we stand for, conveys the beliefs and principles upon which we operate, and serves as our introduction in any forum.

This manual contains guidelines, rules, and examples for upholding the brand. It gives you the tools to ensure consistency in both message and design so you can effectively communicate the NI brand in all printed and online media.

The Corporate Marketing department can provide expert assistance on brand applications requiring further detail. If you have questions regarding the use of the NI identity that are not addressed within this document, contact Larry Leung, Creative Design, larry.leung@ni.com or Jennifer Dawkins, Brand Policy, jennifer.dawkins@ni.com.

Thank you for your cooperation.

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NI's Mission and Story

Our Mission

NI equips engineers and scientists with systems that accelerate productivity, innovation, and discovery.

NI provides powerful, flexible technology solutions that accelerate productivity and drive rapid innovation. From daily tasks to grand challenges, NI helps engineers and scientists overcome complexity to exceed even their own expectations. Customers in nearly every industry—from aerospace and automotive to consumer electronics and advanced manufacturing—use NI's integrated hardware and software platform to improve our world.

Our Story: Moving Forward Together

When it comes to innovation, progress is collaborative. NI has had the opportunity to be part of some of the world's most transformative technologies by helping engineers and scientists answer the most challenging questions for nearly 40 years. Through these pursuits, NI customers have delivered hundreds of thousands of products to market, overcome innumerable technological roadblocks, and engineered a better life for us all. If you can turn it on, connect it, drive it, or launch it, chances are NI technology helped make it happen.

What is a Brand and Who “Owns” It?

The NI Reputation

A brand, in its simplest form, is a promise of consistency. It comprises two core components: identity and reputation. Our identity is documented in the pages of this style guide; our reputation is summarized below.

Who we are—trusted adviser

How we act—visionary, innovative, responsive, and approachable

The definition of a corporate reputation is what a company is known for. The implication is that it is not about how the company views itself but how others view the company. The NI reputation is that of a trusted adviser to engineers and scientists. We live up to this reputation by having a visionary approach to solving complex engineering applications through

innovative software and hardware products. We are also known for being approachable and responsive in all of our personal interactions, both internally with our peers and externally with our key stakeholders: customers, employees, partners, and shareholders.

Who Owns the NI Brand?

I do. You do. Our customers do. We must embody the NI brand in words and in actions—in everything we do every day. Because the brand is the most visible extension of NI, every communication our company makes either strengthens or weakens it. Building a consistent and cohesive global brand grows our market share and strengthens the appeal of our products and services.

The 5 Metrics of a Strong Brand

The brand—as idea, promise, and experience—must fulfill five standards:

- 1. It must be relevant**—It must address a real or projected need in the marketplace.
- 2. It must be deliverable**—The company must have the infrastructure, assets, and intellectual capital to fulfill the promise and deliver value.
- 3. It must be credible**—The company behind the promise must be perceived as capable of delivering it.
- 4. It must be differentiating**—It must possess some quality that distinguishes it from all other competitively relevant brands.
- 5. It must be both inspired and inspiring**—It must motivate interest, action, and enthusiasm among associates, shareholders, customers, suppliers, and partners.

Message and Tone

Guidelines

The following guidelines and suggestions can help you send the right message and create the right tone to best communicate NI and its brand promise. Getting the message and tone right will be the measure between the success and failure of each communication.

Audiences must understand the benefits—the points of differentiation—that come from working with NI versus working with the competition. Above all, you should strive to use the points of differentiation that uniquely position NI in the hearts and minds of our customers, partners, and other key stakeholders.

Be impactful. Find arresting images to capture the readers' attention immediately. Stock photography sites can be used if needed and approved by Allie Verlander, studio manager (email allie.verlander@ni.com). Also check for new NI images on our branded resources system located at niweb.natinst.com/cdg.

Be confident. Quietly. Our message should be understated and subtle, not boastful. Our voice is one of partner, not seller. This is not about making claims; it's about who we are.

Be understated. The dramatic understatement of underpromising and overdelivering is the tone to strive for.

Be clean and crisp. Use elegant and simple but effective communication. Visually and verbally, less is more.

Be conversational. The message should speak with people, not talk at them.

Be respectful and nonpromotional. Engage the reader by speaking in a common language. No chest-beating or competitor-bashing. Avoid jargon.

Be benefit-focused. How does this product or service enhance people's lives? Talk about the benefit.

Be global. We are a global company. Do not use metaphors or sports analogies. Consider translations and image selection with a worldview in mind.

Be sensitive. Not all cultures share the same values. For example, subtle humor is a wonderful tool to use, but humor "here" isn't necessarily humor "there." Also consider facial expressions and body language in the images you select.

Be sure. Test the visual and verbal content with the audience to be sure that you are communicating what you want to communicate.

Obtain approval. All ads, literature, web pages, domain names, and other external marketing communication materials must be reviewed and approved by Corporate Marketing at corporateapproval@ni.com.

Brand Architecture

NI is a Branded House—we have a common vision and a strong positive brand equity that are the basis for all of our messaging.

The term “brand architecture” is simply a way of clarifying how a company’s brands relate to each other in the marketplace. There are two approaches: “Branded House” and “House of Brands.” With products and services featuring similar values, it’s common to use a Branded House approach.

“Branded House” Architecture

The “Branded House” architecture uses a single master brand to span a series of offerings that may operate with descriptive surnames. The sub-brands often add clarity and further definition to the offering. Market leaders like Boeing and IBM that seek to be the leader in entire markets and categories through a single highly relevant and highly leveraged master brand typically use the Branded House structure.

“House of Brands” Architecture

At the other end of the spectrum, the “House of Brands” architecture characterizes a group of stand-alone brands. Here, each brand operates independently to maximize its market share and financial return. In such an approach, the belief is that the sum performance of the range of independent brands is greater than if they are managed under the banner of a single master brand. Examples of House of Brands companies include General Motors, Viacom, and Procter & Gamble.

The Corporate Logo

The NI corporate logo is the single most important mark representing the company. Using the logo consistently in everything we do is critical to ensuring that we retain our rights to use this mark. Our goal is to build value and gain market impact through the recognition of our logo, which is our primary visual identity element.

We have registered our mark through the US Patent and Trademark Office for its precise, consistent visual appearance. Please use it as it is here. Do not alter it in any way, shape, or form.

Clearspace Requirements

Apply sufficient clearspace around the NI logo. Keep open space of at least half its height above and below the logo. Additionally, maintain free space to the left and right at least as wide as the logo's height. This clearspace sets off the NI logo and gives prominence to our name. Any text that appears under the logo should align with the left edge of the "I" in Instruments, and be minimal in size. It should not compete with the logo or crowd it.



Preferred Two-Color Logo



Acceptable White Logo



Acceptable Black Logo



Trademark Registration

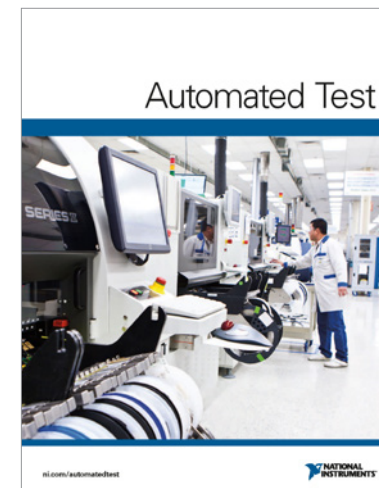
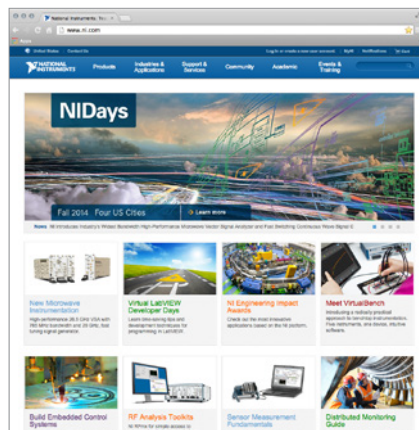
		.5 X
		1 X
		.5 X

Align text here

Use the NI Corporate Logo Selectively

Products, brochures, web pages, advertising, presentations, specialty items, email signatures, direct mail, newsletters, videos, posters, and facility and trade show signage are the only objects that need to feature the logo. No other application requires use of the logo. Anytime it is used, it should be considered a “product” that represents our company.

Therefore, you should be very careful in how you display the logo. Be sure that whatever “product” you use carrying the NI logo—be it a PowerPoint presentation, a fax to a potential customer, or a shirt you’re wearing at a conference or trade show—displays the image proudly and consistently.



The LabVIEW Product Logo

LabVIEW Brand and Trademark Usage

LabVIEW software is our core product brand. However, because NI is a Branded House and not a House of Brands, it’s important to ensure that LabVIEW is marketed under the NI corporate umbrella. Use the LabVIEW name and mark selectively, and when you use it, the LabVIEW logo must **always** appear in conjunction with NI, either in text or accompanied by the NI corporate logo.

The same guidelines for the NI corporate logo apply to the LabVIEW logo. Please do not modify this logo in any way. Apply sufficient clearspace around the LabVIEW logo. Keep open space of at least half its height above and below the logo. Do not add a “tagline” or text underneath the logo.

The logo is not what makes LabVIEW cool. The graphical nature is the key product differentiator that we want to emphasize in our marketing collateral. LabVIEW screen shots are one way to achieve this, and the logo may appear as part of the screen shot.

NI reserves the rights to exclusive use of the LabVIEW product logo. The use of the LabVIEW icon on its own is reserved for NI in-product use only, and is a registered trademark of NI.

		NATIONAL INSTRUMENTS	.5 X
		LabVIEW™	1 X
			.5 X



Vertical Logo



Horizontal Logo



Acceptable Black and White Logo

Incorrect Logo Treatments

Respect and protect the NI and LabVIEW logos.

Do not

- Use anything but the approved and provided logo
- Attempt to create your own NI or LabVIEW logo
- Reproduce the logo in other colors
- Stretch or alter the logo's proportions
- Enlarge or reduce the artwork beyond the next size provided
- Attach anything to the logo
- Use part of the logo; it is an integral unit, always keep it whole
- Use the logo as text
- Alter the orientation of the logo
- Use the logo in a crowded space
- Print on top of the logo
- Use the logo as a watermark



Do not use part of the logo.



Do not stretch horizontally or vertically.



Do not lighten the NI Blue.



Do not emboss or otherwise distort the logo.



Do not alter the color.



Do not add drop shadows.



Do not darken the NI Blue.



Do not place the logo on a busy background.



Do not use the old version with the bold text.



Do not remove the NI text.



Do not stretch horizontally or vertically.



Do not remove the icon from the text.

Third-Party Logo Usage

Third-party usage of NI logos indicates NI affiliation and endorsement and requires NI approval and adherence to NI logo usage guidelines in every case. NI and LabVIEW are our two primary brands; therefore, third-party usage of these logos is most restricted, and requires corporate approval and a signed licensing agreement. Other logos are designed specifically for approved third-party usage.

NI Corporate Logo

The NI corporate logo is the single most important mark representing the company. NI reserves the NI corporate logo for use only on NI copyrighted materials by select NI partners where there is mutual and equal use of both companies' logos, by official NI product distributors with whom we have legal agreements, and by organizations and academic institutions NI officially sponsors with funding or in-kind support. Requests for use of the corporate logos can be sent to logopermissioneequests@ni.com.



LabVIEW Logo

LabVIEW software is the company's core product brand. NI reserves the rights to the exclusive use of the LabVIEW product logo. The LabVIEW icon is a registered trademark of NI, and use on its own is reserved for NI in-product use only. The LabVIEW logo may be used with NI-created or cocreated products and material.



Third-Party Logo Usage continued

Powered by NI Logo

The Powered by National Instruments logo is for use with NI-endorsed systems and products that use NI products. Use of this logo requires a signed licensing agreement and adherence to NI logo usage guidelines. Requests for use of the corporate logos can be sent to logopermissionrequests@ni.com.



Powered by LabVIEW Logo

The Powered by LabVIEW logo is for use with NI-endorsed systems and products that use LabVIEW. NI Alliance Partners can use this logo as part of their membership. All other uses of this logo require a signed licensing agreement. Requests for use of the corporate logos can be sent to logopermissionrequests@ni.com.



Compatible with LabVIEW Logo

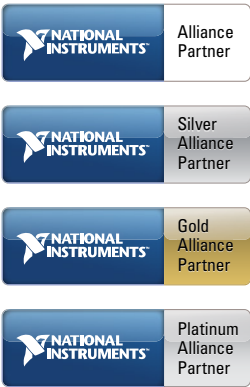
The "Compatible with LabVIEW" mark indicates a third-party product has completed the certification program through the LabVIEW Tools Network. Usage of this logo in any other aspect is not allowed.



Third-Party Logo Usage continued

Alliance Partner Network Membership Logos

Alliance Partner Network membership logos are reserved for use by official Alliance Partners. Alliance Partners are provided these logos as part of their membership.



Software Icons

Other than LabVIEW, individual NI product and product platforms do not have logos. NI software icons are for in-product use only and cannot be used as logos or graphics in NI or third-party marketing material.

Distributor and Certified Logos

The contract agreement team supplies distributor logos as part of the distributor agreement, and the certification team (certification@ni.com) approves all LabVIEW certification logo usage. The contracts agreements team, and certification team (certificaton@ni.com) handle all certified logos.

Layout Proportions and Negative Space

When creating a layout, you need to take into account negative space as one of the elements you design with. Negative space is essential to properly frame not only photography but also text. The goal should be to present the most important information in a format that is approachable and easy to use.

Quite often with technical content, there is no shortage of content. The designer's job in these situations is to both manage the amount of content that goes into the piece and recommend visually harmonic page and document layouts that best present the information. Text should never fill or dominate a page; that's the first sign there is too much.

A well-balanced document has roughly equal amounts of visuals (photography, illustrations, design elements) as copy. Too much copy overwhelms and overloads a document.

NI recommends a Swiss Style based on a consistent grid to simplify, guide, and inform the designs. When in doubt, reference materials designed by CDG to help guide stylistic decisions.

Photography Creative Direction

Photography is a vital element to communicating and helping define NI's brand personality traits. Proper photo direction, whether it's original photography or stock imagery, is vital to making our work look consistent. The photography chosen should reflect these elements.

Professional. NI has built its reputation on providing quality products and solutions for professional engineers (and aspiring engineers). The photo direction should reflect this—there's nothing silly, or humorous, about the products we create or the applications we enable. Photography should reflect a company that engineers and scientists can put great trust in.

Clean. We strive to have all our photography as clean as possible. This means there should be a clear subject, without ambiguity. Avoid busy backgrounds and situations. The goal is to communicate a single idea with the photograph.

Positive. When choosing images, show positive images of success rather than negative problems. Though NI can help solve many engineering problems, it is much more powerful to show images of solutions.

Realistic. Photography should be reflective of reality. Although at times it may seem like some of the applications that use NI products are in the realm of science fiction, NI strives to show products and applications as they actually are. Avoid visual puns and metaphors. Stay conceptual in idea, not in execution. Use real settings and show real people. Do not overly style photographs. Photography should not be abstract. Don't use color filters.

Innovative. NI powers incredible applications. Our tools are used in diverse and cutting-edge applications from big physics to medicine to green engineering. Our photography should reflect this spirit of discovery and innovation. We want to be future-focused but still grounded in reality. Whenever possible, show the most up-to-date hardware available.

For more detail on specific types of photography, please consult the photography style section.

Corporate Color Palettes

Core Colors

Color plays an important role in corporate identity. It can evoke emotion, express personality, stimulate brand association, and unify an identity. Therefore, a consistent and carefully selected color palette is necessary to build a recognized corporate identity. NI has selected two main colors to distinguish the NI brand. Just as we have broken our products into two categories—LabVIEW and everything else—we have divided our color palette in a similar way: Pantone 130 for LabVIEW and Pantone 301, or NI Blue, for all other products and corporate materials. As the NI flagship product, LabVIEW has a rich tradition and history here at the company. As such, we have given LabVIEW a unique color for all marketing efforts to differentiate it from our other product offerings.

NI Blue



PMS 301
R 6, G 95, B 163
HEX 065FA3
C 100 M 50 Y 0 K 10

LabVIEW Yellow

(Reserved for LabVIEW)



PMS 130
R 255, G 187, B 0
HEX FFBB00
C 0 M 30 Y 100 K 0

Black



Process Black
R 0, G 0, B 0
HEX 000000
C 0 M 0 Y 0 K 100 (text)
C 40 M 30 Y 30 K 100 (rich)

Secondary Colors

NI has a secondary color palette that can be used sparingly as accent colors. Secondary colors, in combination with our core colors, can add depth and organization to a design, but make sure they remain secondary to our core colors and they fit within our color proportion guidelines.



R 177, G 17, B 22
HEX B11116
C 0 M 100 Y 100 K 30



R 255, G 119, B 0
HEX FF7700
C 0 M 66 Y 100 K 0



R 0, G 153, B 0
HEX 009900
C 84 M 13 Y 100 K 3



R 115, G 174, B 217
HEX 73AED9
C 50 M 15 Y 0 K 5

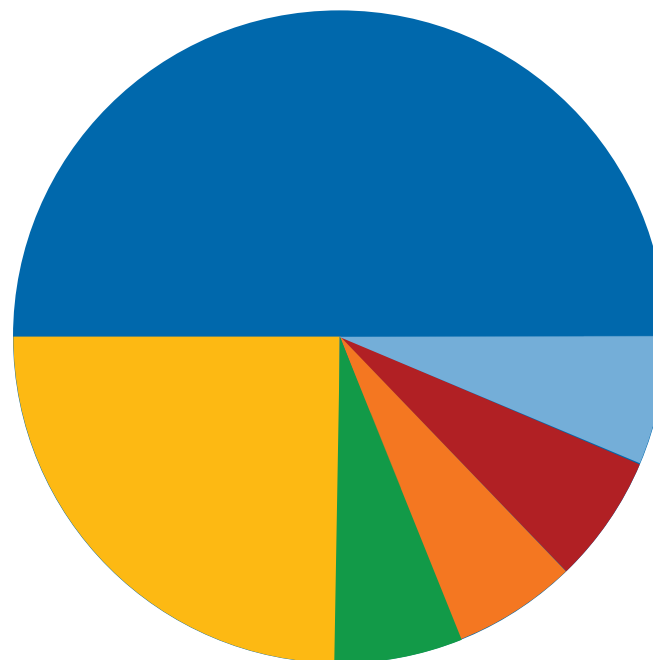
Color Ratios

When designing NI materials, it's important to maintain correct color proportions.
NI core colors used with white and neutrals best reinforce our color branding.

A secondary color should be used only to accent and complement the core colors.

Exact color ratios are dependent on an individual application, although the goal should always be to communicate with as few colors as possible. When in doubt, it's better to defer to fewer, and core, colors than add more colors to the design.

When using color, it's also important to remember that a clean, white canvas is the best starting point for NI-branded material.



Corporate Typeface

Typography

The foundation of a recognized design style is a consistent type treatment. Consistent typography also is crucial to building and maintaining our corporate brand. To this end, NI has chosen the font family *Univers* as its corporate typeface.

Different typefaces or fonts carry varying connotations and can influence the readability, assimilation, interpretation, and impact of the words and concepts they represent. We have carefully considered all of these issues and have chosen Univers because it provides an approachable, contemporary, and easy-to-read type treatment for customers. In the event that Univers is not available, the default typeface is Arial.

Univers LT Std 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univers LT Std 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univers LT Std 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Type Proportions

To simplify and streamline typography styles for NI materials, we have established a type scale based on 3:4 type proportions. Each point size is in 3:4 scale with its nearest neighbor. The scale was designed to give both a wide range of point sizes to work with and a visually harmonious relationship between sizes.

The type scale should help provide a starting point to designs. The page title above, “type proportions,” is set at 21 pt. Blue subheads are set at 12 pt. This body text is set at 9 pt.

If you need sizes larger than those specified, simply multiply the last number in the scale by 1.334. For example, 50 pt x 1.334 = 66.7. The next point size in the scale would be 67 pt (rounded).

50 point

37 point

28 point

21 point

16 point

12 point

9 point

7 point

5 point

PowerPoint Style Guide

PowerPoint presentations are effective communication tools. As such, standardizing on an official corporate template ensures the creation of professional presentations that consistently represent the company to internal and external audiences. It is important that when information is presented using PowerPoint, NI is correctly represented and/or marketed. When creating new PowerPoint presentations, use only the official corporate NI template.

This official corporate NI PowerPoint template is offered in a 4:3 or 16:9 aspect ratio (use the aspect ratio that best suits your requirements). Both are available at this [NI Talk](#) page.

PowerPoint Categories

1. Text and Headlines

2. Charts, Graphics, and Photos

3. Color

4. Third-party Logo

Text and Headlines

Fonts

The preferred font for PowerPoint presentation is Univers Com.
It's offered in a variety of specific styles:

Univers LT Std 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univers LT Std 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

- Avoid excessive use of italic or bold fonts.
- Do not use shadow fonts or special-effect fonts.
- Avoid using red or orange tones because they bleed on screen and decrease readability. Contrast in colors is good, so black text on a lighter background works well.

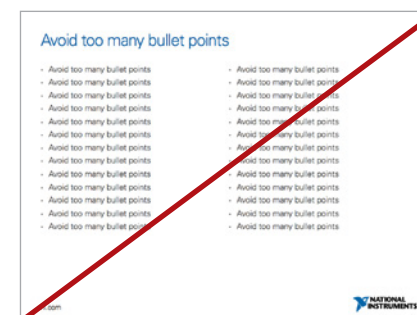
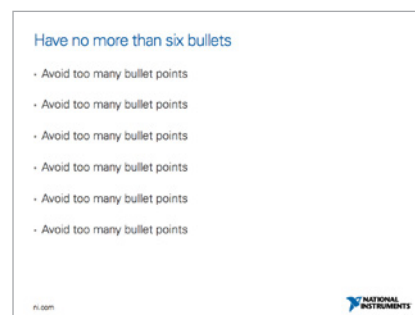
Font Size

The minimum readable on-screen point size is 16.

Bullets and Words

To maintain a cleaner, more effectively communicated slide, the use of bullet points is discouraged. But if bullet points are used, it's best to use no more than six bullets and fewer than 36 words per slide.

This amount of words is preferred and helps ensure that presentations effectively and clearly deliver one idea per slide.



Photos

Format and Resolution

PowerPoint best supports .png files, because they are low in file size yet still sharp for screen display. Try using a minimum of 72 dpi per image, which works well on most screens.

Media Portal

Media Portal has a comprehensive library of images for use in all materials. It is important that we stay consistent and find images that best fit our specific needs.

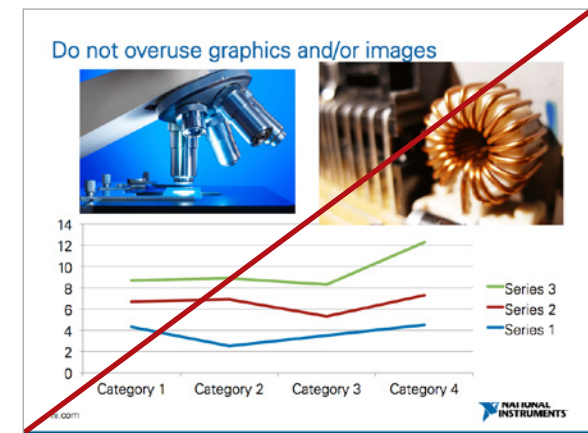
Stock Images

If you do not find what you need in Media Portal, try looking for stock images online, which can be easily purchased by CDG. This helps ensure that we all use the same images when talking about similar concepts. Do not download images from Google or Yahoo, because images from these sources may include legal restrictions.



Do not overuse graphics and/or images

Graphics, shapes, charts, and diagrams can complement the information being presented. Take advantage of these features but remember to use them only as needed and keep your presentation simple. Though a complex, colorful chart may look great in printed documents, it doesn't always work well in a PowerPoint presentation.



Color

Core Colors

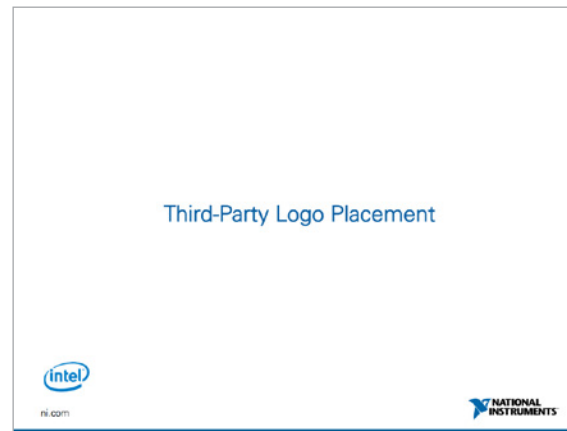
For the official corporate template, it is best to use core colors—mainly NI Blue, LabVIEW Yellow, and Black. You can also use 50 percent gray for slides.

Secondary Colors

NI has a secondary color palette that can be used sparingly as accent colors.

For both core and secondary color palettes, refer to page 17 (which also contains information on brand colors).

Third-Party Logo



Photography Style Guide

Photography plays an important role in every collateral piece. Whether you are striving to enrich a product's visual appeal, illustrate an application, or clearly communicate technical specifications, you should carefully consider which visual characteristics would best accomplish your task. It is also important to consider the actual locations of images within your collateral pieces. CDG has identified two main levels of photography recommended for different locations in various collateral pieces. Read on to learn about these two levels as well as the proper placement for each type. Many of these types share similar attributes, but the associated details describe their key differentiators.

Photography Categories

- 1. Products**—Images of NI products, hardware, software, or other integrated product bundles
- 2. Environment**—Images acquired outside the NIC studio on location and within various settings
- 3. Events**—Images at trade shows, seminars, speaking engagements, and other on-location events
- 4. Headshots**—Formal or casually posed images of NI or third-party personnel

Products: Hero

The goal of hero product photography is to elevate the main focus of the image to enhance its appeal to the customer by using dramatic lighting and a wider lens with a more shallow depth of field.

- Common in: ads, collateral covers, and home page feature graphics
- A product as the main focus
- Image is shot with a wider lens for more dramatic effect
- Interesting angle rather than straightforward
- Medium to shallow depth of field
- White or gray gradient background with a realistic shadow
- Contrast and saturation are altered to make image more appealing
- Photography shot at NIC by staff photographer



Products: Supporting

The goal of supporting product photography is straightforward documentation of a product. The focus is on technical specifications. Consistency is key with supporting photography. Shots are standardized and then shot to match existing images.

- Example use cases: standard product shots and corporate headshots
- A product pictured from straight on or at a slight angle
- Product completely in focus
- Standard product lighting on white background with realistic shadow
- Photography shot at NIC by staff photographer



Environment

Environment shots are critical for showcasing the breadth of NI products and solutions. These images allow for the NI story to extend beyond the NIC studio and into the world of discovery and global challenges. Example of environment shots can include a customer's office, a university, or a manufacturing floor. When shooting on location and with people (models), you must ensure that all involved are compensated or represented correctly by following some additional steps. Please see *Legal Checklist* on page 50 for more information.



Case Study

- Application/person as the main focus within an environment outside NIC studio
- Application/person pictured from an interesting angle
- Natural/even lighting when possible/appropriate
- Varying depth of field and camera angles
- With people
- With focus on NI hardware
- With customer when possible

NI Product Launch

- Product/person as the main focus within an environment outside the NIC studio
- Product/person pictured from an interesting angle
- Natural/even lighting when possible/appropriate
- Varying depth of field and camera angles
- With people
- With focus on NI hardware

Environment continued



Stock

- Purchased or downloaded from stock photography website
- Rights Managed or Royalty Free
 - › Royalty Free is more affordable and allows for more flexibility
- Commercial or Editorial
 - › Avoid Editorial—NI's use for stock photography is primarily commercial

Third-Party

- Image received directly from customer
- Special permissions may be required (refer to *Legal Checklist* on page 50)

Events

NI events draw the best and brightest from the engineering community to share ideas, learn, and innovate with their peers. The atmosphere is exciting, dynamic, engaging, and fun. Events photography should combine documentation and engagement techniques to produce a rich mixture of both styles.

Presentations



Presenters

- Close-up of presenters
- Holding products
- With audience in foreground



- Different angles to include:
 - › Lower perspective
 - › Stage left
 - › Stage right
 - › Back of the room
 - › Halfway back



Engaged Audience

- Close-up
- From a distance



Room

- Whole room from back
- Room from midway back
- Over-the-shoulder perspective

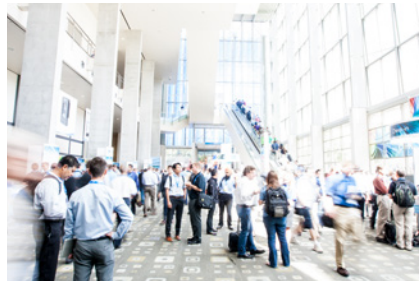
Events continued

Attendees and Atmosphere



Attendees

- Networking with one another
- Working on computers
- Viewing collateral from the event
- Enjoying special events or parties



Crowds

- Lines of attendees
- Movement around facility
- Registration



NI Employees

- Getting portraits taken at event
- Helping attendees
- Enjoying special events or parties



Signage and Event Details

- Signage from the event
- Printed pieces in local language
- Apparel distinct to the region
- Events presenting local customs
- Distinct architectural features of the venue

Events continued

Sessions and Hands-On



Teacher

- Close-up of teacher
- Expressive shots of teacher
- Teacher shot with students in foreground



Engaged Students

- With computer
- With hardware
- With each other



Student/Teacher

- With computer
- With hardware
- With one another



Classroom

- From back of room
- From front of room
- From student's perspective

Events continued

Expo Floor



NI Booth

- From various angles



Demos

- Tight shots of demo
- Screen for software and NI hardware
- People interacting with demo



Attendees

- Crowds watching demos
- Attendees interacting with NI employees



Expo Floor

- From eye level
- From ladder or crane
- Special events on floor
- Vendor booths
- Vendors interacting

Headshots

Headshots for NI come in two styles. The formal style is shot at NIC on a blue background by the NI photographer. These are reserved for specific use cases. The casual style offers flexibility so that the look can be mimicked outside the studio by professional and amateur photographers.

Formal Headshots

- Shot on blue with even lighting
- Sales in formal attire; marketing can be more casual
- Subject completely in focus
- Photography shot at NIC by staff photographer



Headshots continued

Casual Headshots

- Natural lighting with muted background
- Shallow depth of field
- Subject completely in focus



Video Style Guide

Video plays an important role in NI marketing, thought leadership, technical communication, and brand awareness. Whether you are striving to enrich a product's visual appeal, illustrate a unique customer application, or clearly communicate either NI or third-party information, you should carefully consider which visual characteristics would best accomplish your task. Read on to learn about the various ways and methods in which video can support your goals and how this medium should represent the NI core brand tenants of being approachable and a trusted adviser.

Video Categories

- 1. Essential Video Elements**—Best practices and guidelines to follow when shooting or editing any NI video collateral
- 2. Interview**—Video that captures either NI or third-party subjects sharing ideas/information
- 3. On Location B-Roll**—Video that supports primary footage during interviews, documentaries, and other produced collateral
- 4. Demo**—Video that illustrates first-hand accounts of working with NI products
- 5. Executive Communication**—Video that provides a highly visible platform for senior NI leadership to deliver company messages

Essential Video Elements

All NI videos should implement a variety of essential video elements. This includes ensuring that the mood and tone of any video-based or video-supported collateral be positive, contemporary, engaging, and natural. Please adhere to approved NI color correction/treatment, use the rule of thirds for all framing; use voice-overs that are friendly, approachable, and confident; and use animation pieces that align with existing print/web style guides.



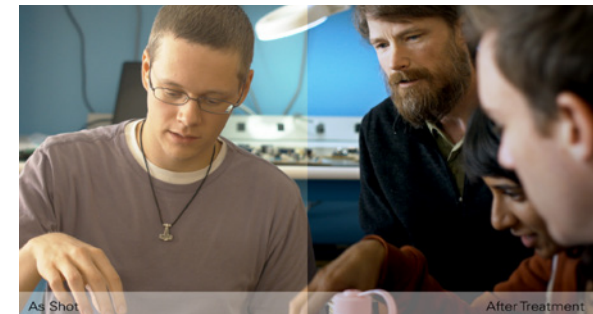
Intro/Outro

- Use to visually anchor the viewer and provide company branding and awareness
- Use to mark both the beginning and ending of any video collateral
- Use NI beginning/ending animations with appropriate title keys



Title Key

- Use as a visual benchmark to display corresponding text (name, job title, company, and so on)
- Use only preapproved NI title keys
- Make sure screen text corresponds to NI-approved fonts and sizing
- Fade in title and semitransparent background
- Fly in LabVIEW element from left side of the screen



Camera Settings and Color

- Cameras should be balanced to 5500K
- All lighting should be natural or daylight-balanced
- Footage should be REC709 balanced
- Footage should be shot at 24 frames per second
- All footage treatments are based on the Tension preset in Red Giant's *Magic Bullet Looks*

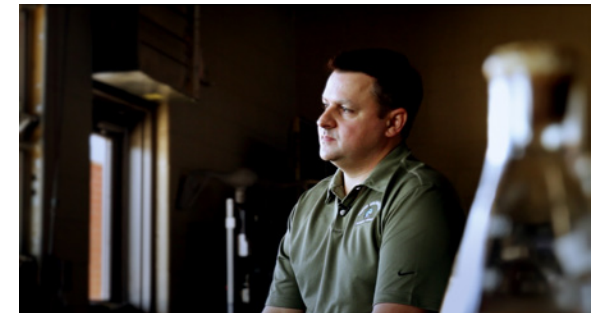
Interview

Interviews in NI video collateral are used to visually communicate a variety of NI and third-party ideas and information. Please note that all interviews should be conducted in a place that adds context to the interview. For example, conduct an interview with a professor in a lab; interview a test engineer on a manufacturing floor. All interviews should be shot from two angles:



Interview “A” Shot

- Place camera directly in front of the subject
- Have subject looking off camera, across the frame, at the interviewer
- Use high-contrast and soft daylight-balanced/natural light sources

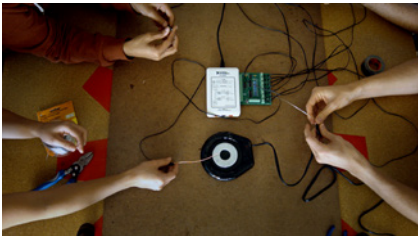


Interview “B” Shot

- Aim camera at subject’s profile
- Include context of the environment in which the interview is conducted
- Use foreground obstruction to achieve a clear foreground, mid-ground, and background within the shot

On Location B-Roll

On location B-roll footage should be used to supplement and support primary video footage during interviews or documentaries about any given product, application, or customer-focused video collateral. This supporting footage should be shot from multiple angles and include visual context of NI such as products in the background or participants engaging with products.



Bird's Eye

- Shoot over the shoulder when applicable
- Include moving reveals
- Show individuals actively engaged and with natural poses



Over the Shoulder

- Show individuals actively engaged and with natural poses
- Avoid capturing stiff and/or overly posed moments
- Use for featuring NI software



People

- Show individuals actively engaged and with natural poses
- Avoid capturing stiff and/or overly posed moments



Obstructed

- Use foreground obstruction to achieve a clear foreground, mid-ground, and background within the shot

Demo

Demo videos are used to illustrate first-hand accounts and examples of working with NI software, hardware, or fully integrated systems. Content in this kind of video collateral should aim to teach, and provide detailed explanation when working with NI products. All demo videos must be shot in room 132A of the NIC Austin campus with a pale grid background. Talent must wear a blue NI polo shirt. Information must be presented directly to the camera. The following shots can be used:



Direct to camera from front
with demo gear/desk in background



Over the right shoulder turning
to address camera



Hardware/demo shot

Executive Communication

Executive communication through video is primarily used to provide a highly visible platform for the senior leadership of NI to deliver a variety of timely and important company messages. These can include state of the business announcements; important organizational changes, transitions, and updates; employee-related news; and, in less volume, special company messages such as national and international recognition and award announcements. Executive communication videos should follow these guidelines:



- Have subject introduce themselves directly to the camera
- Place subject in the middle of the frame
- Express a clear and confident tone in both voice and message
- Shoot with two cameras when possible
- Have subject wear blue or navy shirt with black or navy jacket
- Avoid wearing stripes, patterns, or white shirt

Web Style Guide

ni.com houses a vast amount of information and support for users. The design emphasizes these elements, to create a cohesive online brand presence. The design empowers users by providing the information they need to research products, make purchase decisions, and deploy their purchases.

ni.com is visually clean and simple, which allows NI's brand presence to become a primary visual element. The intent of the design is to reinforce NI's "ownership" of the colors NI Blue and LabVIEW Yellow or Beer 30. The clean layout of the site creates a user experience that communicates NI's commitment to being a trusted adviser that's innovative and approachable. Sparse use of colors and images reinforce the NI brand while elevating the importance of page content. For complete specifications on all web-related design and implementation, please refer to the Design Pattern Library located at niweb.natinst.com/dpl or email Brent Burden, web art director, at brent.burden@ni.com.

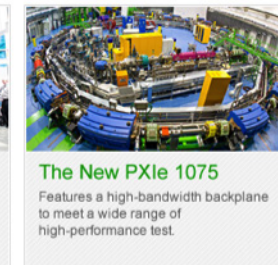
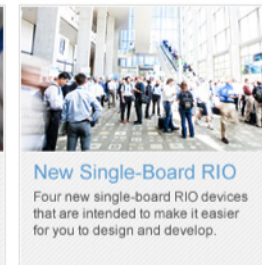
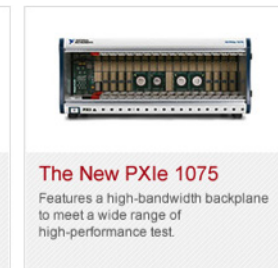
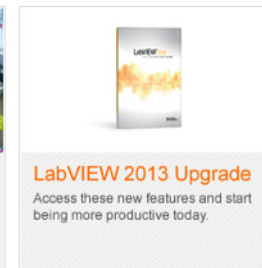
Web Asset Categories

- 1. Highlight Images**—Imagery used to promote NI activities both globally and regionally
- 2. Feature Graphics**—Imagery with or without text that promotes products, events, or company activities
- 3. Coreblocks**—Thumbnail imagery that serves as a visual anchor for content

Highlight Images

This content may be global, promoting worldwide activities, or local, promoting regional activities. It should include strategic marketing initiatives and campaigns. Promotional imagery does not include text and must comply with the Home Page Highlight Image Style Guide.

- Events: includes webcast series, local activities (in person), webinars, and more
- Company: company story, top customer applications, and thought leadership projects
- Programs: select campaigns and launches
- Post-sales and community
- Sales: related directly to a specific product for broader sales promotions
- Web channel initiatives; registering products, logging in, ratings and reviews



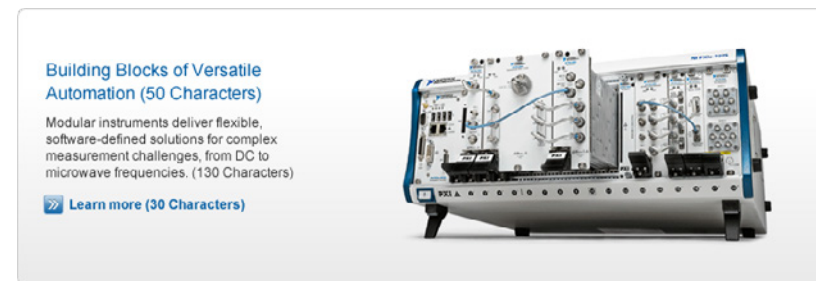
Feature Graphics

The feature graphic effectively enhances pages without creating accessibility and usability problems. It can convey complex quantitative or spatial information quickly, transcend language barriers, and combine with text to complement many styles of information gathering and learning.



Home Page Feature Graphic

- Required to be global, promote worldwide activities
- High-level company messages driven through the programs
- Available for localization only; branches do not create their own imagery



Navigation Feature Graphic

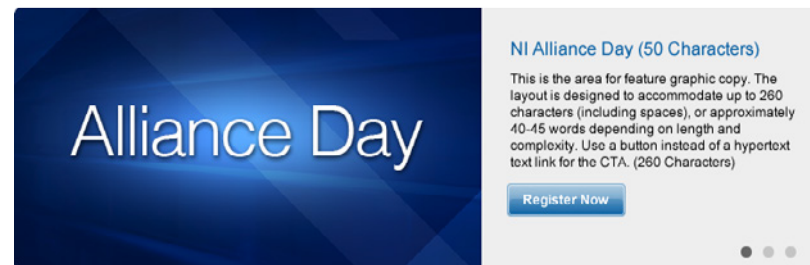
- Appears on lower level “home” pages
- Contains text—usually a title, description, and call to action
- Content can consist of product, application, or event shots
- Application shots should use a separate gray container for text

Feature Graphics continued



Header Feature Graphic

- Appears on site section pages such as Academic, Solutions, Company, and Newsroom
- DO NOT include text
- Tall: 732 px wide x 250 px high
- Short: 732 px wide x 177 px high



Event Feature Graphic

- Can use gray split container for text
- Can accommodate static image and video player rotations
- Used in the NIWeek experience only
- Not available for pickup without prior UIF team approval

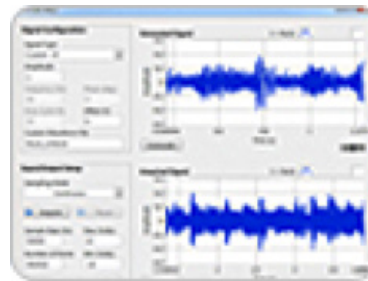
Coreblocks

Coreblocks are thumbnail images that serve as a visual anchor for content. You can choose from five sizes that correspond to the website's grid: 2-, 3-, 4-, 5-, and 6-column. The 2- and 3-column sizes are typically used in most layouts. The 4-, 5-, and 6-column sizes require custom layouts.



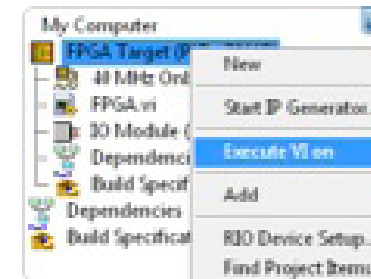
Full Color Bleed Photos/Logos

- Do NOT use borders
- Photos that have dark, saturated colors extending to all sides do not need borders



Full Bleed Screenshots

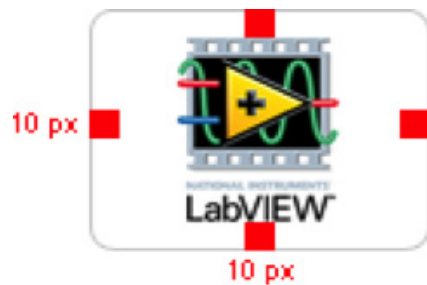
- ALWAYS use borders
- Window title bar should be included
- If the entire bar cannot be included, only the top left title and app icon are necessary
- Full interface or detailed view is optional



Cropped Screenshots and Info Graphics

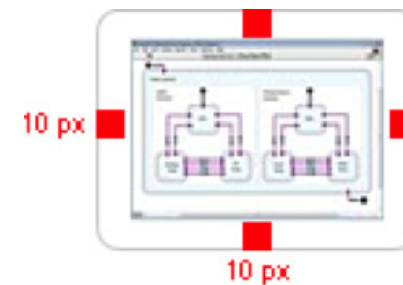
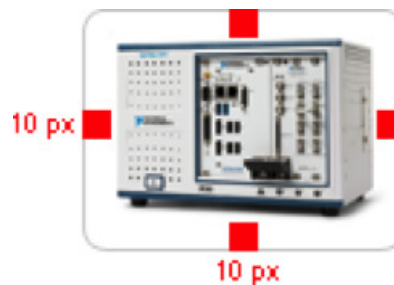
- Cropped if screenshots and/or info graphics are too large for a 2- or 3-column image
- Can use the standard lightbox button to display the entire image
- Lightbox button overlaid on the image through CSS

Coreblocks continued



Nested Logos, Product Shots, Screen Shots, and Boxes on White Background

- ALWAYS use border
- Scale nested image to allow EQUAL inner padding on left, right, top, and bottom; Image should be centered within that space



- Padding increases 5 pixels per image size starting at 10 pixels for 2 columns, 15 pixels for 3 columns, and so on. This is a general gauge and can be adjusted per designer discretion as long as padding is proportionate to the image size
- Border style is #CCCCCC; 1 pixel

Image Dimensions

- 2 columns—112x84 pixels
- 3 columns—174x130 pixels
- 4 columns—236x177 pixels
- 5 columns—298x223 pixels
- 6 columns—360x270 pixels

Social Media Style

Social media is changing the way people interact with businesses and with each other. The following guidelines and recommendations help illustrate how important brand presentation and representation are when using social media to market, promote, and share NI-related news, product information, customer insights, and more.

DO

- Create engaging posts, to maximize ROI of content
- Build audience trust by delivering valuable content
- Use only approved logos

DON'T

- Post content that appears “spammy”
- Post imagery with text overlaid on the image

It’s important for content creators to understand the resources available while respecting the bandwidth of other NI teams. CDG has set guidelines regarding when it can and cannot support social media image requests.

CDG Can Support

Images for the NIC Handles

This includes illustrations, “inspiration” images, and promotional images

Request note: Any images for Facebook (illustrations, imagery, and so on) should come through CDG. Any requests should comply with a minimum two-week turnaround time.

Facebook Cover Photo + Avatar Images for NIC/LabVIEW

This includes NI Global Facebook, Twitter, Google+, and LinkedIn images as needed

*Request note: Batch requests are ideal. The Facebook avatar is always the eagle **with** “NI” text and is **not** integrated into the image. Any requests should comply with a minimum two-week turnaround time.*

Trademarks and Product Naming

Product Naming

New product names must align with our product taxonomy and the product naming standards for software and hardware outlined at niweb.natinst.com/productnaming. For products that don't fit the taxonomy, consult the product market team's designated product naming representative to create a proposal for how to alter or add to the taxonomy and then work with Corporate Marketing to gain approval for the changes. In all product names, descriptions, and marketing material, ensure correct use of terms as defined in niweb.natinst.com/productglossary.

Trademarks

NI applies for registration for distinctive marks, major new software products, hardware platforms, or other significant initiatives where NI seeks to build brand awareness, prevent potential competitors from using an attractive mark, and distinguish its products from those already in a given field of industry. Consistent and correct usage of NI trademarks is essential to protecting our trademarks. Any deviation from the guidelines in this manual could result in the loss of our legal right to use our marks and logos. To see the complete list of NI trademarks, visit ni.com/trademarks.

Policy

Corporate Marketing and Legal must be consulted to obtain a legally protected trademark/name and Internet domain name (if applicable) for any product or service that the company plans to market or sell in any region in which we do business. Please contact

Jennifer Dawkins

Senior Group Manager, Corporate Marketing

jennifer.dawkins@ni.com

or

Pete Smits

Senior Intellectual Property Counsel

pete.smits@ni.com

Legal Checklist

The following guidelines and best practices must be followed when creating any NI-branded collateral or materials. The checklist provides important references and necessary steps that one must follow to avoid legal action from outside parties. If there are questions or concerns with any request for new collateral as it relates to legal matters, be sure to contact the resource listed below for clarification.

Legal Questions

Pete Smits

Senior Intellectual Property Counsel
pete.smits@ni.com

- ☐ Be mindful of permissions when capturing images of individuals at public events—especially with public figures
 - ☐ Be mindful of Rights Managed or Royalty Free agreements for all stock photography or video
 - ☐ Do not use third-party images/video without a signed agreement (for example, images obtained from Internet search engines)
 - ☐ Be mindful of third-party images/video that require proper credit or bylines
 - ☐ Do not create or imitate the likenesses of other company brands, trademarks, or logos
 - ☐ Be mindful of shooting or recording subjects or products bearing logos of companies for which NI does not have written permission to use or endorse
 - ☐ Investigate local laws regarding third-party copyright and trademark usage
- To obtain any of the following necessary documents, please email photostudio@ni.com:
- ☐ Signed Agreement between NI and vendor (giving NI ownership of materials)
 - ☐ Signed Model Release (separate forms for minors and adults)
 - ☐ Signed Location/Company Agreement (allowing shoot to take place at the company and releasing the ownership of the images to NI)

Questions?

All marketing material must conform to these brand and identity guidelines. If you have a general question, email brandguidelines@ni.com or visit the Brand and Identity NI Talk page at niweb.natinst.com/brand.

For specific questions and requests, contact the appropriate corporate marketing representative listed.

Logo Usage, Trademarks, and Product Naming

Jennifer Dawkins

Senior Group Manager, Corporate Marketing
jennifer.dawkins@ni.com

Creative and Identity

Larry Leung

Associate Creative Director, Creative Design Group
larry.leung@ni.com

Other Useful Links

- To view the most recently completed corporate and product marketing projects, visit nitalk.natinst.com/groups/cdgportfolio.
- To obtain more information and view ongoing discussions about the NI brand, visit niweb.natinst.com/brand.
- To obtain more product naming and trademark information, visit niweb.natinst.com/productnaming.

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