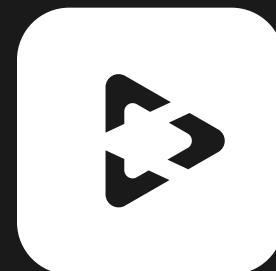


February 2023

# Brand Guidelines



**VueTube**

# Our Logo

# Our Symbol

Our VueTube Symbol is the outline of a rounded triangle that you might recognize as the universal icon for video players - the play button! It's a super recognizable and important part of our brand, and you'll see it all over the place in our projects, applications, and promotional materials.

You might see the VueTube Symbol used on its own as an icon, profile picture, or badge, but we really prefer to use the full logo as the main way to represent the brand. That being said, we're always happy to see our Symbol out there in the wild, too!



# The Logo

Our VueTube logo is made up of two parts: the icon and the wordmark. It's a key part of our brand, and we really want to make sure that both the icon and the wordmark are always used together whenever possible. Please don't mess around with it, either - no modifications, distortions, or tracing allowed.

## Minimum Size

Please don't shrink the logo down too much. If you're printing it out, try to keep it at least 0.16 inches in size. And if you're showing it on a screen, it should be no smaller than 25 pixels.

## The VueTube Logo



**VueTube**

### The Icon

#### Minimum Size



On Print: 0.16 in

### The Wordmark



On Screen: 25px

# Spacing

To keep things looking sharp and easy to read, it's important to make sure there's enough space between the icon and the wordmark in our logo. A good rule of thumb is to keep the spacing at 20% of the width of the icon.

But wait, there's more! To really make our logo pop and ensure that it's getting the proper breathing room it deserves, make sure to give it a margin of at least 40% of the icon's width. That's the minimum safe distance for the logo, so don't be afraid to give it even more space when you can.

**2x/5      X      X/5**



# Wordmark

Our logo is pretty sweet when you use the icon and the wordmark together - it's the full package! But, we understand that there might be times when using just the wordmark makes more sense. Maybe our icon is already being used somewhere else and things could get confusing.

If that's the case, here are four different ways you can use just the wordmark. Keep in mind, there are lots of different color combos that work great with our brand, and we'll get to those in a later section.



The wordmark 'VueTube' is displayed in a bold, sans-serif font. The letters are colored in a gradient: 'V' is teal, 'ue' is white, and 'Tube' is blue. It is centered on a dark gray rectangular background.



The wordmark 'VueTube' is displayed in a bold, sans-serif font. The letters are white, matching the background color. It is centered on a dark gray rectangular background.



The wordmark 'VueTube' is displayed in a bold, sans-serif font. The letters are dark navy blue, matching the background color. It is centered on a white rectangular background.



The wordmark 'VueTube' is displayed in a bold, sans-serif font. The letters are dark navy blue, matching the background color. It is centered on a white rectangular background.

# Partners & Sponsors

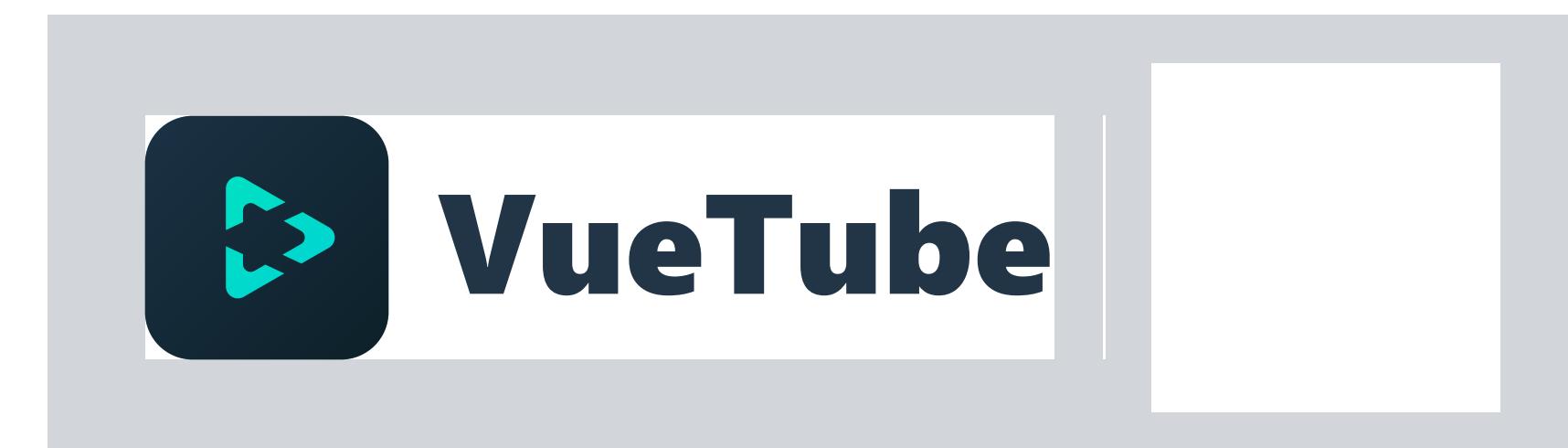
If you're pairing the VueTube logo up with other logos, it's important to give them both enough room to shine.

To keep things looking clean and sharp, make sure to put a little 1px black or white divider between the logos. It's a small touch, but it goes a long way in making everything look polished and professional.

## Rectangle Logo



## Square Logo



# Tagline

Our tagline - "Video Watching, Supercharged" - is a big part of what makes VueTube special. We usually display it as two lines, right next to our logo. This creates a strong, compact and cohesive visual element that really packs a punch!

Not only that, but our tagline can even be adapted to reflect different situations!

Want to see it in action? Check out some of these examples of our tagline in use.

**Video Watching,  
Supercharged**



**Customization,  
Supercharged**



**Brand Guidelines,  
Supercharged**



**Video Watching,  
Supercharged**

**Horizontal Banner, Supercharged**



# Sub brands

VueTube isn't just a simple app, it's actually a whole family of libraries, projects, and resources that all have their own unique purpose and names. To show how everything fits together under the same big umbrella, we use sub-brands. For example:

1. Big initiatives or projects that are part of VueTube, like the VueTube Extractor.
2. Translated logos for our international friends, like the Japanese version of the VueTube logo.
3. Smaller projects that use a simple, generic logo.



**VueTube**  
**Extractor**



**VueTube**  
ビューチューブ

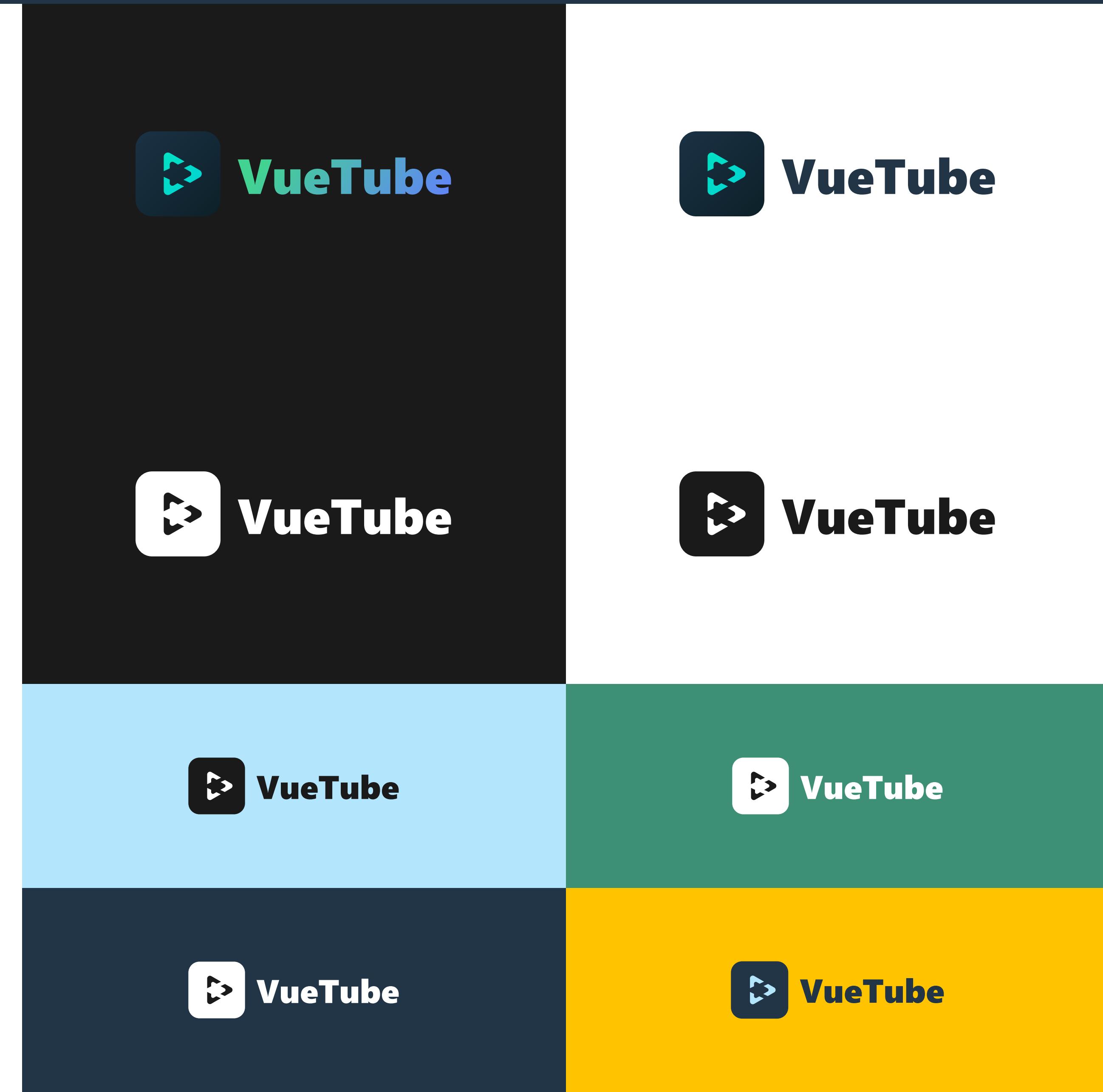


**Part of**  
**VueTube**

# Logo Color Options

Our classic VueTube logo comes in our go-to VueTube Navy color. It's the one we love to see the most!

But we understand that there might be times when this color scheme doesn't quite fit the bill for the look you're going for. In those cases, you might want to consider using other color options to make sure our logo looks its best.



# Logo Variations

Sometimes you might want to use the VueTube icon without the app-like box surrounding it.

This option is available and offers designers more flexibility to make sure the VueTube logo aligns with the rest of the visual identity they're creating.

That being said, this variation should not be the primary way of representing the brand. Whenever possible, stick to the standard logo design.

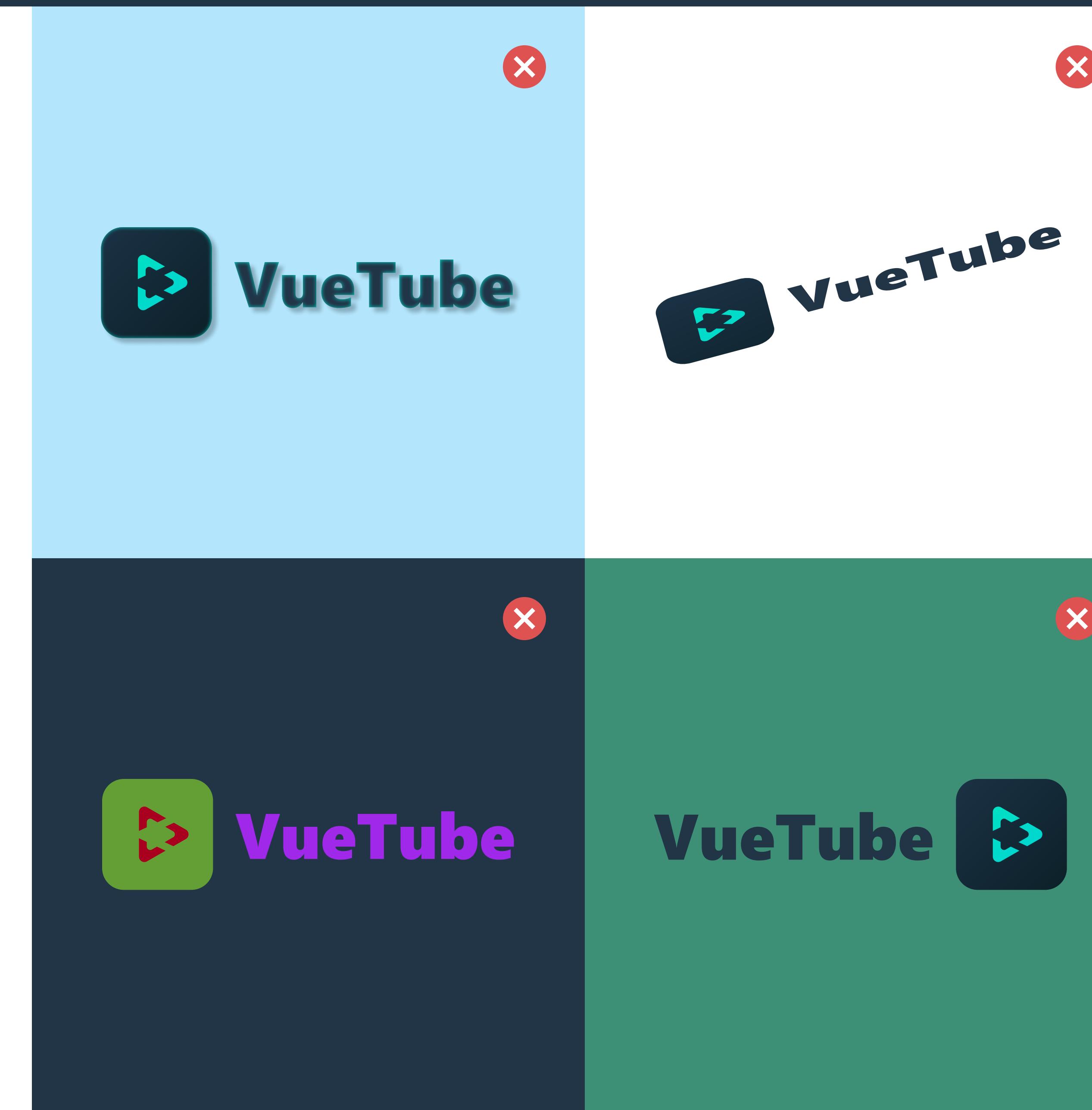


# Incorrect Usage

Keeping our logo consistent is key to maintaining our brand identity. To help you avoid common errors, we've put together this page as a reference guide.

Here's what to keep in mind:

1. No fancy effects, please!
2. Don't stretch, squish, or twist the logo.
3. Stick to the colors in this document.
4. Don't rearrange the logo - it likes to stay in one place!



# Brand Colors

# VueTube Navy

VueTube Navy is our trusty shade of deep blue that gives VueTube its sophisticated, dependable look with a touch of contemporary style.

We use it on everything from our logo to other branding materials to show off our unique vibe. Whether it's taking the spotlight or adding a little something extra, VueTube Navy plays a crucial role in how we present ourselves.



## VueTube Navy

HEX **#213547**

RGB **33, 53, 71**

CMYK **54, 25, 0, 72**

PMS **7546 C**

# Brand Color Palette

VueTube's color palette represents our brand and creates a visually engaging user experience.

Our primary colors are Slate, a dark base, and Pure White, a light base. We use VueTube Navy as our brand color, with Forest Green as our primary accent.

We also incorporate colors such as Open Sky, Sunshine Yellow, Firecracker, and Lavender Mist to represent the colorful nature of online video.



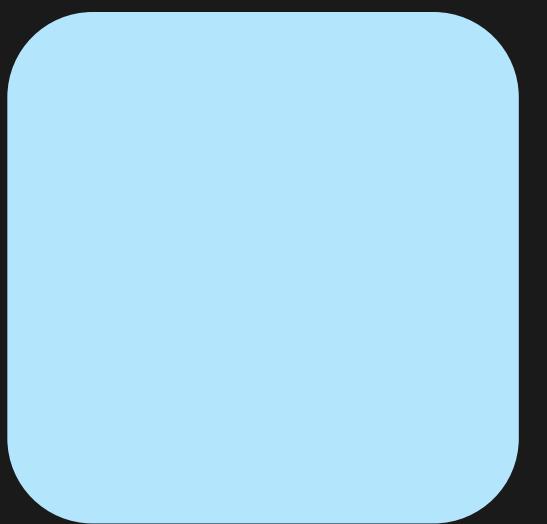
**VueTube Navy**

HEX #213547  
RGB 33, 53, 71  
CMYK 54, 25, 0, 72  
PMS 7546 C



**Forest Green**

HEX #3D9076  
RGB 61, 144, 118  
CMYK 58, 0, 18, 44  
PMS 7730 C



**Open Sky**

HEX #B3E5FC  
RGB 179, 229, 252  
CMYK 29, 9, 0, 1  
PMS 290 C



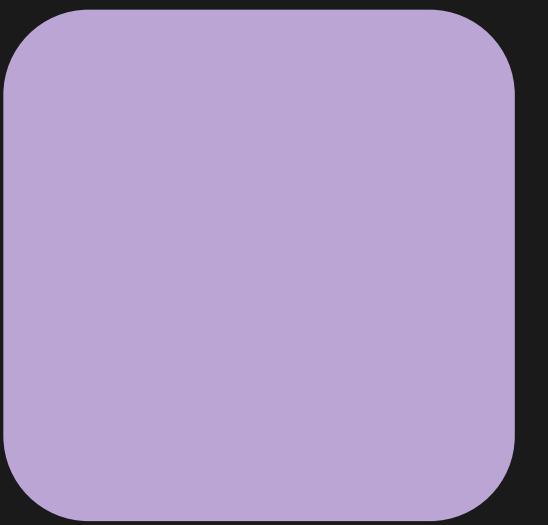
**Sunshine Yellow**

HEX #FFC300  
RGB 255, 195, 0  
CMYK 46, 100, 50  
PMS 7408 C



**Firecracker**

HEX #DF5252  
RGB 223, 82, 82  
CMYK 0, 63, 63, 13  
PMS 710 C



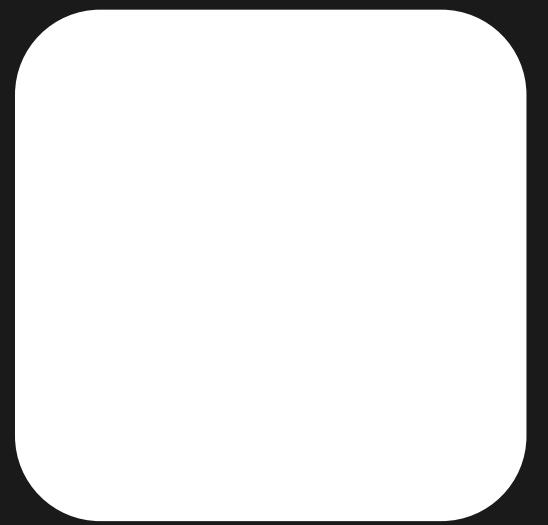
**Lavender Mist**

HEX #BAA5D5  
RGB 186, 165, 213  
CMYK 13, 23, 0, 16  
PMS 264 C



**Slate**

HEX #1A1A1A  
RGB 26, 26, 26  
CMYK 0%, 0%, 0%, 90%  
PMS 419 C

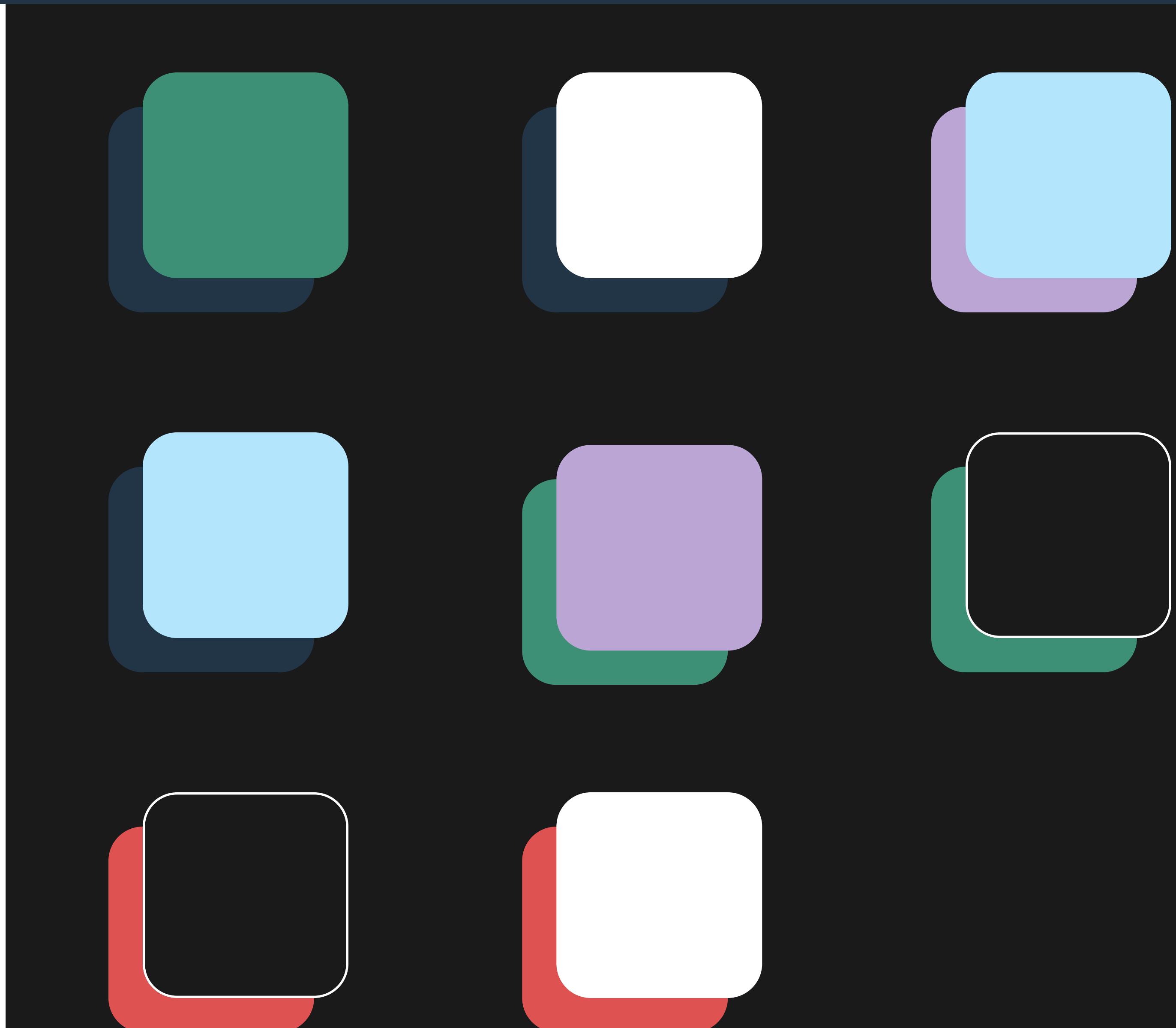


**Pure White**

HEX #FFFFFF  
RGB 255, 255, 255  
CMYK 46, 100, 50  
PMS 0

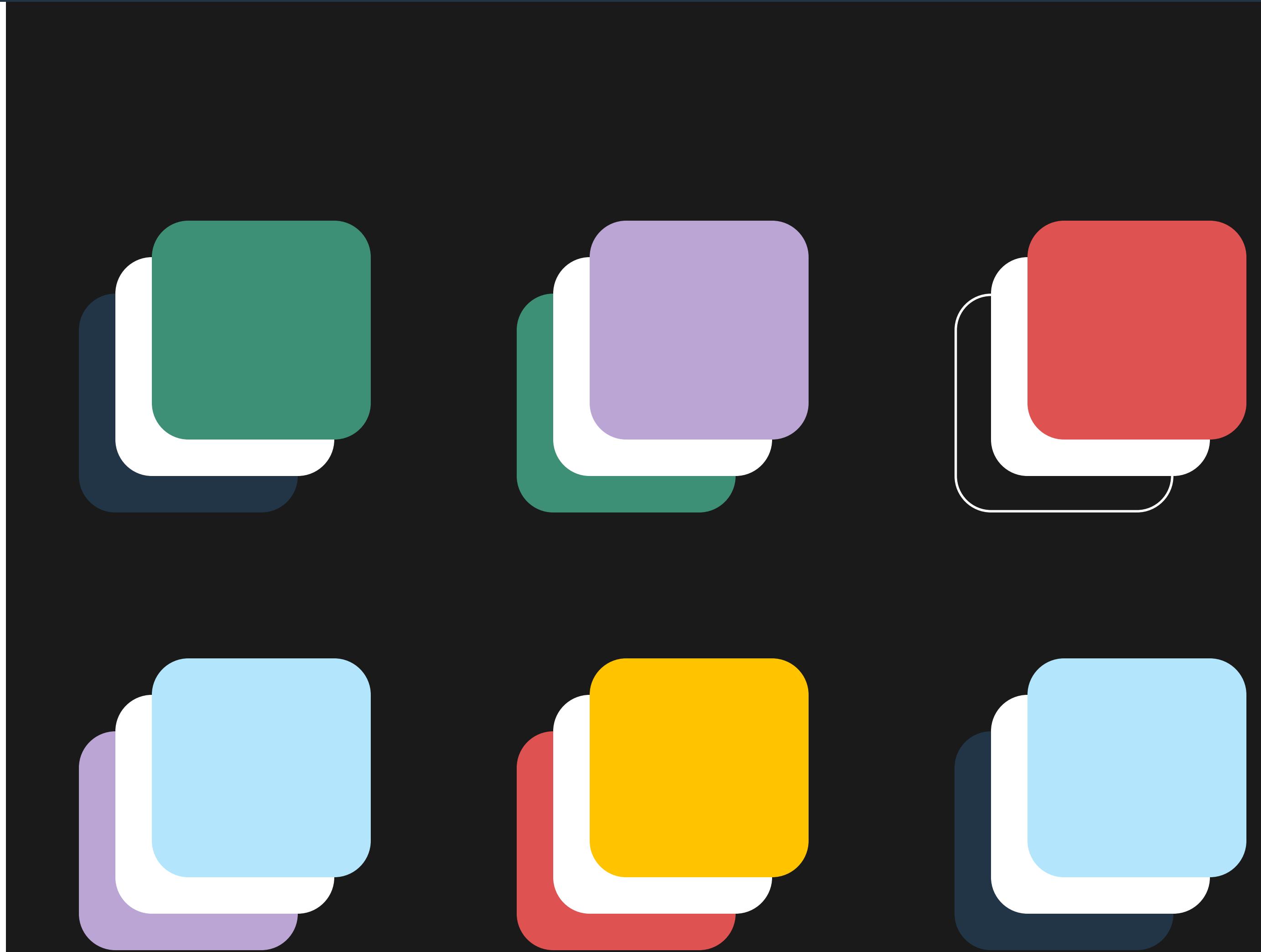
# Color Pairings

Here are some suggested color pairings that work well with our brand and contrasts perfectly.



# Color Schemes

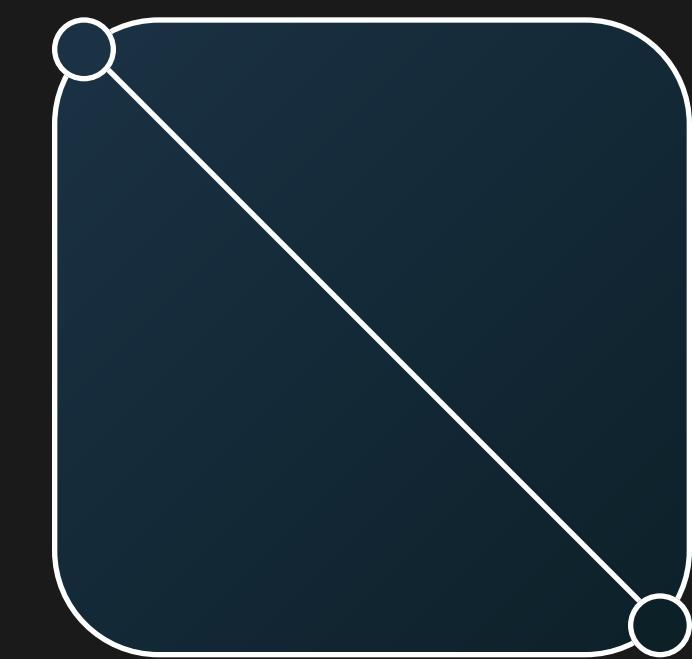
Here are some suggested color schemes that work well with our palette.



# Gradients

VueTube uses three gradients for the icon, background, and wordmark respectively. We are quite proud of our gradients and they are each a key part of our brand identity.

However, please refrain from using them for anything other than the logo. If you need colors for other purposes, we recommend checking out the brand color palette section on page 15.



**VueTube Nightfall**

HEX **#1B3245 - #0C2028**  
RGB **27, 50, 69 - 12, 32, 40**  
CMYK **61, 28, 0, 73 - 70, 20, 0, 84**  
PMS **303 C - 6 C**



**VueTube Seabreeze**

HEX **#00E1C3 - #00D1D5**  
RGB **0, 225, 195 - 0, 209, 213**  
CMYK **100, 0, 13, 12 - 100, 2, 0, 16**  
PMS **333 C - 3252 C**



**VueTube Skyline**

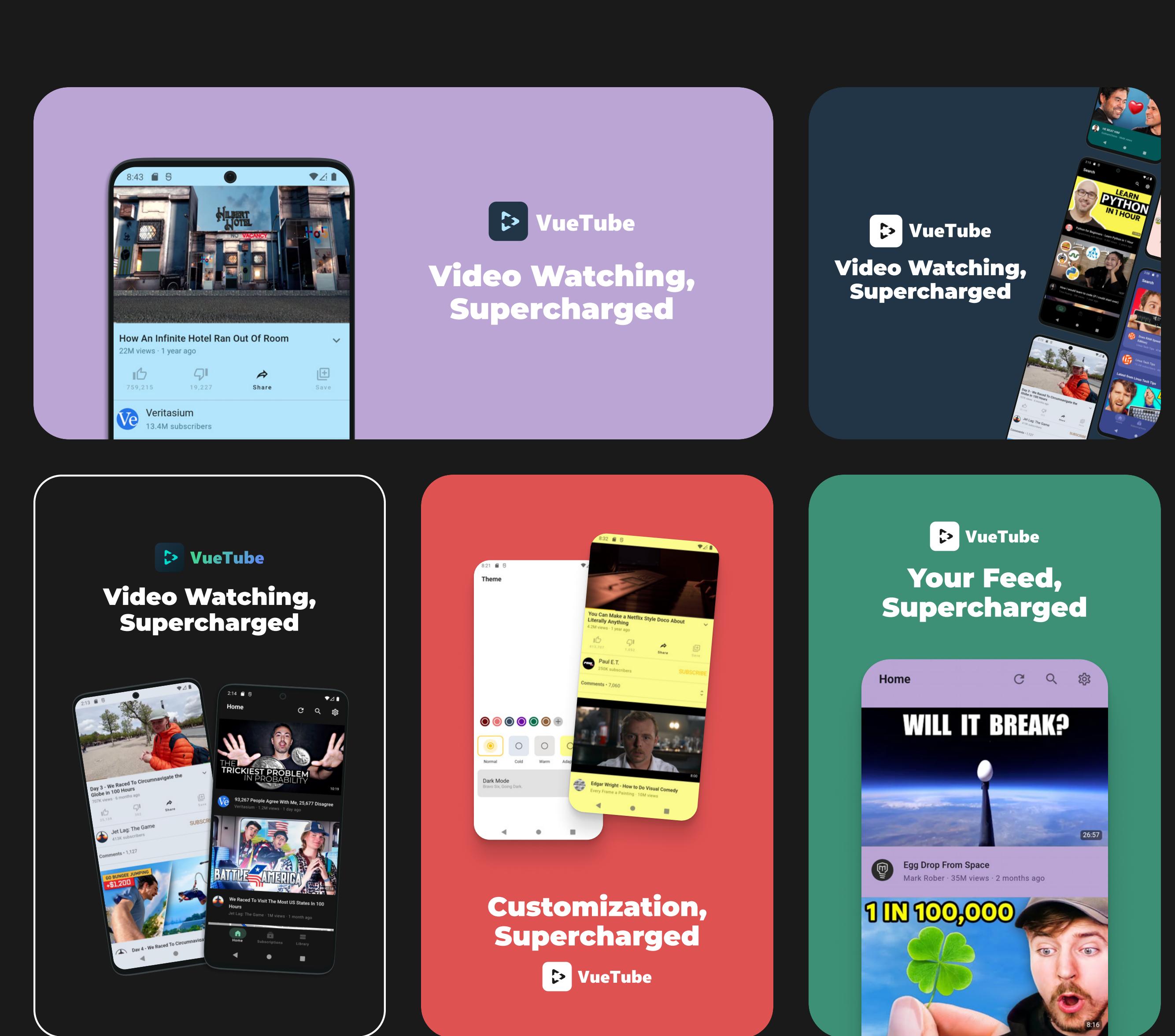
HEX **#42D392 - #647EFF**  
RGB **66, 211, 146 - 100, 126, 255**  
CMYK **69, 0, 31, 17 - 61, 51, 0, 0**  
PMS **3395 C - 2726 C**

# Usage Examples

We've prepared some examples to show you how to use our brand colors in the most appropriate way.

Here are a few things to remember:

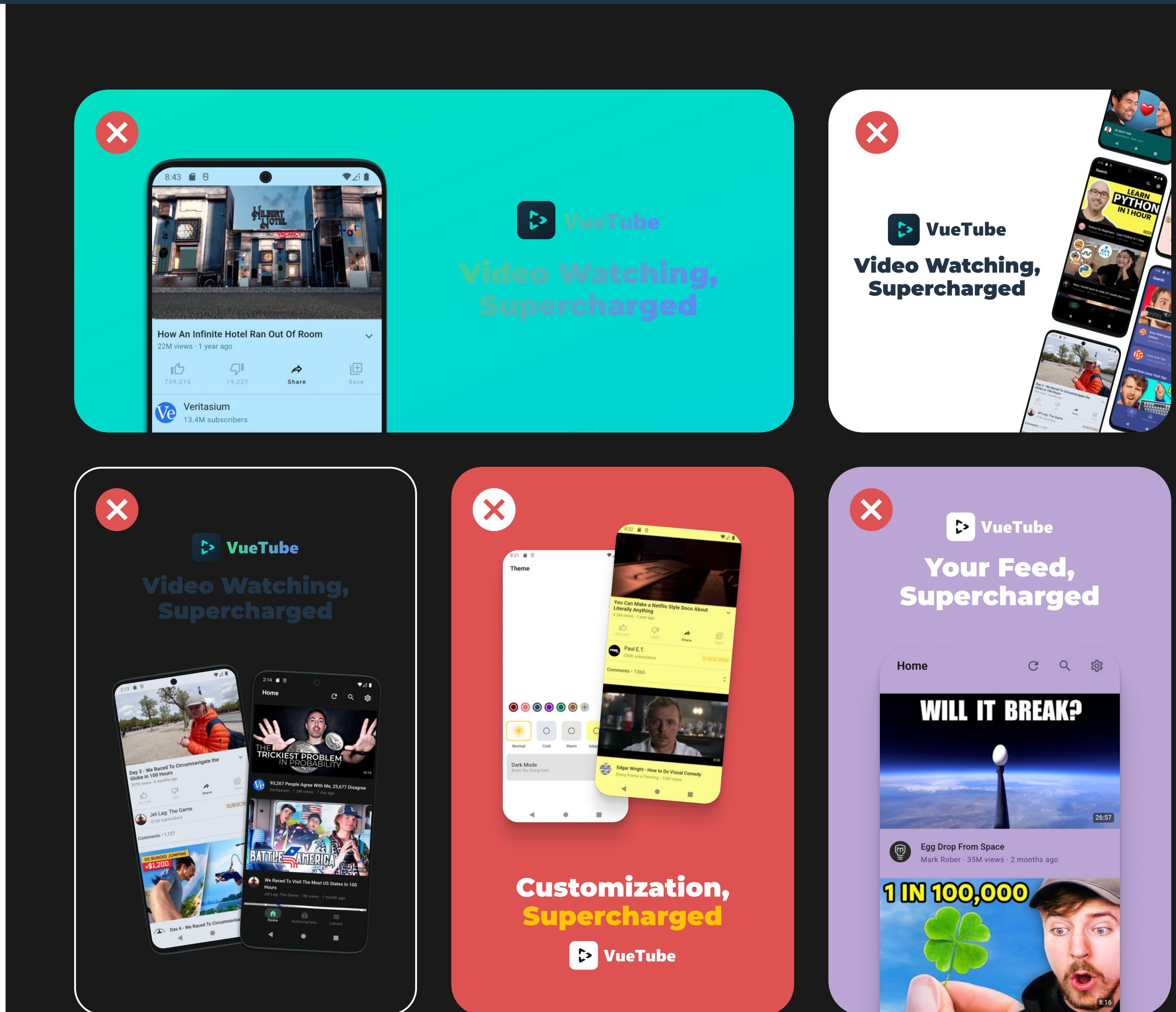
1. Make sure that the text is either white or VueTube navy to ensure the best possible contrast.
2. Keep your colors clean and avoid adding any unnecessary clutter.
3. To get the best results, try to use one of our suggested color schemes or a similar one.



# Incorrect Usage

Here are a few things to avoid:

1. Avoid using gradients for elements other than the logo. This example also has poor readability.
2. Avoid using white as a background color in brand communications
3. Avoid using a color scheme that has little to no contrast and could lead to readability issues
4. Do not highlight words in text.
5. Avoid using colors schemes that contrast poorly with the mockup or illustration



# Typography

# Typeface

Our primary typeface is Montserrat, a modern and versatile sans-serif font that can be used for a wide range of design applications.

Montserrat has a clean and minimalist design, with a geometric structure and open curves that give it a contemporary feel.

Designed by Julieta Ulanovsky, Montserrat is a tribute to the historic Montserrat neighborhood of Buenos Aires, where she grew up.

## Fallback Font

Open Sans can be used as a fallback to Montserrat.

## Segoe UI

Do not use Segoe UI for anything other than the wordmark.

# Montserrat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

# Montserrat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

# Montserrat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

# Montserrat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

# Typestyles

## Cases

We use sentence case for most purposes. Title case can be applied sometimes for headlines. Do not use all caps or all lowercase type.

## Headlines

Primary headlines, used for large headlines such as our tagline, are always in Montserrat Black.

Secondary headlines, used for all other headlines, can be in Montserrat Bold or SemiBold.

## Paragraphs

Paragraphs should use Montserrat Regular. This applies to all supporting text as well.

# Montserrat Black

[],{}“&”:?’×÷–+

02134567890

Primary Headline | Example: 60px / Line-height: 110% / Letter-spacing: 0%

# Montserrat Bold

[],{}“&”:?’×÷–+

02134567890

Secondary Headline | Example: 60px / Line-height: 110% / Letter-spacing: 0%

## Montserrat Regular

*Lorem ipsum dolor sit amet consectetur. Pulvinar odio pellentesque id amet gravida habitasse. Eu amet turpis arcu integer vitae sapien. Posuere facilisi risus egestas porttitor integer a quisque. Ut risus ac bibendum morbi urna sed risus dui nunc. Aenean amet habitant arcu duis at mauris. Consectetur aliquam rutrum tempus vel eu et tempus vitae hendrerit. Turpis aliquet id enim lacus platea.*

Paragraph Text | Example: 20px / Line-height: 130% / Letter-spacing: 0%

# Paragraph Length

Paragraphs should be kept to a length of between 50 to 75 characters long per line, or about 11 words in English. This allows for a comfortable reading experience.

Lorem ipsum dolor sit amet consectetur. Sit tempus risus lacus sit convallis dapibus elit nulla maecenas. Duis enim auctor neque tempor ullamcorper euismod. Urna amet bibendum morbi nec tellus. Nullam purus adipiscing eu feugiat laoreet donec non dolor vitae. Ipsum eget turpis etiam ut pharetra id a diam commodo. Nam sed ut gravida massa leo. Adipiscing lacus diam sed sit vel. Malesuada.



Lorem ipsum dolor sit amet consectetur. Praesent tempus vestibulum rhoncus in. Sed dolor maecenas mattis quis convallis. Iaculis mattis mauris laoreet ut vel scelerisque. Et venenatis pellentesque a diam morbi. In senectus in mauris dignissim. Lacus.

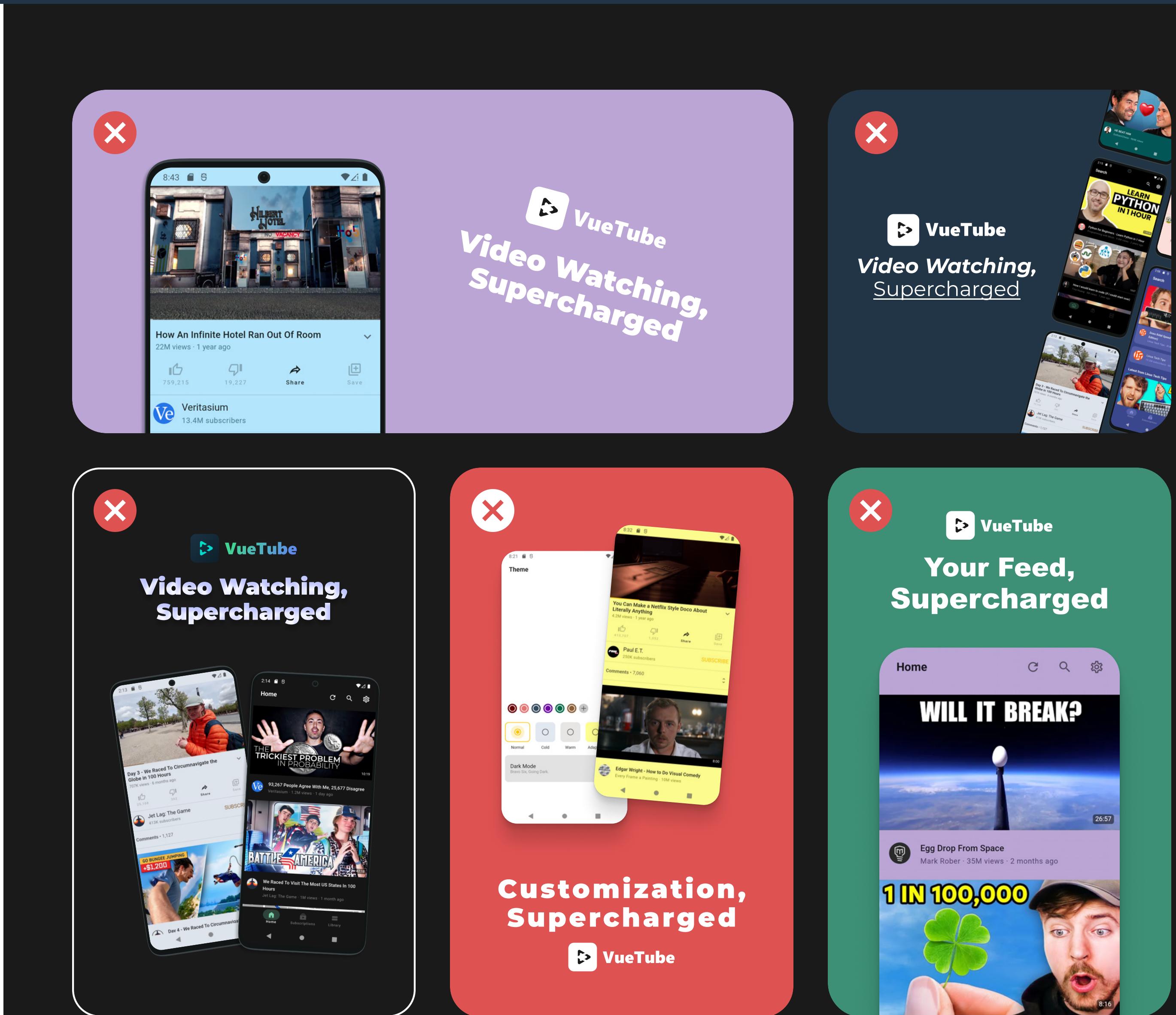


Lorem ipsum dolor sit amet consectetur. Viverra ullamcorper sollicitudin nunc lorem enim adipiscing imperdiet. Tincidunt aliquam quam quam sed quisque urna. Vivamus nunc facilisi et molestie proin semper quisque. Sit sed id vel nullam aliquet. Turpis eu felis mauris ut pellentesque dictumst odio. Turpis etiam vitae vulputate diam id mauris non quis mauris.

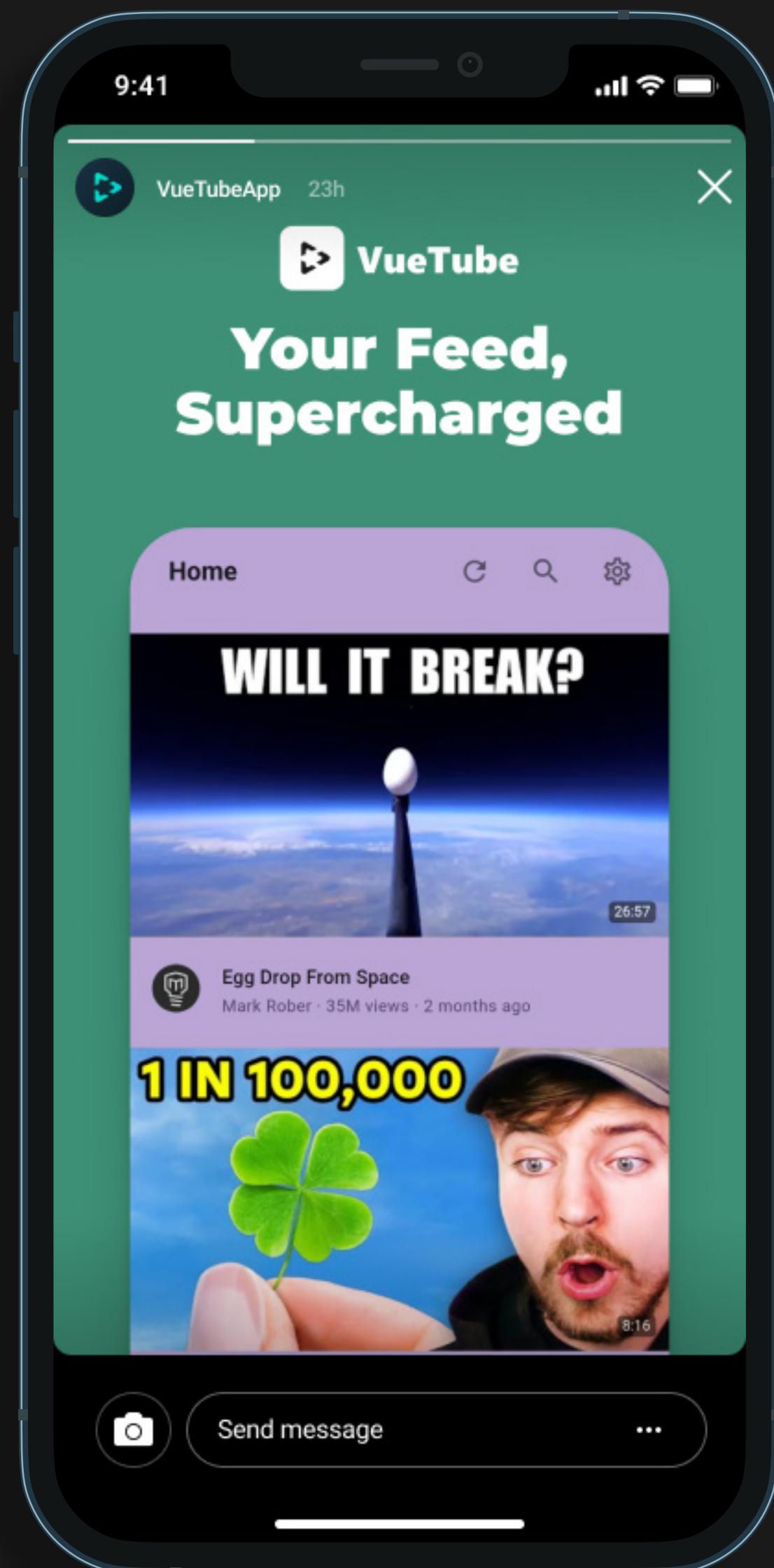
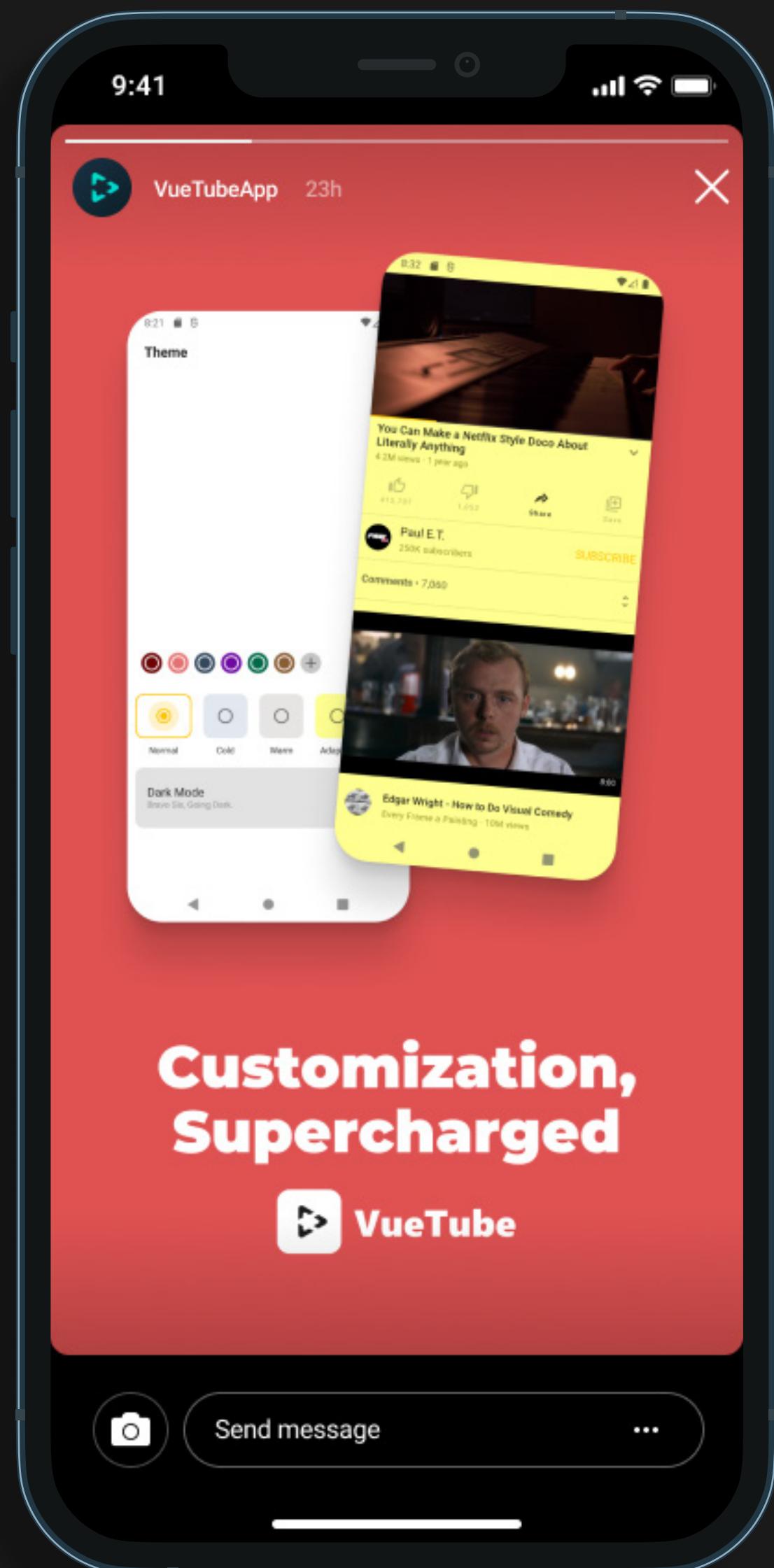
# Incorrect Usage

Here are a few things to avoid:

1. Avoid skewing, rotating, or distorting text.
2. Avoid using different styles in a single sentence and use the correct text style
3. Avoid adding effects
4. Avoid adding letter spacing
5. Do not use any other fonts. Always use Montserrat when possible

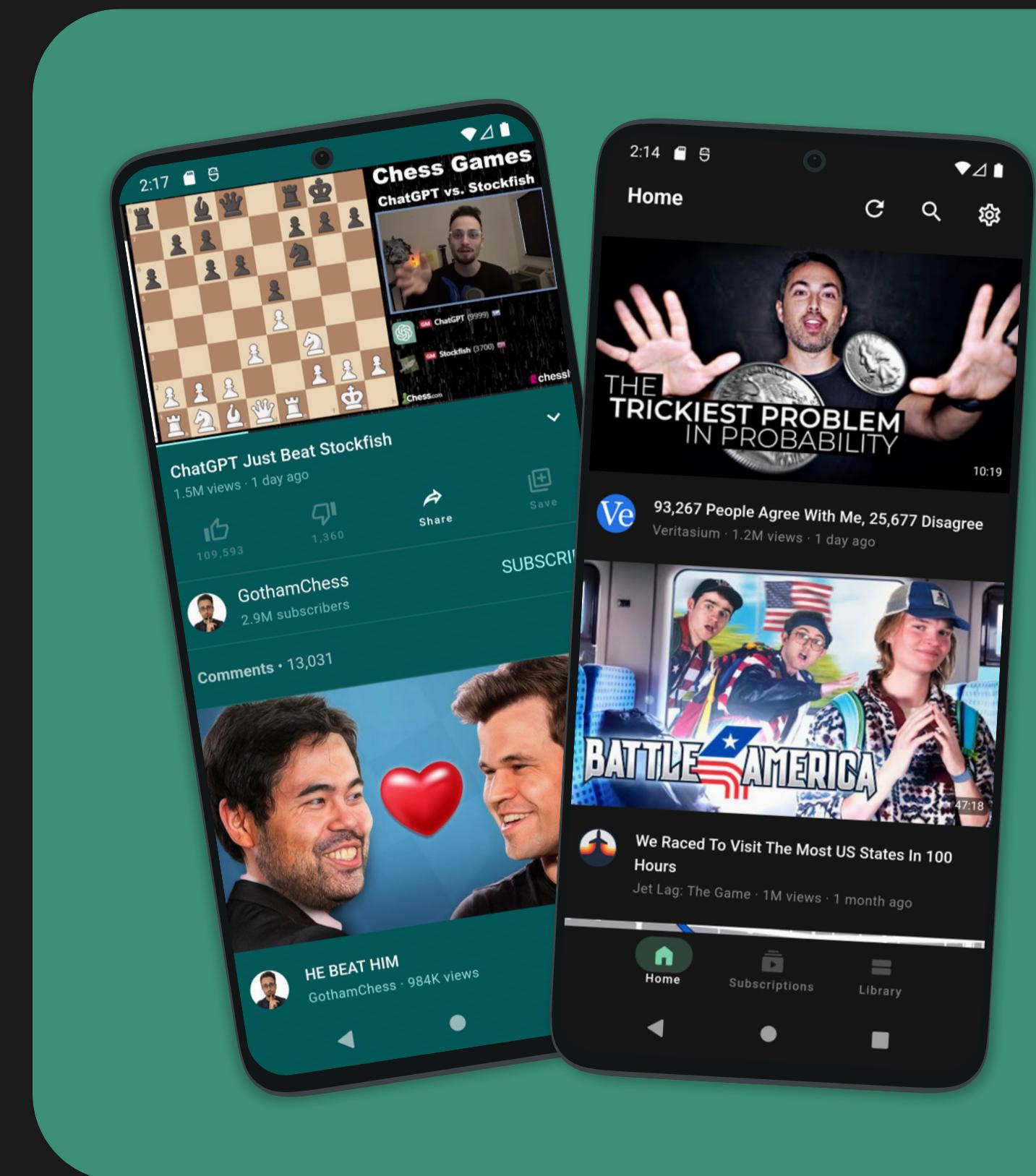


# Brand In Use







The image shows two smartphones side-by-side, both displaying the VueTube mobile application. The phone on the left is in light mode, showing a video thumbnail for 'ChatGPT Just Beat Stockfish' by 'GothamChess'. The video shows a chessboard and a small video inset of a man. Below the video are engagement metrics: 1.5M views, 1 day ago, 109,593 likes, 1,360 dislikes, Share, Save, and a 'SUBSCRIBE' button. The phone on the right is in dark mode, showing a video thumbnail for 'THE TRICKIEST PROBLEM IN PROBABILITY' by 'Veritasium'. The video shows a man holding up two coins. Below the video are engagement metrics: 93,267 People Agree With Me, 25,677 Disagree, Veritasium · 1.2M views, 1 day ago. Both phones have a navigation bar at the bottom with Home, Subscriptions, and Library buttons.

**VueTube**

# Video Watching, Supercharged



A photograph of a person sitting in an airplane seat, holding a smartphone displaying the VueTube app interface. The app shows video thumbnails and navigation controls. In the background, a safety instruction card is visible above the seat, and the airplane's interior walls and windows are seen. The entire image is framed by a red border.

 **VueTube**

**Your Flight,  
Supercharged**





# Brand Kit



[Go To Brand Kit](#)

# Questions?

Please don't hesitate to contact us on Discord  
for any questions regarding the guidelines or  
of the brand



**Join Our Server**



**VueTube**