



**NDI<sup>®</sup>**

# Brand Guidelines

August 2017

# Introduction

## About This Guide

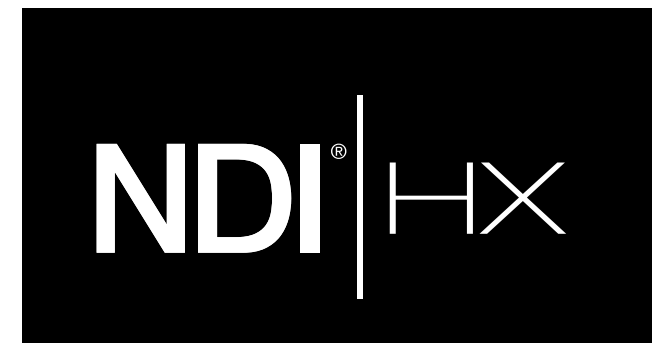
These guidelines have been developed for licensed NDI® users who develop products or software compatible with NDI® by NewTek, regarding the proper use of the NewTek NDI® and NDI®|HX names and logos. If you are a licensed NDI® user, such as by having signed the NewTek SDK agreement, you may use the NDI® and NDI®|HX names and logos subject to that agreement and these guidelines.

Please remember that NDI® is a NewTek product, and you must not use the mark in a way that confuses the source of NDI® or your product. This means using the ® notation in the approved manner described in this guide, and noting that NDI® is a registered trademark of NewTek, Inc. in key places.

You may claim that your product is compatible with NDI® by using an appropriate phrase, such as “for use with,” “works with,” or “compatible with,” or “NDI®-enabled”, etc., so long as such use would not suggest you (or your products) are sponsored by NewTek, or otherwise affiliated with, endorsed by, warranted by or tested by NewTek. You may not use the mark in a way that would create customer confusion as to the source of NDI® being anything other than NewTek. Your use must be truthful and not misleading.

In this guide, you will find more specific examples and issues. If you have questions as to your proper use, please do not hesitate to reach out to us.

Thank you for your cooperation, and welcome to NDI®.



# NDI® Brand Overview



## About NDI®

NDI®, NewTek's innovative Network Device Interface technology, is a royalty free standard enabling IP video workflows across Ethernet networks.

NDI® is in the hands of millions of customers using applications and devices that are NDI®-enabled and has been adopted by more organizations than any other IP standard.

NDI® allows multiple video systems to identify and communicate with one another over IP. This benefits any network-connected video device, including cameras, converters, video mixers, graphics systems, capture cards, and many other production systems. This makes it possible to exponentially increase the number of sources available for live production switching, without directly attaching to devices, changing locations, or investing in expensive, high-bandwidth networks that simply replace SDI-based workflows.



NDI® is a bi-directional standard that allows video systems to identify and communicate with one another over IP, and to encode, transmit, and receive multiple streams of broadcast-quality, low latency, frame-accurate video and audio in real time.

The NDI® encoding algorithm is resolution and frame rate independent, supporting up to 4K and beyond, as well as multi-channel, floating-point audio up to 16 channels and beyond. NDI® also includes tools to implement video access and grouping, bi-directional metadata, tally, and more.

Below is a partial list of the NDI® Applications developed by NewTek:

**NDI® NewTek Connect & Connect Pro:** Increase your sources and connectivity options with NDI® software

**NDI® for Adobe® Creative Cloud®:** Review and approve creative content from anywhere on your network, and incorporate full-resolution Adobe Creative Cloud projects into your live productions—directly from the time line.

**NDI® NewTek IsoCorder™ and IsoCorder™ Pro:** Record video from anywhere on the network.

**NewTek NDI® Camera:** Video input directly from any compatible iOS or Android mobile device.

**NDI® Telestrator:** Draw, diagram, and apply graphics to any NDI® video source.

**NDI® Transmit:** Replace low-quality webcam video with high-quality NDI® video.

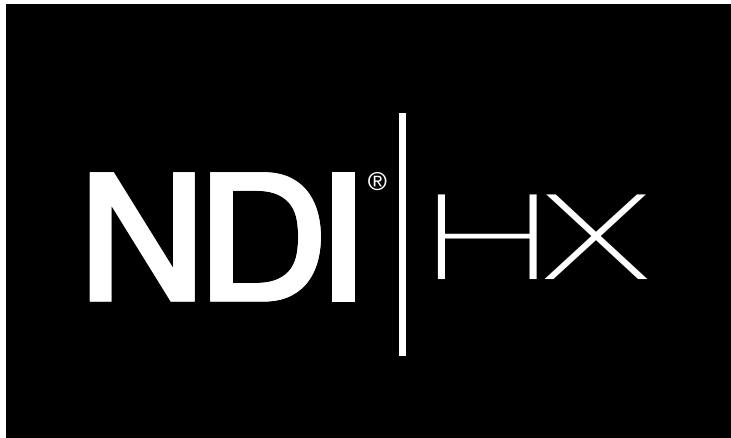
**NDI® Tools Pack:** Tools to get started with NDI® and transition to an IP-based workflow.

**NDI® Software Developer Kit (SDK):** Download the NewTek NDI® SDK to enhance your production equipment.

**NDI® AirSend™ Updater:** Use NDI® AirSend Updater to enable NDI® on any 3rd party system, device, or application that uses AirSend

NewTek continues to develop new NDI® applications. Numerous third-party developers have created NDI® applications, and the list of NDI® applications continues to grow.

# NDI®|HX Brand Overview



## About NDI®|HX

NDI®|HX is a high-efficiency mode that allows devices to connect and communicate with other NDI®-enabled products on the network.

NDI®|HX provides full resolution, full frame rate video suitable for limited bandwidth, wireless, remote and large scale networks.



NDI®|HX allows video systems to identify and communicate with one another over IP, and to encode, transmit, and receive multiple streams of broadcast-quality, low latency, frame-accurate video and audio in real time.

Once a NDI®|HX device is connected on a network, it becomes another NDI® source to be accessed in your show.

NDI®|HX was introduced in 2017 and currently is used in the NewTek NDI® PTZ camera, PTZ cameras produced by other manufacturers, and NewTek Connect Spark™ converter boxes.



# NDI® Logo Specifics

The minimum required CLEAR SPACE is defined by 50% of the logo height.

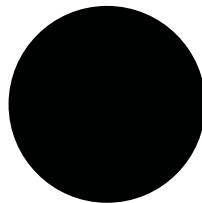
The size of the “®” symbol should:

1. Always be clearly visible
2. Be aligned with the top of the “I”
3. Be in pleasing proportion to the logo

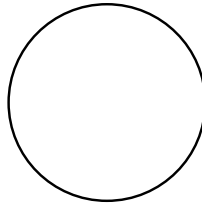
Acceptable NDI® logo colors are:

1. BLACK
2. WHITE

NewTek Black



White



CMYK  
75 68 67 90

CMYK  
Paper

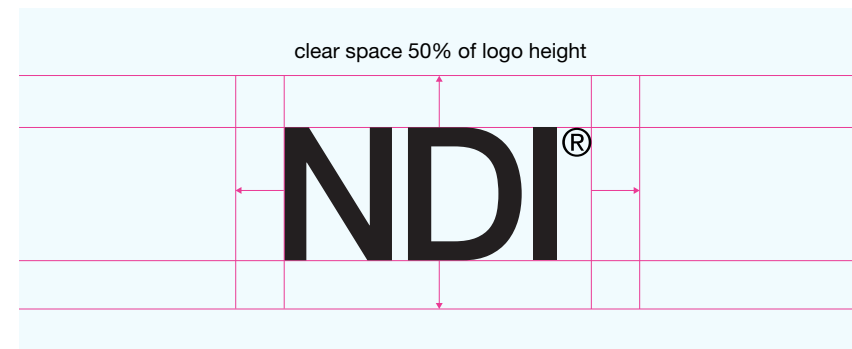
Pantone  
426 C

Pantone  
Paper

RGB  
0 0 0

RGB  
255 255 255

## Logo Specifics



## Size Specifications

LOGO Minimum Size is 8mm height.



When the logo is below 8mm in height, “NDI®” should be typeset (instead of using the logo.) See the next page for specifics.

NDI® NDI® NDI®

## Color Splits & Variations



Reverse logo on black



Black logo on white



Black logo on grey (35% black or less)



White logo on grey (40% black or greater)

# Size Limitations and Correct Logo Use - NDI®

## Size Specifications

LOGO Minimum Size is 8mm height.



When the logo is below 8mm in height, “NDI®” should be typeset (instead of using the logo.) Font must be Helvetica Neue Medium or Arial Regular. The Register Mark (®) must be set at the full height of the NDI® text when the text size is 12 points or below.

**NDI® NDI® NDI®**

## Primary Type Font

Helvetica Neue Medium

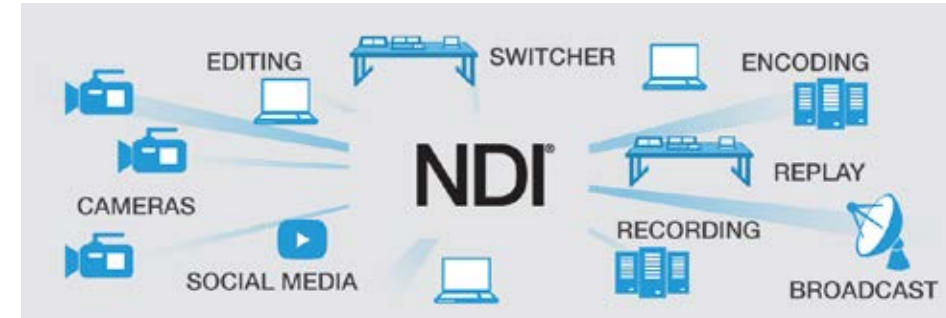
**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

## Acceptable Alternative Font

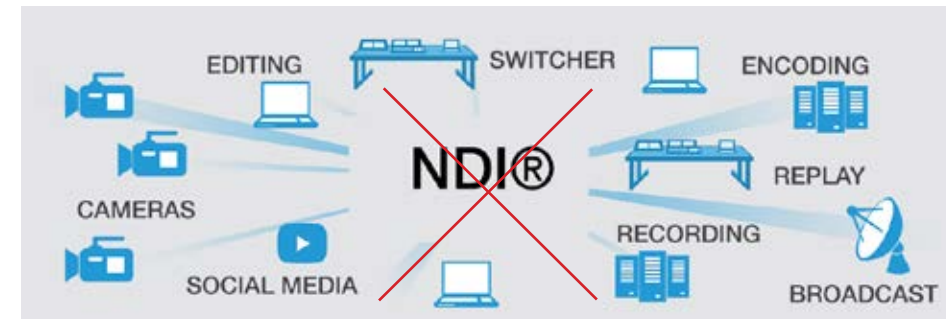
Arial Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

CORRECT: Logo height is 8mm or above.



INCORRECT: Do not typeset NDI® when the height is 8mm or above. Use logo instead.



INCORRECT: Logo is too small, height is below 8mm.



INCORRECT: Text must be in white or black, never a color, and never in any font except Helv. Neue Med. or Arial Reg.



CORRECT: Typeset NDI® when height is 8mm or below.



# NDI®|HX Logo Specifics

The minimum required CLEAR SPACE is defined by 50% of the logo height.

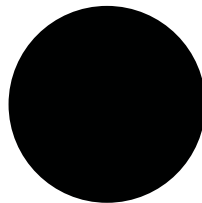
The size of the “®” symbol should:

1. Always be clearly visible
2. Be aligned with the top of the “I”
3. Be in pleasing proportion to the logo

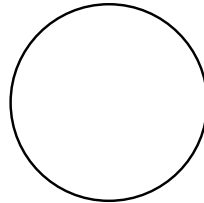
Acceptable NDI® logo colors are:

1. BLACK
2. WHITE

NewTek Black



White



CMYK  
75 68 67 90

CMYK  
Paper

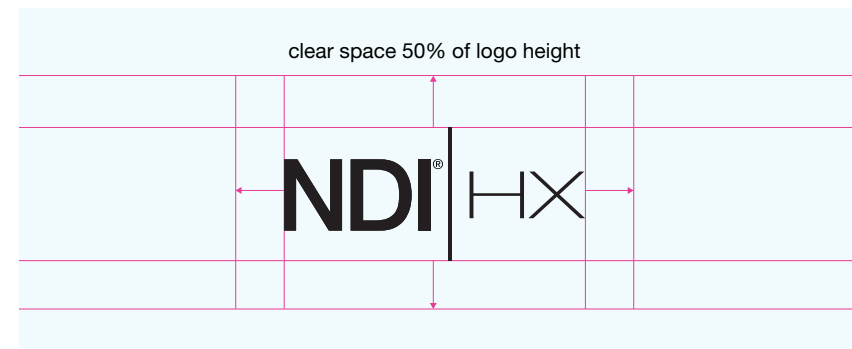
Pantone  
426 C

Pantone  
Paper

RGB  
0 0 0

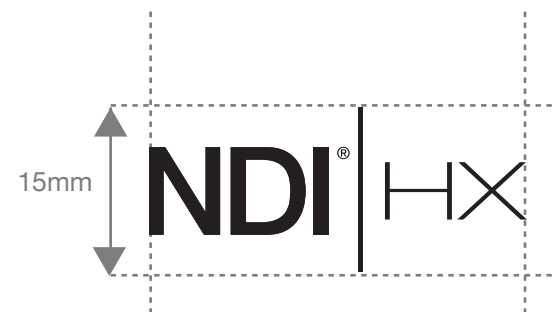
RGB  
255 255 255

## Logo Specifics



## Size Specifications

LOGO Minimum Size is 15mm height.



When the logo— including the pipe mark— is below 15mm in height, “NDI®|HX” should be typeset (instead of using the logo.) See the next page for specifics.

NDI®|HX NDI®|HX NDI®|HX

## Color Splits & Variations



Reverse logo on black



Black logo on white



Black logo on grey (35% black or less)

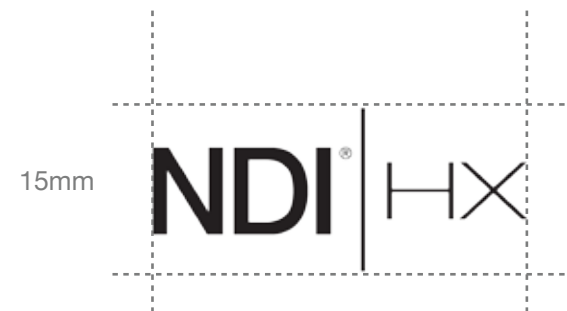


White logo on grey (40% black or greater)

# Size Limitations and Correct Logo Use - NDI®|HX

## Size Specifications

LOGO Minimum Size is 15mm height.



When the logo– including the pipe mark– is below 15mm in height, “NDI®|HX” should be typeset (instead of using the logo.) Font must be Helvetica Neue Medium or Arial Regular. The Register Mark (®) must be set at the full height of the NDI®|HX text when the text is 12 points or below. The pipe, or vertical bar, should be 2 points larger than the rest of the text.

NDI®|HX NDI®|HX NDI®|HX

## Primary Type Font

Helvetica Neue Medium

**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**

Acceptable Alternative Font

Arial Regular

**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**

**CORRECT:** Logo height is 15mm or above.



**INCORRECT:** Do not typeset text, when height is 15mm or above. Use logo.



**INCORRECT:** Logo must be in white or black. Never a color.



**CORRECT:** typeset when height is 15mm or below.



**INCORRECT:** when logo is below 15mm, use typeset text instead.



**INCORRECT:** Text must be in white or black, not a color.



**INCORRECT:** Text must be set in Helv. Neue Med. or Arial Regular font.





# Acceptable Logo Use - NDI®

Black logo on white background

The NDI logo in black text on a plain white background.

White logo on grey background



White logo on connection background #1



Black logo in a white box over an image



Black logo on grey background



White logo on black background



White logo on connection background #2



White logo in a black box over an image



Black logo in a white box over a solid color background



White logo in a black box over a solid color background



White logo/black bar/connect combination



When the logo is below 8mm in height, “NDI®” should be typeset (instead of using the logo). Font must be Helvetica Neue Medium or Arial Regular. The Register Mark (®) must be set at the full height of the NDI text when text size is 12 points or below.

**NDI®**

# Unacceptable Logo Use - NDI®

Logo over background color



Logo in a color



Logo with NewTek



Logo with other company



Logo with other product



Logo over a photo



Gradient Logo



Logo in a shape



Logo with another logo



Stretched Logo



® Symbol is too large



Outlined Logo



Logo in a pattern



Distorted Logo



Stretched Logo



® Symbol is too low



® Symbol is missing



Out of date Logo



Logo combined with other company



Logo is smaller than 8mm in height: NDI

# Acceptable Logo Use - NDI®|HX

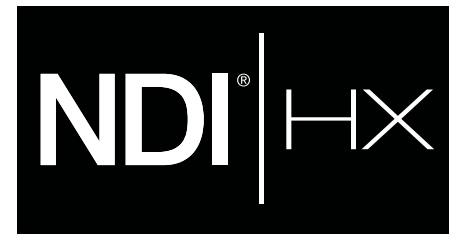
Black logo on white background



White logo on grey background



White logo on black background



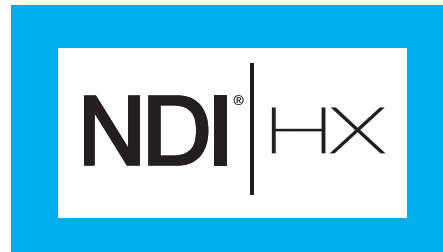
Black logo in a white box over an image



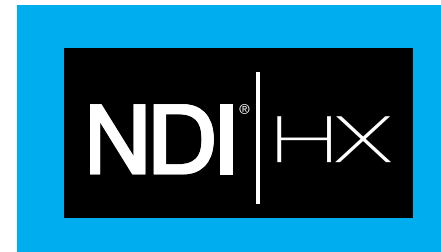
Black logo on grey background



Black logo in a white box over a solid color background



White logo in a black box over a solid color background



White logo in a black box over an image



When the logo– including the pipe mark– is below 15mm in height, “NDI®|HX” should be typeset (instead of using the logo.) Font must be Helvetica Neue Medium or Arial Regular. The Register Mark (®) must be set at the full height of the NDI®|HX text when the text is 12 points or below. The pipe, or vertical bar, should be 2 points larger than the rest of the text.

NDI®|HX   NDI®|HX   NDI®|HX

# Unacceptable Logo Use - NDI®|HX

Logo over background color



Logo in a color



Logo with NewTek



Logo with other company



Logo with a product



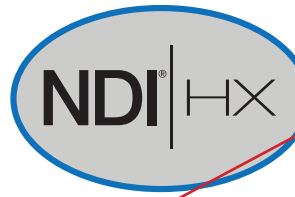
Logo over a photo



Gradient Logo



Logo in a shape



Distorted, Stretched, or Compressed Logos



Outlined Logo



Logo in a pattern



Logo with other images



® Symbol is missing



Logo combined with Third Party Name



Logo is smaller than 15mm in height



# Proper Use of the NDI® Name in Written Communications

## Acceptable Product Descriptors:

- NewTek NDI®
- NDI®
- NDI® software
- NDI® applications
- NDI® technology
- NDI®-enabled technology

## Acceptable Third Party Descriptors:

NDI® can never be combined with another company's brand.

In written description, the product should be described as follows:

“Company, Product Name for NewTek™ NDI® IP video standard”

# Proper Use of the NDI® Name in Written Communications

- The Register Mark (®) must always be used in EVERY mention of NDI®.
- The Register Mark (®) should be shown in superscript, except in cases where it becomes too small (12 point text or below.)
- Never vary the spelling of NDI®.
- Never use a possessive or plural form of NDI®.
- NDI® must always be used in all capital letters.
- Never use NDI® as a verb.
- The use of NDI® in communications, press releases, etc., must always be accompanied with this trademark notation, usually at the bottom:

**NDI® is a registered trademark of NewTek, Inc.**

The trademark notation must be clearly visible on the same page as the logo or name, i.e.: at the bottom of the same page, in which the NDI® logo appears.

- The NDI® name may be followed by the following nouns:
  - NDI® software
  - NDI® applications
  - NDI® tools
  - NDI® technology
  - NDI® -enabled technology

No other words are permitted without the permission of NewTek, Inc.

- You may never use NDI® or any other NewTek trademark as or part of a domain name.
- You may never use NDI® or any other NewTek trademark as or part of your product name.

## Correct and Incorrect Examples of Use:

**CORRECT:** Remote NDI® sources are available on the network.

**INCORRECT:** Remote sources are NDled on the network.

**CORRECT:** You can access additional inputs with NDI®.

**INCORRECT:** Those additional inputs are NDI's.

**CORRECT:** With NDI®, you can begin producing over IP today.

**INCORRECT:** With the Network Device Interface, you can begin producing over IP today.

**CORRECT:** NDI® is a product of NewTek, Inc.

**INCORRECT:** NewTek's NDI® is one of the company's products.



# NewTek™ Brand Overview



## About NewTek™

As the leader in IP video technology, NewTek is transforming the way people create network-style television content and share it with the world. From sporting events, Web-based talk shows, live entertainment, classrooms, and corporate communications, to virtually any place people want to capture and publish live video, NewTek gives customers the power to grow their audiences, brands and businesses faster than ever before.

Clients include: New York Giants, NBA Development League, Fox News, BBC, NHL, Nickelodeon, CBS Radio, ESPN Radio, Fox Sports, MTV, TWiT.TV, USA TODAY, Department of Homeland Security (DHS), the National Aeronautics and Space Administration (NASA), and more than 80% of the U.S. Fortune 100.

Products include: NDI®, TriCaster®, The IP Series, 3Play®, TalkShow®, MediaDS™, NewTek Connect Spark™, NewTek NDI® PTZ Camera, NVG1, and software products.



HARVARD UNIVERSITY



sky NEWS



## For Additional Information

For questions, to learn more, or obtain the most recent updates on these guidelines, please contact:

**NDI® Business Development**

Attn: Michael Kornet, EVP and General Manager of NDI®

NewTek, Inc.

5131 Beckwith Blvd.

San Antonio, Texas 78249, USA

[mkornet@newtek.com](mailto:mkornet@newtek.com)

Tel. 210-370-8000

Please note these guidelines are not intended to be a definitive or complete statement of proper trademark usage.

NewTek, Inc. reserves the right to object to any use of NDI® trademarks that appears to be unlawful in the circumstances, even if that use is not expressly prohibited by these guidelines. NewTek also reserves the right to revise these guidelines at any time without notice.