



## Brand Guidelines

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August 2013

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# Milyoni Logo Overview

## Print

This logo is to be used for all printed collateral including printed publications, advertising, billboards, posters, flyers, and product packaging.

## Web

This logo is to be used for all screen work, including websites, banners, and presentations.

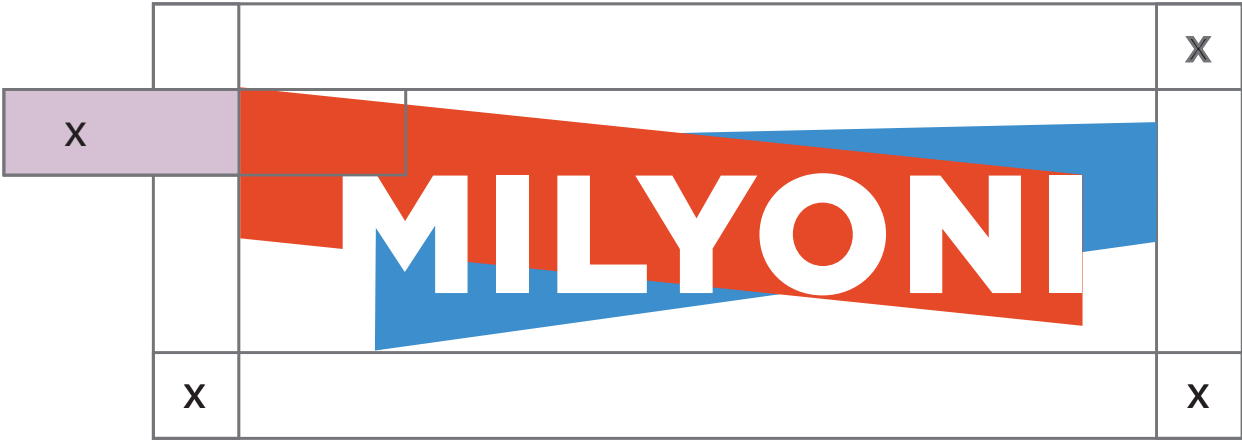


# Milyoni Logo

## Exclusion Space

The Milyoni logo should always have a clear area surrounding it. Nothing should intrude into this specified space to maximize visual effectiveness.

To define this area, measure the top of the logo to the top of the “M” within the logo, and use this measurement as the exclusion space for the top, bottom, and side boundaries.



# Milyoni Logo

## Minimum Size

The Milyoni logo must always be clear. It must never be used at a dimension where it is less than 70 pixels wide for web or 25 mm wide for print.



25 mm

1 in



70 mm

2.75 in



126 mm

5 in

# Colors

## Logo

### 01 Color



Salmon Explosion  
C5 M87 Y98 K0  
R226 G72 B39  
#e24827  
PMS 7417 C



Freedom Blue  
C72 M34 Y0 K0  
R65 G142 B204  
#419ecc  
PMS 279 C

### 02 Monochrome



Dark Knight  
C72 M66 Y65 K72  
R34 G34 B34  
#222222  
PMS 419 C

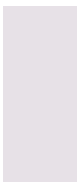


Mediocre Gray  
C63 M54 Y55 K29  
R88 G89 B88  
#585958  
PMS 445C

### 03 Negative



Mediocre Gray  
C63 M54 Y55 K29  
R88 G89 B88  
#585958  
PMS 445C



London Summer  
C9 M6 Y7 K0  
R229 G229 B229  
#e5e5e5  
PMS 663 C

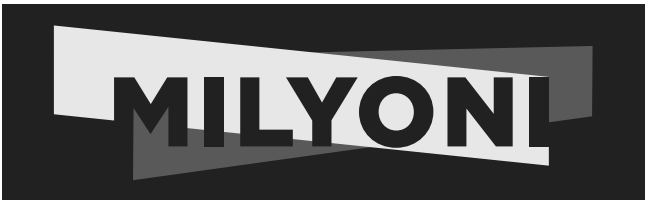
### 01



### 02

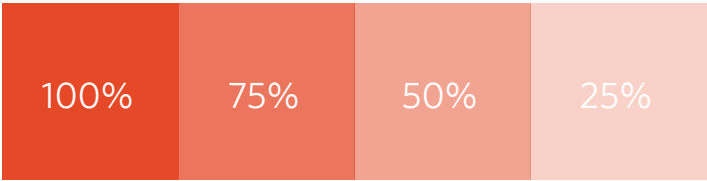


### 03

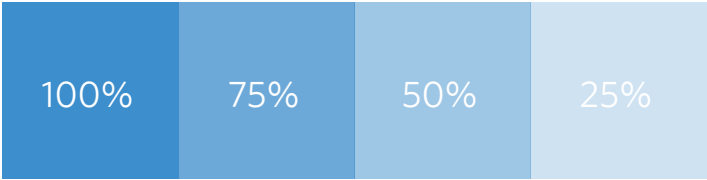


Colors  
Tints

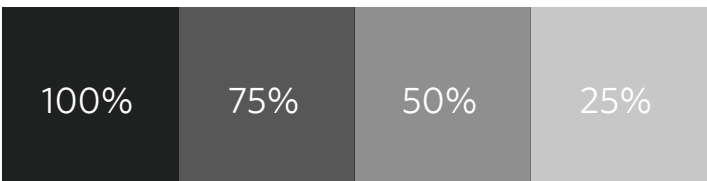
01 Salmon Explosion



02 Freedom Blue



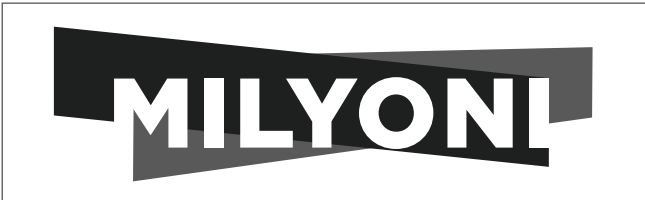
03 Dark Knight



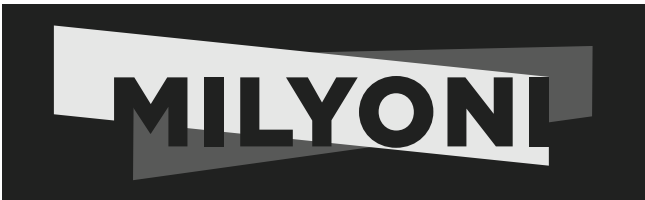
01



02



03



# Typography

## Print

Headings: Gotham Book and Gotham Black  
Body: Whitney-Book

### Gotham Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz  
1 2 3 4 5 6 7 8 9 0

### Gotham Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0**

### Whitney-Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0



# Typography

## Web

Headings: Roboto Light  
Body: Helvetica Light

Roboto Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Helvetica Neue Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

# Typography

## Internal Documents

Calibri will be used for all internal documents

Heading

font-size: 24 px

Body

font-size: 13 px

line-height: 20 px

Calibri

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz  
1 2 3 4 5 6 7 8 9 0

## Heading

Body: Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

# Incorrect usage

## Don't

- 1 Change the color of the logo
- 2 Rotate the logo
- 3 Skew the logo
- 4 Add effects to the logo, such as lighting and shadows
- 5 Place the logo on top of an image
- 6 Use a color logo on a non-white background.
- 7 Use the negative logo on a background color that makes it difficult to see.

1



2



3



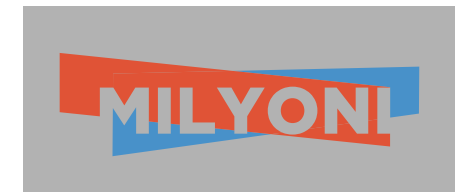
4



5



6



7



# Correct usage

## Do

- 1 Use the color logo on a white background
- 2 Use the negative logo on a dark background
- 3 Use the monochrome logo on a light non-white background

1



2



3



# Photography

## Subject Matter

Authentic. Not staged, posed, or fictional. Optimistic and warm. A single subject/concept per image.

## Style

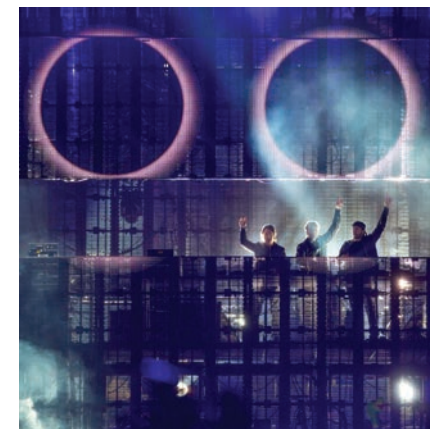
Natural lighting. Clear and sharp. Clean and simple. Appropriate use of white space.

## Scale

Foreground, midground, and background.

## Cropping

Focus on a single subject. No clutter.



# Photography

## What To Avoid

### Cliché

Overused theme, no originality, boring.

### Staged

Unauthentic, planned, posed

### Busy

Multiple subjects, cluttered, unfocused.

### Bad Cropping

Uncomfortable arrangement, lack of white space.





## Brand Guidelines

# VideoCards Logo Overview

## Print

This logo is to be used for all printed collateral including printed publications, advertising, billboards, posters, flyers, and product packaging.

## Web

This logo is to be used for all screen work, including websites, banners, and presentations.

## Clear Type

If the product name “VideoCards” is used in clear type, it should be capitalized as such.



VideoCards



# VideoCards Logo

## Exclusion Space

The VideoCards logo should always have a clear area surrounding it. Nothing should intrude into this specified space to maximize visual effectiveness.

To define this area, measure the top of the logo to the top of the "V" within the logo, and use this measurement as the exclusion space for the top, bottom, and side boundaries.



# VideoCards Logo

## Minimum Size

The Milyoni logo must always be clear. It must never be used at a dimension where it is less than 70 pixels wide for web or 25 mm wide for print.



70 mm  
2.75 in



126 mm  
5 in

# Colors

## Logo

01 Color



Salmon Explosion  
C5 M87 Y98 K0  
R226 G72 B39  
#e24827  
PMS 7417 C



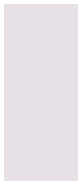
Freedom Blue  
C72 M34 Y0 K0  
R65 G142 B204  
#419ecc  
PMS 279 C

02 Dark



Dark Knight  
C72 M66 Y65 K72  
R34 G34 B34  
#222222  
PMS 419 C

03 Negative



London Summer  
C9 M6 Y7 K0  
R229 G229 B229  
#e5e5e5  
PMS 663 C

01



02



03



# Typography

Web

Helvetica Light

Helvetica Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

# Incorrect usage

## Don't

- 1 Change the color of the logo
- 2 Rotate the logo
- 3 Skew the logo
- 4 Add effects to the logo, such as lighting and shadows
- 5 Place the color logo on top of an image
- 6 Use a color logo on a non-white background.
- 7 Use the negative logo on a background color that makes it difficult to see.

1



2



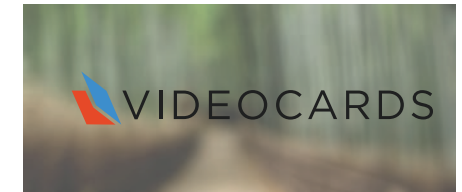
3



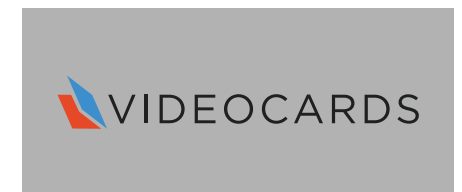
4



5



6



7



# Correct usage

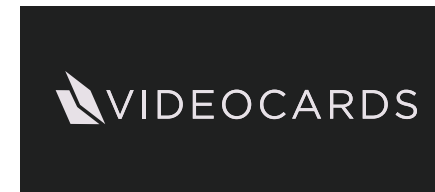
## Do

- 1 Use the color logo on a white background
- 2 Use the negative logo on a dark background
- 3 Use the dark logo on a light non-white background

1



2



3



#SOCIALVIDEO

Brand Guidelines

# #SocialVideo Logo Overview

## Print

This logo is to be used for all printed collateral including printed publications, advertising, billboards, posters, flyers, and product packaging.

## Web

This logo is to be used for all screen work, including websites, banners, and presentations.





# #SocialVideo Logo

## Overview

The #SocialVideo logo should always have a clear area surrounding it. Nothing should intrude into this specified space to maximize visual effectiveness.

To define this area, half the height of the logo, and use this measurement as the exclusion space for the top, bottom, and side boundaries.



# VideoCards Logo

## Minimum Size

The Milyoni logo must always be clear. It must never be used at a dimension where it is less than 70 pixels wide for web or 25 mm wide for print.

#SOCIALVIDEO

#SOCIALVIDEO

70 mm  
2.75 in

126 mm  
5 in

# Colors

## Logo

### 01 Color



Salmon Explosion  
C5 M87 Y98 K0  
R226 G72 B39  
#e24827  
PMS 7417 C



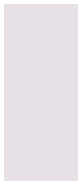
Dark Knight  
C72 M66 Y65 K72  
R34 G34 B34  
#222222  
PMS 419 C

### 02 Monochrome



Dark Knight  
C72 M66 Y65 K72  
R34 G34 B34  
#222222  
PMS 419 C

### 03 Negative



London Summer  
C9 M6 Y7 K0  
R229 G229 B229  
#e5e5e5  
PMS 663 C

01



02



03



# Typography

Web

Helvetica Light

Helvetica Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

# Incorrect usage

## Don't

- 1 Change the color of the logo
- 2 Rotate the logo
- 3 Skew the logo
- 4 Add effects to the logo, such as lighting and shadows
- 5 Place the color logo on top of an image
- 6 Use a color logo on a non-white background.
- 7 Use the negative logo on a background color that makes it difficult to see.

1

#SOCIALVIDEO

2

#SOCIALVIDEO

3

#SOCIALVIDEO

4

#SOCIALVIDEO

5



6



7



# Correct usage

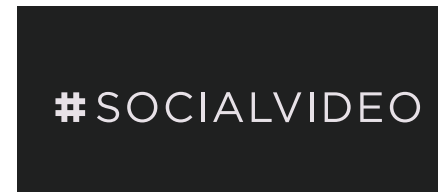
## Do

- 1 Use the color logo on a white background
- 2 Use the negative logo on a dark background
- 3 Use the dark logo on a light non-white background

1



2



3

