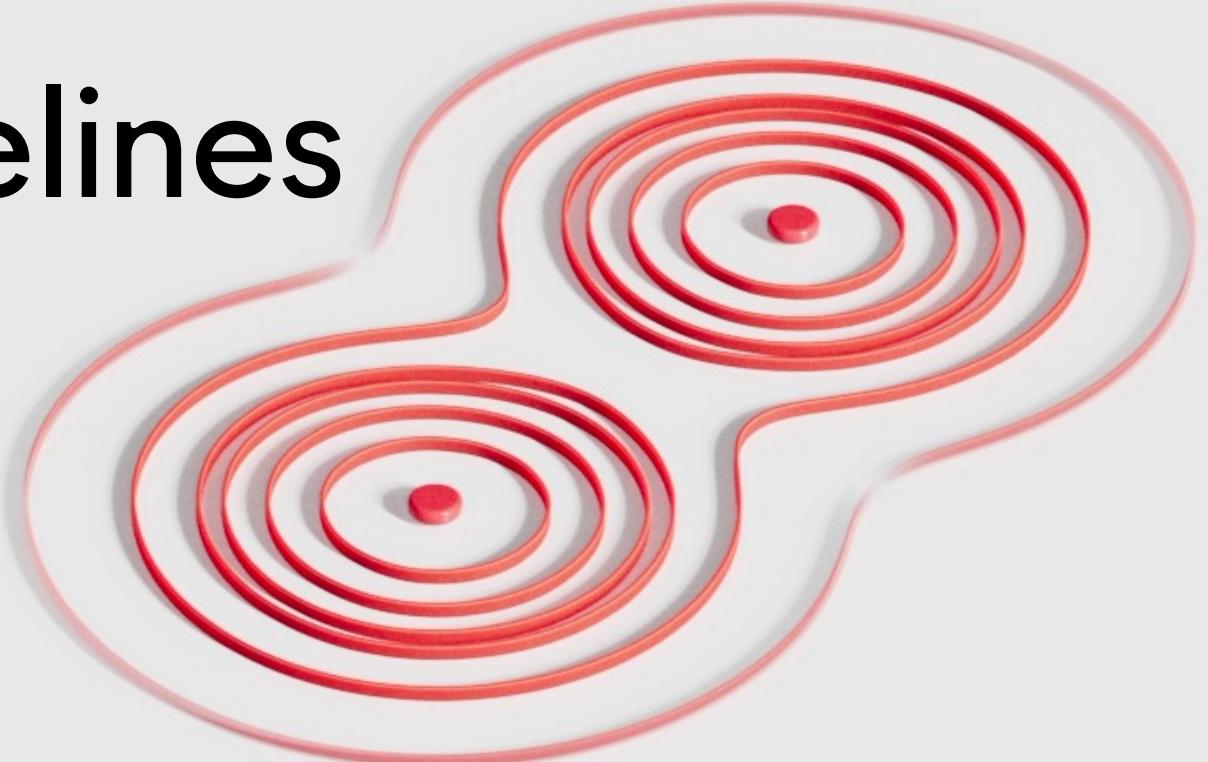




NDI Brand Guidelines

For NDI SDK users

marketing@ndi.video



NDI BRAND GUIDELINES

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1. Our brand

Defining our identity

ABOUT NDI

Connecting the videoverse.

NDI is a fast-growing company that delivers the NDI standard for video connectivity.

Network Device Interface is used by millions of customers worldwide and has been adopted by more media organizations than any other IP standard, creating the industry's largest ecosystem of products connecting video over IP.

NDI is a brand of Vizrt Group, operating with strategic autonomy.

When referring to the legal ownership of the NDI trademark, this sentence should be used:
“NDI® is a registered trademark of Vizrt NDI AB.”

VISION

There is no video without connection.



The little red dot is everywhere. More than something we consume, video generates new ideas and businesses every day. It's not how we transport experiences. Video **is** the experience:

From a **state-of-the-art overseas production** to the **room of a gaming streamer**; from a **smart traffic analysis network** to the most challenging **remote surgeries**; from an **auction on social media** with thousands of bidders to a **parent calming their baby through a monitor**.

BRAND GUIDELINES

A new brand to express a new vision.

These guidelines have been developed for licensed NDI users who develop products or software integrated with or otherwise compatible with NDI connectivity technology.

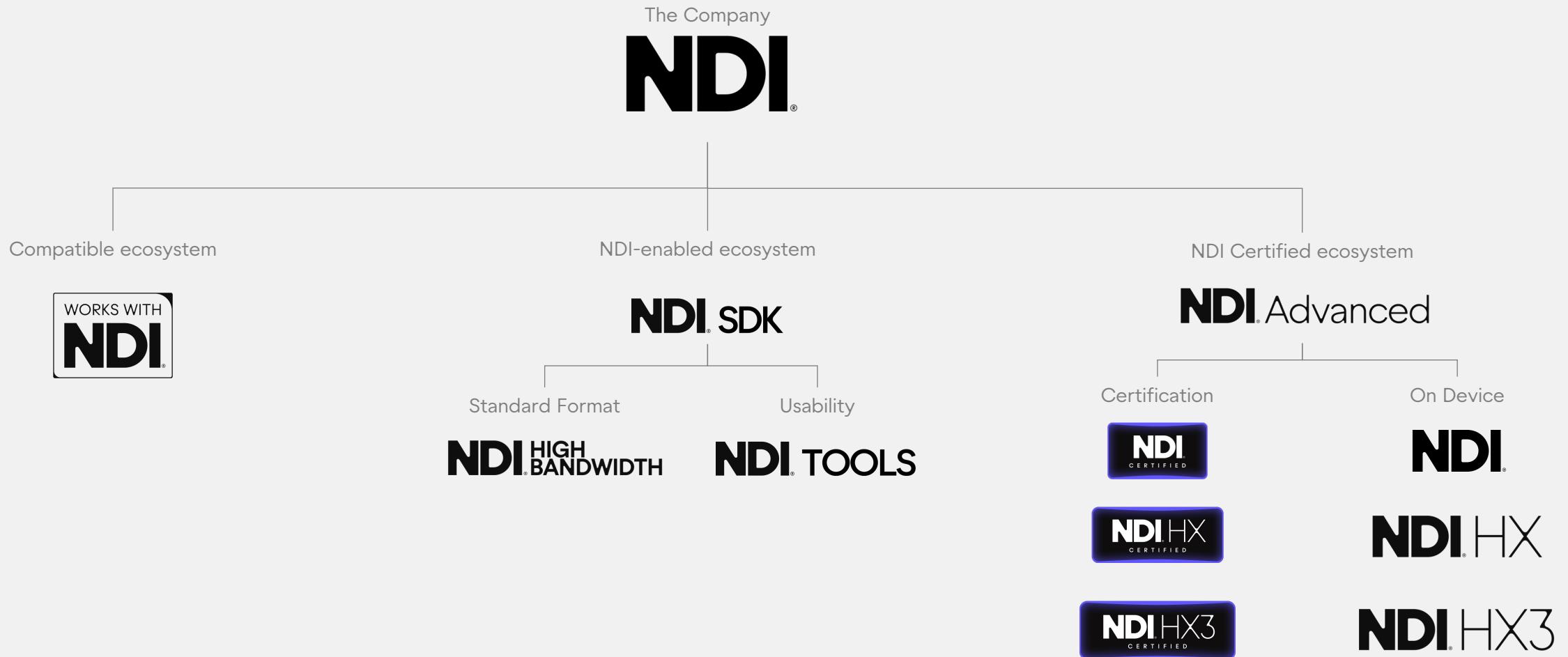
If you are a licensed NDI user, such as by having signed the NDI SDK or NDI Advanced agreements, you may use the NDI trademarks corresponding to the format you are using, as instructed in this document.

Let's connect the videoverse together.

LOGO AND TAGLINE



BRAND ECOSYSTEM OVERVIEW



2. Design Elements

Visual building blocks for the brand.

BRAND ELEMENTS

Design assets folder

Along with this document, you have received an assets folder that contains all the necessary design files. This folder is structured to facilitate your navigation and usage of the assets.

Within the folder, you will find reference files for both the NDI logo and the NDI High Bandwidth logo. Each logo variant is provided in two formats: PNG and SVG, available in both light and dark versions. In total, there are six files per asset.

Should you require any additional files or have specific requests, please feel free to contact us at marketing@ndi.video

Asset folder structure:

1. NDI

1.1 NDI Logo

1.2 NDI Logo with Tagline

2. NDI High Bandwidth

2.1 NDI High Bandwidth Logo

BRAND ELEMENTS

NDI logo

BRAND ELEMENTS

Variants



NDI logo



NDI logo w/ Tagline



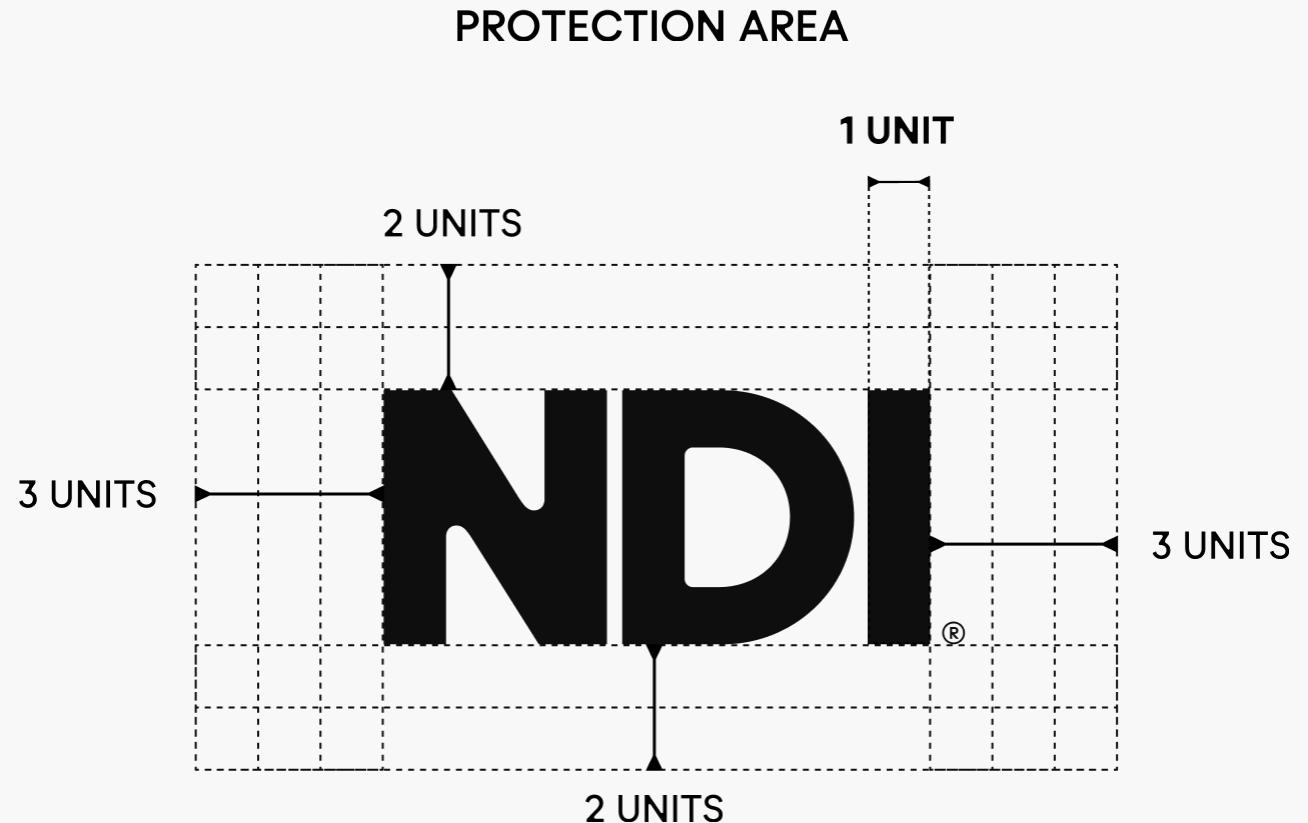
NDI logo nano

Restructured kerning
for improved legibility
in smaller sizes.

BRAND ELEMENTS

Safe margins

Respecting safe margins is vital for maintaining a clean and balanced design. Ensure an appropriate distance between the safe area around our logo and the edge of your brand elements to maintain visual equilibrium.



BRAND ELEMENTS

Sizing

Respecting the correct minimum sizing of your logo is crucial for maintaining its visual integrity and legibility across different applications.

Be mindful of the recommended dimensions to ensure that your logo retains its impact and clarity. Additionally, when using the logo on devices' ports, **remember to utilize the nano version to ensure optimal fit** and alignment within the limited space available.

DIGITAL



Height

40px

PRINT

5mm 0.2in

DEVICE PORT

2mm

Using the nano
version of the logo

BRAND ELEMENTS

Incorrect usage

Misusing the logo can have a significant impact on brand perception and recognition. Here are a few examples of what you shouldn't do:



Don't transform it using skews, rotations or distortions.



Don't use the old logo.



Don't color the logo.



Don't apply effects to the logo



Don't create alternate versions (outlines, gradients, etc..).



Don't make composition alterations.

BRAND ELEMENTS

Retired logos

It is essential to exclusively use the new logo and retire the old one to maintain a cohesive and up-to-date brand image. NDI's new logo reflects our brand's growth, positioning, and contemporary identity.

Consistently using the new logo across all brand touchpoints strengthens brand recognition, instils trust, and ensures a unified brand experience.



Old logos – **DO NOT USE**



New logo

BRAND ELEMENTS

Background usage

When using the logo over backgrounds, it is important to ensure sufficient contrast and legibility. Whether it's placed on simple colors or textured images, maintaining the universality and strength of the logo should be the primary focus.

By carefully considering background choices and preserving visual clarity, the logo will effectively stand out and maintain its impact across various design contexts.



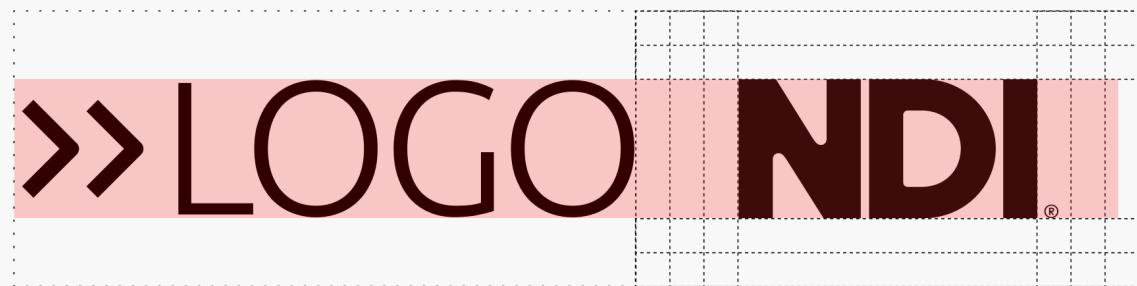
Use the light or dark version of the logo to ensure enough contrast.

BRAND ELEMENTS

Co-branding

When co-branding with other brands, it's crucial to maintain the integrity of our logo. **As an ingredient brand, our logo should always be placed to the right of the other brand's logo, with the main element of our logo aligned to the line height of the word NDI.**

Additionally, be mindful of our logo being in all caps and ensure proper scale if your logo uses small caps. Finally, be sure to **keep the proper distance from our logo**, placing it next to our safe area to avoid any visual clutter and maintain legibility.



BRAND ELEMENTS

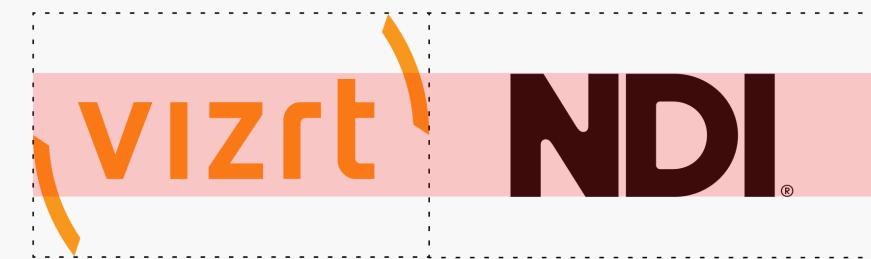
Co-branding exceptions

While co-branding exceptions may arise with exceptionally tall or wide logos, it's important to adapt while maintaining balance and legibility.

It's worth noting that these decisions are subjective, and exercising good judgment in such cases is imperative to maintain a visually pleasing co-branded presentation. If you have any questions or would like to discuss more specific co-branding applications, reach out to marketing@ndi.video



For wider than usual logos, scaling them down to fit within a maximum three safe areas long space is recommended, with vertical centering for optimal balance.



For taller logos, aligning the upper and lower edges to the edges of NDI's logo safe area ensures visual harmony.

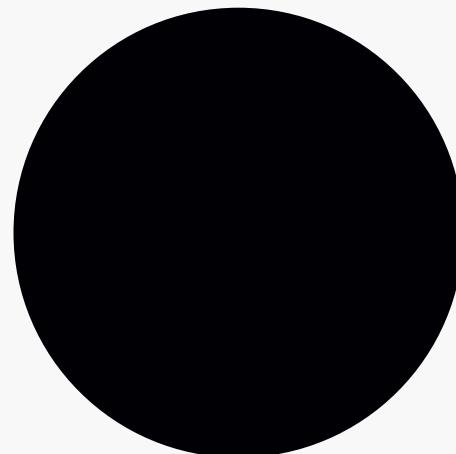
BRAND ELEMENTS

Colors

As a brand that values universality, we adhere primarily to a monochromatic color scheme. Our color palette is intentionally limited, with a focus on using colors as highlights rather than for primary brand elements.

**Neutral White**

#F2F2F2
CMYK 0, 0, 0, 5

**Barely Black**

#0E0E0E
CMYK 0, 0, 0, 95

**Recording Red**

#FF3B48
CMYK 0, 90, 68, 0

**Real-time Purple**

#6257FF
CMYK 78, 61, 0, 0

BRAND ELEMENTS

Color usage

We differentiate our brand offerings through color variation.

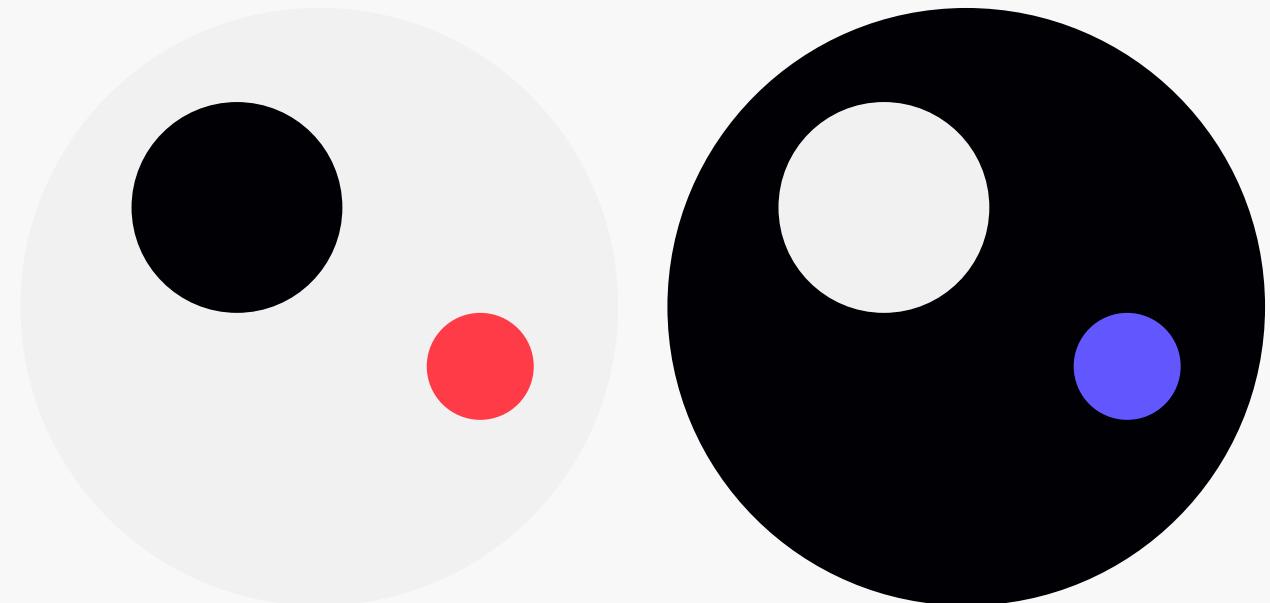
Black text on light background, red highlights:

When communicating the general NDI brand to extended targets, our free products, connected community initiatives.

White text on dark background, purple highlights:

When communicating our paid products and upgraded offerings, like NDI Advanced, NDI Certified, commercial licensing, business-driven assets, featured partners, etc.

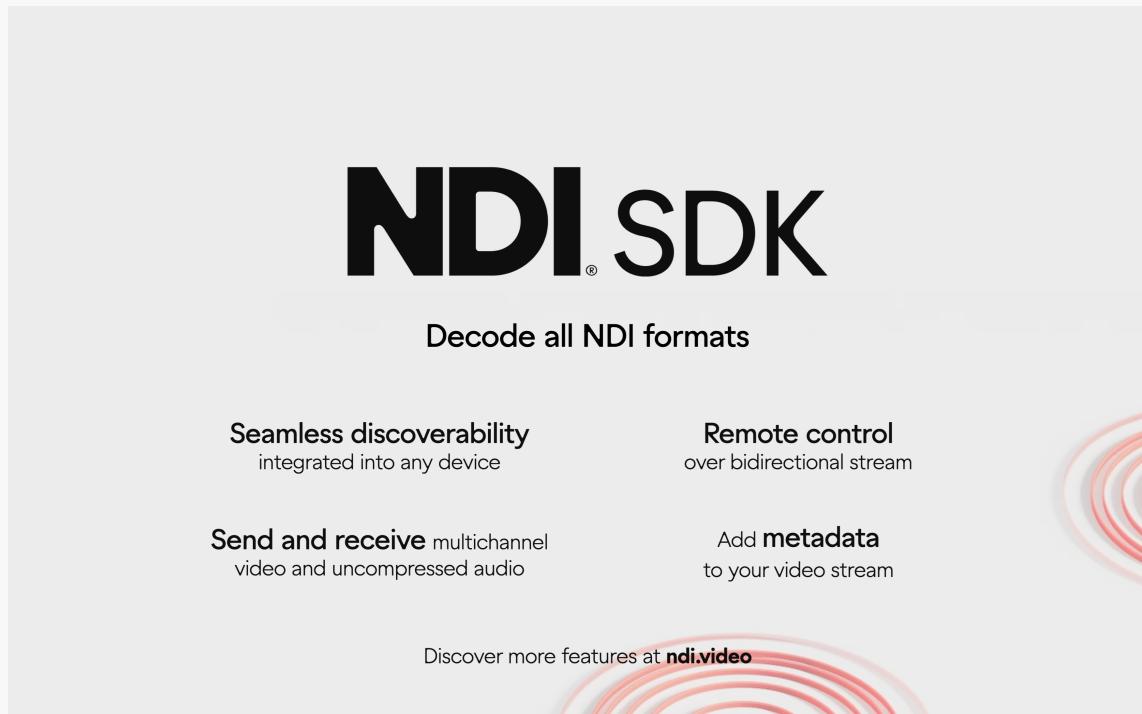
COLOR USAGE BALANCE



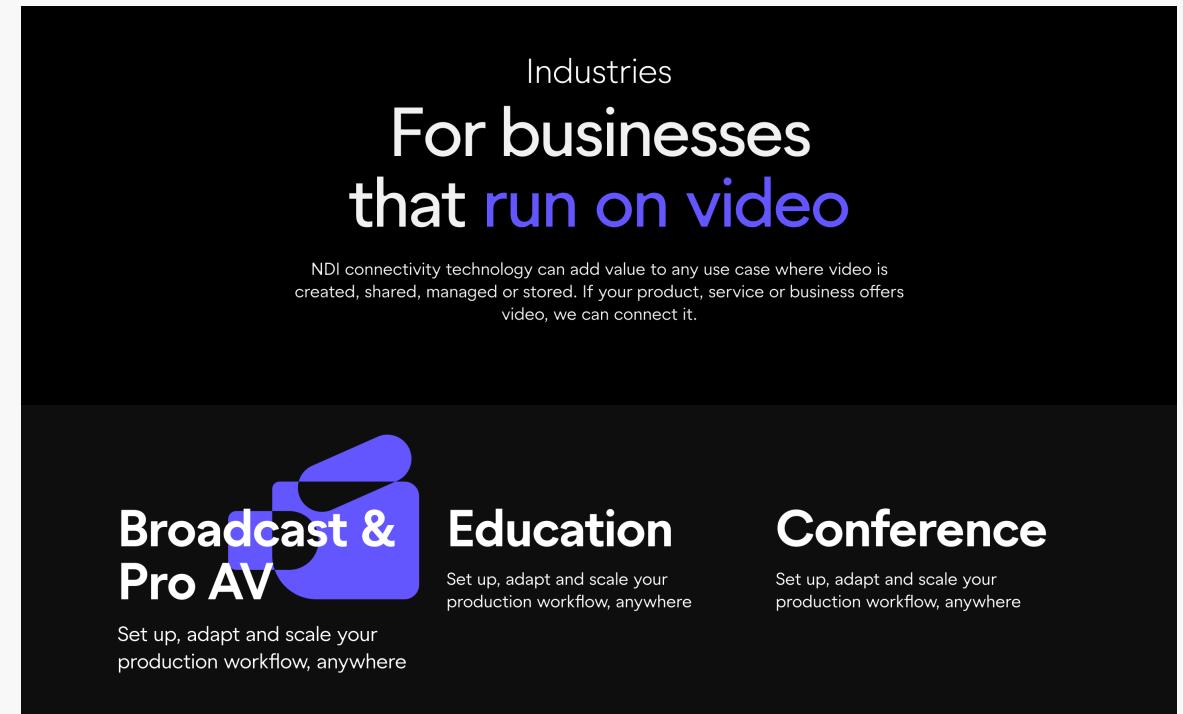
BRAND ELEMENTS

Color usage

This deliberate distinction through color, based on the different dimensions of our offerings, allows for a consistent visual identity while maintaining a clear distinction between our targets and offerings.



The NDI SDK product page features the NDI logo in black on a white background. Below it, the text "Decode all NDI formats" is displayed. To the left, "Seamless discoverability integrated into any device" is listed. To the right, "Remote control over bidirectional stream" is listed. At the bottom left, "Send and receive multichannel video and uncompressed audio" is listed. At the bottom right, "Add metadata to your video stream" is listed. A small note at the bottom says "Discover more features at [ndi.video](#)". The background has a subtle red and white circular pattern.



The industries landing page has a dark background. At the top, the word "Industries" is followed by "For businesses that run on video". Below this, a subtext explains: "NDI connectivity technology can add value to any use case where video is created, shared, managed or stored. If your product, service or business offers video, we can connect it." The page is divided into four sections: "Broadcast & Pro AV" (blue icon), "Education" (white icon), and "Conference" (white icon). Each section has a brief description: "Set up, adapt and scale your production workflow, anywhere" for Broadcast & Pro AV, "Set up, adapt and scale your production workflow, anywhere" for Education, and "Set up, adapt and scale your production workflow, anywhere" for Conference.

BRAND ELEMENTS

Typography

Typography plays a crucial role in embodying our brand values and communicating our vision effectively. We have carefully selected a font that captures the essence of our brand - universality, adaptability, and, above all, connection.

Our proprietary font is called **Connected Sans**. It features inkspots and distinctive curves within the characters, creating a unique and memorable visual identity. The uniqueness and character of our typography serve as a essential asset for our brand, setting us apart and reflecting our proprietary approach.

This bespoke typography reinforces our brand's identity and ensures a cohesive visual experience across all brand elements.

**There is no video
without connection.**

BRAND ELEMENTS

Connected Sans

Aa Bc Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890.,;:_~^`<>!*>#+\$%&€@

BLACK **Video Connectivity. Enhanced.**

EXTRA BOLD **Video Connectivity. Enhanced.**

BOLD **Video Connectivity. Enhanced.**

MEDIUM Video Connectivity. Enhanced.

REGULAR Video Connectivity. Enhanced.

LIGHT Video Connectivity. Enhanced.

EXTRALIGHT Video Connectivity. Enhanced.

THIN Video Connectivity. Enhanced.

1234567890

1234567890

1234567890

1234567890

1234567890

1234567890

1234567890

1234567890

Thin

Thin Inktrap

Extra Light

Extra Light Sharp

Light

Regular

Regular Sharp

Medium

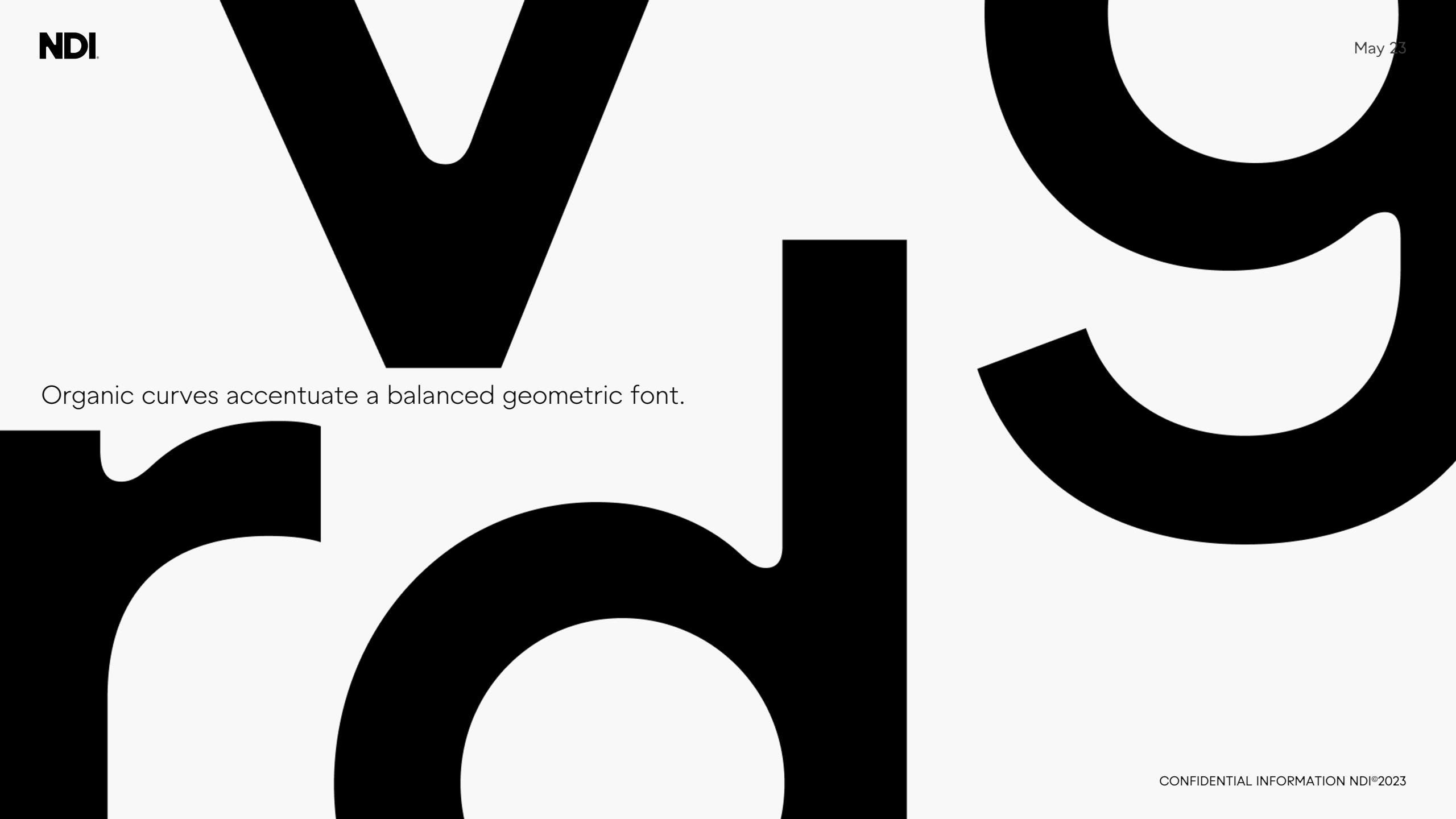
Bold

Bold Sharp

Extra Bold

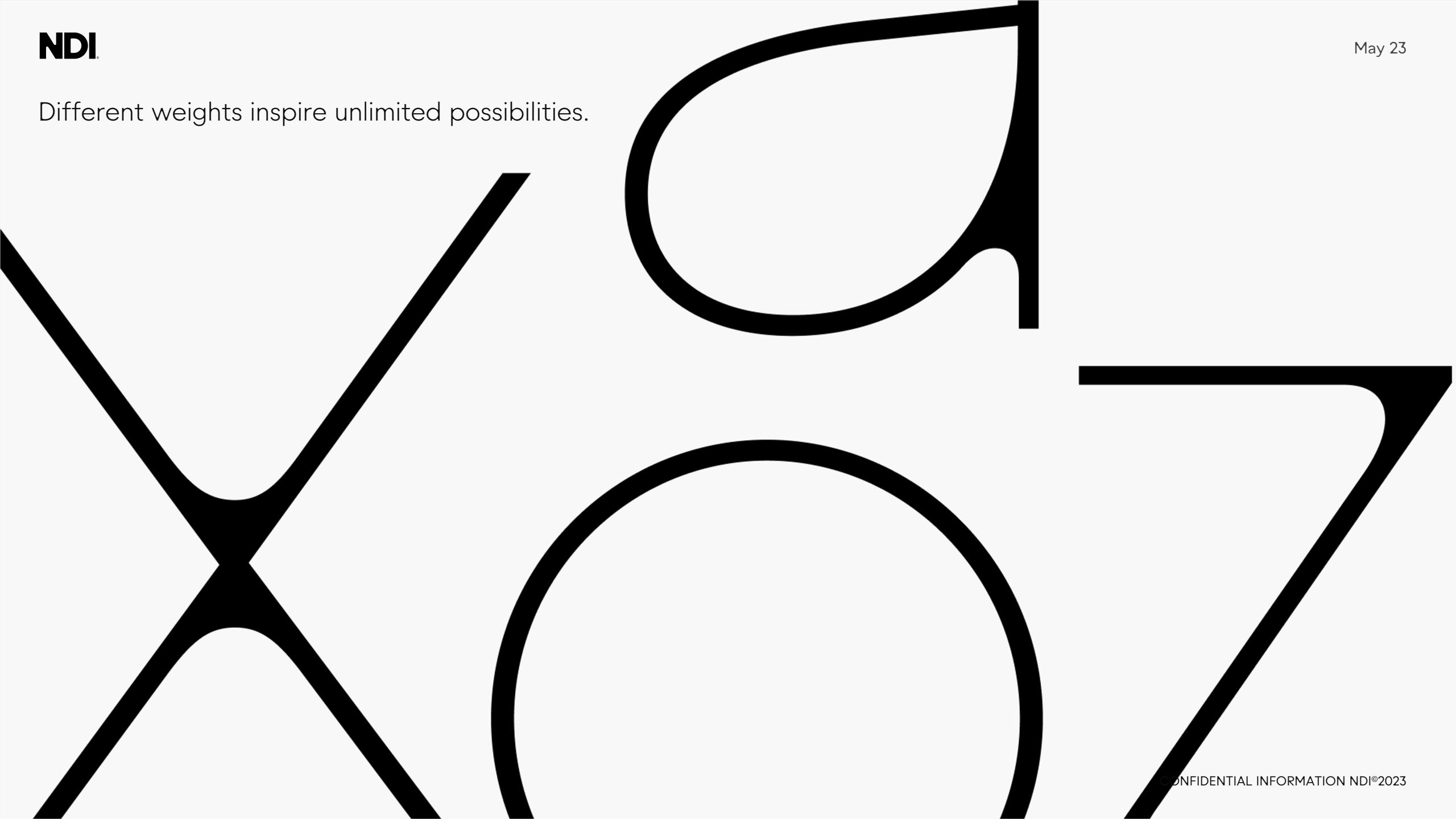
Black

Black Sharp



Organic curves accentuate a balanced geometric font.

Different weights inspire unlimited possibilities.



BRAND ELEMENTS

NDI in written communications

Acceptable descriptors for the company:

NDI®

The video connectivity tech company

NDI, the connectivity tech

NDI, a fast-growing tech company

NDI, a company that delivers the NDI standard for video connectivity

Acceptable descriptors for the technology:

NDI - Network Device Interface

NDI, a video connectivity technology

NDI, a standard for video connectivity

NDI, a standard protocol of video connectivity

Usage of the registered ® symbol:

The NDI logo should always contain the registered symbol.

When writing about NDI in press releases, product pages or news articles, NDI should be followed by the registered symbol on the first instance of the heading, if used in the heading, and at least in the first instance in body text.

NDI reserves the right to ask that additional registered symbols are added to a specific piece of communication.

3. NDI SDK Guidelines

Visual and written guidelines for all formats available in the SDK.

NDI SDK FORMATS GUIDELINES

Understanding NDI SDK formats

Now that you have familiarized yourself with our general brand guidelines, it's time to delve into the specific guidelines for the formats available in the NDI SDK package.

In this section, we will provide you with detailed instructions and recommendations that are specifically crafted to optimize your communication and design approach when referring to the **NDI High Bandwidth format**.

Please note that while your product/device might still be able to receive/decode our other formats, it can only encode **NDI High Bandwidth**, so this will should be the focus of your communication and the only brand you're allowed to use.

If you require additional guidelines or have any specific questions, please feel free to contact us at marketing@ndi.video.



NDI SDK FORMATS GUIDELINES

How to refer to NDI formats

NDI provides different versions of its core technology, with different specifications, that serve specific purposes and contexts.

The current NDI formats available to integrate and license are:

- **NDI High Bandwidth** — this is the official name, and the only one that should be used for this format. Wrong usages include 'NDI Full Bandwidth', 'Full NDI' or 'Full Bandwidth NDI';
- **NDI HX** – and not "High Efficiency";
- **NDI HX3**;

Correct usage (using NDI HX3 as an example, applies to all formats):

The only correct way to refer to these types of NDI is **formats**.

You can write or say that your product encodes/decodes/supports NDI HX3 format or simply NDI HX3. The formats should always contain NDI before the format nomenclature.

You should not add other specs directly to the format (e.g., NDI HX3 4K60p), instead phrasing it like: "Our device supports NDI HX3, enabling you to send 4K60p video with minimal latency and less bitrate."

NDI SDK FORMATS GUIDELINES

NDI High Bandwidth logo

**NDI® HIGH
BANDWIDTH**

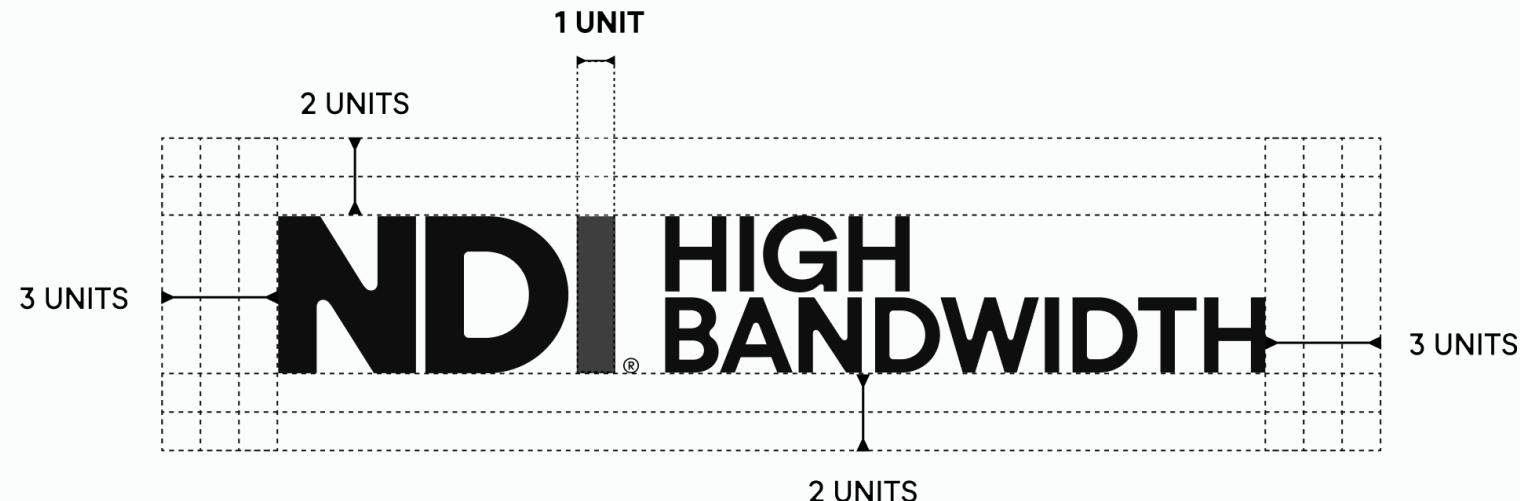
**NDI® HIGH
BANDWIDTH**

NDI SDK FORMATS GUIDELINES

Safe margins

Respecting safe margins is vital for maintaining a clean and balanced design across all formats. It is crucial to ensure an appropriate distance between the safe area around our logo and the edge of your brand elements, regardless of the specific format.

Additionally, please note that the provided files already come with the safe margins applied, further simplifying correct logo usage and alignment.



NDI SDK FORMATS GUIDELINES

Sizing

Respecting the correct minimum sizing of your logo is crucial for maintaining its visual integrity and legibility across different applications.

Be mindful of the recommended dimensions to ensure that your logo retains its impact and clarity.

DIGITAL



40px

PRINT

5mm 0.2in

NDI SDK FORMATS GUIDELINES

Incorrect usage

Misusing the logo can have a significant impact on brand perception and recognition. Here are a few examples of what you shouldn't do:



Don't transform it using skews, rotations or distortions.



Don't use the old logo.



Don't separate the logo with a line.



Don't apply effects to the logo



Don't create alternate versions (colors, outlines, gradients, etc..).



Don't make composition alterations.

NDI SDK FORMATS GUIDELINES

Retired logos

It is essential to exclusively use the new format logos and retire the old ones to maintain a cohesive and up-to-date brand image. **NDI's new logo reflects our brand's growth, positioning, and contemporary identity.**

Consistently using the new logo across all brand touchpoints strengthens brand recognition, instils trust, and ensures a unified brand experience.



Old logos – **DO NOT USE**



New format logos

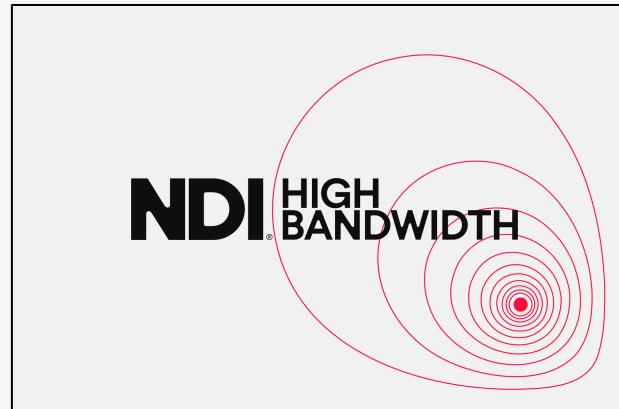
NDI SDK FORMATS GUIDELINES

Background usage

When using the format logos over backgrounds, the same rules as the NDI logo should be applied.

It is important to ensure sufficient contrast and legibility. Whether it's placed on simple colors or textured images, maintaining the universality and strength of the logo should be the primary focus.

By carefully considering background choices and preserving visual clarity, the logo will effectively stand out and maintain its impact across various design contexts.



Use the light or dark version of the logo to ensure enough contrast.

NDI SDK FORMATS GUIDELINES

Usage in channels and interfaces

The table on this slide outlines the various ways you can refer to format logos across different channels and interfaces. Following these guidelines ensures the logos are presented accurately and harmoniously in different digital or physical mediums.

Format	Marketing and Sales Materials	Use Cases						
		Product	Product Ports	Packaging	User Interfaces	Text Reference	Feature Name	Formats Supported
NDI High Bandwidth	 	—	—	—	 NDI High Bandwidth	NDI High Bandwidth		

NDI SDK FORMATS GUIDELINES

Marketing guidelines

Our connectivity technology can be marketed as an added value for end users of your products. By providing accurate value propositions and technical specifications, you'll be able to make your products more attractive and more integrated into the growing ecosystem of NDI-enabled products.

As you mention NDI in your website, we strongly advise you to create a **dedicated page or section to explain what this technology is**. Check the next page to find accurate information and messaging about NDI High Bandwidth.

In case you're not able to create your own page, we request that you link NDI mentions to our own page about our technology:

ndi.video/tech-page/coretechnology

NDI SDK FORMATS GUIDELINES

Marketing guidelines – NDI High Bandwidth

Here are some value propositions, marketing verbiage, and information you can use to build content for your NDI High Bandwidth dedicated page or section:

General messaging

- The standard for video connectivity.
- The trustworthy NDI format that connects devices with high quality and ultra-low latency.

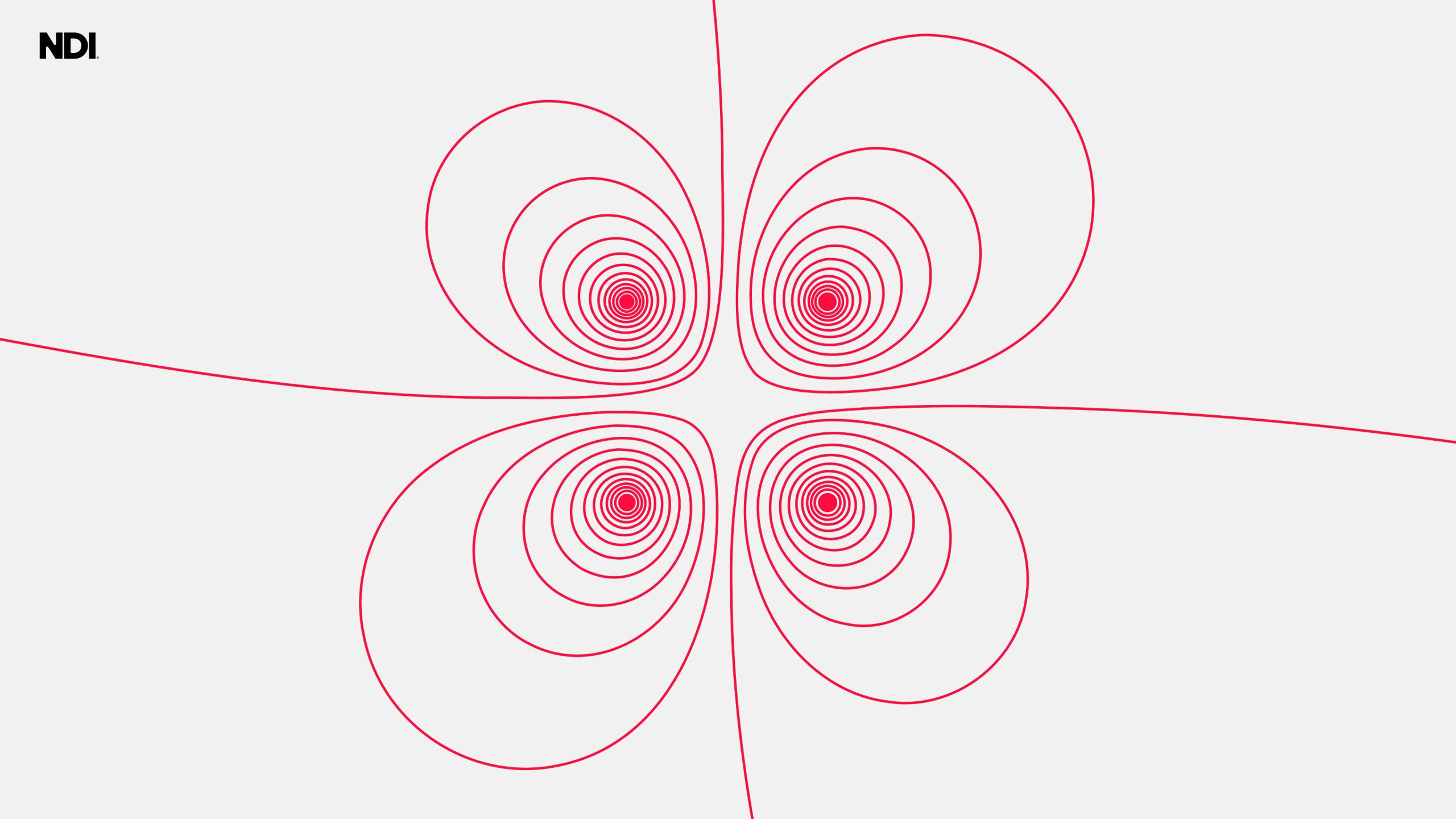
Value propositions

- Uses SpeedHQ, a proprietary codec based on MPEG-2.
- Ultra-low glass to glass latency.
- Very light on your processing resources.
- Works in CPU & FPGA.

Technical information

Codec – SpeedHQ (proprietary coded based on MPEG-2)
Bandwidth at 1080p60 – ~ 130 Mbps
Bandwidth at 2160p60 – ~ 250 Mbps
Glass-to-glass latency – Ultra low
Platform integration possibility – CPU, FPGA
Quality – Almost lossless

NDI



NDI® Connecting
the videoverse



There is no video
without connection.



NDI BRAND GUIDELINES

Still have questions about our trademarks?

Contact your account manager or reach us
at marketing@ndi.video for further instructions.

Thank you for
connecting with **NDI**®