Design Guidelines

These are our recommendations to retain the consistency and integrity of the Vidyard brand.
We’re Vidyard

Vidyard is the video platform that helps businesses transform communications and drive more revenue through the strategic use of online video.

Going beyond video hosting and management, we help businesses connect with more viewers through interactive and personalized video experiences, learn powerful insights on their viewing audience, turn insights into action with enterprise integrations, and prove the impact of their video programs.
OUR MISSION IS TO

Help businesses succeed with the use of video

Video is changing the way businesses connect and communicate in an increasingly digital world. From marketing, sales and customer service to employee training and corporate communications, video is helping businesses of all sizes humanize communications and personalize customer experiences.
Follow our simple guidelines to ensure the Vidyard logo is being used correctly and consistently.
Our Brand

Our primary logo embodies our brand with its friendly tone and our signature green. Our emblem features our V-Bot mascot and the wordmark.

The primary logo should ideally be used in most applications.

Download logo files
The **Horizontal Logo** is our primary logo and should be the preferred logo on most materials.

The **Vertical Logo** is restricted to vertical/square areas.

The **Emblem** can be used in small, square spaces where the wordmark might appear too small.

The inverted color logos can be used on **Grey 550**, and should not be used on other colors.
Single Color Logos

There are rare circumstances where, because of technical constraints, a full color logo is not possible. These logos should only be used in those circumstances.

Logo Fill:
- Grey 500
- White
Spacing

It’s important to have a minimum amount of space around the Vidyard logo.

The space around the Vidyard logo should be the height of two “V”s around the logo. In tighter spaces, you can use the height of one “V”.

Vidyard
**LOGO**

**Dos and Don’ts**

The logo should never be skewed in size.

The colors should never be changed.

Choose backgrounds with enough color contrast.

Use the white logo when it will be used on an image.

Do not add or change the layout of the elements of the logo.

Do not add a drop shadow to the logo.
Use typography to present your design and content as clearly and efficiently as possible.
Circular Std

**BOLD**

The quick brown fox jumps over the lazy dog

**MEDIUM**

The quick brown fox jumps over the lazy dog

**BOOK**

The quick brown fox jumps over the lazy dog
Typography

Formatting

Vidyard uses a range of contrasting typeface weights and a purposeful type size scale to produce visual hierarchy for headers and paragraphs.
Header Styles

Overline / Book
Type size: 16px / 14px  
Line Height: x1.5  
Tracking: 250
● #5b627d

Header 1 / Bold
Type size: 60px  
Line Height: x1
● #374054

Header 2 / Bold
Type size: 46px  
Line Height: x1.15
● #374054

Header 3 / Bold
Type size: 32px / 24px / 20px  
Line Height: x1.5
● #374054

Paragraph Styles

Paragraph / Bold
Type size: 18px / 16px / 14px / 13px  
Line Height: x1.15  
● #374054

Paragraph / Medium / Book
Type size: 18px / 16px / 14px / 13px  
Line Height: x1.5
● #5b627d

Button Links / Medium
Type size: 14px  
Line Height: x1.5
● #6361FA
Typeface Alternative

In a situation where Circular Std cannot be used (such as in emails), Montserrat is permitted to use. The sizing, color and spacing should be kept the same as the formatting outlined on page 13.

Download Montserrat
**TYPOGRAPHY**

**Typeface**

Ems are used to space the typography to retain the scaling across the full gamut of type sizes.

The em size is taken from the header cap height. 0.5em space is added above if an overline is needed. 1em size is added below if body copy is added below, and 1em space is added between links or buttons.

**Spacing**

AGNIASPERUM

Niatur Riorita verum

Eped ulles vendeli beatus, core perio vernatia percin ratinvent diossimintia everfere pre quaeopro eiundae nobitio. Et denihiciis conessi cum que sit magnis et ut aris modit enditas entem. Aceribus pero qui doluptas none volupta tiatem quiatus, nobis delenihit reperitent et.

Button Links / Medium

1em = Header cap height
Color Contrast

It’s important to have enough color contrast between typography and its background. The contrast should be able to pass WCAG 2.0 AA criteria.

You can check color contrast on several websites, such as contrastchecker.com.
Decorative Accents

There's a variety of decorative elements that can be added to highlight and accentuate important points.

Decorative typography accents should be used minimally on large, bold headers and can be used in either the primary or secondary color palette.

Download Typography Accents
Color Palettes

Use these guidelines to determine the best way to apply the Vidyard color palette.
Color Palettes

Vidyard uses two palettes with a spectrum of tints and shades that can be used on a variety of materials.

The primary palette should be the dominant colors used. If more colors are needed, the secondary palette can be used sparingly.

Download palette files
<table>
<thead>
<tr>
<th>Color</th>
<th>Code 1</th>
<th>Code 2</th>
<th>Code 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green 100</td>
<td>#EBFF1</td>
<td>235 / 255 / 241</td>
<td>EBFF1</td>
</tr>
<tr>
<td>Green 200</td>
<td>#CCFFDA</td>
<td>204 / 255 / 218</td>
<td>CCFFDA</td>
</tr>
<tr>
<td>Green 300</td>
<td>#99F7B4</td>
<td>163 / 247 / 180</td>
<td>99F7B4</td>
</tr>
<tr>
<td>Green 400</td>
<td>#28BF6C</td>
<td>70 / 219 / 131</td>
<td>28BF6C</td>
</tr>
<tr>
<td>Green 500</td>
<td>#28BF6C</td>
<td>70 / 219 / 131</td>
<td>28BF6C</td>
</tr>
<tr>
<td>Green 600</td>
<td>#28BF6C</td>
<td>70 / 219 / 131</td>
<td>28BF6C</td>
</tr>
<tr>
<td>Green 700</td>
<td>#28BF6C</td>
<td>70 / 219 / 131</td>
<td>28BF6C</td>
</tr>
<tr>
<td>Indigo 100</td>
<td>#EBEFF</td>
<td>235 / 255 / 241</td>
<td>EBFFFF</td>
</tr>
<tr>
<td>Indigo 200</td>
<td>#FFC4FF</td>
<td>191 / 255 / 255</td>
<td>FFC4FF</td>
</tr>
<tr>
<td>Indigo 300</td>
<td>#8F97FF</td>
<td>143 / 255 / 255</td>
<td>8F97FF</td>
</tr>
<tr>
<td>Indigo 400</td>
<td>#6361FA</td>
<td>99 / 255 / 255</td>
<td>6361FA</td>
</tr>
<tr>
<td>Indigo 500</td>
<td>#414DDC</td>
<td>70 / 255 / 255</td>
<td>414DDC</td>
</tr>
<tr>
<td>Indigo 600</td>
<td>#0C084D</td>
<td>70 / 255 / 255</td>
<td>0C084D</td>
</tr>
<tr>
<td>Indigo 700</td>
<td>#0C084D</td>
<td>70 / 255 / 255</td>
<td>0C084D</td>
</tr>
<tr>
<td>Grey 50</td>
<td>#FAFBFF</td>
<td>250 / 255 / 255</td>
<td>FAFBFF</td>
</tr>
<tr>
<td>Grey 100</td>
<td>#EBEEFF</td>
<td>250 / 255 / 255</td>
<td>EBEFFF</td>
</tr>
<tr>
<td>Grey 150</td>
<td>#C8CEE3</td>
<td>250 / 255 / 255</td>
<td>C8CEE3</td>
</tr>
<tr>
<td>Grey 200</td>
<td>#A9B0C9</td>
<td>250 / 255 / 255</td>
<td>A9B0C9</td>
</tr>
<tr>
<td>Grey 250</td>
<td>#848CAB</td>
<td>250 / 255 / 255</td>
<td>848CAB</td>
</tr>
<tr>
<td>Grey 300</td>
<td>#5B627D</td>
<td>250 / 255 / 255</td>
<td>5B627D</td>
</tr>
<tr>
<td>Grey 350</td>
<td>#475066</td>
<td>250 / 255 / 255</td>
<td>475066</td>
</tr>
<tr>
<td>Grey 400</td>
<td>#F5F9FF</td>
<td>250 / 255 / 255</td>
<td>F5F9FF</td>
</tr>
<tr>
<td>Grey 450</td>
<td>#EBFF1</td>
<td>250 / 255 / 255</td>
<td>EBFF1</td>
</tr>
<tr>
<td>Grey 500</td>
<td>#EBFF1</td>
<td>250 / 255 / 255</td>
<td>EBFF1</td>
</tr>
<tr>
<td>Grey 550</td>
<td>#475066</td>
<td>250 / 255 / 255</td>
<td>475066</td>
</tr>
<tr>
<td>Grey 600</td>
<td>#475066</td>
<td>250 / 255 / 255</td>
<td>475066</td>
</tr>
<tr>
<td>Grey 650</td>
<td>#475066</td>
<td>250 / 255 / 255</td>
<td>475066</td>
</tr>
<tr>
<td>Grey 700</td>
<td>#475066</td>
<td>250 / 255 / 255</td>
<td>475066</td>
</tr>
</tbody>
</table>

**PRIMARY PALETTE**
## Secondary Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Color</th>
<th>RGB Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue 100</td>
<td>#7E3EFF</td>
<td>199 / 227 / 255</td>
</tr>
<tr>
<td>Blue 200</td>
<td>#7EC3FF</td>
<td>126 / 195 / 255</td>
</tr>
<tr>
<td>Blue 300</td>
<td>#3396FF</td>
<td>91 / 150 / 255</td>
</tr>
<tr>
<td>Blue 400</td>
<td>#006DF0</td>
<td>0 / 109 / 240</td>
</tr>
<tr>
<td>Blue 500</td>
<td>#004D99</td>
<td>0 / 77 / 201</td>
</tr>
<tr>
<td>Blue 600</td>
<td>#003599</td>
<td>0 / 48 / 163</td>
</tr>
<tr>
<td>Blue 700</td>
<td>#002370</td>
<td>0 / 35 / 112</td>
</tr>
<tr>
<td>Turquoise 100</td>
<td>#DAFEFF</td>
<td>218 / 254 / 255</td>
</tr>
<tr>
<td>Turquoise 200</td>
<td>#B7F9FA</td>
<td>183 / 249 / 250</td>
</tr>
<tr>
<td>Turquoise 300</td>
<td>#74EFF2</td>
<td>183 / 249 / 250</td>
</tr>
<tr>
<td>Turquoise 400</td>
<td>#26CFDB</td>
<td>38 / 207 / 219</td>
</tr>
<tr>
<td>Turquoise 500</td>
<td>#009CB8</td>
<td>0 / 156 / 184</td>
</tr>
<tr>
<td>Turquoise 600</td>
<td>#00E88C</td>
<td>0 / 107 / 140</td>
</tr>
<tr>
<td>Turquoise 700</td>
<td>#00425C</td>
<td>0 / 66 / 92</td>
</tr>
<tr>
<td>Yellow 100</td>
<td>#FFFFFDE</td>
<td>255 / 255 / 222</td>
</tr>
<tr>
<td>Yellow 200</td>
<td>#FFFFDBA</td>
<td>255 / 253 / 186</td>
</tr>
<tr>
<td>Yellow 300</td>
<td>#FFFCC8D</td>
<td>255 / 252 / 141</td>
</tr>
<tr>
<td>Yellow 400</td>
<td>#FFD049</td>
<td>253 / 240 / 73</td>
</tr>
<tr>
<td>Yellow 500</td>
<td>#F7D600</td>
<td>247 / 214 / 0</td>
</tr>
<tr>
<td>Yellow 600</td>
<td>#C39000</td>
<td>195 / 144 / 0</td>
</tr>
<tr>
<td>Yellow 700</td>
<td>#996200</td>
<td>153 / 98 / 0</td>
</tr>
</tbody>
</table>
Icons and Illustration

Use icons and illustrations to represent the Vidyard brand.
Icon Design

We use **Font Awesome** to build a consistent icon system. With Font Awesome, you can use icons in an SVG format, but we recommend to use the provided font to create icons to keep sizing simple and consistent.

Icons can be used in either the primary or secondary color palette.

🔗 Download Font Awesome
Icon Sizing

Icon sizing should mirror the sizing to the right, but if necessary, they can be sized in increments of 8px.

If the icon is smaller than 32px, the circle should be removed to retain the legibility of the icon.
Icon Design

When icons are larger than 32px, they should be placed in a circle.

The exact size of the icon within the circle will vary based on the icon size and ratio, so they should be optically centered with about 1/4 grid space around the circle.

Depending on the icon, either a light stroke style or a filled style can be chosen. Generally, more complex icons have better legibility in the light version.

When icons are on a light background, a 400 color can be used for the circle, and the icon can be white.
ICON COLOR

For exact icon color pairings, please see the chart to the side.

- **Green 400**: #46DB83
- **Indigo 400**: #6361FA
- **Yellow 500**: #F7D600
- **Turquoise 400**: #26CFDB
- **Blue 400**: #006DF0

- **Green 200**: #CCFFDA
- **Indigo 100**: #EBEDFF
- **Yellow 200**: #FFFDBA
- **Turquoise 200**: #B7F9FA
- **Blue 100**: #C7E3FF
ICONS AND ILLUSTRATION

Dos and Don’ts

Icons that need to be small should appear without the circle.

The icon should be large enough to see, but not overwhelming.

There should be enough contrast between the icon and the background color.

The icons should only be one color, with the circle using a lighter tint of the same color.

Icons on color backgrounds should have a darker background.

Certain icons should be optically aligned to appear balanced.
ICONS AND ILLUSTRATION

Illustration Style

Vidyard has a signature illustration style that we use on many campaigns and materials. The style is simple, approachable and friendly.

Good uses for illustration are:
- Delight moments and onboarding (in product and in marketing).
- Conveying conceptual ideas (product integrations etc).
- Educational content where illustration helps convey or teach something.
Creating Illustrations

Illustrations always use the primary color palette and typically have an equal balance of the Vidyard green and indigo.

To balance out a composition, illustration accents can also be used. When used in illustrations, accents are typically in Grey 100 or 150, but they can also be used to a lesser extent in the primary color palette.

Strokes should be kept consistent in px width to retain scaling.
Creating Illustrations

Illustrations always use the primary color palette and typically have an equal balance of the Vidyard green and indigo.

To balance out a composition, illustration accents can also be used. When used in illustrations, accents are typically in Grey 100 or 150, but they can also be used to a lesser extent in the primary color palette.

Strokes should be kept consistent in px width to retain scaling.
ICONS AND ILLUSTRATION

Illustration Accents

A large part of many Vidyard designs feature organic shapes to build illustrative compositions.

The use of these shapes should be limited and should not overpower an illustration or design.

Illustration accents are primarily in the grey palette, but they can also be in the primary or secondary color palette.

Download Illustration Accent File
Photography

Use photography to communicate our unique branding identity.
PHOTOGRAPHY

Vidyard Life

People and lifestyle photos should showcase the fun, friendly, creative, and collaborative nature of our brand.

These shots should feel authentic and candid. Natural lighting and artistic imperfections are encouraged. Motion blur can also be used to show energy.

To add consistency to photos, split tones can be added. Highlights use Yellow 400, and shadows use Indigo 400.
PHOTOGRAPHY

Solid Color Treatment

Usually used to convey people profiles (in product profiles, or profiles of our sales team). They’re filled with either primary (400 colors) or secondary colors (300 colors).

The face should be placed with approximately 1/4 space of padding from the left, right and bottom.
In certain contexts, it may be advantageous to add treatments to head shots in order to benefit the design.

Head shots can either be placed in circles or in the amorphous shapes in the doodlydoos.ai file.

You can also choose to apply the split tone treatment to it, or apply a duotone treatment.
Marketing Materials

Guidelines for creating materials within the Vidyard brand.
MARKETING MATERIALS

Grid and Margins

To produce consistent materials, layouts should use an 8pt grid. Margins, gutters, and columns should all be in multiples of 8 or 4.
MARKETING MATERIALS

Business Cards

Business cards should follow the below specifications, as well as following the general type outlined here.

First and last name
Type size: 14px
● #374054

Job title
Type size: 9px
● #374054

Contact Information
Type size: 9px
● #5b627d

VIDYARD BRAND GUIDELINES