



Brand Design Guide — Essentials

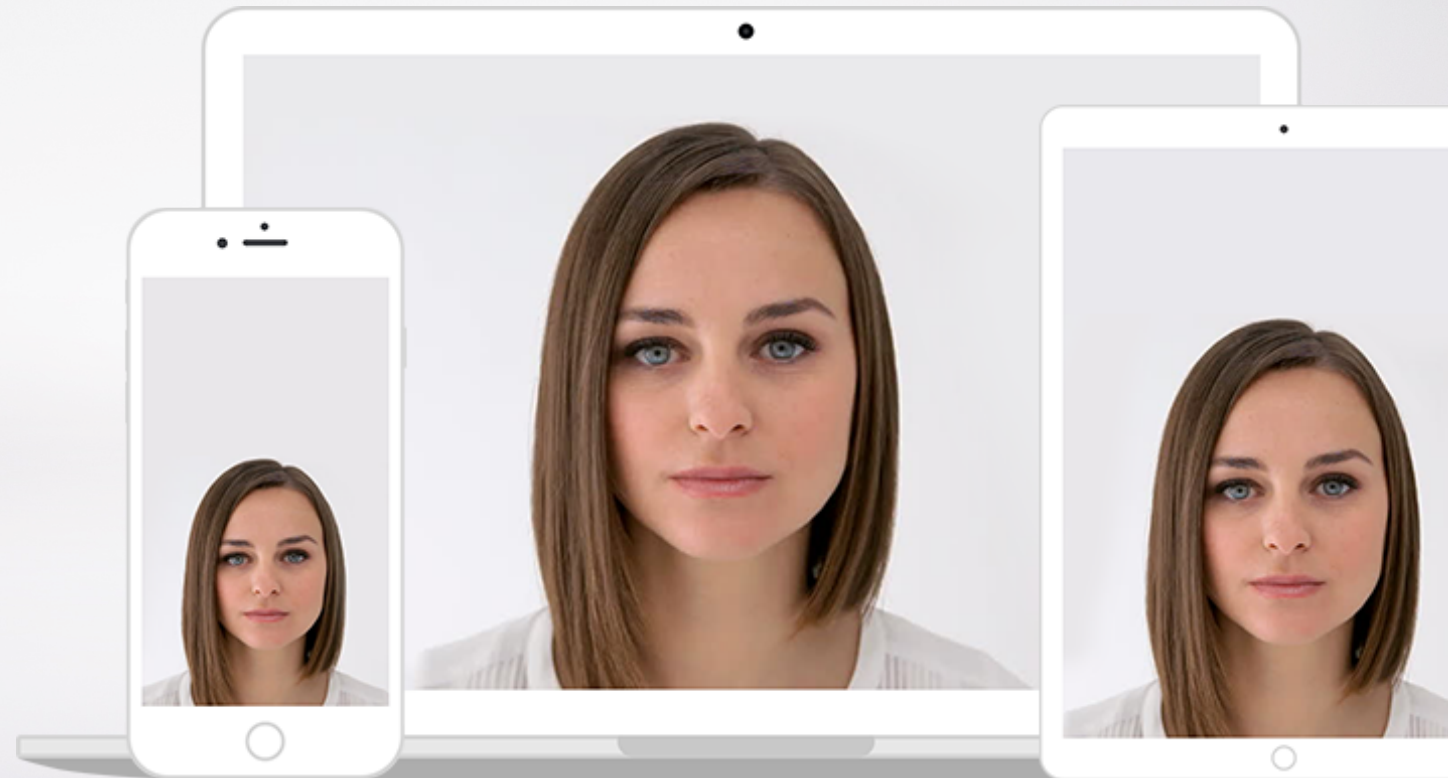


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Hello, we are Ziggeo

This document contains guidelines describing the visual elements that represent Ziggeo's corporate identity. Sending a consistent and original message of who we are is essential to presenting a strong, unified image. Good visual identity will give our brand a marketing advantage.

This includes all of the elements you may need: logo, typefaces, colors, and more, to create a consistent tone, look, and feel for our company.

Last updated April 22, 2019



Brand Story

The Future of Video. Award-Winning API and SDKs for Complete Video Solutions

Ziggeo features award-winning video APIs with server-side SDKs recently named “best video API for video recording and playback” by API World. We offer video recording, transcoding, playback and storage, giving you flexibility to use all or only parts of our services. Having developed the first responsive video recorder/video player and the first token-based system to facilitate permission-based video access, we continue to innovate to provide the best cloud-based video recording/playback experience on the market today.

Our Brand Personality

Our brand principles reflect Ziggeo's personality. They are at the center of our brand and influence how we use our colors, images, and the language we use on social media and website.

Innovative

Tech, solution, future, revolution, vision, concept, mobile, experience, useful, knowledge, intuitive, fast.

Accessible

Customers, experience, simple, trust, insight, collaborative, partnership, calmness, clarity, support, balance, freshness.

Dynamic

Movement, popular, new, creative, fast, modern, now, mainstream, engaging, play, powerful, focused, excitement

Corporate Logo

The Ziggeo logo is one of our strongest brand assets. Always use the black or white colour version of the logo. Please ensure proper legibility at all times. The Ziggeo logo has two alternate usages

A logomark is an image or symbol used to represent a company. Restrictions in shape or space might require that the symbol be used alone, such as on social media, ads or printed materials.

The logotype, also known as a “word mark”, is a brand name styled as a logo. The logomark and logotype should be used only in the event that the primary usage logo cannot.



Primary Logo



Mark

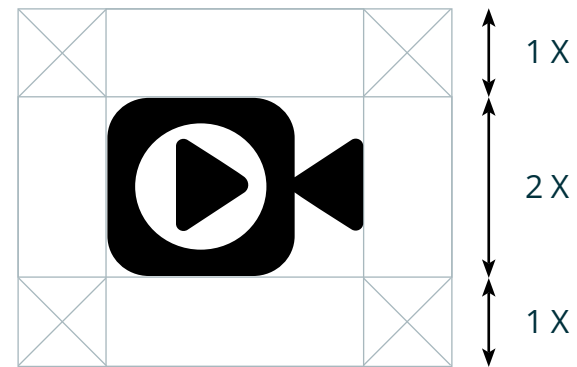


Logotype

Dimensions and guides

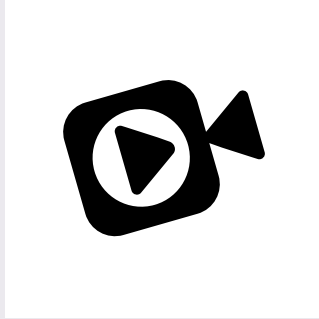
We use both the primary logo and the logomark. Please be sure each element is spaced correctly and don't edit, change, distort, recolor, or reconfigure it.

The padding indicates the minimum clear space, where other elements must not encroach into. In order to allow the Ziggeo logo and logomark to breathe and stand out, we use the clear space around it.



Logo Application Usage

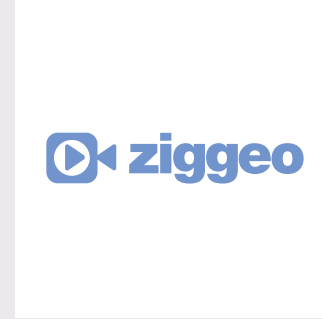
Incorrect Logo Usage



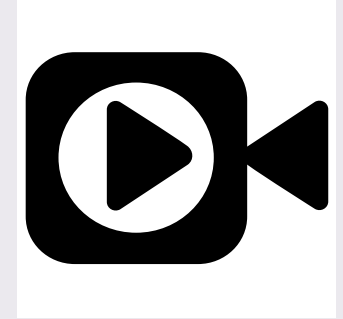
Do not rotate



Do not center the logo



Do not use wrong colors

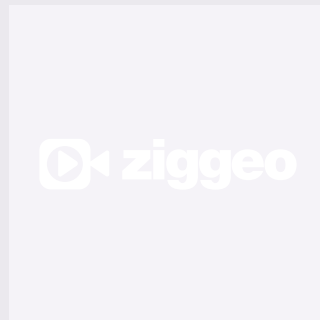


Use clear space

Incorrect Usage of Backgrounds



Not enough contrast



Not enough contrast



Too busy photo or pattern



Don't use on colored
backgrounds

Minimal sizes



Min 50 px



Min 20 px

Logo on Backgrounds

The logo is always applied in black or white. On backgrounds in secondary brand colours, use the black logo, except for dark or black backgrounds. Use clean backgrounds and photography to ensure the very best legibility and contrast.



Favicon

Ziggeo leverages its mark as the favicon due to its scalability and readability.

 16 pixels square







Revolutionizing

Corporate colors




The core palette will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

When we want users to click on a button, or be made aware of something important, we use these strategic colors to draw attention.

Primary Color System

				
Hex	#000000	#333333	#E8E6EC	#DC5163
RGB	0,0,0	52, 52, 52	232, 230, 236	220, 81, 99
CMYK	75, 68, 67, 90	69, 63, 62, 57	7, 7, 3, 0	19,83, 52, 1
Pantone	426C	7540C	656C	198C

Secondary Color System

			
Hex	#3F88BF	#569A85	#48C2BF
RGB	63, 136, 191	86, 154, 133	72, 194, 191
CMYK	75, 38, 5, 0	69, 22, 54, 2	64, 0, 30, 0
Pantone	7688C	7723C	338C

Corporate Typography

Quicksand is a display sans serif with rounded terminals. The project was initiated by Andrew Paglinawan in 2008 using geometric shapes as a core foundation. It is designed for display purposes but kept legible enough to use in small sizes as well. In 2016, in collaboration with Andrew, it was thoroughly revised by Thomas Jockin to improve the quality.

[Download the font](#)

Quicksand – The neutral geometric sans family.

A a

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

0123456789

&@ £\$%[]!?*°

Fonts Hierarchy

Typographic hierarchy organizes type and establishes an order of importance within the content. This helps the reader to easily find what they are looking for and navigate the content.

To achieve the Ziggeo look, type should be laid out so that the design feels “airy”. This can be accomplished through generous line spacing and symmetry.

Heading 1

Main headline H1

Heading 2

Subpage title H2

Heading 3

Subsection Heading H3

Heading 4

Subsection Heading H4

Body Copy

Example of body copy, for large amount of text.

Call to Action



[Sign Up](#)

Iconography

Our vector assets are designed with precision. The icons are designed for optimal reading and recognition. They are made from outlines, stroke size is 1px, always scaled proportionally.

The artwork is supplied in various file formats for different applications. Vector based formats (AI, EPS) can be scaled up or down, and it is best used for page layouts, printing and large-scale applications. Raster-based formats (JPEG, PNG) are made up of pixels and can only be scaled down. Use raster-based artwork for web, applications and in presentations.

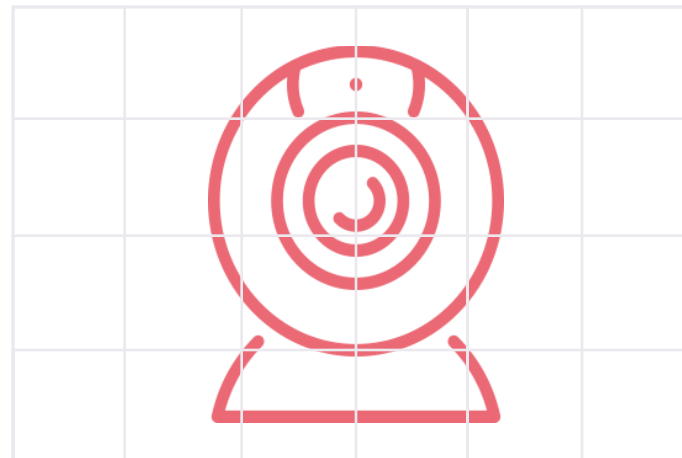
Main Icons



Main Icons - Different Colors



Secondary Icons



When creating new icons, please keep these guidelines in mind to preserve a cohesive and minimalist system

- Gently rounded at the edges
- 2D, not 3 dimensional
- Outlined, not filled in
- Single line weight



Collateral

In all our communications, we strive for clarity of approach. Our stationery, website and social media platforms echo our modern, contemporary and yet approachable brand personality.





The Future of Video