

Using our Logo

Simple is Better. Always be Intentional.



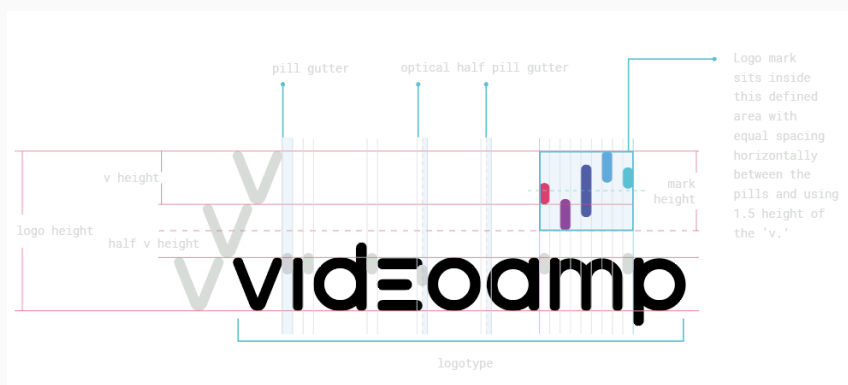
Our Logo

Primary Logo



Primary Horizontal Logo

The full color, horizontal version of the logo is the primary logo to use.



It is integral that our logo is built on the practices of the design thinking at VideoAmp. Being intentional, smart and consistent in our logo sets the foundation for all brand assets.

The logo is built with rounded shapes in both the logo mark and the logotype. There is equal width in the letter forms and the 'pills.'

A simple grid system was built upon those core elements. To breathe more space and legibility into the logotype, the letters are spaced out using the pill width. (*with the exception of an optical spacing using the pill's half width between the 'e' and 'o' and again between the 'o' and the 'a'.)

Similarly, the height of the entire logo incorporates the height of the 'v' and a half height measure for the logo mark to be elevated above the logotype in a meaningful proportion.

The logo mark is also spaced out to fit succinctly between the gutter of the 'a' and the 'p.'



Vertical Logo



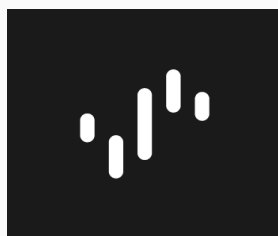
Primary Horizontal Logo

In instances where the logo space has a narrow width, the vertical logo is to be used. Making sure that the logo mark is the same size in both horizontal and vertical logos, only the logotype is scaled down at 50% of the horizontal primary logo. The full vertical logo is now centered to enable to clean composition in a narrow width.

The vertical logo uses the same main grid as the horizontal primary logo but utilizes a taller height to compensate for a narrower width. The height is increased by 1.5 'v' heights. In the vertical version of the logo, the pill gutter widths in the logotype are decreased, keeping the logo mark's full left and right edges aligned to a centered location and optically aligning to the full width. There is also a slightly higher distance between the logo mark and logotype than the horizontal version to give an optical alignment lift in the vertical version.

Because of this vertical proportion, the logo will be more legible at small sizes and also appear larger than the horizontal logo at first glance. Again, please only use this version for when the width area is constricted and requires a taller logo.

The Logo Mark





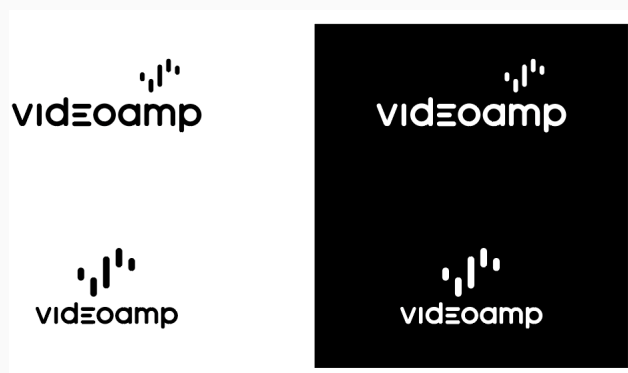
Logo Mark



Logo Mark - Full Color

The full color logo mark should be first when needing an abbreviated version of the logo for **external** use (i.e.: for small spaces such as a favicon, app icon, document headers, etc.) It should always be on a light background (preferably white). It should be used for all external materials to ensure we build design memory of our primary brand. In instances where the full color version cannot be used (i.e.: for colorful backgrounds or clashing image backgrounds, you can defer to the single color versions.)

Single Color Logos



Single Color Logos

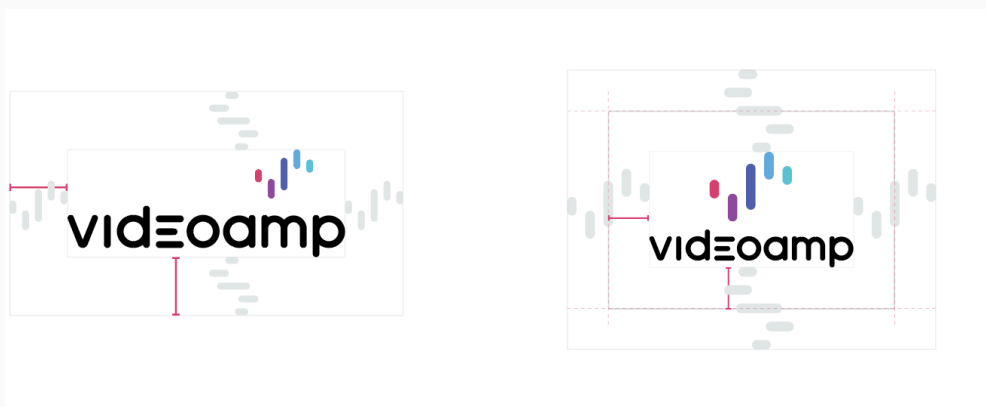
The primary single color logo version is black on white. This version of the logo should only be used in instances where the full color logo cannot (i.e.: background color is similar blue tones or a dark gray that clashes with the logotype). Always consider legibility as a guiding rule for usage.



The knockout, or white single color logo, is to be used on solid background colors when the black version would not be legible.

Avoid using this version of the logo on background colors that are light or may not be visible on presentations (**i.e.: usually a projector will lighten the actual presentation and logo can get lost.**)

Logo Safe Areas



Safe Area Marked Up

Horizontal Logo

The ideal safe area around the full horizontal logo is the full width of the logo mark. Allowing for thoughtful consideration to surrounding elements so the logo stand on its own.

Vertical Logo

The ideal safe area that should be used around the full vertical logo is 50% the full width of the logo mark. Since the vertical logo's logo mark was increased for the vertical layout, you can use the half width of the new logo mark in this instance and still achieve the same proportional breathing area around the logo.



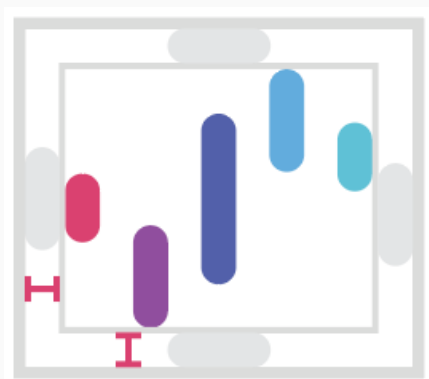
Logo Mark Safe Area



Safe Area Marked Up

For the use of the logo mark only, the ideal safe area around the mark is 3 pills' widths.

Logo Mark in Tiny Spaces

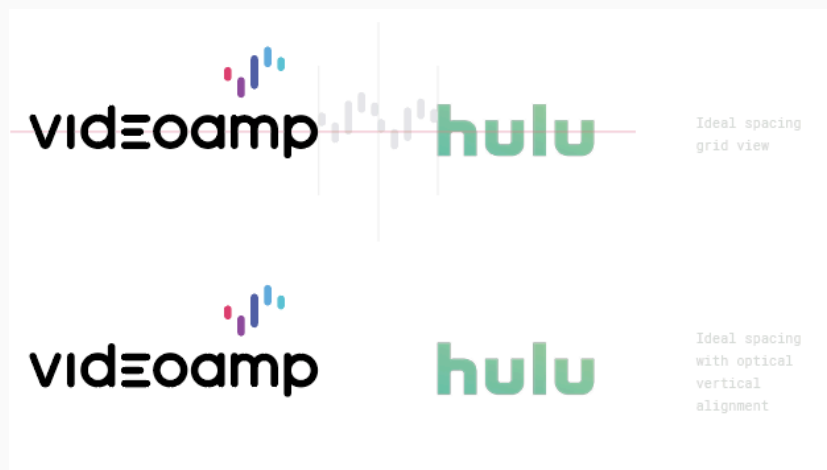


Safe Area Marked Up

At times, the logo mark will stand alone in a very tiny space (i.e.: favicon, product UI headers, swag items, etc.) in those instances, try to maximize the surface area but with careful consideration of the padding. A suggested rule is to use one pill's width as a guide.



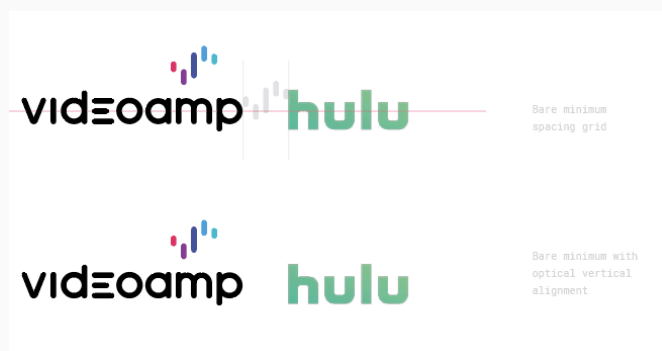
VideoAmp + Partner Logos Ideal Space



Ideal Spacing Between Logos

The VideoAmp logo is sometimes paired with partner(s) for co-branded materials such as event hosting opportunities, reports, etc. It is important to always lead with VideoAmp's logo (unless otherwise noted by outside partnership contracts or deals). Practice the safe area spacing guide in these instances by using a double logo mark width when possible.

VideoAmp + Partner Logos Minimum Space



Bare Minimum Space Between Logos



The bare minimum, if spacing is constrained, is the same as the general logo safe area (one logo mark width).

It is also recommended to optically align the logos vertically. When logos are being used externally on a white background, use full color primary logos. When logos are used on restricted color guidelines, convert all to one color (suggested is Stone.)

VideoAmp + Partner Logos Single Color



Single Color (Stone) Logos

Sometimes there are restrictions on amount of colors for a document and sometimes we want to use logos in a more muted manner. In those instances, use the VideoAmp Stone color for the logos to create a pushed back look of the logos that doesn't dominate the space.

Note: if the background for a single color area is dark, use the white version for the logos.