Brand guide

Version 1.3 / June 2022

→ evs.com

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Our logo

Our corporate logo

Our logo allows us to be immediately recognizable and helps us to differentiate ourselves in the marketplace.

It should be used in the most impactful way, identifiable and distinct on any internal or external communication, whatever the medium or topic.

EVS COLOR LOGO

Although there are two official versions of our logo as pictured above, the colored version should always be preferred.

Whether it's a solution, a product, an internal communication or any other document created by our organization, **the colored EVS logo is the solution to adopt on almost all of our printed and digital media**.

EVS WHITEOUT LOGO

**Its use should be restricted to the following:**

↘ Product packaging

↘ Software interfaces

↘ Immersive visuals
    When there is a need to immerse the audience (ex: background for virtual events)

↘ Textiles

↘ Under certain conditions, it can be used in images that are created externally
    Please contact the Marketing department to check beforehand.

Clear space

For maximum impact, always ensure the EVS logo stands out clearly.

The clear space designates the space around the logo that is free from any type of visual information. It's an area where no other graphic or textual object can be inserted. To make sure you respect the free zone, a simple rule of thumb is to use the width of the letter 'E' as a reference.
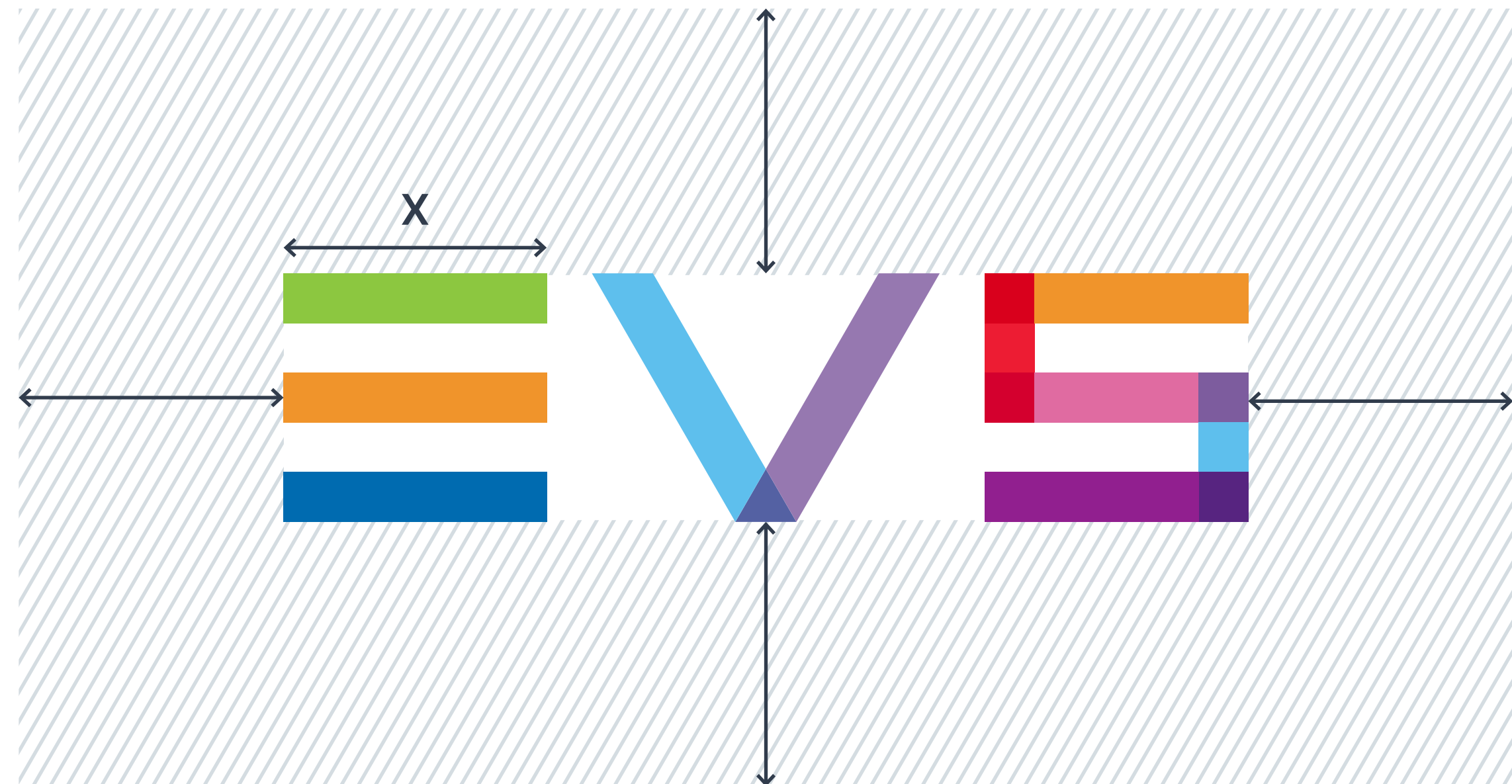
Dos and dont's

Our logo can only be used in two ways, in color on a white or light background or in white on a black or dark background.

NEVER USE OUR COLOR LOGO ON BLACK OR DARK BACKGROUNDS

NEVER USE OUR LOGO IN BLACK

NEVER USE OUR LOGO IN A SOLID COLOR

NEVER CHANGE THE SHADES OF OUR COLOR LOGO

NEVER DISTORT OUR LOGO

ALWAYS KEEP OUR LOGO HORIZONTAL

Our typeface

Official typeface

Our typeface is a fundamental component
of our brand guide.

For all textual elements, **please use our official typeface 'Inter'**,
taken from Google's font library and suitable for both online and
offline usage. Its variety of weights (or thicknesses) allow you to
structure your documents in a hierarchical order.

SUBSTITUTE FONT

If it is impossible to use the Inter typeface for technical reasons, you
can use the **'Arial'** system typeface as a substitute.

PANGRAM

The quick brown fox jumps over the lazy dog

OVERVIEW

Inter Thin

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

Inter Regular

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

Inter Bold

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

Inter ExtraLight

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

Inter Medium

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

Inter ExtraBold

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

Inter 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

Inter SemiBold

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

Inter 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

Wordmarks

Applying specific typefaces and knowing when to use upper or lower case ensures consistency. EVS typography must be legible across all our communication channels.

TECHNOLOGY PLATFORM

VIA

VIA Flow

VIA Mind

VIA Opengate

VIA Pulse

VIA Trace

VIA Xsquare

SOLUTIONS

LiveCeption Signature

LiveCeption Pure

MediaCeption Inflow

MediaCeption Signature

MediaInfra

MediaInfra Strada

MediaHub

CORE PRODUCT BRANDS

Cerebrum

Dyvi

IPDirector

IPD-VIA

LSM-GO

LSM-VIA

Neuron

Overcam

Synapse

X-One

Xeebra

XFile3

XS-NEO

XS-VIA

XT-GO

XT-VIA

XtraMotion

OTHER BRANDS

Beplay

Epsio FX

IPLink

IPWeb

MediArchive Director

Mplay

Multicam

Multireview

PMA

PMX

PMY

PMZ

XClient

XHub-VIA

XNet-VIA

XStore

Our colors and shapes
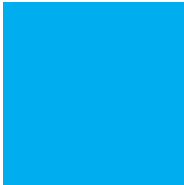
Color palette

EVS' official color palette reflects our company's personality and reinforces our brand identity. It helps us communicate in a consistent way across all channels and mediums.
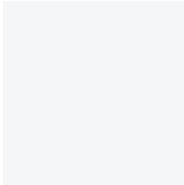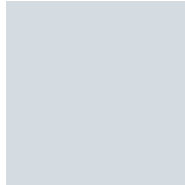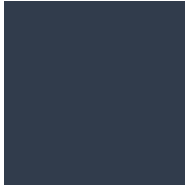
Secondary colors are used to support our primary colors in a graphic composition. They can be used, for example, to structure a layout, a table, or to create subtle background graphics.

COLOR CODES

Primary colors

	EVS BLUE				EVS RED				EVS ORANGE				EVS GREEN				EVS TURQUOISE			
CMYK / PRINT	83	0	0	0	0	95	75	0	0	58	91	0	52	0	88	0	78	12	41	0
RGB / WEB	0	174	239		237	27	50		245	130	33		141	198	63		0	160	160	
HEX	#00AEEF				#ED1B32				#F58221				#8DC63F				#00A0A0			

Secondary colors

	EVS LIGHT GREY				EVS MID GREY				EVS DARK GREY				EVS BLACK				EVS DEEP PURPLE			
																	RESTRICTED USE, SEE PAGE 13			
CMYK / PRINT	5	3	3	0	20	10	10	0	85	70	50	40	85	75	55	65	100	100	10	25
RGB / WEB	245	246	247		212	220	225		49	60	76		28	33	46		36	32	106	
HEX	#F5F6F7				#D4DCE1				#313C4C				#1C212E				#24206A			

The meaning of our primary colors

Our primary colors provide a structural approach to our visual communication.

For any communication referring to an EVS solution, please make sure you use the solution's assigned color as the dominant color. For communications referring to a specific product and in all other cases, please use the 'EVS Blue' color.

Thought Leadership documents

MediaHub documents

MediaCeption documents

MediaInfra documents

LiveCeption documents

It's all about contrast!

EVS' primary colors, directly inspired by the color shades of our logo, were not chosen at random.

These primary colors were selected because of their respective meanings, but also for the way they create impactful duotone images when combined with the 'Deep Purple" shade.

The 'Deep Purple' shade should be restricted to this use.
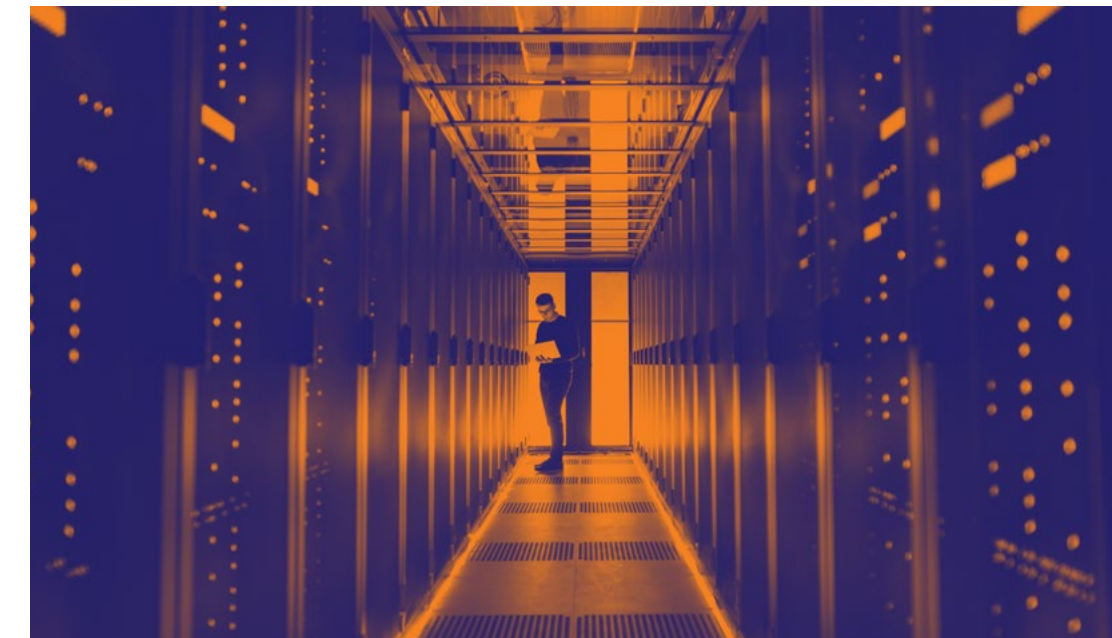
Think diagonal

Diagonal shapes are part of our graphic identity just like our corporate logo, our typeface and our official color palette.

These shapes are based on the 60° angle of the "V" in our corporate logo. The use of diagonals combined with the other graphic elements described previously allows us to give the EVS look & feel to all the collaterals we produce. **The next pages provide some examples of images created using all these elements**.
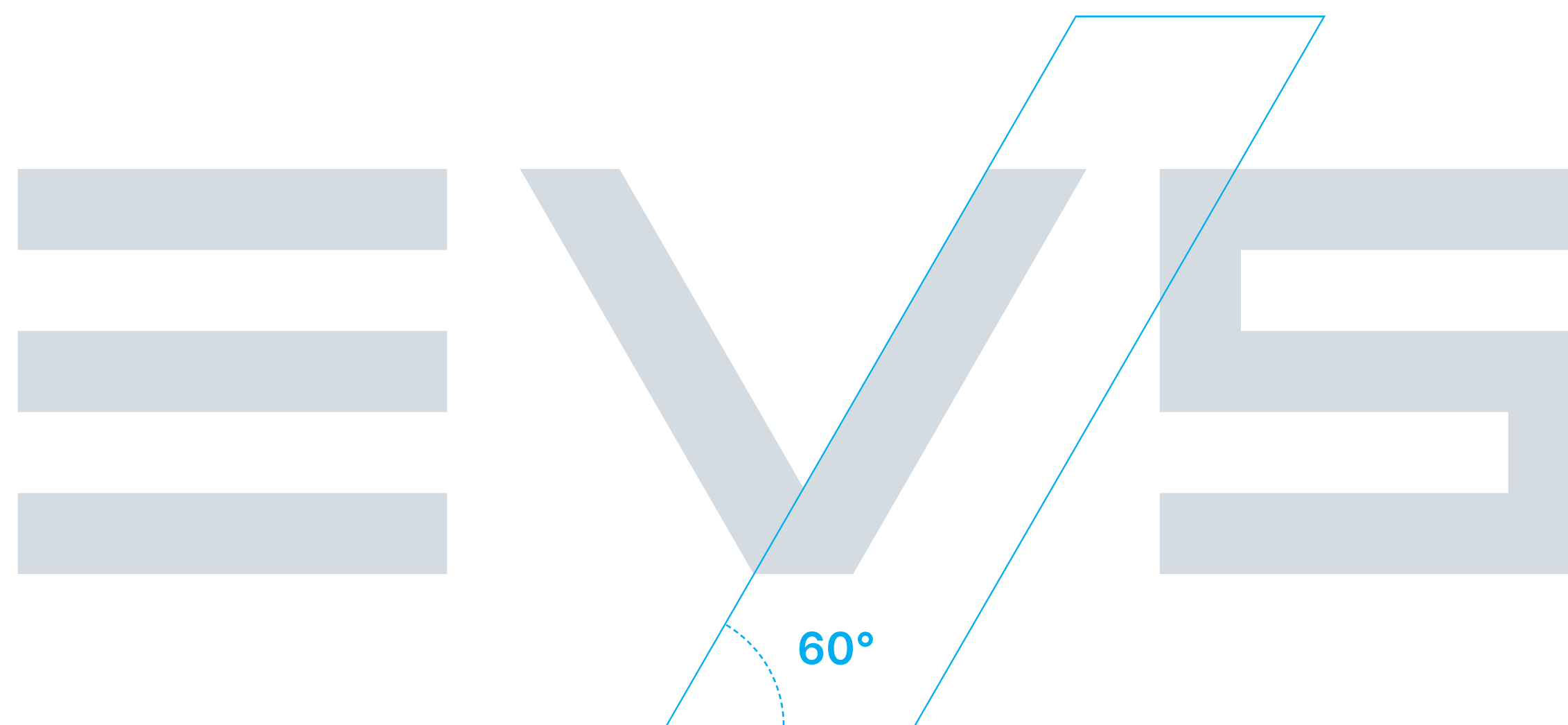
EVS HQ in Liège, Belgium

EVS

LiveCeption solutions

MediaInfra solutions

EVS

MediaCeption solutions

MediaHub solution

EVS

We create
return on
emotion

→ evs.com

EVS

The New Replay Experience

→ evs.com

Brand guide applications

Advertisements

Corporate reports

Solution brochures

MediaInfra Strada
Finding your best route to peace of mind

→ evs.com

LiveCeption Signature
Premium live production and replays

→ evs.com

White papers

Application notes

Website

PowerPoint template

Demonstration booth

Packaging

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