Brand Guide

Version 2.1
November 2023

→ evs.com

You can **download the latest version of our brand guide** and find other brand resources on our dedicated web page.

Visit now

Overview

The purpose of this brand guide is to help you share our vision in an impactful and consistent way by giving you access to the brand's resources and providing guidance on how to apply them.

You have applied the EVS brand guidelines to one of your communications?
Please submit for approval at marketing@evs.com.

Table of contents

1 Logos

1.1 Corporate logo

It is crucial to pay attention to the guidelines when utilizing our corporate logo in your communications, to ensure that the EVS brand remains clearly identifiable.

There are two versions of the EVS logo: a **colored version to be used on white or light backgrounds** and a **whiteout version to be used on black or dark backgrounds**.

Our corporate logos for digital and print purposes are **available on our brand resources webpage**.

[Download]

1.1.1 COLOR LOGO

Although you have the choice between two versions of the EVS logo, **we strongly recommend that you use the colored logo whenever possible**, since it is the one that is most recognizable and thereby produces the biggest impact.

1.1.2 WHITEOUT LOGO

Its use should be restricted to the following:

- Product packaging

- Hardware branding

- Software interfaces

- Textiles

- When there is a need to immerse the audience (e.g. video overlay)

- Communications not issued by our company (please contact the marketing department at marketing@evs.com)
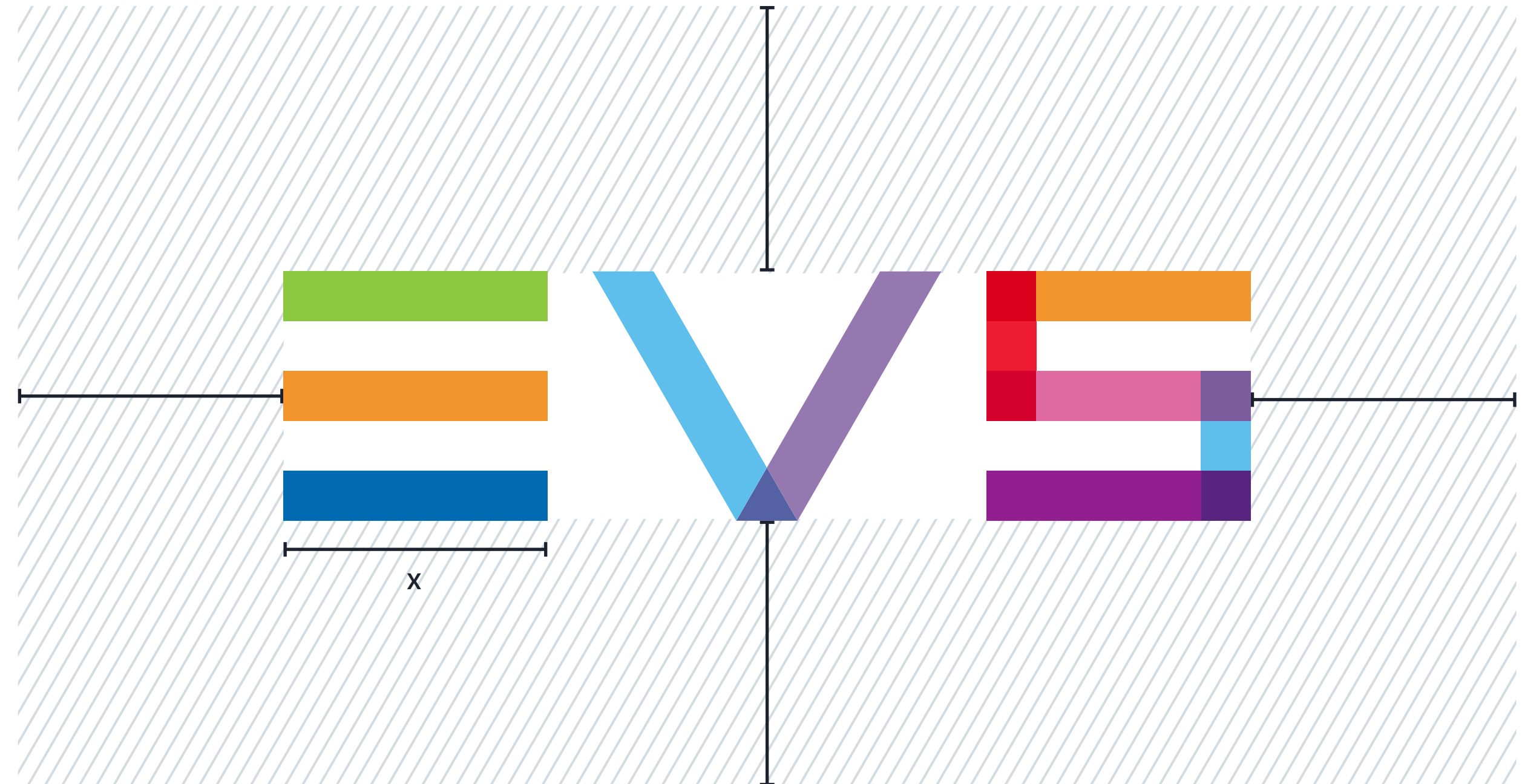
1.1.3 CLEAR SPACE

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

The clear space designates the area 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 clear space, a simple rule of thumb is to **use the width of the letter 'E' as a reference**.

x

# 1.2 Dos and dont's

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

- Never use our color logo on 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
- Never add drop shadow or any other visual effect to our logo
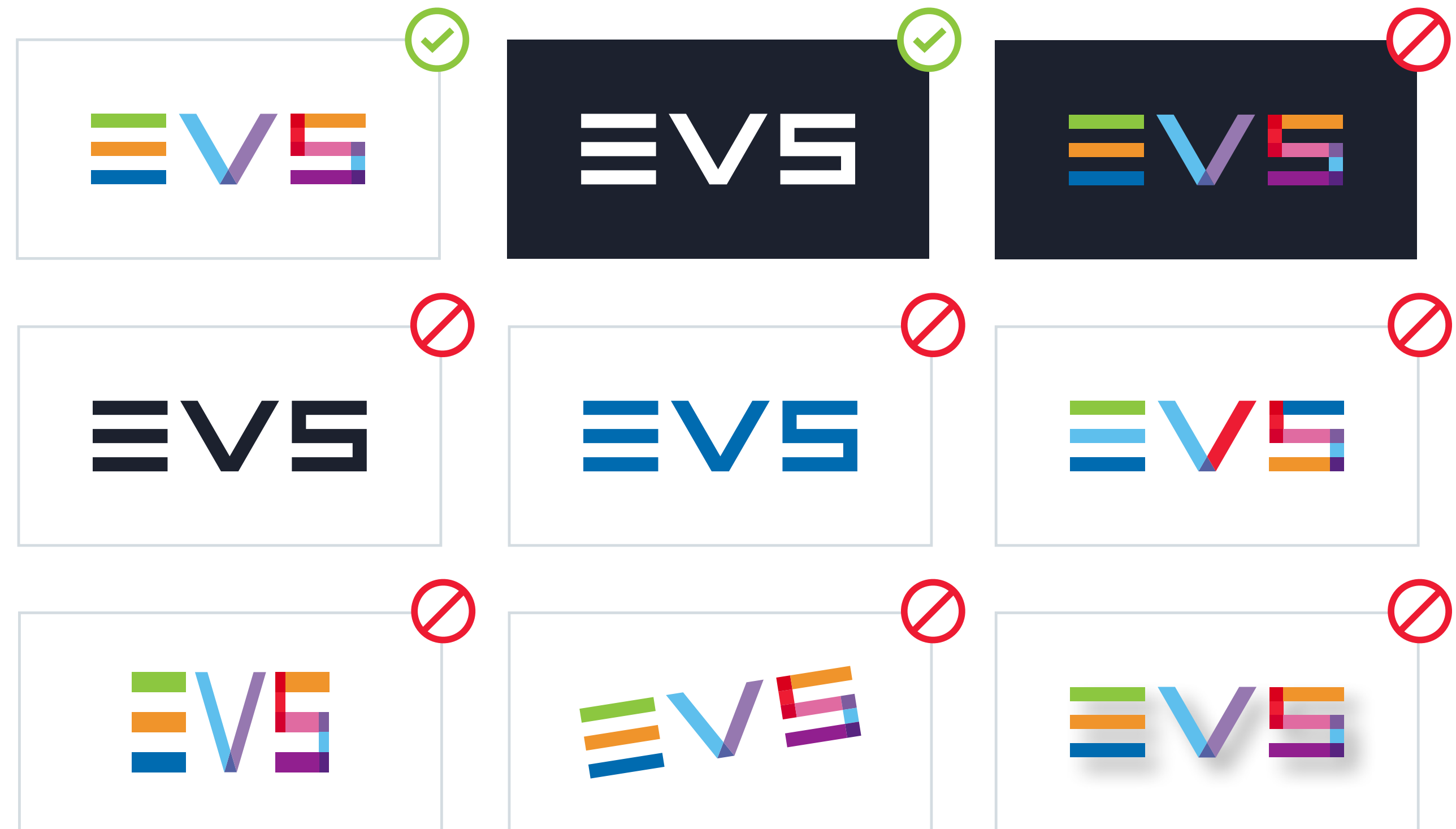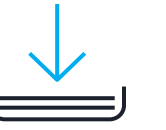
Our product logos for digital and print purposes are **available on our brand resources webpage**.

Download

1.3 Product & solution logos

1.3.1   PRODUCT LOGOS

Our product logos are a combination of our corporate logo and a wordmark.

- **The original version for light backgrounds** pictures our colored corporate logo. The vertical line and the wordmark are colored in EVS Black.

- **The white version for dark backgrounds** pictures our white corporate logo and wordmark. The vertical line is colored in EVS Blue.

All our colour codes can be found on .

Although there are two official versions of our product logos, the colored version should always be preferred.

Our solution logos for digital and print purposes are **available on our brand resources webpage**.

Download

1.3.2 SOLUTION LOGOS

Our solution logos are constructed the same way as our product logos.

- **The original version for light and white backgrounds** pictures our colored corporate logo. The vertical line and the wordmark are colored in EVS Black.

- **The white version for dark backgrounds** pictures our white corporate logo and wordmark. The vertical line is colored with the solution dedicated color. See the meaning of our shades on .

Although there are two official versions of our solution logos, the colored version should always be preferred.

### 1.3.3 CONSTRUCTION & CLEAR SPACE

Our product & solution logos are constructed following strict rules.

Always follow the construction guidelines as pictured on this page. **The clear space is also applicable** to our product & solution logos to ensure they stand out clearly.

To make sure you respect the clear space, a simple rule of thumb is to **use the width of the letter 'E' as a reference**.
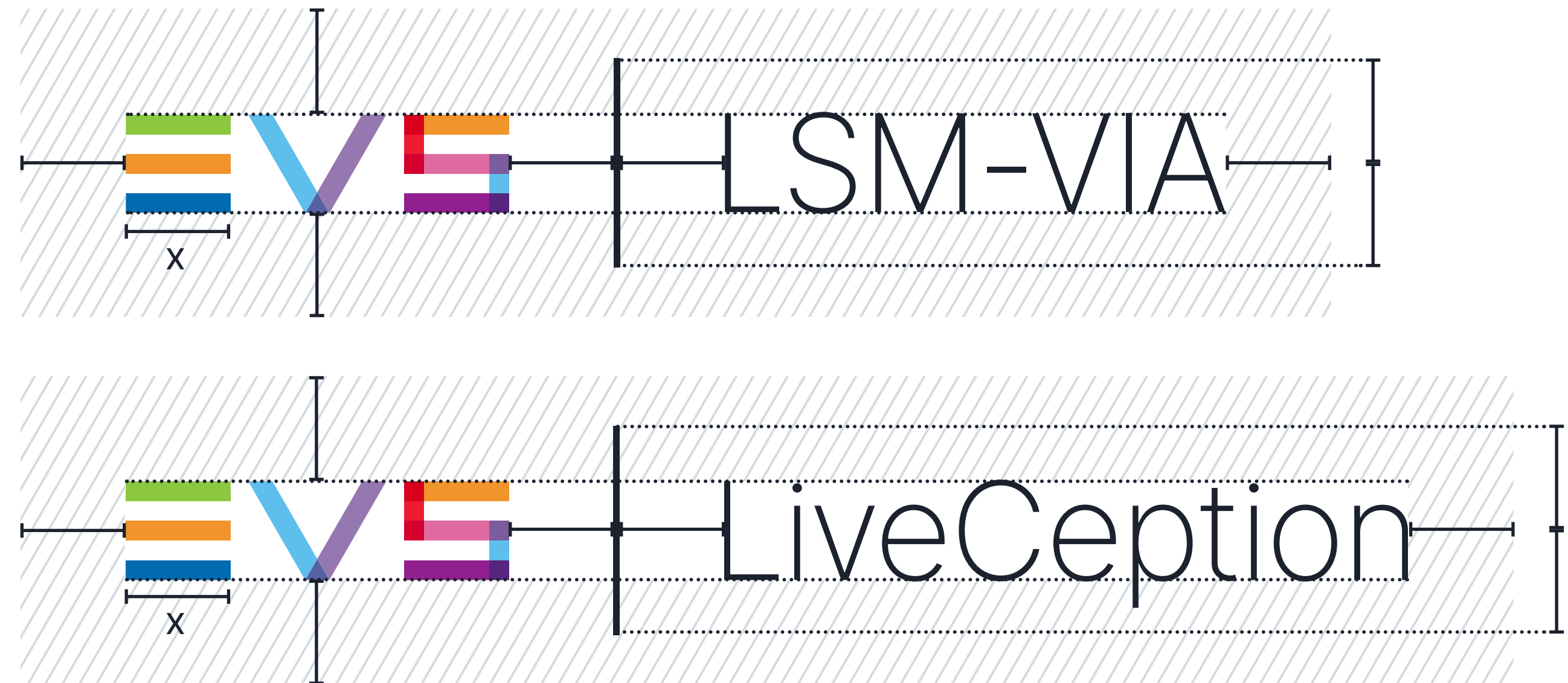
1.4 VIA logo

Our VIA ecosystem has its own logo that you can use to refer to it or its various services.

As for our corporate logo, it should be used in the most impactful way, identifiable and distinct on any internal or external communication, whatever the medium or topic.

Our VIA logos for digital and print purposes are **available on our brand resources webpage**.

Download

1.4.1 CLEAR SPACE

The clear space is also applicable on our VIA logo to ensure it stands out clearly.

It's an area where no other graphic or textual object can be inserted. To make sure you respect the clear space, a simple rule of thumb is to **use the width of the letter 'V' as a reference**.

EVS

2 Colors

2.1 Color palette

Our official color palette is inspired by our corporate logo. It reinforces our brand personality while communicating consistently across all channels.

- **Our main colors should always be the predominant palette in our corporate communications.** The four shades are to be used in a colorful way. Never use only one, two or three of them.

- **The additional colors** are to be used sparingly. They are mostly used to complete the main colors in infographics, illustrations and graphic charts for example.

- **Neutral colors** are used to support a graphic composition (i.e. structure a layout or a table, create subtle background graphics,…).

Our color codes are also available on our **brand resources web page**.

Visit now

2.1.1 MAIN COLORS

	EVS BLUE			EVS GREEN			EVS ORANGE			EVS RED		
CMYK	83	0	0	0	52	0	88	0	0	58	91	0	0	95	75	0
RGB	0	174	239		141	198	63		245	130	33		237	27	50
HEX	#00aeef			#8dc63f			#f58221			#ed1b32		

2.1.2 ADDITIONAL COLORS

	EVS TURQUOISE			EVS COBALT BLUE			EVS INDIGO			EVS PURPLE			EVS PINK		
CMYK	80	0	40	0	100	50	0	0	100	100	10	25	50	100	0	0	15	94	0	0
RGB	0	188	188		0	106	179		36	32	106		146	30	143		216	11	140
HEX	#00bcbc			#006ab3			#24206a			#921e8f			#d80b8c		

2.1.3 NEUTRAL COLORS

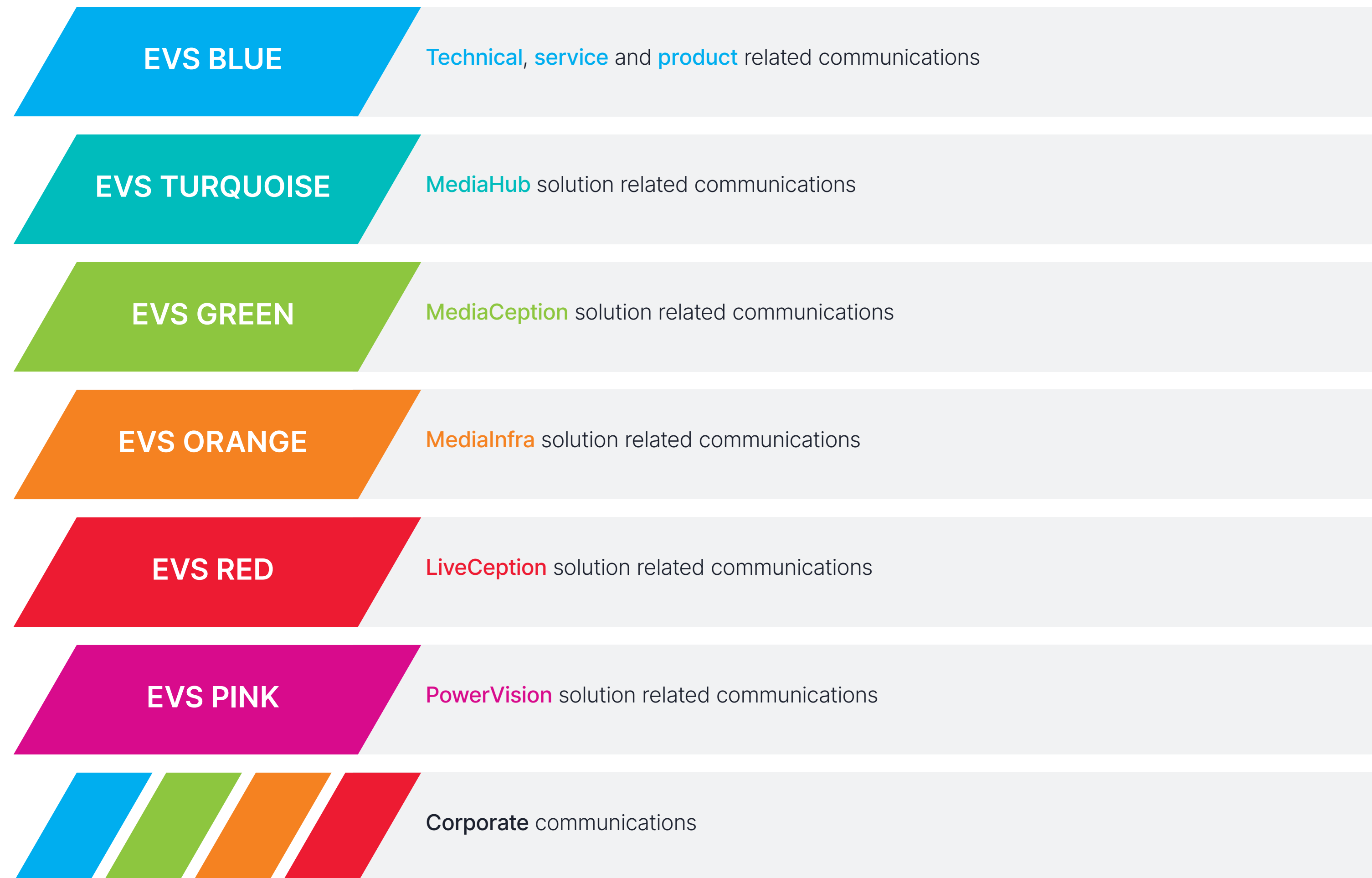|	EVS LIGHT GREY			EVS GREY			EVS DARK GREY			EVS BLACK		
CMYK	8	5	5	0	20	10	10	0	85	70	50	40	85	75	55	65
RGB	241	242	243		212	220	225		49	60	76		28	33	46
HEX	#f1f2f3			#d4dce1			#313c4c			#1c212e		

2.2 Meaning of the shades

Our color palette provides a structural approach to our visual communication. It is essential to respect the meaning of each shade in all forms of communication.

- For communications referring to a **specific product** or **service**, a **thought leadership initiative** or for materials providing **technical information**, please use the **EVS Blue** color as the dominant one.

- For any communication referring to a **solution**, please make sure to use the **dedicated dominant color** as shown on the right.

- For **corporate communications** not related to any product, solution or service, please use the **four primary colors** in a colorful way.

An overview of the use of our different color schemes can be found in the application examples chapter on .

EVS BLUE	**Technical**, **service** and **product** related communications
EVS TURQUOISE	**MediaHub** solution related communications
EVS GREEN	**MediaCeption** solution related communications
EVS ORANGE	**MediaInfra** solution related communications
EVS RED	**LiveCeption** solution related communications
EVS PINK	**PowerVision** solution related communications
	Corporate communications

2.3 Duotone images

The EVS Blue shade and the solution dedicated colors can be combined with the EVS Indigo to create impactful duotone images.

These duotone images are restricted to communications about **solutions** when using the solution dedicated colors.

Duotone images using the EVS Blue shade are restricted to **thought leadership documents** (e.g. white papers) and **technical documents** (e.g. user manuals and application notes). Here are some examples.

LiveCeption solution
duotone dedicated image

MediaCeption Signature
duotone dedicated image

Cybersecurity related
white paper cover image

3 Shapes

3.1 Think diagonal

Diagonal shapes are part of our graphic identity, as are our logo and our official color palette.

These shapes are based on the 60° angle of the letter "V" in our corporate logo. They represent the dynamism and agility of our company, always oriented towards innovation.

60°

4 Written content

4.1 Official typeface

Our typeface is a fundamental component of our brand guidelines.

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 written content in a hierarchical order.

4.1.2 SUBSTITUTE

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

Our official typeface is available on our brand resources web page.

Download

The quick brown fox jumps over the lazy dog

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 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 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 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 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 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 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 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 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

4.2 Wordmarks

EVS wordmarks must be legible and consistent across all communications.

Applying our official typeface and knowing when to use upper or lower case ensures consistency. When needed, please use the **registered trademark symbol** as shown on this page.

4.2.1 HASHTAG

When referreing to us on social media, please use the hashtag **#EVSforLive**.

TECHNOLOGY & SERVICES

- EVS VIA Platform
- VIA Portal
- EVS Shield

SOLUTIONS

- LiveCeption Signature®
- LiveCeption Pure®
- MediaCeption Inflow®
- MediaCeption Signature®
- MediaInfra Strada®
- MediaHub®
- PowerVision®

PRODUCTS

- Cerebrum
- IPDirector
- IPD-VIA®
- LSM-VIA®
- MediArchive Director
- Neuron Bridge
- Neuron Convert
- Neuron Protect
- Neuron Shuffle
- Neuron Compress
- Neuron view
- Synapse

- VIA Xsquare
- Xeebra®
- XFile3
- XHub-VIA
- XS-NEO
- XS-VIA
- XT-GO
- XT-VIA®
- XStore
- XtraMotion

5 Iconography

5.1 Icons

Our icons have their own style and contribute to our visual identity.

Icons help inform the user by visually supporting the message while communicating in an impactful way. **They should be used sparingly, in an informative manner and not as a simple decoration**.

Our icons are composed of **thin lines with a small touch of color**. This touch of **color can be adapted to the dedicated color of a solution**. See the meaning of our shades on page 15 ↘.

Providing guidance on icons and infographics ensures that they fit in perfectly with our existing designs.
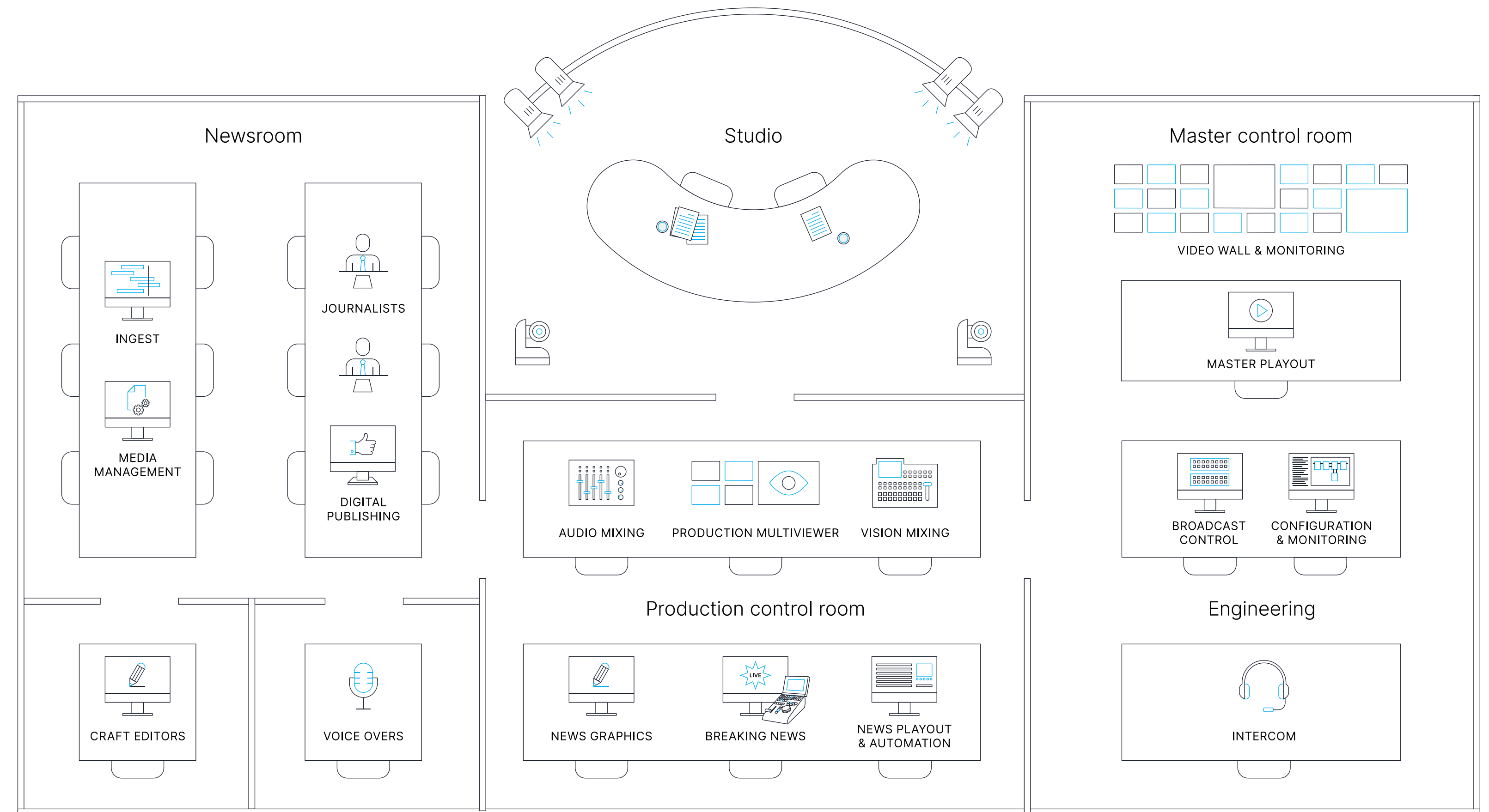
5.2 Infographics & diagrams

Whether it's an infographic or a workflow diagram, it should always be crystal clear.

The same visual guidelines as our icon set should be applied. Make good use of iconography to make any infographic easy to understand for users worldwide.

Newsroom

INGEST

MEDIA MANAGEMENT

JOURNALISTS

DIGITAL PUBLISHING

CRAFT EDITORS

VOICE OVERS

Studio

Master control room

VIDEO WALL & MONITORING

MASTER PLAYOUT

BROADCAST CONTROL

CONFIGURATION & MONITORING

AUDIO MIXING   PRODUCTION MULTIVIEWER   VISION MIXING

Production control room

NEWS GRAPHICS   BREAKING NEWS   NEWS PLAYOUT & AUTOMATION

Engineering

INTERCOM

5.3 Call-to-action

Our call-to-action guidelines ensure their visibility and consistency to the user.

To ensure maximum impact, our **main CTAs** are always displayed on colored rounded shapes. They are used for the **most important action** to be performed by the end user.

Secondary CTAs are displayed within a rounded colored outline and are used for **secondary actions**.

Third level CTAs are mostly used to show **dynamic links** within the written content or on user interfaces.

CTA's color depends on the type of communication. See the meaning of our shades on page 15 ↘.

MAIN LEVEL   SECONDARY LEVEL

→ Learn more	→ Learn more	**Classic** CTA
→ Learn more	→ Learn more	**MediaHub** solution related
→ Learn more	→ Learn more	**MediaCeption** solution related
→ Learn more	→ Learn more	**MediaInfra** solution related
→ Learn more	→ Learn more	**LiveCeption** solution related
→ Learn more	→ Learn more	**PowerVision** solution related

THIRD LEVEL

↘ INTERNAL LINK   ↗ EXTERNAL LINK   → ACTION LINK   ✉ EMAIL LINK   ↓ DOWNLOAD LINK

6 Imagery

6.1 Fundamentals

Our images are carefully chosen according to four main principles:

6.1.1 MAIN PILLARS

Our imaging focuses on three key segments through which we are active in the broadcast industry:

- Sports
- News
- Entertainment

6.1.2 PASSION

We do things with passion, that's how our EVS story began. Our mission statement says it all, we are about emotions. **Always choose images that feel authentic and stir emotion**.

We create return on emotion

EVS

6.1.3 CUSTOMER SUCCESS

We help our customers deliver the most gripping live sports images, buzzing entertainment shows and breaking news content to billions of viewers every day and in real-time. **Our imagery reflects this by showing the experience of the viewer.**

6.1.4 DEDICATED TO LIVE

Our products and solutions are deployed every day for sports events, news, or entertainment shows, and our imagery is all **about the live action**.

6.2 Corporate

An open access photo gallery is available to illustrate your communications when referring to EVS. If you need larger images or have a more specific subject to illustrate, please submit your request at marketing@evs.com.

Download gallery (50MB)

6.3 Products

Although packshots are very useful for showing the visual aspect of a product, we prefer to present them in real conditions, where they are handled by our end users.

Show the software user interface when possible and **always prefer an 'in-action' shot** in real conditions rather than a simple packshot.

Packshots are available on demand. Submit your request to our marketing department at marketing@evs.com.

Contact

IPD-VIA

XT-VIA

LSM-VIA

Xeebra
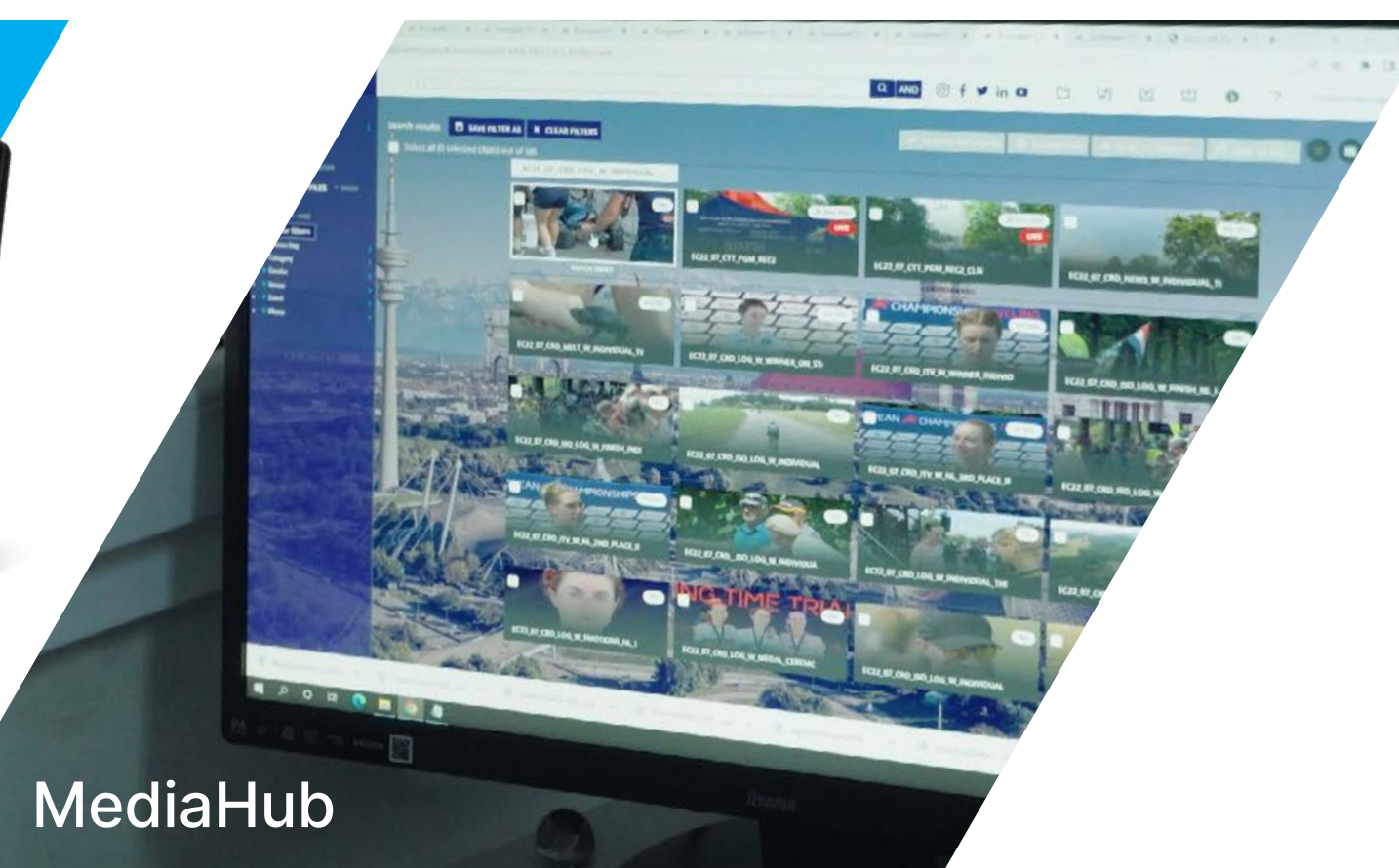
MediaHub

Cerebrum

6.4 Solutions

Our main and sub solutions each have their own specific image using the duotone effect.

When referring to our solutions in marketing communications, **use the dedicated image** for more consistency across all our collaterals.

The following pages are dedicated to some **examples of the visual identity of each main solution**.

Solutions dedicated images are available on demand.
Submit your request to our marketing department at marketing@evs.com.

Contact

MediaHub

MediaCeption

MediaInfra

LiveCeption
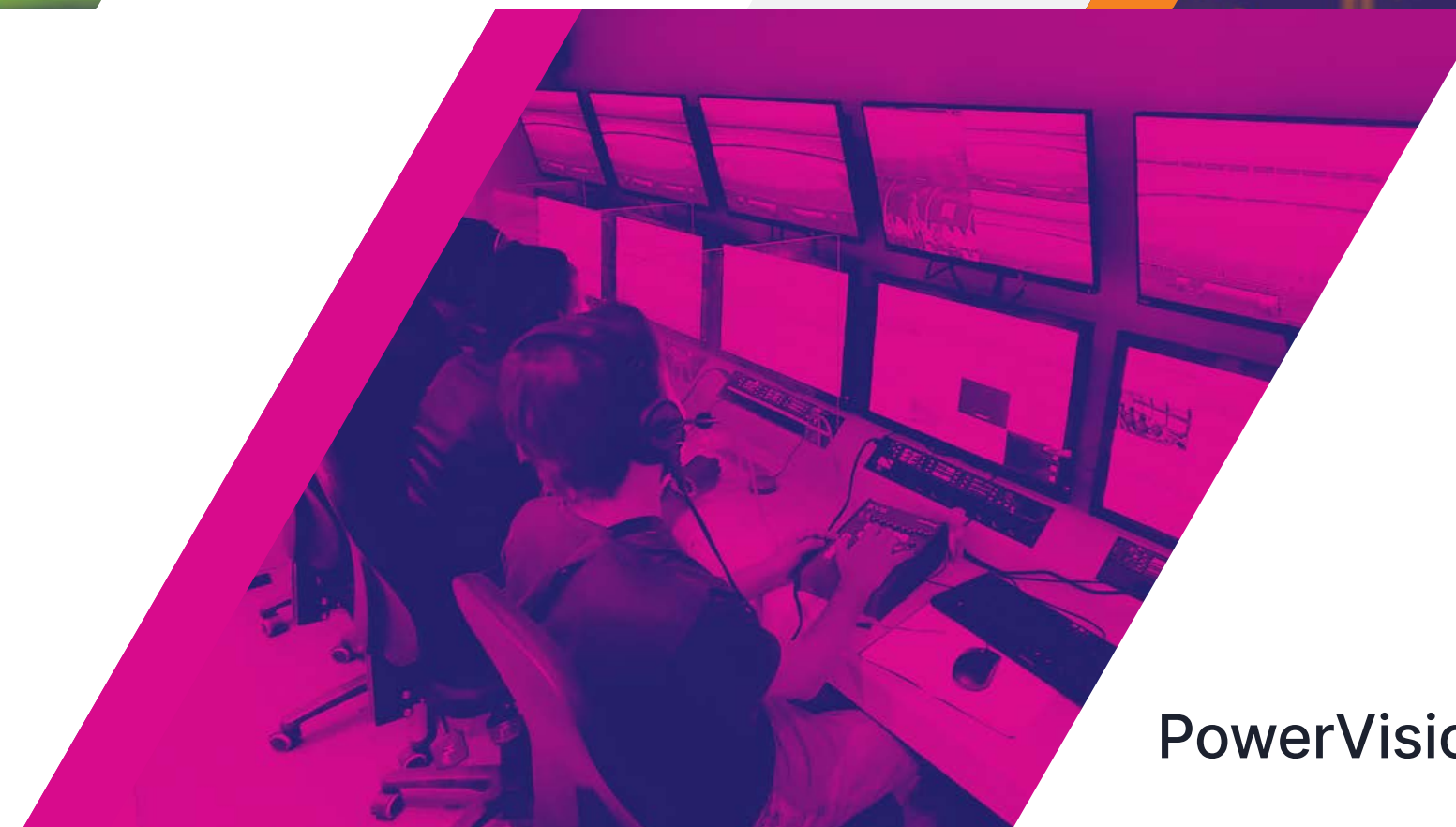
PowerVision

MediaHub

SaaS content exchange platform

→ **Learn more**

EVS

MediaCeption

Content management for live productions

→ Learn more

EVS

MediaInfra

Infrastructure management and processing

→ Learn more

LiveCeption

Live production, replays and highlights

→ Learn more

EVS

PowerVision

Mission critical video data analysis and review

→ Learn more

6.5 Videos

If you are searching for a video teaser or showreel of the EVS brand, please feel free to download the videos below:

Download teaser (00:25 - 17MB)

Download showreel (01:12 - 38MB)

7 Guideline applications

MediaInfra
Strada ad

Solution brochures

MediaInfra Strada
Finding your best route to peace of mind

→ evs.com

LiveCeption Signature
Premium live production and replays

MediaHub
SaaS content exchange platform

→ evs.com

White paper

Show booth

Website

Applications UI
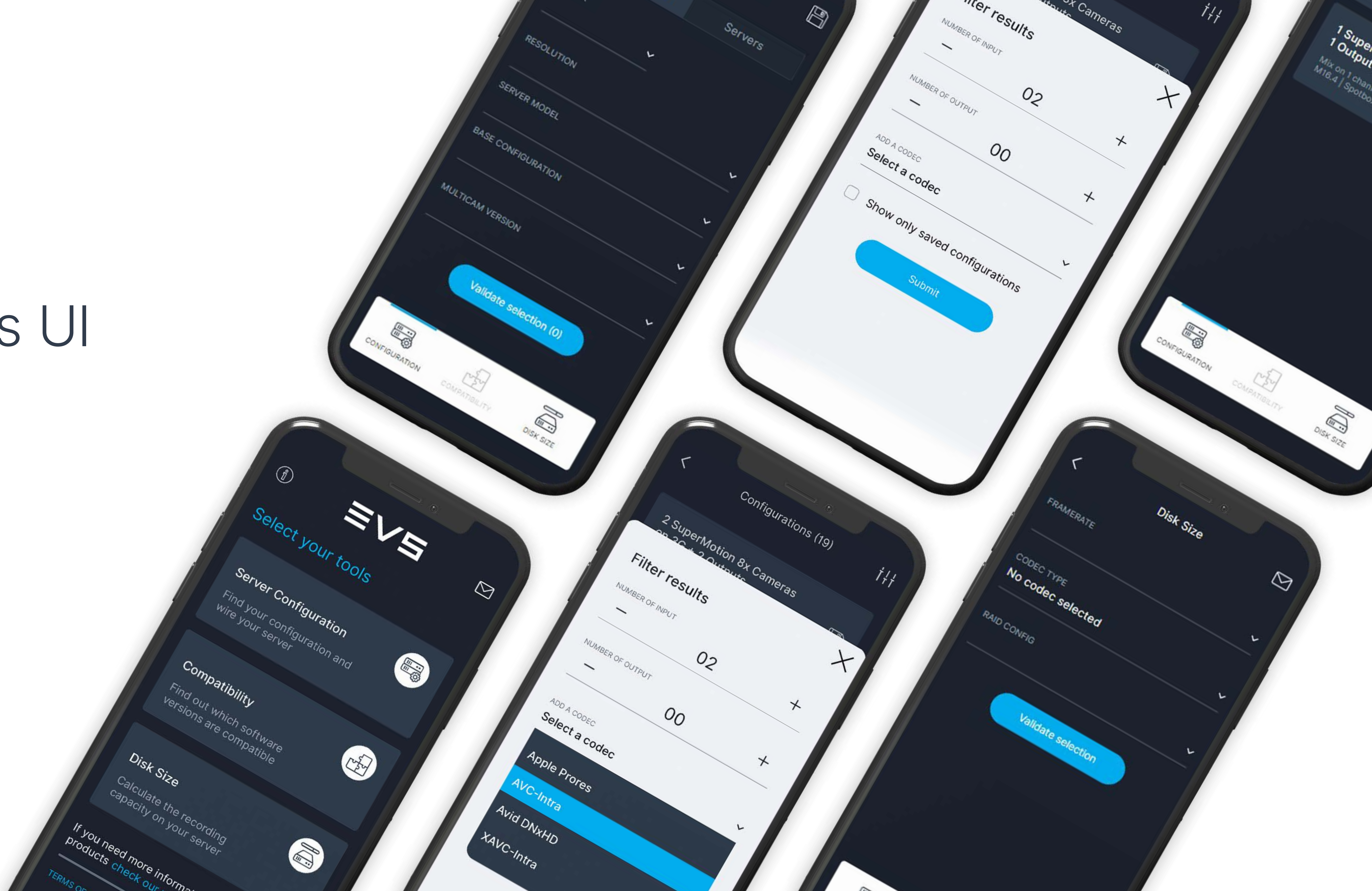
Social media carousel ad

EVS
XtraMotion
Cloud-based super slow-motion

Discover 4 reasons to use it on your next productions

→ swipe

♥ 134 likes
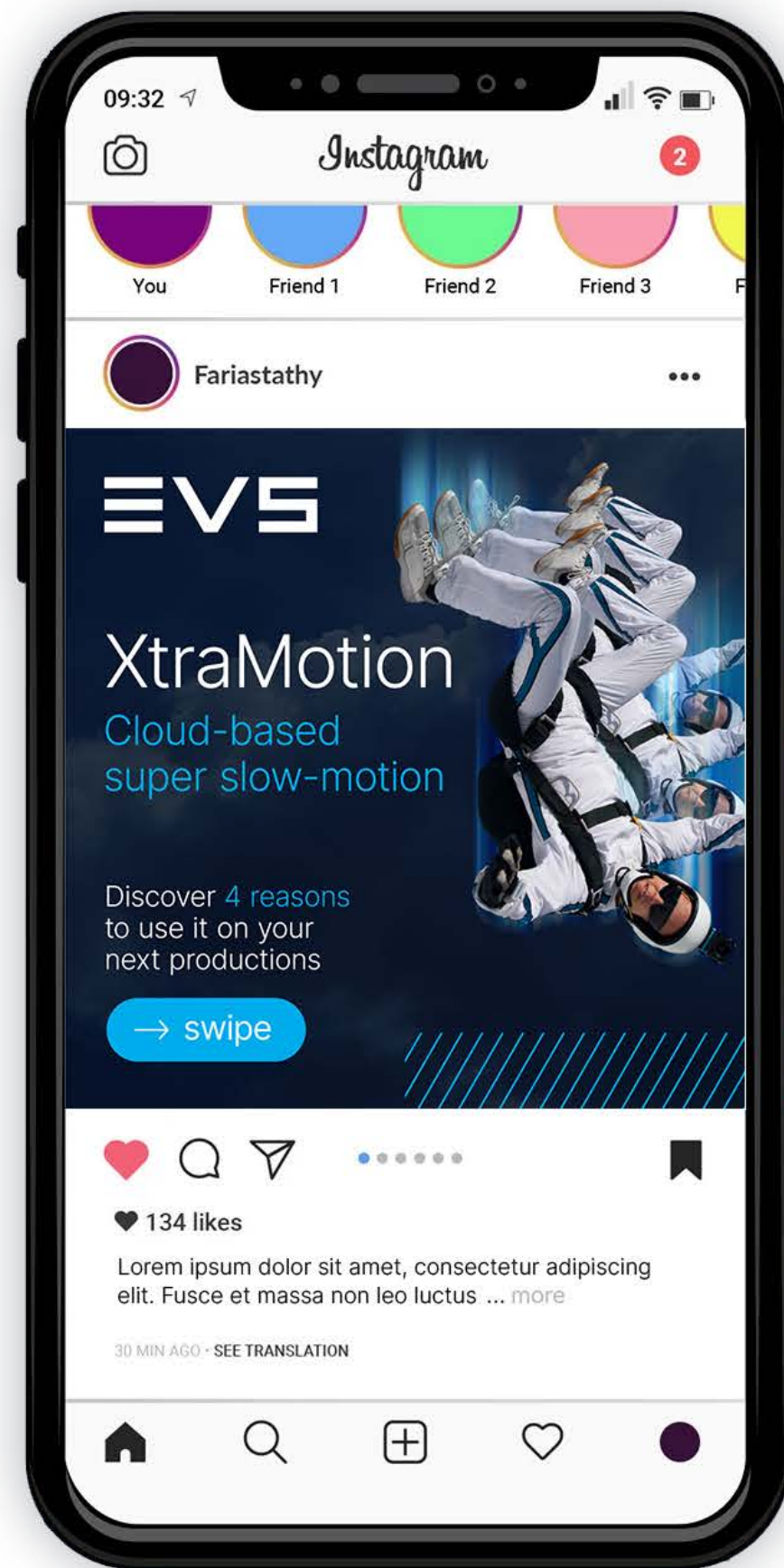Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce et massa non leo luctus ... more
30 MIN AGO · SEE TRANSLATION

1
Enhance your storytelling

XtraMotion provides an easy and cost-effective way to increase your super slow-motion coverage on any production.

2
Activate it on-demand on any camera

As a cloud-based service, XtraMotion can be activated only when you need it, and on any camera angle you choose.

3
Get superior quality replays

It uses advanced machine learning algorithms developed by EVS' in-house experts, for unrivalled quality standards.

4
Easy to use within your EVS ecosystem

With a simple touch of a button on the LSM-VIA, your clip is processed immediately in the cloud, for playback seconds after.
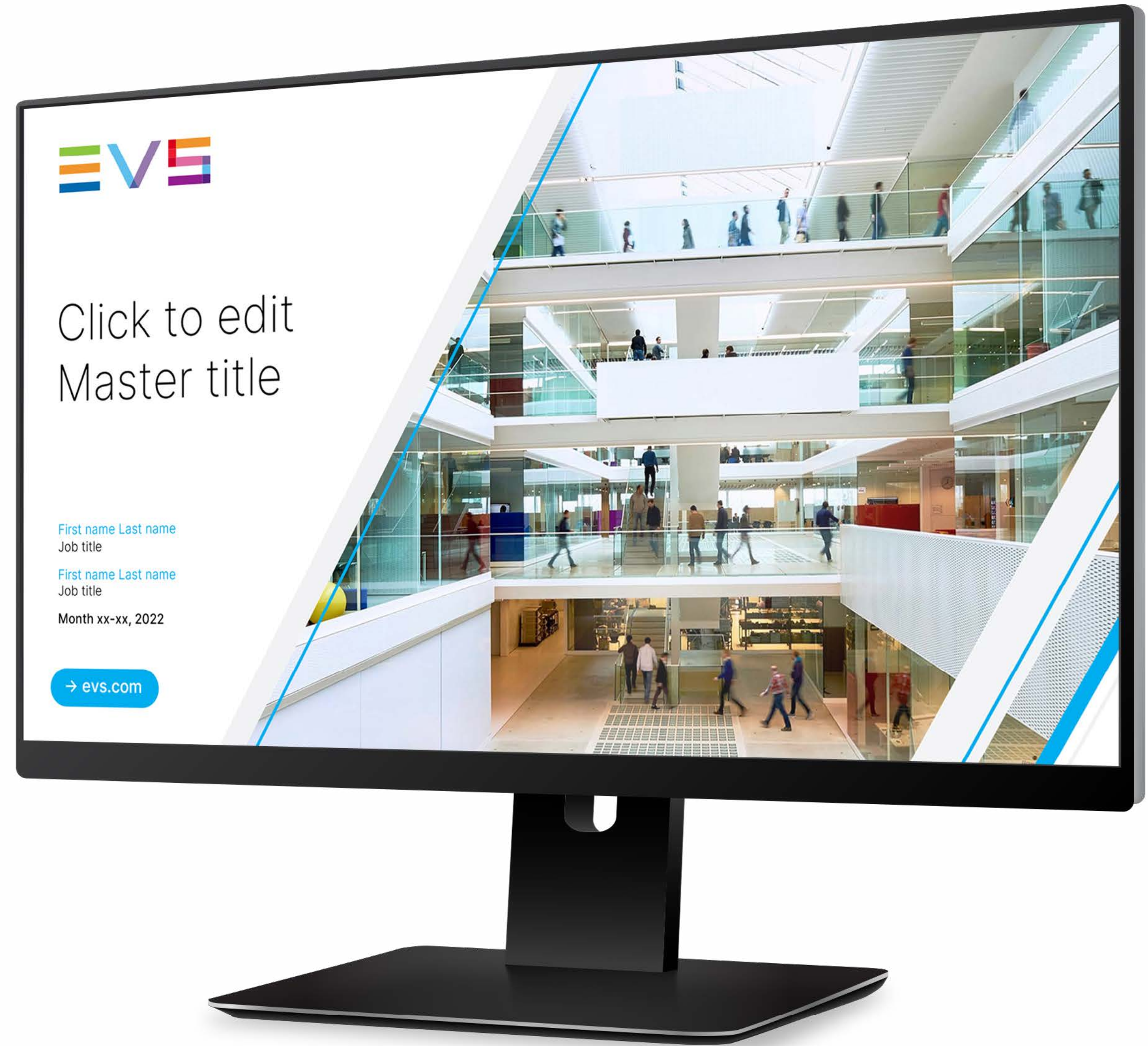
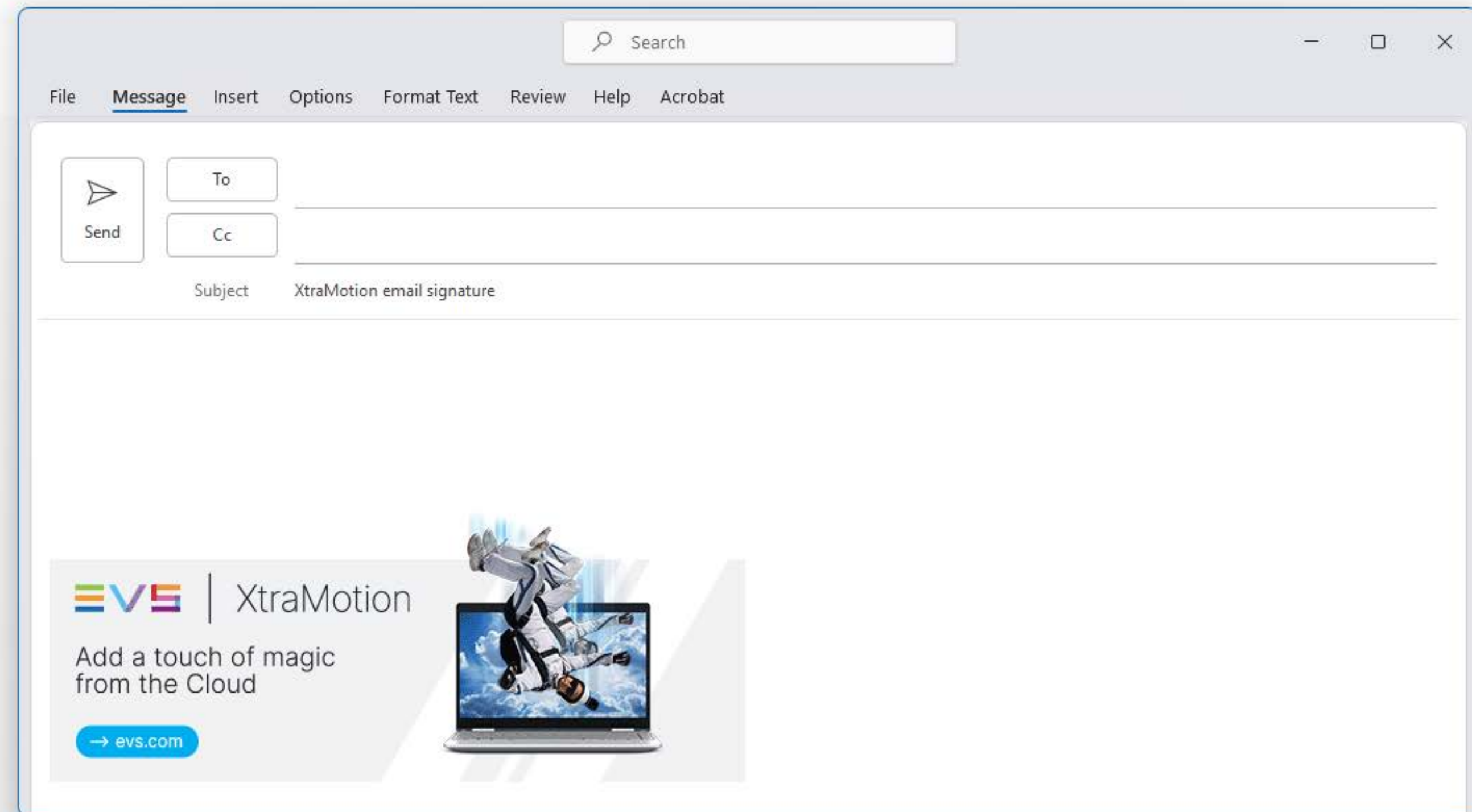Learn more and test it on your own clips

→ evs.com

Video graphics

PowerPoint template

Email signature banners

Corporate wearables

Something missing?

If you have any questions regarding the EVS brand and our guidelines, please feel free to contact us.

You have applied the EVS brand guidelines to one of your communications? Please submit for approval to our marketing department at marketing@evs.com.

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