



PARTNER  
BRAND  
BOOK

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We're known for developing solutions that cut through clutter to help our customers connect consumers to the content they love.

This brand book guides our partners in using our logos, products and colors as they create, market and ship devices that contain Vewd products and software.



LOGO

# 1.LOGO

## OVERVIEW

### LOGO TYPE

Focuses on the end result of facilitating exceptional viewing experiences

Modern, bold, short, simple and to the point

Easily remembered, recalled and spelled

Clearly articulates line of business

Presents as a global company

### LOGO MARK

Modern take on the play button incorporating the pixels of content

Clean, bold typeface in blue which denotes expertise, trust, stability and leadership AND a mark in a color family that evokes boldness, passion, energy, and determination

Combination of upper and lower case letters that makes the typeface yet approachable

# 1.LOGO

## PRIMARY LOCK-UP

### OVERVIEW

This is our logo. Bold and dynamic it consists of two parts: the logomark and the logotype. The **Vewd** logo is at the heart of our visual system, designed to represent creativity, innovation and forward thinking.

The **Vewd** logo should be used in the 3-Color Gradient Positive whenever possible. It has been designed to create visual appeal and interest in all media applications.

The **Vewd** logo can only be locked-up as seen here. This is the only position of our logo. The logotype cannot live without the logomark, but the logomark can be used in some instances with prior approval from the brand team.



### WHAT IS A LOGOMARK?

A logomark is an identifying mark or symbol that doesn't contain the business name (e.g., Nike 'swoosh').



### WHAT IS A LOGOTYPE?

A logotype refers to words or the name of a business that is designed in a special way (e.g., Google).

# 1.LOGO

## COLOR VERSIONS

### COLOR BREAKDOWN

We have also provided our logo for use on a colored or dark background in the 3- color gradient when a white background is not an option.

When color is not an option or it is designated otherwise, the Vewd logo should be 100% black or white - whichever provides the maximum contrast.

BLUE BACKGROUND



BLACK ON LIGHT/WHITE BACKGROUND



WHITE ON DARK/BLACK BACKGROUND



# 1.LOGO

## CLEAR SPACE

### LOGO LOCKUP

Space matters. It is important not to crowd the Vewd logo with competing images, text or graphic elements.

This eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility thereby diminishing branding effectiveness.

### MINIMUM SIZE

Smallest size of our logo in color is 20mm.

When reproducing the logo in sizes smaller than 20mm, the solid version should be used. We recommend the logo being produced no smaller than 16mm.



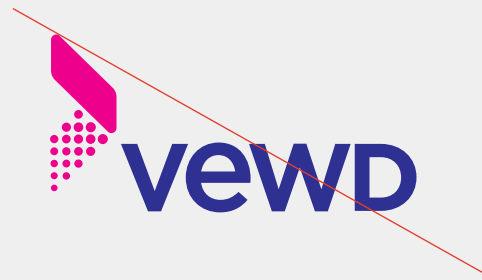


# 1.LOGO

## INCORRECT USE

### IMPLEMENTATION

The integrity of our logo must be respected at all times. Don't stretch, condense, morph or manipulate it, including but not limited to changes in the color, proportion, or design, or removal of any elements. Any modification of the logo confuses its meaning and diminishes its impact.



DO NOT CHANGE CMYK COLOR



DO NOT CHANGE THE LOGOTYPE POSITION



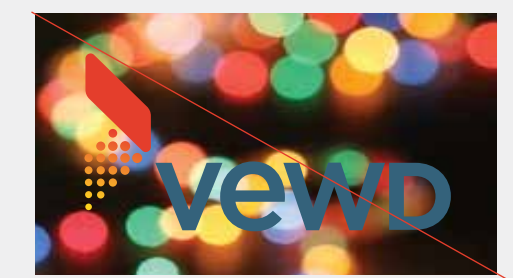
DO NOT COMPRESS LOGO



DO NOT INFRINGE ON THE  
CLEARSPACE



DO NOT ROTATE THE LOGO



DO NOT PLACE THE LOGO OVER AN  
IMAGE WITH INSUFFICIENT CONTRAST

## 1.LOGO

## PRODUCT ICON: APP STORE

Our new Vewd App Store product icon should always be in a prominent position on the home screen.

The Vewd App Store product icon appears on a Vewd Blue to Vewd Sky gradient background with the color lock-up and the words APP STORE in all caps underneath. It is used on both dark and light backgrounds.

**Common dimensions are:**

1. 1024x1024px
2. 1280x720px

Contact [brand-team@vewd.com](mailto:brand-team@vewd.com) for additional sizing options.

16:9



1:1



# 1.LOGO

## PRODUCT ICON: BROWSER

As part of our new brand identity, we have updated our Vewd Browser product icon. Our new Vewd Browser product icon should always be in a prominent position on the home screen. When both the Vewd Browser icon and the Vewd App Store are present, the Vewd Browser product icon should always appear on the right.

The Vewd Browser product icon appears on a Vewd Orange to Vewd Sunshine gradient background with the color lock-up and the words BROWSER in all caps underneath.

**Common dimensions are:**

1. 1024x1024px
2. 1280x720px

Contact [brand-team@vewd.com](mailto:brand-team@vewd.com) for additional sizing options.

16:9

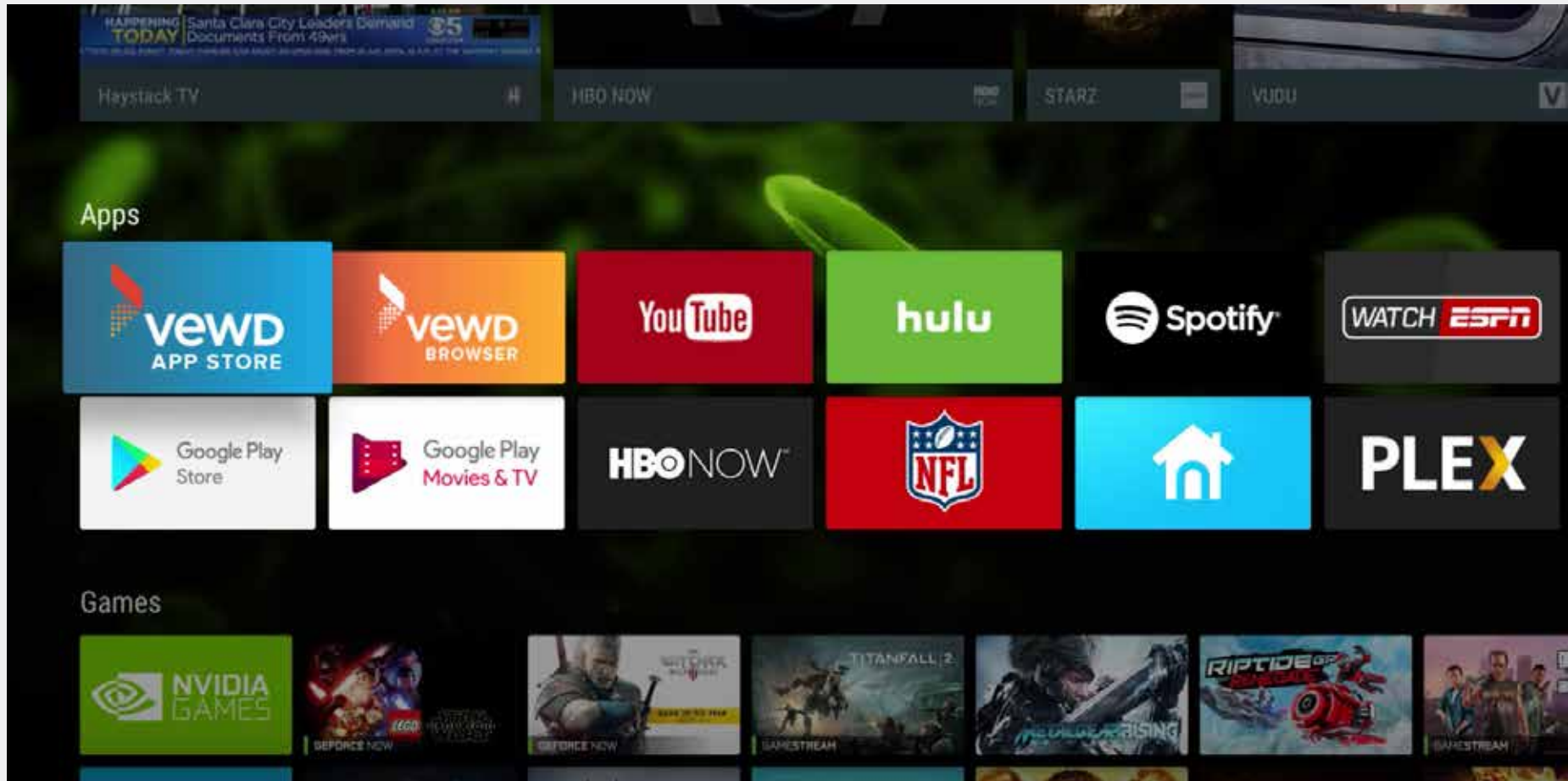


1:1



# 1.LOGO

# PRODUCT ICON EXAMPLE



# 1.LOGO PARTNER BRANDING: VEWD ENABLED

The Vewd Enabled logo is a powerful symbol, telling the world that the device or application showcasing it provides access to Vewd's extraordinary products. Please use Option A (on dark backgrounds) and Option B (on white backgrounds) to refer to a Vewd Enabled device (online, in print, on packaging, in product marketing materials and press). When color is not an option, please chose option C or D.

## GUIDELINES

In order to use the Vewd Enabled partner logo, you should have licensed either the Vewd Core, Vewd App Store or Vewd Browser for your device.

### 1280 x 720px

- A.** Color for use on dark or black background
- B.** Color for use on light or white background
- C.** White on Black for when color is not an option
- D.** Black on white for when color is not an option

Contact [brand-team@vewd.com](mailto:brand-team@vewd.com) for additional sizing options.

Note:

*The "Vewd Enabled" logo follows the same rules for correct use and misuse as the Vewd Logo*

A



B



C



D



# 1.LOGO PARTNER BRANDING: VEWD CERTIFIED

A Vewd Certified App is a quality stamp ensuring users that the app will perform well on Vewd Enabled devices.

Please use one of the proposed options to refer to a Vewd Certified App (in product marketing materials and press) and review the guidelines prior to use.

## GUIDELINES

The “Vewd Certified logo” is only to be used by certified app partners on the devices for which Vewd has issued such certification.

### 1280 x 720px

- A.** Color for use on dark or light background
- B.** Color for use on light or white background

Contact [brand-team@vewd.com](mailto:brand-team@vewd.com) for additional sizing options.

#### Note:

*The “Vewd Certified” logo follows the same rules for correct use and misuse as the Vewd Logo*

A



B



## 1.LOGO

## PARTNER BRANDING CLEAR SPACE

**EXAMPLE: VEWD ENABLED**

All brands we partner with are valued, so it is important not to invade the Vewd logo or the partner's logo.

**Horizontal positioning**

- The clear space to the right or left of the partner logo must be two spaces of the V in Vewd.
- The height should not exceed the Vewd Partner/Product lockup.

**Vertical positioning**

- The clear space to top or bottom of the partner logo must be one space of the V in Vewd.
- The height of the logos should be equal in either position.



A large, white, stylized number '2' is positioned on the left side of the page. The background is a gradient of blue shades, with a darker blue area on the right and a lighter blue area on the left. The number '2' is composed of thick white strokes.

COLOR



# 3.COLOR

## PALETTE

### PRIMARY COLORS

**Vewd BLUE**

CMYK 85 / 55 / 37 / 14  
PANTONE 3025  
RGB 49 / 98 / 122  
WEB #33617A

**Vewd ORANGE**

CMYK 2 / 80 / 70 / 0  
PANTONE 485  
RGB 235 / 90 / 79  
WEB #EB5A4E

**Vewd SUNSHINE**

CMYK 0 / 31 / 98 / 0  
PANTONE 1235  
RGB 255 / 183 / 24  
WEB #FFB718

### SECONDARY COLORS

**Vewd SKY**

CMYK 100 / 0 / 0 / 0  
PANTONE CYAN  
RGB 0 / 174 / 236  
WEB #00AEEF

**Vewd OLIVE**

CMYK 31 / 15 / 83 / 0  
PANTONE 7744  
RGB 186 / 189 / 86  
WEB #B9BD56

**Vewd SLATE**

CMYK 48 / 32 / 35 / 1  
PANTONE 443  
RGB 140 / 154 / 155  
WEB #8C9A9B

### GRADIENTS

Vewd BLUE Vewd SKY

Vewd ORANGE Vewd SUNSHINE

Vewd's trademarks, service marks, and logos ("Brand Assets") are valuable properties. This brand book applies to the authorized use of Vewd Brand Assets by Vewd's partners making reference to Vewd or any of its products or services. These guidelines must be followed in order to properly identify Vewd's brand names for its products and services, and to protect and enhance their value and strength. You may not use a Vewd Brand Asset without express, written permission from Vewd.

Thank you for respecting our brand guide.

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#### **DISCLAIMER**

These guidelines govern your marketing and promotion of products and services that include a Vewd Brand Asset. The examples contained herein are for illustrative purposes only. You are encouraged to contact Vewd or refer to the governing agreement authorizing your use of a Vewd Brand Asset for further information.

Vewd reserves the right to revise these guidelines at any time. Any modified guidelines will be published on the Vewd website. It is your responsibility as a user of a Vewd Brand Asset to ensure compliance with the current version of these guidelines prior to any use.



# CONTACTS

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