



Switcher Studio

BRAND IDENTITY GUIDE 2020



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# Brand Identity Guide

THANK YOU FOR REVIEWING THIS IMPORTANT DOCUMENT.

Used properly, the guidelines found within it will help maintain graphic and message continuity, protect our logo assets, and help us build powerful, relevant messaging across a broad array of media.

## WHY IS THIS NECESSARY?

Proprietary logos, approved typefaces, the visuals we choose and the words we use – every part of our brand is an important part of our whole brand. That's why it's extremely important that we use each very carefully. Following the guidelines and rules in this style guide will help us speak with a single, influential voice to generate bold, engaging communications, build strong bonds with our audiences, and protect our brand for years to come.

## NEED APPROVED FONTS, LOGOS, GRAPHIC ELEMENTS, OR ADDITIONAL INFORMATION?

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# Switcher's Story

By 2014 – before Meerkat and Periscope and Facebook Live – Switcher co-founders Nick and Dan were all in with live video. For four years the guys had run an agency that helped businesses create and stream online video. But they'd noticed a problem: Going live – and doing it well – was prohibitively expensive for most businesses. Their clients kept losing steam when they saw how costly and tricky the video equipment could be.

Nick and Dan set out to change that. Partnering with fellow co-founders Ernesto, Matt, and Gabe (a video app developer in Switzerland), they launched Switcher Studio, a mobile video-creation platform, later that year. Switcher help creators and companies produce stunning, polished live shows with the devices they already owned. It could sync up to 4 iOS devices (now 9), letting creators switch angles, edit live, and stream anywhere. Within the year, Facebook Live launched – a major milestone in bringing livestreaming to the masses – and Switcher Studio was named an official Facebook Live launch partner.

Switcher continues to grow. Since 2016, we've raised more than \$1 million in investments, and in 2018, we hit \$1 million in revenue. We've also announced new partnerships with Microsoft Stream and LinkedIn. Our original team of five has grown to 15 full-time employees with offices in Louisville, Kentucky, and Yverdon-les-Bains, Switzerland. And our original passion for live video has spread as well. Switcher now has users creating amazing videos in more than 118 countries, and we think that is just the beginning.



Switch Studio

Magazine



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# Brand Voice

## SOCIAL

Video brings people together, no matter how far apart they are. It lets us share experiences, stories, opinions, and information – connecting and changing us collectively. Whether people are creating or consuming Switcher Studio content, they are interacting with each other, engaging with multiple perspectives, and building community. When we talk about Switcher, we emphasize its social nature and ability to unite people across distances.

## LIMITLESS

We believe that creativity should be boundless, so we strive to take creators to places they've never gone before. We do this by equipping them to create video from anywhere, without the constraints of typical productions. That means trying new techniques, tackling problems, and sharing knowledge with each other. When we talk about Switcher, we convey the ways in which we and our users are pushing the boundaries of what's possible with mobile devices.

## SIMPLE

We strive to remove complexity, allowing more people to create more video, faster. We've designed powerful features to work like simple ones, doing away with the headaches involved in old-school video editing. We've slashed the time between ideation and realization – and between creation and consumption. When we talk about Switcher, we do so in a clear, approachable way, building confidence among creators.

## IMAGINATIVE

We live to unleash people's imaginations – including our own. This means enabling new and unique ways to turn ideas into reality. We give people the tools they need to create any live video they can imagine and then to share it with the world. (As we always say, if you can dream it, you can stream it.) When we talk about Switcher, we invite people to dream big and realize their creative goals.

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# Brand Positioning

We make it simple to capture life in the moment from multiple points of view to engage with your community.

**PURPOSE:** We believe in the power of video to bring people together and that life seen from multiple perspectives is more captivating, moving and rewarding.

**AUDIENCE:** For everyone with a voice, a view, or story.

## CONTENT TO CONNECT PEOPLE

### **WE BELIEVE IN THE POWER OF VIDEO.**

We believe in its unparalleled ability to reach, connect, and bring people together. We believe that people should be making more, not less video. We believe that life seen from multiple perspectives is more captivating, more moving, and more rewarding.

### **CONNECTING PEOPLE.**

That's ultimately what we are doing. But not just in the consumption of video. We think that making video should also be collaborative and that there shouldn't be a limit to the number of places and perspectives we draw on. We believe that the best things in life are captured (and shared) in the moment. We believe in a future where everyone is able to tell the stories that matter to them without limits. We want to bring people together to create, as well as to consume, content that matters.



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## PRIMARY LOGOTYPES

These are the go-to logos for all brand communications. It's a trademark to help viewers easily identify the Switcher brand. It is essential that the logo is always applied with care and respect.

® Registration Number: 5,716,244

1



Switcher Studio

2



Switcher Studio

3



## ALTERNATIVE LOCKUPS

The Switcher brand also has a typographic-only mark (1) and an icon mark (2). These are to be used particularly in situations where legibility at small screen sizes becomes an issue. The Switcher information lockup (3) should be standard when information needs to be listed on any type of form, email.

1

Switcher Studio

2



3

**SWITCHER STUDIO**

1205 East Washington Street, Suite 117  
Louisville, Kentucky 40206  
switcherstudio.com

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## BLACK & WHITE VERSIONS

When using the Switcher logo on dark backgrounds, simply inverse the logo to a complete white. When color cannot be used, simplify the mark by using all black.

### BLACK VERSIONS



Switcher Studio



Switcher Studio



### WHITE VERSIONS



Switcher Studio



Switcher Studio



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## CLEAR SPACE

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo.

This area is measured using the height of the capital S in the logo, as shown. No other graphic elements, typography, rules, or images should appear inside this clear space.



## MINIMUM SIZE

Minimum size refers to the smallest dimensions allowed for the Switcher Studio logo. The minimum sizes for each configuration of the logo are listed below.

For print: 0.75" minimum  
For web: 60 pixel minimum



For print: 1" minimum  
For web: 100 pixel minimum



For print: 0.25" minimum  
For web: 30 pixel minimum



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## CORRECT LOGO USAGE

The logo can be placed on a background with one of the colors from the primary or secondary color palette, as well as white, black, or gray. Here are examples of the logo applied in these instances.

The logo can also be placed on images, but there must be enough contrast between the image and logo for acceptable readability. In most instances, the logotype should be used in white when placed on imagery, except when the background is bright enough for the type to be rendered in color.



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## INCORRECT LOGO USAGE

The Switcher logo should not be adjusted or edited in any way. Here are some examples of what *not* to do:

- 1 Do not change the colors of the logo.
- 2 Do not place elements in the logo clear space.
- 3 Do not condense, expand, or distort the logo unproportionally.
- 4 Do not add a drop shadow, bevel and emboss, inner glow, or any other text effects to the logo.
- 5 Do not adjust the placement of the logo icon.
- 6 Do not place the logo on top of an image with poor contrast and readability.
- 7 Do not resize any individual elements of the logo.
- 8 Do not rotate the logo.
- 9 Do not crop the logo.





*icon*

SYSTEM

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# Iconography

Various sets of icons were created to represent menu items within the Switcher Studio app and for switcherstudio.com. These icons may never substitute the main logo but may be used across the entire brand. Incorporating icons into layouts is a great way to break up large portions of text and images. They also make content more visual and easily digestible. Switcher icons are made with light line strokes and are most often created in any brand color other than black.

Create an icon in a 0.4 square-inch space with a 1-pt stroke weight. Some icons may be taller or wider, but the scale should feel comparable. Once made, the strokes should be outlined before scaling up or down in size.

**Note:** Do not edit any individual element of the icons.



**USE CASES**



**FEATURES**

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# Icon Color Usage

The icon system may appear in its traditional color scheme or in any of the primary or secondary branding colors, as well as black, white, and gray.





4:01 PM Mon, Jun 17

Sources

Live

9:24

Grid of video sources:

- Top row: Two video thumbnails, one showing a man in a white shirt.
- Second row: One video thumbnail, two placeholder thumbnails with a checkered pattern.
- Third row: One video thumbnail, two placeholder thumbnails.
- Fourth row: One video thumbnail, two placeholder thumbnails.
- Fifth row: One video thumbnail, two placeholder thumbnails.
- Sixth row: One video thumbnail, two placeholder thumbnails.
- Bottom row: One video thumbnail, two placeholder thumbnails.

Main video window:

HEATHER HOLMES **AARP**

0:00 / 0:00

Outputs

- Facebook Live from Facebook, RT
- YouTube
- LinkedIn Live
- Custom RTMP MyCustomers Platform
- None

ulanzi



*brand* TYPEFACE

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# Primary Typefaces

Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface Montserrat was selected to complement the voice and tone of Switcher's brand. This typeface is a websafe font with flexibility built in – there are a range of styles within the font family. Omnes is the supporting font, acting as the body copy or alternate subhead styles.

## MONTSERRAT

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$\$%^&\*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$\$%^&\*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$\$%^&\*) 0123456789

## OMNES

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$\$%^&\*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$\$%^&\*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$\$%^&\*) 0123456789

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## SECONDARY TYPEFACE

Verdana is a good option when primary brand fonts, Montserrat and Omnes, are unavailable and a standard font must be used.

## VERDANA

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$\$%^&\*) 0123456789



color USAGE

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# Brand Color Palette

## OVERVIEW

Our color palette has three sets: primary, secondary, and tertiary, each with its own mix of colors. Lean heavily on the primary orange, but use supporting sets to build color schemes that are complementary and balanced. White, black, and gray are also allowed to be used in combination with these colors.

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### PRIMARY



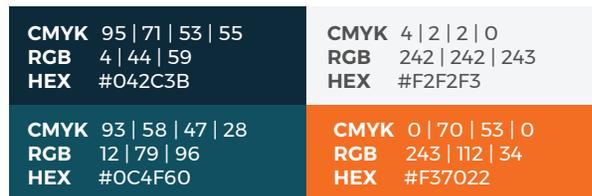
60%

#### RULE OF THUMB

A robust color palette provides lots of design options, but thoughtful consideration and restraint must be exercised to make sure we don't lose our visual identity.

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### SECONDARY



30%

At left is a general guide for making effective choices as you use color in compositions. This isn't meant to imply a strict mathematical distribution of the colors on the page; rather, these ratios should help your layout pass a squint test.

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### TERTIARY



10%

Magically, the world with me  
comes back to the same together  
Magically, the world with me  
comes back to the same together





*brand* VISUALS

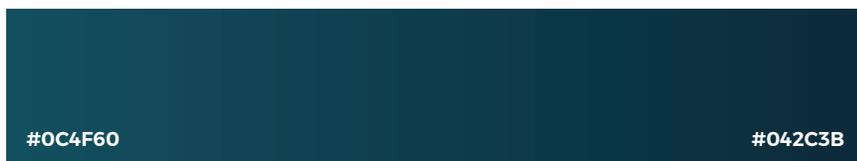
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# Graphic Patterns

The Switcher icon pattern can be used on a variety of different collateral all across the brand. The pattern can even be used with type or imagery placed on top.



## SWITCHER GRADIENTS



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# Photography

Photography helps carry Switcher's brand and voice. Provided are examples that help portray the Switcher image. In general, photography should convey a feeling of authenticity to viewers. Avoid being too flashy or excessively staged, but use, the camera and light should with purpose.



# Identity



August 7, 2019

John Smith  
300 Cornelia Street  
New York City, NY 12345

Dear John,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed in enim sed lacus pulvinar gravida eu a risus. Morbi libero dolor, convallis quis erat et, scelerisque consectetur lectus. Maecenas consectetur in tellus ultricies finibus. Quisque risus odio, mollis suscipit dictum a, pellentesque quis orci. Nam non neque facilisis, lobortis elit at, tincidunt ligula. Praesent euismod enim id felis porttitor pellentesque. Maecenas interdum, elit imperdiet pharetra accumsan, sapien tellus efficitur ipsum, condimentum commodo urna leo eu nisi. Maecenas nec ante diam. Cras et porta metus. Praesent ullamcorper vel ex non feugiat. Morbi quis tortor sapien. Donec leo felis, mollis non accumsan et, congue at erat. Class aptent taciti sociosqu ad litora torquent per conubia.

Donec semper ex nec ipsum commodo gravida. Nam luctus lorem nec vestibulum lobortis. Vivamus molestie sit amet neque tempus blandit. Cras quis nisi efficitur, placerat arcu id, porta ligula. Mauris a egestas odio, dignissim lacinia sem. Vestibulum at enim magna. Ut quis rhoncus.

Ut fermentum, est ac imperdiet interdum, felis est egestas sem, vitae ornare justo libero a purus. Sed id pretium ipsum. Cras sapien eros, suscipit at lacinia ac, feugiat id velit. Nullam bibendum urna nec molestie varius. Nulla facilisi. Morbi eget luctus eros, eu luctus leo. Praesent gravida diam at pharetra luctus. Etiam posuere ut purus nec tincidunt. Praesent commodo hendrerit lacus, non accumsan urna imperdiet bibendum. Etiam vestibulum tellus porta tortor ullamcorper, vitae pulvinar felis accumsan. Integer consectetur vestibulum lacus, sit amet venenatis sem sagittis ac. Aliquam ut tellus bibendum.

Sed a suscipit nulla, et blandit dui. Suspendisse viverra nisi in enim semper lacinia. Cras eu arcu non urna congue vehicula in quis nunc. Maecenas risus libero, bibendum in turpis id, congue hendrerit tortor. Morbi quis posuere odio. Sed nisi turpis, blandit sit amet ultrices eu, mollis.

Sincerely,

A handwritten signature in orange ink that reads 'N. Mattingly'.

Nick Mattingly  
Co-Founder and CEO

**SWITCHER STUDIO**

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**JOHN SMITH**  
300 Cornelia Street  
New York City, NY 12345

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# Digital Media

## WEBSITE

New layout design for the Switcher Studio website. Design is responsive and will adapt to devices of varying screen sizes.

