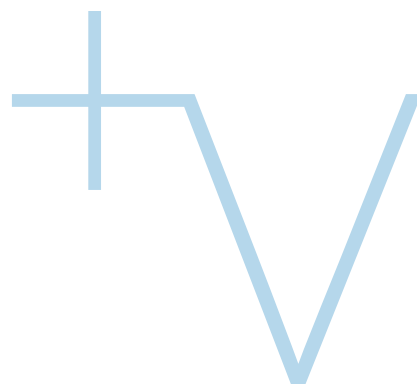




measurement



A Guide to Video Measurement Brand Identity

BRAND IDENTITY



Full Logo Brand Identity

The Video Measurement logo is composed of two elements, the graphic symbol and the wordmark. Colour, black and reversed out white versions of the logo were created to address various communication needs. The proportions between the graphic symbol and wordmark must never be altered. Different colour variants of the logo have been created to address various requirements and communication needs – full colour, black and reversed out white. In most instances the full colour logo is to be used. One colour versions are only to be used when there are creative restrictions.

..... Primary Logo



VIDEO MEASUREMENT

Wordmark

Artwork for the wordmark “Measurement” has been created for both English and French to ensure it will be used consistently on marketing pieces.

The **wordmark** should always be included with the **graphic symbol**.

English Wordmark

measurement

French Wordmark

mesure



English Logo Usage

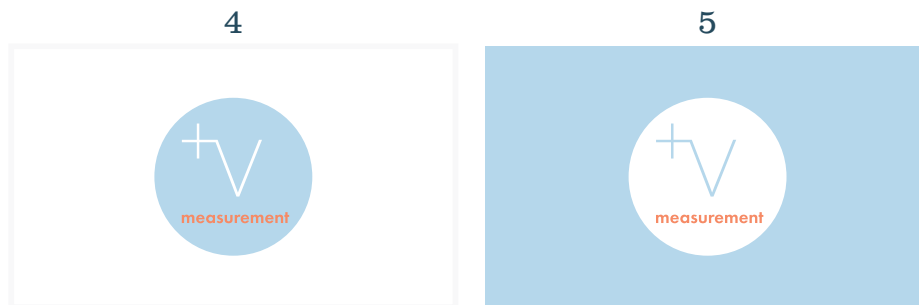
English Primary Logos

English Primary Logos can be used on different background colors or images. Primarily, logo 1 should be used as first choice. When English Primary Logo 1 are illegible, logos 2 and 3 are alternatives should a background color be present.



English Secondary Logos

Logos 4 and 5 can be paired with a colored background or image. When primary logos are illegible, the secondary logos may be used as an alternative.



French Logo Usage

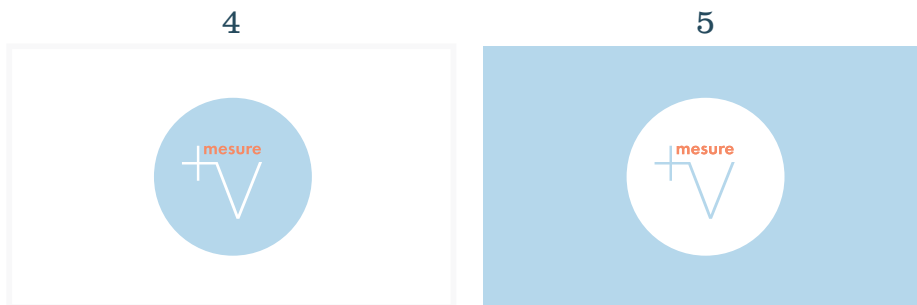
French Primary Logos

English Primary Logos can be used on different background colors or images. Primarily, logo 1 should be used as first choice. When English Primary Logo 1 are illegible, logos 2 and 3 are alternatives should a background color be present.



French Secondary Logos

Logos 4 and 5 can be paired with a colored background or image. When primary logos are illegible, the secondary logos may be used as an alternative.

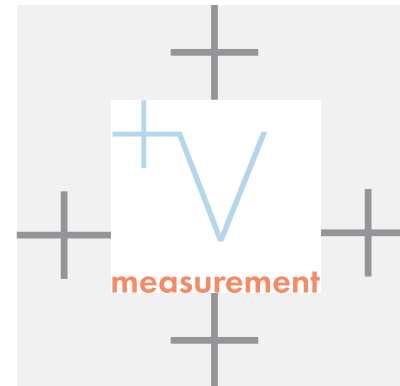


Logo Clear Space

Clear Space

Clear space is needed to ensure the logo has enough visual breathing room to live within a given space and with other graphic elements. This space is the minimum area around the logo which must be kept free of any other graphics or text.

The clear space is defined by the height from the plus symbol “+”. (See reference below.)



Note: This is the minimum recommendation, and more clear space is preferable.

Minimum Size

The minimum size of the logo is based on its height. For digital and presentation purposes (web or PowerPoint), the minimum logo size is 135 pixels. The logo cannot be scaled smaller than these values, as this would greatly hinder legibility.



Note: This is the minimum recommendation. A larger logo is preferable.

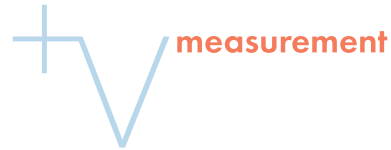
Incorrect Logo Usage



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DO NOT

alter the size relationship
between graphic symbol and
wordmark.



DO NOT

alter the placement of
the wordmark.



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DO NOT

alter the colours
in the logo.



measurement

DO NOT

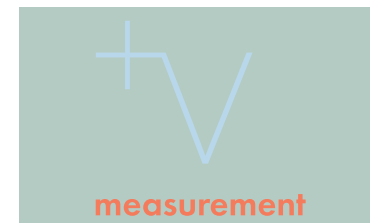
rotate the logo.



measurement

DO NOT

alter the fonts
in the logo.



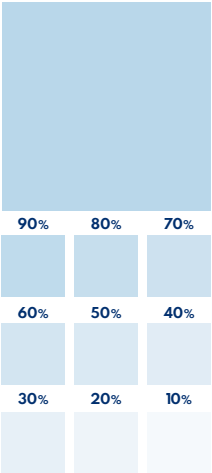
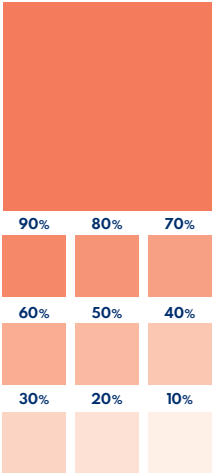
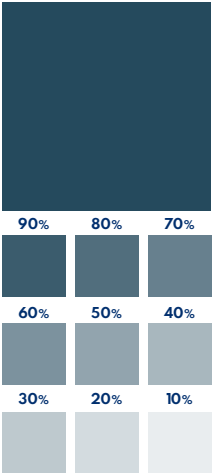
measurement

DO NOT

place the colour logo
on a colour background that
does not legible.
(Use the reversed out
white logo).

VIDEO MEASUREMENT

Brand Color Palette

		
Blue	Orange	Indigo
HEX #B8D8EB	HEX #F5885E	HEX #254A5D
CMYK 26, 5, 3, 0	CMYK 0, 57, 66, 0	CMYK 88, 63, 45, 30
RGB 185, 217, 235	RGB 245, 136, 94	RGB 37, 74, 93
PANTONE 290 C	PANTONE 1645 C	PANTONE 2168 C

Print

Using CMYK is preferred for any printed pieces. For large print runs and specialty print, Pantone Matching System (PMS) Spot Color is recommended.

Digital

For all web and digital materials, use the HEX values (#000000) or RGB. Please note, colors may vary due to inconsistent monitor color calibration

Typeface

Futura PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

Futura PT

Primary use of the font family Futura PT for all print and/or digital creative marketing materials.

Adobe Fonts

Note: Available for Adobe license owners only.

URW Antiqua

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

URW Antiqua

Secondary use of the font family URW Antiqua may be paired with Futura PT for all print and/or digital creative marketing materials.

Adobe Fonts

Note: Available for Adobe license owners only.

Default Typeface

Segoe UI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

Segoe UI

This is a default font. Primary use of the font family Segoe UI are to be used for all decks and white paper.

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

Georgia

This is a default font. Secondary use of the font family Georgia may be paired with Segoe for all decks and white paper.