

mediasite®

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A lot of hard work goes into creating a cohesive brand design. Every piece is intentional and designed to strengthen the integrity of the visual brand. This guide is designed to help you uphold the aesthetic standards of the brand, and I ensure the visual identity of Mediasite is consistent and professional.

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BRAND IDENTITY

Brand Archetype

A firm grasp on the brand is vital in order to tell the Mediasite story truthfully, meaningfully and consistently, and best honor the customer experience.

Primary Archetype: The Muse

- Source of knowledge and inspiration
- The MUSE is a trusted guide
- Known for bringing clarity and focus to draw out the potential of an idea
- Empowers the creator to best reach their audience

Secondary Archetype: The Storyteller

- Has a gift for relaying information & passing along knowledge in powerful ways
- Charismatic, dramatic
- Artful communicator—able to bridge gaps in knowledge or perspective

Tertiary Archetype: The Innovator

- Willing to experiment and take risks
- Trend-spotter, ahead of the curve
- Rigorous research, relentless willpower and active imagination

Brand Attributes

Mediasite is Like....

...a trusty hiking boot, a tricked-out SUV, or your faithful four-legged companion: Dependable, loyal, durable — a go to resource that supports you tirelessly and always has what you need.

Values that guide us:

- Stay Relevant / Always be innovating / Transform communication / Transform education
- Tight-knit community / Responsive to customers / Fun & energetic
- Execution above all/Leaders/On the forefront / Meet every need
- Renegades / Flexible / Open to new ideas

MESSAGING

Boilerplates

Higher Ed

Mediasite is a highly-automated and integrated video platform that facilitates hybrid learning in this new digital-first world. Trusted by 1,700 schools in 65 countries, Mediasite quickly and cost-effectively scales the capture, management, delivery and search of live and on-demand streaming videos. Mediasite's solutions create the most engaging, data-rich and personalized learning experiences possible as students and instructors collaborate from a distance.

General

Trusted by 5,200 educational institutions, corporations, health organizations and government entities in 65 countries, Mediasite quickly and cost-effectively scales the capture, management, delivery and search of live and on-demand streaming videos. Mediasite's solutions create the most engaging, data-rich and personalized communication experiences possible as the world collaborates from a distance.

Events

The world's top companies and continuing education conferences trust Mediasite Events to create dynamic virtual and hybrid events that engage global audiences in this new digital-first world. With the most experienced project managers and rock-solid technology in the industry, Mediasite Events is the complete go-to virtual solution with everything needed to take an event online -- turnkey streaming and concierge speaker services and a customized event website with registration, e-commerce, a virtual expo hall, interactivity and more. Mediasite Events is powered by the award-winning Mediasite Video Platform, trusted by more than 5,200 educational institutions, corporations, health organizations and government entities in 65 countries. Learn more at www.mediasite.com/events.

About Sonic Foundry, Inc.

Sonic Foundry (OTCQB:SOFO) is the global leader for video capture, management and streaming solutions. Trusted by more than 5,200 educational institutions, corporations, health organizations and government entities in over 65 countries, its [Mediasite Video Platform](#) quickly and cost-effectively automates the capture, management, delivery and search of live and on-demand streaming videos. Learn more at www.mediasite.com and @mediasite.

MESSAGING

Guidelines

The key messaging components of the Mediasite identity, when handled with consistency, reinforce and protect our brand. Our guidelines spell out how to apply the brand messaging components correctly to the public.

Writing Style Guidelines

Brand Name Style

DO	DON'T
Mediasite	Media Site MediaSite Media site
Sonic Foundry	SonicFoundry Sonic foundry sonic foundry SoFo

Brand Name Usage

DO	DON'T
Mediasite	Media Site MediaSite Media site
Use 'Mediasite' for all product mentions	Use 'Mediasite by Sonic Foundry'
Use 'Sonic Foundry' for investor-related communications	Use 'Mediasite' for investor-related communications
Use 'Sonic Foundry' after your title, i.e. '[Name], [Your Title] of Sonic Foundry'	Use 'Mediasite'
Mediasite Events	Sonic Foundry Event Services

Product Naming & Abbreviations

While product shorthand is used internally, it should NOT be conveyed to customers or prospects. Always use the full product name on external documents, forums, and other communications.

DO	DON'T
'Mediasite Video Platform' or 'Mediasite Video Cloud'	'MVP' or 'MVC'
Mediasite Join	Join
Mediasite Catch	Catch
Mediasite Connect	Connect
'My Mediasite' and 'Mediasite Desktop Recorder'	MDR
Mediasite Recorder	Recorder
'Mediasite RL Recorder, a rack-mounted device'	RL Recorder
Mediasite ML Recorder, a mobile device	ML Recorder
Mediasite RL Mini' on first reference	

Mediasite's primary logo is a word mark combined with an image mark, the four dots.

Mediasite is the main logo used across primary brand applications. It helps audiences easily identify our products, services, web presence, ads and more. The consistency of the main logo will enhance trust in the brand. **It is essential to the success of the brand that the logo be applied with care and respect according to these guidelines.**

The four-dot mark has been present in the Mediasite logo since its inception. This remake of the legacy logo is designed to evoke **technical elegance and simplicity**. If you look at it from another angle, the dots represent a stylized film reel.

Please Don't

1. Change the size of the four dots in relation to the Mediasite word mark
2. Change the colors of the logo
3. Change the typeface (font) of the Mediasite word mark and/or switch word mark to uppercase
4. Wrap the logo to fit a smaller width
5. Skew the logo to fit a tight space
6. Stretch the logo to fit a wide space
7. Move the four dots in relation to the Mediasite word mark

Master Logo

Stacked Logo

Use this logo on white or light colored backgrounds when height is not restricted.

Best use cases: apparel, printed materials, tradeshow booths.



Horizontal Logo

Use this logo on white or light colored backgrounds when height is restricted.

Best use cases: web banners, player banners, websites.



Stacked Reverse Logo

Use this logo on black or dark colored backgrounds when height is not restricted.

Best use cases: apparel, printed materials, tradeshow booths.



Horizontal Reverse Logo

Use this logo on black or dark colored backgrounds when height is restricted.

Best use cases: web banners, player banners, websites.



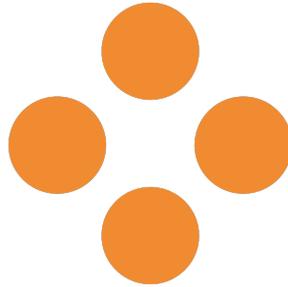
Brand Marks

Four Dots

DO use our four dots mark to add a pop of branding wherever it might be useful.

DON'T use them next to a logo. We do not want dot overload!

DON'T change the color or alignment of the dots. They are always orange.



Files

PNGs for web

Mediasite Logo

[Mediasite Logo Color](#)

[Mediasite Logo Horizontal Color](#)

Reverse

[Mediasite Logo Color Reverse](#)

[Mediasite Logo Horizontal Color Reverse](#)

Mediasite Logo Mark

[Mediasite Logo Mark Color](#)

[Mediasite Logo Mark Color - WEB ONLY](#)

JPGs for print

[Mediasite Logo Color](#)

[Mediasite Logo Mark Color](#)

Other formats

Request other format or .AI

Marketing@sonicfoundry.com

COLORS

Color is an integral part of brand identity. Consistent use of color palettes will reinforce brand cohesiveness. The colors serve a psychological purpose by communicating specific messages to your audience.

The main colors are bold and selected to represent how customers should feel when aligning with Mediasite. Color psychology suggests the rich blue and deep indigo convey intelligence, strength and trustworthiness. The bright accent blue speaks to security, stability, reliability, clarity and communication. The orange of the four dots represents creativity, energy and exuberance. Grey projects security, reliability, maturity and stability.

The softer accent palette provides a thoughtful break from the bold colors. The accent palette is to be used sparingly and intentionally.

- PMS: Use when printing offset or silkscreen and need accurate color matching.
- CMYK: Use when printing digitally or when printing offset and using color photography where 4 colors are needed.
- RGB: Use when working on digital and on-screen applications.

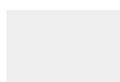
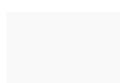
Base Palette

	#071d49 100/90/13/71 PMS 2768 C	Indigo
	#004c97 100/53/2/16 PMS 2945 C	Cobalt
	#0086BF 100/6/2/10 PMS 7460 C	Bright Blue
	#c2ecf7 PMS 9460-U	Sky Blue
	#ed8b00 0/51/100/0 PMS 144 C	Orange

Accent Palette

	#f8c592 PMS 155 U	Pale Orange
	#f8e38b PMS 1205 C	Yellow
	#e76c48 PMS 1665 U	Red Orange
	#8fd7c2 PMS 337 U	Mint Green

Monochrome Palette

	#25282A 94/77/53/94 PMS 426 C	Black
	#404040	Grey 5
	#54595B 48/29/26/76	Grey 4
	#898D8D 22/14/18/45	Grey 3
	#C7C8C6 6/4/7/13	Grey 2
	#EFEFF0	Grey 1
	#f9f9f9 PMS 179-1 U	Off White

TYPOGRAPHY

Fonts

Consistent fonts should be used for all communications, ensuring a consistent look and feel in all online and print literature.

Gilroy Light should be used for all headlines, Proxima Nova Bold should be used for all sub-headlines, and Proxima Nova Regular should be used for all body copy. The accent font Kalam can be used sparingly as a headline, subhead, or callout — when in doubt, stick to the defaults.

Font Size & Hierarchy

Pay close attention to the size ratio between headlines, subheadlines, and body copy to maintain proper hierarchy. To ensure consistency make sure fonts are used in a consistent manner and the weights of the font have been considered, using heavier weights for headers and to highlight key messages.

Body copy should not be smaller than 16px on screens or 10pt in print, and no text should be smaller than 10px on screens or 8pt in print.

Font Color

Follow the default colors outlined below. Text should be set in white (#ffffff) as needed to provide better contrast and legibility on colored backgrounds and photos.

Font Files

[Download Font Files](#)

TYPOGRAPHY

Type Styles

Headline

Gilroy - Light, Cobalt (#004c97)

Subhead

Proxima Nova - Bold, Orange (#ed8b00); ALL CAPS
WHEN USED AS A MODIFIER

Body

Proxima Nova - Regular, Grey 3 (#898D8D)

Accent

Kalam, Bold, Orange (#ed8b00)

Kalam, Bold, Cobalt (#004c97)

Web Type Styles

Page
Title

Gilroy - Light, 60px, Indigo
(#071d49)

H2.

Gilroy - Light, 40px, Cobalt (#004c97)
Proxima Nova - Bold, 24px, Orange (#ed8b00)

H3.

Kalam - Regular, 78px,
Orange (#ed8b00)

H4.

PROXIMA NOVA - BOLD, 20px, ORANGE (#ed8b00), ALL
CAPS

H5.

PROXIMA NOVA - BOLD, 16px, ORANGE (#ed8b00), ALL CAPS

Paragraph

Proxima Nova - Regular, 16px, Grey 3 (#898D8D)

Link

Default state: Proxima Nova - Regular, 16px, Grey 3 (#898D8D)
Rollover state: Proxima Nova - Regular, 16px, Bright Blue (#0086BF)

Stationary

Letterhead

[Mediasite Letterhead](#)
[Mediasite Letterhead Example](#)
[Letterhead Footer](#)

[Mediasite Events Letterhead](#)

Business Cards

American
[Business Card Horizontal Color](#)

PowerPoint Templates

Fonts

Use Arial for all fonts to prevent conversion issues.

Slide Design

- Always make use of an existing template or deck before creating a new one.
- Aim for simplicity, clarity, and a clean, airy design. Embrace whitespace — it helps viewers absorb and retain information.
- Avoid complex or dark background colors, patterns, or images.
- Limit amount of text per screen to a single thought, and avoid writing out full sentences.
- Make use of custom and stock photography libraries.

PPT Templates

[Get PPT Templates](#)

Buttons

There are two main types of buttons: process buttons and action buttons. Usage guidelines are outlined below.

Process Buttons

Process buttons are transparent with a Cobalt Blue outline. On hover they fill with Cobalt blue and text reverses to white.

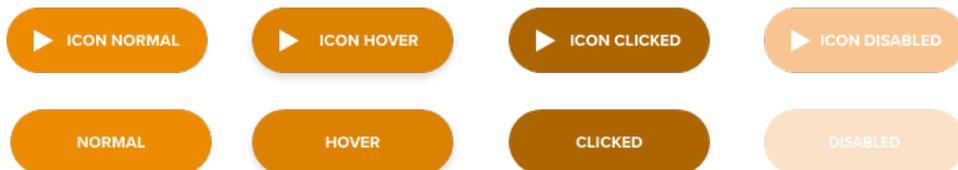
- Process buttons should be used to initiate a process, such as logging in or completing a form.



Action Buttons

Action buttons are solid orange (Cobalt blue can be used when necessary for contrast against the background). On hover the shade deepens.

- Action buttons should be used to trigger an immediate action — such as downloading a file or playing a video.
- Action buttons that trigger engagement with content should include an icon to clarify the format (e.g. play button when a video will be launched, download icon when a file will download, etc.)
- Action buttons should also be used whenever a rollover state is not possible, such as static banner ads, or when otherwise necessary for legibility or design aesthetic.



Styles

Exact design specs for each button state shown below are included in the GUI design specs available [here](#).



Template

Buttons should be built in HTML/CSS wherever possible. When an image-based button is required, such as on static banner ads, a template is available for download here: [Web Button Template](#)

Forms

Forms are inspired by Google's Material Design framework: <https://material.io/design/components/text-fields.html#>

Exact design specs for each form field and state shown below are included in the GUI design specs available [here](#).

Field States

Forms should be as short and simple as possible and use a few fields as necessary. Interaction should be applied to provide feedback and prompts to gracefully move the user through the form.

- Error states should always include plainly-written helper text explaining why the entry is unacceptable.

Multi-field forms

Field Name
Placeholder Text

Field Name
Entered

Field Name
Typing

Field Name
Focused

Required Field Name*
Placeholder Text

Hidden Field Name
Hidden Field Placeholder Text

Field Name
error@mail.cm

Helpful error text telling user what they need to fix

Single-field forms

Field Name

Entered

Typing

Focused

Required Field Name*
Placeholder Text

Hidden Field Name
Hidden Field Placeholder Text

Field Name
error@mail.cm

Helpful error text telling user what they need to fix

Dropdown form fields

Field Name
Select an option

Field Name
Selected

Field Name
Select an option

Field Name
Select an option

Required Field Name*
Select an option

Hidden Field Name
Select an option

Field Name*
Select an option

Please make a selection

Selection Menus

Making section

Field Name
Select an option

- Option 1
- Option 2
- Option 3

Changing a section

Field Name
Select an option

- Option 1
- Option 2
- Option 3

Long Selection Menu

Field Name
Type to search

- Option 1
- Option 2
- Option 3
- Option 4
- Option 5
- Option 6
- Option 7
- Option 8

Search Fields

Q Everything... X

Q Typing →

Icons

Icons are simple, line-art graphics used to make lists or groups of content easier to scan and understand quickly. They add meaning to text — they do not stand alone.



Boost student achievement and retention

Create engaging and personalized classes that let students learn at their own pace.

[Learn More >](#)



Show up and teach

Mediasite's automated capture gives your faculty the freedom to teach and present the way they want – no equipment futzing required.

[Learn More >](#)



Capture anywhere, anytime

With personal capture, your video creation scenarios are limitless. Thanks to our simple-to-use software, instructors (and students) can record on and upload lecture capture videos and assignments from any device.

[Learn More >](#)



Live Support



Online Resources



Community Events

Style

- **COLOR:** In most cases, icons should be orange to accompany text set in a subhead, h2, h4, or h5 style.
- **LINE:** Icons should maintain consistent line widths when scaled. Width is roughly equal to the weight of body copy text.
- **BACKGROUND:** Orange icons can be used on white background, or backgrounds #f9f9f9 or lighter. White icons should be used on colored backgrounds and background darker than #f9f9f9.

Size

- Icons should be between 16x16px – 40x40px on web.
- Offline icon sizes may vary based on the size of the execution. A general rule of thumb is to make it within 1-2x the size of the X-height of the text it accompanies.

Files

[Download Icons](#)

Cards

Exact design specs for each form field and state shown below are included in the GUI design specs available here: <https://xd.adobe.com/spec/3b9193cc-6803-4261-4807-0054f7bb0cb6-4da0/>

Portal cards

Portal cards are used as navigation to take users to a subset of content. They include an icon and title, and may include a short descriptor of up to 60 characters.

For example, on the Mediasite.com homepage each vertical has a card which points to content related directly to that vertical.



Similarly, on the community.mediasite.com page, each forum has a card.

Cards contain illustrated icons. These icons are used when more emphasis is needed. They are larger and more colorful than line-art icons. Illustrated icons should not be used for lists or groups of more than 6 items.

Style

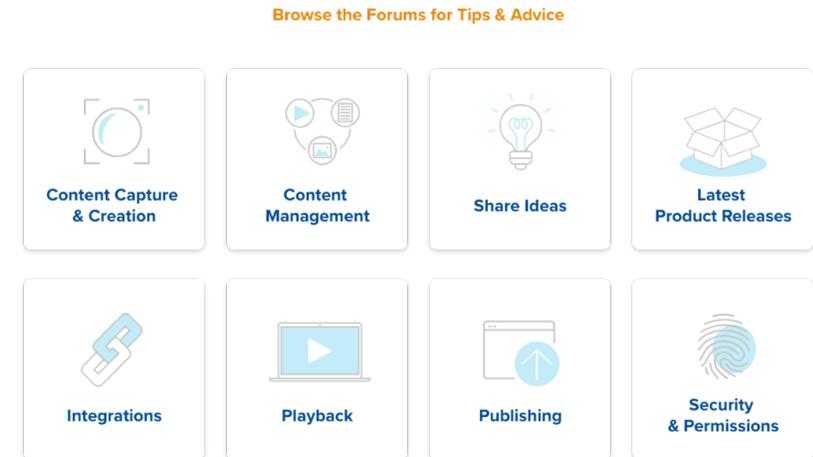
- **COLOR:** In most cases, icon lines should be #C7C8C6. Any color fills should draw from the accent palette.
- **LINE:** Icons should maintain consistent line widths when scaled. Width is roughly equal to the weight of 2x body copy text.
- **BACKGROUND:** Illustrated icons can be used on white background, or backgrounds #f9f9f9 or lighter. Reversed out illustrated icons should be used on colored backgrounds and background darker than #f9f9f9. In reversed out illustrated icons the color fills should multiply the background color.

Size

- Icons should be between 110px – 200px on web.
- Offline illustrated icon sizes may vary based on the size of the execution. A general rule of thumb is to make it within 4-6x the size of the X-height of the text it accompanies.

Files

[Download Illustrated Icons](#)



WEB ELEMENTS

Content Cards

Content cards are used to tout pieces of content (e.g. blog posts, webinars, and downloads).

- Web-based written content like blog posts, press releases, and media coverage uses a text-only Content Card.
- Multimedia or downloadable content like webinars, e-books, and toolkits incorporate an image.



DEVICES

Style

Product screenshots are used frequently in brand communications. Screenshots should be displayed within the appropriate device shell. While older brand communications used photo realistic devices, all communications should now use the white, minimalistic device illustration shells.

Templates

There are 6 types of device templates. Use the appropriate template with intention. Avoid rearranging or resizing devices in the composite templates. Usage guidelines are outlined below.



Template Usage



- Use the browser shell by default when showing software screenshots.
- Use the Mobile, Laptop, and Laptop + Mobile shells with intention, when the device(s) is relevant.
- Use no frame if only a cropped *portion* of the interface is shown.
- Use no frame when the animation is not depicting software.
- Shells have two styles: Light and Dark. Use the appropriate shell to provide the best contrast on the background.

Files

[Download Template PSD Files](#)

PHOTOGRAPHY

Sourcing

Original imagery is preferred when possible to bring authenticity to brand communications. However, there are often situations for which no existing brand photography is available and custom photography is not feasible within time and/or budget. In these cases, we rely on stock imagery to tell our story.

Composition

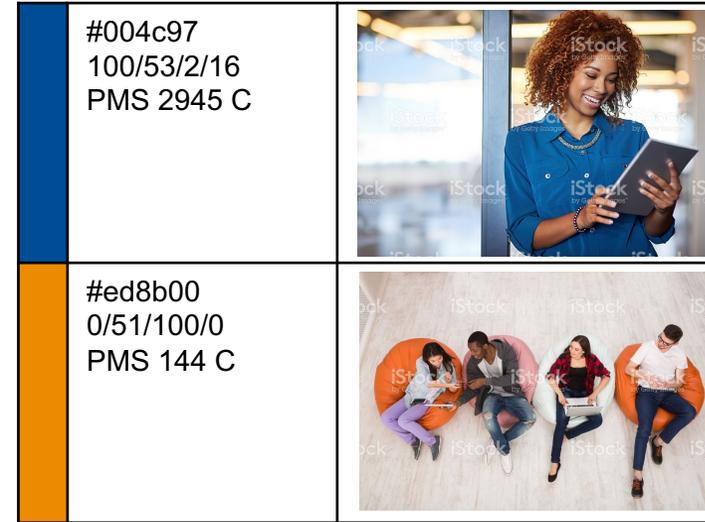
Imagery should be **clean, simple, and uncluttered**. This is often achieved by:

- **Visual white space** – Avoid busy, complex images. Look for compositions with visual white space around the primary subject.
- **Depth of field** — A shallow depth of field places primary subject in clear focus, while blurring background details. This helps photos feel clean, clear, and uncluttered.
- **Contrast / Saturation** — Avoid extremes in contrast and saturation. Images should be evenly exposed and represent realistic lighting and color appearance. Aim for a happy medium; not too flat and monochromatic, nor too severe or punchy. ***A notable exception to this is Mediasite Events imagery. Event-based imagery may be higher contrast and saturation to evoke the realistic drama and lighting of live events.***

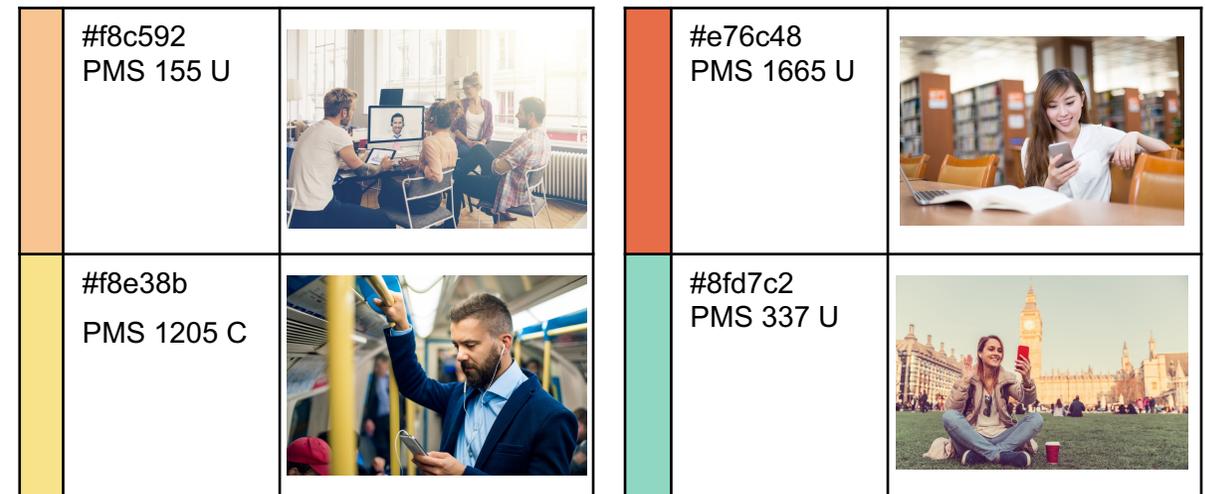
Color Palette

Imagery should complement the color palette. This can happen in two ways:

1 - Largely monochromatic images that feature a prominent splash of Cobalt or Orange from the Base palette



2 - Images whose overall tone reflects a color in the Accent palette



PHOTOGRAPHY

Attributes

- **Believable:** Photos should depict real-life situations that could have happened. A woman with earbuds in streaming a video on the metro: yes. Five business people in eerily-coordinated suits enthusiastically joining in on a group high five: not so much.
- **Natural:** Real people aren't emojis: they don't burst into tears or grow hearts for eyes at the slightest impulse. Look for photos that look natural, not staged. Models should look like and dress like real people, and their facial expressions and body posture should match. Shots should look candid — eye contact with the camera is acceptable, but should be used with scrutiny to ensure a natural feel is maintained.
- **International:** Our customers are scattered all over the world and our marketing materials should reflect this. Classrooms, office buildings, hospitals, public transit, and coffee shops all may look different from country to country and culture to culture. We should be intentional to seek out a mix of location-ambiguous imagery, and imagery that shows our global footprint.

Image Libraries

[Corporate](#)

[Education](#)

[Events](#)

[Health](#)

[Devices in Hands](#)

[Misc](#)

What is cobranding?

Cobranding is a strategic agreement between partner brands to work together to achieve a desired goal.

Why cobrand?

- Establish or increase consumer preference.
- Generate loyalty and brand differentiation.
- Enter new markets.
- Promote new products/new application of existing products.
- Engage the customer and drive relevance at multiple touch points.

Key Principles

- DO present Mediasite as the dominant/lead brand (whenever possible). The Mediasite logo should be clearly displayed and given prominence.
- DO leverage Mediasite brand guidelines; create a partnership environment where Mediasite's brand feels organic to the experience.
- Certain partnerships are unique and necessitate further consultation from marketing.

Logo Guidelines

- DO give the Mediasite logo prominence on a page.
- DO always maintain the required clear space around the logo. (*See Brand Design > Logo*)
- DO use the full color logo on a white background whenever possible.
- DO ensure both logos are the same size.
- DO NOT use the logo more than once on a single page or screen.
- DO NOT use black and white versions unless the full color logo is not an option.
- DO NOT use the logo as part of a sentence within a block of copy.

Brand Dominance

Brand dominance means one partner will have the lead presence, often emphasizing their visual system in marketing communications.

Brand dominance is determined during partnership negotiations and is influenced by factors such as financial and/or resource contribution, which partner is granting access to customers and maintaining that relationship, or which partner will host the experience.

Create dominance by:

1. Placing the dominant partner logo in the most visible and valuable space (e.g. Above the fold on a website, or at lower right on an advertisement).
2. When partner logos are shown in proximity, place the dominant brand on the left.

Logo

Our partners always use this guide when following logo guidelines:

Logo Guidelines and Clear Space

- DO give the Mediasite logo a place of prominence on a page.
- DO NOT place the logo more than once on a single page or screen.
- DO always maintain the required clear space around the logo.
- DO NOT use the logo as part of a sentence within a block of copy.
- DO use black and white versions only where the full color logo is not an option.

Logo Placement

The placement of logos communicates brand dominance. The dominant brand is always on the left or on top, subordinate/partner logo is always on the right or on the bottom. Maintain the proper clear space around each logo.

Follow these rules when using the Mediasite and partner logos together:

- DO default to the full color logo on a white background whenever possible.
- DO make the two logos the same size.
- DO always follow the logo guidance rules regardless of brand dominance.

Cobranding Approach Based on Dominance

Mediasite Dominant

Mediasite dominance is when Mediasite most heavily influences the communication experience. This is when Mediasite is driving the customer experience or if our resources are most depended upon. Mediasite dominant experiences rely heavily on the Mediasite visual system for look and feel.

Partner Dominant Cobranding

Partner dominance is when the partner brand heavily influences the communication experience. As a result, the Partner brand is featured more, and the design is geared towards their visual system. While the execution will be driven by the partner brand's visual system, it's critical that we protect and appropriately display the Mediasite logo.

Other Partnerships

Not all partnerships have clear brand dominance. It is important that you maintain as many of the Mediasite visual components as possible.

QUESTIONS



Have Questions?

We're happy to help. Contact tammy.jackson@sonicfoundry.com.