



Brand Guide

Table of Contents

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 to ensure the visual identity of Mediasite is consistent and professional.

Brand Identity	3
Messaging	4-6
Logo	7-9
Colors	10
• Gradients	11
Typography	12-23
Textures / Patterns	24
Iconography	25
• Illustrations	26-27
• Infographics	28
Brand Collateral	29-37
Web Elements	38
• Buttons	38-39
• Forms	40
• Icons	41
• Cards	42-43
Devices	44-48
Photography	49-50
• Image Libraries	51
Co-Branding	52-54

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



General

Trusted by 1,700 educational institutions, corporations, health organizations and government entities in 65 countries, Mediasite is an integrated video platform that quickly and cost-effectively automates the capture, management, delivery and search of live and on-demand videos.



Education

Trusted by hundreds of colleges and universities around the world, Mediasite is an integrated video platform that automates the capture, management, delivery and search of live and on-demand videos, providing students with high-quality, engaging and interactive learning experiences.



Enterprise

From virtual meetings and town halls to online training and corporate events, Mediasite is a highly automated and integrated video platform that offers secure, scalable video technology allowing organizations to collaborate and communicate more effectively in the digital-first world.



Healthcare

From online medical training and continuing education to virtual labs and patient education, Mediasite is a highly automated and integrated video platform that offers secure, scalable video technology providing healthcare organizations the flexibility to capture, manage and share content from any device in the digital-first world.



About Sonic Foundry, Inc.

Sonic Foundry (NASDAQ: SOFO) is dedicated to transforming how the world works and learns through innovative and scalable technology solutions. We help customers maximize the value of their video initiatives and infrastructure while leveraging our expertise and global footprint to help unlock a smarter, more connected world for learners, workers, and entrepreneurs everywhere. Sonic Foundry's family of brands includes Mediasite®, Video Solutions, Vidable™ and Global Learning Exchange™ which are trusted by thousands of educational institutions, corporations, and healthcare organizations in dozens of countries around the world.

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	SonicFo`undry 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'



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.

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	MVP
Mediasite Cloud	Mediasite Video Cloud, MC, or MVC
Mediasite Connect	Connect
'My Mediasite' and 'Mediasite Desktop Recorder'	MDR
Mediasite Recorder	Recorder

Logo

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

Logo

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 Logo

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

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



Logo

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.



Derivative Logos

Derivative logos should be used very sparingly. Giving every feature a name or a logo conveys unnecessary complexity. Derivative logos are carefully planned, therefore not all derivative logo requests are approved.

Please don't create your own derivative logos.



[Download PNG »](#)



[Download PNG »](#)

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](mailto: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

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

Accent Palette

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

Monochrome Palette

	Black	#25282A 94/77/53/94 PMS 426 C
	Grey 5	#404040
	Grey 4	#898D8D 22/14/18/45
	Grey 3	#8fd7c2 PMS 337 U
	Grey 2	#C7C8C6 6/4/7/13
	Grey 1	#E7E7E7
	Off White	#f9f9f9 PMS 179-1 U

Gradients



Sky Blue to Off White

#c2ecf7 to #f9f9f9

At a 90 degree angle

Both colors at the ends of the gradient bar



Bright Blue to Cobalt

#071d49 to #004c97

At a 110 degree angle

Both colors 20% inside the gradient bar.

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 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 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.

[Download Font Files »](#)

Typography

Paragraph Examples

Large Body

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Quisque sit amet aliquam ex.

Body

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Quisque sit amet aliquam ex.
Curabitur laoreet arcu at mauris posuere,
non laoreet elit facilisis.

Small Body

Lorem ipsum dolor sit amet, consectetur adipiscing
elit. Quisque sit amet aliquam ex. Curabitur laoreet
arcu at mauris posuere, non laoreet elit facilisis.
Morbi gravida, diam in hendrerit ornare, neque
ex posuere mi, vitae laoreet ex diam sed nulla.

Text Hierarchy

h1 – Headline

Gilroy - Light - size 60pt - #071D49

h2 – Title

Gilroy - Light - size 40pt - #071D49

h3 – Automated software capture

Proxima Nova - Bold - size 24pt - #004c97

Quote

Proxima Nova – Light Italic - size 20pt - #004c97

Large Body

Proxima Nova – Regular - size 20pt - #707372

Body

Proxima Nova – Regular - size 18pt - #54595B

Secondary Body

Proxima Nova – Regular - size 16pt - #54595B

Form Field Title - Default

Proxima Nova – Regular - size 14pt - #707372

Form Field Placeholder

Proxima Nova – Regular - size 16pt - #707372

BUTTON

Proxima Nova – Bold - size 14pt

Typography Examples

Website

PROFESSIONAL SERVICES

Training



Get your team up to speed & maximize value

Effective training gives your team the knowledge and confidence they need to harness the power of your Mediasite implementation. In addition to our library of user resources, customized remote and on-site trainings will give your team an edge and set them up for success.



Bring your classroom into the digital world

Reach a wider audience with Mediasite's convenient lecture capture video system and make them feel more connected to campus and faculty.

[Making the pivot to online learning >](#)

Getting Started with Mediasite 1

This four-hour training course will teach your Mediasite Administrators and content creators how to use Mediasite to create, manage, enhance and share videos with My Mediasite and Mediasite Mosaic.

-  **Remote (on-site upgrade available)**
-  **Up to 4 hours**
-  **New or existing customers**

[SEE DETAILS >](#)

Typography Examples

Slide Deck

This is a slide headline

- This is slide body content
- There might be a few bullet points
 - *And maybe some sub-bullet points*
- Though it's always best to keep content short

This is an optional callout box for a CTA or key takeaway

Typography Examples

Datasheet

Network Requirements

FOR LIVE WEBCAST

Proper network configuration is key to support reliable streaming for live webcasts.

FACILITIES REQUIREMENTS

- TCP port 80, 443, 1935 (non-proxied) allowed out from Recorder to Internet.
- **For HD streaming:** Minimum 10 Mbps upload / 10 Mbps* download dedicated bandwidth for each Mediasite Recorder used.
- **For SD streaming:** Minimum 5 Mbps upload / 5 Mbps* download dedicated bandwidth for each Mediasite Recorder used.

**Subject to change based on project specifications*



Typography Examples

Print

Contents

BOOST ENGAGEMENT IN THE CLASSROOM & BEYOND 3

- Engagement in a Post-Pandemic World 4
- Both Students and Teachers Love Video 5
- Engaging Learners Wherever They Are 6
- Barrier-Free Engagement 7

5 WAYS TO ENGAGE USING MEDIASITE 8

- 1) Help Students Measure Their Own Progress with Quizzing 9
- 2) Give Instructors Real-Time Feedback on Class Comprehension 10
- 3) Facilitate Commenting and Discussions 11
- 4) Make it Easy to Ask and Answer Questions 12
- 5) Enable Students to Actively Learn 13

SEE MEDIASITE ENGAGEMENT IN ACTION 14

Engaging Learners Wherever They Are

During the pandemic, educators had to rethink their teaching strategies to quickly adjust and adapt course content to an e-learning model. They've adopted a lot of best practices along the way, aided by technology that helped them seamlessly connect with and engage students online.

Without the typical visual cues they were accustomed to in classroom settings (a show of hands, nodding heads, puzzled faces) they quickly adjusted to new methods of digital engagement.

Mediasite made it easy. We continue to develop new features to help engage learners—in the classroom and beyond. Mediasite replicates and augments the classroom by:

TRADITIONAL EXPERIENCE	MEDIASITE ENGAGEMENT
"Raise your hand if..."	Polls
"This is an important concept"	Annotations
"See me after if..." / Office Hours	Q&A
On the fly quiz / Self assessment	Quizzing
Attendance / Sign-in sheet	Analytics

Typography Examples

Lists







- ✓ Automated capture from any room
- ✓ Stream from and to any device
- ✓ Reliably scale from 1 or 10,000 viewers







Schedule a call to learn how Mediasite Events makes it easy to:







- ✓ Live stream, simulated live, or a hybrid approach
- ✓ Any format: Expo Halls, Poster Sessions, and more
- ✓ Expand reach and maximize revenue
- ✓ Mitigate embarrassing technical difficulties
- ✓ Robust audience engagement & analytics
- ✓ Ensure a smooth virtual event experience

Typography Examples

Grids

 Video Recording & Live Streaming Capture & share anytime, anywhere	 Video Management Manage your videos securely in a robust, searchable video portal	 Virtual Meetings Add value to conference calls
 Polls, Quizzing and Q&A Let your viewers engage & interact with you – and each other	 Mediasite Video Cloud Scale your video deployment easily in the cloud	 Virtual Conferences & Events Keep the show going with a white-glove virtual & hybrid event platform

 Moderated Q&A Description of Q&A feature, allowing students can ask questions from within the player. Questions go to Moderation area of live video and/or emailed to professor.	 Polls Description of Polling feature. Embed polls within video content. Use Mediasite internal polling, or integrate Survey Monkey, etc. See results in Mediasite to gauge student sentiment	 Quizzing Description of in-video quizzing feature. Create and embed quizzes within video presentation. Publish scores back to LMS grade book. 3 types: study guide, assessment, and scored.
 Annotations Description of annotations feature. In-line comment within the video. Can be moderated, or not. Can be available to anyone watching the presentation or not. Very flexible. Can include links – good for	 Commenting Description of commenting features. Add comments below presentation. Comments are visible to other people. Reply and interact. Can be moderated or not, turned on or off, deleted, etc.	 Playlists Description of playlists feature. Allows people to create their own miniature content sections. Students can organize a playlist based on what they need to focus on.

 Video Recording & Live Streaming	 Video Management	 Accessibility & Captioning	 Engagement Tools	 Virtual Events & Meetings	 Services & Integrations
--	--	--	--	---	---

Typography Examples

Trust Builders



“ *We’ve been using Mediasite for the past 15 years....it took us less than a week to pivot to virtual.”*

— Quote attribution, Title, Company

[READ CASE STUDY](#)



24/7 Live
Support



Millions of Users
Around the Globe



35MM Hours
Viewed Annually



24/7 Live
Support



600+ Events
Streamed Annually



15 Years of
Live Streaming

Typography Examples

Cards

Use Case

Give students the rich media experience they crave — without disrupting teaching style.



Use Case

Transform learning into an active, memorable experience.



Training



Configuration

Typography Examples

Charts

Features	Package A	Package B	Package C
Feature Name	25	25	25
Feature Name	✓	✓	✓
Feature Name	✓	✓	✓
Feature Category			
Feature Name	✗	✓	✓
Feature Name	✗	✓	✓
Feature Name	✗	✓	✓
Feature Name	✗	✓	✓
	Package A	Package B	Package C
	GET STARTED »	GET STARTED »	GET STARTED »

Typography Examples

CTA

Get in touch for a customized quote

📞 608.441.6700

✉️ events@sonicfoundry.com

📍 mediasite.com/events

mediasite.com/events
events@sonicfoundry.com
608.441.6700

mediasiteevents

See it in action with a live demo.

GET STARTED >

or Talk to a Rep at
(+1) 608-443-1600

Textures / Patterns

Dot Matrix

Patterns composed of dots play off the Mediasite brand mark. Dots should be arranged in grids oriented so that 4 dots arranged at 45 degrees from one another evoke the brand mark. Halftone patterns oriented vertically typically reflect this style.

Light Array



[Download Pattern .AI »](#)



Halftone Map









[Download World Map .AI »](#)

[Download Europe Map .PSD »](#)

Iconography

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.

	Live Stream & Record Video Capture & share anytime, anywhere		Gain Insight & Measure Usage Analytics put data at your fingertips
	Add Value to Conference Calls Capture multiple streams		Maximize Your Implementation Professional Services to reach our goals
	Manage Videos Securely Video content management		Host Virtual Events White-glove virtual events platform

Color

In most cases, icons should be blue

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

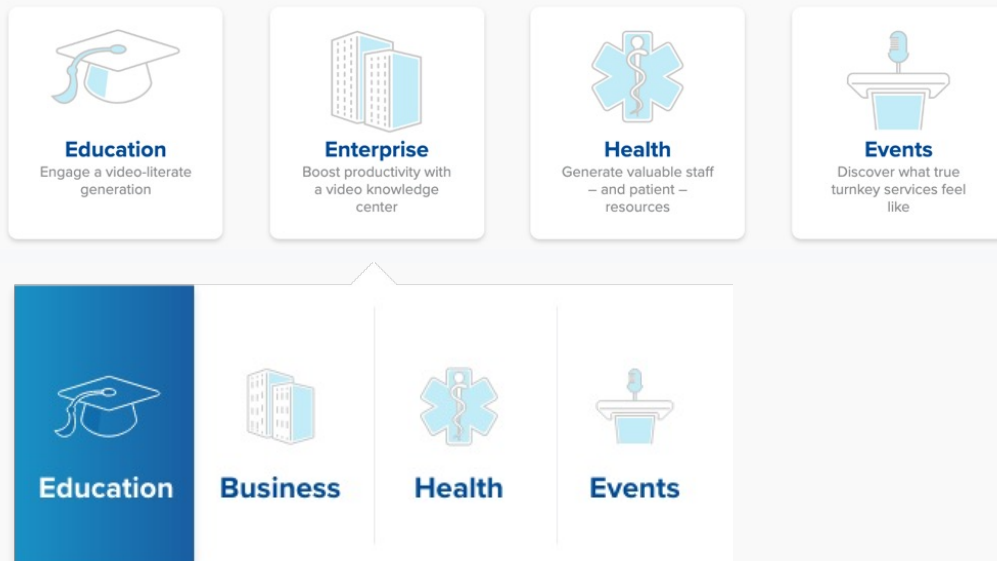
- Icons should be between 20 x 20px – 60 x 60px on web.
- Offline icon sizes may vary based on the size of the execution. A general rule of thumb is to make it within 1-2x the size of the X-height of the text it accompanies.

[Download Icon Files »](#)

Illustrated Icons

Style

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.



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.

[Download Files »](#)

Illustrations

Samples and specs for illustrations used in graphics and infographics

 **EBOOK**




15 Ways your Hybrid & Virtual Events Can Thrive in 2021 & Beyond

Hi {Firstname},

Content building affinity with recipient by describing the problem they're facing and demonstrating we understand the challenges they face and can offer as the solution.



[Get the {content} »](#)



Universities

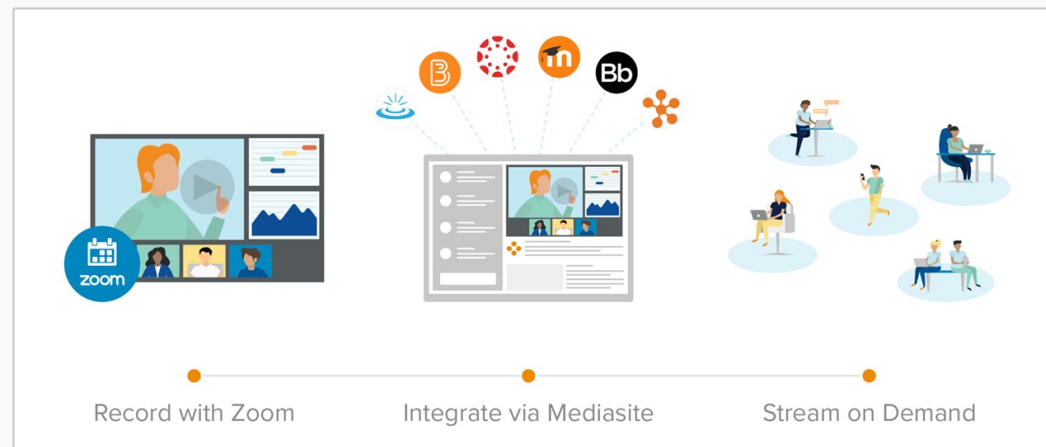
- Create content
- Instruct
- Credentials and certification
- Brand

► **WATCH ON-DEMAND**

How DellTV Built a Global Community with Video







Infographics



Brand Collateral

Stationary

Letterhead

[Mediasite Letterhead](#)

[Letterhead Footer](#)

Business Cards

American

[Business Card Horizontal Color](#)

European

[Business Card European Horizontal Color](#)

[Business Card European Guidelines](#)

PowerPoint Templates

Fonts

Please ensure the following fonts are installed on your machine:

Gilroy – Regular and Medium

Proxima Nova – Regular, Italics, Bold, Bold Italics

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.

[**Download PPT Templates »**](#)

Collateral Examples

Product Specs

Video Best Practices

Creating quality, engaging videos is easier than you think. As you teach, work and communicate remotely in this new video-first world, consider these best practices to ensure a seamless experience for your viewers.



BE THOUGHTFUL OF YOUR ONLINE AUDIENCE

- Use your presentation and on-camera presence as an opportunity to speak directly to your online audience.
- To best connect with your online viewers, speak directly to the webcam. Resist the urge to read from another screen.
- Refrain from making inside jokes with other presenters. If your audience isn't in on it, they will feel disconnected.



WEAR APPROPRIATE CLOTHING AND ACCESSORIES

- Wear solid colors. Medium shades, pastels or off-white works well for shirts and blouses.
- Avoid tight pin stripes, busy patterns or very dark suits.
- Don't wear shiny, loud or distracting jewelry or scarves.



POSITION YOURSELF SO THE CAMERA SEES YOU

- Avoid distracting backgrounds. Find a clean space where the focus will be on you, not the room you're in.
- Remaining stationary behind a podium/table is encouraged.
- Focus up your shot so that you are centered and take up the majority of the screen.
- Avoid excessive movement like swaying. One technique is to point one foot forward and put your weight on that foot, leaning toward the microphone.
- Don't second-guess the camera. Act as if you are always on screen.



MICROPHONE TIPS

- Before your presentation, test your audio levels by speaking into the microphone. Make sure you are speaking at your usual voice level.
- Make sure you speak clearly.
- When possible, use a hard-wired microphone and don't rely on just your computer audio. If you're using a wireless microphone:
 - Place it on your lapel, outside of clothing and away from jewelry.
 - Try to keep it directly under your mouth and not too far to the left or to the right.
 - Do not fumble with your microphone when it is on.
 - Make sure your phone is completely turned off as it may interfere with the sound system.
 - Remember to turn your microphone on before the start of the presentation and off at the end.



KEEP IN MIND WHAT YOU SHOW ON THE SCREEN IS WHAT WILL BE STREAMED TO YOUR ONLINE AUDIENCE

- PowerPoint, software demo, video or content from other devices (whiteboard, document camera, etc).
- Mediasite will automatically record any digital content while you present.
- For best results set your laptop screen resolution to 1280 x 720.

mediasite.com | engage@sonicfoundry.com | 608.443.1600



© 2020 Sonic Foundry, Inc. All rights reserved. Sonic Foundry, the Sonic Foundry logo, Mediasite and the Mediasite logo are registered trademarks of Sonic Foundry, Inc. All other trademarks are the property of their respective owners. 1020

Mediasite Customer Care Plans

	STANDARD	ENHANCED
24/7 MEDIASITE CUSTOMER CARE PORTAL		
Mediasite New Release and Hotfix Downloads: Available for any products under active Customer Care. (Does not include installation and configuration services.)	✓	✓
Online Case Submission, Support Updates and Status Tracking	✓	✓
Searchable Knowledge Base, Mediasite Release Notes, Documentation and Technical Planners	✓	✓
Mediasite U Video Tutorials	✓	✓
Customer Care Contract Details and Status	✓	✓
TECHNICAL SUPPORT		
Unlimited Online Support Cases and Technical Phone Support During Standard Business Hours	✓	✓
Support Case Prioritization Over Non-Customer Care Clients	✓	✓
Emergency 24/7 Phone Support: Available through the U.S. office, excluding December 24, 25, 31 and January 1.	✓	✓
Recorder Advanced Exchange: If a recorder fails, a replacement will be shipped to you overnight so that you are operational as soon as possible. For customers outside of the U.S., replacement units are sent via International Priority, and delivery time is subject to local import and customs processes.	✓	✓
Enhanced Support Case Prioritization Over Standard Customer Care Clients		✓
Dedicated Email Support for Urgent Issues: Receive your own dedicated email address to get expedited support for urgent issues.		✓
MEDIASITE VERSION MANAGEMENT & PROFESSIONAL SERVICES		
Proactive Notification of Mediasite Upgrades, Features and Updates	✓	✓
Upgrade Planning Assistance: Conference call with a Customer Care technician to discuss and plan for your self-hosted or Mediasite Video Cloud upgrade. (Does not include remote or on-site upgrade installation.)	✓	✓
Mediasite Video Cloud Upgrades: Remote upgrades of Mediasite Video Cloud during a prescheduled maintenance window.	✓	✓
Annual Mediasite Health Check: Two-hour annual conference call to review your Mediasite Video Platform, Recorders, system settings and workflows with a technical consultant. We will provide guidance on your Mediasite video capture strategy.		✓
Annual Mediasite Roadmap Review: One-hour exclusive conference with a Sonic Foundry Executive to review the upcoming product roadmap.		✓
Mediasite U Virtual Boot Camp: Enjoy a single-user pass to attend a Mediasite U Virtual Boot Camp. Great for new Mediasite Administrators or great for keeping your Mediasite skills up-to-date.	Fee applies	✓
Mediasite Video Platform Upgrades: Up to four remote upgrades of your self-hosted Mediasite Video Platform server. In-place upgrades must be within the same version family (e.g. 70.30 to 72.1, 72.1 to 72.2) without any server or infrastructure changes.	Optional add-on	✓
Mediasite Video Platform Migration to New Server: Remote migration services to assist with moving the Mediasite Video Platform Application to new servers (e.g. moving from 2008 to server 2012 R2).	Optional add-on	Optional add-on
On-Site Mediasite Professional Services: On-site visit from one of our technical engineers to assist with installations, upgrades, migrations, on-boarding and training.	Optional add-on	Optional add-on

*Services may be performed onsite for additional fee.

mediasite.com | 608.443.1600



© 2021 Sonic Foundry, Inc. All rights reserved. Sonic Foundry, the Sonic Foundry logo, Mediasite and the Mediasite logo are registered trademarks of Sonic Foundry, Inc. All other trademarks are the property of their respective owners. 12021 Mediasite Customer Care Plans

Mediasite Quick Start Package

GO VIRTUAL WITH MEDIASITE

Fast-track your virtual environment with our discounted quick-start packages.

Virtual Quick Start Package

MEDIASITE VIDEO CLOUD

up to 1,000 hours of content free

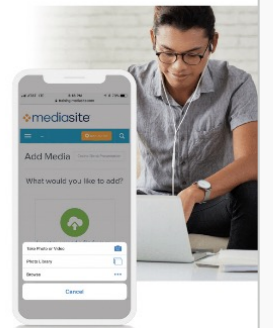
Mediasite Video Cloud scales quickly to accommodate your new viewership and storage needs, allowing you to quickly create your own enterprise or campus video library. It's the most automated and secure system for creating, publishing, searching and managing all your video.

MY MEDIASITE WITH EASY-TO-USE PERSONAL CAPTURE

unlimited

Create great looking videos, screencasts and slideshows, wherever you are in a snap. From demos and video training to flipped classes, lectures and assignments, everything you need is in one simple-to-use tool.

- Users have the flexibility and freedom to take control of their own content
- Administrators complement room capture with "anywhere" capture — without sacrificing security or manageability
- Organizations reap the learning and training benefits of user-generated content and viewer engagement
- Plus, an enhanced UI allows for easy sharing and embedding of videos



Hardware Quick Start Package

MEDIASITE RL MINI RECORDER

with live license

The plug-and-play Mediasite RL Mini makes it easy and affordable to equip smaller teaching and learning spaces, or rooms without built in AV sources, with automated video capture. Simply mount the RL Mini anywhere, connect your camera and content source, and you're ready to schedule recordings. Mediasite RL Mini's capture-to-publish workflows guarantee you never miss a teaching, training or learning moment.

MEDIASITE VIDEO CLOUD

up to 1,000 hours of content free

Mediasite Video Cloud scales quickly to accommodate your new viewership and storage needs, allowing you to quickly create your own enterprise or campus video library. It's the most automated and secure system for creating, publishing, searching and managing all your video.

MY MEDIASITE WITH EASY-TO-USE PERSONAL CAPTURE

5 licenses

All content is immediately published to your Mediasite Video Platform or Mediasite Video Cloud, providing everything you need to manage, secure, share, search and track your video.

mediasite.com | engage@sonicfoundry.com | 608.443.1600



Download Template »

Download Template »

Download Template »

Collateral Examples

Sales Sheet

Mediasite Recording & Upload Solutions

Software & Services

Included with Mediasite annual license

Mediasite Mosaic

Easy-to-use personal capture software for anyone to record screencasts & video content from their laptop or computer

- Screencasts
- Dual-video
- Using laptop/computer webcam & mic

Video On Demand

Annual license

Mediasite Mosaic Pro

Fully automated classroom capture designed to work on classroom PCs

- Mosaic features PLUS podium & scheduling support

Video On Demand

Annual license

RTMP(s)

Configurable ingest of third-party live streams using the RTMP protocol or the secure variant RTMPS

- Live single stream video from third-party hardware or software

Live Video

Included in all Mediasite licenses

OneDrive & Teams Integration

Automated integration to capture all videos saved in a Microsoft OneDrive folder, including Teams video recordings

- Meeting recordings
- Audio, screen share, and participant webcams
- Using recorded video & transcript files

Video On Demand

Included in all Mediasite licenses

Zoom Integration

Automated integration to capture all videos recorded from a Zoom meeting or webinar

- Meeting recordings and webinars
- Audio, screen share, and participant webcams
- Using recorded video & transcript files

Video On Demand

Included in all Mediasite licenses

Devices & Appliances

Mediasite annual licensing purchased separately

Mediasite Recorder

Room-integrated video & content recording for automated, day-to-day capture in AV-light learning & training spaces

- Screencasts
- Video + slides
- Dual-video
- Using HDMI video, audio & content sources

Live + On Demand

License included with appliance

Mediasite Pro Recorder

Room-integrated, multi-source recording & streaming for automated, high-volume capture of any video & content in lecture halls, training facilities & classrooms

- Up to 4 video/content sources (max. 3 HD videos)
- Using any Pro-AV video, audio & content sources

Live + On Demand

License included with appliance

Mediasite Mobile Recorder

Go-anywhere, broadcast-quality video recording & streaming for any event, webcast, or conference

- Up to 4 video/content sources (max. 3 HD videos)
- Using any Pro-AV video, audio & content sources

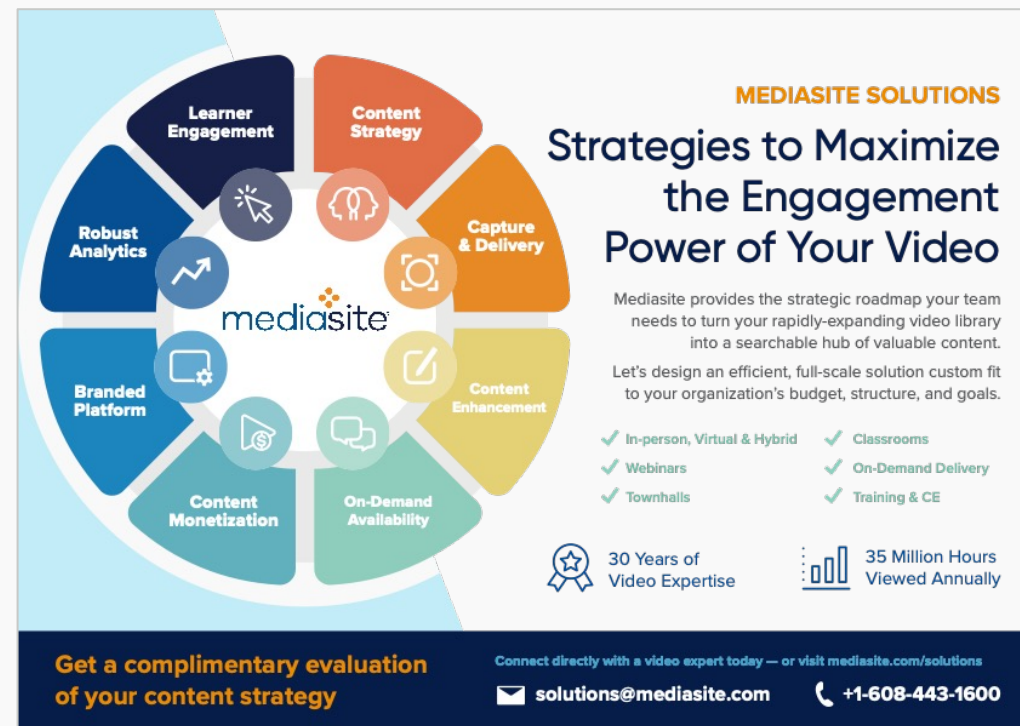
Live + On Demand

License included with appliance

mediasite.com | 608.443.1600



© 2022 Sonic Foundry, Inc. All rights reserved. Sonic Foundry, the Sonic Foundry logo, Mediasite and the Mediasite logo are registered trademarks of Sonic Foundry, Inc. All other trademarks are the property of their respective owners. 9/2022



[Download Template »](#)

[Download Template »](#)

Collateral Examples

Whitepaper

WORKSHEET

Top Things to Consider When Developing a Campus Continuity Plan

As the rapid spread of COVID-19 continues, campuses are rushing to update emergency plans and preparing for the worst. While the scope of the pandemic is still unknown, they are trying to meet the challenge of keeping classes running during the realities of travel bans, quarantines and countries on lock-down.

But what does preparation look like? For many campuses video is a key component for keeping classes going even during mandated social distancing.

We've developed this worksheet as the definitive resource for your video continuity planning.

Campus Continuity Plan

Universities worldwide are turning to online lectures as part of their pandemic and academic continuity planning to avoid the spread of the disease between and beyond campuses.

They're using Mediasite to:

- Minimize the impact of absences and closures by allowing faculty to record lectures from home with My Mediasite and create dynamic web-conference recordings with Mediasite Join
- Build and access a repository of online, on-demand educational materials to deliver to ill students in their homes as well as in response to mandated social distancing
- Stream courses into China for quarantined students

Read on to learn what you need to consider to successfully keep classes going with streaming video.

mediasite

ABOUT MEDIASITE

For nearly two decades, thousands of schools, businesses and healthcare organizations globally have trusted Mediasite video capture, management and streaming solutions to even the playing field for learning worldwide. We're laser-focused on unlocking the power of video for you with easy-to-use and scalable solutions backed by 5-star customer support.

mediasite.com
engage@sonicfoundry.com
608.443.1600


[Download Template »](#)

BATTLECARD

Mediasite Video Platform

Video is vital and your customers want more of it.

It's time to seize the opportunity to inform, engage and even inspire with video! Mediasite makes it possible. Stream, record and securely manage everything from earnings calls and corporate events to training sessions and video conferences.



Mediasite solves common communication problems with one robust video solution.

"Our team lacks unified, cohesive messaging. We're not all on the same page."

Mediasite Video Platform or Video Cloud

Without a central repository to store video, organizations become more siloed. Productivity is lost as employees must spend time searching for what they need. Mediasite solves this by allowing users to securely share, edit and manage rich media. Host your information in **Mediasite Video Cloud** or manage the data on your own servers with **Mediasite Video Platform**.

"We have too many technology options. It's expensive, and valuable information gets lost between systems."

Mediasite Join

Mediasite Join is the most streamlined solution for creating unified, easily accessible highly useful video content. It leverages a company's existing video conferencing infrastructure by integrating seamlessly with the technology they already have. **Join** captures – and most importantly – manages all the important discussions that occur during these meetings so they can be available for review on-demand.

"When people retire, leave, or change roles, institutional knowledge goes with them."

MyMediasite

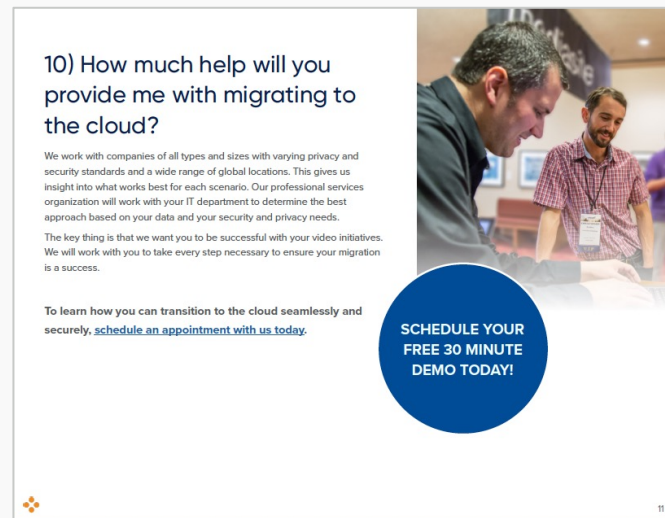
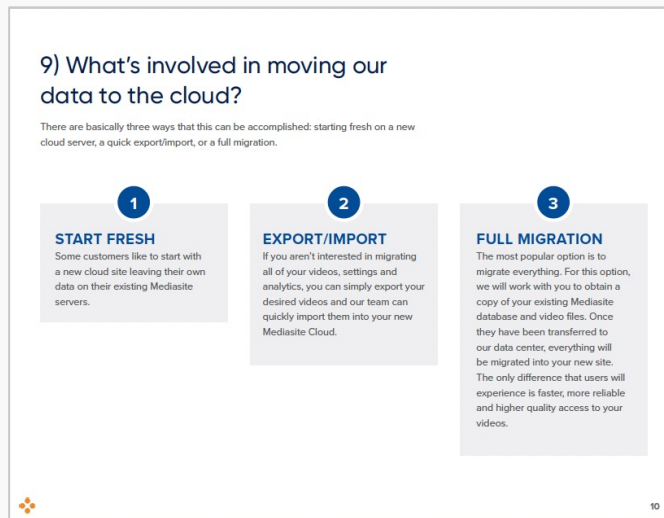
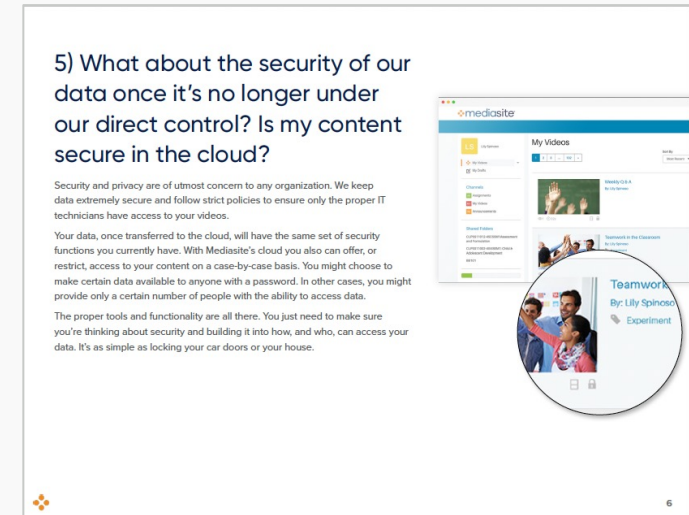
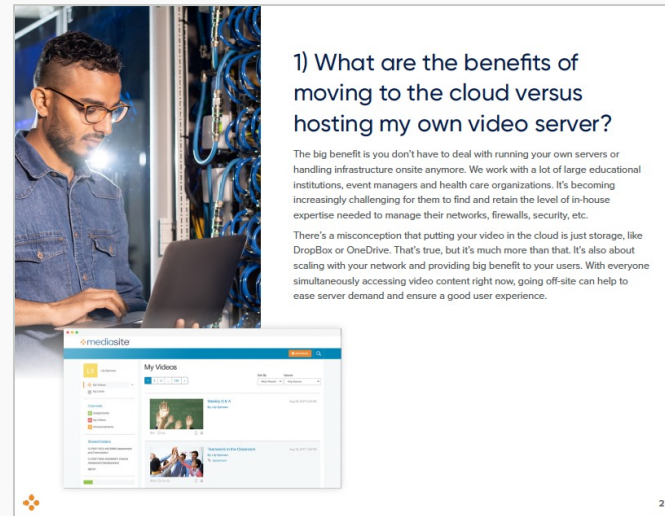
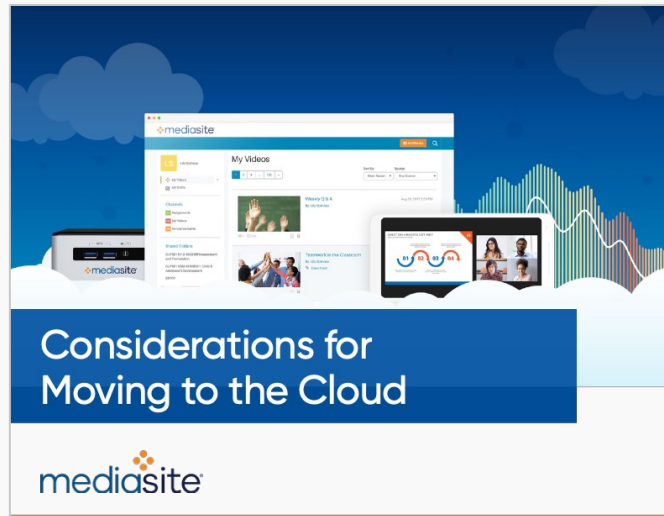
My Mediasite is the personal capture software that gives the content creator an easy interface to ingest video, create presentations, and share their knowledge within the enterprise.

[Download Template »](#)

Collateral Examples


Ebook

[Download Template »](#)



Collateral Examples

Email



► LIVE WEBINAR


2021 is the Year of Hybrid Events: How to Avoid Potential Pitfalls

Wednesday, September 29th
12 pm CST / 2 pm EST

[Register Now »](#)

Join us live

Explore the evolution of lecture capture and why, in a world full of trends, it never goes out of style.



Why it's worth your time

- Learn why simply hitting record adds SO much value to students
- Get expert guidance on how to leverage video analytics to personalize and enhance a course
- See what interactivity tools can do for student engagement
- Hear the latest research on how video lectures for active and micro learning promotes better collaboration


Who should attend

- Job role, job role and job role at organization type
- Job role xyz who face specific challenge lorem ipsum ad sit dolor


[Register Now »](#)

Busy week? Register anyway and we'll send you a recording!


PRESENTED BY




PresenterName Lastname
Presenter Job Title
Brief presenter bio describing what their role is any why they're super duper awesome at being amazing at their job.



PresenterName Lastname
Presenter Job Title
Brief presenter bio describing what their role is any why they're super duper awesome at being amazing at their job.



Sonic Foundry Inc, 222 W Washington Ave #100, Madison, Wisconsin 53703, United States
[Manage preferences](#)



► EBOOK

15 Ways your Hybrid & Virtual Events Can Thrive in 2021 & Beyond

Hi {Firstname},

Content building affinity with recipient by describing the problem they're facing and demonstrating we understand the challenges they face and can offer as the solution.




[Get the {content} »](#)

In this {content} you'll learn

- Specific actionable items the download talks about and why you need to read it to learn this important thing
- Specific question this resource answers and why it matters
- Another specific actionable items the download talks about and why you need to read it to learn this important thing
- Another specific question this resource answers

[Read Now or Save for Later »](#)

Mediasite by Sonic Foundry Inc.
222 W Washington Ave #100, Madison, Wisconsin 53703, United States
[Manage preferences](#)



Level up your video strategy with Mediasite Cloud

Hi Ashley,

As a new school year becomes a reality, it's time to take stock of your technology. If you need to streamline the creation, coordination, and distribution of all the video content your university plans on creating over the next school year, we can help.

We're offering an incredible introductory rate on our Mediasite Cloud package — **try our Cloud bundle for a year with no ongoing commitment.**


Why offer this deal? We know how much Mediasite has helped colleges and universities like yours to streamline their video content strategy — and it's a resource we don't want to keep to ourselves.

To learn more about what's included in this offer, [take a look here](#) — or click below to receive your customized quote.

[Connect Now »](#)

We'd love for your institution to take advantage of this deal.

Best,



Rob Lipps
Executive Vice President
Mediasite

Mediasite by Sonic Foundry Inc.

Sonic Foundry Inc, 222 W Washington Ave #100, Madison, Wisconsin 53703, United States
[Unsubscribe](#) [Manage preferences](#)

Collateral Examples

PPT

[Download Template »](#)

Title Goes Here & Can Be Two Lines

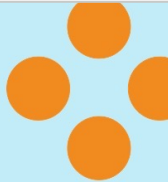
This is a sub-headline on the title slide

Presenter Name, Presenter Title



Section Header

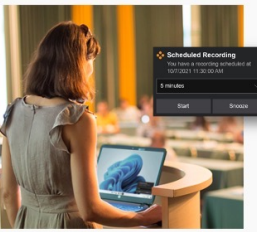

Optional section header descriptor



Our Vision


We will support the *explosive growth* in educational video with:

Intuitive solutions that **empower anyone**
to share **anything**, from **anywhere**, in **any environment**.



This is a slide with an image on the left

- Curabitur non nulla sit amet nisl tempus convallis quis
- Ac lectus. Quisque velit nisi, pretium ut lacinia in, elementum id enim.




This is a slide headline


- This is slide body content
- There might be a few bullet points
 - And maybe some sub-bullet points
- Though it's always best to keep content short


This is an optional callout box for a CTA or key takeaway





Total Enterprise Video Solution


**Create**
Capture and share anytime, anywhere


**Enhance**
Let your viewers interact with you — and each other

**Deliver**
Stream to hundreds or thousands of live and on-demand viewers

**Manage**
Manage your videos securely in a robust, searchable platform


**Analyze**
Manage your videos securely in a robust, searchable platform

**Support**
Expertise from professional services & training to support your video strategy


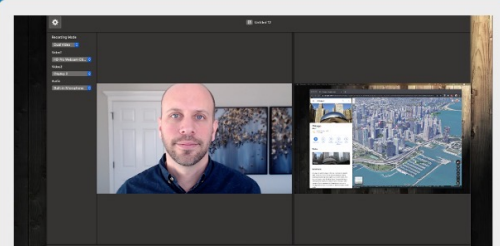


This is a slide with a table

Column Header	Column Header	Column Header
Cell text goes here	Cell text goes here	Cell text goes here
Cell text goes here		





This is a slide with a screenshot

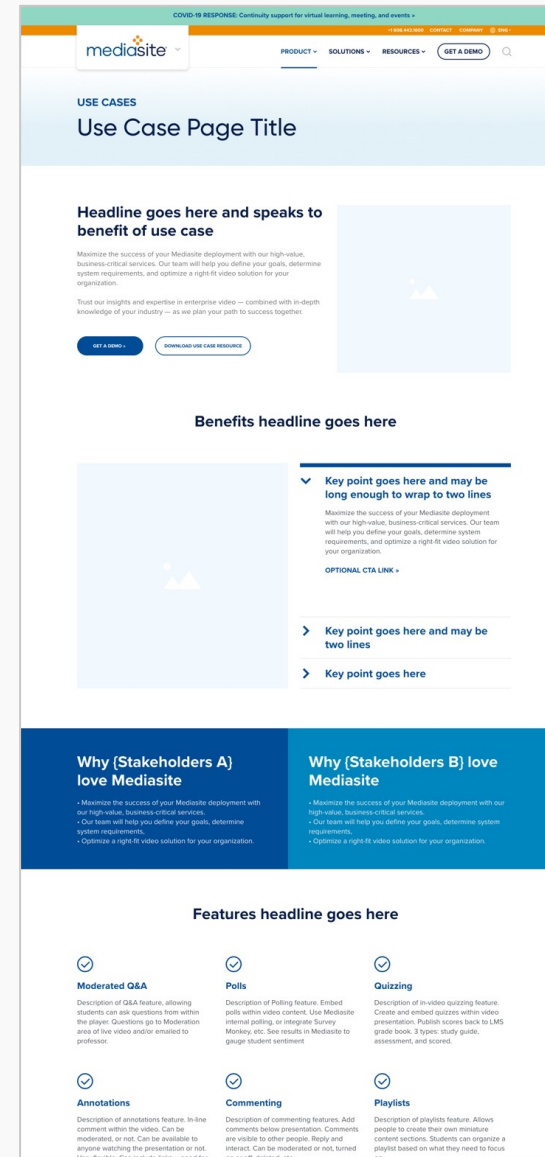
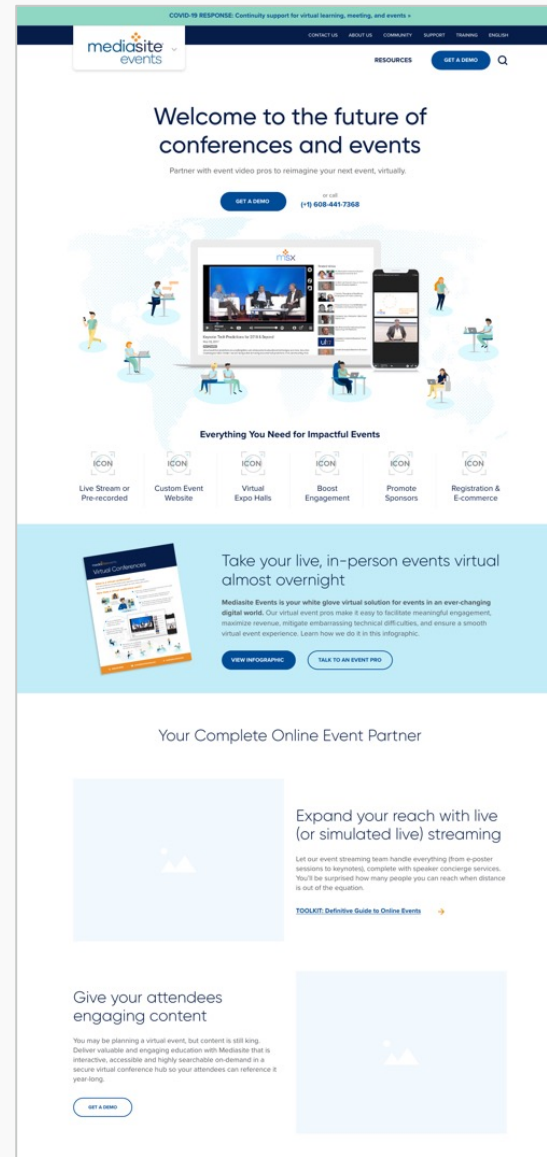
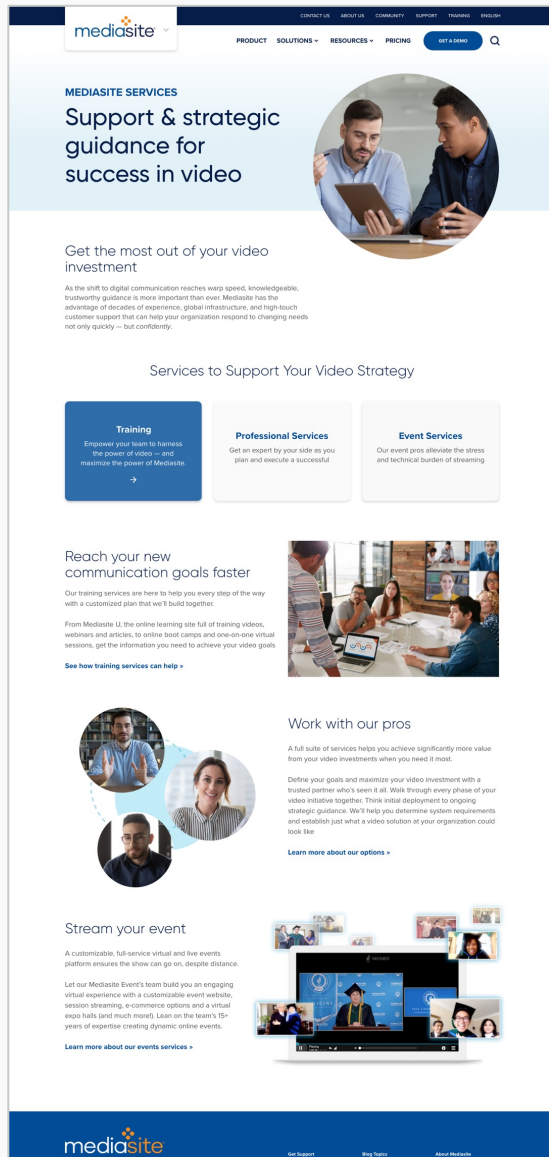


Questions?

presentername@email.com



Collateral Examples Website



Collateral Examples



Just Add Join

Not every meeting goes as you planned...Sometimes it's better. Wouldn't it be great if you could share it?

Automatically capture content from your training room, huddle room or classroom. Add the power of smart content sharing and video management with Mediasite's award-winning platform. Check out Mediasite Join to see how you can extend the reach and power of your unified communications investment.

mediasite.com/join

mediasiteJoin

Ads

OLC INNOVATE 2020
National Webcasting Sponsor

mediasite

Mediasite Video Platform is everything you need to:

Redefine the Classroom

With Mediasite's affordable campus-wide video:

- ✓ Boost student achievement and retention
- ✓ Show up and teach
- ✓ Capture anywhere, anytime
- ✓ Promote student-instructor interaction

LEARN MORE AT BOOTH #302
or mediasite.com/education

mediasite

Elevate your video content for the next school year

LEARN MORE

Switch to mediasite

Virtual learning made easy

LEARN HOW TO MIGRATE »

The Definitive Guide to Virtual Meetings

DOWNLOAD FREE TOOLKIT »

THE DEFINITIVE GUIDE TO Virtual Meetings

Business work is swiftly becoming the new normal for organizations worldwide as COVID-19 continues to spread. While productivity continues to plummet, the way we work has shifted. The way we're working has shifted over the years. Live webcasts and virtual meetings on Mediasite are helping businesses keep their eyes on the prize. In this guide, you'll discover information, videos and articles about how to keep business production with streaming video.

Learn From Your Past
This comprehensive guide shows you how to learn from your past. It's a guide to help you learn from your past. It's a guide to help you learn from your past. It's a guide to help you learn from your past.

Get More Out of Your Record
Business meeting recordings are a valuable asset. They can be used to train new employees, to provide a record of decisions and actions, and to provide a record of decisions and actions. They can be used to train new employees, to provide a record of decisions and actions, and to provide a record of decisions and actions.

How to Minimize COVID-19's Impact on Your Event
In this guide, you'll discover how to minimize the impact of COVID-19 on your event. It's a guide to help you learn from your past. It's a guide to help you learn from your past. It's a guide to help you learn from your past.

Web Elements

Buttons

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

Process Buttons

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

- Primary Process Buttons are solid Cobalt Blue
- Secondary Process Buttons are transparent with a Cobalt Blue outline

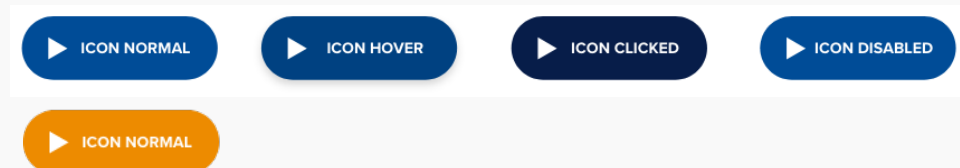


Every website is a full representation of the brand and should be in exact alignment with the other brand websites. Opening it up to individual preferences or interpretation diminishes and harms the brand.

Action Buttons

Action buttons should be used to trigger an immediate action that happens once the button is pressed — such as downloading a file or playing a video. The icon helps visually clarify the action (e.g. play button when a video will be launched, download icon when a file will download, etc.)

- Action buttons are solid Cobalt Blue
- An Orange action button may be used as needed on static designs, such as banner ads. Orange action buttons should not be used on the website.



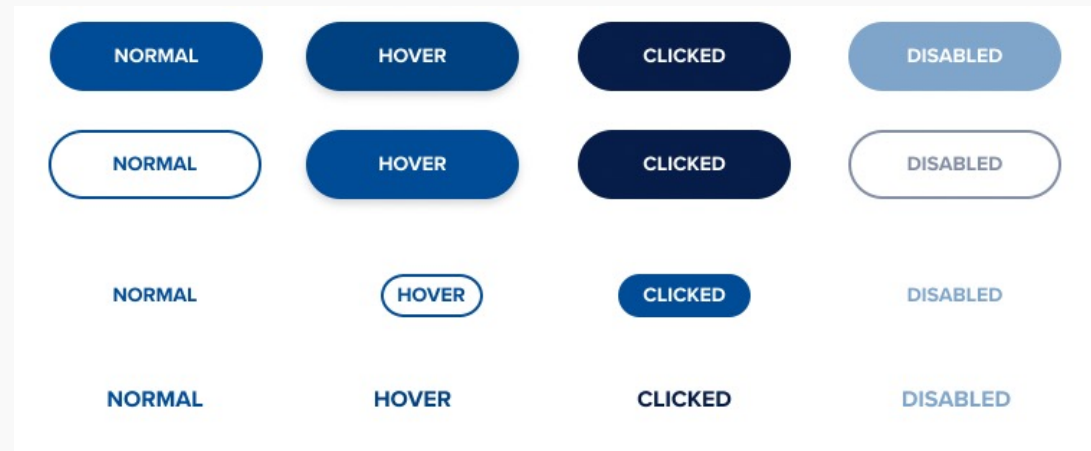
Web Elements

Buttons

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

Styles

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



Every website is a full representation of the brand and should be in exact alignment with the other brand websites. Opening it up to individual preferences or interpretation diminishes and harms the brand.

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](#)

Web Elements

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	→
Hidden 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 ▼
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 Field

Q	Everything...	×
---	---------------	---

Q	Typing	→
---	--------	---

Web Elements

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](#)

Web Elements

Cards

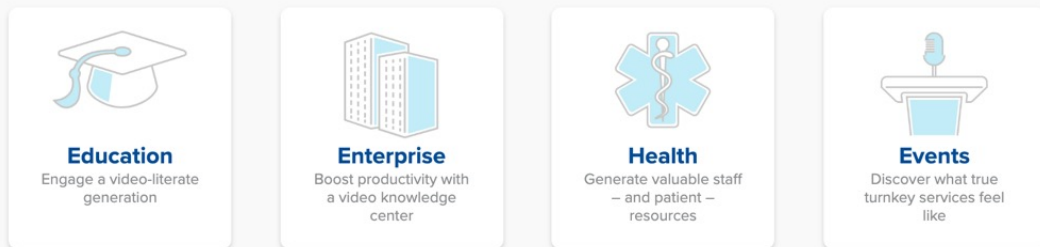
Exact design specs for each form field and state shown below are included in the GUI design specs available here:

<https://xd.adobe.com/spec/3b9193cc-6803-4261-4807-0054f7bb0cb6-4da0/>

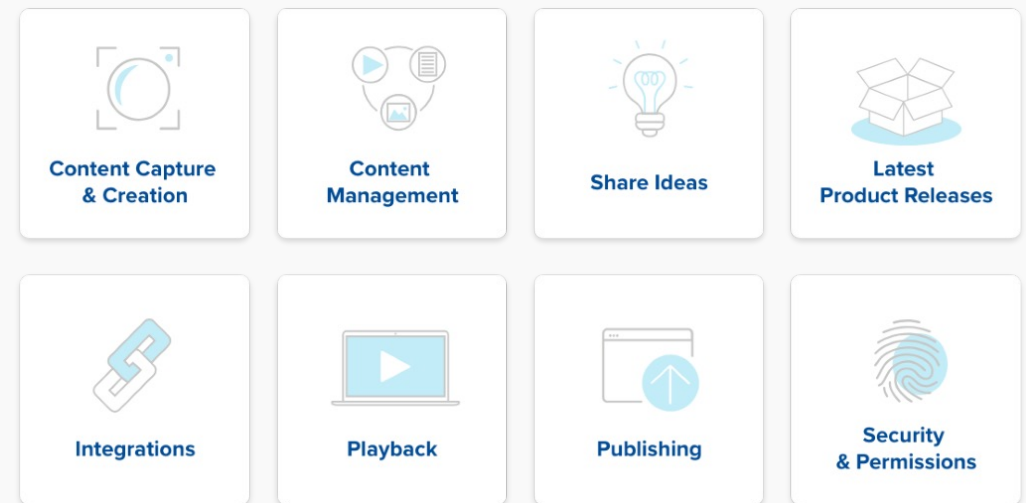
Portal Cards

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.

Web Elements

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.

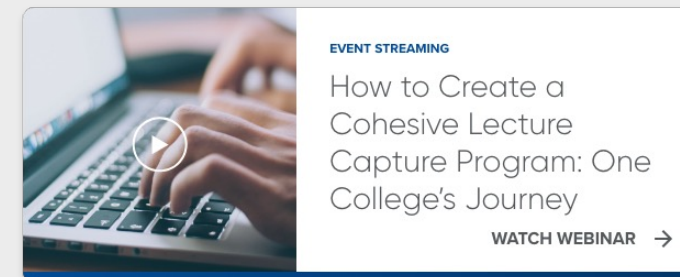
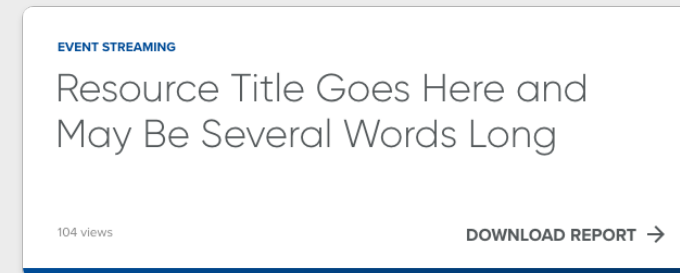
Size

- 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.

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.

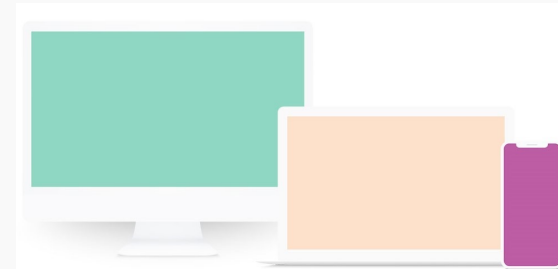
Template Usage

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.

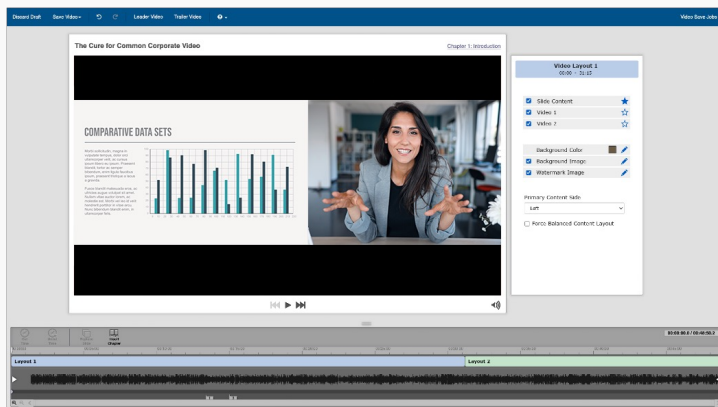
[Download Device Shell .PSDs »](#)



Devices

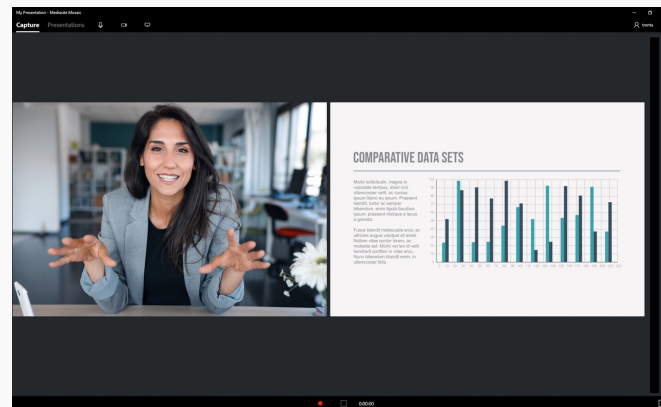
Product Screenshots

The following templates can be used to mock up sample product screens within the device shells.



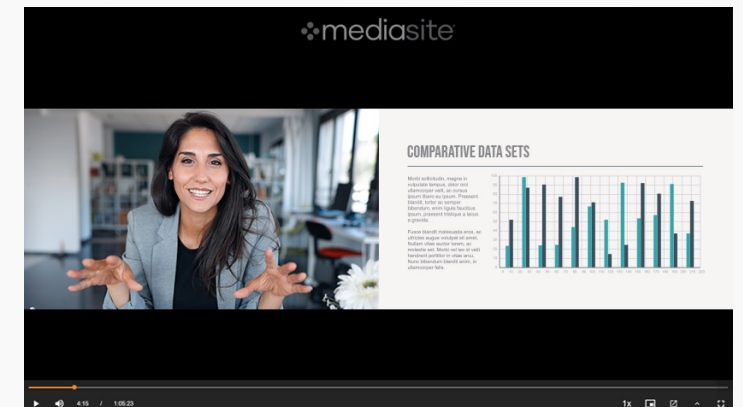
Editor

[Download Template »](#)



Mosaic

[Download Template »](#)

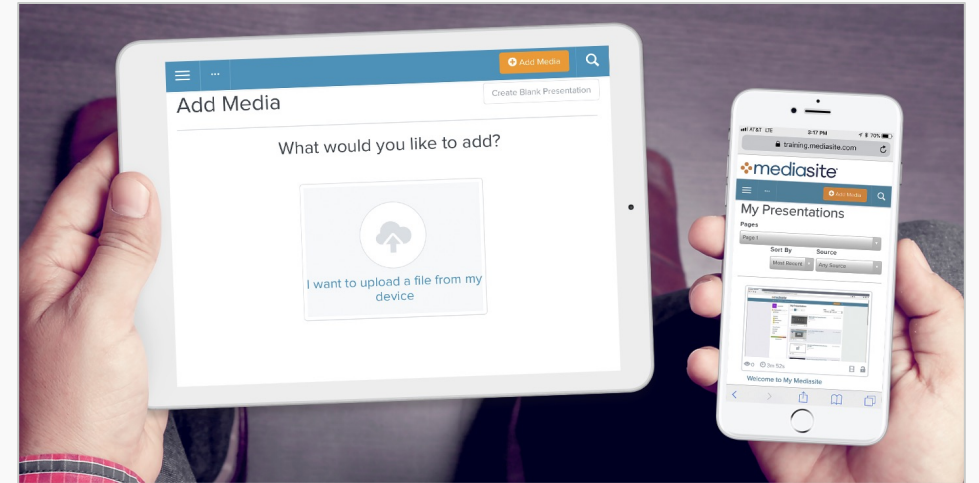
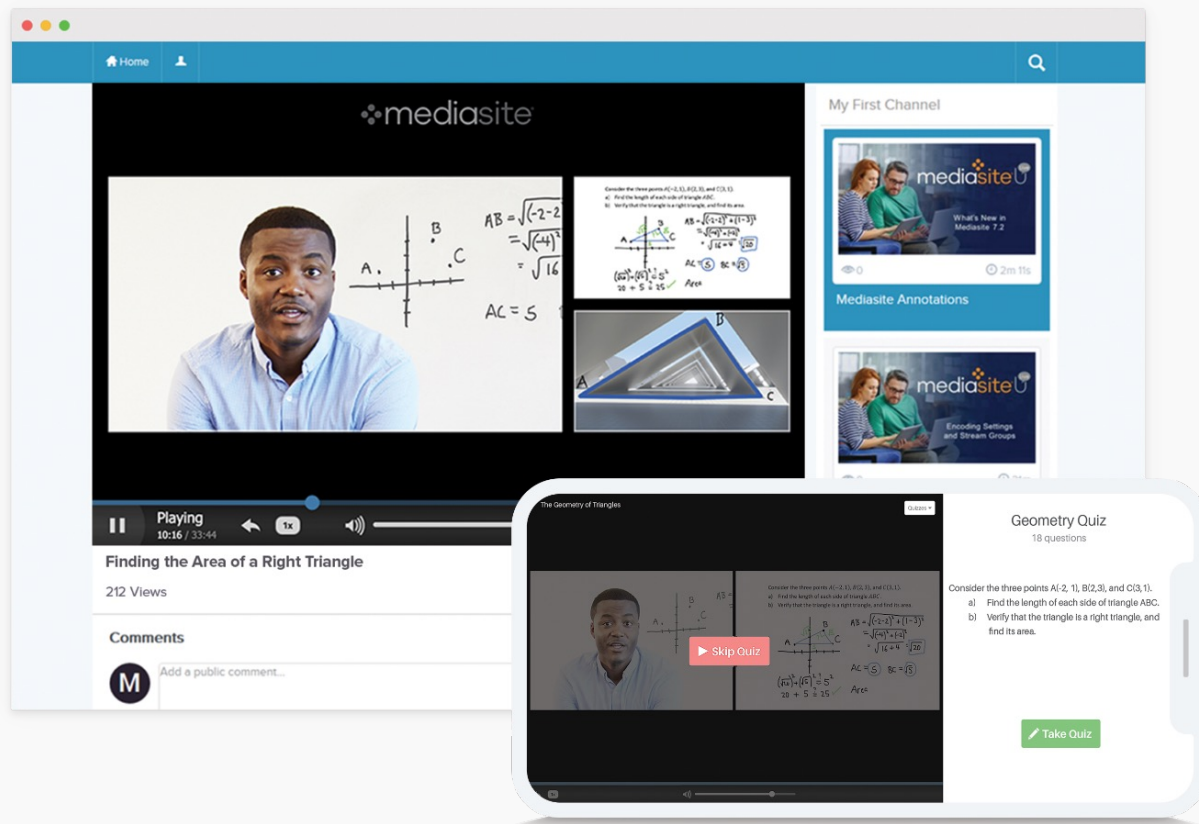


Premier Player

[Download Template »](#)

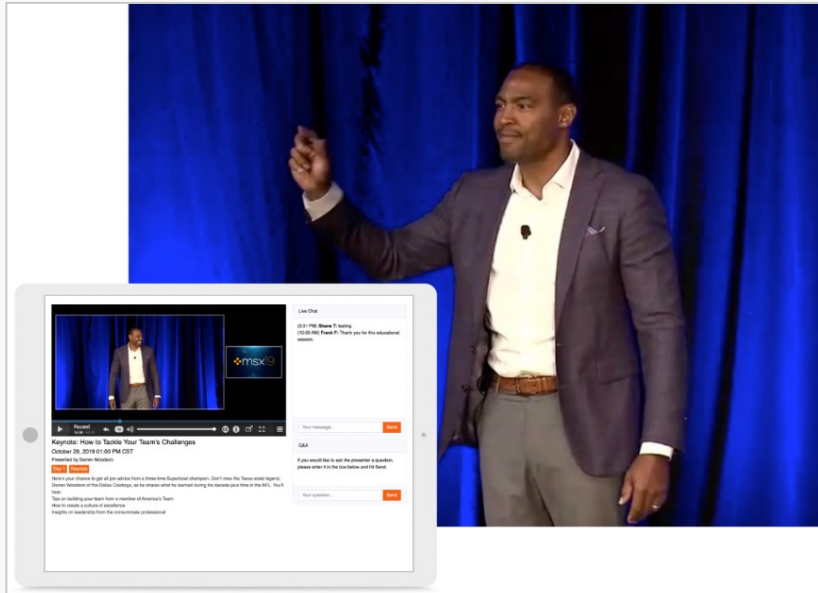
Devices

Use multiple devices to show cross-platform compatibility



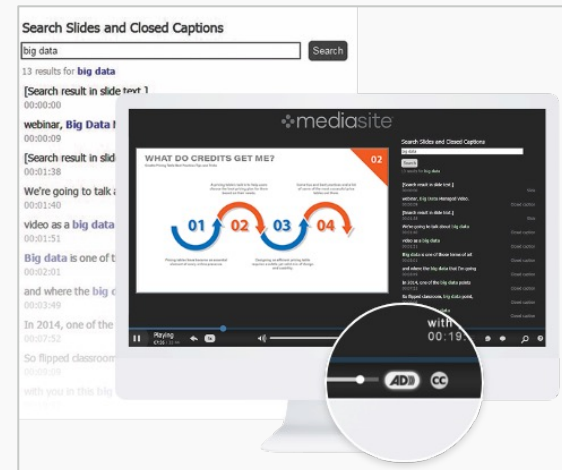
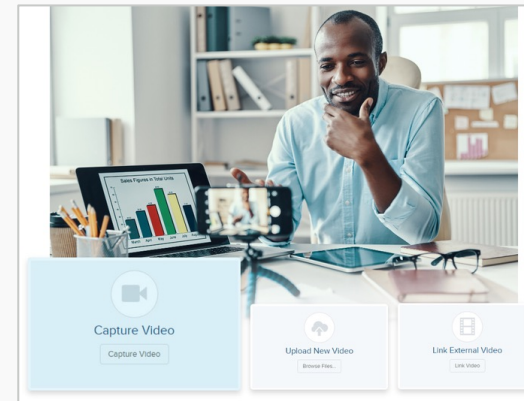
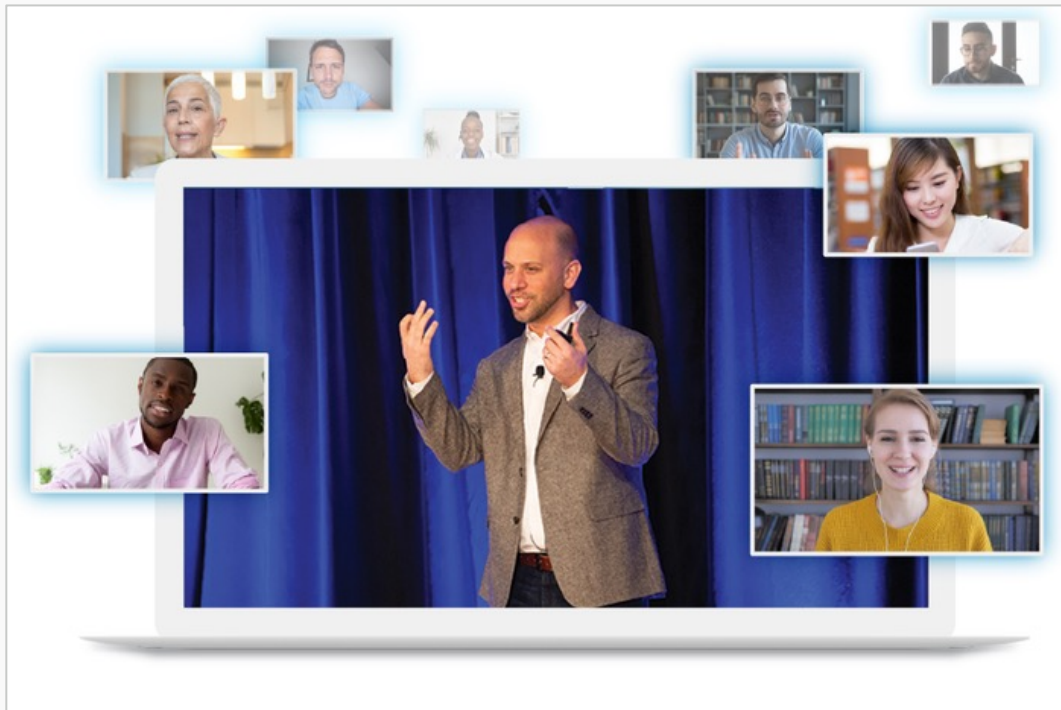
Devices

Combine photography with UI to illustrate product in use in a live setting



Devices

Layer devices and UI elements over meaningful imagery that helps tell a story



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

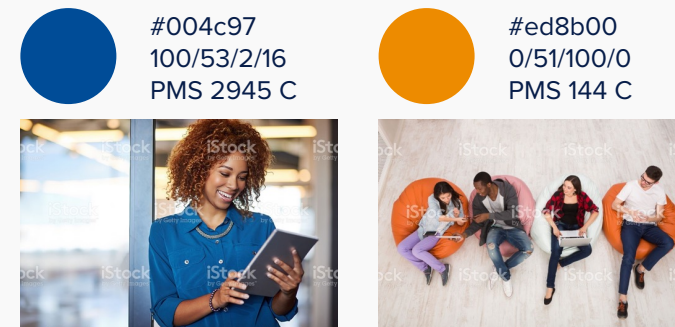
Imagery should be **clean, simple, and uncluttered**. This is often achieved by:

- **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 Images »



Education Images »



Events Images »



Health Images »



Device in Hand Images »



Miscellaneous Images »



Co-branding

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.

Key Principles

- ✓ **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.

Co-branding

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.

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.

Co-branding

Brand Dominance

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.

