Internal Brand Guidelines

wtvision

INTEGRATED BROADCAST SOLUTIONS

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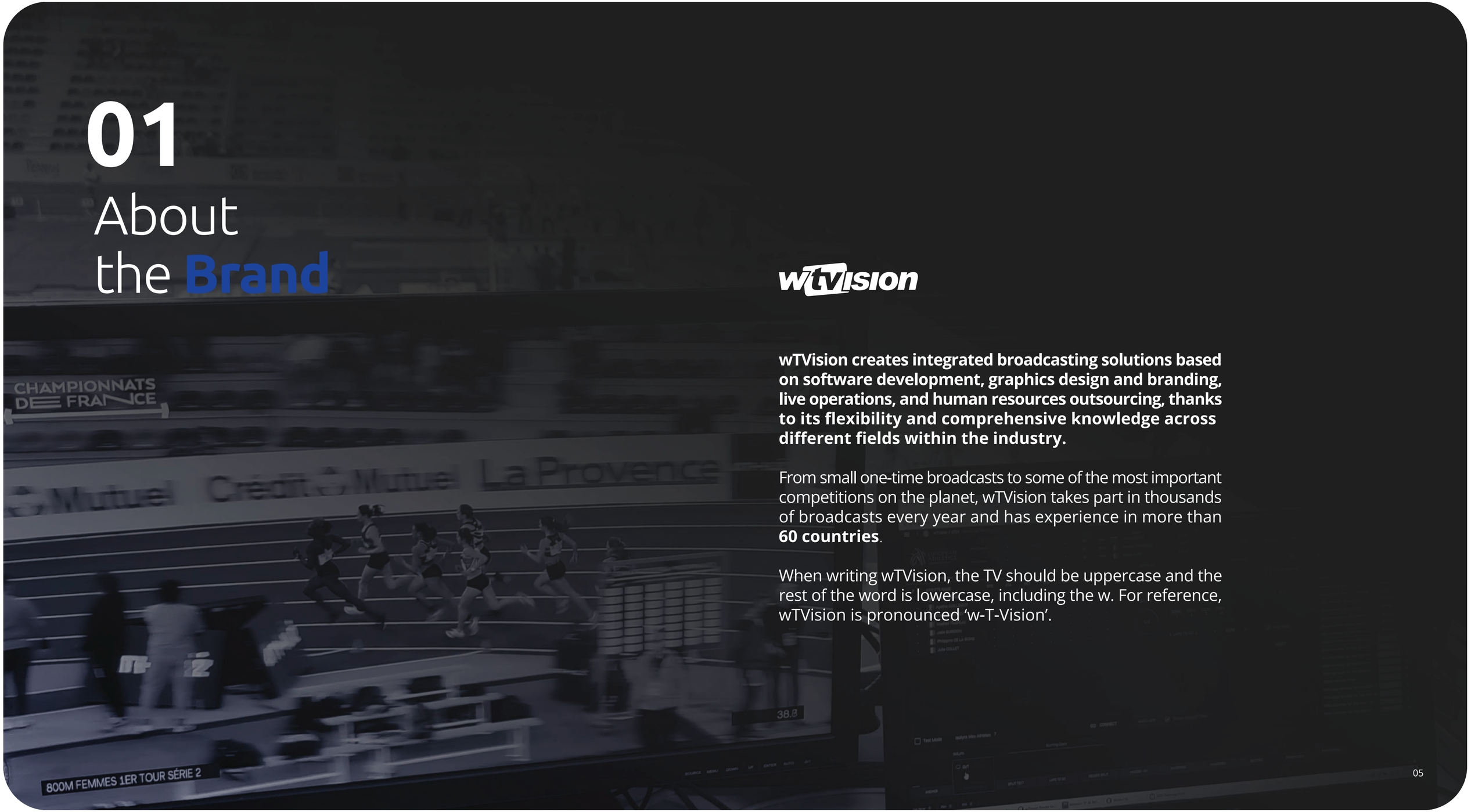
Think
what to do
with the box.

01
About the **Brand**



wTVision creates integrated broadcasting solutions based on software development, graphics design and branding, live operations, and human resources outsourcing, thanks to its flexibility and comprehensive knowledge across different fields within the industry.

From small one-time broadcasts to some of the most important competitions on the planet, wTVision takes part in thousands of broadcasts every year and has experience in more than **60 countries**.

When writing wTVision, the TV should be uppercase and the rest of the word is lowercase, including the w. For reference, wTVision is pronounced ‘w-T-Vision’.

02
Primary Logo

It serves as a powerful symbol that helps audiences instantly recognize wTVision's products, web presence, advertisements, and other materials. Consistency in its usage is crucial for maintaining brand strength and conveying our core values and attributes.

02
Primary
Logo

The purpose of our logo is to establish a strong and memorable brand identity.

It acts as a visual anchor that represents our company's professionalism, innovation, and commitment to excellence. When using the logo in a crowded environment we suggest using a clearpsace around the logo. This might be in a situation where the logo is seen in context with other different logos.

Safe margins:

Minimum size:

03

Secondary **Logo** and Variations

It also can be used when the primary logo is not necessary or in cases where the brand name is already displayed in plain text.

03

Secondary **Logo** and Variations

wTVision’s primary and secondary logos can be used in various contrasting backgrounds.

04
Unacceptable **Usage**

Don’t use against low contrast.

Don’t rotate it.

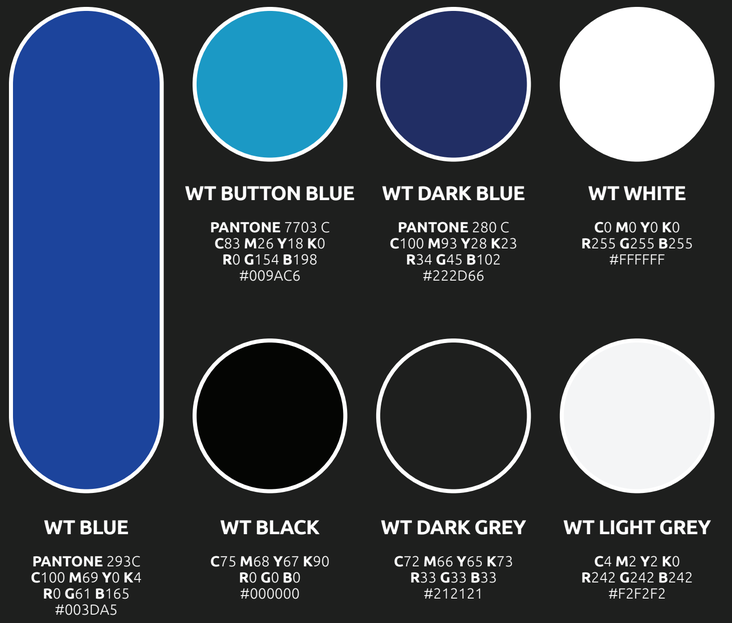
Don’t use gradients or shadows

Don’t stretch or squeeze it.

Don’t use busy backgrounds.

Don’t use other colors.

05
Colors



WT BLUE

PANTONE 293C
C100 **M**69 **Y**0 **K**4
R0 **G**61 **B**165
#003DA5

WT BUTTON BLUE

PANTONE 7703 C
C83 **M**26 **Y**18 **K**0
R0 **G**154 **B**198
#009AC6

WT BLACK

C75 **M**68 **Y**67 **K**90
R0 **G**0 **B**0
#000000

WT DARK BLUE

PANTONE 280 C
C100 **M**93 **Y**28 **K**23
R34 **G**45 **B**102
#222D66

WT DARK GREY

C72 **M**66 **Y**65 **K**73
R33 **G**33 **B**33
#212121

WT WHITE

C0 **M**0 **Y**0 **K**0
R255 **G**255 **B**255
#FFFFFF

WT LIGHT GREY

C4 **M**2 **Y**2 **K**0
R242 **G**242 **B**242
#F2F2F2

06
Typography

Typography is a crucial element of our brand identity.

It helps to establish a distinct and recognizable voice for our brand. Careful use of typography reinforces our personality and ensures clarity and harmony in all wTVision communication.

HEADING

Ubunto Bold

A B C D E F G H I J K L M N O P Q R S T U V W X T Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! ” # % & / ( ) = ? ’ ; : < > @ £ § € { [ ] } « » - . ,

text

Ubunto Bold

A B C D E F G H I J K L M N O P Q R S T U V W X T Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! ” # % & / ( ) = ? ’ ; : < > @ £ § € { [ ] } « » - . ,

07
Solutions

Sports	Master Control Room	Production Control Room	Elections	Graphics & Video	Broadcast Design

SPORTS LIGHT BLUE

PANTONE 2995 C
C86 **M**16 **Y**9 **K**0
R0 **G**168 **B**226
#00A8E2

MCR LIGHT GREEN

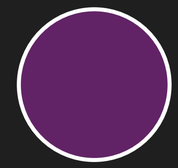
PANTONE 7737 C
C68 **M**18 **Y**94 **K**6
R107 **G**165 **B**58
#6BA53A

PCR LIGHT RED

PANTONE 485 C
C10 **M**96 **Y**93 **K**0
R225 **G**38 **B**28
#E1261C

ELECTIONS LIGHT ORANGE

PANTONE 715 C
C1 **M**59 **Y**87 **K**0
R249 **G**142 **B**43
#F98E2B



GRAPHICS & VIDEO LIGHT PURPLE

PANTONE 2623 C
C77 **M**99 **Y**38 **K**3
R97 **G**33 **B**102
#612166

This solution is not limited to any color due to its creative nature.

SPORTS DARK BLUE

PANTONE 7460 C
C93 **M**43 **Y**13 **K**0
R0 **G**124 **B**187
#007CBB

MCR DARK GREEN

PANTONE 7742 C
C80 **M**43 **Y**92 **K**6
R72 **G**119 **B**60
#48773C

PCR DARK RED

PANTONE 1815 C
C46 **M**96 **Y**86 **K**24
R128 **G**38 **B**41
#802629

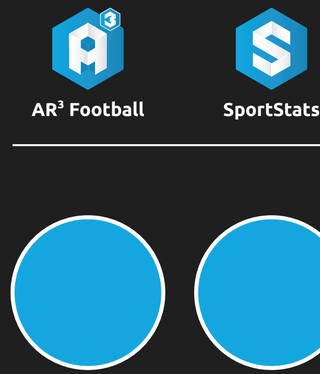
ELECTIONS DARK ORANGE

PANTONE 1655 C
C0 **M**87 **Y**92 **K**0
R255 **G**78 **B**0
#FF4E00

GRAPHICS & VIDEO LIGHT PURPLE

PANTONE 275 C
C94 **M**99 **Y**49 **K**27
R32 **G**23 **B**71
#201747

08
Products

AR³ Football	SportStats	Scorebug	Scoreboard Eye	Wtracker	Studio CG	Elections CG
						
AR³ FOOTBALL LIGHT BLUE **PANTONE** 2995 C **C**86 **M**16 **Y**9 **K**0 **R**0 **G**168 **B**226 #00A8E2	**SPORTSTATS LIGHT BLUE** **PANTONE** 2995 C **C**86 **M**16 **Y**9 **K**0 **R**0 **G**168 **B**226 #00A8E2	**SCOREBUG LIGHT BLUE** **PANTONE** 2995 C **C**86 **M**16 **Y**9 **K**0 **R**0 **G**168 **B**226 #00A8E2	**SCOREBOARD EYE LIGHT BLUE** **PANTONE** 2995 C **C**86 **M**16 **Y**9 **K**0 **R**0 **G**168 **B**226 #00A8E2	**WTRACKER LIGHT BLUE** **PANTONE** 2995 C **C**86 **M**16 **Y**9 **K**0 **R**0 **G**168 **B**226 #00A8E2	**STUDIO CG LIGHT RED** **PANTONE 485 C** **C**10 **M**96 **Y**93 **K**0 **R**225 **G**38 **B**28 #E1261C	**ELECTIONS CG LIGHT ORANGE** **PANTONE** 715 C **C**1 **M**59 **Y**87 **K**0 **R**249 **G**142 **B**43 #F98E2B
AR³ FOOTBALL DARK BLUE **PANTONE 7460 C** **C**93 **M**43 **Y**13 **K**0 **R**0 **G**124 **B**187 #007CBB	**SPORTS STATS DARK BLUE** **PANTONE 7460 C** **C**93 **M**43 **Y**13 **K**0 **R**0 **G**124 **B**187 #007CBB	**SCOREBUG DARK BLUE** **PANTONE 7460 C** **C**93 **M**43 **Y**13 **K**0 **R**0 **G**124 **B**187 #007CBB	**SCOREBOARD EYE DARK BLUE** **PANTONE 7460 C** **C**93 **M**43 **Y**13 **K**0 **R**0 **G**124 **B**187 #007CBB	**WTRACKER DARK BLUE** **PANTONE 7460 C** **C**93 **M**43 **Y**13 **K**0 **R**0 **G**124 **B**187 #007CBB	**STUDIO CG DARK RED** **PANTONE 1815 C** **C**46 **M**96 **Y**86 **K**24 **R**128 **G**38 **B**41 #802629	**ELECTIONS CG DARK ORANGE** **PANTONE** 1655 C **C**0 **M**87 **Y**92 **K**0 **R**255 **G**78 **B**0 #FF4E00

08
Products

ChannelMaker

Recall

Media Tools

Go Get

R³ Space Engine

Media Manager

CHANNELMAKER LIGHT GREEN

PANTONE 7737 C
C68 **M**18 **Y**94 **K**6
R107 **G**165 **B**58
#6BA53A

RECALL LIGHT GREEN

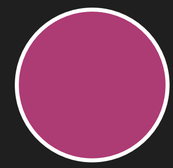
PANTONE 7737 C
C68 **M**18 **Y**94 **K**6
R107 **G**165 **B**58
#6BA53A

MEDIA TOOLS LIGHT PURPLE

PANTONE 2623 C
C77 **M**99 **Y**38 **K**3
R97 **G**33 **B**102
#612166

GO GET LIGHT

PANTONE 587 C
C18 **M**8 **Y**56 **K**0
R228 **G**227 **B**41
#e4E38D



R³ SPACE ENGINE LIGHT PURPLE

PANTONE 7647 C
C39 **M**91 **Y**35 **K**0
R172 **G**60 **B**115
#AC3C73

MEDIA MANAGER LIGHT YELLOW

PANTONE 124 C
C12 **M**40 **Y**97 **K**0
R236 **G**170 **B**0
#ECAA00

CHANNELMAKER DARK GREEN

PANTONE 7742 C
C80 **M**43 **Y**92 **K**6
R72 **G**119 **B**60
#48773C

RECALL DARK GREEN

PANTONE 7742 C
C80 **M**43 **Y**92 **K**6
R72 **G**119 **B**60
#48773C

MEDIA TOOLS LIGHT PURPLE

PANTONE 275 C
C94 **M**99 **Y**49 **K**27
R32 **G**23 **B**71
#201747

GO GET DARK

PANTONE 753 C
C63 **M**72 **Y**92 **K**32
R91 **G**70 **B**34
#5B4622

R³ SPACE ENGINE DARK PURPLE

PANTONE 7421 C
C55 **M**97 **Y**70 **K**31
R105 **G**28 **B**51
#691C33

MEDIA MANAGER DARK YELLOW

PANTONE 132 C
C43 **M**59 **Y**100 **K**4
R163 **G**116 **B**0
#A37400

08
Products

When in need to name a specific application used within this suite of applications you should include the name of the sport, followed by Stats", a space and "CG".

Example:
FootballStats CG, BasketballStats CG, CyclingStats CG.

Naming

- **AR³ Athletics**
- **ChannelMaker**
- **Go Get**
- **Media Tools**
- **Recall**
- **Scorebug**
- **Studio CG**
- **wTracker**
- **SportsStats Suite**
- **AR³ Football**
- **Elections CG**
- **R³ Space Engine**
- **Scoreboard Eye**
- **wTVision Media Manager**
- **AR³ Athletics**

09

Language

English (American), **Portuguese** (European; according to new Orthographic Agreement) and **Spanish** (European).

10
Grammar and **Formatting**

To maintain consistency on all communications front, follow this best practices and specs.

Date Format:

“August 6” “Between August 6 and 12”
“From August 1 until August 12”.

Capitalization:

- wTVision's solutions should always start with a capital letter.
  EX: **Sports Solutions, Elections, Production Control Room.**
- Products should always be mentioned according to the official list *(See page 14)* and the official name given on all promotional material. *EX:* **wTracker, AR³ Football, Go Social**.
- All projects wTVision is a part of must start with a capital letter, as well as the different sports covered by the company.
  EX: **Grande Jornada, Football.**

Quotations:

- Quotations should be marked with " "
- Quotations within another quotation should be marked with "

Italics:

- The use of italics is not mandatory but optional. When using an loanword or loan expression, italics are accepted, as well as in quotations.

Numbers & Values:

Thousands: **1 000** Decimal: **1, 15** Currency: **205€ / 205$**

11
Tone of Voice

Complement the company tone of voice using the following best practices and specs.

Website News:

This kind of content should be short, informative, demonstrative of wTVision's capacity and appealing. Used for promotional purposes, it should contain the majority of the information without long sentences or descriptions.

Social Media:

Informal language and short descriptions. Social Media offers more freedom than most communication channels: the tone can be adjusted according to the subject, content and platform.

Press Release:

Written to report newsworthy content. No adjectivation and close to the final content of an purely informative piece. Press Releases should be straight to the point and answer the questions: who, what, where, when and how.

Case Studies / Brochures:

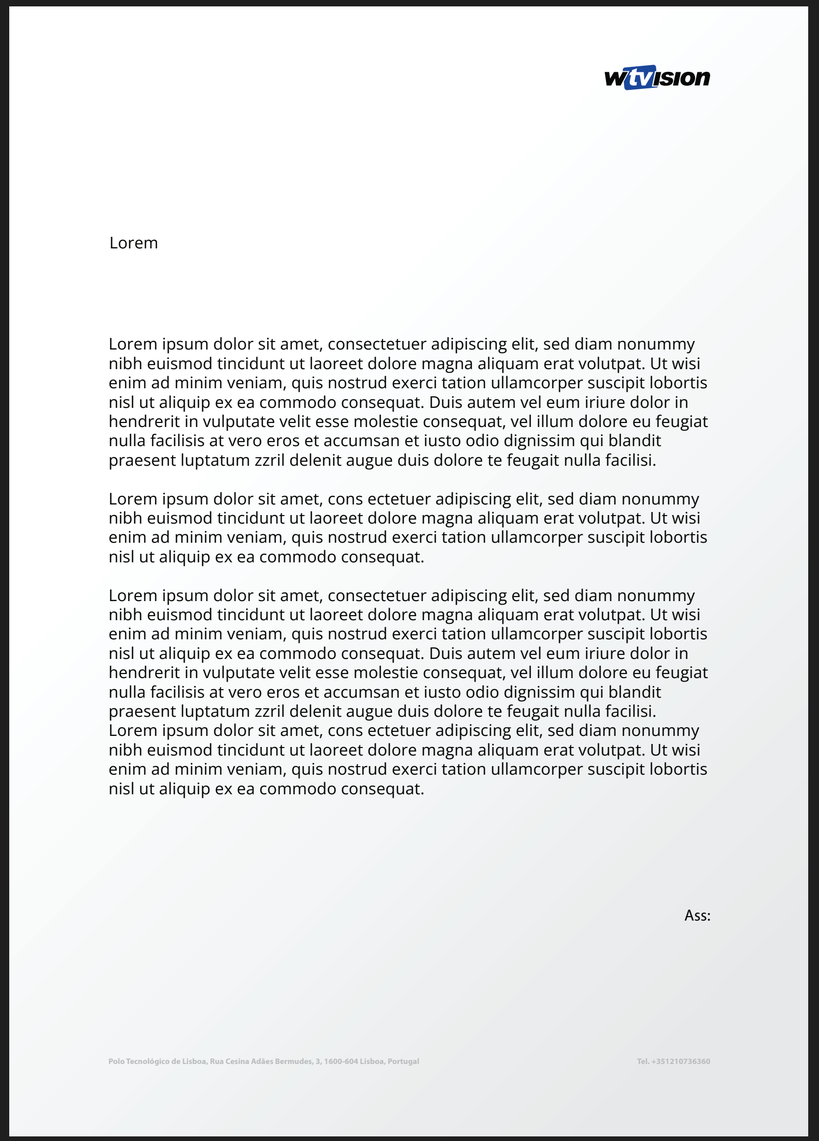
Purely technical, but understandable to most people that get access to the information. Language should be distant and formal, adjectivation kept to the essential with the main goal of better inform about wTVision's solutions and products, with practical demonstrations.

12

Stationery

Letter

How to apply the wTVision desgin language to the company stationery on the most common formats, in this case, the letter template.



A4 Paper

Open Sans
Regular 12 pt - **16** pt

12

Stationery
Business Card

The wTVision Business card, a vertical format card, with the main info printed and all other contact info in a scannable vCard QRcode.

85 x **55** mm
Couche gloss 300gr Paper.

Business Card

Open Sans
Bold 8 pt (Name)
Light 6 pt (Info)

Reach **Us**

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