



# brand book

wTVision  
2019



**integrated  
broadcasting  
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 broadcast 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.

## 02.

### Primary Logo



**wTVision's primary logo is a wordmark and a television shape.**

This is the main logo that will be used across primary brand applications. This trademark helps audiences easily identify wTVision's products, web presence, ads and other materials, and enhances professionalism to the brand. It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.



The logo shouldn't be smaller than **90px x 21px**.

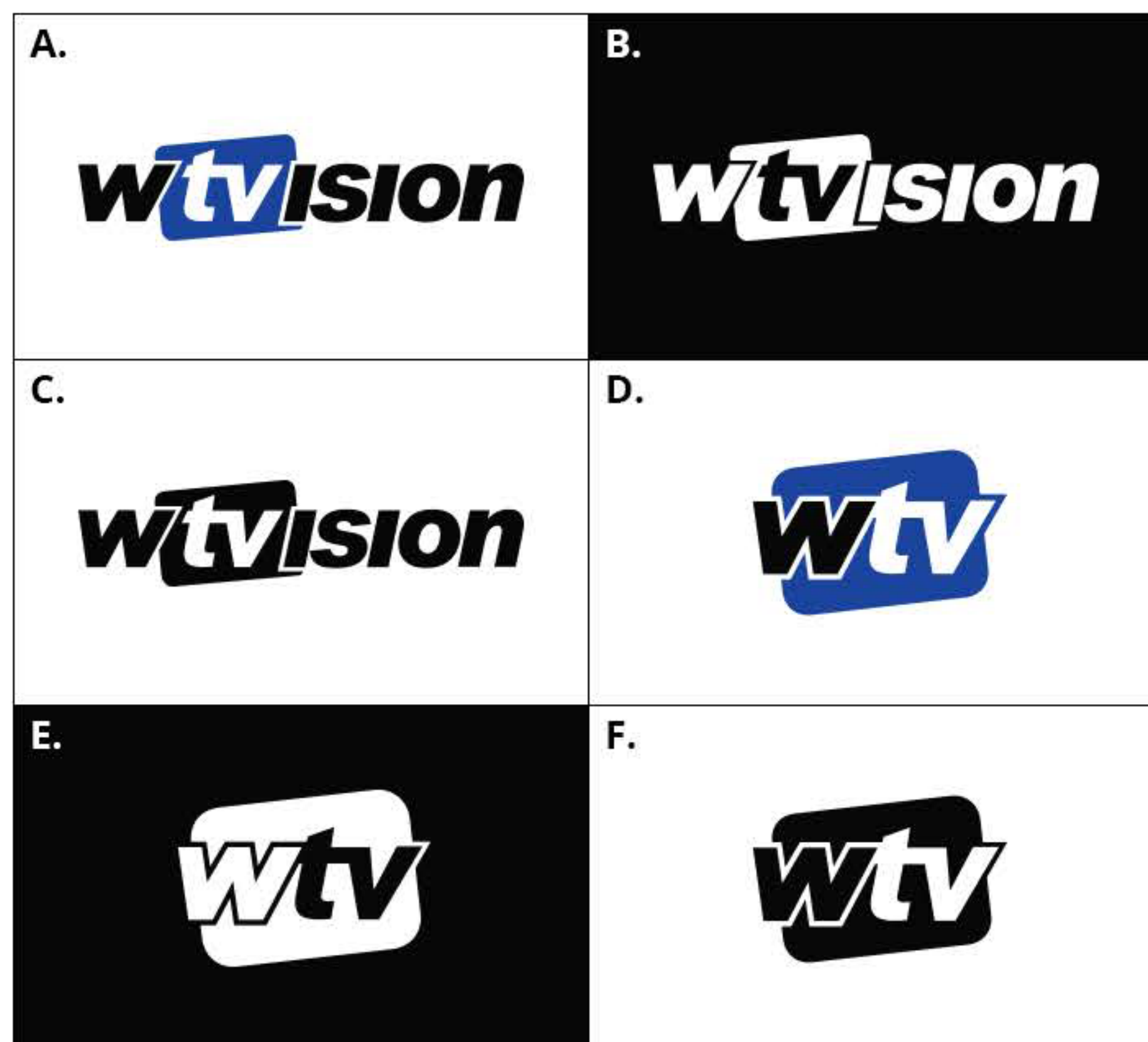


# 03.

## Secondary Logo and Versions



LOGO VERSIONS



wTVision's secondary logo can be used in replace of the primary. It also can be used when primary logo is not necessary or in cases where the brand name is already displayed in plain text.



# 04.

## Unacceptable Usage

**Dos and don'ts.** You wouldn't wear one blue and one yellow sock. Take a moment to think about how you apply the wTVision logo.



✗ Don't use against low contrast.



✗ Don't rotate it.



✗ Don't gradients or shadows.



✗ Don't stretch or squeeze it.



✗ Don't use busy backgrounds.



✗ Don't use other colors.

# 05.

## Colors

There is **one main color** in the wTVision color palette.



**WT BLUE**  
PANTONE 293 C  
C=100 M=69 Y=0 K=4  
R=0 G=61 B=165  
#003DA5



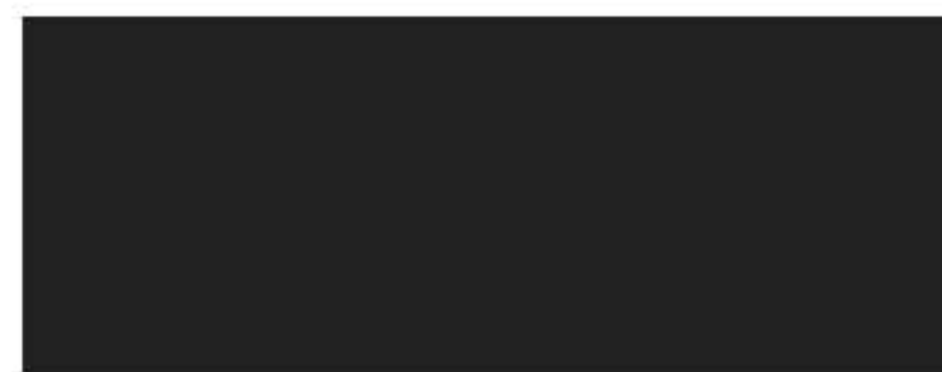
**WT BUTTON BLUE**  
PANTONE 7703 C  
C=83 M=26 Y=18 K=0  
R=0 G=154 B=198  
#009AC6



**WT DARK BLUE**  
PANTONE 280 C  
C=100 M=93 Y=27 K=23  
R=0 G=45 B=122  
#002D7A



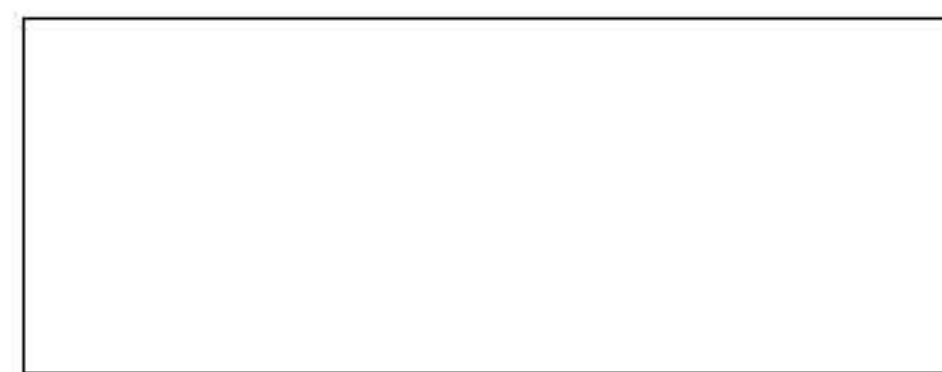
**WT BLACK**  
C=75 M=68 Y=67 K=90  
R=0 G=0 B=0  
#000000



**WT DARK GREY**  
C=72 M=66 Y=65 K=73  
R=33 G=33 B=33  
#212121



**WT LIGHT GREY**  
C=4 M=2 Y=2 K=0  
R=242 G=242 B=242  
#F2F2F2



**WT WHITE**  
C=0 M=0 Y=0 K=0  
R=255 G=255 B=255  
#FFFFFF



# 06.

## Typography

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all wTVision communication.

### HEADING

Ubuntu 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 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

Open Sans Regular

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

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



#### SPORTS LIGHT BLUE

PANTONE 2995 C | R=0 G=168 B=226  
C=86 M=16 Y=9 K=0 | #00A8E2



#### SPORTS DARK BLUE

PANTONE 7460 C | R=0 G=124 B=187  
C=93 M=43 Y=13 K=0 | #007CBB

### MASTER CONTROL ROOM



#### MCR LIGHT GREEN

PANTONE 7737 C | R=107 G=165 B=58  
C=68 M=18 Y=94 K=0 | #6BA53A



#### MCR DARK GREEN

PANTONE 7742 C | R=72 G=119 B=60  
C=80 M=43 Y=92 K=6 | #48773C

### PRODUCTION CONTROL ROOM



#### PCR LIGHT RED

PANTONE 485 C | R=225 G=38 B=28  
C=10 M=96 Y=93 K=0 | #E1261C



#### PCR DARK RED

PANTONE 1815 C | R=128 G=38 B=41  
C=46 M=96 Y=86 K=24 | #802629

### ELECTIONS



#### ELECTIONS LIGHT ORANGE

PANTONE 715 C | R=249 G=142 B=43  
C=1 M=59 Y=87 K=0 | #F98E2B



#### ELECTIONS DARK ORANGE

PANTONE 1655 C | R=255 G=78 B=0  
C=0 M=87 Y=92 K=0 | #FF4E00

### GRAPHICS & VIDEO



#### GRAPHICS & VIDEO LIGHT PURPLE

PANTONE 2623 C | R=97 G=33 B=102  
C=77 M=99 Y=38 K=3 | #612166



#### GRAPHICS & VIDEO DARK PURPLE

PANTONE 275 C | R=32 G=23 B=71  
C=94 M=99 Y=49 K=27 | #201747

### BROADCAST DESIGN

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



# 08.

## Products Colors



**AR³ FOOTBALL LIGHT BLUE**  
PANTONE 2995 C | R=0 G=168 B=226  
C=86 M=16 Y=9 K=0 | #00A8E2



**AR³ FOOTBALL DARK BLUE**  
PANTONE 7460 C | R=0 G=124 B=187  
C=93 M=43 Y=13 K=0 | #007CBB



**SPORTSTATS LIGHT BLUE**  
PANTONE 2995 C | R=0 G=168 B=226  
C=86 M=16 Y=9 K=0 | #00A8E2



**SPORTSTATS DARK BLUE**  
PANTONE 7460 C | R=0 G=124 B=187  
C=93 M=43 Y=13 K=0 | #007CBB



**SCOREBUG LIGHT BLUE**  
PANTONE 2995 C | R=0 G=168 B=226  
C=86 M=16 Y=9 K=0 | #00A8E2



**SCOREBUG DARK BLUE**  
PANTONE 7460 C | R=0 G=124 B=187  
C=93 M=43 Y=13 K=0 | #007CBB



**SCOREBOARD EYE LIGHT BLUE**  
PANTONE 2995 C | R=0 G=168 B=226  
C=86 M=16 Y=9 K=0 | #00A8E2



**SCOREBOARD EYE DARK BLUE**  
PANTONE 7460 C | R=0 G=124 B=187  
C=93 M=43 Y=13 K=0 | #007CBB



**WTRACKER LIGHT BLUE**  
PANTONE 2995 C | R=0 G=168 B=226  
C=86 M=16 Y=9 K=0 | #00A8E2



**WTRACKER DARK BLUE**  
PANTONE 7460 C | R=0 G=124 B=187  
C=93 M=43 Y=13 K=0 | #007CBB



**STUDIO CG LIGHT RED**  
PANTONE 485 C | R=225 G=38 B=28  
C=10 M=96 Y=93 K=0 | #E1261C



**STUDIO CG DARK RED**  
PANTONE 1815 C | R=128 G=38 B=41  
C=46 M=96 Y=86 K=24 | #802629



**ELECTIONS CG LIGHT ORANGE**  
PANTONE 715 C | R=249 G=142 B=43  
C=1 M=59 Y=87 K=0 | #F98E2B



**ELECTIONS CG DARK ORANGE**  
PANTONE 1655 C | R=255 G=78 B=0  
C=0 M=87 Y=92 K=0 | #FF4E00





**CHANNELMAKER LIGHT GREEN**  
PANTONE 7737 C | R=107 G=165 B=58  
C=68 M=18 Y=94 K=0 | #6BA53A



**CHANNELMAKER DARK GREEN**  
PANTONE 7742 C | R=72 G=119 B=60  
C=80 M=43 Y=92 K=6 | #48773C



**RECALL LIGHT GREEN**  
PANTONE 7737 C | R=107 G=165 B=58  
C=68 M=18 Y=94 K=0 | #6BA53A



**RECALL DARK GREEN**  
PANTONE 7742 C | R=72 G=119 B=60  
C=80 M=43 Y=92 K=6 | #48773C



**MEDIA TOOLS LIGHT PURPLE**  
PANTONE 2623 C | R=97 G=33 B=102  
C=77 M=99 Y=38 K=3 | #612166



**MEDIA TOOLS DARK PURPLE**  
PANTONE 275 C | R=32 G=23 B=71  
C=94 M=99 Y=49 K=27 | #201747



**VVTR LIGHT PURPLE**  
PANTONE 2623 C | R=97 G=33 B=102  
C=77 M=99 Y=38 K=3 | #612166



**VVTR DARK PURPLE**  
PANTONE 275 C | R=32 G=23 B=71  
C=94 M=99 Y=49 K=27 | #201747



**GO GET LIGHT COLOR**  
PANTONE 587 C | R=228 G=227 B=41  
C=18 M=8 Y=56 K=0 | #E4E38D



**GO GET DARK COLOR**  
PANTONE 753 C | R=91 G=70 B=34  
C=63 M=72 Y=92 K=32 | #5B4622



**GO SOCIAL LIGHT COLOR**  
PANTONE 7416 C | R=234 G=105 B=83  
C=8 M=77 Y=67 K=0 | #EA6953



**GO SOCIAL DARK COLOR**  
PANTONE 7426 C | R=168 G=19 B=62  
C=37 M=99 Y=73 K=5 | #A8133E



**R³ SPACE ENGINE LIGHT PURPLE**  
PANTONE 7647 C | R=172 G=60 B=115  
C=39 M=91 Y=35 K=0 | #AC3C73



**R³ SPACE ENGINE DARK PURPLE**  
PANTONE 7421 C | R=105 G=28 B=51  
C=55 M=97 Y=70 K=31 | #691C33



**MEDIA MANAGER LIGHT YELLOW**  
PANTONE 124 C | R=236 G=170 B=0  
C=12 M=40 Y=97 K=0 | #ECAA00



**MEDIA MANAGER DARK YELLOW**  
PANTONE 132 C | R=163 G=116 B=0  
C=43 M=59 Y=100 K=4 | #A37400



# 09.

## Language

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

# 10.

## Products Naming

- **AR<sup>3</sup> Athletics**
- **ChannelMaker**
- **Go Get**
- **Media Tools**
- **Recall**
- **Scorebug**
- **Studio CG**
- **wTracker**
- **SportsStats Suite**
- **AR<sup>3</sup> Football**
- **Elections CG**
- **Go Social**
- **R<sup>3</sup> Space Engine**
- **Scoreboard Eye**
- **VVTR**
- **wTVision Media Manager**

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, BasketeballStats CG, CyclingStats CG.



# 11.

## Grammar and formatting

### 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. Example: Sports Solutions, Elections, Production Control Room.
- Products should always be mentioned according to the official list (see page 12) and the official name given on all promotional material. Example: wTracker, AR<sup>3</sup> 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. Example: Grande Jornada, Football.

### QUOTATION

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

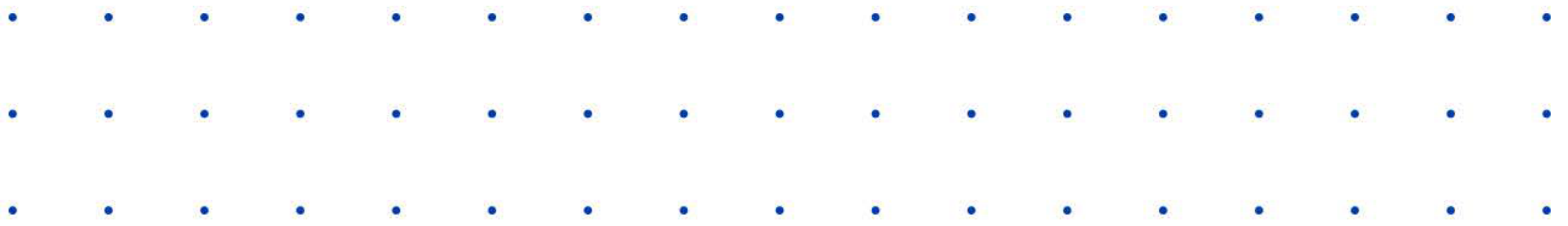
### ITALICS

- 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\$





# 12.

## Tone of voice / Style Guide

### 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 and content.

### 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 kepted to the essential with the main goal of better inform about wTVision's solutions and products, with practical demonstrations.



# reach US

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