



Video Services Forum

Brand Guidelines



Primary Logo

The VSF (Video Services Forum) logo is a bold mark that highlights the strength of the organization working together to improve media networking technologies.

It is a bespoke type mark and must not be adapted in any way - it should only be reproduced from master artworks and should not be redrawn or altered.

Minimum Size

To ensure legibility, the minimum size of the VSF logo is 15mm when printed or 45px on screen.

Exclusion Zone

A clear visible area should surround the brand mark at all times, this is known as the exclusion zone. This space should be 1/2 the size of the 'V' element on all sides.



Minimum Size



15mm or 45px

Exclusion Zone



Logo Variations

Wherever possible, the full color logo should be used. There is a version for use on both white/light and black/dark backgrounds.

The greyscaled marks should be used when placed on an image background. This is to ensure the brand colors do not clash with the imagery being used.

Use the black or white versions when the application requires a single color or a simplified wordmark.

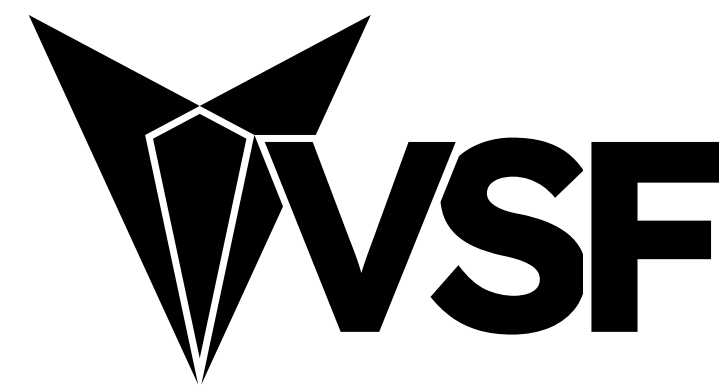
For use on white/light backgrounds



Full color



Dark



One color - black

For use on black/dark backgrounds



Reversed



Whiteout



One color - white



Typography

VSF uses 'Lexend' for its primary typeface. This should be used across all brand communications and professionally produced marketing materials, both in print and online.

Headlines and subheadings are set in Lexend bold.

Body copy is set in Lexend light.

Century Gothic is the alternative system typeface. This font is similar to the primary typeface and should be used for Microsoft 365 applications, PowerPoint presentations, internal communications and emails. It is included as standard on most operating systems.

Printed / Digital Use

Ab

Lexend Light

Lexend is our primary typeface. The weights we use are Light, Regular, Semi Bold and Bold.

Ab

Lexend Bold

Download available from:
<https://fonts.google.com/specimen/Lexend>

Alternative Typeface

Ab

Century Gothic Reg

Century Gothic should be used for Microsoft 365 applications, PowerPoint presentations, internal communications, and emails

Ab

Century Gothic Bold

Colors

These colors have been specifically chosen to work coherently together. These should be used consistently throughout all visual communications and marketing material.



Pantone 2392C
CMYK 85 / 33 / 15 / 26
RGB 18 / 107 / 140
HEX 126B8C



Pantone 638C
CMYK 77 / 0 / 3 / 0
RGB 5 / 178 / 217
HEX 05B2D9



Pantone 6020C
CMYK 0 / 73 / 100 / 0
RGB 242 / 110 / 61
HEX F26E3D



Pantone 2965C
CMYK 100 / 40 / 0 / 82
RGB 3 / 36 / 64
HEX 032440



VidTrans 2025

VidTrans25 Logo (With Mark)

The VidTrans25 logo represents the annual conference held by VSF. The logo mark incorporates the same closeness within the letters to create a cohesive set of brands across the organization.

It is a bespoke type mark and must not be adapted in any way - it should only be reproduced from master artworks and should not be redrawn or altered.

Minimum Size

To ensure legibility, the minimum size of the VidTrans25 logo with mark is 30mm when printed or 85px on screen.

Exclusion Zone

A clear visible area should surround the brand mark at all times, this is known as the exclusion zone. This space should be the same size as the letter 'v' on all sides.



Minimum Size



30mm or 85px

Exclusion Zone



VidTrans25 Logo (Without Mark)

The VidTrans25 logo represents the annual conference held by VSF. The logo mark incorporates the same closeness within the letters to create a cohesive set of brands across the organization.

It is a bespoke type mark and must not be adapted in any way - it should only be reproduced from master artworks and should not be redrawn or altered.

Minimum Size

To ensure legibility, the minimum size of the VidTrans25 logo with mark is 20mm when printed or 55px on screen.

Exclusion Zone

A clear visible area should surround the brand mark at all times, this is known as the exclusion zone. This space should be the same size as the letter 'v' on all sides.

The logo consists of the text 'VID 25' in a bold, sans-serif font. 'VID' is dark blue, and '25' is light blue. Below it, the word 'TRANS' is written in a larger, bold, dark blue sans-serif font.

Minimum Size

A smaller version of the VidTrans25 logo, showing the text 'VID 25' above 'TRANS'.

20mm or 55px

Exclusion Zone





Contact

For further information and guidance,
please contact the VSF marketing team:

Tina Lipscomb
Tina.Lipscomb@vsf.tv