VIDYO BRAND STYLE GUIDE

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Vidyo®

As a Vidyo employee, partner or developer you play a vital role in shaping the Vidyo brand. Your daily interactions, big and small, contribute to the impression we make on the market and the relationships we nurture as a company.

Our reputation and brand are extremely important to us. Our brand is a promise that we make to our customers, partners, and employees at every point of interaction. When the essence of a brand is understood, it not only provides a competitive advantage, but also becomes a source of inspiration.

The Vidyo Brand Guide articulates the core essence of the Vidyo brand and serves as the primary resource to ensure that we communicate clearly and consistently across a wide audience of customers, developers, partners, investors, influencers and employees. These guidelines will enable us to create materials that speak to specific audiences while maintaining one unified voice.

The Vidyo product names, trademarks, service marks, trade names, signs, logos, icons, designs, photography, taglines, logotypes, trade dress, domain names and other brand features (the "Vidyo Brand Elements") are valuable assets to us and are protected by applicable trade mark, copyright and other intellectual property laws.

Let's work together to uphold these standards and keep the Vidyo brand strong.

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Who We Are

Vision

Connect the world and enrich communication.

Mission

Deliver the world's highest quality and most innovative video interaction platform and service to video-enable any application or idea.

Our Brand Promise

We delight our customers with unrivaled quality and exceed expectations with leading-edge innovation.

Our Brand Personality

Quality

Motivated by our mantra "Quality Matters," we delight our customers by providing unrivaled quality in everything that we do from our product to our service to our community interactions.

Innovation

We transform our customers' world for the better with exciting new ideas and innovative, leading-edge technology.

Adaptability

We constantly move forward and adapt to new market opportunities. We are unafraid of making changes to better serve our customers and meet their evolving needs.

Approachability

Our people, products and communications embody a friendly, straightforward style.

Global

Our actions and technology contribute to an emerging world community by connecting people across cultures, countries and continents.

Tone & Voice

It's not just what we say; it's how we say it. Tone of voice is how the personality of Vidyo comes through. It lives in our word choice and sentence style.   Tone of voice is how we differentiate the reader experience, because in text-based content, our voice is all we have.

At Vidyo, we tailor our tone of voice to fit our audience, communications channel, and subject matter.   We always take a customer-centric approach to writing.

As a rule, we engage our readers using second person, addressing them personally with "you" and "your business."   Third person can be used sparingly when addressing multiple audiences, referring to "organizations" and "businesses."

Our audiences

Regulated Markets

This audience is accustomed to a serious writing style, where we establish a sense of authority, thought leadership and expertise. In general, healthcare, financial services and educational instituions value quality, security and reliability.

Enterprise

When addressing lines of business we are straightforward and approachable. Our communications should be concise and effortless to understand for both technical and non-technical audiences.

Developers

The lion's share of this audience is millennial so we can show a little developer swagger. This audience expects leading-edge tech companies to be cool, casual and even a bit edgy.

Writing Style

Uncomplicated

We write succinctly and get to the point.

- Our motto is "maximum value, minimum text."

- Sentences should be short and crisp and ideally less than 25 words.

- Paragraphs should be short and well-constructed - no more than four or five sentences.

- We avoid jargon and acronyms.

Active Voice

We use vivid, action oriented verbs. In our writing, the subject performs the action. We avoid passive voice, which creates complex and confusing sentences.

Active Voice Example:

VidyoEngage delivers significant benefits including an increase in NetPromoter Score and share of wallet.

Passive Voice Example:

Significant benefits, including an increase in NetPromoter Score and share of wallet, are delivered by VidyoEngage.

Global

We strive to meet the needs of our local markets, regardless of culture, country or continent. Our uncomplicated customer-centric style translates to an approachable global brand.

Company Description

About Vidyo, Inc.

Vidyo enriches people's lives by embedding real-time video into digital communications in the moments that matter most. Millions of people around the world connect visually every day through Vidyo's secure, scalable technology and cloud-based services. Its patented platform integrates with virtually any application environment, network, and device to deliver the highest quality experiences that strengthen teams, build trust, solidify relationships, and improve quality of life for everyone. Learn more at www.vidyo.com, on the blog, or follow Vidyo on Twitter @vidyo and on Facebook.

The above description may be used in any of our public relations materials or any time it is required to have a description of the company.

Visual Brand Identity

Vidyo Family of Logos

The Vidyo Family of Logos includes the Vidyo Corporate Signature, VidyoCloud Logo, vidyo.io Logo, Vidyo Certified Partner Logos, Powered By Vidyo Logo and the Vidyo Certified Device Logo (collectively, the "Vidyo Logos"). We use the Vidyo Logos to identify our company to the world, and as such they are protected by law. Consistent application of the these logos reinforces brand recognition and trust.

Except as specified in any of our online terms or in a separate written agreement between with you, use of the Vidyo Logos by any entity outside of Vidyo must be requested through our Marketing Communications department, and also requires prior written approval from the Vidyo Legal Department. Usage violations should be reported to our marketing team at branding@vidyo.com.

Any use of the Vidyo Logos is subject to the guidelines contained in this style guide.

The Vidyo Corporate Signature is a registered trademark of Vidyo in the U.S. Patent and Trademark Office and in other jurisdictions. The VIDYO name and the other Vidyo Logos are trademarks or registered trademarks of Vidyo, Inc. in the United States and in other jurisdictions.
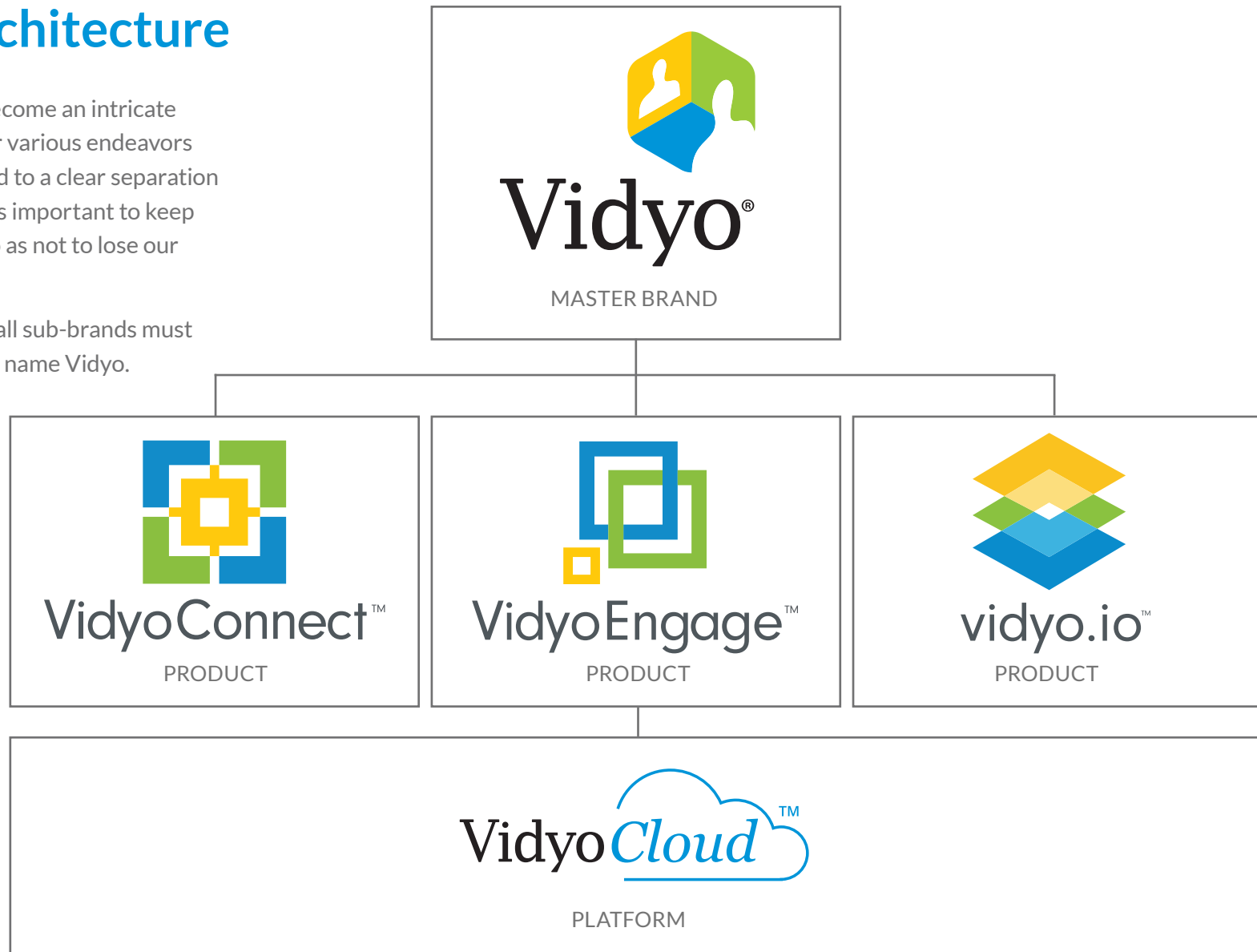
Corporate Signature

Trademarked Signatures

Brand Architecture

We have grown to become an intricate organization, and our various endeavors and interests have led to a clear separation of our sub-brands. It's important to keep them all organized so as not to lose our brand essence.

At this point in time, all sub-brands must carry the main brand name Vidyo.

Vidyo®

MASTER BRAND

VidyoConnect™

PRODUCT

VidyoEngage™

PRODUCT

vidyo.io™

PRODUCT

VidyoCloud™

PLATFORM

Vidyo Corporate Signature

You may only use our Corporate Signature and/or logo with our prior written permission. The Vidyo Corporate Signature (shown to the left on this page) must include the Vidyo logo, the logotype (black print), and the ® registration mark. We use this valued corporate asset to identify our company to the world, and as such it is protected by law. Consistent application of the Corporate Signature reinforces brand recognition and trust.

For these reasons we always display the Corporate Signature as specified in this document, without modification.

Use of the Vidyo Corporate Signature as part of any other logo is prohibited. The Corporate Signature must not be modified or combined with any other graphic element, e.g. text, illustration, or logotype.

It may not be used in headlines or embedded in text. The graphics and text should not be rearranged, nor the font style or proportionate size changed.

Logo

Signature

Logotype

Corporate Vertical and Horizontal Signatures

There are two versions of the Vidyo Corporate Signature — the Vertical Signature and the Horizontal Signature. Choose the Corporate Signature that best fits the physical layout in which it will be used. No matter which version you choose, you may not alter or modify it in any way other than re-sizing proportionately within minimum and maximum guidelines.
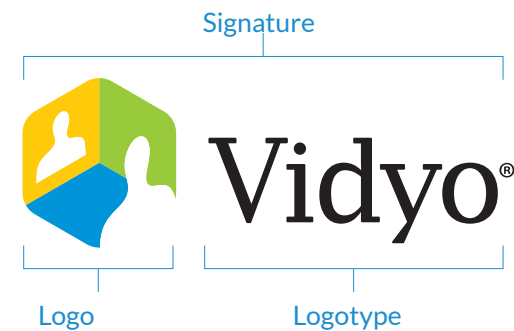
Vertical Signature

Logo

Signature

Logotype

Horizontal Signature

Signature

Logo

Logotype

Minimum Size

.5"

Minimum Size

.25"

Clear Space Requirements

Please observe clear space around all Vidyo Logos to optimize their visual impact and to reinforce protection of our trademark under the law. No other elements can be present in the clear space as specified in these guidelines.

Clear space requirements apply to text, graphics, photos or any other elements with the exception of videos generated by the Vidyo Marketing Team. For these videos, preapproved watermarks with the Vidyo Logos may be displayed.

Vertical Signature

Clear space is equal to the x-height of the word "Vidyo" in the logotype.
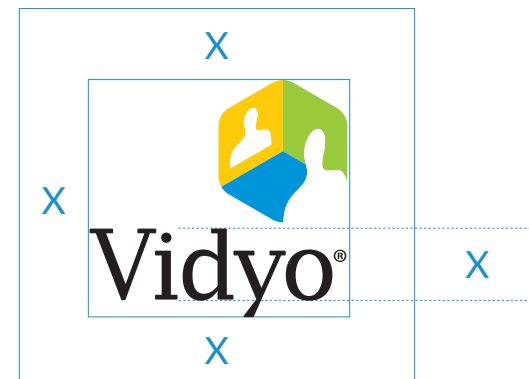
Horizontal Signature

Clear space is equal to the x-height of the word "Vidyo" in the logotype.

Logo

To be used for app stores and icons.
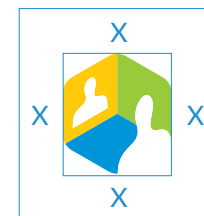
Vidyo Corporate Colors

Our corporate colors help convey our brand personality, which is dynamic yet approachable. Consistent use of these colors is vital to our corporate identity. Please use only the color palette and the color formulas and percentages as specified in this document when displaying the Vidyo Logos and designing other visual elements for communications materials, whether in print or electronic media.

To view Vidyo's extended color palette, please refer to page 36 of this style guide.

PMS Coated	123C	368C	Pantone Hex Cyan C
PMS Uncoated	115U	382U	Pantone Hex Cyan U
CMYK	0 20 100 0	45 0 100 0	100 20 0 0
RGB	251 194 30	139 195 52	0 141 208
HEX	#fbc21e	#8bc334	#008dd0

Vidyo Logo Usage

1. Full-color Vidyo Logos. This is the preferred version, to be used on white backgrounds ONLY.

2. Color reverse signature. This signature may be used on a black or dark grey background.

3. Solid black signature. This is not a preferred usage. To be used ONLY when reproduction limitations force its use. Prints in black ONLY.

4. Solid white reverse signature. Use infrequently, when reproduction limitations force its use. Print on medium to dark-colored backgrounds. Gray is not to be used for logos.

1

2

3

4

Incorrect Use of Vidyo Logos

To protect the value of the Vidyo corporate identity, it is important to use the Vidyo Logos as they are presented in these guidelines without modification and in full compliance with the following:

1. Do not delete any portion of it.

2. Do not use non-approved or altered colors.

3. Do not reposition the artwork or rotate it.

4. Do not use non-approved typefaces.

5. Do not distort the logotype or move the position of the word Vidyo.

6. Do not use the black signature on dark backgrounds with insufficient contrast.

7. Do not place it on patterned or textured backgrounds or use it as a screen or tint.

8. Do not place it on a photograph.

9. Do not obscure it with any overprint.

10. Do not use it as a repeated pattern or decorative device.

11. Do not combine it with any elements other than the Vidyo Corporate Tagline.

12. Do not place any other elements in the designated clear space.

Vidyo Trademarks

Vidyo Trademarks

This is a list of the current registered and unregistered word marks of Vidyo. To ensure proper branding in Vidyo™ products, services and communications, always use the appropriate trademark ® or ™ symbol in the first occurrence in the body text of any blog, web page, brochure, marketing update, presentation or other communication.

Vidyo Trademarks should be used as adjectives, and should be used with an appropriate generic noun, such as those listed.

Product, Technology or Offering Name	Generic Noun(s)	Status
Adaptive Video Layering™	technology, architecture, algorithms	Current
VidyoDesktop™	app, application, client, software	Current
VidyoDesktop™ VE	app, application, client, software	Current
VidyoMobile™	app, application, client, software	Current
VidyoRemote™	app, application, software	Current
VidyoSlate™	app, application, software	Current
VidyoWeb™	browser extension	Current
VidyoConnect™	service, app, client, software	Current
VidyoLine™	license	Current
VidyoWorks™	API, SDK	Current
VidyoConferencing™	solution	Current
VidyoGateway™	server, application, software	Current
VidyoPortal™	server, application, software	Current
VidyoReplay™	server, application, software	Current
VidyoRouter™	server, application, software	Current
vidyo.io™	service, platform-as-a-service	Current
VidyoCloud™	platform	Current
VidyoEngage™	software, application	Current
VidyoRoom™ SE	software, application	Current
VidyoEngage™	solution	Current
VidyoRoom™	system, group system	Current

Trademark Usage Guidelines

Correct Use

Proper use of Vidyo trademarks reinforces their role as brands for our products and services, and helps prevent them from becoming generic names that can be used by anyone. Examples of former trademarks that became generic terms are "aspirin," "cellophane," "elevator," and "escalator." By adhering to the following rules, you help protect Vidyo's investment in its trademarks.

Use a Generic Term in the First Instance

Use a generic term in association with each Vidyo trademark the first time the mark appears in text, and as often as possible after that. For example, "The VidyoConnect™ service provides XYZ," Not "VidyoConnect™ provides XYZ."

Note: It is not necessary to include generic names in headlines, package titles and documentation titles.

Use as Adjectives

Vidyo trademarks are adjectives and should not be used as nouns, or in the possessive or plural form. For example, "VidyoRoom™ systems" not "VidyoRooms™."

Avoid Variations

Do not vary Vidyo trademarks by changing their spacing, spelling, capitalization or abbreviating them. For example, "VidyoCloud™" not "Vidyo Cloud™."

Trademark Ownership Statement

The following trademark ownership statement should appear on all communications displaying the Vidyo corporate signature and/or any other Vidyo brand elements including all:

- Press releases

- Marketing or sales collateral which is downloadable from a website or printed as a full page document or brochure (e.g. product/service brochures, datasheets, etc - can exclude small card handouts and the like)

- Any other communications where inclusion of the statement is not impractical

The VIDYO logo is a registered trademark of Vidyo, Inc. in the U.S. Patent and Trademark Office and in other jurisdictions. VIDYO, the Vidyo cube icon, the Vidyo Partner Logos and names of Vidyo Inc.'s products and offerings are trademarks or registered trademarks of Vidyo, Inc., in the United States and in other jurisdictions. Other trademarks referenced herein are the property of their respective owners.

VidyoCloud Signature

Clear Space Requirements

The minimum clear space is defined as o, measured by the width and height of the letter 'o'. Maximize clear space whenever possible.

Minimum Size Requirements

.5" or 250px wide

VidyoCloud™ Color

PMS Coated	292C
PMS Uncoated	298U
CMYK	69 19 0 0
RGB	60 166 219
HEX	#39a4dc

VidyoCloud Logo Usage

1. Blue VidyoCloud Logo. This is the preferred version, to be used on white backgrounds ONLY.

2. White VidyoCloud Logo. This logo may be use almost as frequently as the blue version as long as it's mounted on the VidyoCloud blue solid background or the approved brand identity background colors.

Vidyo*Cloud*™

Vidyo*Cloud*™

Approved Background Colors for the VidyoCloud™ White Signature

Hex #202020

Hex #494e54

Hex #39a4dc

Incorrect Use of VidyoCloud Logo

To protect the value of the Vidyo corporate identity, it is important to use the Vidyo Logos as they are presented in these guidelines without modification and in full compliance with the following:

The VidyoCloud Logo may ONLY be shown in the blue or white color. You may NOT make the word Vidyo one color and the word Cloud another color

The VidyoCloud logo main color CANNOT be anything but the VidyoCloud blue or white. The background cannot be a color other than the approved brand identitly background colors.

The VidyoCloud logo can only be shown in a horizontal format.

The VidyoCloud Logo must scale evenly may NOT be stretched or squished in any way.

The VidyoCloud logo may NOT be used on a very busy patterned or gradient background.

The VidyoCloud Logo may NOT be used directly over a busy photographic background in either blue or white. If using over a photo, the logo must reside in a mostly solid color area of the background or with a dark wash behind it. See Photography section of this style guide for more specifics usage.

VidyoConnect Signature

The VidyoConnect signature represents the brand that envelops all of our Vidyo collaboration products including self-service, room systems and hybrid solutions.

The minimum clear space is defined as o, measured by the width and height of the letter 'o'. Maximize clear space whenever possible.

Vertical Signature

Clear space is approxiametly equal to the x-height of the letter "o" in the logotype.

Horizontal Signature

Clear space is approxiametly equal to the x-height of the letter "o" in the logotype.

Logo

To be used for app stores and icons.

VidyoConnect Signature Usage

1. **Color Dark Text VidyoConnect Signature.** This is the preferred version, to be used on white backgrounds ONLY.

2. **Color White Text VidyoConnect Signature.** This signature may be used almost as frequently as the colored with dark text signature as long as it's mounted on a Vidyo approved black or dark grey background. See do's and dont's on the following page and a list of approved background colors below.

3. **Monochromatic VidyoConnect Signatures.** These signatures are mainly used when the design is only possible with a one color signature such as an trophy or plaque.

Approved background colors for the VidyoConnect colored signature with white text

Hex #202020

Hex #272b2e

VidyoEngage Signature

The VidyoEngage signature represents the brand that envelops all of our Vidyo customer engagement products.

The minimum clear space is defined as o, measured by the width and height of the letter 'o'. Maximize clear space whenever possible.
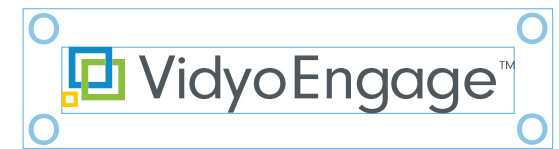
Vertical Signature

Clear space is approxiametly equal to the x-height of the letter "o" in the logotype.

Horizontal Signature

Clear space is approxiametly equal to the x-height of the letter "o" in the logotype.

Logo

To be used for app stores and icons.

VidyoEngage Signature Usage

1. **Color Dark Text VidyoEngage Signature.** This is the preferred version, to be used on white backgrounds ONLY.

2. **Color White Text VidyoEngage Signature.** This signature may be used almost as frequently as the colored with dark text signature as long as it's mounted on a Vidyo approved black or dark grey background. See do's and dont's on the following page and a list of approved background colors below.

3. **Monochromatic VidyoEngage Signatures.** These logos are mainly used when the design is only possible with a one color signature such as an trophy or plaque.

Approved background colors for the VidyoEngage colored signature with white text

Hex #202020

Hex #272b2e

VidyoConnect & Vidyo Engage Color Palette

PMS Coated	123C	368C	Pantone Hex Cyan C	425C
PMS Uncoated	115U	382U	Pantone Hex Cyan U	433U
CMYK	0 20 100 0	45 0 100 0	100 20 0 0	57 49 49 16
RGB	251 194 30	139 195 52	0 141 208	91 90 90
HEX	#fbc21e	#8bc334	#008dd0	#4f565b

VidyoConnect™

VidyoEngage™

vidyo.io Signature

The vidyo.io signature was designed to represent the vidyo.io brand and website: https://vidyo.io.

The audience for vidyo.io is mainly developers and companies that develop their own applications.

Vidyo.io™ Colors

PMS Coated	123C	368C	Pantone Hex Cyan C	292C	1205C	431C
PMS Uncoated	115U	382U	Pantone Hex Cyan U	298U	1215U	432U
CMYK	0 20 100 0	45 0 100 0	100 20 0 0	69 19 0 0	1 9 52 0	63 51 46 17
RGB	251 194 30	139 195 52	0 141 208	60 166 219	253 221 125	80 86 91
HEX	#fbc21e	#8bc334	#008dd0	#39a4dc	#fddd7d	#50565B

vidyo.io
Signature Usage

1. The vidyo.io signature with the dark text may only be used on white backgrounds.

2. The vidyo.io signature with white text may be used as frequently as the dark text version as long as it's mounted on the approved brand identity background colors shown below.

Approved background colors for the vidyo.io™ white text signature

Hex #202020

Hex #494e54

Incorrect Use of vidyo.io Signature

To protect the value of the Vidyo corporate identity, it is important to use the Vidyo Logos as they are presented in these guidelines without modification and in full compliance with the following:
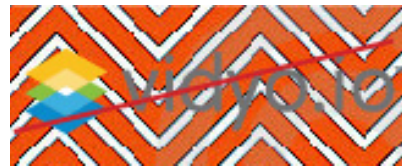

The vidyo.io Logo may NOT be shown with black text. The text must be in the dark grey color specified in the style guide.

The background cannot be a color other than the approved brand identitly background colors as defined in the style guide.

The logo colors may not be altered in any way other than as defined in this style guide.

The vidyo.io logo may NOT be used on a very busy patterned or gradient background.

The signature doesn't have a monochromatic version and musn't be used in grayscale or any other monochromatic presenation.

Do not reposition the artwork in anyway or rotate it.

The vidyo.io Logo must scale evenly may NOT be stretched or squished in any way.

The vidyo.io Logo may NOT be overlayed on a busy photographic background in either dark or white text verson unless the photograph is blended to a solid color or very subtle gradient where the background color the logo lays upon appears mostly solid and contains the approved background colors as listed in the style guide. See photography section for more info.
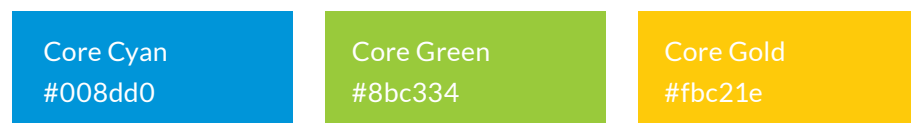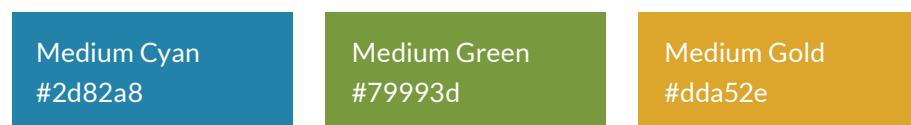
Color Palette

Accent Colors

Primary Accent Colors

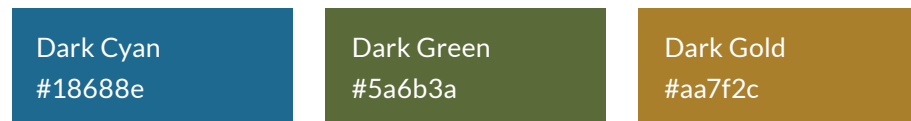Used most frequently

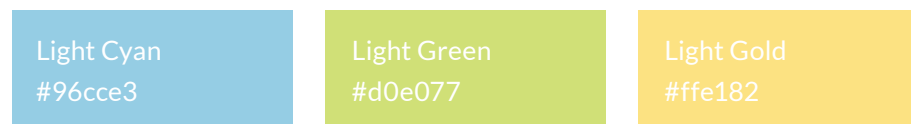| Core Cyan #008dd0 | Core Green #8bc334 | Core Gold #fbc21e |

Core shades from which the other colors are derived

| Medium Cyan #2d82a8 | Medium Green #79993d | Medium Gold #dda52e |

Medium shades should be used to create contrast or depth where needed

| Dark Cyan #18688e | Dark Green #5a6b3a | Dark Gold #aa7f2c |

Dark shades should be used sparingly for extreme shadows only

| Light Cyan #96cce3 | Light Green #d0e077 | Light Gold #ffe182 |

Light shades should be used sparingly and to create highlights

Secondary Accent Colors

Used less frequently

| Core Red Orange #f06624 | Core Blue Grey #a0b9c7 | Core Charcoal #313f46 |

| Med Red Orange #cf5327 | Med Blue Grey #7f9399 | Medium Charcoal #242f33 |

| Dark Red Orange #993e21 | Dark Blue Grey #58676d | Dark Charcoal #151c1d |

| Light Red Orange #efa689 | Bright Blue Grey #d1edfc | Light Charcoal #7293a0 |
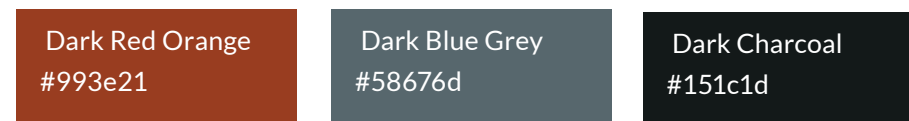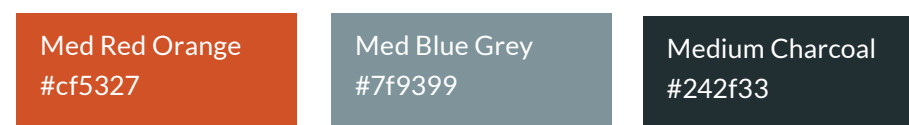
Neutral Palette

All of Vidyo's layouts start with a neutral palette. Most designs should have a white base with the darker shades used for headers and footers.

White #ffffff	primary content area background color, text color on dark colors
Light Grey #edf1f5	secondary content area background color
Border Grey #cccccc	used as a border color around white or the light grey
Body Text Grey #727273	main paragraph text color
Almost Black #232323	header background, section headings
Dark Grey #272b2e	footer background
Grey #494e54	secondary footer color

Iconography

Icon Color & Style

Icongraphy is a crucial part of how we represent our visual brand. The bold colors are designed to accent our relatively neutral background colors. To maintain brand consistency please follow the icon guidelines as outlined in this brand style guide for ALL Vidyo visual assets including but not limited to websites, PowerPoint presentations, product bulletins, print collateral, advertisements and event booths.

If there is an icon that you need designed that isn't already in our set, please email: branding@vidyo.com.

Our Vidyo icon set comes in a light (white) and dark (grey) set. Designers may also color the icons and show them without a circle behind them.

Using the Light Icons

The light icons must be placed on a circle of one of the following colors:

#008dd0   #8bc334   #fbc21e

#ef6725   #a1b9c7   #313f46

Using the Dark Icons

The dark icons should be used WITHOUT a circle.

Using Colored Icons

Designers may color the icons using any of the primary or secondary brand colors. Do not show colored icons with a circle behind them.

Staging Your Icons

When laying out your icons, it's important to have optimal padding around each icon within the circle. Try not to repeat the same colored circle in the same column or row. Always use the primary Vidyo colors of blue, green and gold before using the secondary colors of orange, blue/grey, and charcoal. Do not put a dark icon on a colored circle background.

Padding

When placing your icon within a circle, make sure there is even padding on all sides.

Yes
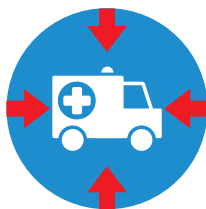
Even padding on all sides of the icon.

No

Icons touches edges of circle.

Color Layout

Yes

Using Vidyo primary color palette first. No repeated colors.

No

Repeated colors. Dark icon on a colored background.

Horizontal Layout

In general, your icon should be smaller in width than the text heading and sit above the text heading in a horizontal layout. All icons should always be the same size.

☺ **Yes**   All icons the same size. Nice even padding. Icons are smaller than or even with the size of the heading.

Healthcare

Officium et utatium qui as veliquid ut dias rem hari quatem re sequae magnis eos ut pelescil

Finance

Officium et utatium qui as veliquid ut dias rem hari quatem re sequae magnis eos ut pelescil

Collaboration

Officium et utatium qui as veliquid ut dias rem hari quatem re sequae magnis eos ut pelescil

☹ **No**   Icons all different sizes. Icons are too large compared to the text below and now compete with it. Not enough padding around middle icon.

Healthcare

Officium et utatium qui as veliquid ut dias rem hari quatem re sequae magnis eos ut pelescil

Finance

Officium et utatium qui as veliquid ut dias rem hari quatem re sequae magnis eos ut pelescil

Collaboration

Officium et utatium qui as veliquid ut dias rem hari quatem re sequae magnis eos ut pelescil

Vertical Layout

Icons should be no large than the height of two lines of text.   All text blurbs should be equal heights if possible. Text blurbs should be aligned left.

Healthcare

Officium et utatium qui as veliquid ut dias rem hari quatem re sequae magnis eos ut pelescil

Finance

Officium et utatium qui as veliquid ut dias rem hari quatem re sequae magnis eos ut pelescil

Collaboration

Officium et utatium qui as veliquid ut dias rem hari quatem re sequae magnis eos ut pelescil

Yes

All icons the same size. Nice even padding. Icon size is relative to text blurb size. Even row spacing.

Healthcare

Officium et utatium qui as veliquid ut dias rem hari quatem re sequae magnis eos ut pelescil

Finance

Officium et utatium qui as veliquid ut dias rem hari quatem re sequae magnis eos ut pelescilExped mos atiisci llectem repereprae dendent pro quundio nsequia conseditest, qui

No

All icons different sizes. Uneven rows. Text is center aligned.

Photography

Photography Style

Vidyo's photography style should represent users engaging in video conferencing or building an application with video conferencing.

The images should show customers interacting with the latest video endpoints such as desktop computers, laptops, tablets, mobile devices and internet of things. The endpoint must be in crisp focus and the customer can be slightly out of focus if desired. The customer should look pleased and engaged in their experience. The user of the device in an in-situation photo should never be looking at the camera unless their image is embedded into a video call. The situation should appear natural as if the subject is unaware of the camera.

The background of the image should be less busy so the viewer can focus on the main subject which should be the user engaged with a device on a video call.

You may also show the reverse angle of a user interacting with a device so as long as their experience seems positive and engaged with the video call.

At Vidyo we divide our photography into 2 styles:

In-Situation Images

Shows the customer interacting with an endpoint on a video call
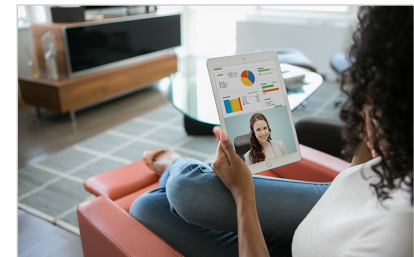
Headshots

Show the user facing camera from the shoulder upwards. Should be even lighting and the image should show the users head and shoulders.

Setting Up a Shoot

If you require a photo shoot or specialized photo imaging for an effort please email branding@vidyo.com.

In-Situation Images

Whenever possible use our custom stock images that show the latest devices and correct peripheral equipment.

These images make sure the endpoint is in a hard focus and the user is engaged positively into a video call. Many of our images contain extra background space that is blurred so you can overlay text on top it.

If you are staging a video call into an in-situation image, please consult with the product team at products@vidyo.com to get the lastest UI of our product.

Outside images, including those available "free" on the web, must be cleared through marketing and legal before being used. To clear an image, please email branding@vidyo.com.
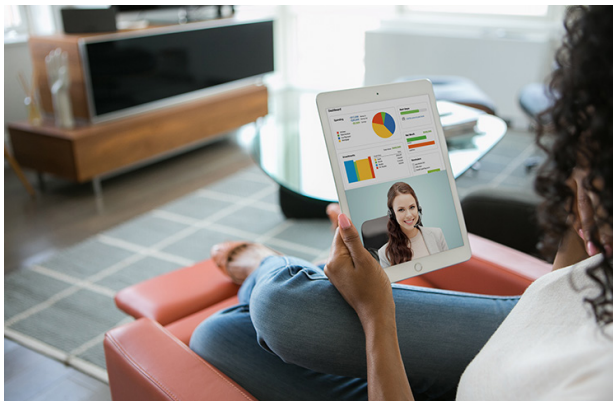
Headshots

Vidyo has a large headshot repository. If you need to request headshots please email branding@vidyo.com.

When compositing our software user interface to simulate a video call, make sure that the headshots you use have even lighting, show the full head and some of the shoulders. The image should be one of our professionally shot headshots or purchased on a stockphoto website with appropriate rights (check with marketing or legal). DO NOT use any headshots of a Vidyo employee in a simulated video call to an external audience.

Make sure the video call appears ethnically diverse and all persons simulated in the call are 18 years or older.

When you are staging a multiparty call make sure the headshots show a variety of backgrounds to indicate the users are calling in from different locations.

3rd Party Stock Photography

If using 3rd party purchased stock photography, make sure it contains the latest endpoints and has a hard focus on the endpoint if the screen is facing the camera. The marketing team has a stock photo account with Adobe Stock please contact branding@vidyo.com. If you need to purchase stock imagery. If you are purchasing a stock image on your own, that image must be approved by marketing and legal.

Whenever possible use our custom stock images that show the latest devices and correct peripheral equipment. Make sure that you can purchase the reverse headshot view of the model looking at the screen in the video call. Please consult with the product team at products@vidyo.com to get the lastest UI of our offerings.
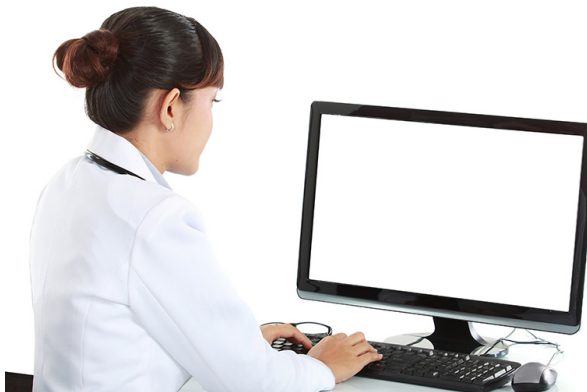
Typography

Typeface

Typography is another key element of Vidyo™ brand communications in print, web, mobile and video environments. As with graphical elements, our typography reflects the dynamic yet approachable personality of the Vidyo™ brand.

These typefaces are to be used when producing communications materials in any media.

Lato - https://fonts.google.com/specimen/Lato

Lato Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?(*)&%$

Lato Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?(*)&%$

Lato Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?(*)&%$

Lato Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?(*)&%$

Headline Examples

Lato Bold, and Lato Regular may be used for headlines and display purposes. Lato Light can be used for a sub-heading. Lato Regular should be used when setting body text.

The general rule for headlines is to use normal case settings. The exception to that rule is for a main section heading on our website. For that purpose, a headline maybe written in all capital letters.

A headline may never be written in italics.

Primary Usage

Headline example
Subheadline example

Body text example.

Sometimes

HEADLINE EXAMPLE
Subheadline example

Main section heading for website only

Never

Headline Example

Headlines are NEVER in italics

Alternate Typeface

If you do not have the ability to download Lato font or the application you are using doesn't support it, you may use Arial.

Use Arial for PowerPoint, Word and Excel.

Arial

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?(*)&%$

Arial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?(*)&%$

Arial Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?(*)&%$

Deprecated Typography

The Swiss font is deprecated and is being removed from all our assets. Please discontinue using this font when creating new Vidyo collateral and replace with Lato font or Arial font.

Swiss 721

Swiss 721 Thin
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?(*)&%$

*Swiss 721 Thin Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?(*)&%$*

Swiss 721 Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?(*)&%$

*Swiss 721 Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?(*)&%$*

**Swiss 721 Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?(*)&%$**

Use of Brand Elements

The General Rule

We do not allow third parties to use the Vidyo Brand Elements unless they have either received prior written permission from us including pursuant to our standard online terms or if the proposed use falls within extremely limited exceptions: see *"Limited exceptions to the general rule."*
You must ensure that you adhere to these guidelines or any other guidelines issued by us from time to time. We may modify our use guidelines for the Vidyo Brand Elements at any time, for example, in relation to the size, color scheme, typeface and prominence of the Vidyo Brand Elements and accordingly you should check the webpage updates to these guidelines to ensure that your use conforms to our current guidelines.

Permission from Vidyo

If you already have a written agreement with Vidyo including through any online terms which apply to you that allows you to use some of the Vidyo Brand Elements, that agreement governs your rights to use those Vidyo Brand Elements, in addition to these guidelines. In the event of conflict between your agreement and these guidelines, the terms of your agreement prevail.

If you do not have a written agreement with Vidyo

If you do not already have a written agreement with Vidyo which governs your proposed use of the Vidyo Brand Elements you must request prior written permission from Vidyo for your proposed use of the relevant Vidyo Brand Elements, unless your use falls within the exceptions listed below.

To request permission, send an email with your request to branding@vidyo.com. Your request should provide details of the Vidyo Brand Elements you wish to use, as well as a detailed proposal outlining how you expect to use those elements. You cannot use the Vidyo Brand Elements until we have expressly granted you permission. Any change to your initial proposal requires that you make an additional request for that use.

If you receive permission from Vidyo to use any of the Vidyo Brand Elements, these guidelines govern that use, in addition to any specific requirements set out in the permissions. Vidyo reserves the right to withdraw its permission to use the Vidyo Brand Elements at any time and in such case you will immediately cease any and all use of the relevant Vidyo Brand Elements.

All licensing agreements with provisions for use of the Vidyo Brand Elements must be reviewed and approved by the Vidyo Legal Department.

Vidyo retains sole ownership of the Vidyo Brand Elements.

Limited exceptions to the general rule

If you do not have our express written agreement/permission to use the Vidyo Brand Elements, you may still use certain word marks such as registered or unregistered Vidyo trademarks, trade names or service marks (collectively, "word marks") BUT NOT ANY LOGOS, ICONS, CORPORATE SIGNATURES, DOMAIN NAMES OR OTHER SYMBOLS (collectively, "brand symbols") in specific limited circumstances as set out below. Please follow the guidelines below for permitted uses of our word marks.

Use of Vidyo Word Marks to refer factually to our company or our offerings

You may use certain of our word marks *(see selected list of trademarks on page 21)* in order to identify Vidyo or its products in compliance with these guidelines.

Use of Vidyo Word Marks to indicate compatibility with your offerings

You may use certain of our word marks *(see selected list of trademarks on page 21)* in order to indicate that your product is compatible or works in conjunction with a Vidyo product or service in compliance with these guidelines.

Uses Expressly Prohibited by Vidyo

- Using any Vidyo Brand Element in any way that expresses or implies affiliation, association, sponsorship, endorsement, certification, or approval with/by Vidyo unless you have a written agreement with Vidyo which expressly permits such usage.

- Incorporating any Vidyo Brand Element, product name, service, or variations thereof, into your own product names, service names, trademarks, logos, company names, domain names, keywords and search terms etc.

- Changing or modifying any Vidyo Brand Element, for example, through adding or deleting hyphens, combining words or by using abbreviations of a Vidyo Brand Element.

- Adopting marks, logos or any other features that are confusingly similar to the Vidyo Brand Elements or marketing any product or service under a name that is confusingly similar to our offerings.

- Copying or imitating the Vidyo trade dress or the "look and feel" of any of the Vidyo Brand Elements, any Vidyo products or services, or any of the Vidyo websites, including (but not limited to) the color combinations, graphics, sounds, imagery, presence icons, typefaces or stylization used by Vidyo (or anything similar thereto).

- Using the Vidyo Brand Elements in a manner that would disparage Vidyo or its products or services.

- Using the Vidyo Brand Elements in relation to products or services or on web sites that may be considered to be sexually explicit, vulgar, profane, offensive, obscene, defamatory, libellous, slanderous or otherwise unlawful, religiously or racially offensive or otherwise promoting hate towards individuals or groups, which violate any applicable laws or has been notified to you to be otherwise objectionable to Vidyo.

- Registering domain names and search "keywords" containing the name "Vidyo" (unless you have a written agreement with Vidyo permitting it) or any soundalike or lookalike variations such as "Vido","Vidyyo", "Veedyo", etc. This includes both Latin and non-Latin character sets, both generic and country-code top level domain name extensions ("gTLDs" and "ccTLDs," respectively) and applies at all levels of the domain name system ("DNS") hierarchy. This prohibition also applies to all equivocal non-English translations, transcriptions and transliterations, whether integrated into any "Internationalized Domain Name" ("IDN") or otherwise.

File Formats

EPS (electronic files provided)

EPS stands for Encapsulated PostScript. This is the preferred file format for reproducing the Vidyo Logos in all use cases. EPS files are scalable and resolution-independent, making them ideally suited for reproduction in Pantone (Spot), Process (CMYK), and onscreen (RGB) environments.

When should I use EPS?

EPS is the primary format for distributing the Vidyo Logos artwork. For all forms of print applications, EPS files should always be used. For electronic media, the RGB version of the EPS logo may be used if the logo needs to be inserted into another graphic. An EPS file can be used to create a GIF file for other web or onscreen needs.

NOTE: Please do not open any of the EPS files. These files are intended to be downloaded, placed and sized directly within a layout software application such as Adobe InDesign or Adobe Illustrator.

GIF

GIF stands for (Graphics Interchange Format). GIF files are RGB only, resolution-dependent @ 72 ppi (pixels per inch measures the resolution provided by devices in various contexts), and limited to a 256-color maximum color palette. These files may be scaled down, but not up. Use GIF ONLY for electronic media and NEVER for print.

When should I use GIF?

GIF is appropriate for online use of images that are composed primarily of lines and solid blocks of color. Use GIF for any onscreen applications of the logo. The GIF format should not be used for photographs or illustrations with complex, subtle gradations of color. For these types of images, use JPEG.

NOTE: If there is a need for the Vidyo Logos in any other file format, these files should always be created from the EPS files, using the appropriate colors and clear space, and at 100% of the final placed size.

Color Formats
(provided in EPS format)

RGB

RGB (Red, Green, Blue) files should only be used when creating artwork for viewing onscreen. This can be for use within raster programs like Adobe Photoshop when creating graphics for the web. Or for placement into page layout programs such as Adobe InDesign or QuarkXPress for creation of PDFs to be viewed onscreen, or into PowerPoint for presentation decks.

Spot Color

Used exclusively for print, the colors within Spot files have been separated into Pantone Yellow 123, Pantone Green 368 and Pantone Blue Hex Cyan. These files are to be placed into page layout programs for output to lithographic printing using these specific spot ink colors.

CMYK

Used exclusively for print, the colors within CMYK files have been separated into Cyan, Magenta, Yellow and Black.

These files are to be placed into page layout programs such as Adobe InDesign or Quark xPress for output to process lithography or digital printing. Do not use these files for the creation of artwork that will be viewed onscreen.

Brand in Action

Data Sheet Example

VidyoConnect™

Transform Team Collaboration

Business Challenge

Whether you call it telecommuting, work-shifting, flexible work or working-from-home, the way we work has permanently changed. Employees need effective interpersonal collaboration to meet strategic goals, and the lines of business are driving the demand for robust video collaboration tools.

As an IT manager, you may be looking to the cloud to rapidly deploy and scale video collaboration. But until now, you had to accept the status quo of mediocre quality as the trade-off for the flexibility, scale, and affordability that cloud delivery provides.

Rapidly deploy video collaboration without sacrificing quality.

© Vidyo, Inc.

Solution Overview

VidyoConnect™ empowers organizations to engage a remote workforce, connect highly mobile employees, and enable external B2B & B2C collaboration. For organizations that need high quality video conferencing and want to avoid burdening their IT staff and resources, VidyoConnect is a hosted video collaboration solution that provides the highest quality video experience in any network environment.

In fact, VidyoConnect delivers industry-leading performance at the extreme ends of the quality spectrum. In network challenged environments, like mobile and wireless, VidyoConnect offers unsurpassed error resiliency, and can even adapt to 20% packet loss – more than double the industry average. In robust network environments that leverage 4k and 5k displays, VidyoConnect delivers the most stunning quality imaginable, up to 16x better than the industry status quo 720p.

IT Benefits

- Easily deploy, scale, and support video collaboration initiatives
- Rely on dynamically optimized video and numerous points of presence around the world to provide the best performance for your remote and mobile users
- Meet enterprise security standards - TLS, SRTP, H.235, and AES 128-bit encryption
- Protect investments and support legacy third-party H.323 and SIP-based systems
- Drive adoption and utilization with end-user resources and programs
- Reduce capital costs with a predictable OpEx subscription model
- Save on save on expensive WAN bandwidth, with adaptive hybrid support (optional)
- Customize with affordable options that fit your organization's needs, like high capacity meeting rooms, recording, support for Microsoft Skype for Business and more

End-User Benefits

- Connect from any BYOD device (laptop, smartphone, tablet, or room system)
- Collaborate effortlessly with a consistent and intuitive experience across devices
- Host large multiparty conferences or call colleagues directly for ad hoc sessions
- Share content easily, and view content in a separate window or display
- Include voice-only dial in for standard phone users
- Meet externally - B2B and B2C guests can join meetings with a browser; no downloads or plug-ins required
- Always on the latest software version, so you have access to the latest features and tools as they become available

---

Datasheet: VidyoConnect™

Features	Free	Team	Enterprise
Ways to Meet			
Join from desktop apps for Mac & Windows	•	•	•
Join from mobile apps for iOS & Android	•	•	•
Join from the browser with WebRTC	•	•	•
Join from Group System		•	•
Join from 3rd Party H.323/SIP video conferencing systems		•	•
Record meetings			•
Join from a standard phone line		•	•
Dial users directly		•	•
Share content from a screen or application	•	•	•
In-meeting group chat	•	•	•
Meet in a virtual meeting room	•	•	•
Create personal virtual meeting rooms		•	•
Ways to Manage			
Moderate Meetings		•	•
Admin console		•	•
Self-view pre-meeting preview	•	•	•
Personalized vanity URL			•
Phone support help desk		•	•
Resources			
User adoption resources	•	•	•
1,000 VidyoVoice minutes per user (shared resource)		•	•
10GB of recording storage per user (shared resource)			•
Options			
Integration with productivity apps (Slack and HipChat)			•
Optional support for Microsoft Skype for Business			•
Optional hybrid deployment for WAN optimization			•
Optional high-capacity meeting rooms, up to 500 participants			•

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www.vidyo.com

Solution Brief Example

Case Study Example

CASE STUDY

Diamond Credit Union Taps Vidyo to Give Members a Personalized Touch, Increasing Sales and Customer Satisfaction

12% Increase in sales of debt protection in 7 months

4.93 User rating out of a possible 5.0 after 2,200 sessions

ABOUT DIAMOND CREDIT UNION

Diamond Credit Union is a state-charted financial services institution in eastern Pennsylvania comprised of five branches. It is a not-for-profit financial cooperative owned and operated by more than 60,000 members with more than $576 million in assets.

FOUNDED: 1947
HEADQUARTERS: Pottstown, PA

Challenge

When Diamond Credit Union members traditionally visited a branch to inquire about a loan or mortgage, they were led to a designated area in a branch and used a telephone to speak with a remote specialist. While it was very successful, something was still missing.

"Members were coming into a branch expecting to see a person and we were directing them to a phone," said Jim Daly, Vice President and Chief Information Officer. "Members felt, 'Why did I need to come in when I could've done this from home?'"

Daly wanted members to have a warmer, more personal face-to-face experience with his staff, which would also give them the ability to see the member's body language and reactions, and build greater rapport during the session. He believed a video solution could effectively address this.

"We knew that we hadn't done any additional training when it comes to debt protection, but we knew what we did add and that was Vidyo."

-Chelsea Fry, Director of Retail Delivery
Diamond Credit Union

CASE STUDY: Diamond Credit Union Taps Vidyo to Give Members a Personalized Touch, Increasing Sales and Customer Satisfaction

Solution

After exploring available video vendors, Daly decided that Vidyo fit Diamond Credit Union's business needs because it offered extremely high quality video without adding significant expense to his operation. Vidyo was straightforward to deploy and its Adoption Services team offered thorough training to Diamond's call center staff who had only ever communicated with members over the phone.

Vidyo's team worked very effectively with Diamond Credit Union's project team. Vidyo integrated seamlessly with the company's existing telephone system to create one centralized communications network. Vidyo's team configured everything and offered onsite and virtual training. They trained the staff on such factors as how to sit before the camera and how to adjust the proper lighting for their respective areas. Management felt that it was important to educate the staff on what the Vidyo solution was going to mean to the company and how it was going to be very different from a phone call.

Today, when members visit a branch, they're brought to a video-enabled computer kiosk in a private room, where they speak to a staff member they see on a monitor. This helps create the warmer experience the credit union had sought and allows members to build a greater trust level with its staff.

Results

In just the first seven months of using the Vidyo solution, Diamond Credit Union conducted more than 2,200 video calls and received a member experience satisfaction rating of 4.93 (out of a possible 5.0).

According to Paul Yacobowsky, Director of Sales, the company saw a 12 percent increase in sales of debt protection products. He added, "We knew that we hadn't done any additional training when it comes to debt protection, but we knew what we did add and that was Vidyo."

Using the Vidyo solution "confirmed how important that personalized touch is," according to Chelsea Fry, Director of Retail Delivery. "We always strive for that amazing member experience, and Vidyo's solution has helped create an environment of excitement — and excitement is contagious. So with our staff able to share that with members, I feel it brings the member experience to a whole new level." Outside of member engagement, Yacobowsky explained that Diamond has used Vidyo to significantly enhance internal collaboration and training among its staff. They use it to engage in practice scenarios and role-play exercises with its retail and sales staff, helping them to continually improve their ability to deliver the type of service that its members expect. He added that they have also held after-hour staff meetings remotely via Vidyo instead of having its staff commute from their own branches to the main branch.

FUTURE OPPORTUNITIES

Diamond's success with the Vidyo solution has management considering the potential that it can achieve with this new technology.

"One of the things that's been most helpful is that we all entered into this eyes wide open," Yacobowsky said. "We've all been very enthusiastic and we recognize that we have cutting-edge technology at our disposal. And I think that one of the things we've found is that we're just scratching the surface. We're looking not only to expand from our call center, but also to expand from a real estate standpoint so that members can come in and apply for a home loan via Vidyo.

"Imagine getting a mortgage using Vidyo. Applying for a business loan via Vidyo. Those are just some of the things I envision that the future holds for us and Vidyo."

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Remarketing Ads

When designing for a remarketing campaign make all your designs similar for a specific campaign. A call to action is not needed if it does not fit into the design as the content should suffice as the call to action and the ad will be clickable by the user. Make sure to include a trademark or corporate signature and that your text is legible at the smaller sizes. Do not choose a font size below 10px for web use.

Standard remarketing ad sizes use most frequently are:

- **Square** - 200px x 200px

- **Square** - 250px x 250px

- **Square** - 336px x 280px

- **Half Page** - 300px x 600px

- **Leaderboard** - 728px x 90px

- **Skyscraper** - 120px x 600px

- **Wide Skyscraper** - 160px x 600px
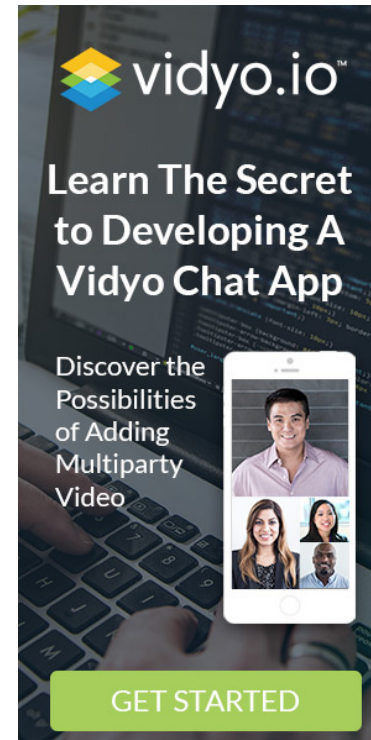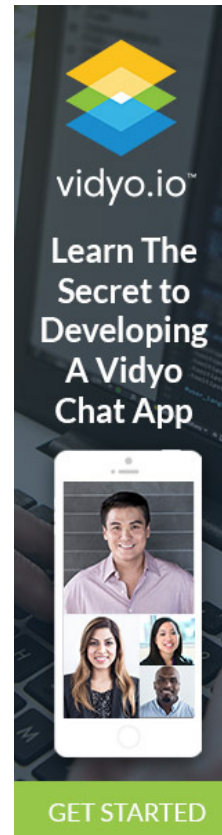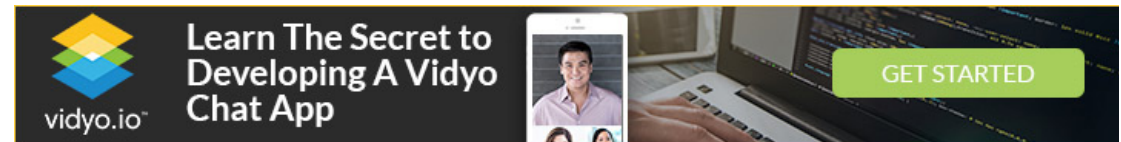
Social Media

Social media is a large part of Vidyo's marketing campaign strategy. Please follow these tips when writing headlines and post on social media outlets such as Twitter, Facebook and Linked In.

- Keep posts 1-2 sentences long with a maximum of 2 hashtags (#).

- Include a graphic with each post, ideally created and branded by Vidyo.

- Word each post in a positive light, no matter the subject.

- Never engage in tweets defamatory to Vidyo publicly, but rather privately message the individual to resolve any issues.

- Shorten all embedded links using ow.ly.

Grammar & Usage Guide

Grammar & Usage

This guide, which follows established global best practices for online writing and journalism, ensures that the Vidyo brand voice remains consistent across all channels and authors. It is designed to assist every Vidyo employee and team member in creating persuasive and trustworthy content.

Exceptions & Further Clarification

- Abbreviations and Acronyms
- Capitalization
- Numbers
- Punctuation
- Commonly Troublesome Words

General Guidelines

Global Language

For international materials and regional marketing outside of the UK, use American English.

Associated Press Style

Vidyo uses AP Style, but there are exceptions. (If you are unsure about making an exception when writing, refer to http://apstylebook.com for reference.) The AP Stylebook is the style and usage guide used by the news industry in the United States. It is maintained by The Associated Press, the world's oldest news service.

For an individual login, please contact content@vidyo.com.

Merriam-Webster Dictionary

If you have questions about American English spelling, use the online Merriam-Webster dictionary http://merriam-webster.com.

Acronyms & Abbreviations

Acronyms

Spell out the term upon first use. Use the acronym upon second reference.

Example: *The Vidyo VP9 codec was announced last week. Using VP9 can help save much-needed battery life over mobile.*

If the acronym is widely known and used publicly within the industry, then you can use it upon the first reference.

Example: *Vidyo.io helps developers quickly and easily video-enable both B2B and B2C applications.*

Abbreviations

Do not overuse abbreviations. Examples of universally recognized abbreviations include MB and GB to refer to file size, or US and UK to refer to regions. If the abbreviation is not commonly understood, write it out. Do not use periods in regional abbreviations. Example: US, UK, EU

Capitalization

Company Names

Vidyo is spelled with an uppercase V, and the rest of the word lowercase. The exception to this rule is "vidyo.io."

Follow how other organizations capitalize and punctuate their names.

> **Examples**: *PayPal, YouTube, PUMA, adidas*

For Vidyo company, product and website names that use all lowercase letters, use a capital letter if starting the sentence.

> **Example:** *Vidyo.io is a video developer service. Using vidyo.io makes video-enabling applications fast and easy.*

If another company or product name includes a capital letter somewhere (i.e eBay or iPad), follow how that company styles the word.

Offering Names

Capitalize all proper Vidyo product, service and integration names. A few examples include:

- VidyoCloud
- VidyoEngage
- VidyoConnect

Capitalization

Headlines

- Always use title case. Example: Vidyo Announces Services for Developers

- Capitalize the first and last words.

- Capitalize all nouns, verbs, adjectives, adverbs and pronouns

- Capitalize prepositions with four or more letters (i.e Over, With, From).

- Capitalize conjunctions with four or more letters (i.e Unless, Than).

- Capitalize the conjunctions If, How and Why.

Do not capitalize articles (a, an, the) , or conjunctions or prepositions with three or fewer letters (as, and, or, of, in, for)

Example: *Vidyo Used by Over 250 Healthcare Systems in the US, Representing More Than 2,500 Hospitals*

Do not capitalize "to" ahead of a verb.

Example: *Vidyo Seeks to Establish New Partners*

Use title-style capitalization for hyphenated compounds. Example: Real-Time (not Real-time).

Capitalization & Pronouns

Beginning a Sentence

If starting a sentence with a number, spell it out.

Example: *Fifty healthcare systems were added to Vidyo's customer base in the fiscal year 2017. In the fiscal year 2017, 50 healthcare systems were added to Vidyo's customer base.*

People

Use acronyms for commonly known titles (CEO, COO, CIO, CFO). Capitalize formal titles when used immediately before a name. Use lowercase when formal titles are used alone, or if the person's title is separated from their name by commas

Examples:

- *Vidyo President Michael Patsalos-Fox made the announcement on Tuesday.*

- *The president of Vidyo made the announcement on Tuesday.*

- *Michael Patsalos-Fox, the president of Vidyo, made the announcement on Tuesday.*

Terms

Do not capitalize non-proper nouns, such as solution or platform, in a sentence (unless it is part of a proper name). Do not capitalize a word just because you think it is important.

Pronouns When Referring to a Company, Organization or Other Group

Use the third-person singular pronouns "it" and "its" when referring to Vidyo and other companies based in the United States.

Example: *Vidyo Added 50 Healthcare Systems to its Customer Base in its 2017 Fiscal Year.*

Numbers

Cardinal Numbers

Spell out numbers up to 10 (one, two, three) and use numerals from 10 and above (11, 12, 13). This also applies to ordinal numbers (first, second, 20th, 30th).

Time

Use a.m. and p.m. to refer to a specific time. Use "noon" and "midnight" to refer to 12 p.m. and 12 a.m. For the European market, use the 24-hour clock (15:00).

Use a.m. and p.m. even if additional punctuation is required for the sentence.

Example: *The sale began at 9 a.m., but shoppers were already lined up by the time we arrived.*

Currencies

Use numerals and symbols to convey amounts ($100/€100). Place the currency symbol before the numeral. Spell out currencies in lowercase (dollars,euro, pounds).

Percentages

Use numerals even if less than 10 and the % symbol when expressing percentages, rather than spelling out the word "percent." Example: Approximately 20% of survey respondents have already deployed a video banking service.

Punctuation

Bulleted Lists

All items in a bulleted list should be capitalized, without punctuation. If they are complete sentences, use punctuation. If the bullets are continuations of an introductory sentence, use semicolons to punctuate each bullet, and use a period to punctuate the final bullet. Do not mix and match bullet styles. Create your bullets in either sentence style or phrase style with capitalization but not both at the same time in the same document.

Commas

At Vidyo we use the Oxford comma. The Oxford comma is placed before the coordinating conjunction (usually and or or) in a list of three or more items. Use the Oxford comma to avoid ambiguity in the meaning of a sentence.

    Example: *Vidyo is reliable, flexible, and scalable.*

Without the Oxford comma, the sentence reads: Vidyo is reliable, flexible and scalable. This is ambiguous since flexibility and scalability could be confused as descriptions of reliability. Adding the comma removes the ambiguity and *asserts each as its own description of Vidyo.*

Exclamation Point

Avoid using exclamation points in Vidyo materials.

Punctuation

Hyphen/Em-Dash

Hyphens and em dashes are not the same. Em dashes are longer (–) than normal hyphens (-), because they are used to express ranges, as a substitute for brackets or to separate and emphasize phrases from the body of a sentence. Only use hyphens to join words or separate syllables of a word. Use an em dash when breaking up a sentence. Example: Integrated video collaboration leader Vidyo – the first company in the video conferencing industry to take advantage of the H.264 standard for video compression – announced the launch of vidyo.io, a real-time video APIs.

Semi-Colon

Semicolons are used to link two ideas that are logically related, but require a stronger separation than a comma due to the absence of a conjunction (and, but, yet). Example: Vidyo is a pioneer in video conferencing; the company was the first to use H.264 for video compression, and is now working on its own version of the open-source VP9 codec.

Colons and semicolons are not the same, and cannot be used interchangeably.

Commonly Troublesome Words

- **ebook** - ebook is spelled in all lowercase, unless it is the first word in a sentence (then it is eBook).

- **ecommerce** - ecommerce is spelled in all lowercase, unless it is the first word in a sentence (then it is eCommerce). Do not hyphenate (e-commerce).

- **customers** - In all external marketing materials, refer to Vidyo customers as customers (rather than clients).

- **data** - The word data should be used in the singular. (Data is). Do not use the word data in the plural (data are).

- **omnichannel** - Do not hyphenate the word omnichannel.

- **on-premise** - Hyphenate the term on-premise when using it to modify another noun or phrase. Do not hyphenate the term when using it standalone. When used standalone, a suitable alternative form is "on premises."

  - The customer decided to deploy Vidyo software on premise.

  - The customer decided to deploy Vidyo software on premises.

  - The customer insisted on buying on-premise software.

  - The analyst wrote a report describing on-premise software solutions.

- **real-time** - Hyphenate the term real-time when used as an adjective. Do not hyphenate the term when using it as a noun.

  Examples:

  - Vidyo.io lets you easily embed real-time video collaboration.

  - We have decided to hold this conversation in real time.

- **plugin** - Write out the term plugin as one word, rather than two (plug in).

- **platform** - Vidyo is a platform company. The term platform should be used to refer to Vidyo's patented core architecture and suite of APIs/SDK that customers use to embed video into their applications.

- **platform-as-a-service** - Spell out platform-as-a-service in all lowercase. Abbreviate it as PaaS.

Attribution

It is necessary to cite third-party sources in Vidyo materials where applicable, even if these sources are already public information on the Internet or in print.

- Always obtain permission (if needed) and check for attribution before citing third-party content in Vidyo materials. Obtain permission and attribute the source even if the content is already in the public domain and it is clear permission is not required.

- Salesforce is not recognized as a credible data source.

Footnotes

Follow the Chicago Manual of Style guidelines: http://chicagomanualofstyle.org/tools_citationguide.html

Link Attribution

When linking to third-party sources such as articles, websites, blog posts or ebooks, utilize anchor text, and hyperlink the anchor text directly to the source whenever possible.

Image Attribution

When using photos or images in Vidyo materials that are protected by the Creative Commons license, you must properly attribute the image source via the instructions given by Creative Commons.

Thank you.

We welcome your questions and feedback.
Please contact the Vidyo Marketing team at
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