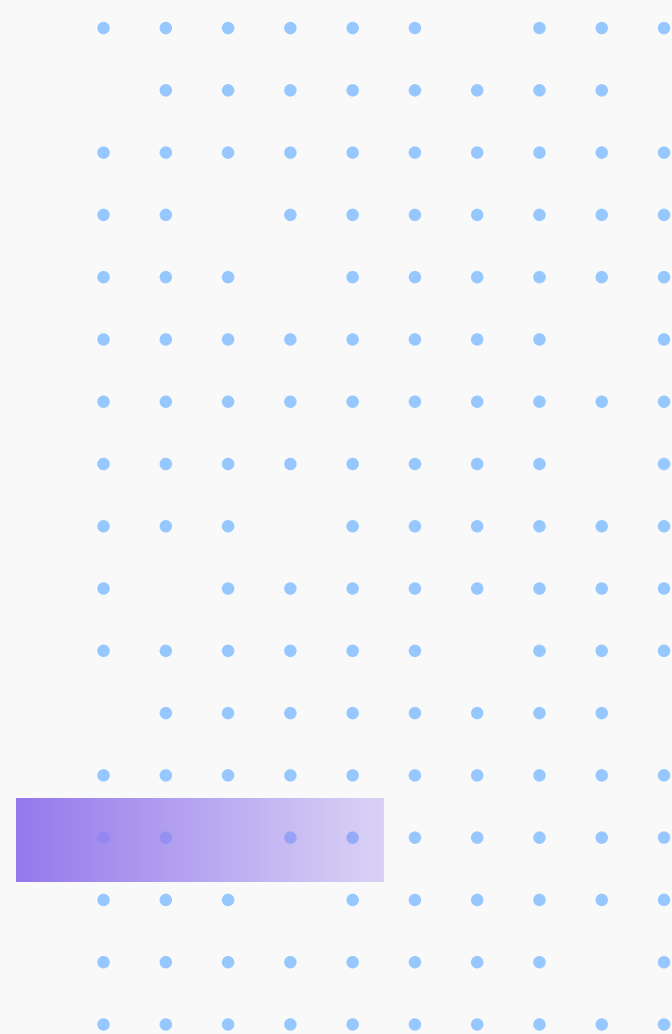


BRAND IDENTITY GUIDELINES



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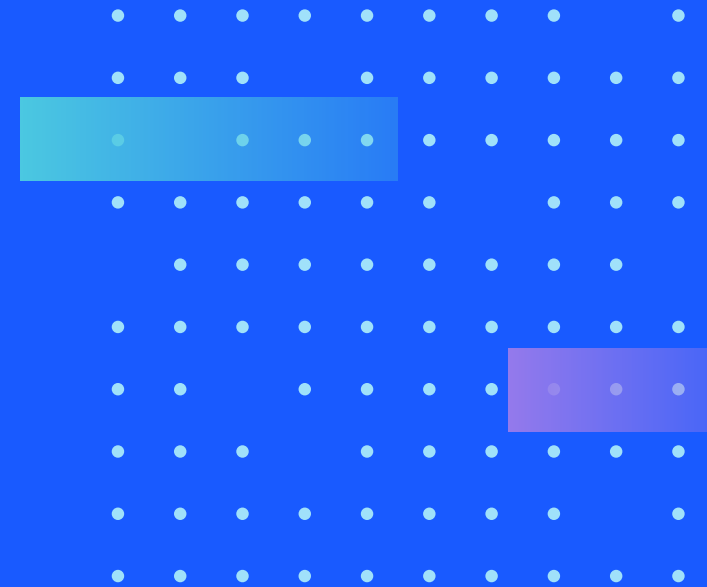
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BRAND IDENTITY



Our Brand Elements

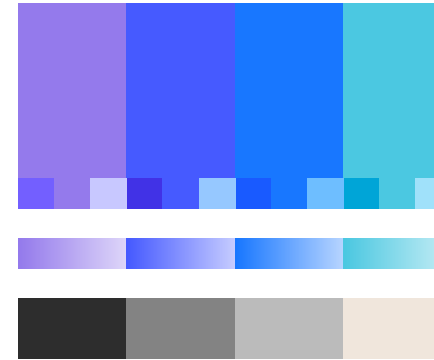
VIVOTEK’s new visual identity is inspired by the concept of “We Get The Picture”. The overall look and feel of the brand identity is created by a combination of a strong color scheme, uniform design elements, and a unique imagery style.

Core elements, such as logo, color palette, typography, graphics and photography deliver the spirit of the VIVOTEK brand. In order to establish a strong and consistent VIVOTEK brand experience, these core elements must be aligned across every touchpoint.

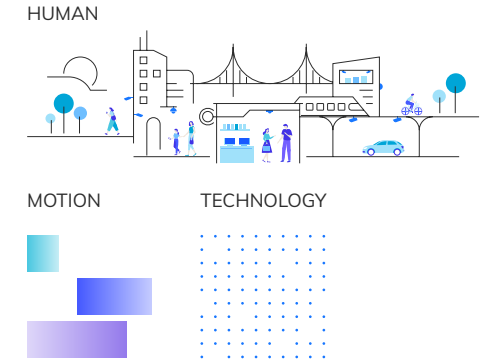
Logo



Color



Supportive Graphics



Typography

Mulish

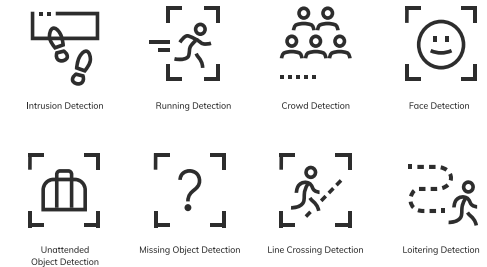
VIVOTEK is a global, R&D-driven IP surveillance solutions provider. That is trusted by system integrators to address end users’ needs for intelligent security, control, and management.

- | | |
|--------------------------|--|
| Mulish Light | <i>Mulish Light Italic</i> |
| Mulish Regular | <i>Mulish Regular Italic</i> |
| Mulish SemiBold | <i>Mulish SemiBold Italic</i> |
| Mulish Bold | <i>Mulish Bold Italic</i> |
| Mulish Extra bold | <i>Mulish Extra Bold Italic</i> |

Imagery



Icon Style



LOGO

LOGO

Logo

Slogan

Delta Group Lockup

Clear Space &
Minimum Size

Application
Examples

Don'ts

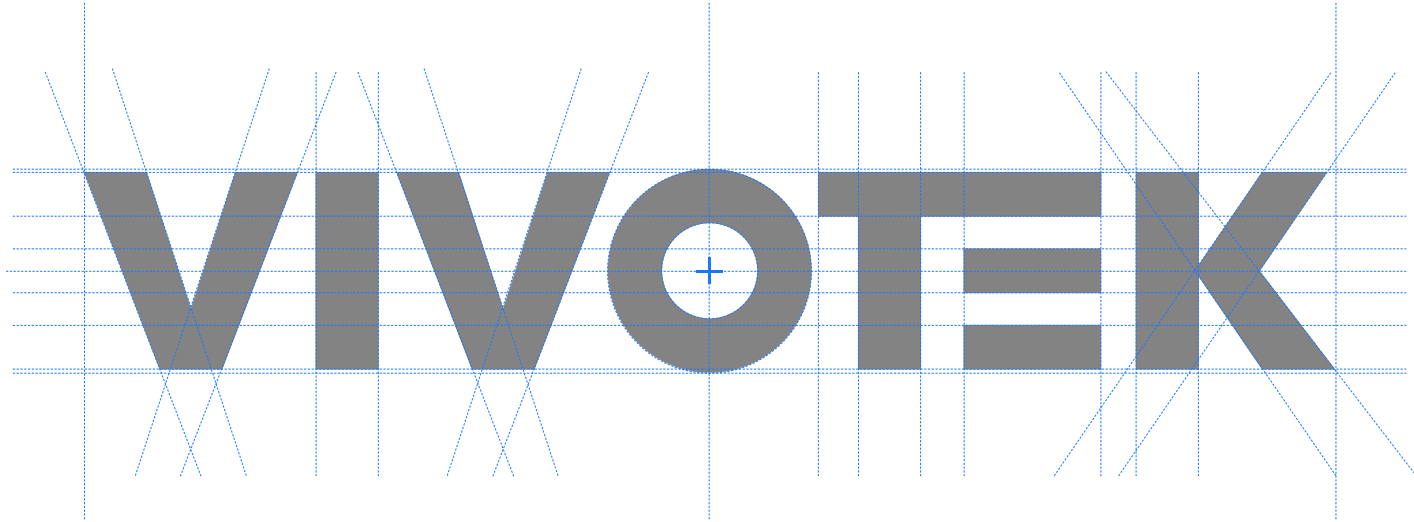
Logo Color Usage

Logo Co-Branding

Logo

The logo shown below is the face of the VIVOTEK brand. It should be treated and managed as the most important element of the entire brand identity.

The integrity of the logo must be respected at all times. Never recreate or modify it in any way.



VIVOTEK

LOGO

Logo

Slogan

Delta Group Lockup

Clear Space &
Minimum Size

Application
Examples

Don'ts

Logo Color Usage

Logo Co-Branding

Slogan

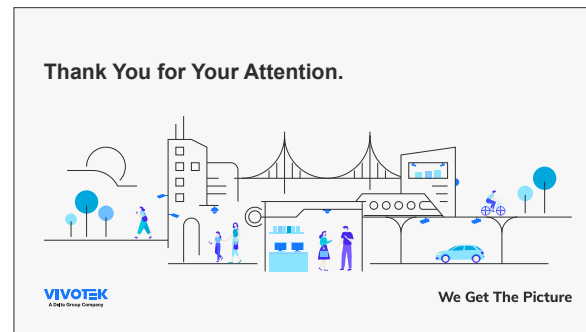
The slogan “We Get The Picture” is used to communicate the brand and its spirit.

In all instances, use the original artwork file provided. Never reproduce the Slogan with other typeface.

Slogan

We Get The Picture

Example: PPT Ending Page



Example: T-shirt



LOGO

Logo

Slogan

[Delta Group Lockup](#)

Clear Space &
Minimum Size

Application
Examples

Don'ts

Logo Color Usage

Logo Co-Branding

Delta Group Lockup

Being part of the Delta Group of companies, the VIVOTEK logo can be shown with the “A Delta Group Company” descriptor.

In all instances, use the original artwork file provided. Do not alter the Delta Group Lockup. Never reproduce the Delta Group Lockup by manually typing out “A Delta Group Company” underneath the logo.

The Delta Group Lockup should be used in the following applications: Signage, business cards, badge, PPT, letterhead, email signature, website, brochure & catalogue, advertisement, tradeshow.



VIVOTEK
A Delta Group Company



LOGO

Logo

Slogan

Delta Group Lockup

Clear Space &
Minimum Size

Application
Examples

Don'ts

Logo Color Usage

Logo Co-Branding

Clear Space & Minimum Size

Clear Space

Clear space is an integral part of the VIVOTEK logo's design, required to preserve the integrity and visual impact of the VIVOTEK logo. An area of clear space must be kept free of other logos, graphics, text, and the edges of the printed page and screen. Where possible, the size of the clear space should be increased to further highlight the logo.



Minimum Size

The VIVOTEK logo is designed to scale to small sizes on print and screen. To ensure legibility across all applications, limit resizing to the minimum sizes indicated for small-scale applications of the VIVOTEK Logo, Delta Group Lockup.



LOGO

Logo

Slogan

Delta Group Lockup

Clear Space &
Minimum Size

Application
Examples

Don'ts

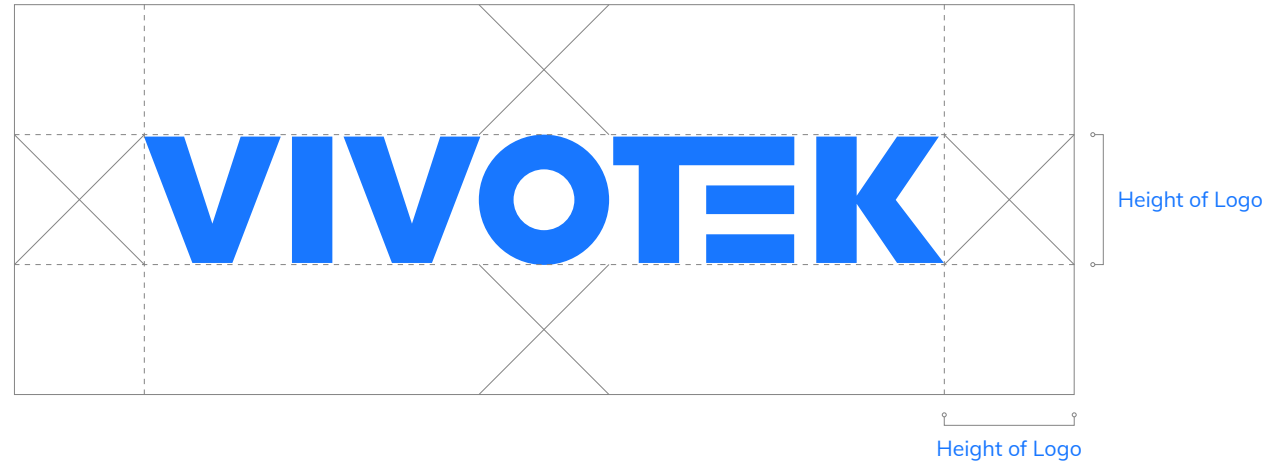
Logo Color Usage

Logo Co-Branding

Clear Space & Minimum Size

Clear Space

Clear space is an integral part of the VIVOTEK logo's design, required to preserve the integrity and visual impact of the VIVOTEK logo. An area of clear space must be kept free of other logos, graphics, text, and the edges of the printed page and screen. Where possible, the size of the clear space should be increased to further highlight the logo.



Minimum Size

The VIVOTEK logo is designed to scale to small sizes on print and screen. To ensure legibility across all applications, limit resizing to the minimum sizes indicated for small-scale applications of the VIVOTEK Logo, Delta Group Lockup.

VIVOTEK

12mm / 80 px

LOGO

Logo

Slogan

Delta Group Lockup

Clear Space &
Minimum Size

[Application
Examples](#)

Don'ts

Logo Color Usage

Logo Co-Branding

Datasheet

[Mulish ExtraBold 43 pt](#)

[Mulish Medium 19 pt](#)

[Mulish Bold 15 pt](#)

[SemiBold 10 pt](#)

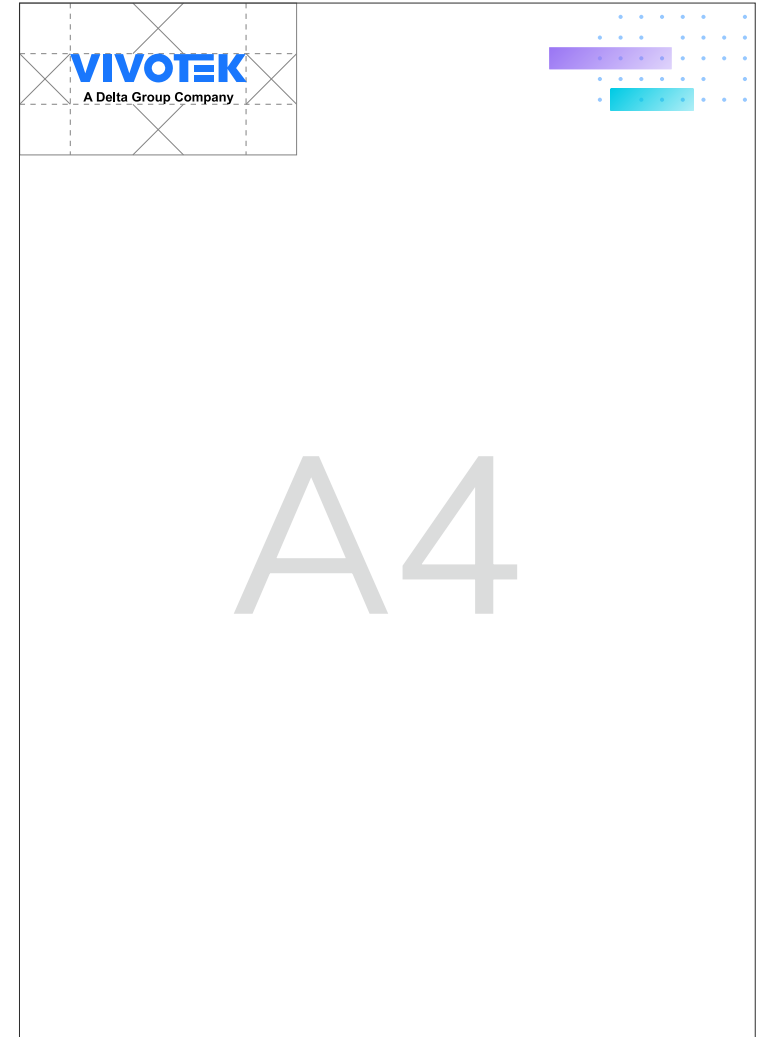
VIVOTEK
A Delta Group Company

CC8371-HV

180° Panoramic Network Camera

3MP • WDR Pro • 180° Panoramic View • 15M IR • IK10 • IP66

- 3-Megapixel CMOS Sensor
- 30 fps @ 2048x1536
- Anti-Ligature Design
- 180° Horizontal Panoramic View
- 180° IR Illuminators up to 15 Meters
- WDR Pro (100dB) to Provide Extreme Visibility in High Light Contrast Scenes
- SNV (Supreme Night Visibility)
- Weather-proof IP66-rated and Vandal-proof IK10-rated Housing
- ±25° Tilt Lens
- Built-in Microphone



LOGO

Logo

Slogan

Delta Group Lockup

Clear Space &
Minimum Size


Application
Examples

Don'ts

Logo Color Usage

Logo Co-Branding

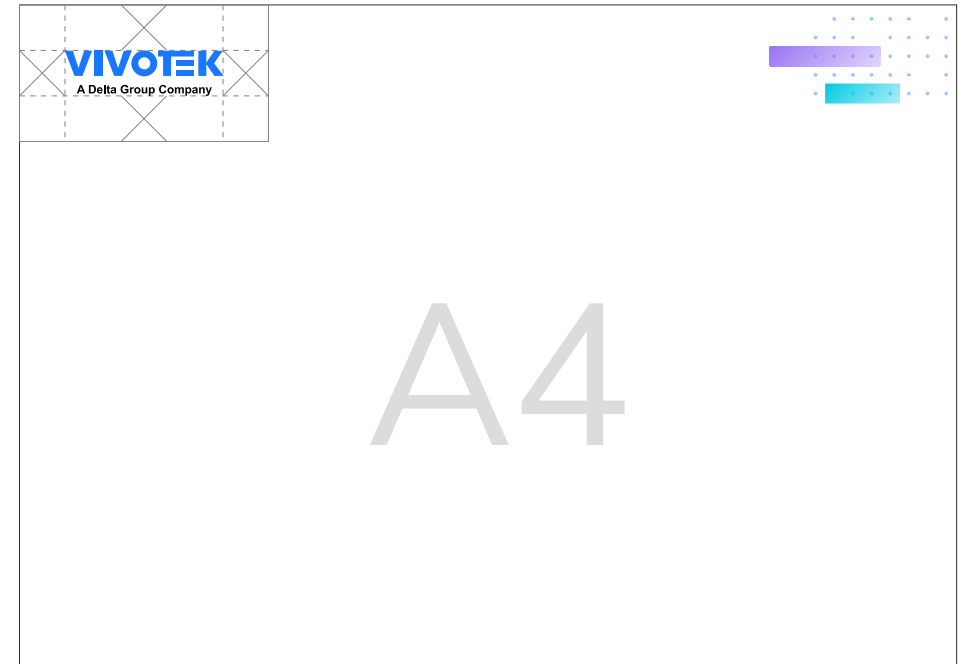
Camera Analytic Chart



AI-Powered Video Analytics Chart

• No License Fee
 • License Fee Required
(Please refer to applicable camera models ending in 00)

Camera Models	Smart Motion Detection	Crowd Detection	Face Detection	Intrusion Detection	Line Crossing Detection	Labeling Detection	Missing Object Detection	Unauthorized Object Detection	Running Detection	Parking Violation Detection	Restricted Zone Detection	Smart Tracking Advanced
ED9165-HT	•	•	•	•	•	•	•	•	•			
ED9365-EHTV	•	•	•	•	•	•	•	•	•			
ED9365-HTV	•	•	•	•	•	•	•	•	•			
ED9365-HTVA	•	•	•	•	•	•	•	•	•			
ED9391-EHTV	•	•	•	•	•	•	•	•	•			
IB9365-EHT	•	•	•	•	•	•	•	•	•			
IB9365-HT	•	•	•	•	•	•	•	•	•			
IB9391-EHT	•	•	•	•	•	•	•	•	•			
ED9165-HT-A	•	•	•	•	•	•	•	•	•			
ED9365-EHTV-A	•	•	•	•	•	•	•	•	•			
ED9365-EHTV-A	•	•	•	•	•	•	•	•	•			
IB9365-EHT-A	•	•	•	•	•	•	•	•	•			
IB9365-EHT-A	•	•	•	•	•	•	•	•	•			
MS9371-EHV	•	•	•	•	•	•	•	•	•			
ED9191	•	•	•	•	•	•	•	•	•			
ED9391-EHV-v2	•	•	•	•	•	•	•	•	•			



LOGO

Logo

Slogan

Delta Group Lockup

Clear Space &
Minimum Size

Application
Examples

Don'ts

Logo Color Usage

Logo Co-Branding

Don'ts

Incorrect Use

Building brand awareness and protecting our trademark requires correct and consistent use of VIVOTEK Logos, Logo Lockups and Slogan at all times. Do not alter the VIVOTEK Logo in any way at any time. The following examples illustrate possible misuses and present a set of simple rules to follow when implementing the VIVOTEK Logo, VIVOTEK Logo Lockups and Slogan. These examples apply across the entire suite of VIVOTEK logos.



Correct Format



DO NOT stretch, rotate, oblique or manipulate the logo



DO NOT use outline



DO NOT use drop shadow



DO NOT color the logo or place images inside of the logo



DO NOT change the proportion of the lockup



DO NOT change the order of the logo



DO NOT change the logo and lockup typeface



DO NOT change the slogan typeface



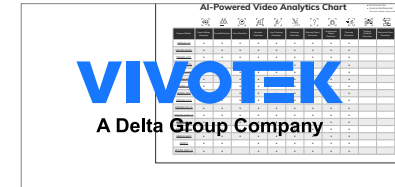
DO NOT use colors that are not included in the logo color usage



DO NOT use the old color setting



DO NOT put graphics in the clear space



DO NOT put the logo on complex backgrounds

LOGO

Logo

Slogan

Delta Group Lockup

Clear Space &
Minimum Size

Application
Examples

Don'ts

[Logo Color Usage](#)

Logo Co-Branding

Logo Color Usage

The VIVOTEK logo color should be maintained and presented consistently and clearly. The examples on the right act as a guide to apply the logo color.

Standard Format

These are the main logo and background combinations.

Monochrome

For use when implementing in black and white printing.

Brand Colors

For use when implementing the logo on various color backgrounds under special circumstances.

Standard Format Color



Monochrome Color



Brand Colors



LOGO

Logo

Slogan

Delta Group Lockup

Clear Space &
Minimum Size

Application
Examples

Don'ts

Logo Color Usage

[Logo Co-Branding](#)

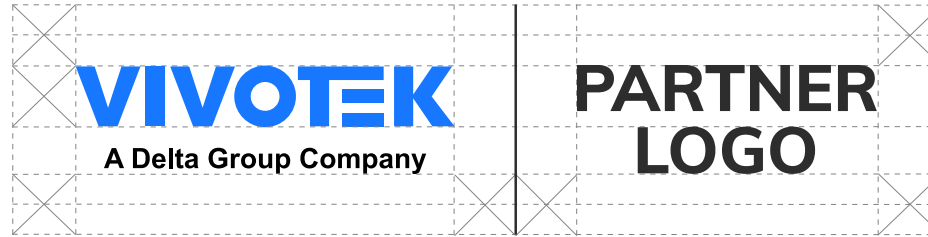
Logo Co-Branding

Co-branding may appear on marketing materials developed with an official VIVOTEK business partner. All logo standards and guidelines apply.

VIVOTEK-led co-branded materials feature the VIVOTEK logo on the left and the partner logo on the right.

All co-branded uses of the VIVOTEK logo must be approved by VIVOTEK Brand and Creative and Partner Marketing, and adhere to the following guidelines:

- Make all logos appear equal in size.
- Center-align the VIVOTEK logo horizontally or vertically with other logos.
- Maintain equal distance between all logos.
- A vertical stroke should be the height of the logo's clear space. A horizontal line should be the length of the VIVOTEK logo.
- Both logos should be equal in visual size and should be equal in color representation (both logos are full color or both logos are one color).



LOGO

Logo

Slogan

Delta Group Lockup

Clear Space &
Minimum Size

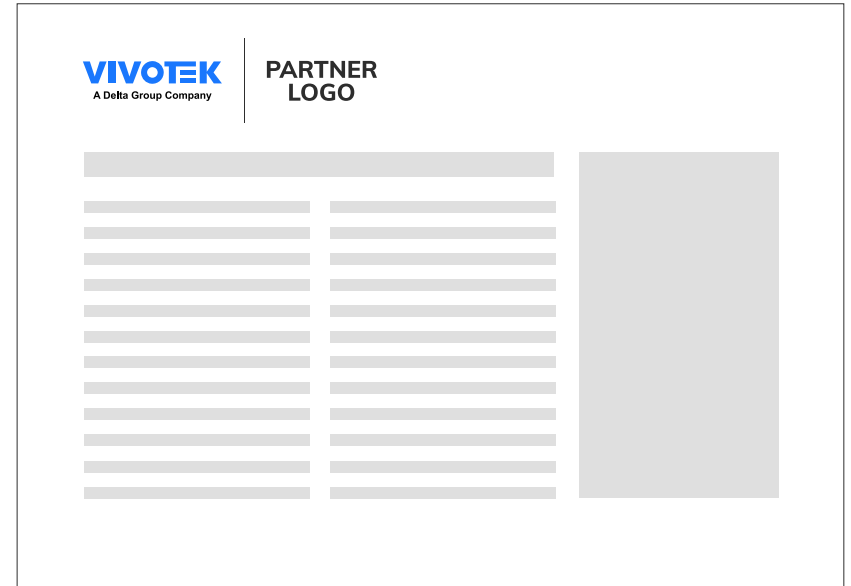
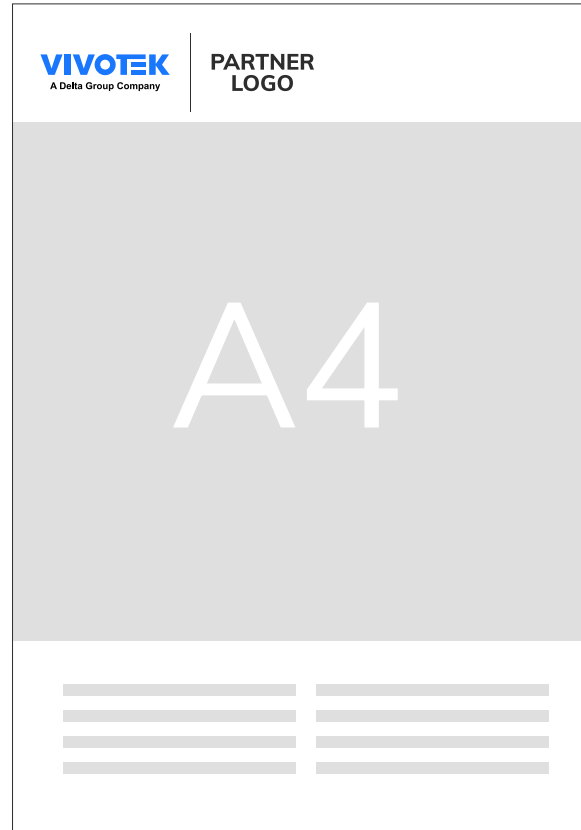
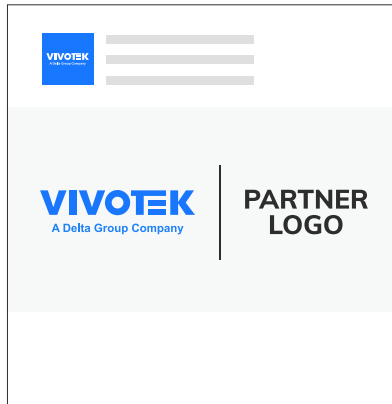
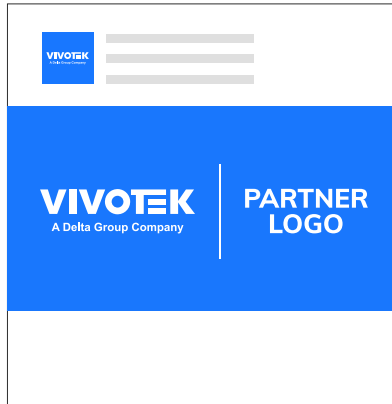
Application
Examples

Don'ts

Logo Color Usage

Logo Co-Branding

Application



LOGO

Logo

Slogan

Delta Group Lockup

Clear Space &
Minimum Size

Application
Examples

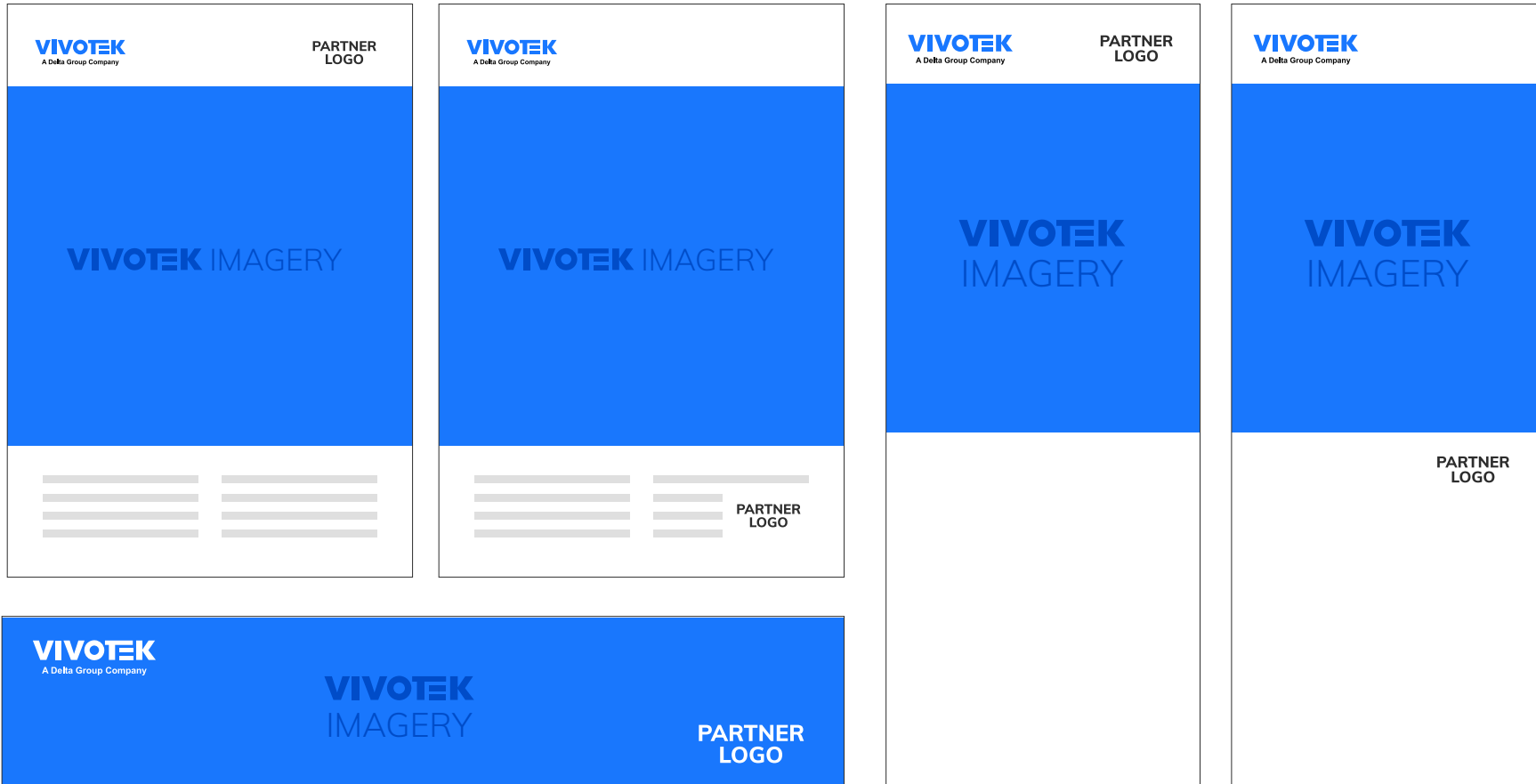
Don'ts

Logo Color Usage

Logo Co-Branding

EXAMPLES: VIVOTEK DOMINANT COBRANDING

These examples demonstrate how VIVOTEK dominant co-branding should appear in common marketing vehicles. The designer should use the VIVOTEK visual identity system. While the partner logo is optically equal in size, it is placed in a visually subordinate position.



LOGO

Logo

Slogan

Delta Group Lockup

Clear Space &
Minimum Size

Application
Examples

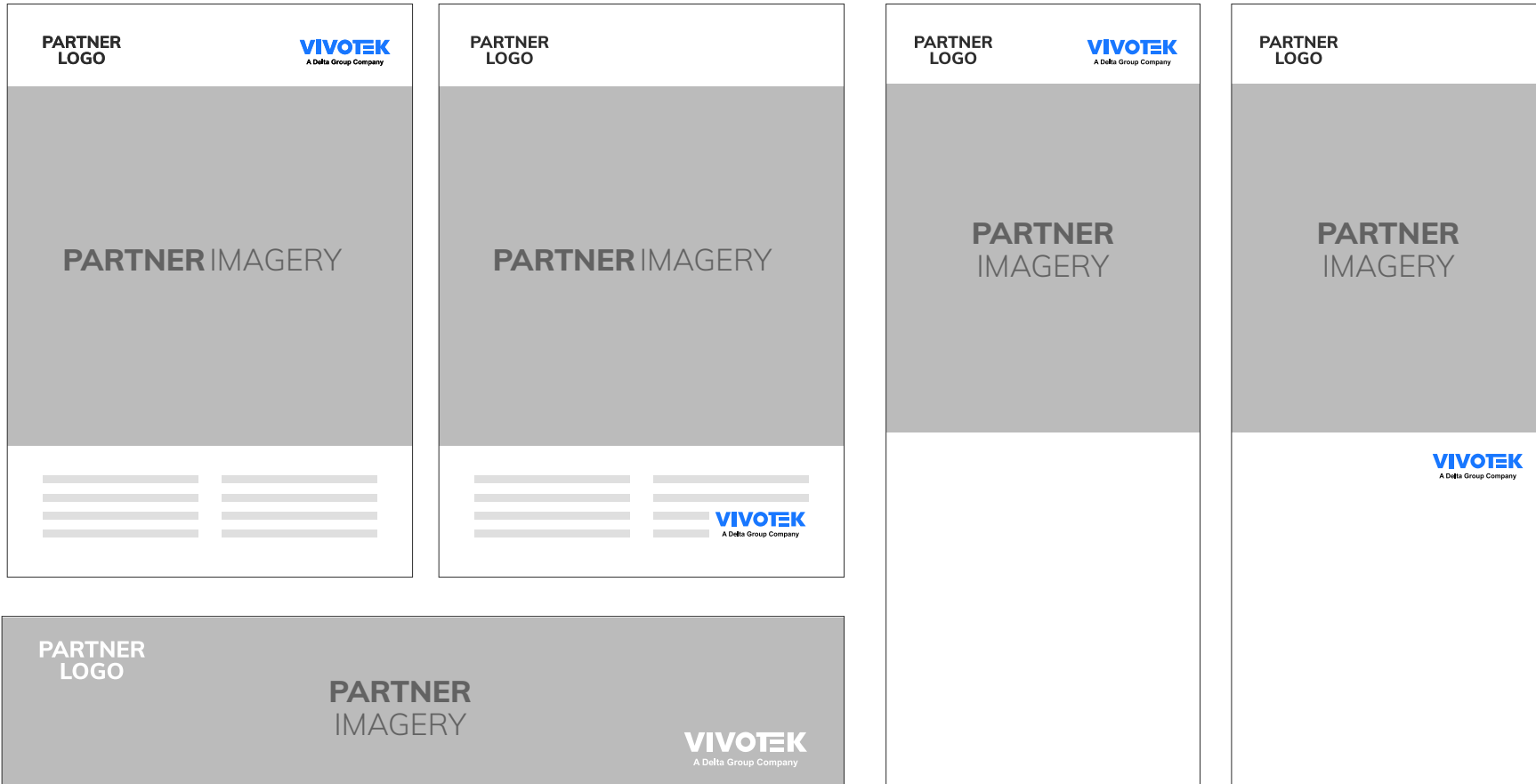
Don'ts

Logo Color Usage

[Logo Co-Branding](#)

EXAMPLES: PARTNER DOMINANT CO-BRANDING

These examples demonstrate how partner dominant co-branding should appear in common marketing vehicles. The designer should use the partner company's visual identity system. While the VIVOTEK logo is optically equal in size, it is placed in a visually subordinate position.



TYPOGRAPHY

TYPOGRAPHY

Primary English
Fonts

Primary Chinese
Fonts

Alternative English
Fonts

Alternative Chinese
Fonts

Alternative Japanese
Fonts

Primary English Fonts

Google Fonts

These fonts are licensed under the Google Open Font License.

The font Mulish can be used freely in all applications—print or digital, commercial or otherwise—and on all computers and devices.

Mulish

Extra Light
Light
Regular
Medium
SemiBold
Bold
Extra Bold
Black

Aa Aa Aa Aa

Aa Aa Aa Aa

Extra Light Italic
Light Italic
Italic
Medium Italic
SemiBold Italic
Bold Italic
Extra Bold Italic
Black Italic

Aa Aa Aa Aa

Aa Aa Aa Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 !?@#%&*()_+ -=

VIVOTEK is a global, R&D-driven IP surveillance solutions provider that is trusted by system integrators to address end users' needs for intelligent security, control, and management.

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 !?@#%&*()_+ -=*

VIVOTEK is a global, R&D-driven IP surveillance solutions provider that is trusted by system integrators to address end users' needs for intelligent security, control, and management.

TYPOGRAPHY

Primary English
Fonts

[Primary Chinese
Fonts](#)

Alternative English
Fonts

Alternative Chinese
Fonts

Alternative Japanese
Fonts

Primary Chinese Fonts

Google Fonts

These fonts are licensed under the Google Open Font License.

The font Noto Sans CJK TC can be used freely in all applications—print or digital, commercial or otherwise—and on all computers and devices.

Noto Sans CJK TC

Thin

Light

DemiLight

Regular

Medium

Bold

Black

思源黑體

思源黑體

思源黑體

思源黑體

思源黑體

思源黑體

思源黑體

TYPOGRAPHY

Primary English
Fonts

Primary Chinese
Fonts

[Alternative English
Fonts](#)

Alternative Chinese
Fonts

Alternative Japanese
Fonts

Alternative English Fonts

Microsoft System Font

This typeface is available within Microsoft Office applications.

When To Use

- When Mulish (Google fonts) are not available
- On PC computers, e.g. Powerpoint presentations

Arial

Regular
Bold

Aa Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 !?@#%&*()_+ -=

VIVOTEK is a global, R&D-driven IP surveillance solutions provider that is trusted by system integrators to address end users' needs for intelligent security, control, and management.

Italic
Bold Italic

Aa Aa

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 !?@#%&*()_+ -=*

VIVOTEK is a global, R&D-driven IP surveillance solutions provider that is trusted by system integrators to address end users' needs for intelligent security, control, and management.

TYPOGRAPHY

Primary English
Fonts

Primary Chinese
Fonts

Alternative English
Fonts

[Alternative Chinese
Fonts](#)

Alternative Japanese
Fonts

Alternative Chinese Fonts

Microsoft System Font

This typeface is available within Microsoft Office applications.

When To Use

- When Noto Sans CJK TC (Google fonts) are not available
- On PC computers, e.g. Powerpoint presentations

Microsoft JhengHei (MSJH)

Regular
Bold

微軟正黑體

微軟正黑體

TYPOGRAPHY

Primary English
Fonts

Primary Chinese
Fonts

Alternative English
Fonts

Alternative Chinese
Fonts

[Alternative Japanese
Fonts](#)

Alternative Japanese Fonts

Microsoft Fonts

Meiryo (メイリオ, Meirio) is a Japanese sans-serif gothic typeface. Microsoft bundled Meiryo with Office Mac 2008 as part of the standard install, and it replaces MS Gothic as the default system font for Vista on Japanese systems.

Meiryo

Regular
Bold

メイリオ

メイリオ

COLORS

COLORS

[Primary](#)

[Secondary](#)

[Gradients](#)

[Usage with Backgrounds](#)

[LinkedIn Application](#)

[Exhibition Application](#)

Primary

VIVOTEK's primary brand colors consist of 4 colors: purple, dark blue, blue, aqua blue and dark gray. These colors are used to ensure visual consistency and maintain a level of professionalism across all applications of the brand identity.

These colors have been chosen to impart upon the VIVOTEK brand a feeling of agility, innovation and caring. The colors can be applied in graphics or backgrounds, and should be used frequently in order to help others remember, recognize and associate the VIVOTEK brand via these colors.

VIVOTEK PURPLE

PANTONE 2655 C
C 50 R 148
M 55 G 122
Y 0 B 236
K 0 # 947AEC

VIVOTEK DARK BLUE

PANTONE 2727 C
C 75 R 70
M 55 G 90
Y 0 B 255
K 0 # 465AFF

VIVOTEK BLUE (LOGO COLOR)

PANTONE 3005 C
C 100 R 24
M 30 G 119
Y 0 B 255
K 0 # 1877FF

VIVOTEK AQUA BLUE

PANTONE 637 C
C 60 R 75
M 0 G 200
Y 8 B 225
K 0 # 4BC8E1

C 0 R 65
M 0 G 65
Y 0 B 65
K 90 # 414141

COLORS

Primary

Secondary

Gradients

Usage with Backgrounds

LinkedIn Application

Exhibition Application

Secondary

Each of the four primary VIVOTEK colors and the dark gray color are supported by two additional tones, in what is referred to as the Secondary Color Palette. This Secondary Color Palette also includes the addition of a skin-tone color for use in illustrations. These colors can be used to add depth to the design of marketing communications.

Secondary colors should be used sparingly. They should feature primarily in illustrations and can be used as highlights to create hierarchy and contrast in tables, forms, diagrams and charts. The proportions of Secondary colors should never exceed the application of primary brand colors.

PANTONE 2655 C C 50 R 148 M 55 G 122 Y 0 B 236 K 0 # 947AEC		PANTONE 2727 C C 75 R 70 M 55 G 90 Y 0 B 255 K 0 # 465AFF		PANTONE 3005 C C 100 R 24 M 30 G 119 Y 0 B 255 K 0 # 1877FF		PANTONE 637 C C 60 R 75 M 0 G 200 Y 8 B 225 K 0 # 4BC8E1									
C 70 R 155 M 75 G 95 Y 0 B 255 K 0 # 735FFF		C 15 R 200 M 20 G 200 Y 0 B 255 K 0 # C8C8FF		C 90 R 65 M 75 G 50 Y 0 B 230 K 0 # 4132E6		C 35 R 150 M 12 G 200 Y 0 B 255 K 0 # 96C8FF		C 100 R 25 M 50 G 90 Y 0 B 255 K 0 # 195AFF		C 40 R 110 M 5 G 190 Y 0 B 255 K 0 # 6EBEFF		C 90 R 0 M 0 G 165 Y 10 B 215 K 0 #		C 35 R 160 M 0 G 225 Y 12 B 250 K 0 # A0E1FA	
C 0 R 65 M 0 G 65 Y 0 B 65 K 90 # 414141				C 0 R 150 M 0 G 150 Y 0 B 150 K 60 # 969696				C 0 R 200 M 0 G 200 Y 0 B 200 K 30 # C8C8C8				C 5 R 240 M 8 G 230 Y 10 B 220 K 0 # F0E6DC			



COLORS

Primary

Secondary

Gradients

LinkedIn Backgrounds

LinkedIn Application

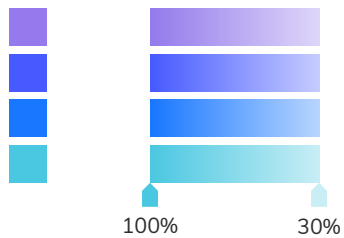
Exhibition Application

Gradients

Gradients are one of the primary visual elements of the VIVOTEK brand identity. Gradients are created using the 4 primary colors. Transparency at the two ends of each gradient should be set to 100% and 30%. Gradients are to be applied in the shape of rectangles; a key design element of the VIVOTEK brand identity. In order to maintain consistency of the VIVOTEK brand identity, do not alter the transparency or color settings of Gradients.

Do not use the gradient as a background

Primary Color Transparency Setting



PANTONE 2655 C

C 50 R 148
M 55 G 122
Y 0 B 236
K 0 # 947AEC

PANTONE 2727 C

C 75 R 70
M 55 G 90
Y 0 B 255
K 0 # 465AFF

PANTONE 637 C

C 60 R 75
M 0 G 200
Y 8 B 225
K 0 # 4BC8E1

PANTONE 3005 C

C 100 R 24
M 30 G 119
Y 0 B 255
K 0 # 1877FF

COLORS

Primary

Secondary

Gradients

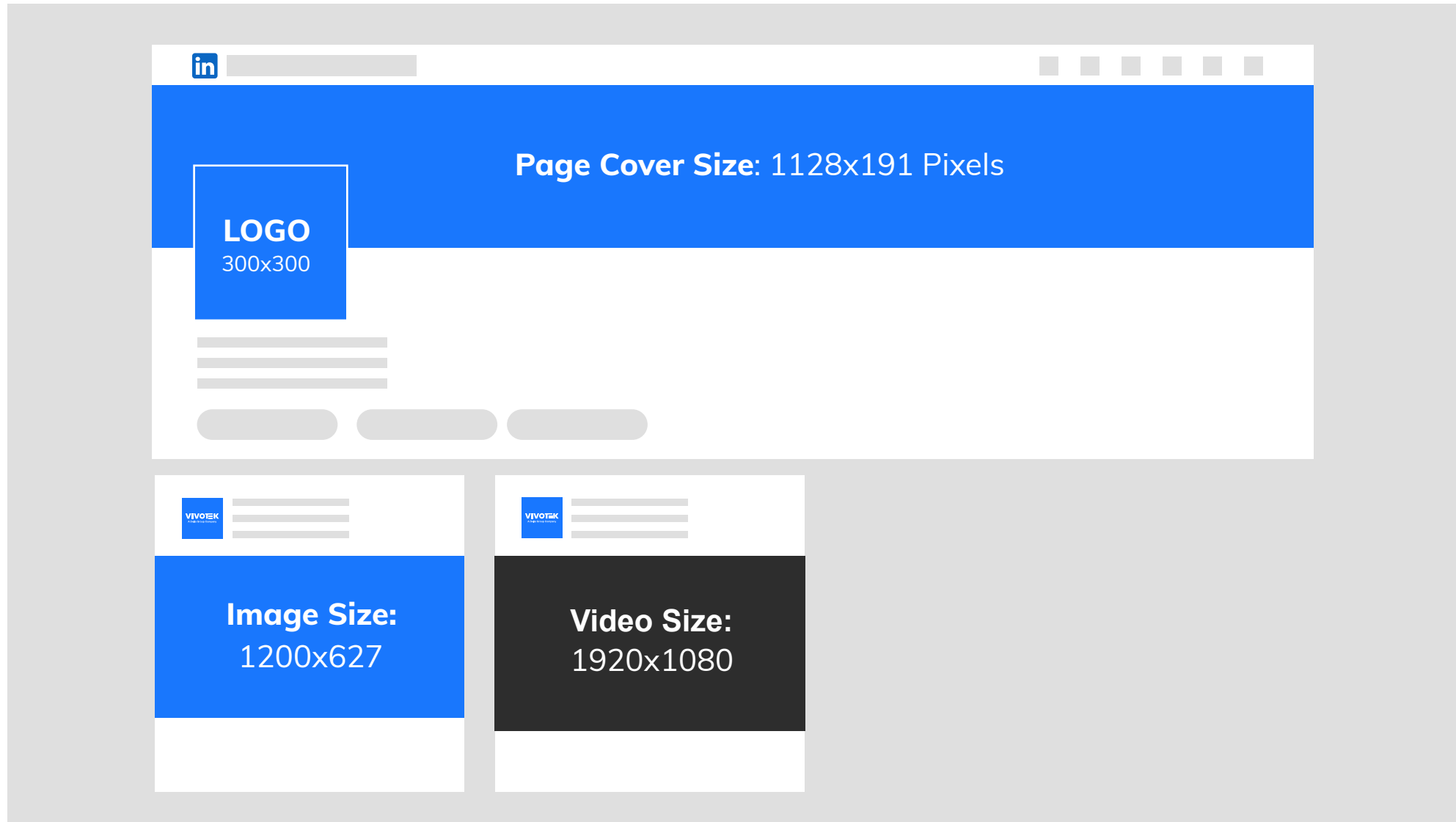
LinkedIn Backgrounds

LinkedIn Application

Exhibition Application

LinkedIn Backgrounds

LinkedIn Company Page



COLORS

Primary

Secondary

Gradients

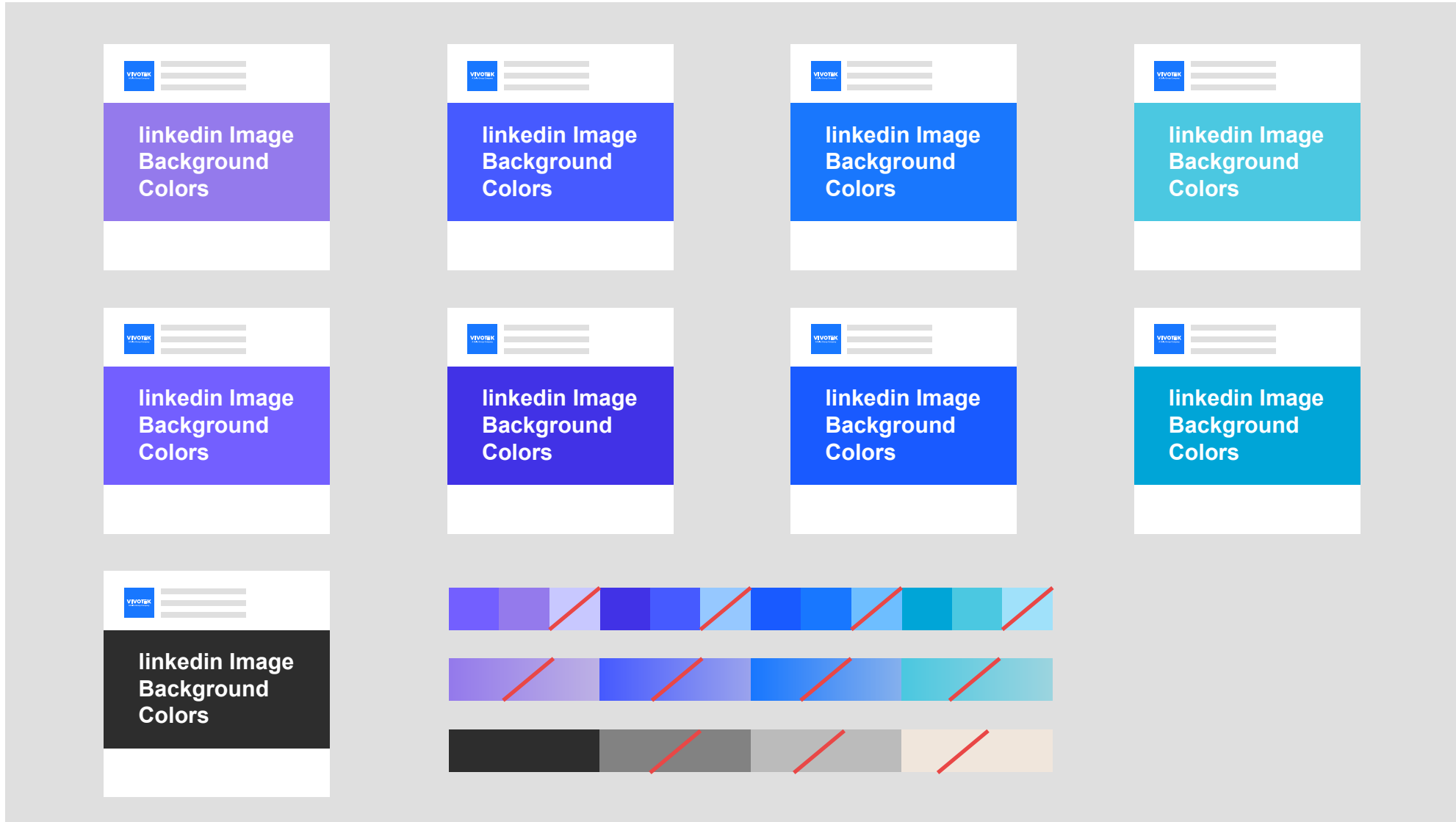
[LinkedIn Backgrounds](#)

LinkedIn Application

Exhibition Application

LinkedIn Backgrounds

LinkedIn Image Background Colors



COLORS

Primary

Secondary







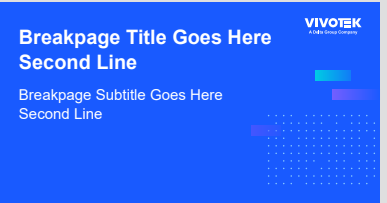


Gradients

LinkedIn Backgrounds

LinkedIn Application

Exhibition Application

LinkedIn Image Background Colors

 <p>Breakpage Title Goes Here Second Line</p> <p>Breakpage Subtitle Goes Here Second Line</p> <p>VIVOTEK PURPLE R 148 G 122 B 236 # 947AEC</p>	 <p>Breakpage Title Goes Here Second Line</p> <p>Breakpage Subtitle Goes Here Second Line</p> <p>VIVOTEK DARK BLUE R 70 G 90 B 255 # 465AFF</p>	 <p>Breakpage Title Goes Here Second Line</p> <p>Breakpage Subtitle Goes Here Second Line</p> <p>VIVOTEK BLUE (LOGO COLOR) R 24 G 119 B 255 # 1877FF</p>	 <p>Breakpage Title Goes Here Second Line</p> <p>Breakpage Subtitle Goes Here Second Line</p> <p>VIVOTEK AQUA BLUE R 75 G 200 B 225 # 4BC8E1</p>
 <p>Breakpage Title Goes Here Second Line</p> <p>Breakpage Subtitle Goes Here Second Line</p> <p>VIVOTEK PURPLE R 155 G 95 B 255 # 735FFF</p>	 <p>Breakpage Title Goes Here Second Line</p> <p>Breakpage Subtitle Goes Here Second Line</p> <p>VIVOTEK DARK BLUE R 65 G 50 B 230 # 4132E6</p>	 <p>Breakpage Title Goes Here Second Line</p> <p>Breakpage Subtitle Goes Here Second Line</p> <p>VIVOTEK AQUA BLUE R 25 G 90 B 255 # 195AFF</p>	 <p>Breakpage Title Goes Here Second Line</p> <p>Breakpage Subtitle Goes Here Second Line</p> <p>VIVOTEK PURPLE R 0 G 165 B 215 # 00A5D7</p>
 <p>Breakpage Title Goes Here Second Line</p> <p>Breakpage Subtitle Goes Here Second Line</p> <p>VIVOTEK DARK BLUE R 65 G 65 B 65 # 414141</p>			

COLORS

Primary

Secondary

Gradients

LinkedIn Backgrounds

LinkedIn Application

Exhibition Application

LinkedIn Application

LinkedIn Image Layout

The image layout guidelines for LinkedIn are presented in three main sections:

- Image Size and Logo Position:** A blue rectangle with a white header area. The header contains the Vivotek logo and a menu icon. Below the header, the text "Image Size: 1200x627" is displayed. The main blue area is labeled "LOGO Position" and shows four Vivotek logos in the corners, each within a dashed-line grid.
- Logo Dimensions:** A diagram showing the Vivotek logo with "A Delta Group Company" underneath. Dashed lines indicate the "Height of Logo" for both the text and the tagline.
- Content Structure:** A large blue rectangle representing the main content area. It features a "Breakpage Title Goes Here" and "Second Line" in white text. Below the title is a "Breakpage Subtitle Goes Here" and "Second Line". A list of product features is shown on the left, and a white dome camera is featured on the right. The Vivotek logo is in the top right corner. A plus sign (+) is placed to the left of the "Dots" section.

Gradient Rectangles: Three overlapping rectangles with a blue-to-purple gradient are shown.

Dots: A grid of small blue dots is shown.

COLORS

Primary

Secondary

Gradients

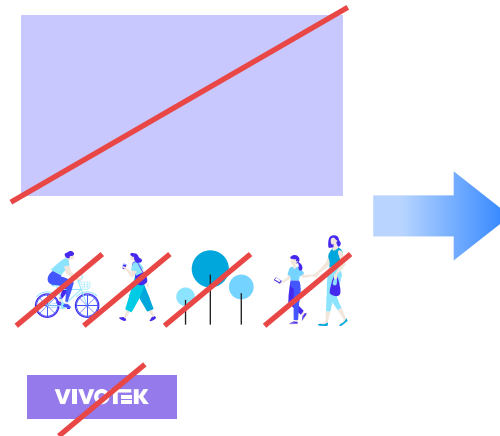
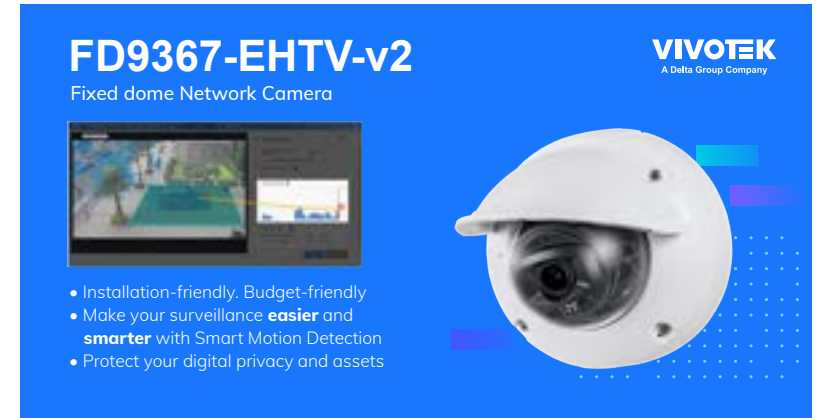
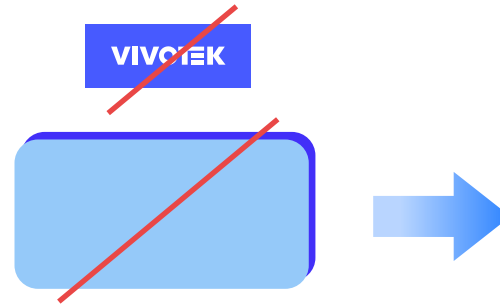
LinkedIn Backgrounds

LinkedIn Application

Exhibition Application

LinkedIn Application

LinkedIn Image Background Colors



COLORS

Primary

Secondary

Gradients

LinkedIn Backgrounds

LinkedIn Application

Exhibition Application

LinkedIn Application

Our use of color must be consistent across all applications. By referring to these guidelines, we will achieve the desired results for our brand, and we'll work more efficiently by eliminating guesswork.

We have identified precise VIVOTEK's primary brand colors consist of 4 colors: purple, dark blue, blue, aqua blue, and dark gray. The accompanying chart lists the values that should always be used when rendering our principle color palette. Never use tints or gradients of any color in the principle or supporting palette.

Exhibition Application

COLORS

Primary

Secondary

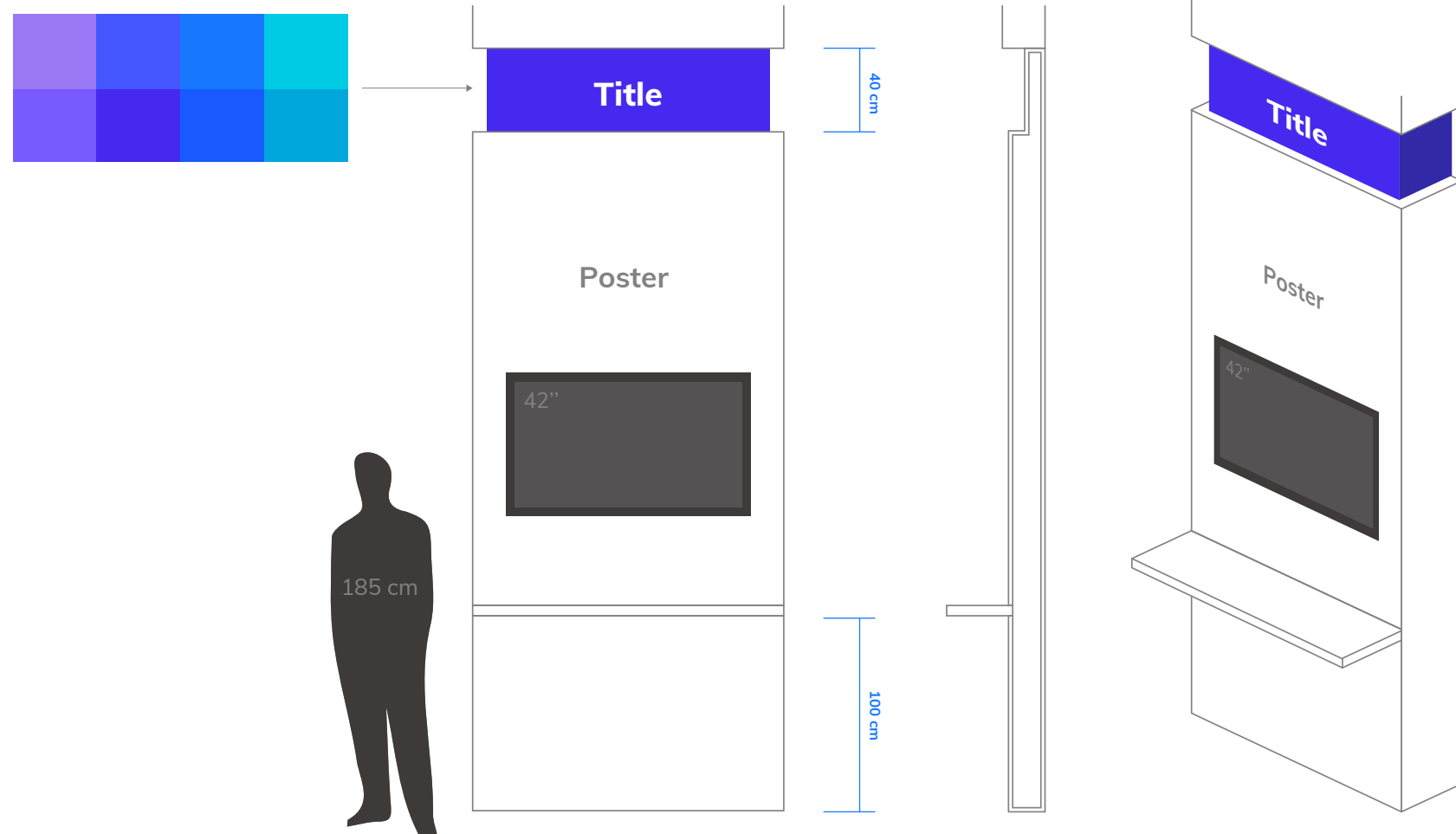
Gradients

LinkedIn Backgrounds

LinkedIn Application

Exhibition Application

Exhibition



COLORS

Primary

Secondary

Gradients

LinkedIn Backgrounds

LinkedIn Application

[Exhibition Application](#)

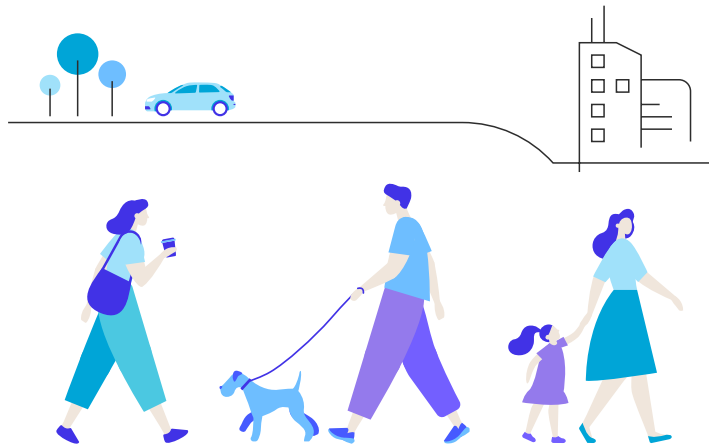
Exhibition



SUPPORTIVE GRAPHICS

Supportive Graphics

Illustrations: Human



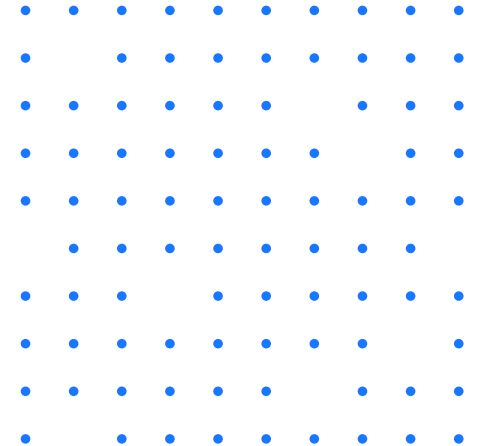
Illustrations depict images of various usage scenarios and express the brand's friendly and caring personality. Illustrations serve to convey a humanistic and active image for the VIVOTEK brand.

Gradient Rectangles: Motion / Transition



Color bars featuring gradients in different directions present a dynamic brand, and at the same time represent the transition of digital information.

Dots: Digital Data / Technology



Dots set in a matrix pattern represent digital information and the storage of data.

SUPPORTIVE
GRAPHICS

Supportive Graphics

Illustrations

Gradient Rectangles +
Dots

Application Examples

Gradient Rectangles

Application Examples

Dots

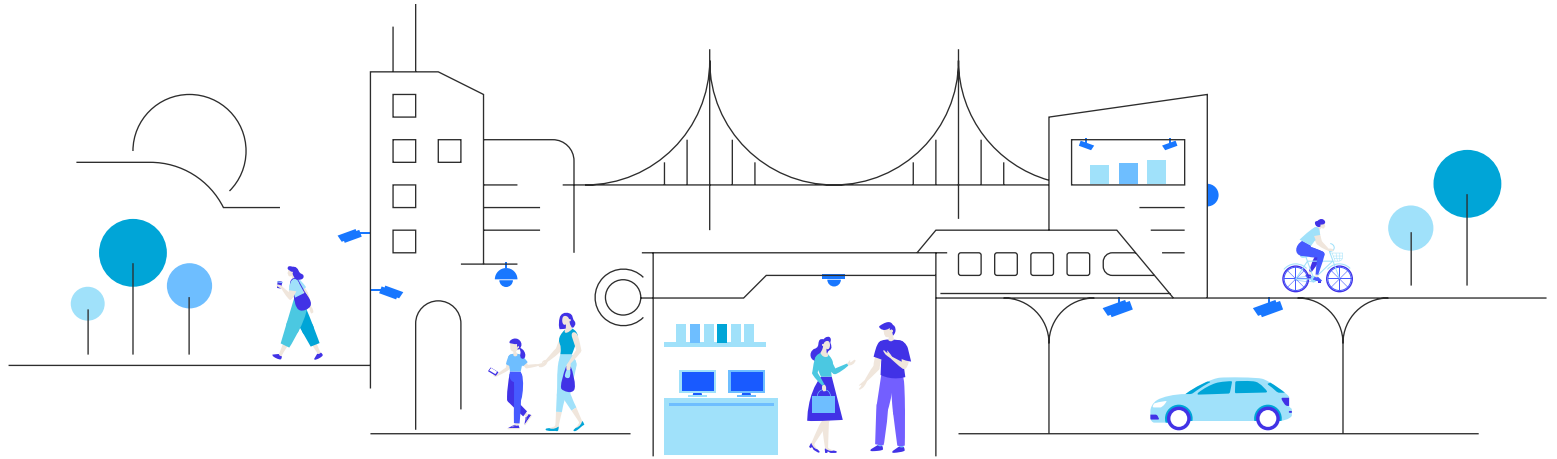
Application Examples

Don'ts

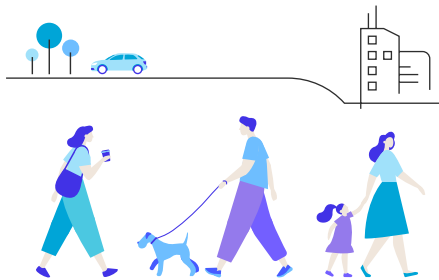
Illustrations: Scenario

Illustrations are used to demonstrate the scenarios in which VIVOTEK products and solutions are applied, such as cities, retail, and transportation, among others. Dark gray lines are used to draw simple environmental landscapes, while brand colors are used to depict people and objects. The VIVOTEK blue is used to highlight VIVOTEK products and solutions. Scenario illustrations serve to convey a friendly feel, whilst also communicating the brand's diverse applications and solutions.

Main Illustration



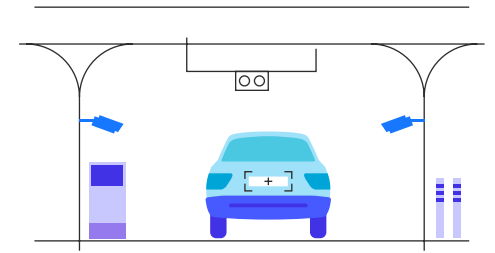
City



Retail



Transportation



SUPPORTIVE
GRAPHICS

Supportive Graphics

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Gradient Rectangles +
Dots

Application Examples

Gradient Rectangles

Application Examples

Dots

Application Examples

Don'ts

Illustrations: Scenario

People

Use fixed colors for hair and skin, and brand primary and secondary colors for body and objects. Use simple elements and movements to present the environment in which they are located.



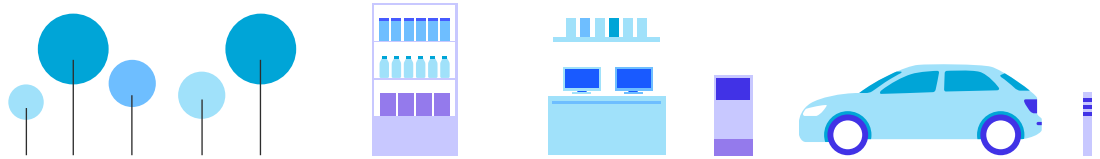
Camera

Draw different products using simple shapes, and use brand blue to make all products easy to identify in the illustrations.



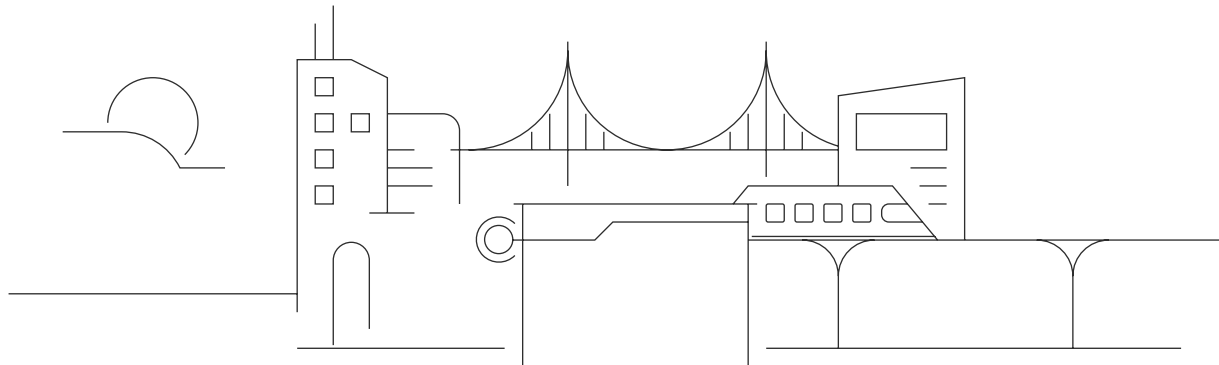
Objects

Select 1 to 2 objects which can serve to capture and convey the environment, and use brand colors to draw the objects using simple shapes.



Background Environment

Use dark gray lines and simple geometric shapes to draw the remainder of the environment. Be sure elements chosen effectively convey the use-situation. The stroke weight should be set at 0.5 to 1pt. For special applications (larger size illustrations), the stroke weight can be adjusted accordingly.



Color



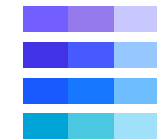
Hair & Skin Color



Color



Color



Color



SUPPORTIVE
GRAPHICS

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Dots

Application Examples

Gradient Rectangles

Application Examples

Dots

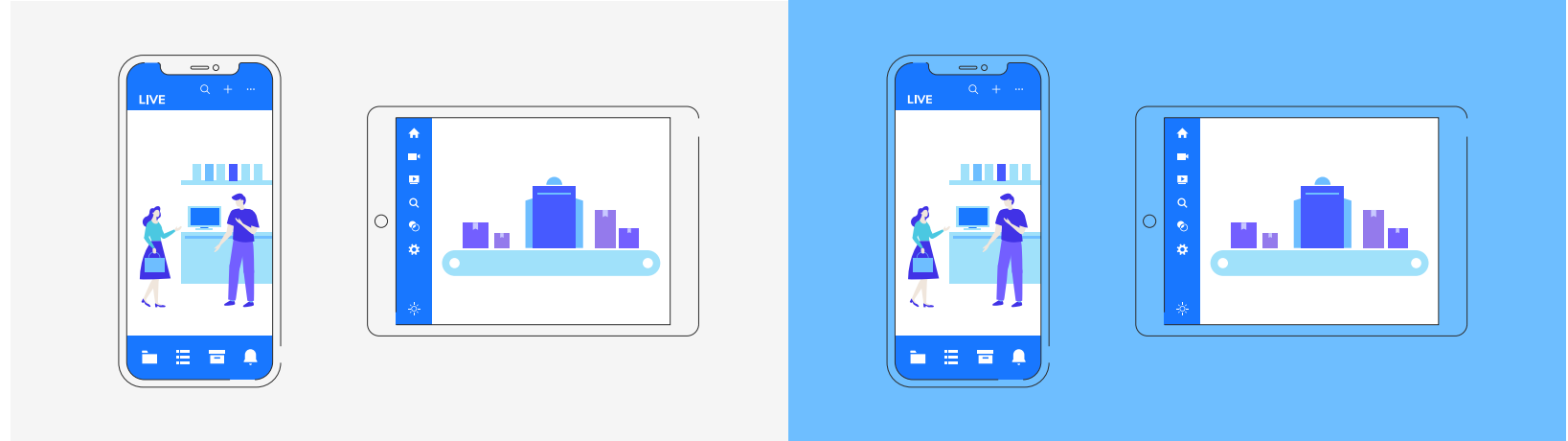
Application Examples

Don'ts

Illustrations: Single Object

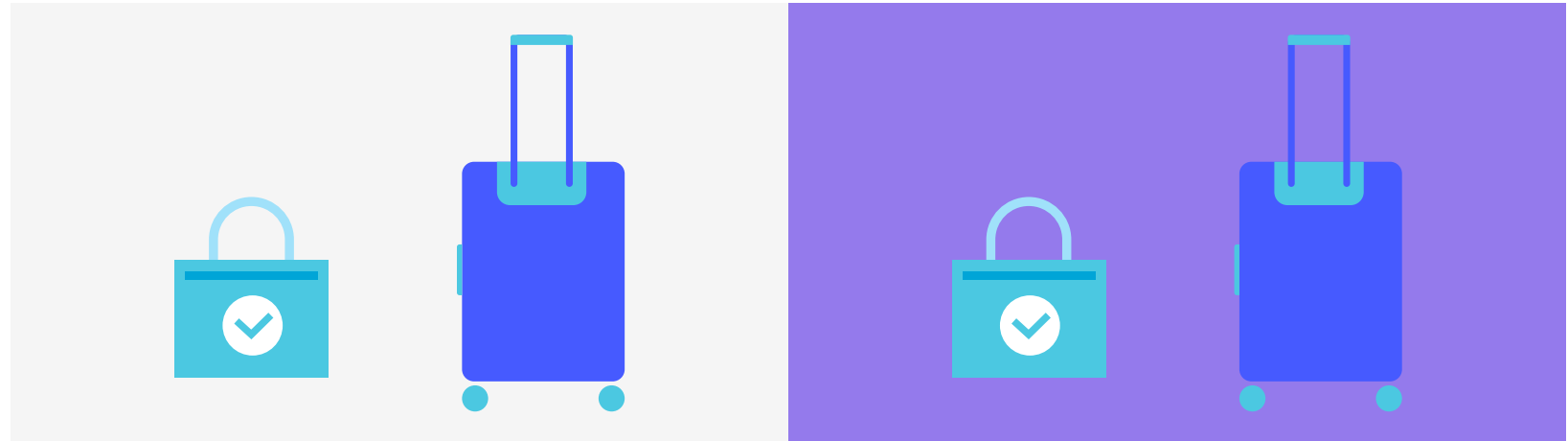
Style 1

For objects that are more complex and still need to depict the scenario, such as the screen of a mobile phone, the object can be disassembled into two parts: (1) People / Main Objects: use brand color and simple shapes. (2) Background Objects: use line depiction. Style 1 objects can be used on a white background or a light color background.



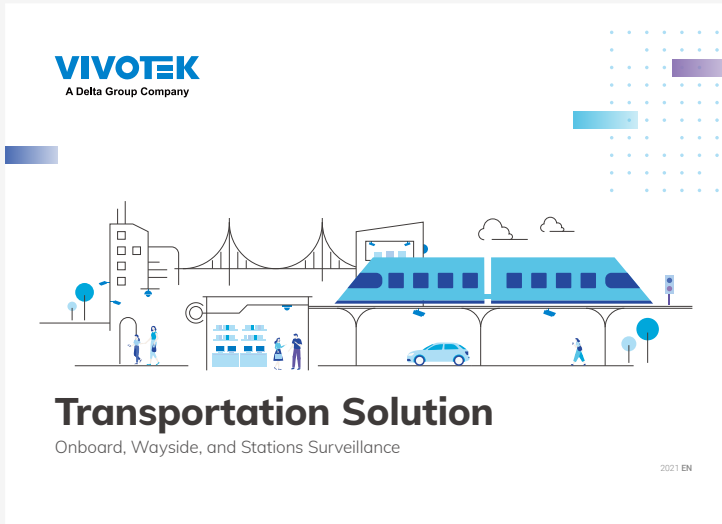
Style 2

Objects that don't need to depict the scenario, can be simply depicted in brand colors and shapes. Style 2 objects can be used on a white background or a colored background.

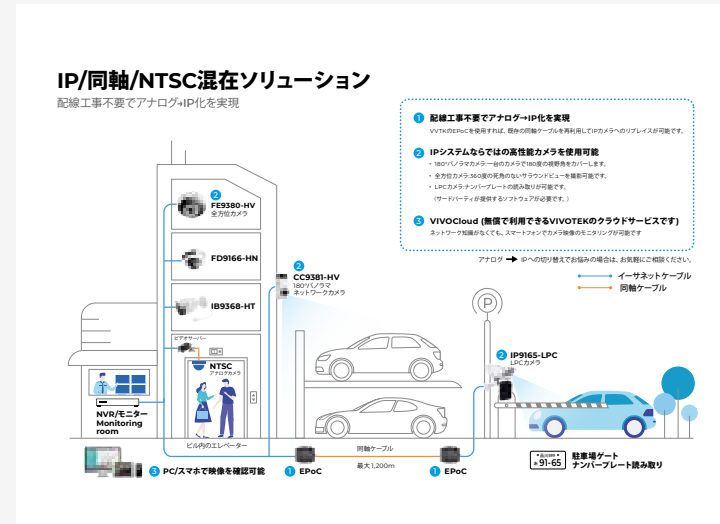


Application Examples

Flyer Cover



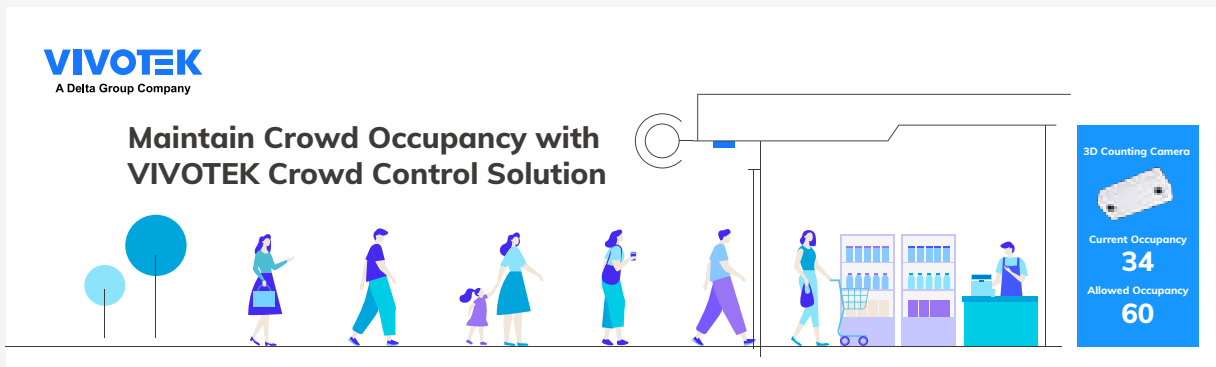
Connection Diagram



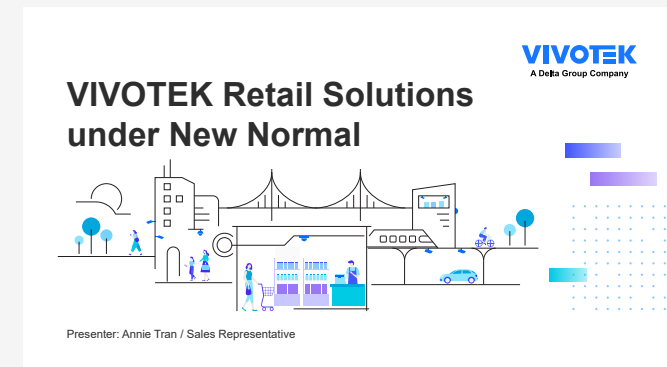
Poster



Banner



Powerpoint Cover Page



SUPPORTIVE
GRAPHICS

Supportive Graphics

Illustrations

Application Examples

Gradient Rectangles +
Dots

Application Examples

Gradient Rectangles

Application Examples

Dots

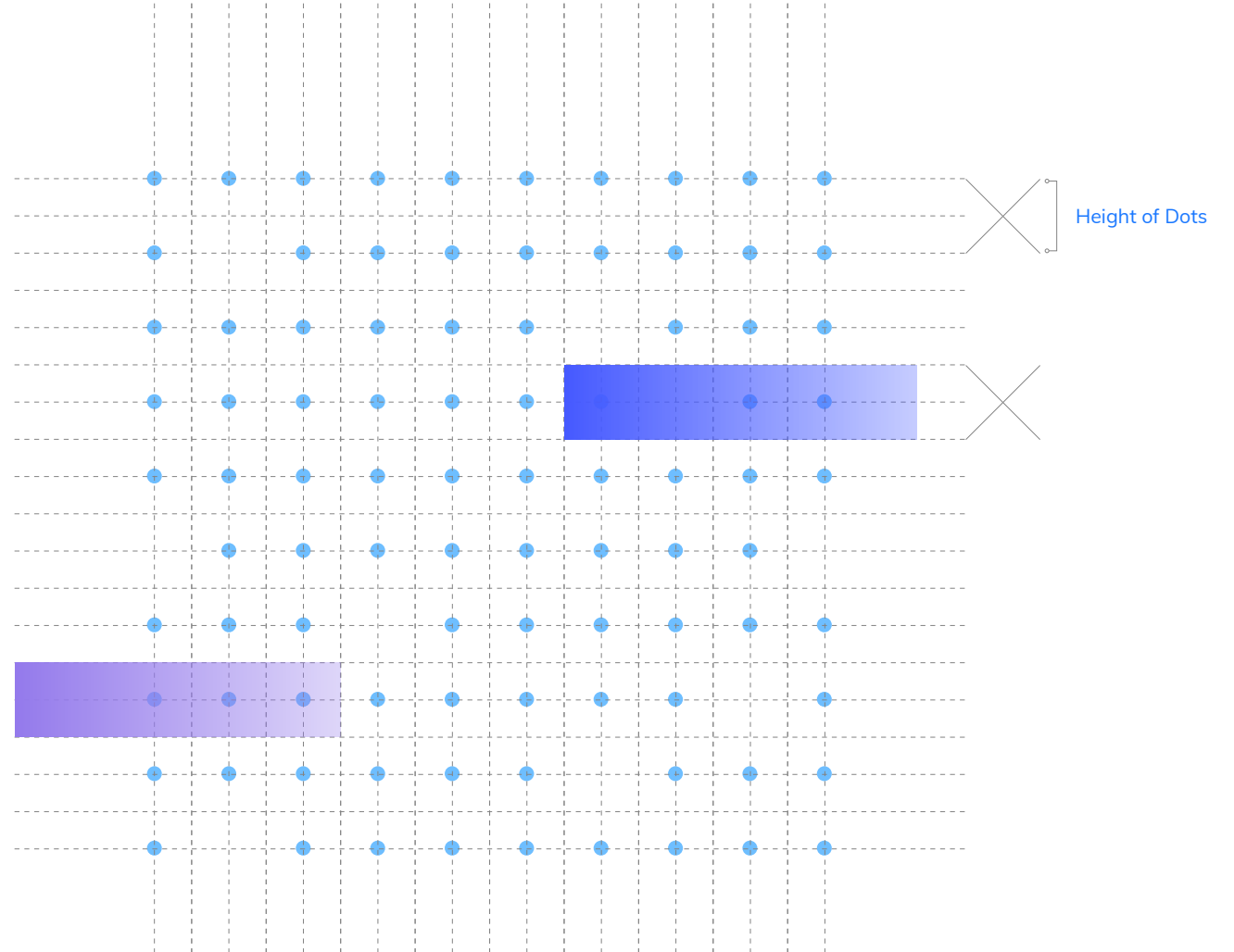
Application Examples

Don'ts

Gradient Rectangles + Dots

Dots can be in combination with
Gradients Rectangles.

Union



SUPPORTIVE
GRAPHICS

Supportive Graphics

Illustrations

Application Examples

Gradient Rectangles +
Dots

Application Examples

Gradient Rectangles

Application Examples

Dots

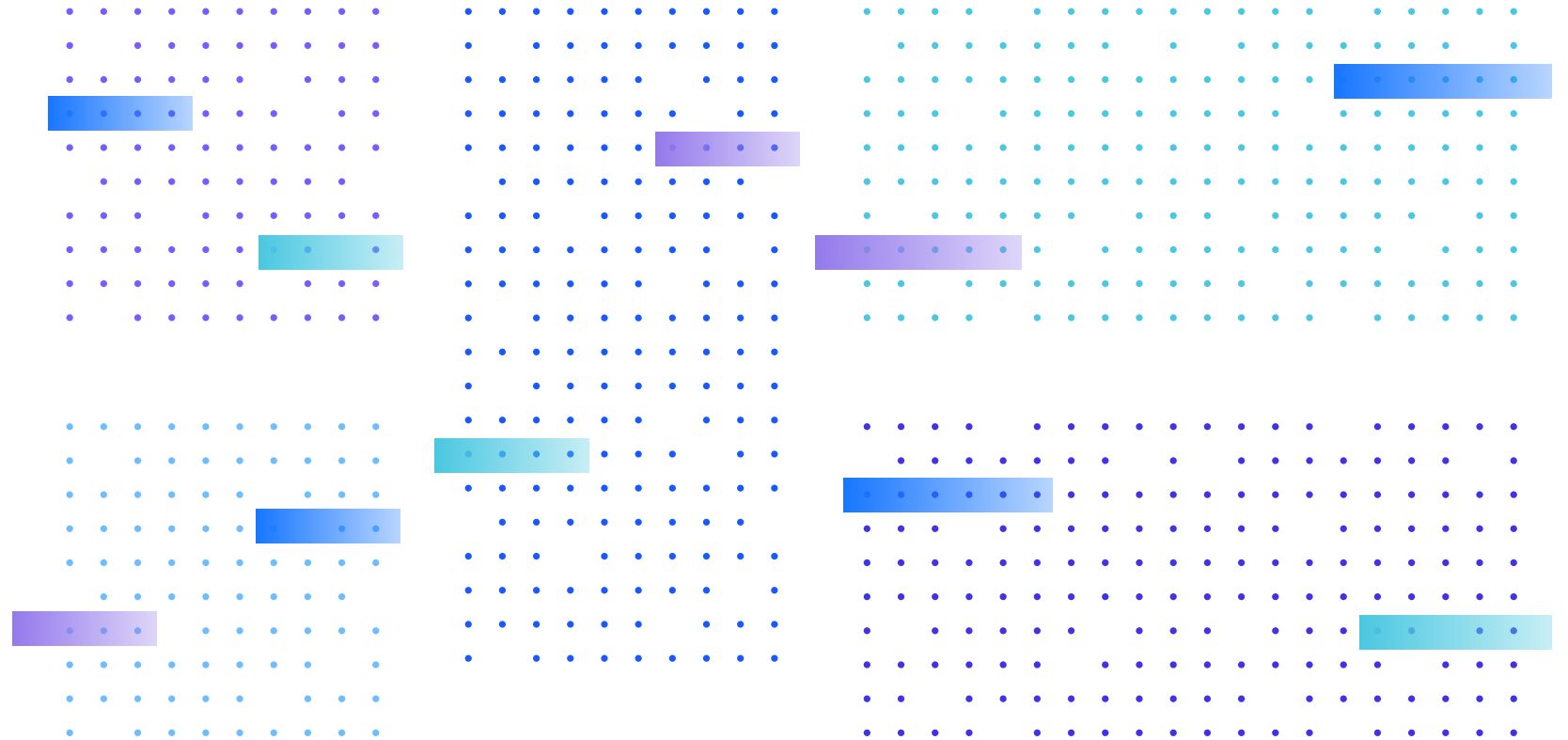
Application Examples

Don'ts

Gradient Rectangles + Dots

Dots can be in combination with
Gradients Rectangles.

Extension



SUPPORTIVE
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Supportive Graphics

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Gradient Rectangles +
Dots

[Application Examples](#)

Gradient Rectangles

Application Examples

Dots

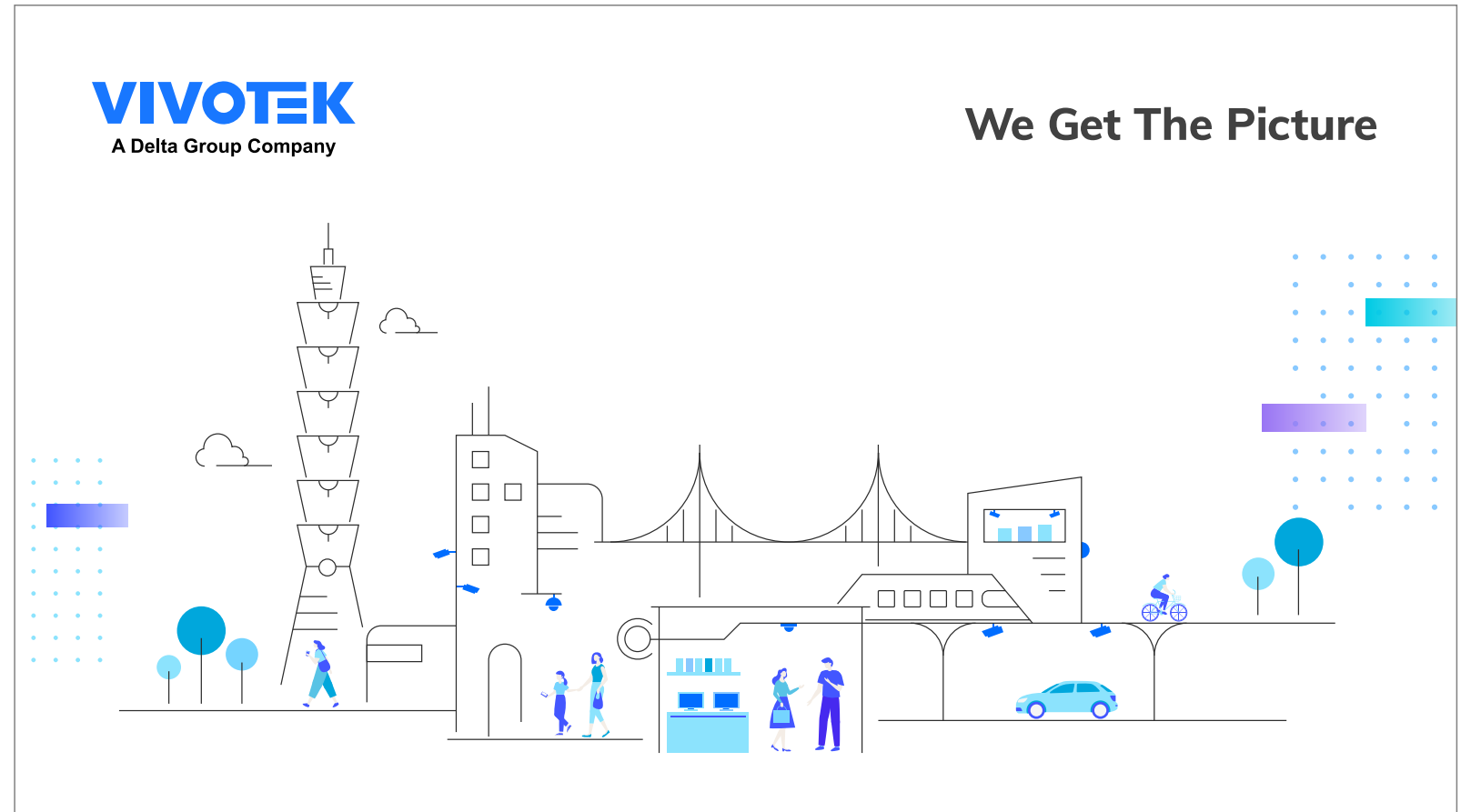
Application Examples

Don'ts

Application Examples

1. Don't have more than **three gradients rectangles** in an image.
2. The size of the gradients rectangles should **not exceed the subject**.

Web Banner



SUPPORTIVE
GRAPHICS

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Gradient Rectangles +
Dots

Application Examples

[Gradient Rectangles](#)

Application Examples

Dots

Application Examples

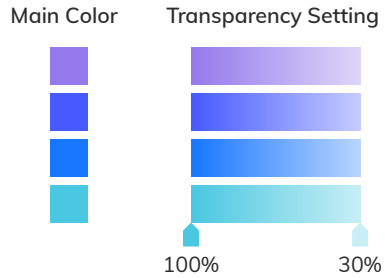
Don'ts

Gradient Rectangles

Motion / Transition

Color rectangles featuring gradients in contrasting directions can be used to convey dynamism and/or the transmission of digital information. When using gradients, always follow the design rules presented in this Guidebook.

Gradient rectangles can be used independently or in combination with Dots.



Example



Supportive Graphics

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Application Examples

Gradient Rectangles +
Dots

Application Examples

Gradient Rectangles

Application Examples

Dots

Application Examples

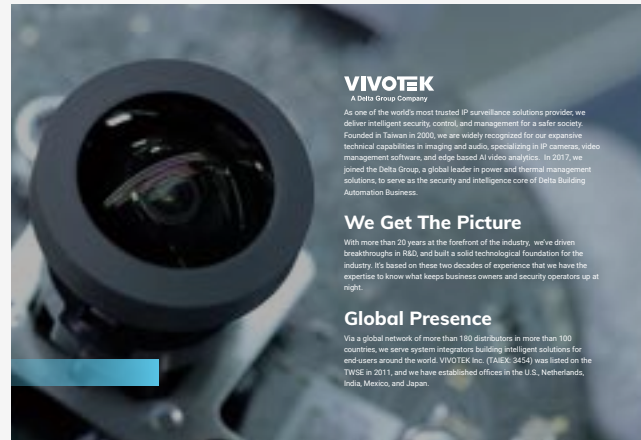
Don'ts

Application Examples

Brochure Cover



Brochure Page



Brochure Page



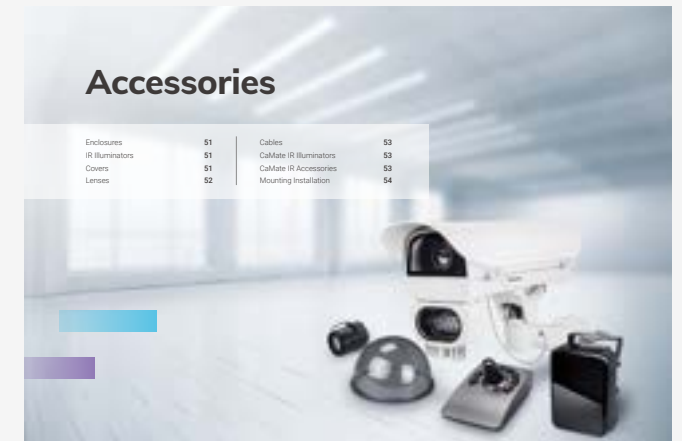
Brochure Cover



Brochure Section Page



Brochure Section Page



SUPPORTIVE
GRAPHICS

- Supportive Graphics
- Illustrations
- Application Examples
- Gradient Rectangles + Dots
- Application Examples
- Gradient Rectangles
- Application Examples
- Dots**
- Application Examples
- Don'ts

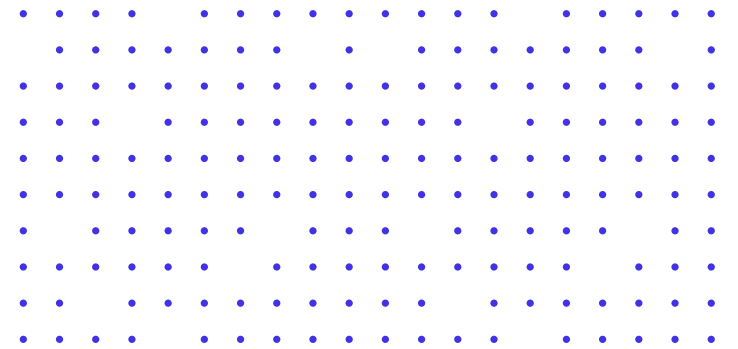
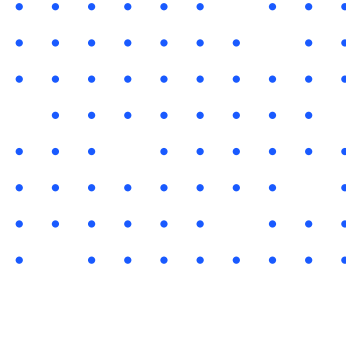
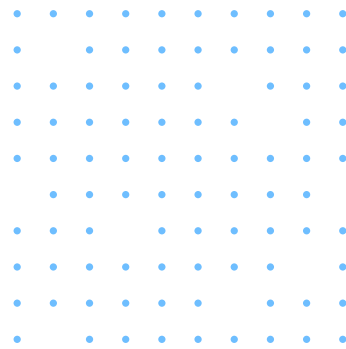
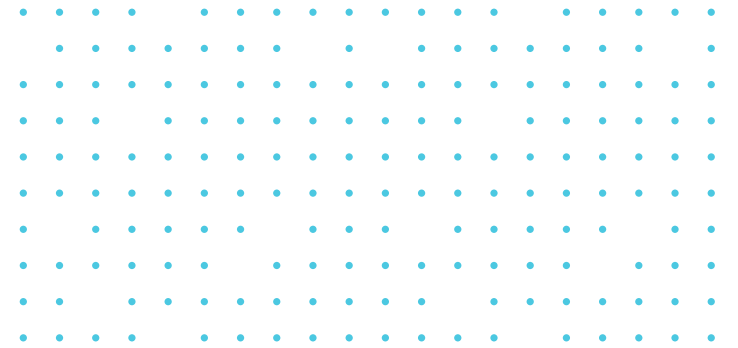
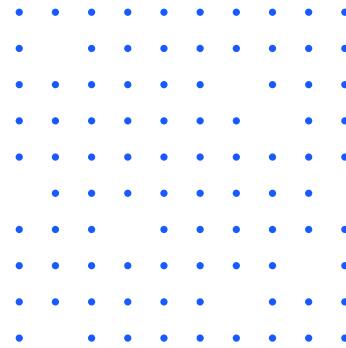
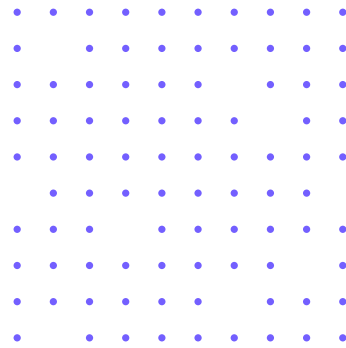
Dots

Digital Data / Technology

Dots set in a matrix pattern represent digital information and the storage of data. The standard matrix is square, however this can be extended horizontally or vertically as desired. Only brand colors should be used for coloring all dots.

Dots can be used independently or in combination with Gradients Rectangles.

Extension



SUPPORTIVE
GRAPHICS

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Gradient Rectangles +
Dots

Application Examples

Gradient Rectangles

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Dots

Application Examples

Don'ts

Application Examples

IB9367-EHT-v2
Fixed dome Network Camera

VIVOTEK
A Delta Group Company

-40°C ~ 60°C Extreme weather w/o heater
(Energy-saving and budget-friendly IEEE 802.3af
PoE Class 0s 12.95W)

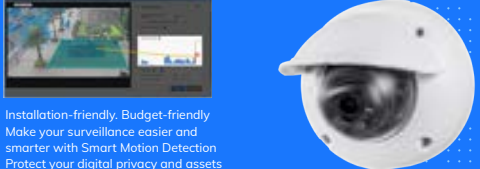
IP66, IP67
NEMA 4X
(Powder Coating)
Dehumidifying Membrane
UL Compliant
Bi-Injection molding
IK10
(Including front PC)



FD9367-EHTV-v2
Fixed dome Network Camera

VIVOTEK
A Delta Group Company

Installation-friendly. Budget-friendly
Make your surveillance easier and
smarter with Smart Motion Detection
Protect your digital privacy and assets



FD9367-EHTV-v2
Fixed dome Network Camera

VIVOTEK
A Delta Group Company


Installation-friendly. Budget-friendly
Make your surveillance easier and
smarter with Smart Motion Detection
Protect your digital privacy and assets



Webinar Registration Reminder:
**VIVOTEK Camera Solutions
Basic Setup**

Friday, July 30th @9am PST

PRESENTER
Annalee Chene



Webinar Registration Reminder:
**VIVOTEK Speed Dome
Camera Solutions**

Tuesday, July 30th @9am PST

PRESENTER
Rafael Madrigal



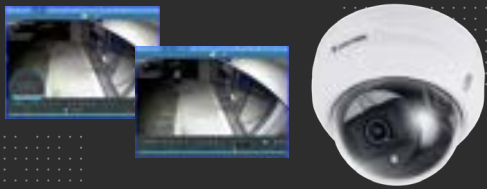
IT9380-H
Turret Dome Network Cameras

Without WDR
WDR Pro



FD9369
Fixed dome Network Camera

VIVOTEK
A Delta Group Company



IB9380-H
Bullet Network Camera

VIVOTEK
A Delta Group Company


- H.265 Compression Technology
- SNV (Supreme Night Visibility) for Low Light Conditions
- 20 fps @ 2560x1920 (WDR Pro on)
- WDR Pro for Unparalleled Visibility in Extremely Bright and Dark Environments
- Smart Stream III to Optimize Bandwidth Efficiency



Webinar Registration Reminder:
**VIVOTEK Camera Solutions
Basic Setup**

Friday, July 30th @9am PST

PRESENTER
Annalee Chene



SUPPORTIVE
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Supportive Graphics

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Application Examples

Gradient Rectangles +
Dots

Application Examples

Gradient Rectangles

Application Examples

Dots

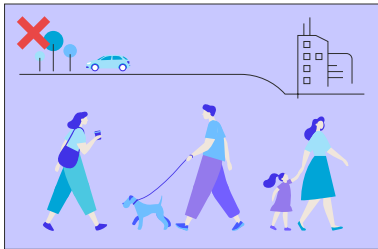
Application Examples

Don'ts

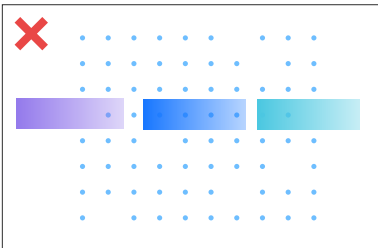
Don'ts

Incorrect Use

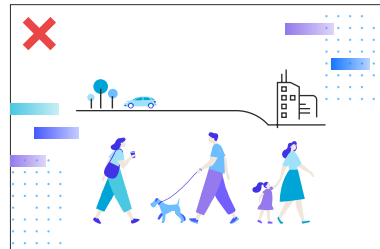
The following examples illustrate misuses of supportive graphics and elements, and serve to establish a set of simple rules to follow.



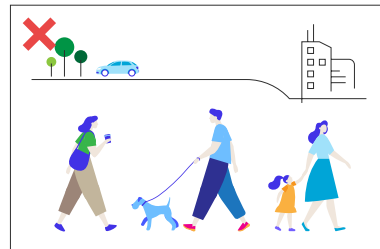
DO NOT use color backgrounds in scenario illustrations



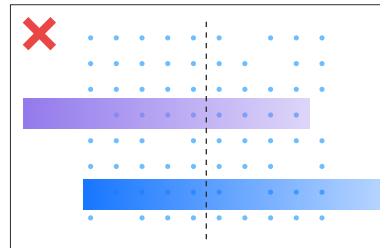
DO NOT use gradient rectangles that line up in a row



DO NOT have more than three gradients rectangles in an image.



DO NOT use colors that are not included in the brand color usage



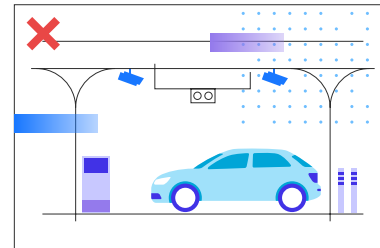
DO NOT use gradient rectangles that exceed half the length of the point



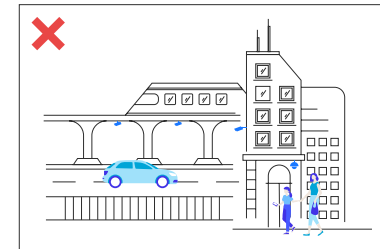
DO NOT add too many decorative elements to objects or people illustrations



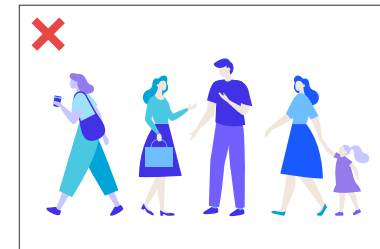
DO NOT use gradient colors as illustration colors



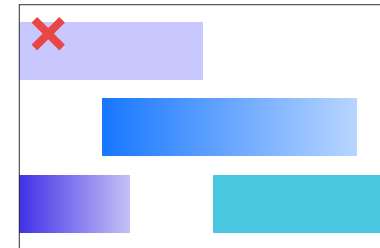
DO NOT use gradient rectangles and dots in illustrations



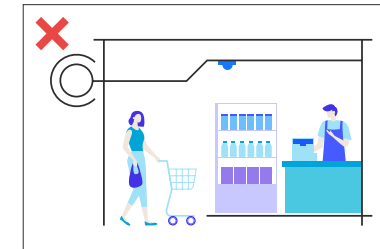
DO NOT add too many decorative elements to backgrounds



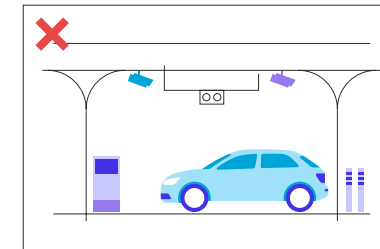
DO NOT change the color setting of characters' hair & skin



DO NOT change the color setting of gradient rectangles



DO NOT change the proportion of the thickness of the dark gray lines



DO NOT change the color setting of products



DO NOT change the direction setting of gradient rectangles

ICONS

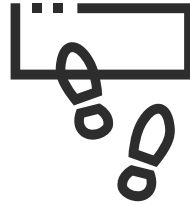
Icon Style

ICONS

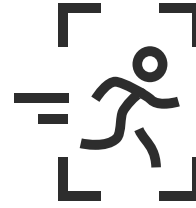
Icon Style

Application
Examples

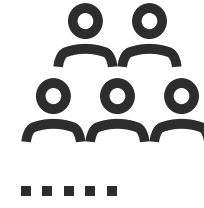
Use dark gray strokes to draw simple graphics to indicate various functions. Be sure to maintain the same style for all icons so as to maintain consistency of the brand identity.



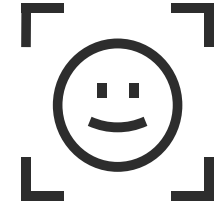
Intrusion Detection



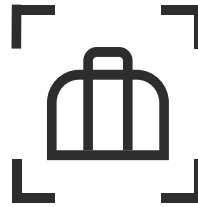
Running Detection



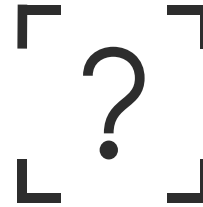
Crowd Detection



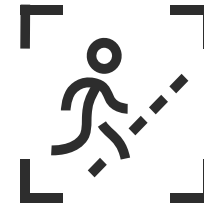
Face Detection



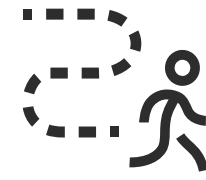
Unattended
Object Detection



Missing Object Detection



Line Crossing Detection



Loitering Detection

ICONS

Icon Style

[Application Examples](#)

Analytics



Smart Motion Detection



Line Crossing Detection



Smart Tracking Advanced



Running Detection



Intrusion Detection



Crowd Detection



Face Detection



Unattended Object Detection



People Counting



Loitering Detection



Parking Violation Detection



Restricted Zone Detection



Missing Object Detection



Panoramic View (360°)



Panoramic View (180°)



Multi-sensor



Day/Night



H.265, H.264, MJPEG



P-iris



RBF



Smart Focus



Remote Focus



Auto tracking

IPCam

Certificate



EN45545 Compliance



EN50155 Certification



MIL-STD 810G

ICONS

Icon Style

[Application Examples](#)

LPC Kit

60
MPH

60MPH

85
MPH

85MPH

110
MPH

110MPH

155
MPH

155MPH



Anti-Glare

i-CS

i-CS



940nm IR



EIS



DIS



Extreme
Weather Proof



Recognition 20M



Recognition 25M



Recognition 30M



Recognition 35M



LPR

IMMERVISION

ImmerVision



2-way Audio



MicroSD /SDHC
/SDXC card slot



SD /SDHC /
SDXC card slot



Pixel
calculator



2 Lanes



Trend Micro
IoT Security



WPS



Anti-Ligature



Video Rotation



VIVOCLOUD

ICONS

Icon Style

[Application Examples](#)

Housing



IP66



IP67



IP68



IP6K9K



Weatherproof
(NEMA 4X)



Vandal-proof



IK10



IK10+

NVR Kit



PoE



WiFi



Max. 6TB

Tech



Smart IR



Smart IR II



CVA Tech



Vari-angle IR



ADR



Smart Stream II



Smart Stream III



SNV
(Supreme Night Visibility)



SNV II
(Supreme Night Visibility)



3DNR



WDR Enhanced



WDR PRO



WDR Pro II



Counting

ICONS

Icon Style

Application
Examples

Advertisement

VIVOTEK
A Delta Group Company

Smart VCA

In Camera AI-Powered Video Analytics

- Improved efficiency with advanced AI engine
- Higher accuracy and fewer false alarms
- Multiple event rules for different applications
- Easy to configure

Intrusion Detection	Loitering Detection	Line Crossing Detection	Face Detection	Running Detection	Crowd Detection	Unattended Object Detection	Missing Object Detection

Web Banner

VIVOTEK
A Delta Group Company

Smart VCA

IMAGERY



IMAGERY

Scenario

Place

End-User

Scenario

Images can be divided into three categories:

Scenario

Scenarios images are used to present when, where, how VIVOTEK products are used. Examples include: counting people in public spaces (airport), monitoring in-store traffic, the capturing of car license plate numbers, general business management, etc. Having dynamic motion of people and/or objects in Scenario images will help convey the camera is readily capable of capturing and analyzing images even when in motion.

Consistency in color tone should be maintained across all Scenario images. When choosing images, those with a similar color tone to previous images should be selected, or the image can be altered in an application such as Adobe Photoshop.

Scenario



IMAGERY

Scenario

Place

End-User

Place

Place

Place images can be used to present the variety of environments in which VIVOTEK products and/or solutions are found, such as stores, galleries, parking lots, urban areas, etc.

Place images include two types: 'venue' and 'product in venue'.

Where possible, consistency in style and color tone should be maintained across all Place images. Those images with a similar color tone to previous images are preferred, or else the image can be altered in an application such as Adobe Photoshop.

Place



IMAGERY

Scenario

Place

[End-User](#)

End-User

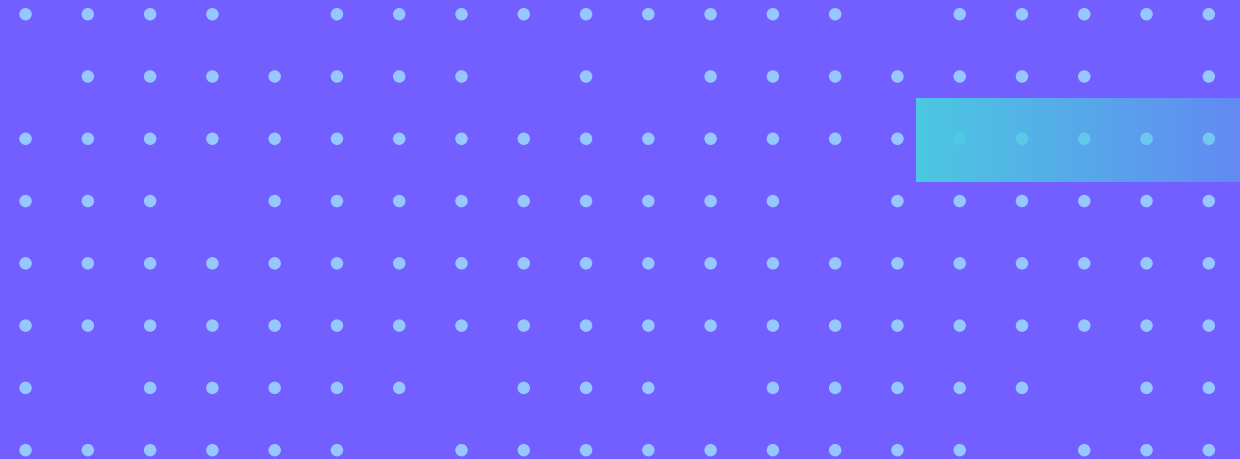
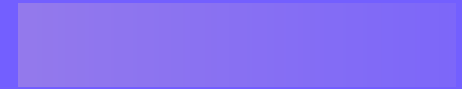
End-User

End-User images can be used to present the end-user scenario. These images can convey the end-user solution, the surveillance scenario, etc. People featured in these images should be presented in a interactive situation, and should not be looking into the camera.

End-User



IMPLEMENTATION



Business Card

Envelope

Letterhead

Employee Badge

PPT Template

E-mail Signature

Eco Bag

T-shirt

Business Card

Size: 90(W) x 54(H) mm

Color Setting: CMYK

Please use the original artwork file provided and do not change any layout, text sizes or rules inside the file. For the China market, simplified characters can be used.

Headquarter Version



Front



Back

Business Card

Envelope

Letterhead

Employee Badge

PPT Template

E-mail Signature

Eco Bag

T-shirt

Envelope

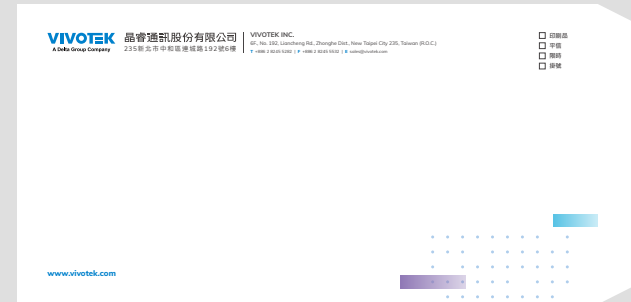
Small Envelope Size:
233(W) x 120(H) mm

Big Envelope Size:
344(W) x 250(H) mm

Color Setting: CMYK

Please use the original artwork
file provided and do not change
any layout, text sizes or rules
inside the file.

Envelope: Small



Envelope: Big



- Business Card
- Envelope
- Letterhead
- Employee Badge
- PPT Template
- E-mail Signature
- Eco Bag
- T-shirt

Letterhead

Size: 210(W) x 297(H) mm

Color Setting: CMYK

Please use the original artwork file provided and do not change any layout, text sizes or rules inside the file.

Letterhead

VIVOTEK
A Delta Group Company

Dear,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut efficitur porta nunc, nec bibendum nulla posuere at. Vestibulum rutrum lacinia dui, sit amet viverra ipsum tempus sed. Sed dignissim aliquam tortor, ac convallis est bibendum eget. Cras sed commodo nulla, ut dignissim velit. Praesent sed dolor non eros efficitur laoreet. Fusce interdum odio sit amet nisi rutrum, a vehicula lacus varius.

Etiam lobortis sit amet mauris et volutpat. Nunc eu pharetra leo. Cras rutrum scelerisque dui a accumsan. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Integer a ultricies augue. Nullam non eros id est ullamcorper pretium. Vivamus posuere augue lorem, sed dapibus ligula interdum vel. In sagittis, mauris sit amet euismod tempus, est lectus sagittis orci, in consequat ex metus a ante. Morbi erat nulla, imperdiet sit amet laculis at, sagittis vitae tellus. Mauris consequat turpis in magna suscipit cursus.

Nullam varius lorem et elit posuere, sit amet vehicula ligula efficitur. Curabitur lobortis, nibh ut malesuada rhoncus, erat arcu mollis magna, non convallis risus est vitae lectus. Aliquam malesuada turpis nunc, nec euismod leo tempor at. Nulla dignissim dui quis ipsum luctus, in accumsan urna maximus. Maecenas dignissim, mauris sit amet gravida cursus, metus nibh mattis sem, ac ultricies justo est eu ipsum. Vivamus cursus et justo a ultricies. Suspendisse viverra tempor purus, ut commodo erat facilisis nec. Suspendisse potenti.

Thank you for your assistance!

Sincerely yours,
Hiroshi CHen
User Experience Department
VIVOTEK INC.



Business Card

Envelope

Letterhead

Employee Badge

PPT Template

E-mail Signature

Eco Bag

T-shirt

Employee Badge

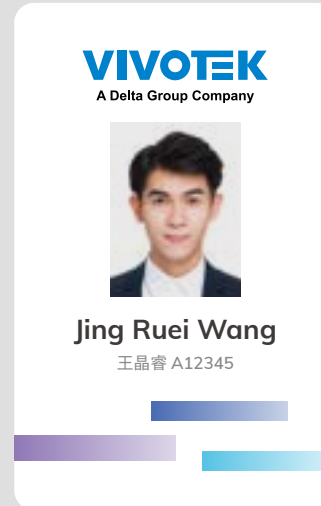
Employee Badge Size:
240(W) x 153(H) mm

Lanyard Size: 30(H) mm

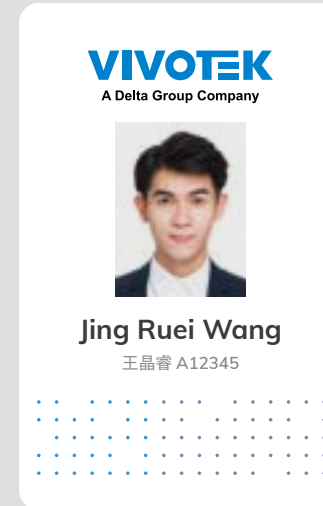
Color Setting: CMYK

Please use the original artwork
file provided and do not change
any layout, text sizes or rules
inside the file.

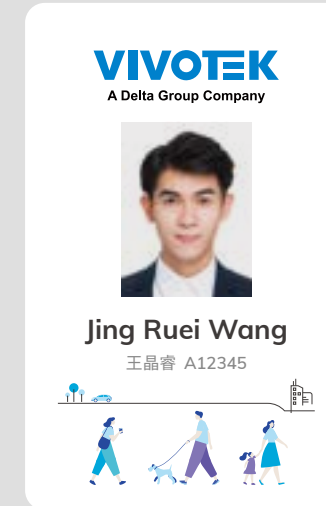
Employee Badge: Vertical



Motion



Technology

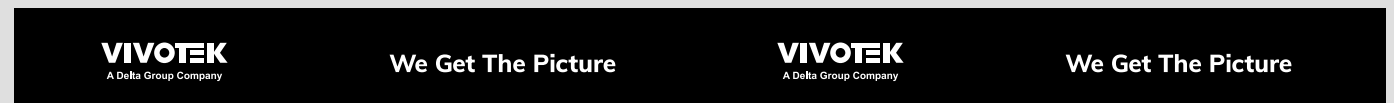


Human

Retractable Badge Reel



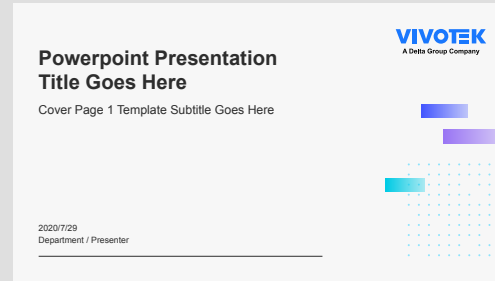
Lanyard



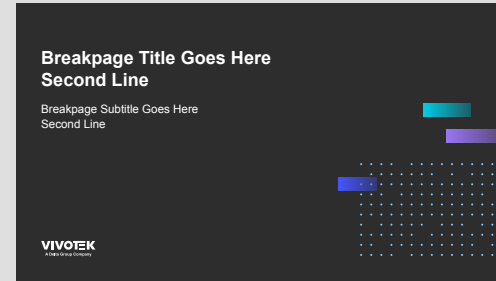
- Business Card
- Envelope
- Letterhead
- Employee Badge
- PPT Template**
- E-mail Signature
- Eco Bag
- T-shirt

Size: 16:9
Color Setting: RGB

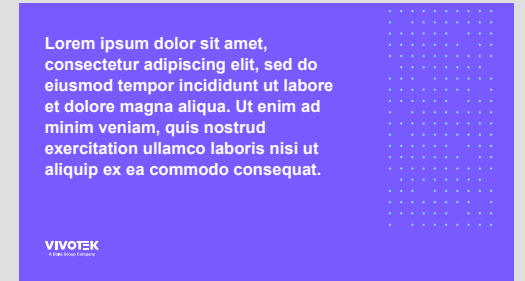
Please use the original artwork file provided and do not change any layout, text sizes or rules inside the file.



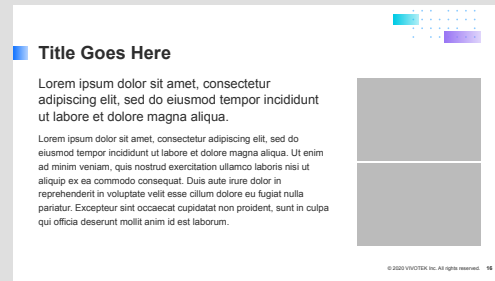
Cover Page



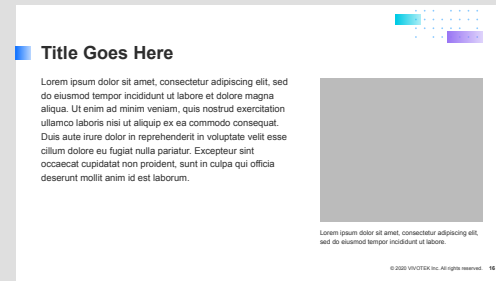
Breakpage



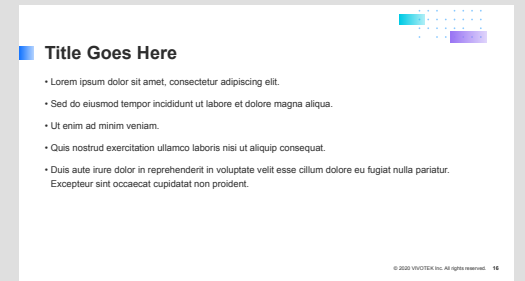
Sub-Breakpage / Statement Page



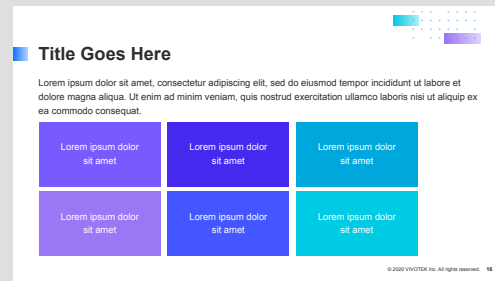
Content Page: With Images



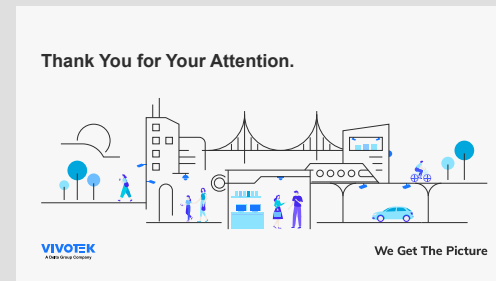
Content Page: With Image



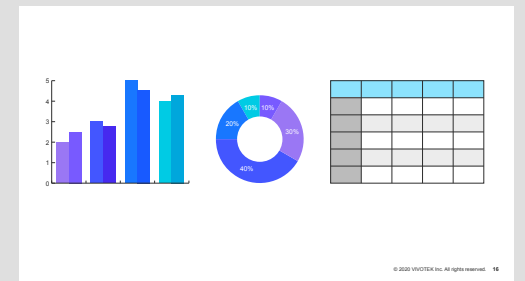
Content Page: Bullet Point



Content Page: Focus Point



End Page



Graphic Style

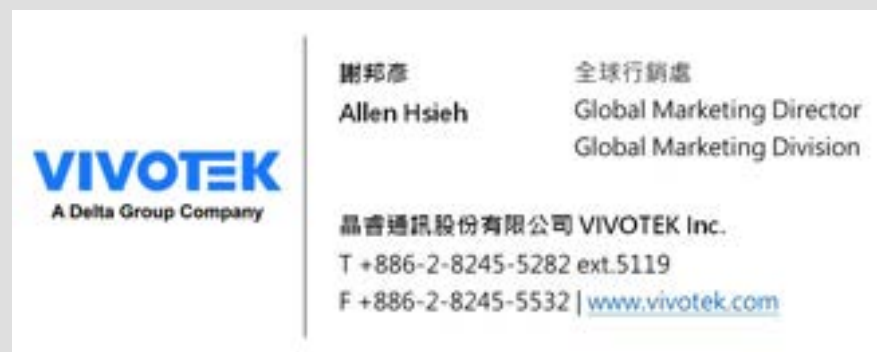
E-mail Signature

- Business Card
- Envelope
- Letterhead
- Employee Badge
- PPT Template
- E-mail Signature**
- Eco Bag
- T-shirt

Color Setting: RGB

Please use the original artwork file provided and do not change any layout, text sizes or rules inside the file.

Email Signature



- Business Card
- Envelope
- Letterhead
- Employee Badge
- PPT Template
- E-mail Signature
- Eco Bag**
- T-shirt

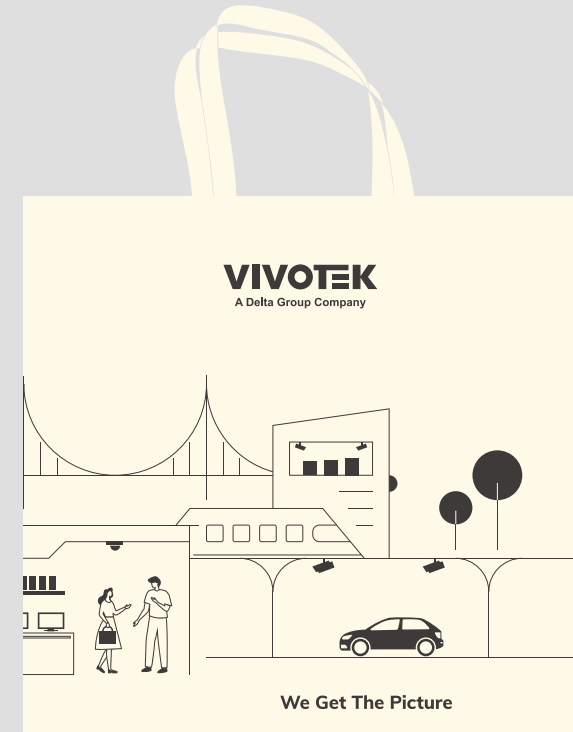
Color Setting: CMYK

The following illustration is a depiction of an eco-friendly carrying bag. Size and proportion of the design should be adjusted according to the final product.

Eco Bag Example



Front



Back

T-shirt

Color Setting: CMYK

The following illustration is a depiction of a corporate t-shirt. Size and proportion of the design should be adjusted according to the final product.

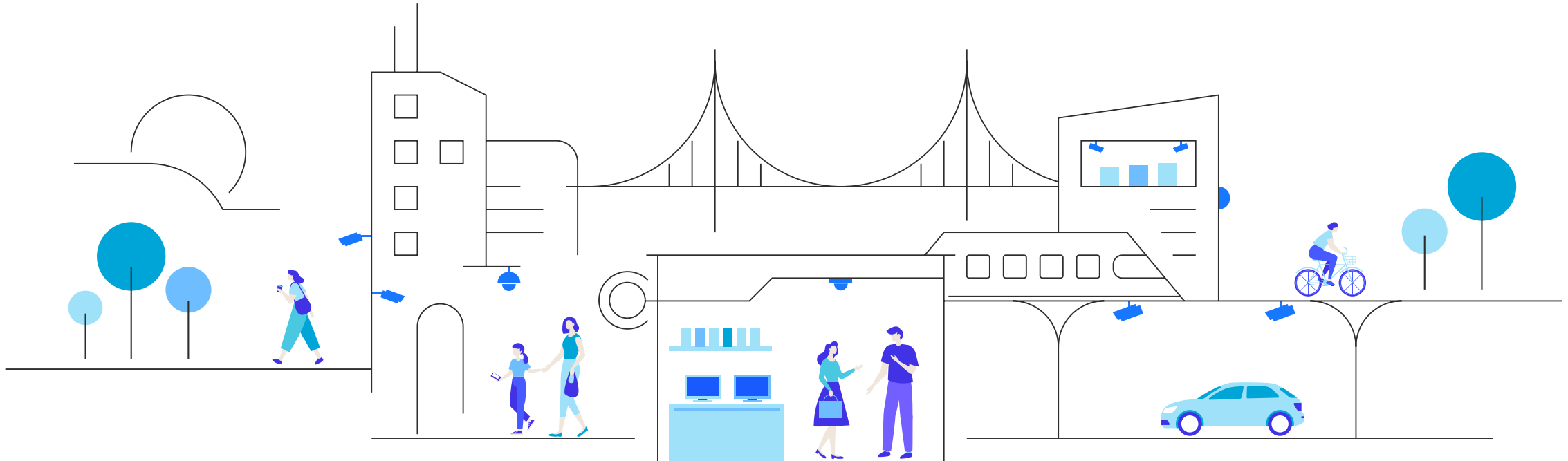
T-shirt Example: Black



VIVOTEK

A Delta Group Company

We Get The Picture



If you have any questions regarding this guidebook or are uncertain about the information contained within this document, contact pr@vivotek.com for more information.

www.vivotek.com