MediaPlatform

Brand Book

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What do we stand for?

Customer Obsession

It all starts with a relentless dedication to making our customers successful.

Integrity

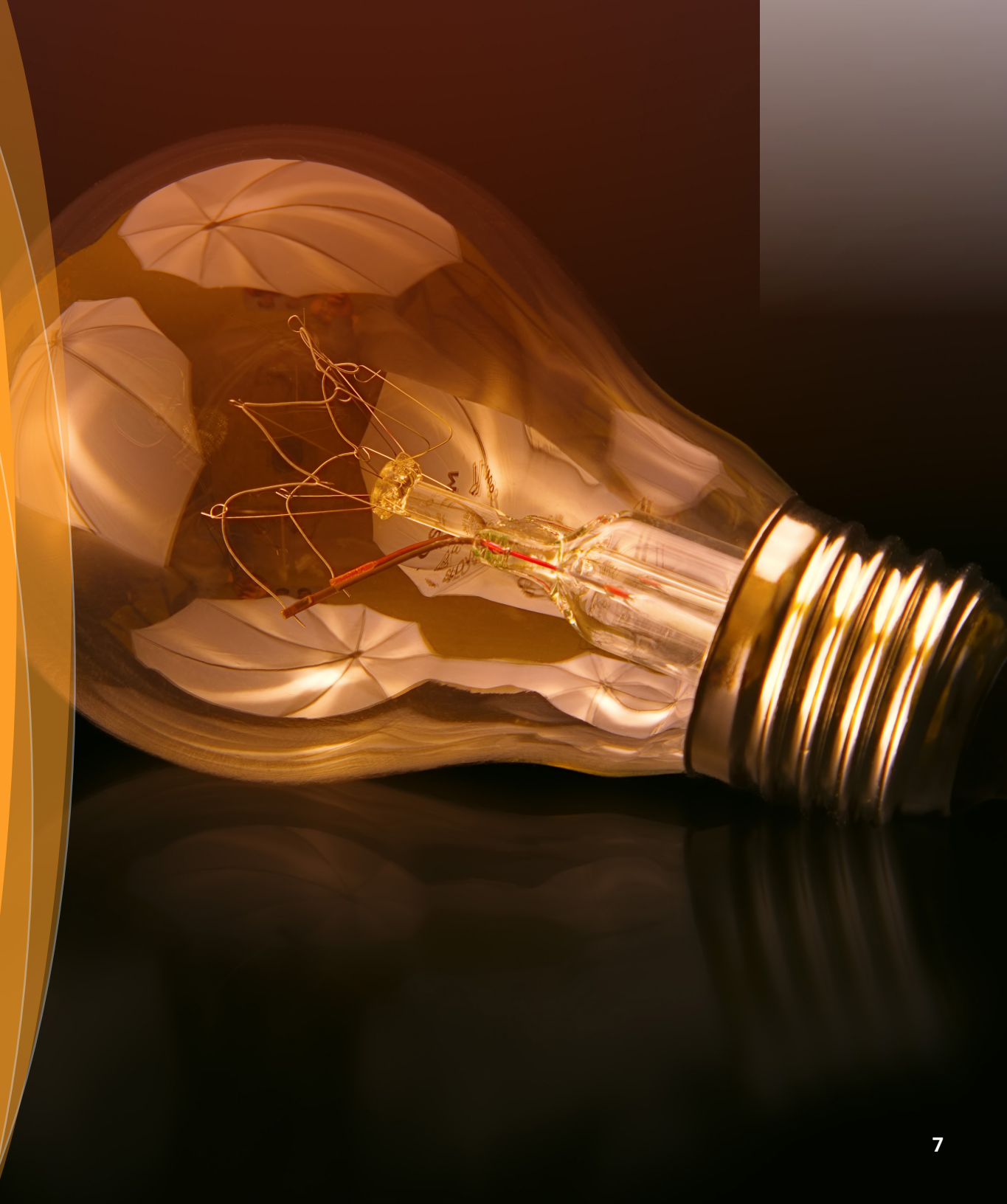
Respect, accountability, and a desire to always do the right thing.

Excellence

Commitment to quality, reliability
& responsiveness.

Innovation

Listen, learn, and push
the boundaries.



Who are our customers?

Large Enterprises

Globally dispersed companies with minimum 1,000 employees and multiple office locations.

Our Tone of Voice

Mission Statement

Give world-class organizations the ability to use business broadcasts to showcase their leadership, bring out the best in their talent, and inspire their workforces to drive their business forward.

Tone of Voice

Our signature writing style is professional yet approachable. Whenever possible, we write in the second person. MediaPlatform should always use camel-case capitalization when viewed apart from our logo, and should never ever be listed as 'Media Platform'. Ever.

MediaPlatform
Our Logo

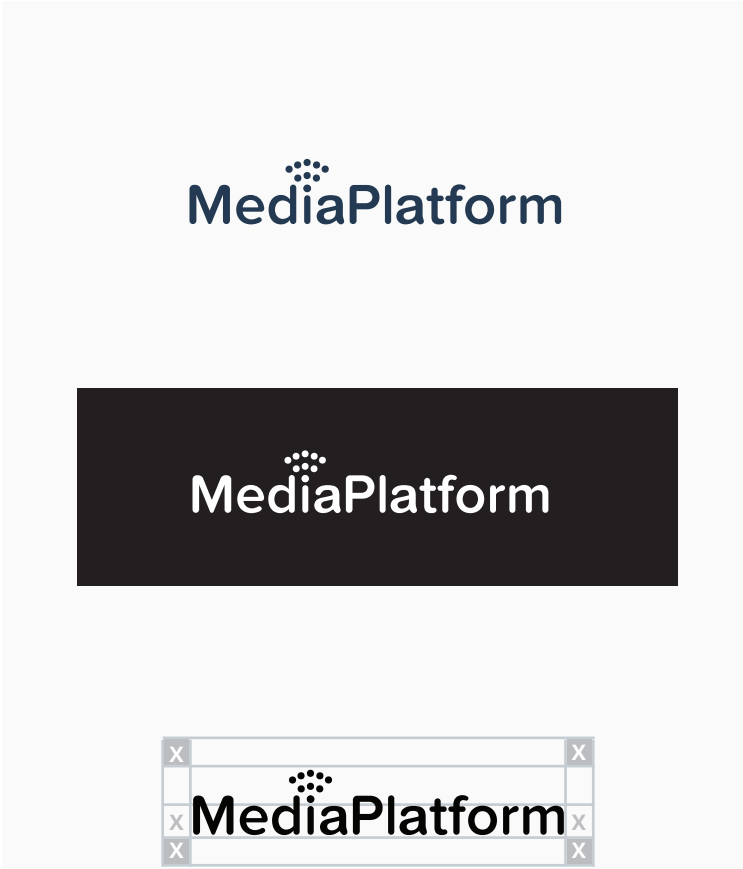
Logo Usage

Our logo is the touchstone of our brand and one of our most valuable assets. We must ensure proper usage.

The preferred way to use the logo is over a white/light background. Every attempt must be made to do this.

If the logo must be placed on a dark background or color options are limited then the logo can be knocked out.

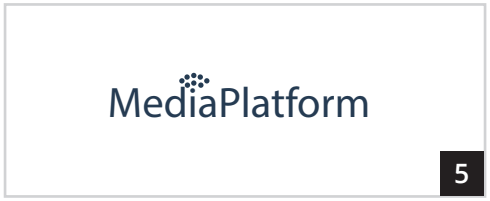
Please observe the clear space around the logo indicated by ‘x’ in the diagram to maximize visual effectivenes. Nothing should intrude into this specified clear space.



Download Logo Kit

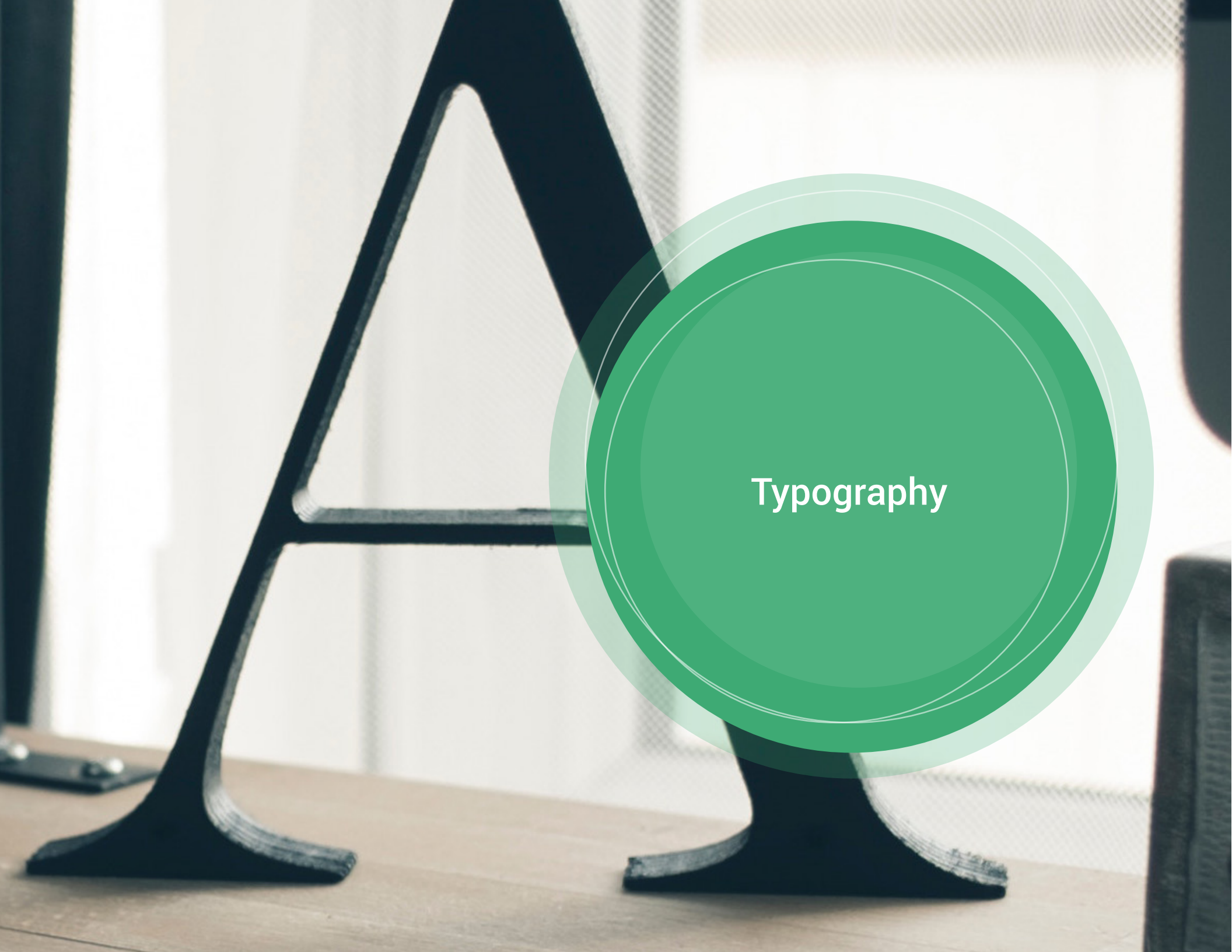
Icon Usage

The icon is used in product UIs, when social media icons are used and as browser 'fav icons." The icon can lie on most colors, but the preferred background is navy blue. It can be presented in either round or square format. Avoid laying the icon over busy backgrounds that obscure the icon's legibility.



Don't

1. Change logo's orientation.
2. Add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects and drop shadows.
3. Place the logo on busy photography.
4. Change the logo colors.
5. Attempt to recreate the logo.
6. Make alterations, additions or substitutions to the words and or colors contained in the logo.
7. Use the logo as a repeated pattern, "wallpaper" or other decorative device.


Typography

Typography:
Our Primary Font

Typography is a key element to communicate a unified personality. We have selected Roboto as our primary communication font for print, web, and our applications.

Roboto is easy to read both online and in print. When writing headlines use the light weight version.

When using Roboto for body copy, use the regular weight variation. Mixing weights in headlines is not okay.

ROBOTO LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

ROBOTO REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

ROBOTO BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Download Roboto

ARIAL REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

ARIAL ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

ARIAL BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

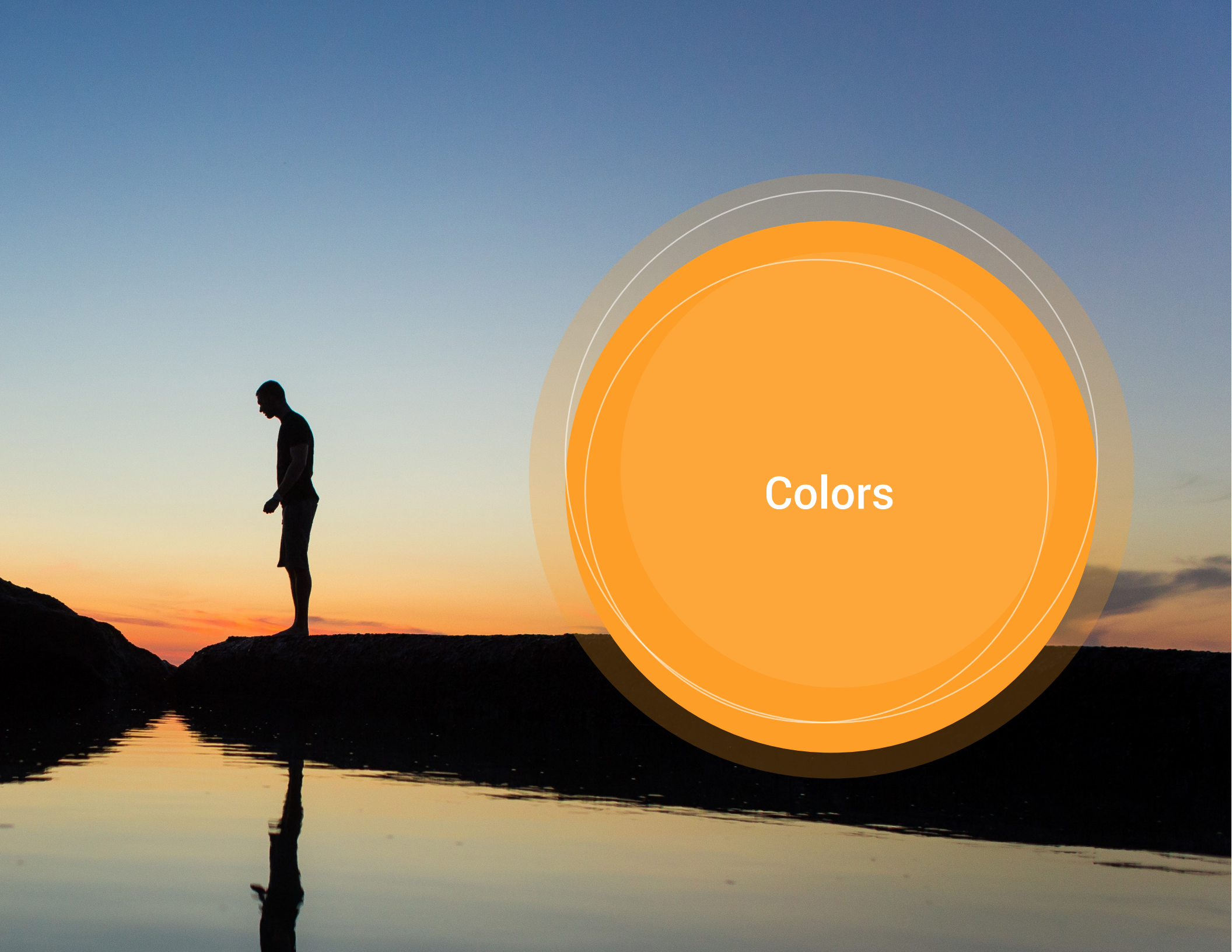
Typography: Alt. Font

For communications that prohibit the use of Roboto, we use Arial as our font of choice.

There are multiple weights of this font and Arial is readily available on most computers.

Examples of use would be :

- Email Signatures
- Shared PPT files
- Word Documents


Colors

Primary Brand Palette

RGB	37, 59, 82	RGB	253, 158, 40	RGB	36, 187, 187
HEX	#253B52	HEX	#FD9E28	HEX	#24BBBB

Product Family Colors

RGB	131, 84, 158	RGB	62, 170, 116	RGB	39, 140, 193	RGB	36, 187, 187
HEX	#83549e	HEX	#3EAA74	HEX	#278CC1	HEX	#24BBBB

Supporting Colors

RGB	250, 250, 252	RGB	256, 256, 256	RGB	253, 158, 40	RGB	37, 59, 82
HEX	#FAFAFC	HEX	#FFFFFF	HEX	#FD9E28	HEX	#253B52

RGB	200, 40, 47	RGB	102, 102, 102	RGB	153, 153, 153
HEX	#C8282F	HEX	#666666	HEX	#999999

Colors

Our colors are what gives us our personality. We're bright, dimensional, and bold.

1. Primary Brand Palette

Use throughout to reinforce the MediaPlatform brand as a whole.

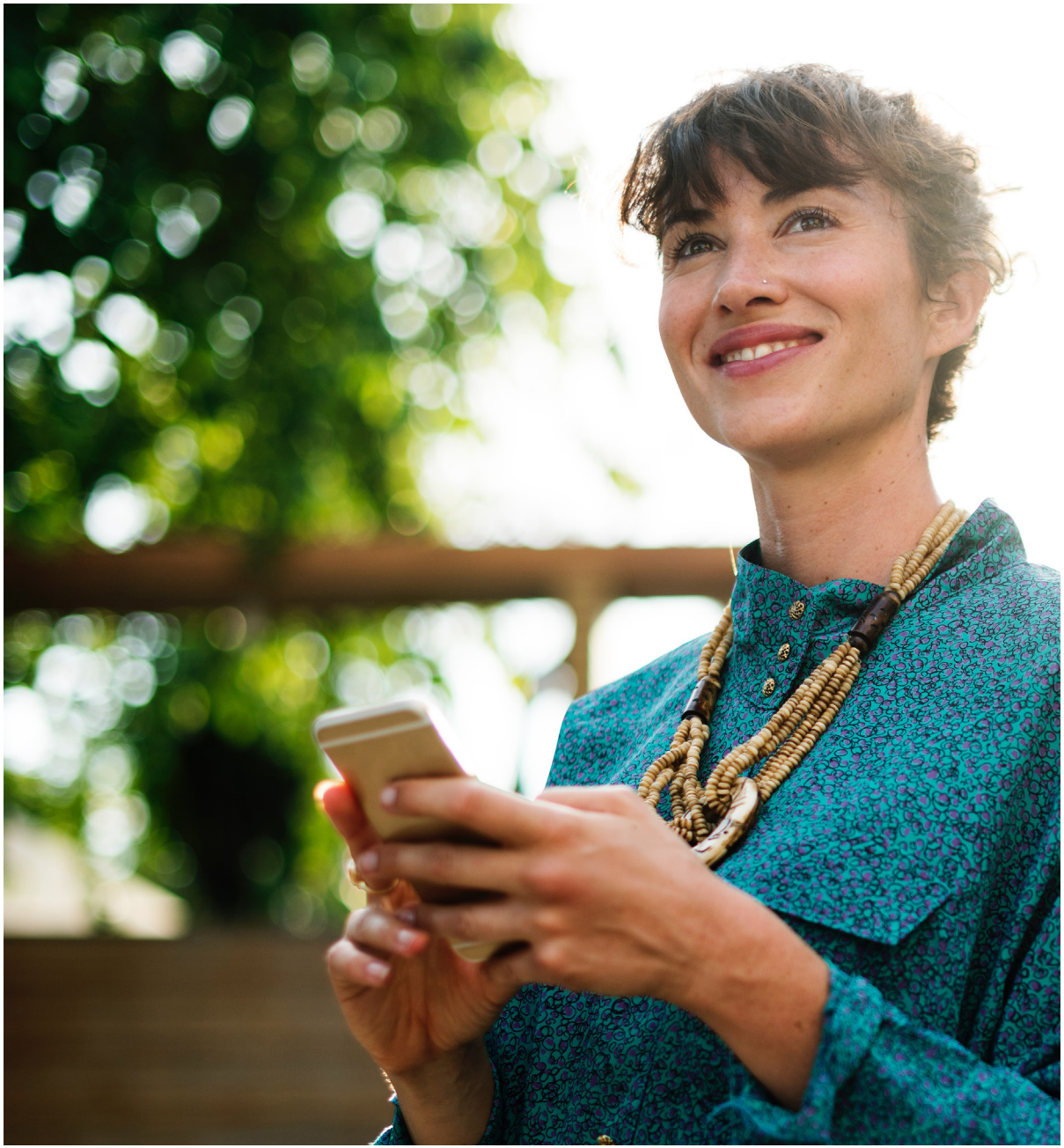
2. Product Family Colors

These colors support the product branding for MediaPlatform Broadcaster, Manager, Delivery, and Analytics.

2. Supporting Color Palette

Use these colors to provide visual contrast in all marketing materials and across all products. Orange is used to draw attention to important elements.

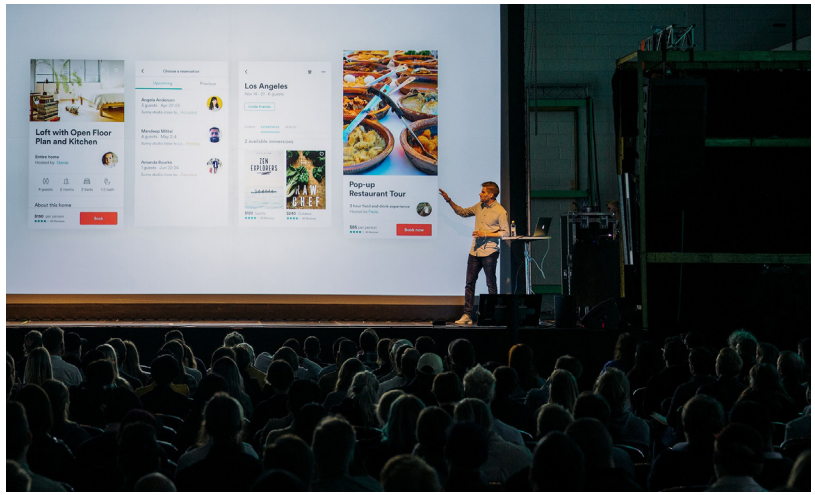
Photography



Photography

Look + Feel: Images must reflect the values, quality, and personality of what MediaPlatform is about.

Download Photo Assets

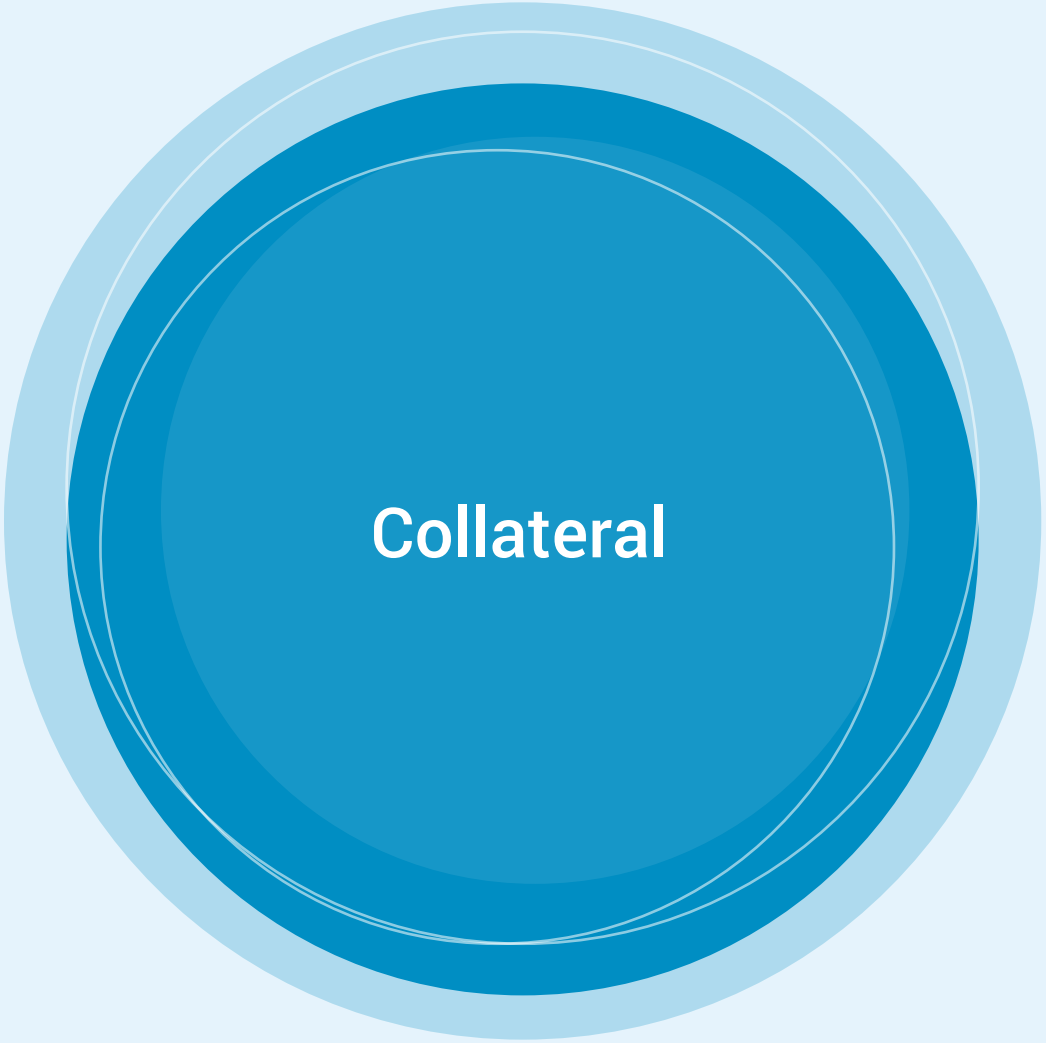


Do

Showcase technology and people. Keep imagery inspirational, and well crafted. Photos of people should feel unposed and spontaneous. Incorporate accent colors which reinforce the brand color palette whenever possible & be aware of how images flow when placed next to each other with similar tones and colors.

Don’t

Showcase busy content that is messy or feels chaotic. Or use overly commercialized photos of models with stiff poses and lots of retouching or compositing. Don’t use imagery that feels disjointed with MediaPlatform’s ethos.


Collateral

Available Downloads

- **PPT Template**
- **Product Datasheets**
- **FOLOZ Assets**

Collateral

Maintaining the continuity of our brand is crucial to create a consistent message for our clients and employees.

To keep consistency, we have provided templates that can be used as needed.

When comping collateral pieces that illustrate our products in use by a company, we utilize the ‘fake’ company ‘Foloz’. Foloz brand assets should not be used interchangeably with MediaPlatform assets.

Website

www.MediaPlatform.com

Products & Services

Products

1. Live Webcasting
2. Video Management
3. Video Delivery
4. Analytics

Services

1. MediaPlatform® Event Services
2. MediaPlatform® Professional Services
3. MediaPlatform® Support Services

Products & Services

We offer 4 different products & 3 different services that work seamlessly together to provide our clients with an end-to-end solution for all their video delivery needs.

Download Product Icons

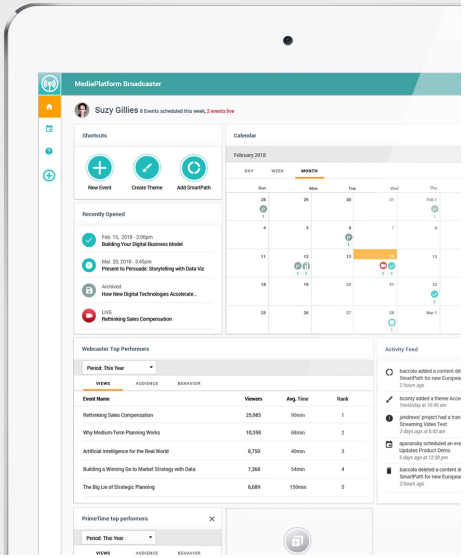
Live Webcasting

MediaPlatform is best known for delivering premium live webcasts that reach employee audiences on a massive scale. We are proud that some of the world's most innovative companies rely on us to deliver their mission-critical business broadcasts.

MediaPlatform® Broadcaster

Broadcaster is the leading video webcasting platform, helping corporations easily produce, broadly distribute and monitor large-scale, deeply interactive live and mock live Town Halls and All-Hands to audiences of unlimited size.

Download Broadcaster Datasheet



ROBOTO LIGHT
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ROBOTO REGULAR
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ROBOTO BOLD
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Product Palette

RGB	36, 187, 187	RGB	250, 250, 252
HEX	#24BBBB	HEX	#FAFAFC
RGB	37, 59, 82	RGB	253, 158, 40
HEX	#253B52	HEX	#FD9E28
RGB	256, 256, 256		
HEX	#FFFFFF		

MediaPlatform® Bridge

MediaPlatform® Bridge is an intuitive, cloud-based solution that lets admins enhance live events by allowing remote presenters to join webcasts using mainstream video conferencing tools. Bridge converts video from any SIP-based video conferencing endpoint or bridge, including those from leading providers such as Cisco, Polycom, Zoom and Pexip, into a premium source for live webcasts.

Download Bridge Datasheet

ROBOTO LIGHT
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ROBOTO REGULAR
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ROBOTO BOLD
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Product Palette

RGB 36, 187, 187
HEX #24BBBB

RGB 250, 250, 252
HEX #FAFAFC

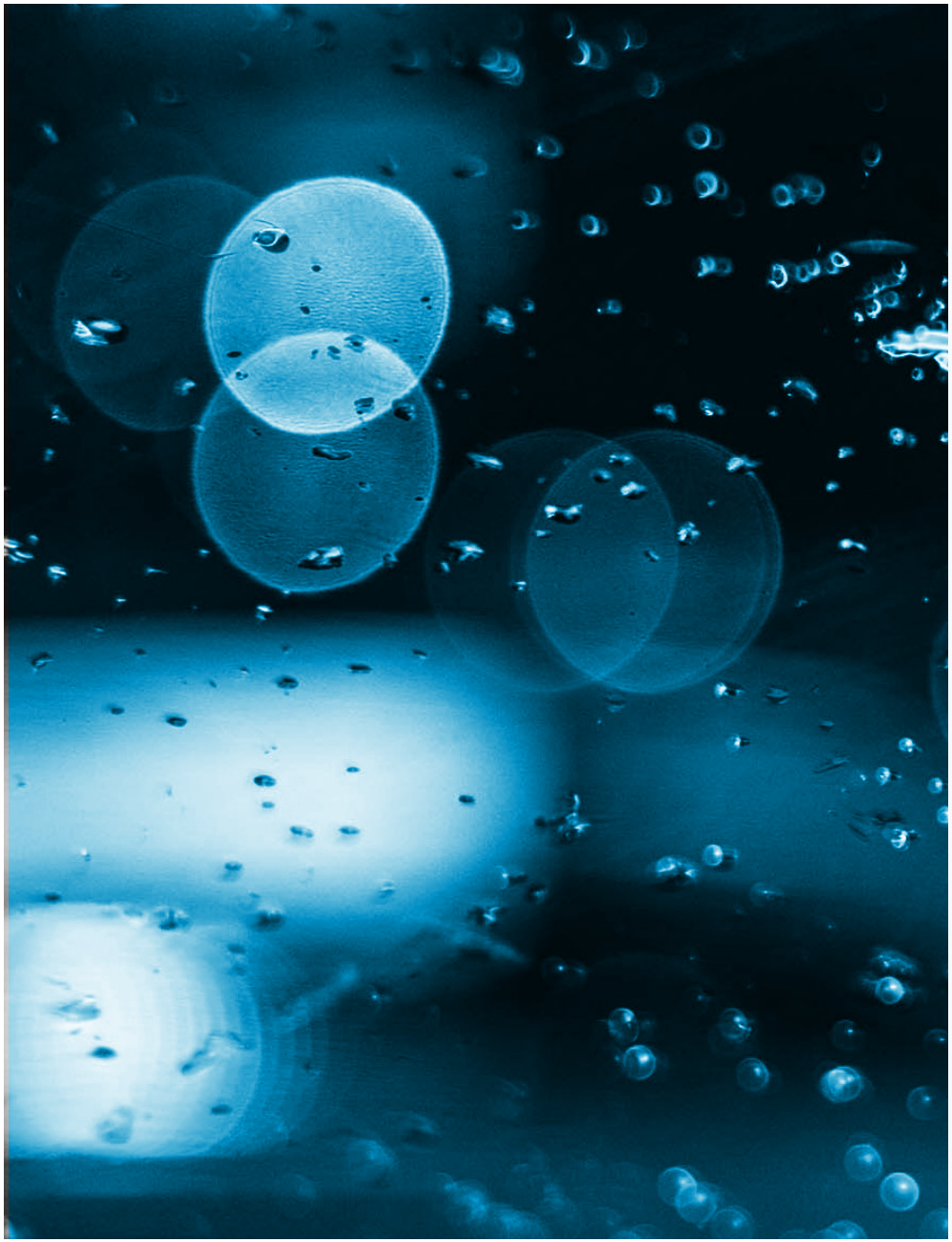
RGB 37, 59, 82
HEX #253B52

RGB 253, 158, 40
HEX #FD9E28

RGB 256, 256, 256
HEX #FFFFFF

Video Management

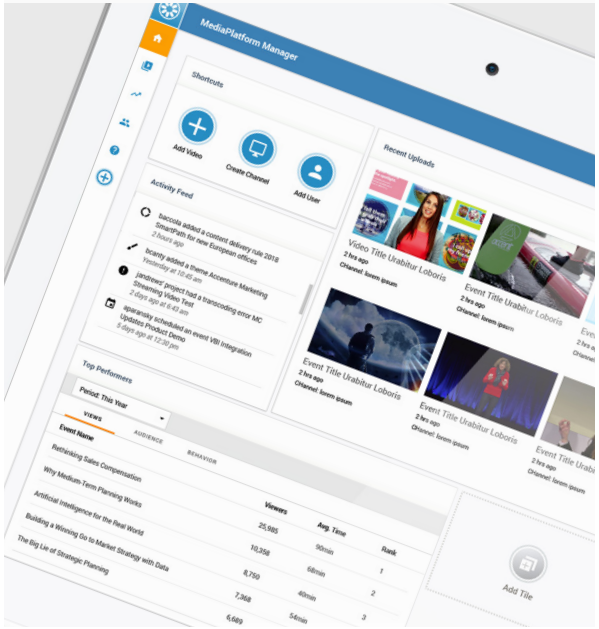
MediaPlatform's video management portal provides a central destination where organizations can publish and manage all of their recorded video assets. Viewers can easily search through vast video libraries to quickly find the information they need, while admins set viewer access and content governance policies.



MediaPlatform® On Demand

MediaPlatform provides the industry's most advanced corporate YouTube, helping organizations leverage streaming media to improve corporate communications, enhance knowledge transfer and informal learning.

Download On Demand Datasheet



ROBOTO LIGHT
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ROBOTO REGULAR
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ROBOTO BOLD
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Product Palette

RGB	39, 140, 193	RGB	250, 250, 252
HEX	#278CC1	HEX	#FAFAFC
RGB	37, 59, 82	RGB	253, 158, 40
HEX	#253B52	HEX	#FD9E28
RGB	256, 256, 256		
HEX	#FFFFFF		

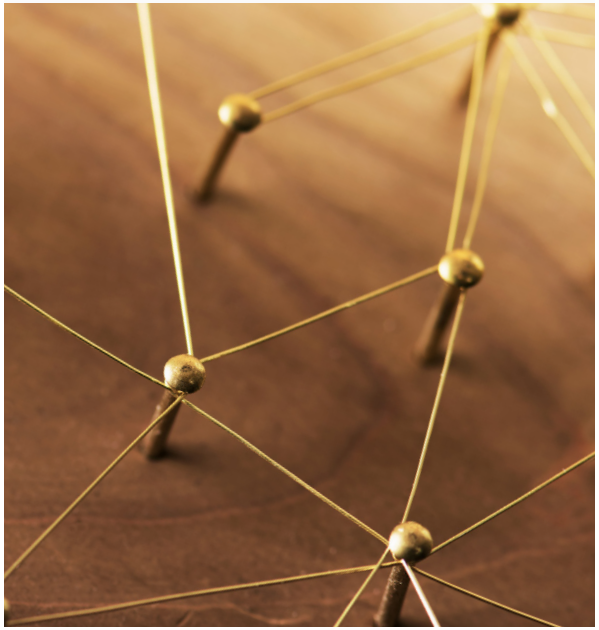
Video Delivery

MediaPlatform's distribution-agnostic delivery capabilities let companies use the multi-modal network technologies that are common in large organizations. MediaPlatform can leverage peering solutions, WAN optimization and HTTP caching appliances such as Riverbed for live split streaming and caching on-demand video, VDI environments such as Citrix and third-party CDNs such as Akamai. For bandwidth-challenged locations, MediaPlatform offers its own enterprise content delivery network, MediaPlatform® SmartEdge, for efficient delivery of live and on-demand video. SmartEdge nodes provide intelligent video caching, content prepositioning, and delivery of multiple formats and ABR (adaptive bitrate) to provide optimal video quality with minimal network impact.

MediaPlatform® Edge

MediaPlatform® Edge is a software or appliance-based solution for delivery live video and caching video ondemand that creates a pervasive video distribution solution – or enterprise Content Delivery Network (eCDN) – across the enterprise.

Download Edge Datasheet



ROBOTO LIGHT
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1 2 3 4 5 6 7 8 9 0

ROBOTO REGULAR
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ROBOTO BOLD
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Product Palette

RGB 131, 84, 158
HEX #83549e

RGB 250, 250, 252
HEX #FAFAFC

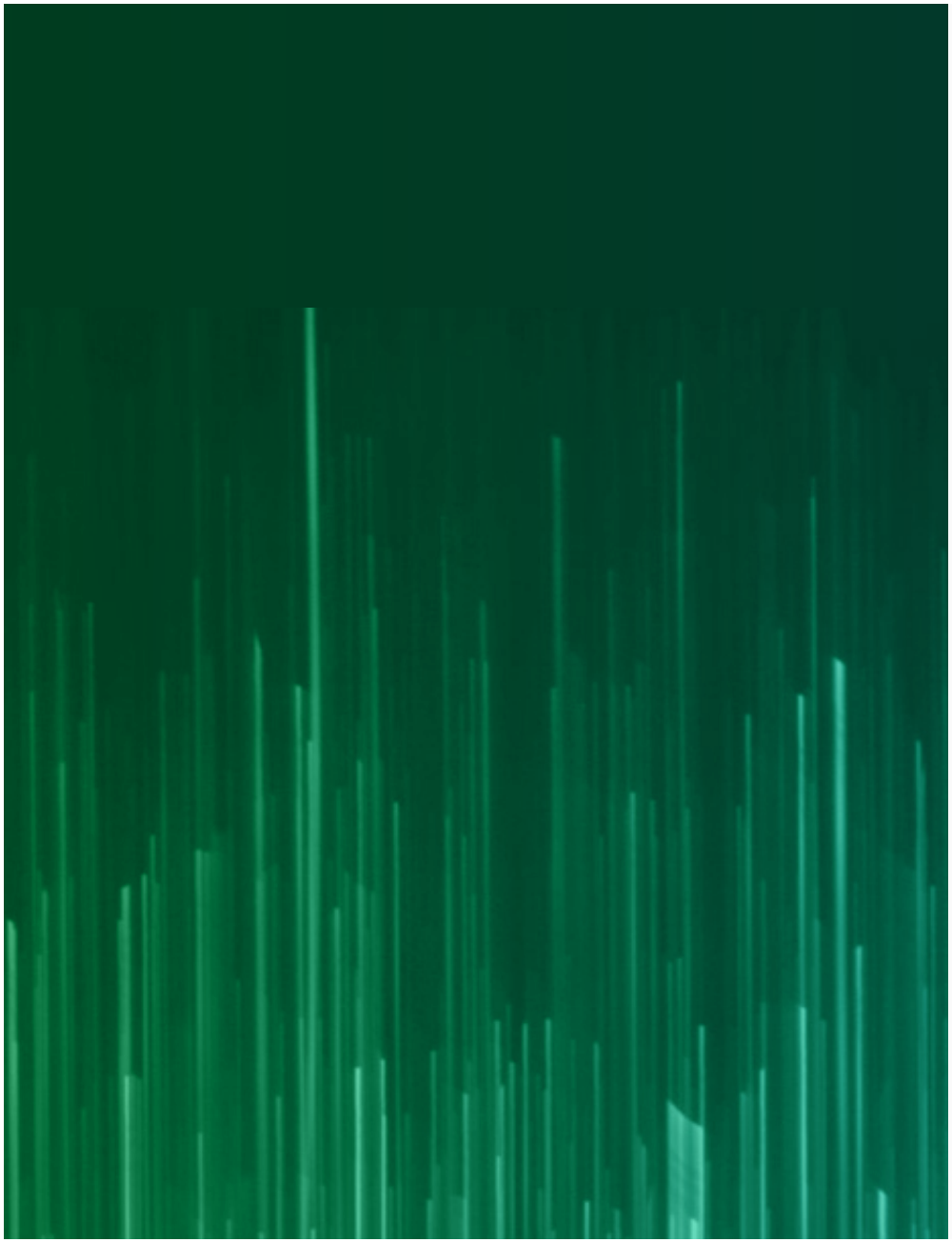
RGB 37, 59, 82
HEX #253B52

RGB 253, 158, 40
HEX #FD9E28

RGB 256, 256, 256
HEX #FFFFFF

Analytics

MediaPlatform's analytics suite that provides actionable, real-time insights into live events and overall viewing trends for video archives and libraries. Its powerful analytics platform continues to evolve to give customers a 360 degree view of exactly how their streaming video initiatives are performing. From real-time views that show precisely what each end viewer is experiencing during a live event, to audience-wide characteristics and viewing behavior for recorded events, only MediaPlatform offers as broad a range of insights for live webcasting leaders.



MediaPlatform® Video Business Intelligence

MediaPlatform® Video Business Intelligence (VBI) gives webcast stakeholders measurable and quantifiable metrics that prove that end viewers received a quality video experience and that video was effectively delivered across the corporate network as intended. VBI gives technical teams the ability to monitor and troubleshoot live event issues in real time, rather than relying on support calls or anecdotal feedback. Post-event, Network and IT teams use its massive data collection capabilities to fine-tune SmartPath delivery rules, and to identify and shore up network weak spots prior to future webcasts.

Download VBI Datasheet

ROBOTO LIGHT
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ROBOTO REGULAR
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ROBOTO BOLD
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Product Palette

RGB	62, 170, 116
HEX	#3EAA74

RGB	250, 250, 252
HEX	#FAFAFC

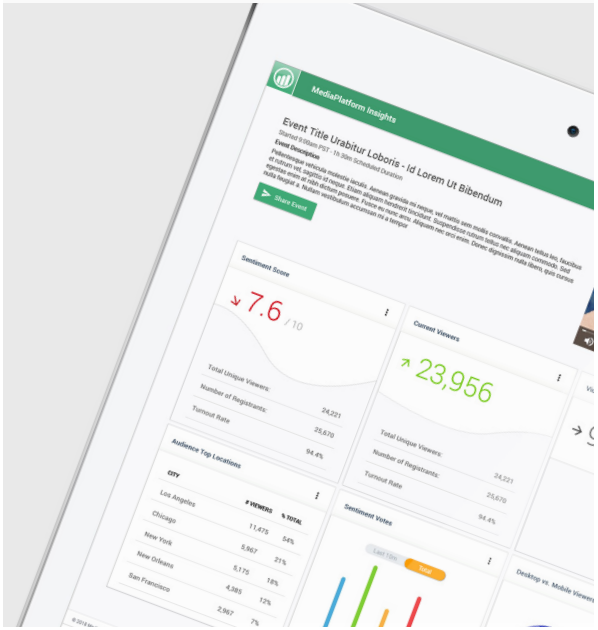
RGB	37, 59, 82
HEX	#253B52

RGB	253, 158, 40
HEX	#FD9E28

RGB	256, 256, 256
HEX	#FFFFFF

MediaPlatform®
Event Success Dashboard

MediaPlatform gives webcast producers a real-time view of their audience so they know how many users are on at any given time, where they've come from, how long they stay and how they are interacting with presenters during an event.



ROBOTO LIGHT
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1 2 3 4 5 6 7 8 9 0

ROBOTO REGULAR
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1 2 3 4 5 6 7 8 9 0

Product Palette

RGB 62, 170, 116
HEX #3EAA74

RGB 250, 250, 252
HEX #FAFAFC

RGB 37, 59, 82
HEX #253B52

RGB 253, 158, 40
HEX #FD9E28

RGB 256, 256, 256
HEX #FFFFFF

Questions?

If you have questions or would like more information, please contact us at:

marketing@mediaplatform.com