



Brand Style Guide

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01

BRAND OVERVIEW

Brand overview



PTZOptics is a U.S.-based company with headquarters in Downingtown, Pennsylvania. We manufacture professional products for broadcast, live streaming, and video conferencing markets.

PTZOptics is best known for its PTZ cameras offering a wide variety of connectivity options including HD-SDI, HDMI, USB 3.0, NDI and IP Streaming. PTZOptics live streaming camera line includes integrated support for a wide variety of industry partners including Wirecast, OBS, vMix, TLivestream Studio, Tricaster, MimoLive, NewTek, and Zoom.

02

VISUAL IDENTITY

Standard logos

Our standard Logo is a symbol that defines us to the market.

We must remain consistent to maintain the integrity of our identity.

Having a strong brand is most important and consistency is paramount to the success of any identity system. Consistent use of the logo with supporting elements helps in building brand quality and character.



[Click Here for PNG Version](#)

[Click Here for Ai Version](#)

Reversed logo

The reversed logo is used when the logo appears in white/ light colors on a solid background/ dark background, such as the dark blue color demonstrated here. The reversed logo may consist of white and other light colors on a dark background.

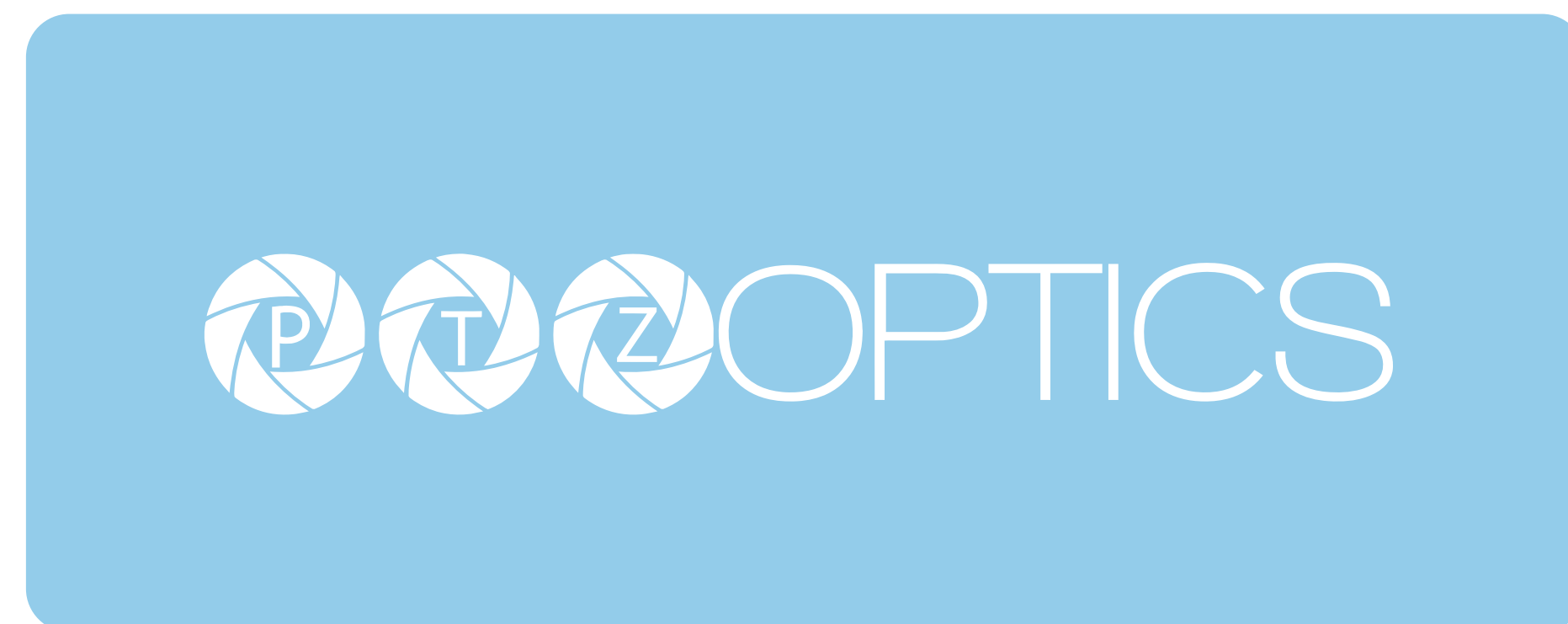


[Click Here for PNG Version](#)

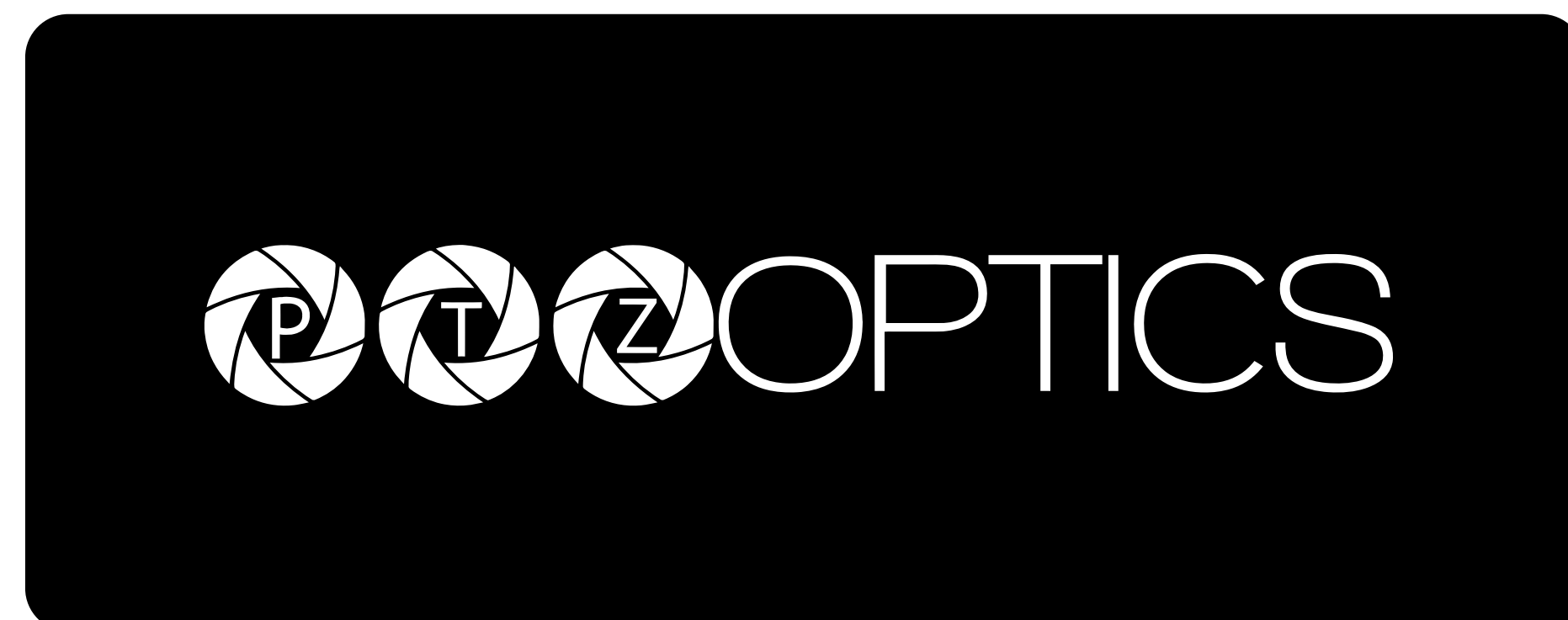
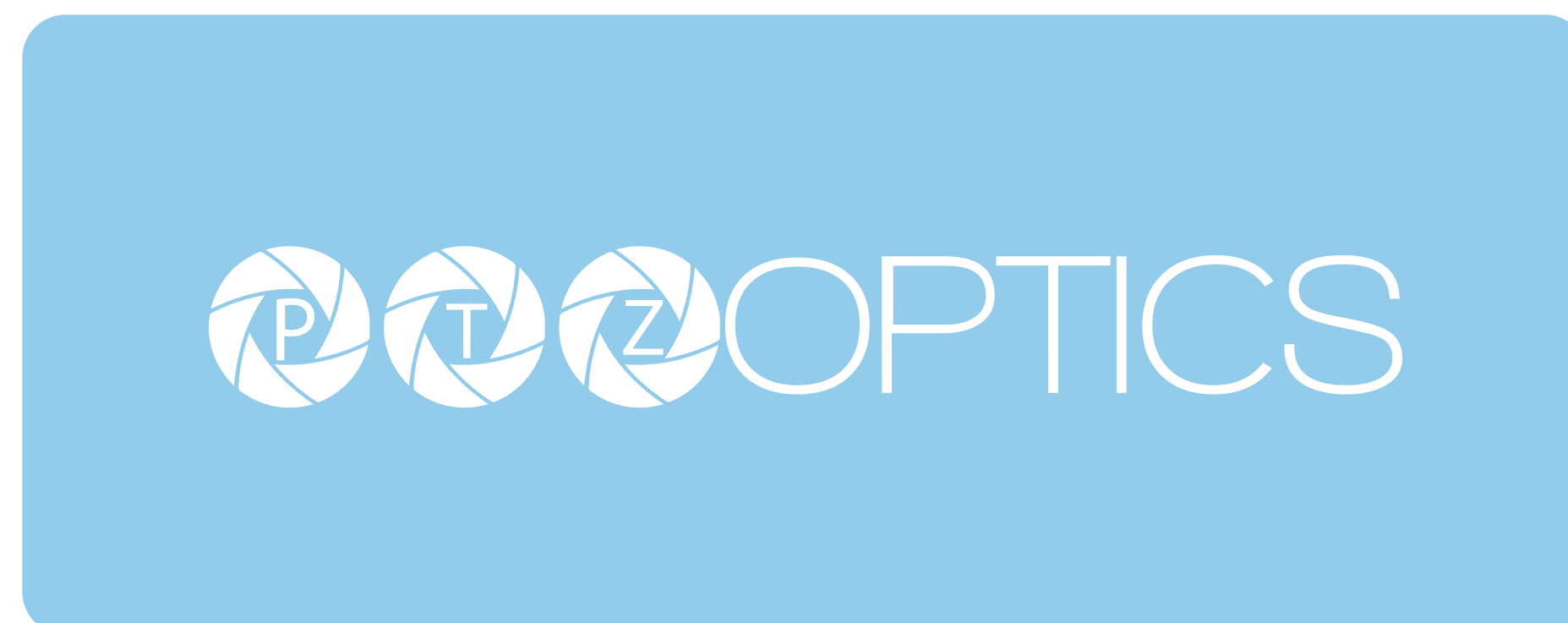
[Click Here for EPS Version](#)

Color variation of logo refers to the different colors used on the logo's elements. Primary colors are most important for our brand icon, but in some optional uses, secondary colors may be used on logo.

The consistent use of the logo and logo color variations are developed from our brand colors.



The following represents the ideal logo-background matching. The main rule is that the logo must be clearly readable, and the primary color set should be used whenever possible, so the designer has the freedom of choice with respect to these rules.

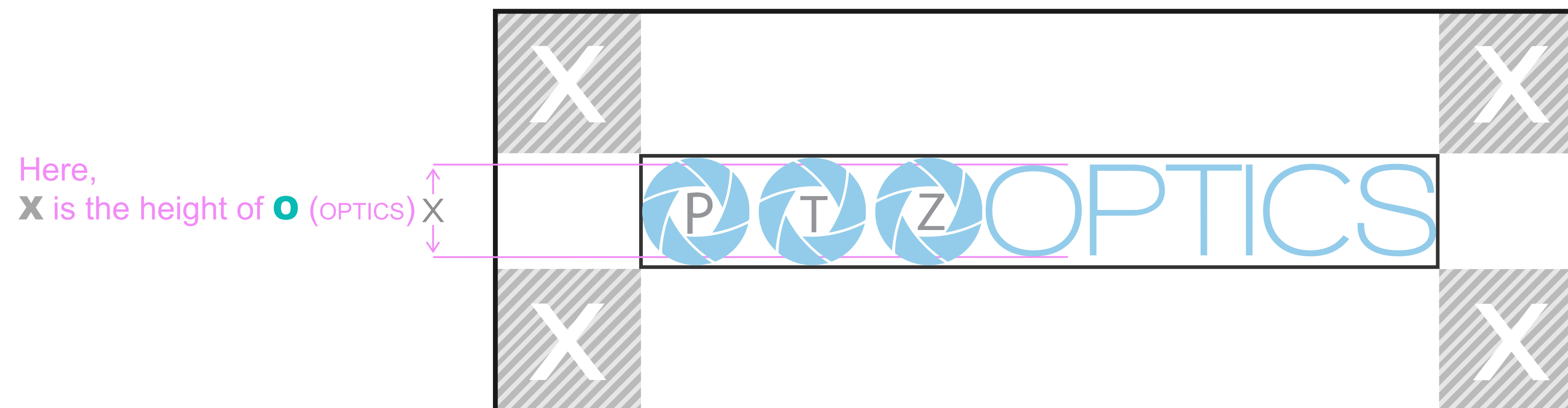


03

LOGO SPECIFICATION

The clear space has been established to ensure logo visibility and impact. Always maintain the Clear space zone between the logo and other graphic elements such as: type, images, other graphics and symbols etc.

It is important to keep brand marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the brand mark. This exclusion zone indicates the closest any other graphic element or, message can be positioned in relation to the mark, of the symbol itself and our company name, they have a fixed relationship that should never be changed.



Please allow adequate spacing at all times.

Minimum size

The brand should always appear in the approved brand colors, which are present below. The colors are meant to evoke the values and attributes of our brand identity. They are eye-catching and diverse. Altering colors or changing color combinations are prohibited. Maintaining the consistent use of these colors will create recognition and strengthen the identity. The standard logo must be always used with a primary and/or supportive color.

ON SCREEN



80 pixels
(Primary Full Logo)



12 pixels
(Just Mark/ icon)

IN PRINT

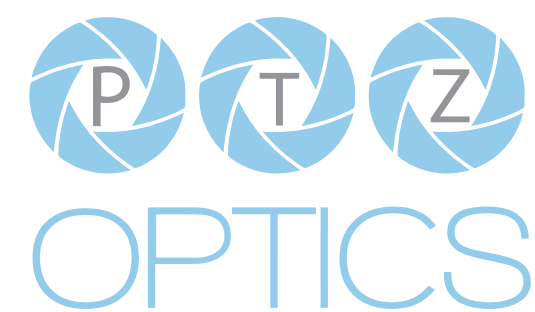


28 mm
(Primary Full Logo)



7 mm
(Just Mark/ icon)

If it is necessary to use an alternative logo, it can be used in the following versions. The vertical logo below is acceptable to use when the horizontal version is inadequate. You may use our brand mark/icon on social profiles and the like. We also have a favicon for website use.



Vertical logo



Just mark/ icon



Favicon/ social profile

[Click Here for Ai Version](#)

[Click Here for PNG Version](#)

04

**LOGO
USAGE**

Don't misuse our logo

01. Do not distort

02. Do not stretch

03. Do not rotate

04. Do not blur

05. Do not use shadow

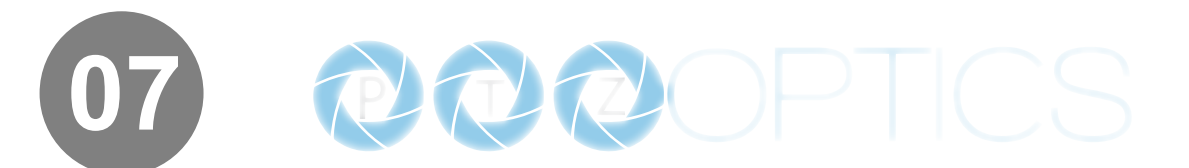
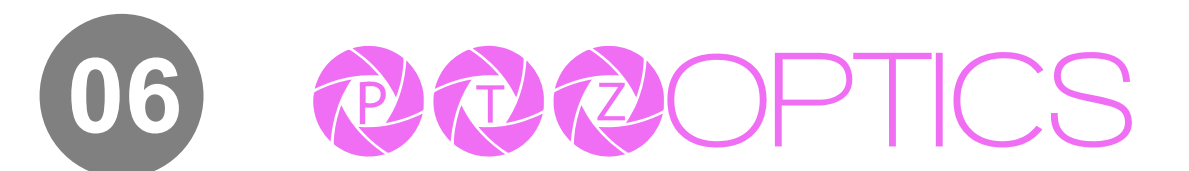
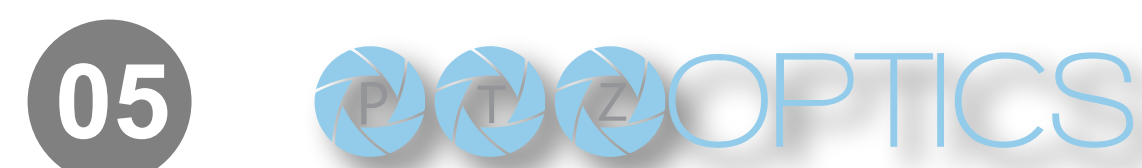
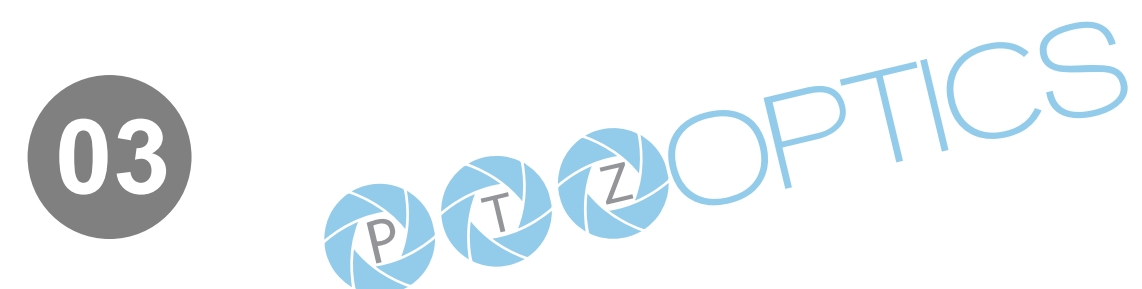
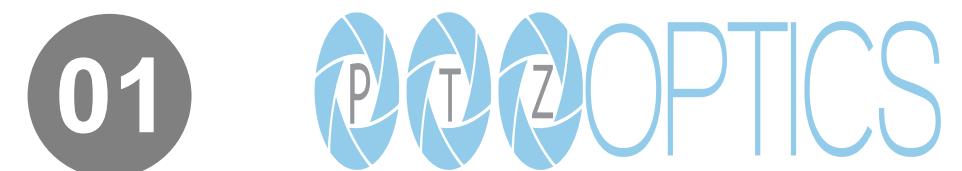
06. Do not use incorrect colors

07. Do not give any filter effect

08. Do not delete anything from our logo

09. Do not use a very light background

10. Do not use a very busy background



06

**COLOR
SYSTEM**

The brand should always use the approved brand colors, which are presented below. The colors are meant to portray the values and attributes of our brand identity. They are meant to evoke the trusted and friendly feeling of our brand. Altering colors or changing color combinations is prohibited. Maintaining the consistent use of these colors will create recognition and strengthen our identity. The standard logo must always use the primary and supportive colors.

WHITE

HEX

#FFFFFF

RGB

255, 255, 255

CMYK

0, 0, 0, 0

BLUE

HEX

#93CCEA

RGB

147, 204, 234

CMYK

39, 6, 2, 0

90%

80%

70%

60%

50%

40%

30%

20%

10%

GRAY

HEX

#939598

RGB

147, 149, 152

CMYK

45, 36, 35, 1

90%

80%

70%

60%

50%

40%

30%

20%

10%

Our secondary colors are a distinct and crucial part of our identity as they compliment our main palette and make us more recognizable. Color plays an important role in our brand identity. The colors developed for our secondary palette comprise our visual identity. The colors below are recommendations for various media.

When applied consistently, the secondary brand colors provide a strong, visual link across various materials and communications, which set our company apart from the competition.



07

**BRAND
TYPEFACE**

Heading font (H1)

Clear communication is an essential part of our brand. Used consistently, font typefaces play a significant role in reinforcing the brand.

RALEWAY

VERSIONS: Thin, Light, Extra Light, Regular, Medium, Semi Bold, Bold, Extra Bold & Black with all italic form.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

+ - * / , . < > ? ; ' \ : " | [] { } - = () & ^ % \$ # @ ! ` ~

Subheading font (H2)

OSWALD

VERSIONS: Light, Regular, Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

+ - * / , . < > ? ; ' \ : " | [] { } - = () & ^ % \$ # @ ! ` ~

Body font

ARIAL

VERSIONS: Narrow, Regular, Regular italic, Bold, Bold italic & Black.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
+ - * / , . < > ? ; ' \ : " | [] { } - = () & ^ % \$ # @ ! ` ~

08

BRAND INFORMATION



Brand history

PTZOptics was founded in 2014 by Hugh Richards and is headquartered in Downingtown, Pennsylvania. PTZOptics manufactures Pan Tilt Zoom cameras with various combinations of HDMI, 3G SDI, USB 3.0 and IP Streaming. They offer resolutions up to 1080p60, targeting professional broadcast, streaming, and video conferencing markets. PTZOptics' Mission is to enable people and organizations of all sizes to better realize their own mission by bringing innovative, feature rich, high performance, affordable, technology-based solutions to the world, for video based communications. PTZOptics provides highly customer-centric and solutions-based systems backed up by first class warranties and systems support infrastructure, including live phone and chat-based technical assistance.

Brand tagline

**OUR
TAGLINE**

Share Your Vision

Brand vision & mission

Helping customers
share their vision
using high quality
live streaming and
video production
technology.

VISION

To be a valued
technology partner
for our customers.

MISSION



Brand values

QUALITY

We aim to establish quality content surrounding our brand to correlate with the quality of our products.

INTEGRITY

Maintain the trust and loyalty of our customer base through our brand messaging.

COMMUNITY

Create a community of dedicated members willing to advocate for our brand.

TEAMWORK

Develop a positive relationship within our organization and with partners surrounding our brand.

Do You Want to Reach Us?

Our contact details:

PTZOptics

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Downingtown,
PA 19335

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 484 593 - 2247

 partners@ptzoptics.com

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