The background is black with decorative wavy lines in shades of gray. The lines are thin and curve across the page, creating a sense of motion and depth. They are most prominent on the left and right sides, framing the central text.

2022

NDI[®]

Brand Guidelines

Introduction

About This Guide

These guidelines have been developed for licensed NDI® users who develop products or software compatible with NDI® by Vizrt Group, regarding the proper use of the Vizrt Group, NDI® and NDI®|HX NDI®|HX 3 names and logos. If you are a licensed NDI® user, such as by having signed the Vizrt Group SDK or Advanced SDK agreement, you may use the NDI®, NDI®|HX and NDI®|HX3 names and logos subject to that agreement and these guidelines.

Please remember that NDI® is a Vizrt Group product, and you must not use the mark in a way that confuses the source of NDI® or your product. This means using the ® notation in the approved manner described in this guide, and noting that NDI® is a registered trademark of Vizrt Group, in key places.

You may claim that your product is compatible with NDI® by using an appropriate phrase, such as “for use with,” “works with,” or “compatible with,” or “NDI®-enabled”, etc., so long as such use would not suggest you (or your products) are sponsored by Vizrt Group, or otherwise affiliated with, endorsed by, warranted by or tested by Vizrt Group. You may not use the mark in a way that would create customer confusion as to the source of NDI® being anything other than Vizrt Group. Your use must be truthful and not misleading.

In this guide, you will find more specific examples and issues. If you have questions as to your proper use, please do not hesitate to reach out to us.

**Thank you for your partnership,
and welcome to the NDI® revolution!**

NDI®

NDI®|HX

NDI®|HX3

NDI® Brand Overview

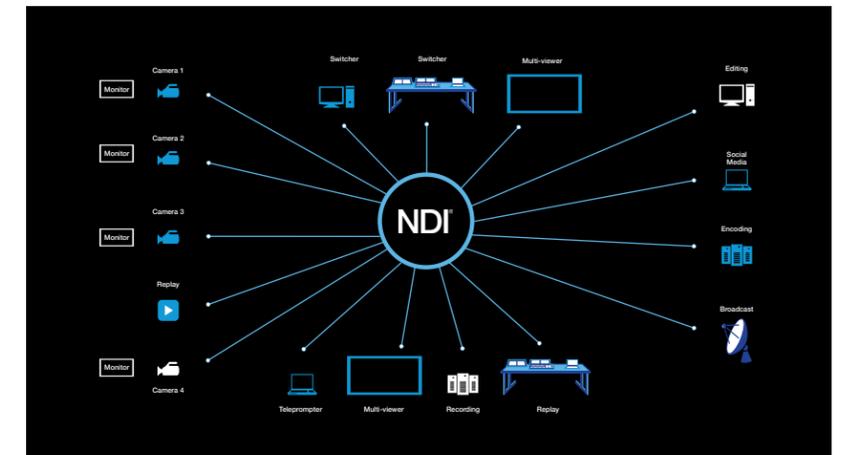
About NDI®

NDI® is a globally recognized standard enabling IP video workflows across Ethernet networks. NDI® is a master brand that incorporates three types of technologies used inside of the IP protocol, NDI®, NDI®|HX, and NDI®|HX3, described in more detail later in this document.

NDI® is in the hands of millions of customers using applications and devices that are NDI®-enabled and has been adopted by more media organizations than any other IP standard. NDI® is a bi-directional standard that permits multiple video systems to identify and communicate with one another over IP. This benefits any network-connected video device, including cameras, converters, video mixers, graphics systems, capture cards, and many other production systems. This connectivity makes it possible to exponentially increase the number of sources available for live production workflows, without directly attaching to devices, changing locations, or investing in expensive, high-bandwidth networks that simply try to replace SDI-based workflows.

NDI® enables users to encode, transmit, and receive multiple streams of broadcast-quality, low latency, frame-accurate video and audio in real time.

The NDI® encoding algorithm is resolution, aspect ratio, and frame rate independent, supporting up to 4K UHD and beyond, as well as multi-channel, floating-point audio up to 16 channels and beyond. NDI® also includes tools to implement video access and grouping, bi-directional metadata, tally, and more.



NDI® Technology Brands



NDI®

NDI® products utilize the high bandwidth version of NDI® protocol, a visually lossless compression scheme designed to provide highquality, frame-accurate video over 1 Gigabit Ethernet networks and higher. Once an NDI® device is connected to a network, it appears as any other source on the network. NDI® and NDI®|HX systems can work interchangeably on the same network and in the same workflows. NDI® was introduced in 2015 and is included in many products throughout the AV, Broadcast, Enterprise, and Gaming Industries.



About NDI®|HX

NDI®|HX products use a high efficiency, low bandwidth form of NDI® to deliver full resolution, full frame rate video over bandwidthrestricted local and wide area networks with the option to use 100 Megabit Ethernet or Wi-fi technology. Once an NDI®|HX device is connected to a network, it appears as any other source on the network. NDI® and NDI®|HX systems can work interchangeably on the same network and in the same workflows. NDI®|HX was introduced in 2017 and currently is being used throughout the AV, Broadcast, Enterprise, and Gaming Industries.



About NDI®|HX3

NDI®|HX 3 gives the option to deliver low latency transmission with reduced bandwidth, using a fraction of the bandwidth of NDI® high bandwidth, while maintaining the visually lossless standards NDI® user's demand. NDI®|HX3 allows users to deliver broadcast quality video in any setting without the need to upgrade their equipment.

Proper Use of the NDI® Name in Written Communications

Acceptable Product Descriptors:

- NDI®
- NDI® software
- NDI® applications
- NDI® technology
- NDI®- enabled technology

Acceptable Third Party Descriptors:

Acceptable Third-Party Descriptors:

- NDI® can never be combined with another company's brand.
- In written description, your product should be described as follows: "Company, Product Name for NDI®"
- "NDI® is a registered trademark of Vizrt Group." MUST be clearly visible when creating your product landing page, box, collateral materials in which the NDI® logo appears.
- Other acceptable statements that can be used when describing NDI:
 - 1) NDI®, part of the Vizrt Group along with NewTek and Vizrt brands.
 - 2) NDI® is a brand of the Vizrt Group.

Proper Use of the NDI® Name in Written Communications

About This Guide

- The Register Mark (®) must always be used in EVERY mention of NDI®.
- The Register Mark (®) should be shown in superscript, except in cases where it becomes too small (12 point text or below.)
- Never vary the spelling of NDI®.
- Never use a possessive or plural form of NDI®.
- NDI® must always be used in all capital letters.
- Never use NDI® as a verb.
- The use of NDI® in communications, press releases, etc., must always be accompanied with this trademark notation, usually at the bottom:
 - NDI® is a registered trademark of Vizrt Group.
 - The trademark notation must be clearly visible on the same page as the logo or name, i.e.: at the bottom of the same page, website, box, collateral materials in which the NDI® logo appears.
 - The NDI® name may be followed by the following nouns:
 - NDI® software
 - NDI® applications
 - NDI® tools
 - NDI® technology
 - NDI® -enabled technology
 - You may never use NDI® trademark as part of a domain name.
 - You may never use NDI® trademark as part of your product name.

Proper Use of the NDI® Name in Written Communications

Correct and Incorrect Examples of Use:

CORRECT: High bandwidth NDI® or high efficiency low bandwidth NDI®|HX

INCORRECT: `Full NDI®, True NDI, Native or Pure NDI®

CORRECT: Remote NDI® sources are available on the network.

INCORRECT: Remote sources are NDled on the network.

CORRECT: You can access additional inputs with NDI®.

INCORRECT: Those additional inputs are NDI's.

CORRECT: With NDI®, you can begin producing over IP today.

INCORRECT: With the Network Device Interface, you can begin producing over IP today.

CORRECT: NDI® is a product of Vizrt Group.

INCORRECT: Vizrt Group's NDI® is one of the company's products

NDI® Logo Specifics

The minimum required CLEAR SPACE is defined by 50% of the logo height.

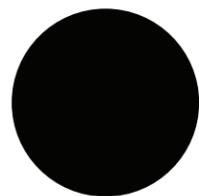
The size of the “®” symbol should:

1. Always be clearly visible
2. Be aligned with the top of the “I”
3. Be in pleasing proportion to the logo

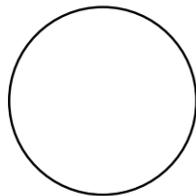
Acceptable NDI® logo colors are:

1. BLACK
2. WHITE

Black



White



CMYK
75 68 67 90

Pantone
426 C

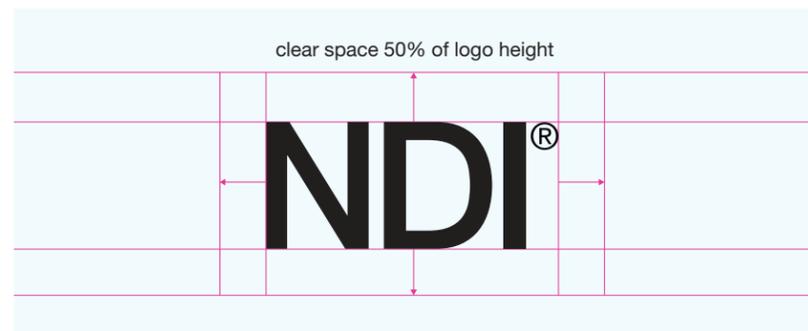
RGB
0 0 0

CMYK
Paper

Pantone
Paper

RGB
255 255 255

Logo Specifics



Size Specifications

LOGO Minimum Size is 8mm height.



When the logo is below 8mm in height, “NDI®” should be typeset (instead of using the logo.) See the next page for specifics.

NDI® NDI® NDI®

Color Splits & Variations



Reverse logo on black



Black logo on white



Black logo on grey (35% black or less)



White logo on grey (40% black or greater)

Size Limitations and Correct Logo Use - NDI®

Size Specifications

LOGO Minimum Size is 8mm height.



When the logo is below 8mm in height, “NDI®” should be typeset (instead of using the logo.) Font must be Helvetica Neue Medium or Arial Regular. The Register Mark (®) must be set at the full height of the NDI® text when the text size is 12 points or below.

NDI® NDI® NDI®

Primary Type Font

Helvetica Neue Medium

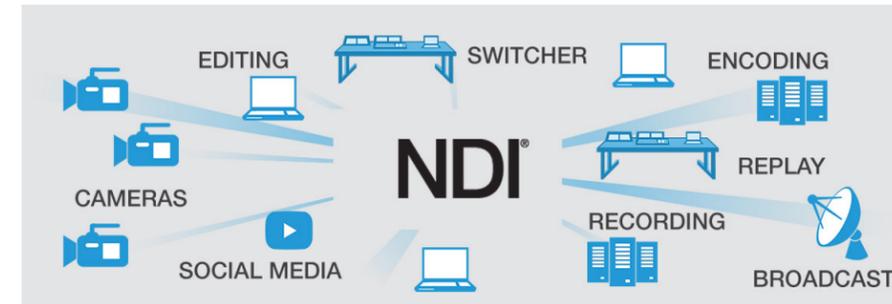
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Acceptable Alternative Font

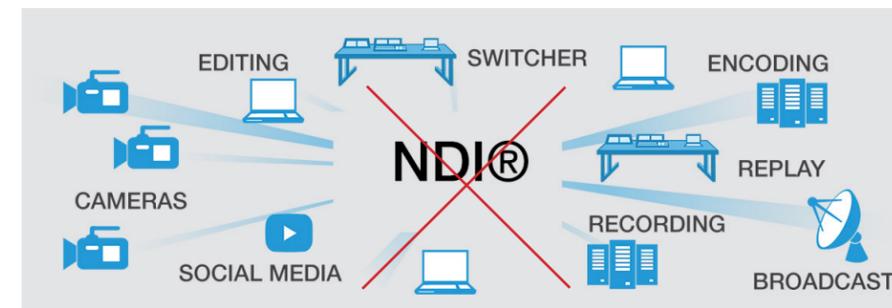
Arial Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

CORRECT: Logo height is 8mm or above.



INCORRECT: Do not typeset NDI® when the height is 8mm or above. Use logo instead.



INCORRECT: Logo is too small, height is below 8mm.



INCORRECT: Text must be in white or black, never a color, and never in any font except Helv. Neue Med. or Arial Reg.



CORRECT: Typeset NDI® when height is 8mm or below.

NDI®|HX Logo Specifics

The minimum required CLEAR SPACE is defined by 50% of the logo height.

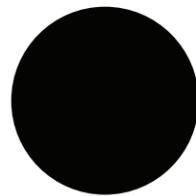
The size of the “®” symbol should:

1. Always be clearly visible
2. Be aligned with the top of the “I”
3. Be in pleasing proportion to the logo

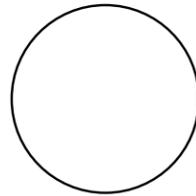
Acceptable NDI® logo colors are:

1. BLACK
2. WHITE

Black



White



CMYK
75 68 67 90

CMYK
Paper

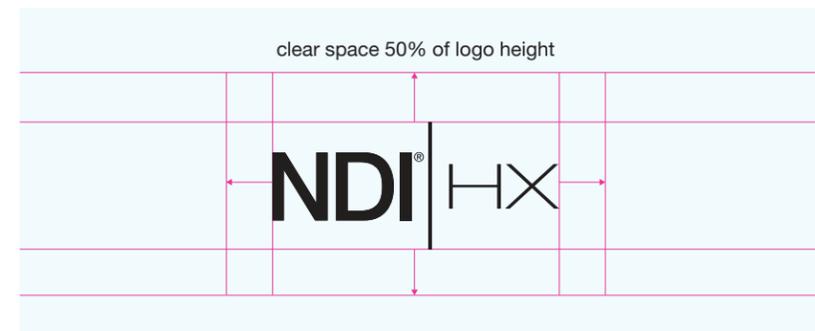
Pantone
426 C

Pantone
Paper

RGB
0 0 0

RGB
255 255 255

Logo Specifics



Size Specifications

LOGO Minimum Size is 15mm height.



When the logo– including the pipe mark– is below 15mm in height, “NDI®|HX” should be typeset (instead of using the logo.) See the next page for specifics.

NDI®|HX NDI®|HX NDI®|HX

Color Splits & Variations



Reverse logo on black



Black logo on white



Black logo on grey (35% black or less)



White logo on grey (40% black or greater)

NDI®|HX3 Logo Specifics

The minimum required CLEAR SPACE is defined by 50% of the logo height.

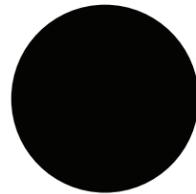
The size of the “®” symbol should:

1. Always be clearly visible
2. Be aligned with the top of the “I”
3. Be in pleasing proportion to the logo

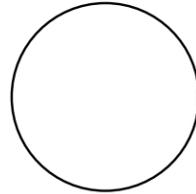
Acceptable NDI® logo colors are:

1. BLACK
2. WHITE

Black



White



CMYK
75 68 67 90

CMYK
Paper

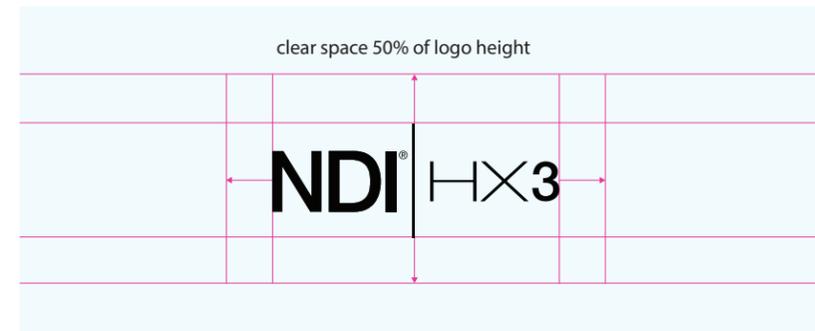
Pantone
426 C

Pantone
Paper

RGB
0 0 0

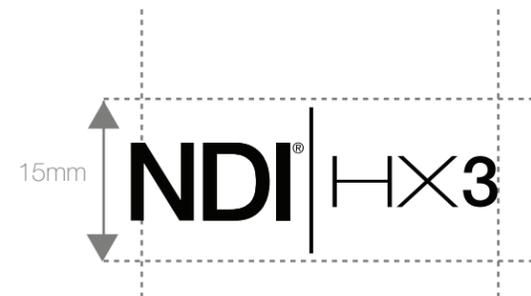
RGB
255 255 255

Logo Specifics



Size Specifications

LOGO Minimum Size is 15mm height.



When the logo– including the pipe mark– is below 15mm in height, “NDI®|HX” should be typeset (instead of using the logo.) See the next page for specifics.

NDI®|HX3 **NDI®|HX3** **NDI®|HX3**

Color Splits & Variations



Reverse logo on black



Black logo on white



Black logo on grey (35% black or less)



White logo on grey (40% black or greater)

Size Limitations and Correct Logo Use - NDI®|HX

Size Specifications

LOGO Minimum Size is 15mm height.



When the logo— including the pipe mark— is below 15mm in height, “NDI®|HX” should be typeset (instead of using the logo.) Font must be Helvetica Neue Medium or Arial Regular. The Register Mark (®) must be set at the full height of the NDI®|HX text when the text is 12 points or below. The pipe, or vertical bar, should be 2 points larger than the rest of the text.

NDI®|HX NDI®|HX NDI®|HX

Primary Type Font

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Acceptable Alternative Font

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CORRECT: Logo height is 15mm or above.



INCORRECT: Do not typeset text, when height is 15mm or above. Use logo.



INCORRECT: Logo must be in white or black. Never a color.



CORRECT: typeset when height is 15mm or below.



CORRECT: In certain circumstances, and with permission from NewTek, the logo may be used without the register mark.



INCORRECT: Text must be in white or black, not a color.



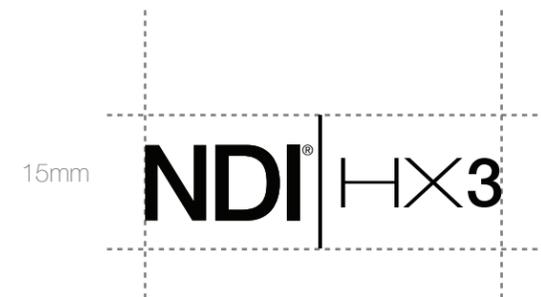
INCORRECT: Text must be set in Helv. Neue Med. or Arial Regular font.



Size Limitations and Correct Logo Use - NDI®|HX3

Size Specifications

LOGO Minimum Size is 15mm height.



When the logo— including the pipe mark— is below 15mm in height, “NDI®|HX3” should be typeset (instead of using the logo.) Font must be Helvetica Neue Medium or Arial Regular. The Register Mark (®) must be set at the full height of the NDI®|HX3 text when the text is 12 points or below. The pipe, or vertical bar, should be 2 points larger than the rest of the text.

NDI®|HX3 NDI®|HX3 NDI®|HX3

Primary Type Font

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Acceptable Alternative Font

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CORRECT: Logo height is 15mm or above.



INCORRECT: Do not typeset text, when height is 15mm or above. Use logo.



INCORRECT: Logo must be in white or black. Never a color.



CORRECT: typeset when height is 15mm or below.



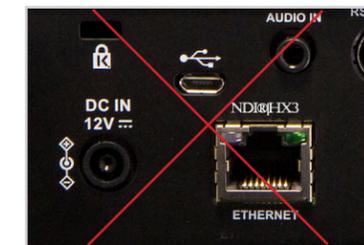
CORRECT: In certain circumstances, and with permission from NewTek, the logo may be used without the register mark.



INCORRECT: Text must be in white or black, not a color.



INCORRECT: Text must be set in Helv. Neue Med. or Arial Regular font.



Acceptable Logo Use - NDI®

Black logo on white background



White logo on grey background



White logo on connection background #1



Black logo in a white box over an image



Black logo on grey background



White logo on black background



White logo on connection background #2



White logo in a black box over an image



Black logo in a white box over a solid color background



White logo in a black box over a solid color background



White logo/black bar/connect combination

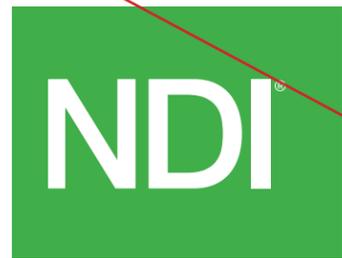


When the logo is below 8mm in height, "NDI®" should be typeset (instead of using the logo). Font must be Helvetica Neue Medium or Arial Regular. The Register Mark (®) must be set at the full height of the NDI text when text size is 12 points or below.

NDI®

Unacceptable Logo Use - NDI®

Logo over background color



Logo in a color



Gradient Logo



Logo in a shape



Logo with another logo



Stretched Logo



Logo over a photo



Outlined Logo



Logo in a pattern



Distorted Logo



Symbol is too large



Symbol is missing



Out of date Logo



Logo combined with other company



Symbol is too low



Logo is smaller than 8mm in height:



Acceptable Logo Use - NDI®|HX

Black logo on white background



White logo on grey background



White logo on black background



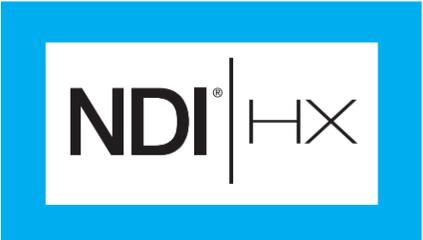
Black logo in a white box over an image



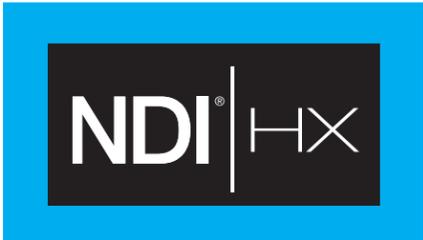
Black logo on grey background



Black logo in a white box over a solid color background



White logo in a black box over a solid color background



White logo in a black box over an image



When the logo– including the pipe mark– is below 15mm in height, “NDI®|HX” should be typeset (instead of using the logo.) Font must be Helvetica Neue Medium or Arial Regular. The Register Mark (®) must be set at the full height of the NDI®|HX text when the text is 12 points or below. The pipe, or vertical bar, should be 2 points larger than the rest of the text.

NDI®|HX NDI®|HX NDI®|HX

Unacceptable Logo Use - NDI®|HX

Logo over background color



Logo in a color



Logo with other company



Logo with a product



Logo over a photo



Gradient Logo



Logo in a shape



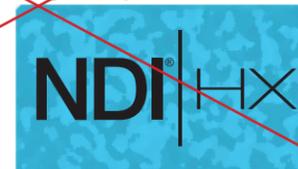
Distorted, Stretched, or Compressed Logos



Outlined Logo



Logo in a pattern



Logo with other images



® Symbol is missing



Logo combined with Third Party Name



Logo is smaller than 15mm in height



Acceptable Logo Use - NDI®|HX3

Black logo on white background



White logo on grey background



White logo on black background



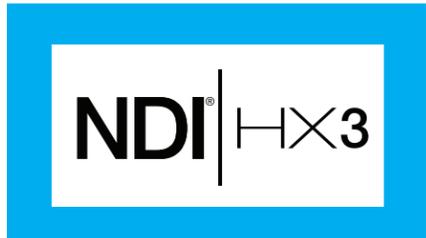
Black logo in a white box over an image



Black logo on grey background



Black logo in a white box over a solid color background



White logo in a black box over a solid color background



White logo in a black box over an image



When the logo– including the pipe mark– is below 15mm in height, “NDI®|HX3” should be typeset (instead of using the logo.) Font must be Helvetica Neue Medium or Arial Regular. The Register Mark (®) must be set at the full height of the NDI®|HX3 text when the text is 12 points or below. The pipe, or vertical bar, should be 2 points larger than the rest of the text.

NDI®|HX3 NDI®|HX3 NDI®|HX3

Unacceptable Logo Use - NDI®|HX3

Logo over background color



Logo in a color



Logo with other company



Distorted Logo



Stretched Logo



Logo over a photo



Gradient Logo



Logo in a shape



Third Party Developer Name

TriCaster

Logo with another logo



Outlined Logo



Logo in a pattern



® Symbol is missing



Logo combined with Third Party Name



Logo is smaller than 15mm in height



NDI® Social Media Guidelines

Official social media channels:

Facebook: <https://www.facebook.com/NDICentral>

LinkedIn: <https://www.linkedin.com/company/ndi-tv>

Twitter: https://twitter.com/NDI_tv

YouTube: <https://www.youtube.com/c/NDItv/featured>

Official Hashtags

#NDI – Network Device Interface

#NDIRevolution

Suggested Hashtags

Your Company's Hashtag

#IPVideo

#IPProduction

AVoverIP

Tips and Tricks

- Make sure to have a captivating headline at the beginning of your post. This can consist of a declaration, leading question, or a call to action (CTA).

Example: Need to expand your remote production capabilities?

Sign up today for our latest webinar!

- Keep the body of your post concise and to the point.
- Complete your post with website links and hashtags.
- Spacing between the headline, body, links, and hashtags is encouraged. This makes the post easier to read and is pleasing to the eye. Avoid walls of text.
- It is encouraged to always post with an image or video, as it will garner more engagement than a post with just text.

NDI® Social Media Guidelines

It is encouraged to always post with an image or video, as it will garner more engagement than a post with just a text message.

Sample posts:

New Product

NDI NDItv
Published by Hootsuite · February 4 · 🌐

Kiloview Releases a Free NDI® Multiview Player

The Kiloview Multiview Player(Beta), a premium multi-screen playback software for NDI® and NDI®|HX, easily connects with your smartphones, computers, NDI® - enabled encoders, cameras, and production systems.

Read More: <http://ow.ly/Ca5U50Dr4i>

#NDI #SDVS #Kiloview



Product Update

NDI NDItv
Published by Hootsuite · January 11 · 🌐

NVIDIA Power. NDI Possibilities. Next-level live content creation without costly capture cards.

Newest member of the free NDI® Tools download uses NVIDIA GPU power on the PC for pristine game streaming and other video applications

Read more here >> <https://www.ndi.tv/blog/new-ndi-tool-optimized-for-nvidia/>

#NDI #SDVS #NVIDIA



Why NDI

NDI NDItv
Published by Hootsuite · February 15 · 🌐

NDI gets the content you need into your broadcast system.

Hear Petter Ole Jakobsen, Chief Innovation Officer, Vizrt Group talk about why he loves the freedom NDI gives to storytellers.

YouTube: <https://youtu.be/Hpb6G5DSESo>

NDI website: <https://www.ndi.tv/>

#NDI #SDVS



YOUTUBE.COM

Text Overlay

NDI NDItv
Published by Hootsuite · February 3 · 🌐

How do you connect 5000 employees in this time of working remotely and social distancing? Using NDI® and Zoom, of course!

Tune in tomorrow, Feb. 4th 10am & 4pm CET for Video Conferencing on a Massive Scale with NDI

We'll talk with CEO of Bangkok Buffalo crew to find how they brought their company together for a single live stream. We'll also look at how you can use your phone as a camera for Zoom calls using the NDI HX Camera app!

Watch here or at <https://www.ndi.tv/nditv/>

#NDI #SDVS #Zoom



Press Release Template

If you plan to share a new announcement regarding an NDI partnership or an updated NDI integration in any of your products, please use the below template as a basis for your press release.

We love supporting our partners news announcements to shed a light on the growing NDI revolution but ask that if you share the announcement with us in advance, especially if you want a spokesperson quote.

All press releases should be submitted at least two weeks in advance of the prospective launch date, and should be sent to marketing@ndi.tv

[COMPANY NAME] Advances Software-Driven IP Workflows With NDI®

[COMPANY NAME] Adopts NDI® IP Workflows for [COMPANY PRODUCT]

[COMPANY NAME] Joins NDI® Revolution with new IP Workflow within [COMPANY PRODUCT]

- Subheading -

Location, – Date, Month, 2022 – [COMPANY NAME], [ABOUT COMPANY], today announces support for software-driven IP workflows using globally standardized video-over-IP technology, NDI®.

[COMPANY NAME] joins the industry's largest, and rapidly expanding, IP ecosystem of products and companies committed to enabling IP-based customer workflows. [COMPANY NAME] will integrate NDI into [NAME OF PRODUCT/S] to be recognizable as a source by other NDI-enabled applications and devices connected across standard Ethernet networks.

NDI, a brand of the Vizrt Group, allows video and audio sources to be shared bi-directionally across a network which eliminates the need for costly direct connections, expensive cable runs, and infrastructure upgrades. Simultaneously, NDI turns every source into a destination instantly available anywhere on the network, equaling more freedom in AV creation.

[ABOUT HOW YOU ARE USING NDI, CUSTOMER BENEFITS]

[DEVELOPER QUOTE]

[NDI SPOKESPERSON QUOTE]

“Software-driven IP workflows are mission critical in today’s video production,” **says Will Waters**, Global Head of Product Management, NDI, “it’s all about flexibility, connectivity, interoperability, and telling the best story.”

“NDI-enabled devices like [NAME OF PRODUCT] exponentially increase the video sources available for live production creating more freedom for customers to move video, and audio, better, offering new workflows to customers. We are excited to welcome [NAME OF COMPANY] to the NDI partner ecosystem and the opportunities it will bring to the market, furthering the NDI revolution.”

[IF HX IS APPLICABLE]

NDI|HX is a high-efficiency video streaming over IP standard. NDI|HX uses a lower data rate than NDI High Bandwidth making it easier to use in bandwidth-limited connections. NDI|HX was born out of a desire to have one ethernet cable, provide power, control and have the ability to send low-latency video/audio alongside tally support for video production.

[IF HX3 IS APPLICABLE]

NDI|HX3, offers both low bandwidth and low latency options for end-users. NDI|HX3, encoding is visually lossless, even in bandwidth constrained environments, enabling [COMPANY’S] customers to expand the use case and versatility of its products.

[IF SDK IS APPLICABLE]

The NDI SDK provides the tools and resources for developers and manufacturers to easily add native NDI support to their products. The SDK enables systems to find, send, and/or receive video streams over IP, with an encoding algorithm independent of resolution and frame rate supporting up to 4K (and beyond), along with 16 channels (and more) of floating-point audio. It also includes tools to implement video access and grouping, bi-directional metadata, IP commands, tally and more.

The NDI SDK is for any company looking to establish IP workflows within an organization, or in commercial products and applications they deliver.

[IF ADVANCED SDK IS APPLICABLE]

Armed with the same tools as the NDI SDK, the Advanced SDK provides comprehensive access to the NDI streams, settings, video and audio stream data for companies to develop both NDI software applications and NDI hardware devices.

For more information on NDI, visit <https://ndi.tv/>

For more information about [COMPANY NAME], visit [COMPANY WEBSITE].

About [COMPANY NAME]

About NDI®:

NDI® (Network Device Interface technology), is the globally standardized video-over-IP technology, that enables IP video workflows across standard Ethernet networks, which advances our customer's software-drive IP workflows.

It allows video and audio sources to be shared bi-directionally across a network, eliminating the need for costly direct connections, expensive cable runs, and infrastructure upgrades while turning every source into a destination instantly available anywhere on the network - enabling our mission of “moving video, moving the world”.

NDI® is in the hands of millions of customers using applications and devices that are NDI®-enabled and has been adopted by more media organizations than any other IP standard, therefore creating the industry's largest IP ecosystem of products and the rapidly expanding number of companies enabling IP-based customer workflows. <https://ndi.tv/>

About the Vizrt Group:

Vizrt Group® runs under the passionately held single, simple purpose of “more stories, better told”, supplying media content creators around the world with software-defined visual storytelling tools to help them to build a better-informed world.

The Group contains three of the strongest names in the broadcast technology industry; NewTek, NDI® and Vizrt. All three being creative businesses, built on innovation and grown by our people, with the goal of becoming the most recommended solution provider in the markets we serve.

We combine our strategic pillars of Content-Centricity, Software-Defined, IP First, and Innovation to increase our customers' success in delivering engaging and immersive content to their audiences.

Vizrt Group is a global and diverse organization with over 750 employees from 64 different nationalities, with offices in 16 countries worldwide. It is privately-owned by a Nordic Capital-led investment consortium. www.vizrtgroup.com

2022 NDI[®]

Brand Guidelines

For Additional Information

For questions, to learn more, or obtain the most recent updates on these guidelines, please contact:

NDI[®]
marketing@ndi.tv

Please note these guidelines are not intended to be a definitive or complete statement of proper trademark usage.

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