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Brand Overview
NewTek was founded in 1986, by Tim Jenison—scientist, artist, musician and filmmaker. Tim and a group of other aspiring movie-makers set out to break free from the studio establishment and make their own films and television shows. They invented amazing, computer-based tools that were easy to use, affordable, and fun.

Tens of thousands of people fell in love with NewTek’s pioneering Video Toaster®— the world’s first real “television studio-in-a-box.” For the first time, everything to make a broadcast television show was available in one system: live switching, digital video transitions, titling, keying, video paint, still store, and 3D animation. NewTek ignited the desktop video revolution, and television production was never the same.

One of the incredible capabilities inside the Video Toaster was LightWave 3D®—a 3D animation toolset that paved the way for 3D visual effects. In 1993, NewTek made LightWave 3D available as standalone software.

Tim’s remarkable work in art and science was the topic of the award-winning 2013 film “Tim’s Vermeer”. Directed by Teller, and produced by his stage partner Penn Jillette and Farley Ziegler, the film documents Tim’s efforts to duplicate the painting techniques of Johannes Vermeer, in order to test his theory that Vermeer painted with the help of optical devices.
As the leader in IP video technology today, NewTek is transforming the way people create network-style television content and share it with the world. From sporting events, Web-based talk shows, live entertainment, classrooms, and corporate communications, to virtually any place people want to capture and publish live video, NewTek gives customers the power to grow their audiences, brands and businesses faster than ever before.

Clients include: New York Giants, NBA Development League, Fox News, BBC, NHL, Nickelodeon, CBS Radio, ESPN Radio, Fox Sports, MTV, TWiT.TV, USA TODAY, Department of Homeland Security (DHS), the National Aeronautics and Space Administration (NASA), and more than 80% of the U.S. Fortune 100.

Products include: NDI®, TriCaster®, VMC, 3Play®, TalkShow®, MediaDS™, NewTek Connect Spark™, NewTek NDI® PTZ Camera, NVG1, and software products.
NewTek gives storytellers a voice through video.

We use innovation and technology to fundamentally change the way video is created and used, allowing more people to share their stories, experiences and ideas with the world and enjoy doing it. The creativity and ingenuity of our employees are the key to our success, and we genuinely care about them and their families.
Components of our Visual Style

Crisp product renders

Emotional product photography

Helvetica Neue

Environmental Photography

White, light grey and black backgrounds punctuated by bright colors, and surrounded by ample white and/or negative space
NewTek Logo Specifics

**BLUE** indicates CLEAR SPACE. The **BLUE** area must be kept free of other elements. Grey padding indicates SAFE ZONE.

**MAGENTA** indicates type and element alignment boundaries. The minimum required CLEAR SPACE is defined by the measurement ‘X’ (Equal to the height of the uppercase letters, known as the ‘cap-height’).

Use the color NewTek logo, whenever possible, in all worldwide marketing and advertising materials.

---

**Logo Specifics**

![Logo Diagram](image)

**Color Splits & Variations**

- Reverse logo on black
- Black logo on white

---

**Size Specifications**

Minimum Logo width - 35mm  
35mm is the safest minimum size
Acceptable Usage

Logo Specifics

It is extremely important for brand success that the logotype be displayed correctly. This includes always using the correct typefaces, relative positioning, and size of all elements. The examples in this section illustrate some unacceptable displays.

- Do not distort any portion of the logotype.
- Do not crop any portion of the logotype.
- Do not tilt the logotype.
- Do not rotate the logotype.
  (An obvious exception to this guideline would be a vertical street pole banner with logo appearing as the primary element in a vertical position by necessity.)
- Do not rearrange components in the signature.
- Do not alter the alignment of any component of the signature.
- Do not alter the typeface of the logotype.
- Do not alter the type style (e.g., from all caps to cap/lowercase) of the signature.
- Do not add a drop shadow to any part of the signature.
- Do not alter the relative size of the logotype and logomark.
Non-acceptable use of the NewTek Logo
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

<table>
<thead>
<tr>
<th>NewTek Black</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>CMYK</td>
</tr>
<tr>
<td>75 68 67 90</td>
<td>Paper</td>
</tr>
<tr>
<td>Pantone</td>
<td>Pantone</td>
</tr>
<tr>
<td>426 C</td>
<td>Paper</td>
</tr>
<tr>
<td>RGB</td>
<td>RGB</td>
</tr>
<tr>
<td>0 0 0</td>
<td>255 255 255</td>
</tr>
</tbody>
</table>

Logo Specifics

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
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Acceptable Alternative Font

Arial Regular
ABCDEFGHJKLMNOPQRSTUVWXYZ
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.
Acceptable Logo Use - NDI®

- Black logo on white background
- White logo on grey background
- White logo on black background
- White logo on connection background #1
- Black logo in a white box over an image
- Black logo in a white box over an image
- White logo in a black box over an image
- White logo in a black box over an image
- 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.
Unacceptable Logo Use - NDI®

- Logo over background color
- Logo in a color
- Gradient Logo
- Logo in a shape
- Logo with another logo
- Outlined Logo
- Logo in a pattern
- Distorted Logo
- Out of date Logo
- Logo combined with other company
- Logo is smaller than 8mm in height: NDI
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

Logo Specifics

<table>
<thead>
<tr>
<th>Clear Space 50% of Logo Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>NDI®</td>
</tr>
</tbody>
</table>

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)
Acceptable Logo Use - NDI®|HX

Black logo on white background

Black logo on grey background

Black logo in a white box over a solid color background

White logo on grey background

White logo on black background

White logo in a black box over a solid color background

Black logo in a white box over an image

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

1. Logo over background color
2. Logo over a photo
3. © Symbol is missing
4. Logo in a color
5. Gradient Logo
6. Outlined Logo
7. Logo combined with Third Party Name
8. Logo with NewTek
9. Logo with another company
10. Logo with other company name
11. Logo with Camera
12. Logo in a shape
13. Distorted, Stretched, or Compressed Logos
14. Logo in a pattern
15. Logo with other images
16. Logo with a product
17. Logo is smaller than 15mm in height
TriCaster Logo Specifics

**BLUE** indicates CLEAR SPACE.

The **BLUE** area must be kept free of other elements. Grey padding indicates SAFE ZONE.

**MAGENTA** indicates type and element alignment boundaries.

The minimum required CLEAR SPACE is defined by the measurement ‘X’ (Equal to the height of the uppercase letters, known as the ‘cap-height’).

### Logo Specifics

![Logo Diagram]

**Color Splits & Variations**

Reverse logo on black

Black logo on white

### Size Specifications

Minimum Logo width - 35mm
35mm is the safest minimum size
Primary and Alternative Font

Helvetica Neue Font
The Helvetica Neue font is the only recommended font for NewTek communications. This font has been selected because it is highly legible in all sizes and weights.

It's space-efficient, flexible and contemporary. If Helvetica Neue is not available, Arial is the authorized alternate font. Helvetica Neue (or Arial) is to be used for all headers, subheads, and body copy—everywhere.

The NewTek text style uses:

• Upper and Lower case
• Roman text

For all electronic materials (PowerPoint, emails, Word documents, etc.), Arial should always be used.

Primary Type Font

Helvetica Neue Light - to include Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*( )

Helvetica Neue Medium - to include Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*( )

Helvetica Neue Regular - to include Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*( )

Helvetica Neue Bold - to include Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*( )

Acceptable Alternative Font

Arial Regular - to include Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*( )

Arial Bold - to include Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*( )
Color
Primary and Secondary Palette

- **NewTek Blue**
  - CMYK: 76 25 0 0
  - Pantone: 2925 C
  - RGB: 6 142 214

- **NewTek Black**
  - CMYK: 75 68 67 90
  - Pantone: 426 C
  - RGB: 0 0 0

- **NewTek Grey**
  - CMYK: 74 67 49 37
  - Pantone: 432 C
  - RGB: 65 67 80

- **White**
  - CMYK: Paper
  - Pantone: Paper
  - RGB: 255 255 255

- **Light Grey**
  - CMYK: Paper
  - Pantone: 716 C
  - RGB: 245 126 32

- **Orange**
  - CMYK: 16 12 13 0
  - Pantone: 1 C
  - RGB: 183 209 227
Photography
Photography Styles


Product Images
Product photos, or 3D renders, include front views and 3/4 angles of each product.

Environmental Images
Photos that show the system in use are used largely for promotional materials. Visuals typically show customers using our systems.

Emotional Product Images
Visuals are close-up shots of product elements, such as control surface buttons, switcher inputs, and other details. Focus and angles vary by product. Color is highly saturated and brightly lit on a dark background.
Examples of Emotional Images
Examples of Environmental Images
Creative Deliverables
© 2019 NewTek, Inc. All rights reserved. NDI, TriCaster, 3Play, TalkShow, Video Toaster, LightWave 3D, and Broadcast Minds are registered trademarks of NewTek, Inc. MediaDS, Connect Spark, LiveGraphics, LightWave, and ProTek are trademarks and/or service marks of NewTek, Inc.
Standard Demand Gen E-Mail Layout

Logo:
Positioned in upper left corner, size is approximately 20% of width

Headline:
Should be positioned in a black text box above the visual. Cannot be embedded inside the visual due to translations. Can be any variation of Helvetica Neue (light, regular, medium or bold)

Copy:
Approximately 50 words in Helvetica Neue regular.

Copyright Line:
Positioned below the footer in dark grey

Call to action text with click through

Key Visual:
Should be the dominant visual element and occupy 30% to 50% of space

Blue Line below Key Visual

Button:
Positioned on the right and surrounded by white space. Blue with reverse type.

Light grey border color:

Blue Line and Button color:

Footer with social media icons
Footer color:
E-Mail Examples
Webpage Examples
The form should always hit “above the fold.”
Standard Full Page Print Ad Layout

Logo:
 Positioned in upper left corner.
 Should have ample negative space from top and left corners. On a standard full page ad, the logo would be inset .75" from top and left.
 Size is approximately 20% of page width.

Key Visual:
Should be the dominant visual element and occupy approximately 50-65% of space. It should bleed off both sides.

Body Copy:
Approximately 50 words, set in Helvetica Neue regular typeface

Copyright Line:
Centered at the bottom in white

Headline Here
Sedi reium volut eturiat et quaspit earum volo experor epudandae et exeris animol rivusda nat molupte la poros moluptu ribus, consed et, velitat empedi-
tatus nostiis iduci voluptae simi, volat sus apedi rem. Et qui ation nos voluptiam, sendeaepudis cysdam, consedi gniert recuptatus voluptudae doloratio.
Neque asperspello

To learn more go to newtek.com

Background:
CMYK Black
100% C
100% M
100% Y
100% K

Note: Depending upon the content, it is permissible to use a white background.

Headline:
Can be positioned within the Key Visual or below it.
Can be any variation of Helvetica Neue
(light, regular, medium, or bold.)

blue light line element
People are talking.

Live Skype interviews look great - and sound amazing.

Introducing TalkShow, a production system for video calls that television stations and live event producers can use to manage Skype calls just like any other HD-SDI video source.

Transform any live Skype video interview with TalkShow.

For more details, go to newtek.com

Get the look of big time sports without paying the big time price.

NewTek TriCaster® and 3Play® are the ultimate sports production team.

Complete, fully integrated multi-camera systems scaled for the arena, the field, a production truck—even remote, hard to cover locations—at a fraction of the price.

Learn more at newtek.com

Introducing the NewTek IP Series

Imagine the possibilities if your production wasn’t limited by hardware, and if all of your sources and destinations could communicate.

Imagination is reality with the NewTek IP Series, the most complete and configurable SDI/IP live production solution in the industry.

See the NewTek IP Series at IBC Stand 7.K11

Learn more at newtek.com
**INTRODUCING TRICASTER TC1**

**THE ONE YOU’VE BEEN WAITING FOR.**

TriCaster® TC1 is the one system you need to succeed in today’s changing video landscape. Powered with 16-input switching, streaming, and recording in HD, SD, and 4K UHD up to 60fps. Equipped with hundreds of advanced production capabilities based on the Integrated Switcher, two video servers, four channels of HD recording, and so much more.

The most complete production system on the planet – for the modern producer, publisher, and content creator – is here. Learn more at newtek.com

---

**INTRODUCING NVG1**

Now you can add the sophistication of Vizrt's cutting-edge graphics to your video workflow with an affordable, turnkey solution. The NVG1 NewTek-Vizrt IP Graphic Server is the first integrated system with Viz Trio™ character generator and Viz Engine™ built-in, delivering:

- **Ready made templates**
- **Real-time animated 3-D graphics**
- **4K UHD**
- **Simple Workflow Integration**
- **Connection over IP**

It’s the total package for world-class graphics in IP video production. Learn more at newtek.com

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**INTRODUCING NLE**

Now you can add the sophistication of Vizrt's cutting-edge graphics to your video workflow with an affordable, turnkey solution. The NVG1 NewTek-Vizrt IP Graphic Server is the first integrated system with Viz Trio™ character generator and Viz Engine™ built-in, delivering:

- **Ready made templates**
- **Real-time animated 3-D graphics**
- **4K UHD**
- **Simple Workflow Integration**
- **Connection over IP**

It’s the total package for world-class graphics in IP video production. Learn more at newtek.com
Trade Booths
Largest Booth (2017 NAB Booth)
Large Booth (2017 IBC Booth)
NewTek Animated Logo
Opening Sequence

Note: Text is for example only
Animated Background
Animated Transitions

Transition - Clean

Transition over footage example
Packaging

- **Box Material:** Kraft
- **Ink Color:** GCMI 9002

**Shipping Box**

- Inner Product Box

**Inner Product Box**

- Box Material: Kraft
- Ink Color: GCMI 9002
Shipping Box Stickers

Box stickers designate Product and Model

Size:
7” w x 3” h

Ink Color:
Black

TriCaster®

8000

5965-TC8000.Rev.01