



# where your video lives



BRAND GUIDELINES 2024

# brand guidelines

These guidelines were developed to define and inform Switcher's brand – **how we look, sound, and feel to our audience**. This document outlines usage for our logos, typefaces, color palettes, icons, patterns, and so on. It also includes key positioning that informs how we communicate with our audience.

## Why are brand guidelines necessary?

From our proprietary logos to the words we choose, each of these guidelines comprises one piece of our full brand identity. Adhering to guidelines helps preserve our visual identity, build recognition, protect our logo assets, and craft powerful and resonant messaging across channels.

## Need approved fonts, logos, graphic elements, or additional information?

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introduction

# positioning statement

Switcher is reinventing the **business of video.**

Empowering users to create without limitations, connect meaningfully with audiences, skip the lines, and unlock earnings – we're building a next-generation framework solving for every step of the video commerce process.

Create, share, host, and earn:

**Switcher is where your video lives.**

# brand voice

Switcher's voice is direct, confident, encouraging, and upbeat.

Our voice can be heard in everything we create (even when words aren't involved).  
It informs who we are and how we present ourselves to the world.

## Direct

We exist in a competitive landscape. We don't want to waste anyone's time or energy, so we streamline messaging and remove complexity. No BS, no fluff, no jargon: We create simple and accessible solutions, so we write simple and accessible content.

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## Confident

We may be a startup, but we're not just starting – we know our stuff. We believe in our product and the limitless potential of our users, but we don't bluster: Our messaging has a laid-back conviction.

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## Encouraging

We're not just empowering our users by providing the tools they need to succeed – we're also their biggest cheerleaders. We invite our audience to dream big with us, because we win when our customers win.

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## Upbeat

We're innovative, nimble, and forward-thinking. We refuse to stagnate – we're continually growing and evolving alongside our users. We stay energetic, enthusiastic, and a little bit playful (because video should be fun, even when it's your business).

# brand personality

Switcher's brand personality is competent and creative

**Identity:** Innovative

**Language:** Sincere, accessible

**Voice:** Direct, confident, encouraging, upbeat

**Characteristics:** Genuine, imaginative, positive, open-minded

**Motivation:** Greatness, connection

**Fear:** Stagnation, disengagement



# brand basics

The “who we are” and “why we’re here.” Our core principles – purpose, mission, vision, and values

## Why does Switcher exist?

Switcher is reinventing the business of video – empowering users to create without limitations, connect meaningfully with audiences, skip the lines, and unlock earnings.

## What does our future look like?

Our vision: to become the video commerce platform of choice for small businesses and teams.

## How will we create that future?

We are working with customers to build a next-generation framework that solves for every step of the video commerce process.

## What principles guide our behaviors?

Our core values guide everything we do. We’re committed to building something great – through empathy, transparency, honesty, and curiosity.

## Who is our target customer?

Individuals, teams, and businesses seeking to maximize their reach, creative potential, and revenue using video. Our target audience is interested in video creation, hosting, and monetization.

## What makes Switcher different?

What is unique about Switcher in our competitive landscape? We’re streamlined, unified, and simplified. We don’t just make products – we engineer workflows that make success in video achievable. We’re lowering barriers to entry. We believe in skipping lines and removing roadblocks, so success is faster and easier.







# primary logotypes

These are the go-to logos for all brand communications. It's a trademark to help viewers easily identify the Switcher brand. It is essential that the logo is always applied with care and respect.

1



switcher

2



switcher

3



## Alternative Lockups

The Switcher brand also has a typographic-only mark (1) and an icon mark (2). These are to be used particularly in situations where legibility at small screen sizes becomes an issue. The Switcher information lockup (3) should be standard when information needs to be listed on any type of form, email, or printed piece.

1

switcher

2



3

**SWITCHER**

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# alternate logotypes

When using the Switcher logo on dark backgrounds, simply inverse the logo to a complete white. When color cannot be used, simplify the mark by using all black.

## Black Versions



## White Versions



# clear space

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo. This area is measured using the height of the capital S in the logo, as shown. No other graphic elements, typography, rules, or images should appear inside this clear space.



## Minimum Size

Minimum size refers to the smallest dimensions allowed for the Switcher logo. The minimum sizes for each configuration of the logo are listed below.

For print: 0.75" minimum  
For web: 60 pixel minimum



For print: 1" minimum  
For web: 100 pixel minimum



For print: 0.25" minimum  
For web: 30 pixel minimum



# correct logo usage

The logo can be placed on a background with one of the colors from the primary or secondary color palette, as well as white, black, or gray. Here are examples of the logo applied in these instances.

The logo can also be placed on images, but there must be enough contrast between the image and logo for acceptable readability. In most instances, the logotype should be used in white when placed on imagery except when the background is bright enough for the type to be rendered in color.



# incorrect logo usage

The Switcher logo should not be adjusted or edited in any way. Here are some examples of what *not* to do:

1. Don't change the colors of the logo.
2. Don't place elements in the logo clear space.
3. Don't condense, expand, or distort the logo disproportionately.
4. Don't add a drop shadow, bevel and emboss, inner glow, or any other text effects to the logo.
5. Don't adjust the placement of the logo icon.
6. Don't place the logo on top of an image with poor contrast and readability.
7. Don't resize any individual elements of the logo.
8. Don't rotate the logo.
9. Don't crop the logo.
10. Don't remove the background from the icon mark.





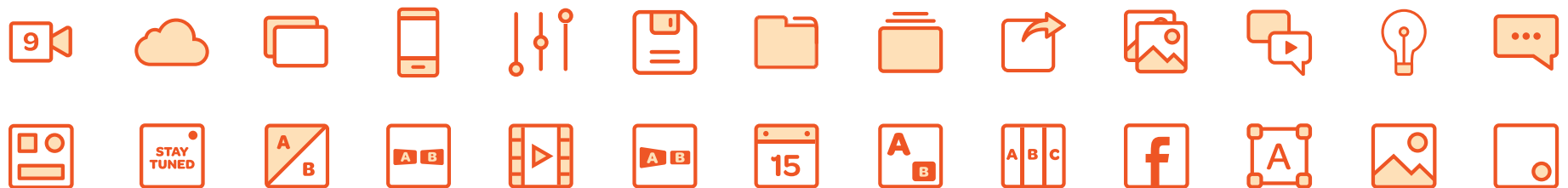
icon system

# iconography

Our icons were originally created to represent menu items within the Switcher Studio app, and for use on [switcherstudio.com](https://switcherstudio.com). These icons may never substitute the main logo, but may be used across the entire brand. Incorporating icons into layouts is a great way to break up large portions of text and images. They also make content more visual and easily digestible. Switcher icons are made with light line strokes and can be created in any brand color other than black.

Create an icon in a 40 x 40 bounding box with a 2-pt stroke weight. Some icons may be taller or wider, but the scale should feel comparable. Once made, the strokes should be outlined before scaling up or down in size.

**Note:** Do not edit any individual element of the icons.







brand typeface

# primary typeface

Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface Omnes was selected to complement the voice and tone of Switcher's brand. This typeface is a websafe font with flexibility built in – there are a range of styles within the font family.

## Omnes

---

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 0123456789

Our primary typeface, Omnes, comes in nine weights from Hairline to Black. We most commonly use Regular, Medium, and Semibold. ExtraLight and Bold should be left for special instances. Omnes includes a full set of italics that can be (tastefully) used to add emphasis. Do not set in all-caps.

Hairline

*Hairline Italic*

Thin

*Thin Italic*

ExtraLight

*ExtraLight Italic*

Light

*Light Italic*

Regular

*Italic*

Medium

*Medium Italic*

SemiBold

*SemiBold Italic*

**Bold**

***Bold Italic***

**Black**

***Black Italic***

# primary typeface

Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface Montserrat was selected to complement the voice and tone of Switcher's brand. This typeface is a websafe font with flexibility built in – there are a range of styles within the font family. Montserrat is a supporting font to Omnes, acting as the body copy or alternate subhead styles.

## Montserrat

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 0123456789

Our primary typeface, Montserrat, comes in eight weights from ExtraLight to Black. We most commonly use Light, Regular, Medium, Semibold, and Bold. Montserrat includes a full set of italics that can be (tastefully) used to add emphasis. Montserrat can be set in all-caps.

ExtraLight  
*ExtraLight Italic*  
Light  
*Light Italic*

Regular  
*Italic*  
Medium  
*Medium Italic*

SemiBold  
*SemiBold Italic*  
Bold  
*Bold Italic*

ExtraBold  
*ExtraBold Italic*  
Black  
*Black Italic*

# secondary typefaces

## neighbor

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz 0123456789

Neighbor is Switcher's secondary typeface. It can also be used sparingly to add fun to short (2-4 word) headlines in all lowercase. It comes in two weights, Regular and Medium. We most commonly use Medium as seen in our logo wordmark. It should not be set in caps, lowercase only.

Regular      Medium  
*Italic*      *Medium Italic*

## greatest richmond

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 0123456789

Greatest Richmond is Switcher's secondary typeface. It can also be used sparingly to add fun to short one word in headlines in all lowercase. It should not be set in caps, lowercase only.



color usage

# brand color

## Core Palette

Our core colors are how we express ourselves in the most direct, Switcher way possible.

Lean heavily on Switcher orange, but use secondary sets to build color schemes that are complementary and balanced. White, black, and gray are also allowed to be used in combination with these colors.

### switcher orange

**PMS** Pantone 1655C  
**CMYK** 1 | 82 | 99 | 0  
**RGB** 237 | 86 | 35  
**HEX** #ED5623

### light orange

**CMYK** 0 | 57 | 100 | 0  
**RGB** 225 | 136 | 0  
**HEX** #FF8800

### switcher blue

**CMYK** 98 | 71 | 47 | 80  
**RGB** 0 | 58 | 80  
**HEX** #003A50

### cut to black

**CMYK** 88 | 69 | 60 | 73  
**RGB** 0 | 26 | 35  
**HEX** #001A23

# brand color

## Secondary Palette

Secondary colors are for when we activate turbo mode. They're like our ultimate move. Our robust color palette provides lots of design options, but thoughtful consideration and restraint must be exercised to make sure we don't lose our visual identity.

**CMYK** 95 | 71 | 53 | 55  
**RGB** 236 | 236 | 236  
**HEX** #ECECEC

**CMYK** 0 | 4 | 5 | 0  
**RGB** 255 | 243 | 235  
**HEX** #FFF3EB

**CMYK** 0 | 12 | 29 | 0  
**RGB** 255 | 255 | 185  
**HEX** #FFE1B9

**CMYK** 8 | 49 | 100 | 0  
**RGB** 230 | 145 | 36  
**HEX** #E9B000

**CMYK** 25 | 0 | 13 | 0  
**RGB** 185 | 240 | 231  
**HEX** #B9F0E7

**CMYK** 72 | 00 | 35 | 0  
**RGB** 19 | 187 | 182  
**HEX** #13BBB6

**CMYK** 80 | 3 | 75 | 0  
**RGB** 9 | 174 | 115  
**HEX** #09AE73

**CMYK** 83 | 45 | 84 | 49  
**RGB** 30 | 72 | 46  
**HEX** #1E482E

**CMYK** 01 | 69 | 52 | 0  
**RGB** 240 | 115 | 106  
**HEX** #F0736A

**CMYK** 27 | 32 | 0 | 0  
**RGB** 191 | 171 | 255  
**HEX** #BFABFF

**CMYK** 62 | 73 | 0 | 0  
**RGB** 145 | 70 | 255  
**HEX** #9146FF

**CMYK** 87 | 53 | 05 | 00  
**RGB** 27 | 114 | 177  
**HEX** #1C71B1

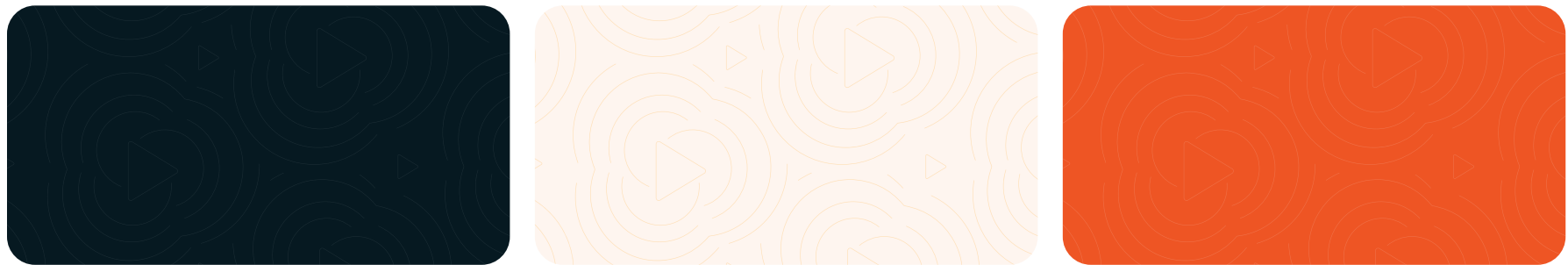


brand visuals

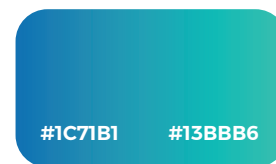
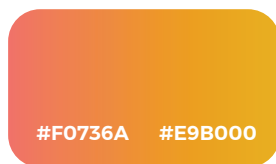


# graphics pattern

The Switcher icon pattern can be used on a variety of different collateral. The patterns can even be used with type or imagery placed on top.



## Switcher Gradients



# photography

Photography helps carry Switcher's brand and voice. In general, photography should convey a feeling of authenticity to viewers. Avoid being too flashy or excessively staged. Use the camera and light with purpose.



## Candid

Candid images generally feel more genuine than posed photos and should be the go-to style of imagery.



## Upbeat

Our images are energetic, enthusiastic, and a little bit playful (because video should be fun, even when it's your business).



## User-focused

People using and interacting with our product reflect Switcher's user-first mentality.



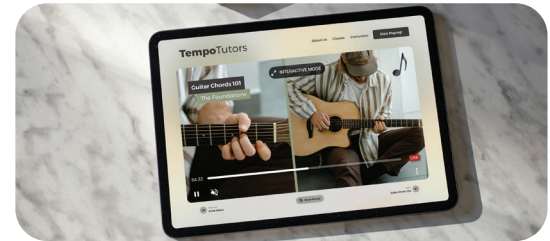
## Positive

The energy should always be positive. Images with people smiling and looking content are preferred.



## In the moment

Capture users in the moment, showing engagement and collaboration.



## Screenshots

Real-life mockups of screenshots help showcase our product, new features, and releases.



switcher