



Our mission

To unlock the full potential of real-time video — empowering individuals, organisations and society with instant insights for mission-critical decisions via our secure edge-based platform.

Our vision

To be the leader in delivering reliable real-time video over cellular and other transmission technologies through our customers and trusted global partner network.

Branding

Logo usage 05

Product logos 09

Colour palette 11

Typography 12

Visual elements 14

TOV & messaging

Tone of voice 17

Messaging hierarchy 18

Boilerplates 19

Product names 21

Templates & stationery

PPT templates 23

PDF templates 24

Branded banners 25

Letterheads 26

Sub-brands

Digital Barriers University 28

Digital Barriers Developer Program 30

Our channel partners 32



Branding

The way we look



5

Our logo

The logo has been created specifically for Digital Barriers, meaning it's unique and not open to copying. The integrity of the logo and consistent use throughout all materials must be maintained to strengthen brand recognition.

The original artwork should always be used, and no attempt must be made to recreate it. The logo must always be positioned following the guidelines laid out in this brand book, ensuring its clarity at all times. The master artworks are provided in a digital format and are available on request.

The logo symbol

The logo symbol (without the accompanying 'Digital Barriers' text) can be used on its own, mainly across socials or some printed assets.

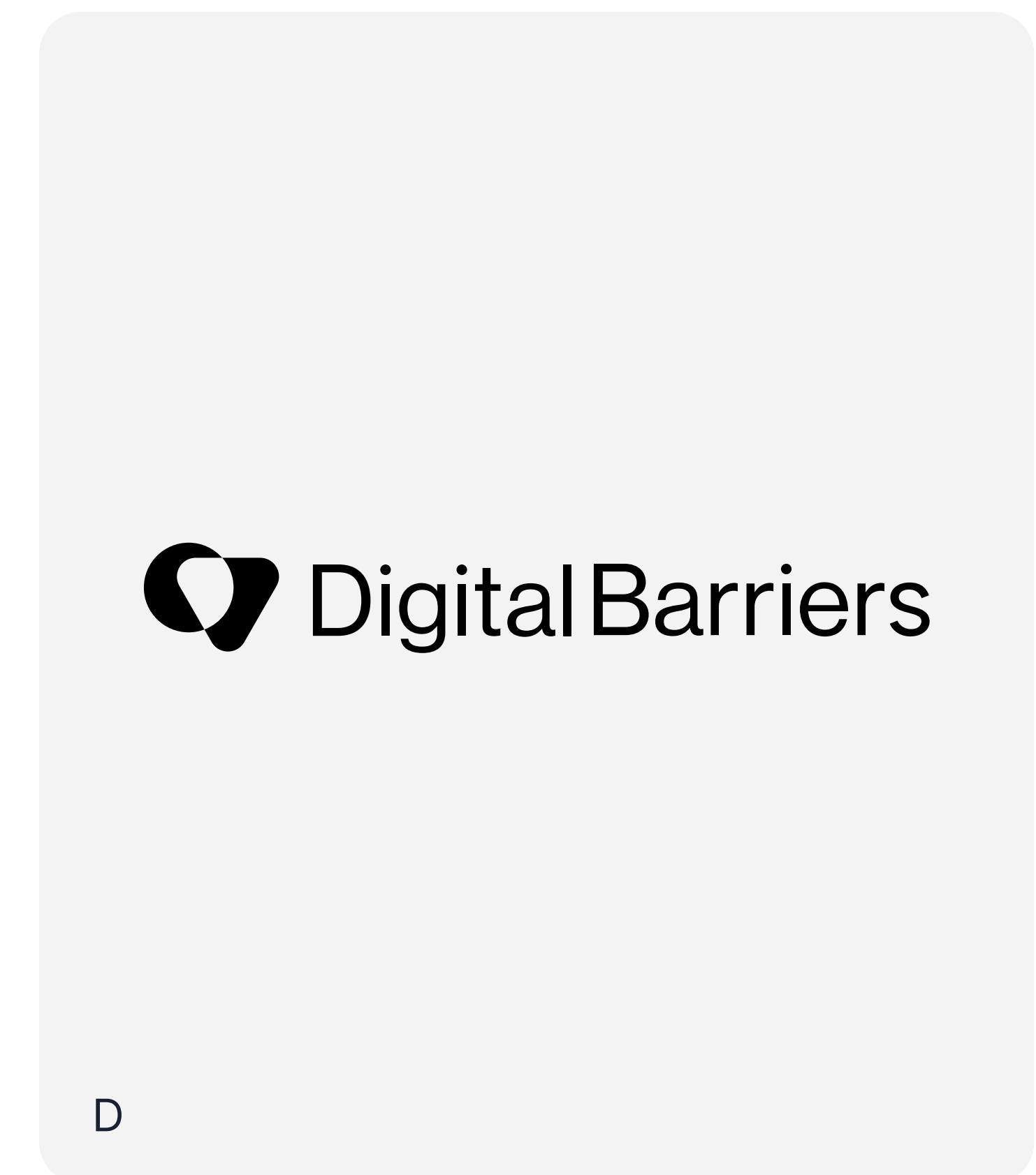
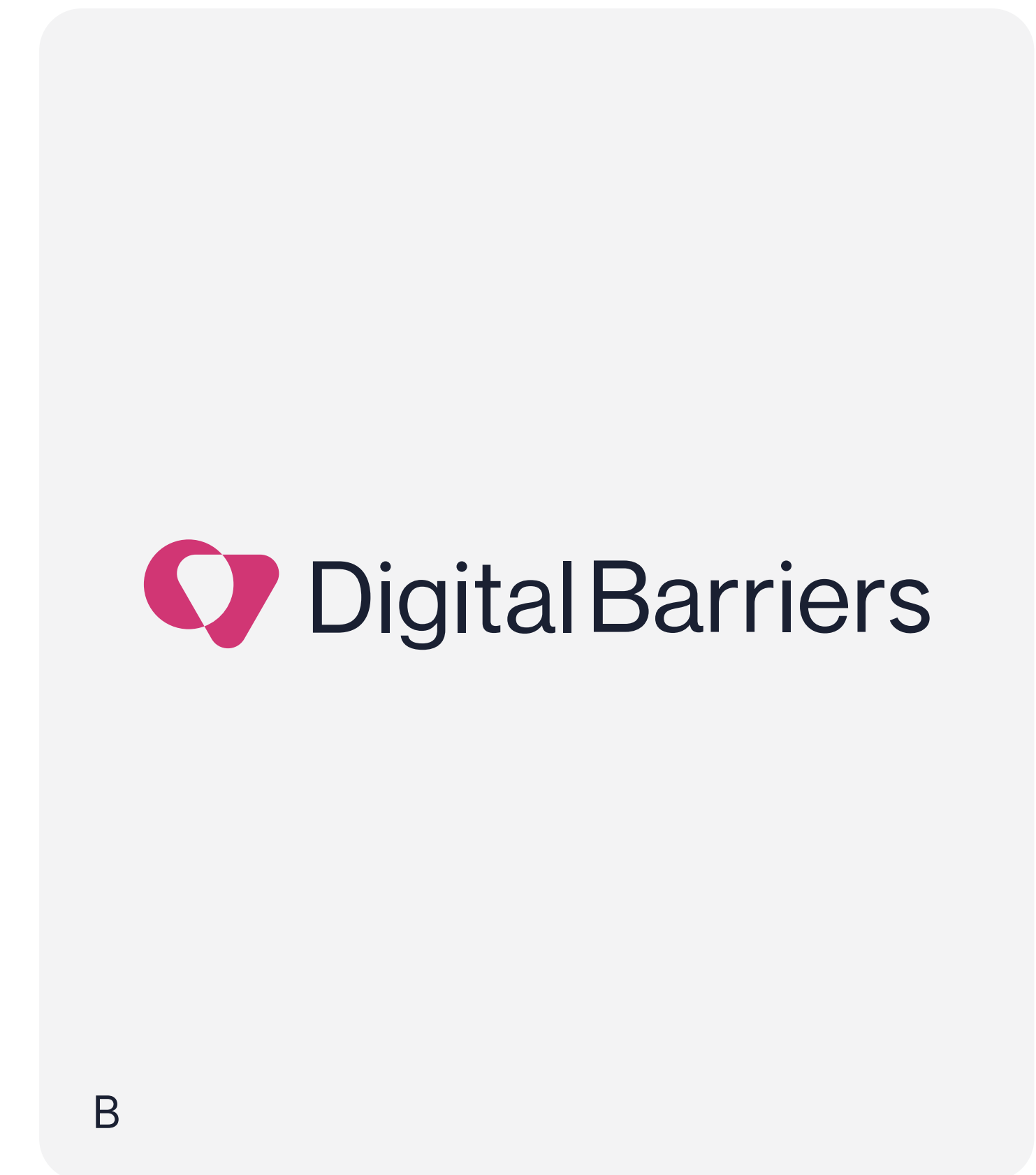
The same rules should be applied when using the logo symbol only as when using the full logo (see pages 6–8 of this brand book).



Selecting the appropriate logo

Wherever possible, please create artwork in full colour (RGB or CMYK) using either the 'Digital Barriers colour white text' logo (A) or the 'Digital Barriers colour navy text' logo (B) where appropriate.

Where production only allows for a single black colour, the 'Digital Barriers mono white' logo (C) or the 'Digital Barriers mono black' logo (D) should be used.



Exclusion zone

To ensure prominence and legibility, the logo should always be surrounded by a minimum area of clear space. The exclusion zone remains free of other elements, such as type and graphics. The size of the exclusion zone is determined by the height of the Digital Barriers symbol (please note this is the minimum area of clear space).

Minimum sizing

To ensure the logo retains its visual impact and is accurately rendered, it shouldn't be reproduced smaller than 30 mm in width. However, the logo can be scaled upwards to a larger size to suit the application.

 Digital Barriers

≥ 30 mm

Incorrect logo usage

As an important piece of intellectual property, the logo must be protected through proper use.

To ensure this:

1. DON'T place the logo on any colour other than the approved palette



2. DON'T tint or change the colour of the logo



3. DON'T alter the proportions of the logo



4. DON'T recompose, reformat or respace the logo



5. DON'T place the logo in a shape



6. DON'T create a drop shadow



7. DON'T create an outline of the logo



8. DON'T incorporate the logo into body copy



9. DON'T position the logo at an angle

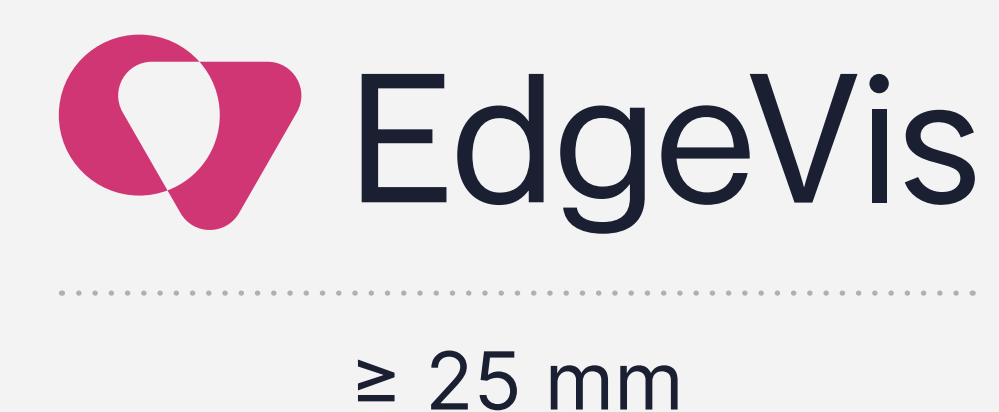


Our product logos

These logos have been created specifically for **EdgeVis** and **CloudVis**. They must always be positioned in line with the guidelines for the Digital Barriers logo, as shown on pages 5–8 of this brand book. The only exception is the minimum sizing...

Minimum sizing

To ensure these logos retain their visual impact and are accurately rendered, they shouldn't be reproduced smaller than 25 mm in width. However, as with the Digital Barriers logo, they can be scaled upwards to a larger size to suit the application.



Brand hierarchy

When EdgeVis or CloudVis are the main focus of the material being produced, the product logos should take the lead and should be underpinned by Digital Barriers.

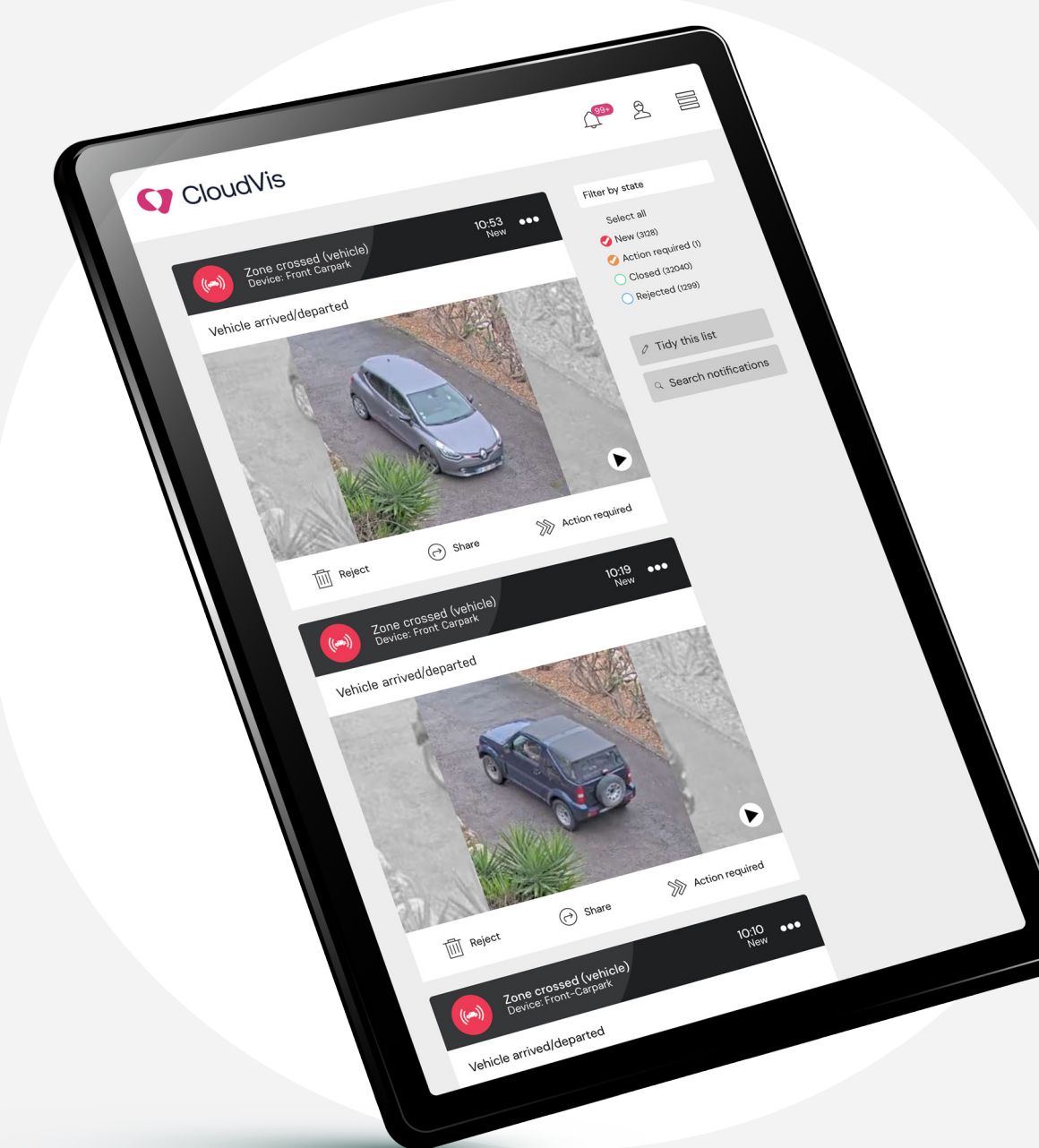


EdgeVis VideoRouter

EdgeVis technology is designed for you by **Digital Barriers**.



The EdgeVis logo takes the lead and is more prominent than the Digital Barriers logo.

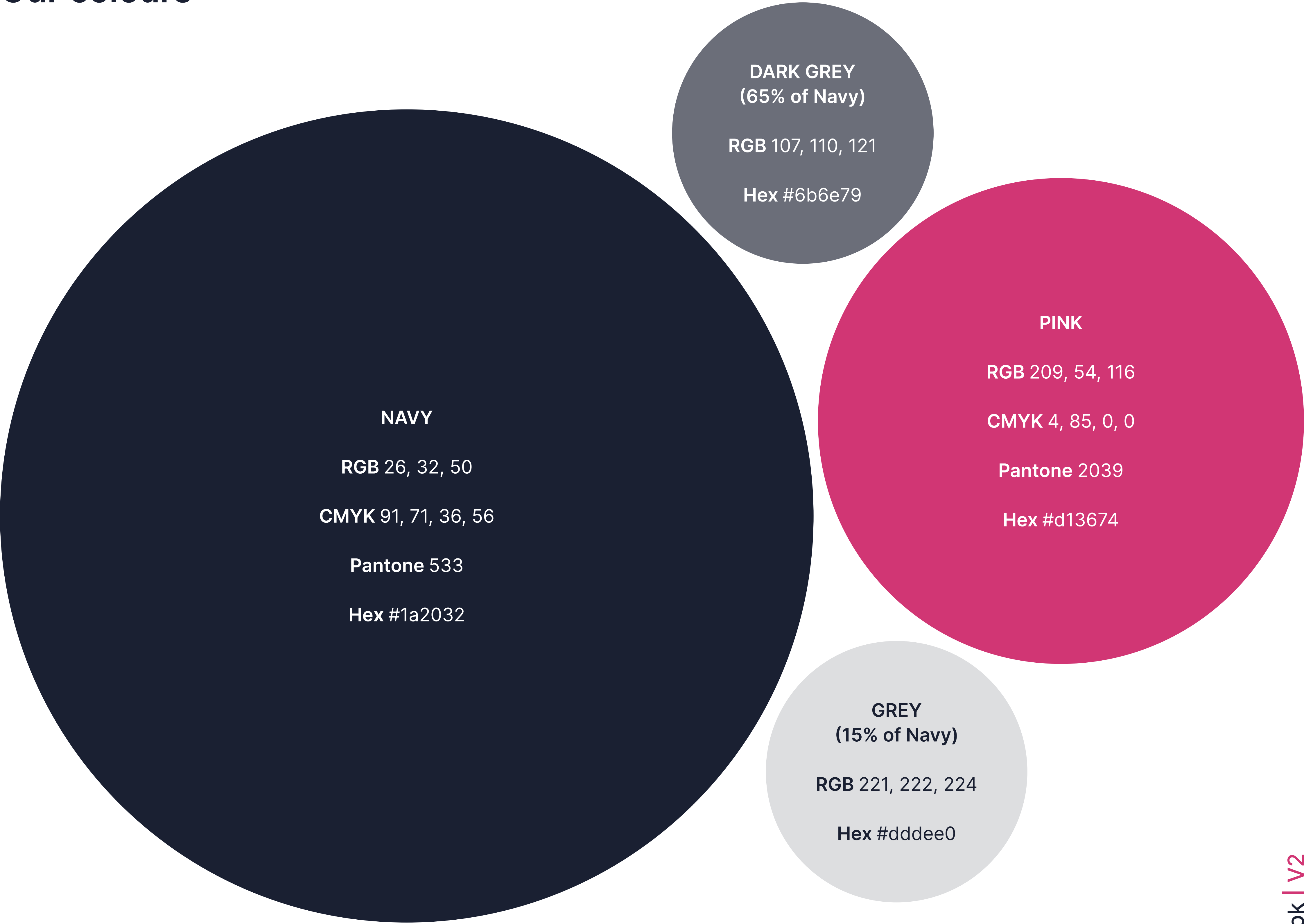


CloudVis technology is designed for you by **Digital Barriers**.



The CloudVis logo takes the lead and is more prominent than the Digital Barriers logo.

Our colours



Our primary typeface

Inter is our leading typeface, chosen for excellent legibility across print, web and mobile. Inter is an open-source font — available to [download for free here](#).

Wherever possible, Inter should be used. It should always be used across the website and for most printed assets, such as brochures, flyers, specification sheets and business cards.

This typeface can be used in various fonts: Inter SemiBold, Inter Medium and Inter Regular. Common sense must be used to determine the font size; however, it should never be used in smaller than 10 point.

Headings should always appear in navy, pink or white. Body copy should appear in navy (on a light background) or white (on a dark background), with pink used sparingly only to highlight certain words/phrases.

When using existing templates (see pages 22–26 of this brand book), please follow the font sizes and colours used within the templates.

Inter

Inter SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Inter Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Our secondary typeface

If Inter can't be used, the system font **Arial** should be used as a substitute. This typeface should be available on most users' devices without needing to download it.

Arial is most suitable for use across assets that require internal editing, such as PowerPoint presentations, emails and letters.

This typeface can be used in Arial Regular, Arial Bold or Arial Italic. The same rules regarding font size and colours should be applied when using Arial (see page 12 of this brand book).

Arial

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Icons

We have a large icon library available to use when developing various assets, including presentations and social posts. These icons can be used in connection with headlines or bullet points to add an additional visual element.

All icons should only be used in pink.

Icons are available to download [here](#).



Graphics

We have three key graphics to use across our marketing assets: the short straight line, the dotted line and the block of dots.

The short straight line is for use, vertically, alongside text to emphasise headings or key points, such as stats. It should be used in pink and never appear longer than four lines of text.

The dotted line should also only appear in pink. It can be used either vertically or horizontally to separate sections, e.g. the footer.

The block of dots should only appear in grey, as a rectangle. The size of the rectangle will depend on the design. Text can be laid over the block of dots.

A vertical pink line of medium length.

Lorem
Ipsum

Short straight line

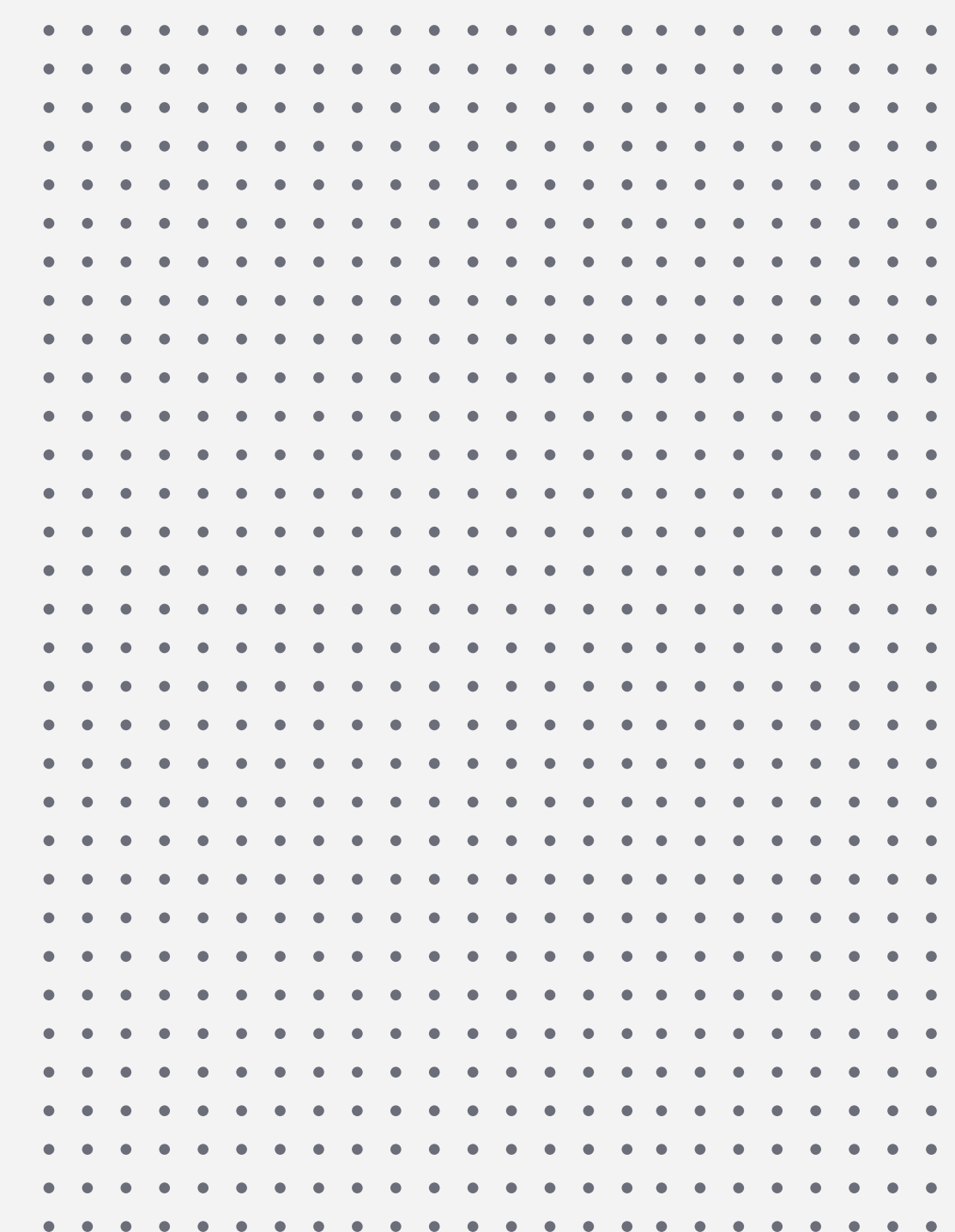
A vertical pink dotted line of medium length.

Lorem
Ipsum

.....

Lorem Ipsum

Dotted line



Block of dots

TOV & messaging

How we sound

Tone of voice

Our voice is...

Compelling. Not able to be refuted; inspiring conviction.

Dynamic. Positive in attitude and full of energy and new ideas; characterised by constant change, activity or progress.

Empowering. Giving (someone) the authority or power to do something.

Proactive. Creating or controlling a situation rather than just responding to it after it has happened.

Unequivocal. Leaving no doubt; unambiguous.

Messaging hierarchy

Tagline

Any device. Any connectivity. Anywhere.

Tier 1 — Hero message

Digital Barriers is a revolutionary technology provider that helps customers in various markets **unlock the full potential of real-time video — ensuring our customers have a 360-degree view of their operations at all times.**

Tier 2 — Sub messages

1. We partner with **major global network operators** to empower individuals, organisations and society with the instant insights required to make **mission-critical decisions.**
2. Through our **patented AI-based video codec** and secure edge analytics platform, we offer up to **90% bandwidth cost reduction without sacrificing quality in low-latency environments.**
3. Our **reliable real-time video over cellular** and other transmission technologies have **been proven at scale**; they have kept troops safe in Afghanistan and Iraq, been deployed across NATO and secured presidential inaugurations, Olympic Games and royal events.

Our boilerplates

Short

Digital Barriers is a revolutionary video technology provider that empowers individuals, organisations and society with instant insights to make mission-critical decisions. Through our patented AI-based video codec and secure edge analytics platform, we help customers in various markets — including city law enforcement and public safety, industry, transportation, defence, events, retail, healthcare and hospitality — unlock the full potential of real-time video.

Medium

Digital Barriers is a revolutionary video technology provider that empowers individuals, organisations and society with instant insights to make mission-critical decisions. Through our patented AI-based video codec and secure edge analytics platform, we help customers in various markets — including city law enforcement and public safety, industry, transportation, defence, events, retail, healthcare and hospitality — unlock the full potential of real-time video.

We partner with major global network operators, including Vodafone and AT&T, to deliver reliable real-time video over cellular and other transmission technologies that offer up to 90% bandwidth cost reduction without sacrificing quality in low-latency environments — ensuring our customers have a 360-degree view of their operations at all times.

Our boilerplates

Long

Digital Barriers is a revolutionary video technology provider that empowers individuals, organisations and society with instant insights to make mission-critical decisions. Through our patented AI-based video codec and secure edge analytics platform, we help customers in various markets — including city law enforcement and public safety, industry, transportation, defence, events, retail, healthcare and hospitality — unlock the full potential of real-time video.

For 10 years, we’ve worked with governments, military and specialist law enforcement in the defence sector alongside numerous public and private-sector clients. Our patented AI-based codec has been proven at scale — keeping troops safe in Afghanistan and Iraq, deploying across NATO and securing presidential inaugurations, Olympic Games and royal events.

Today, we partner with major global network operators, including Vodafone and AT&T, to deliver reliable real-time video over cellular and other transmission technologies that offer up to 90% bandwidth cost reduction without sacrificing quality in low-latency environments — ensuring our customers have a 360-degree view of their operations at all times.

Our product names

The product names should always be preceded by the platform name, i.e. EdgeVis or CloudVis.

All product names follow the same pattern, whereby the first letter of each word is capitalised, but the two words are merged into one (similar to EdgeVis and CloudVis).

For example:

EdgeVis VideoRouter



EdgeVis MiniCam



Templates & stationery

Applying our brand

PPT templates

Our company overview PPT presentation can be found [here](#). We also have a range of PPT presentations specific to our vertical markets — available [here](#). The content in these presentations should be used as a guide wherever possible.

When creating a new presentation, we have a master PPT template with a large variety of slide options. The formatting, including font sizes and colours, in this presentation should always be followed as closely as possible to ensure consistency.

There are two sizes available to download:
[16×9](#) and [4×3](#).



PDF templates

We've created four PDF templates to use for various purposes, such as case studies and briefing documents. These can be adjusted slightly to suit the amount of text; however, every effort should be made to maintain the existing layout.

There are two dark versions (one with/one without a CTA) of the template and two light versions (one with/one without a CTA).

The dark versions should be used for digital applications, whereas the light versions are more suitable for printing (especially if not being professionally printed).

The CTA (call to action) versions are ideal for adding contact details for follow-up discussions.

These templates can be [downloaded here](#).

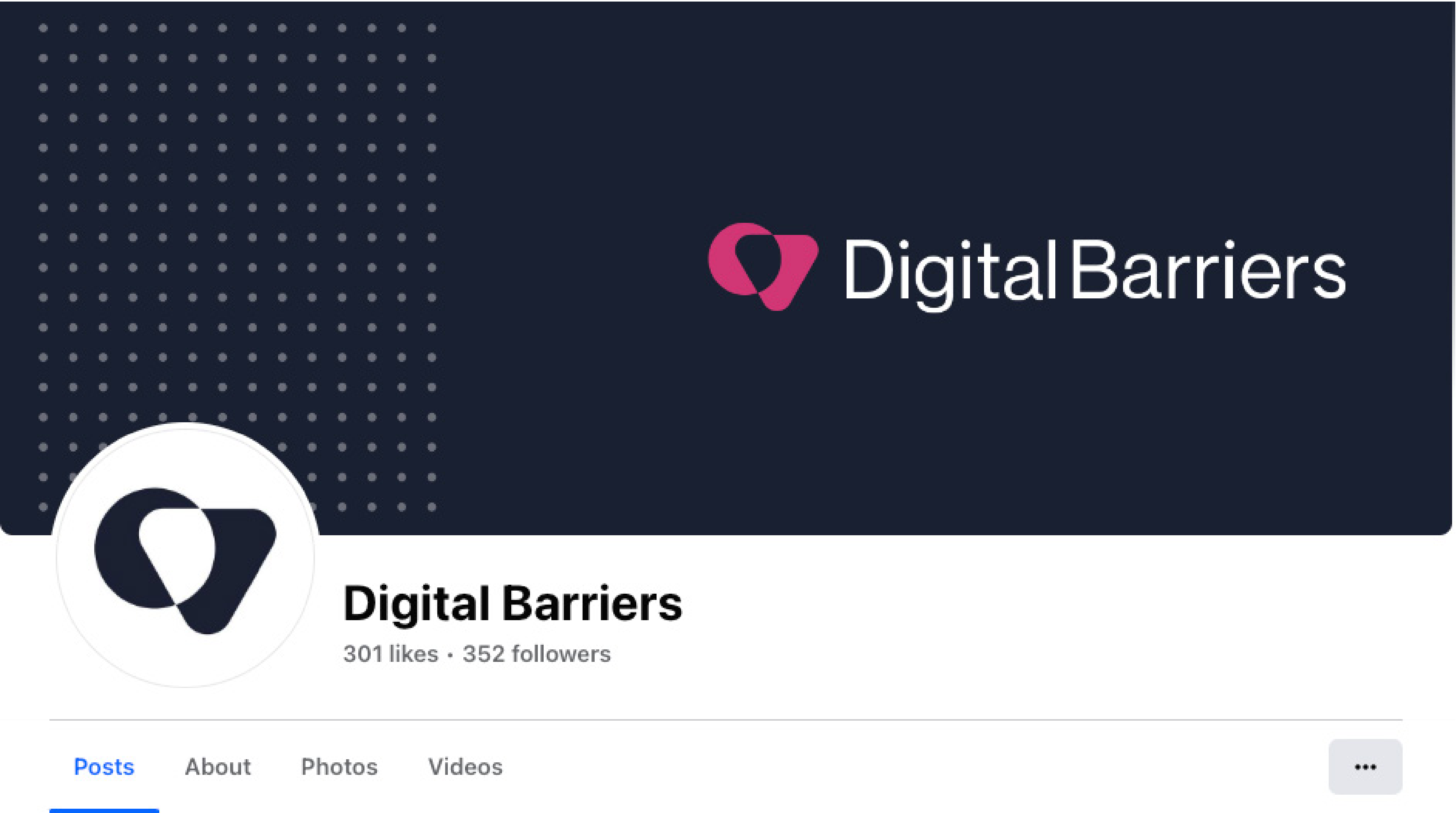


Branded banners

We have several branded banners, which can be used across employees’ personal profiles to help promote Digital Barriers to their networks.

These templates have been created to ensure the Digital Barriers brand remains consistent. If employees would like a branded banner on their profile, only the approved banners should be used.

This stationery can be [downloaded here](#).



Letterheads

We have two letterheads: one with our UK office address in London and one with our US office address in Texas.

This stationery can be [downloaded here](#).



Sub-brands

Taking the Digital Barriers brand further

Digital Barriers University logo

This logo has been created specifically for Digital Barriers University — it should be applied in the same way as the original Digital Barriers logo, following the guidelines set out on pages 5–8 of this brand book.

The original artwork should always be used, and no attempt must be made to recreate it (the master artworks are provided in a digital format and are available on request).

Digital Barriers University typography

The Digital Barriers University sub-brand uses the same typefaces as the parent Digital Barriers brand: **Inter** (primary) or **Arial** (secondary).

Inter should be used wherever possible. However, if Inter can't be used, the system font Arial should be used as a substitute. When selecting the most appropriate typography for the application, the guidelines set out on pages 12–13 of this brand book should be followed.



Inter SemiBold

ABCDEFGHIJKL...
abcdefghijklmn...
12345678910

Inter Medium

ABCDEFGHIJKL...
abcdefghijklmn...
12345678910

Inter Regular

ABCDEFGHIJKL...
abcdefghijklmn...
12345678910

Arial Black

ABCDEFGHIJKL...
abcdefghijklmn...
12345678910

Arial Bold

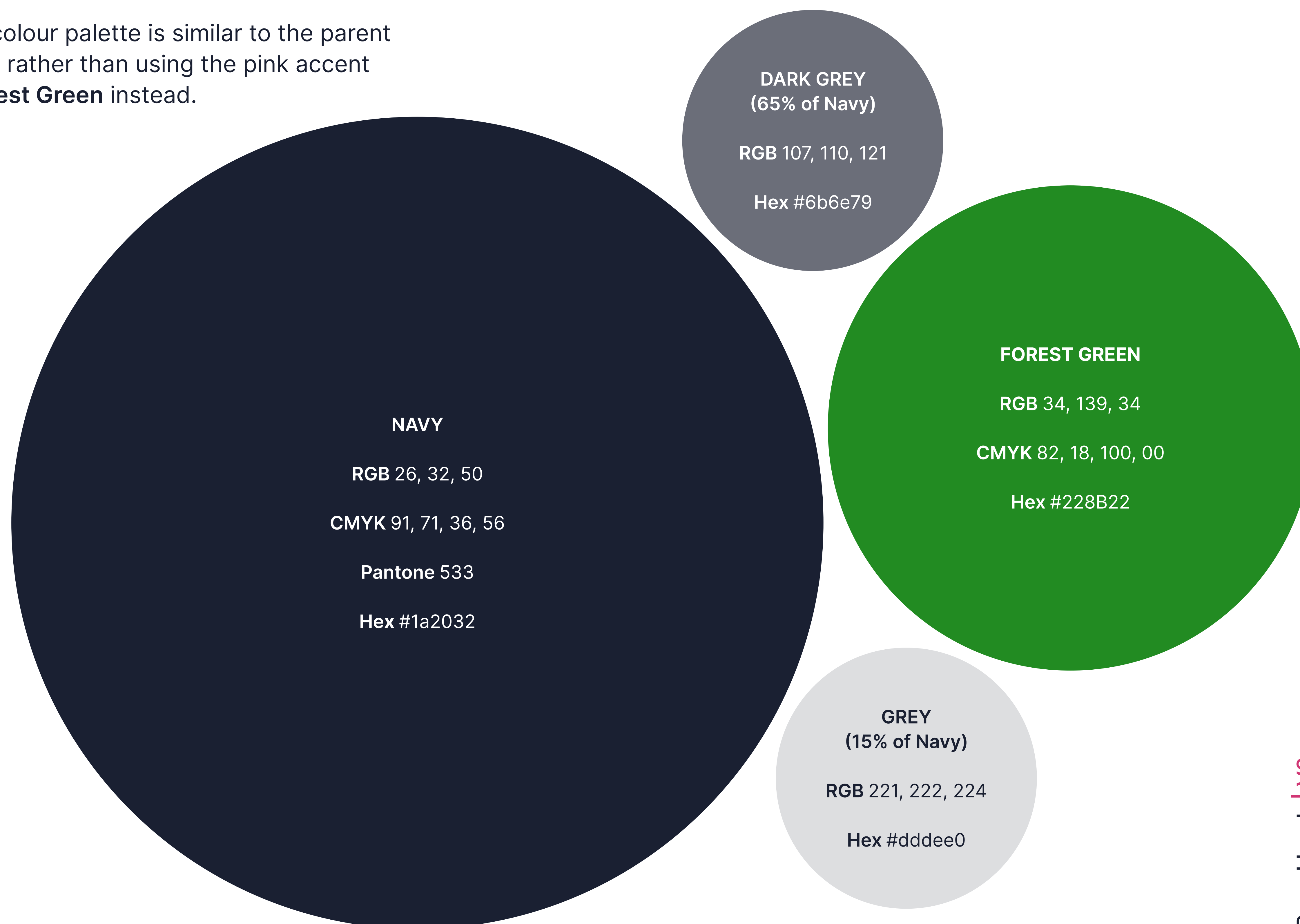
ABCDEFGHIJKL...
abcdefghijklmn...
12345678910

Arial Regular

ABCDEFGHIJKL...
abcdefghijklmn...
12345678910

Digital Barriers University colours

The Digital Barriers University colour palette is similar to the parent Digital Barriers brand; however, rather than using the pink accent colour, the sub-brand uses **Forest Green** instead.



Digital Barriers Developer Program logo

This logo has been created specifically for the Digital Barriers Developer Program — it should be applied in the same way as the original Digital Barriers logo, following the guidelines set out on pages 5–8 of this brand book.

The original artwork should always be used, and no attempt must be made to recreate it (the master artworks are provided in a digital format and are available on request).

Digital Barriers Developer Program typography

The Digital Barriers Developer Program sub-brand uses the same typefaces as the parent Digital Barriers brand: **Inter** (primary) or **Arial** (secondary).

Inter should be used wherever possible. However, if Inter can't be used, the system font Arial should be used as a substitute. When selecting the most appropriate typography for the application, the guidelines set out on pages 12–13 of this brand book should be followed.



Inter SemiBold

ABCDEFGHIJKL...
abcdefghijklmn...
12345678910

Inter Medium

ABCDEFGHIJKL...
abcdefghijklmn...
12345678910

Inter Regular

ABCDEFGHIJKL...
abcdefghijklmn...
12345678910

Arial Black

ABCDEFGHIJKL...
abcdefghijklmn...
12345678910

Arial Bold

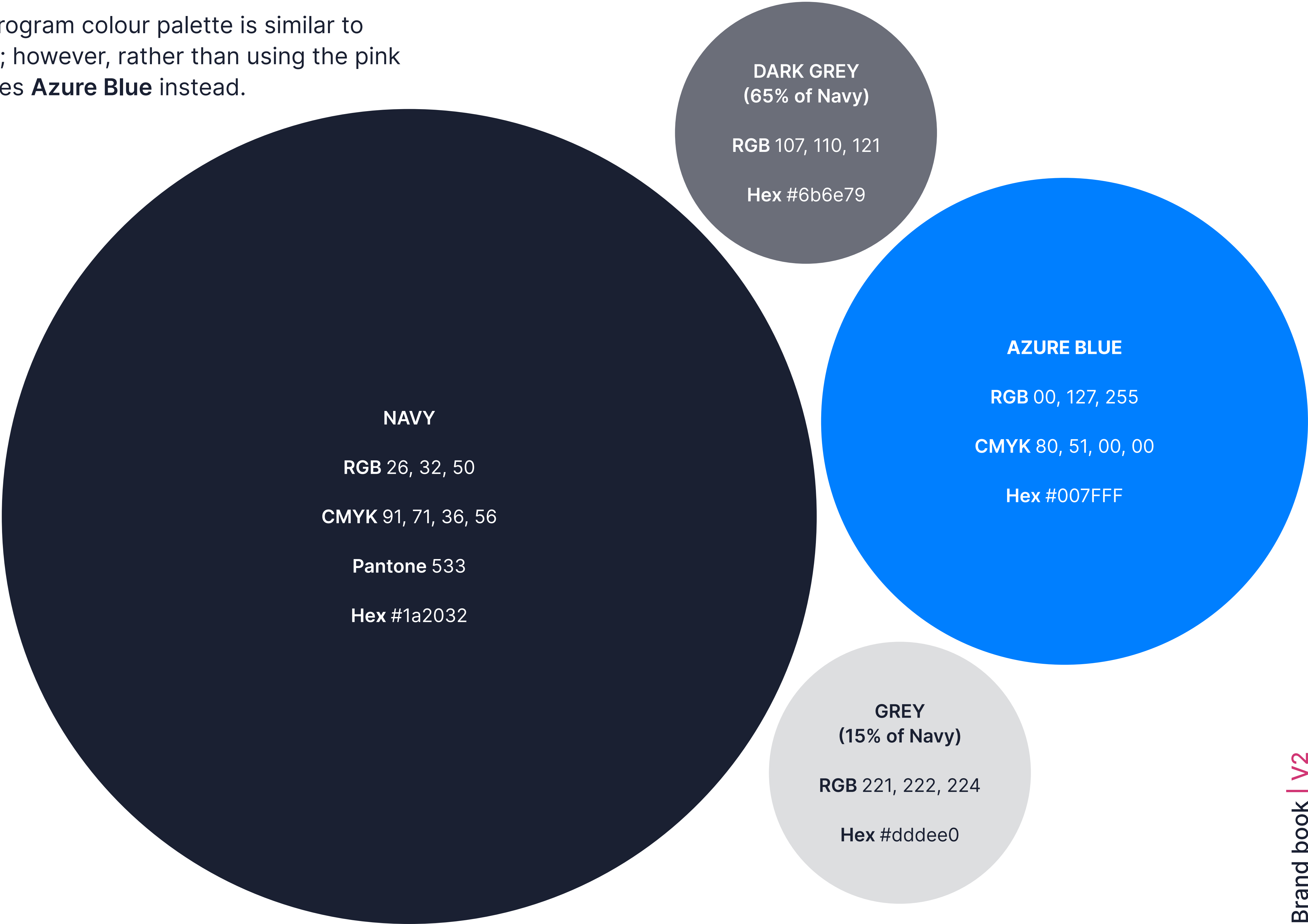
ABCDEFGHIJKL...
abcdefghijklmn...
12345678910

Arial Regular

ABCDEFGHIJKL...
abcdefghijklmn...
12345678910

Digital Barriers Developer Program colours

The Digital Barriers Developer Program colour palette is similar to the parent Digital Barriers brand; however, rather than using the pink accent colour, the sub-brand uses **Azure Blue** instead.



How we talk about our partners

Our solutions have now been productised and launched by various channel partners, including AT&T, Vodafone Business, FirstNet, BT, JCI, ViaSat and Fujitsu — with much more to come.

When talking about our partnerships (for example, on social media) we should never mention our own solutions. Instead, we should reference the productised version relevant to that partner.



Partner logo colouring

The partner logo should only ever appear in Digital Barriers navy, black or white.

Partner logo sizing

(x) is defined by the overall height of the Digital Barriers logo and denotes the height of the dividing line between the two logos.

(y) is defined by the height of the ‘d’ in the Digital Barriers logo and denotes the distance to the dividing line from both logos.

The Partner logo must not be taller than (x) and must never be visually larger than the Digital Barriers logo.



Partner logo positioning

- Partner logos can appear in a variety of shapes and sizes.
- Common sense must be used to determine the sizing and positioning of the partner logo.
- The samples shown here give an idea of sizing and positioning for a variety of partner logo styles.



Partner logo must not be taller than Digital Barriers logo



Partner logo must not be visually larger than the Digital Barriers logo



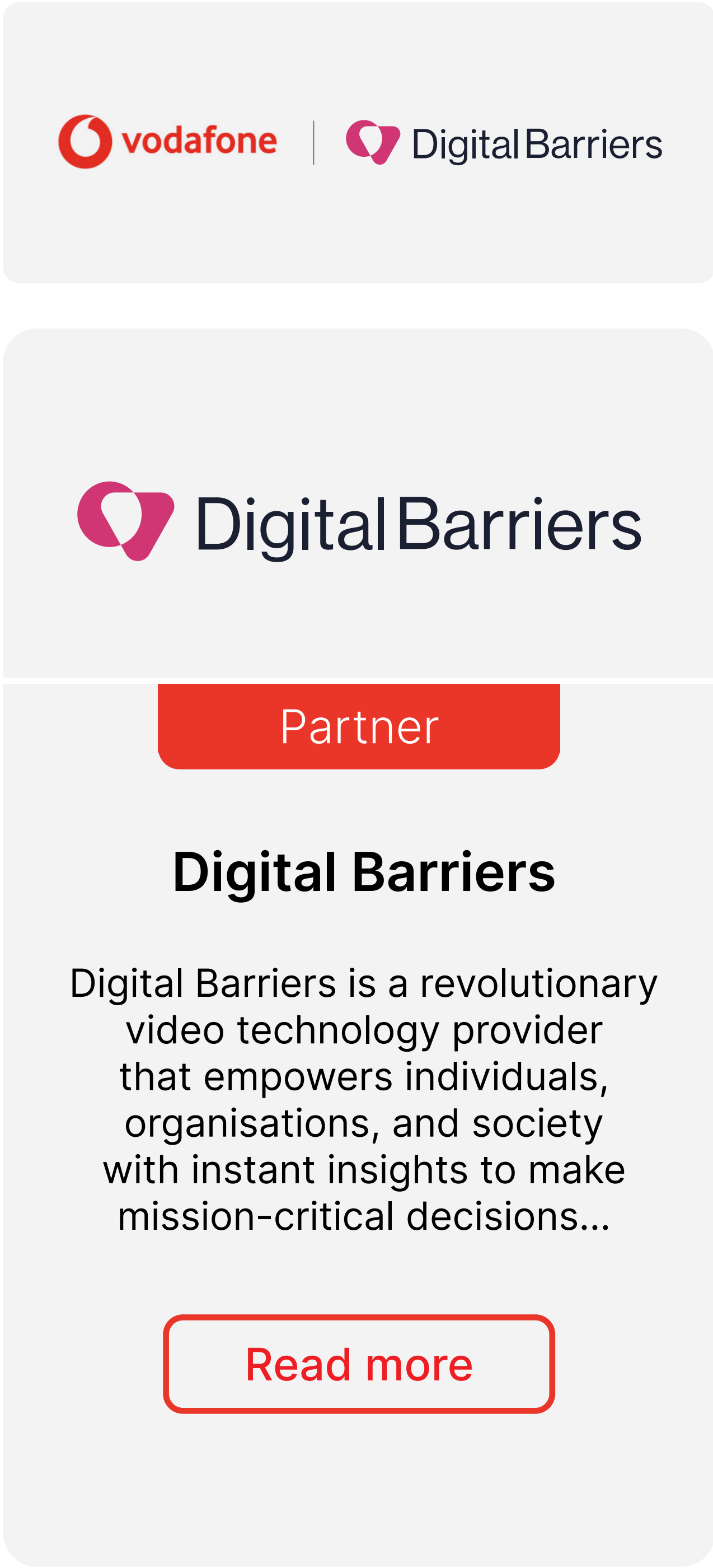
Partner logo must not be taller than Digital Barriers logo

How our partners represent Digital Barriers

We work with various channel partners. To ensure the Digital Barriers brand remains consistent when being represented across our partners’ collateral, we should supply them with the logo and boilerplates (short, medium or long depending on requirements) outlined in this brand book.

Using the Digital Barriers logo as a partner

Partners will have their own brand guidelines, which will favour their own logo in terms of positioning and sizing. However, we should still ensure partners follow the logo usage guidelines outlined in pages 5-8 of this brand book.





Further guidance

This guide has been compiled to allow room for creativity whilst still maintaining the continuity the brand requires. Guidelines may be modified over time. If you're in any doubt whether something is acceptable or not, please contact us.

digitalbarriers.com

