



SEMICOLON DIGITAL

Brand Guidelines

Version 1.0 | January 2020

HEY!

Welcome to our brand guidelines.

This is us: Storytellers. Visionaries. Passionaries.
Explores. Adventurers. Thrill Seekers.

Our personalities will inspire you to create
fantastic digital experiences together with us.

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1.0
Our story

Semicolon Digital is intriguing, and refreshingly different from what you would expect.

For over a decade, we pushed our creative and technical skills to the limits in all forms of digital production.

We have a visionary spirit, with an open and adventures mindset.

Most of all, we are authentic people with unique experiences we would like to share. Our personality shines through the digital experiences we produce to enrich the visual identity of our customers.

What we do

We produce high quality tv shows and documentaries for national and international networks. On top we supply companies with unique images and visual concepts to strengthen their brand.

Incredible images, unforgettable unique stories, that's our thing. Working with big international brands in the past decade has taught us one thing:

The difference between good and awesome is the last 2%.

That's what separates us from others. Our team operates worldwide with a focus on sport, culture and lifestyle productions.

Clear structured concept, in-depth relationships with all our protagonists with the goal deliver more than the customer expected. We have the combined capabilities of an unconventional digital agency, video production company, and post-production house that brings your story to your audience.

With way over 850 Million views on clips we produced for our clients social media and youtube channels, we transformed our innovative creativity into numbers that matter in the overall marketing strategy of our clients.

Regardless of the format – commercial, short, doc, tv, or digital – we do it all. More importantly, we know precisely what every production needs to be a giant hit.

We have done many different projects in the past.

Semicolon Digital is specialized to support you in the following:



Film Production

The world is in steady motion like our Camera Guys. Focused on Action Sports & Culture Documentaries our crew has worked on each continent to capture unique frames and magic moments.



Post Production

Semicolon editors have created thousands of successful edits for our customers in a large variety of projects. From long and short documentaries, sport event edits to all kinds of social media edits and even VR and 360° videos...



VR - Virtual Reality

We make it simple to share your ideas with the new audience in the Virtual Reality. We are one of most innovative VR Production Companies in Germany & fuel the spread of VR world-wide together with our Partners & unreal technology.



Photography

We capture moments that are gone forever, impossible to reproduce. The portfolio of our Photographers varies from World Press Award Winners over Reuters Photographers to the most notable Sports Photographers worldwide.



Web, Social & Design

We have over 20 years' experience coupled with an in-depth knowledge of all things digital. What's good today can be outdated tomorrow. We love to code, design and know how to connect the dots and bring your digital infrastructure to the next level.



Events

We have decades of experience working on XXL international events & distributing the magic moments to the audience that is not at the venue. Our Service is focused on Event Media Distribution. Our experts can support you with a complete Set-Up for Live TV, Online or Social Media Live Experiences.

2.0 Our toolkit



Overview of elements

Here's an overview of the individual elements that make up our brand.

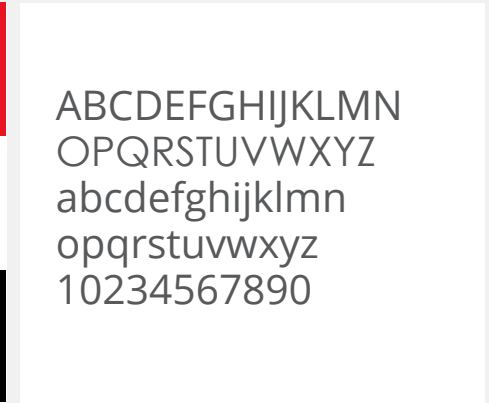
We have a very clear idea how our Icon and Wordmark has to be used and what colours and typos need to be used to ensure an unique brand experience.



Logo



Colours



Typography



Font Logo



Business Stationery



Staff Gear

Our brand communication is based on the use of four distinct logos. These appear in various situations depending on the audience and/or the type of communication.

Logo Overview



Marketing Logo

The main Logo exist in 8 different variations to have an optimal appearance on various backgrounds and sizes.



Icon with Webaddress

The Logo exist in 8 different variations to have an optimal appearance on various backgrounds and sizes to promote the webpage.



Letter Logo

The Style of the Icon was applied to our main Typo. This logo is only used if the icon logo makes no sense due to it's shape.



Letter Logo Webaddress

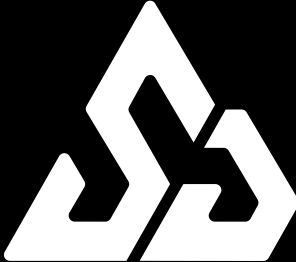
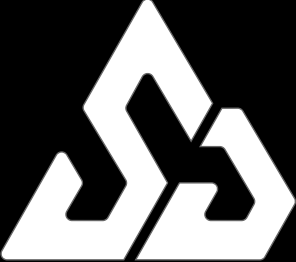


Similar to the Letter Logo expresses the icon logo colourway in our main typo. This logo is only used, when the icon logo with webaddress makes no sense to use.

Various versions

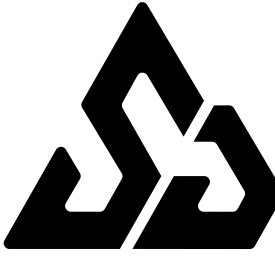
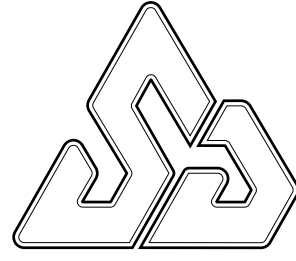


Our logos are available in several versions depending on the need.

Marketing Logo with Webaddress

Dark Background

			
SEMICOLON-DIGITAL.COM	SEMICOLON-DIGITAL.COM	SEMICOLON-DIGITAL.COM	SEMICOLON-DIGITAL.COM
.AI .EPS .PNG	.AI .EPS .PNG	.AI .EPS .PNG	.AI .EPS .PNG
Minimal Version Use for very small overall size against a very dark BG	Reduced Version Use for small overall size against a very dark BG	Regular Version Use for normal overall size against a very dark BG	Exclusive Version Use for bigger size or transparent with more font details.

Light Background

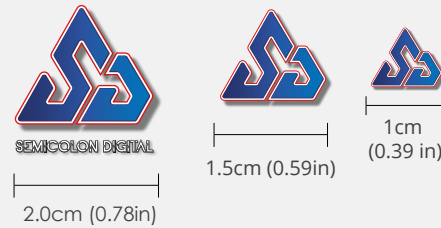
			
SEMICOLON-DIGITAL.COM	SEMICOLON-DIGITAL.COM	SEMICOLON-DIGITAL.COM	SEMICOLON-DIGITAL.COM
.AI .EPS .PNG	.AI .EPS .PNG	.AI .EPS .PNG	.AI .EPS .PNG
Minimal Version Use for very small overall size against a very light BG	Reduced Version Use for small overall size against a very light BG	Regular Version Use for normal overall size against a very light BG	Exclusive Version Use for bigger size or transparent with more font details.

Logo Minimum Size

To ensure legibility we have established a minimum size for our Logos.

To determine the minimum clear space / exclusion zone, use the length of the word DIGITAL

Regular Logo

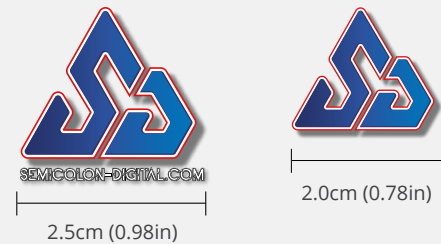


Minimum sizes

The logo with font should never appear smaller than 2cm or 0.78 inch

For smaller only the Icon will be used in either 1.5cm or 1cm wide.
Never use the icon sized smaller than 1cm!

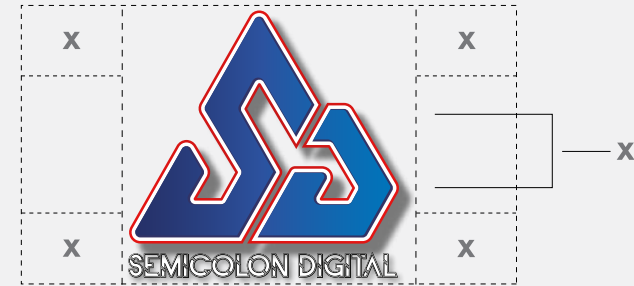
Webaddress Logo



Minimum sizes

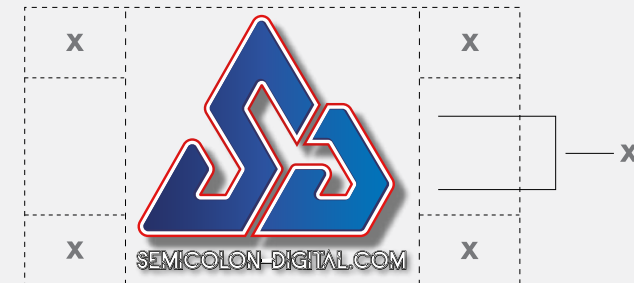
The logo with font should never appear smaller than 2.5cm or 0.98 inch

For smaller only the Icon or the regular Logo will be used in either 2.5cm.
Never use the icon sized smaller than 2.5cm!



Exclusion zone

The clear space is the same width as the word DIGITAL.



Exclusion zone

The clear space is approx. the same width as the word DIGITAL.COM

Marketing logo: things to avoid

We want our logos to look good and be used consistently. Here are a few things to avoid.

In case you are not sure, just ask and we will assist you.



Relative positioning

Do not reposition any of the elements within the logo.



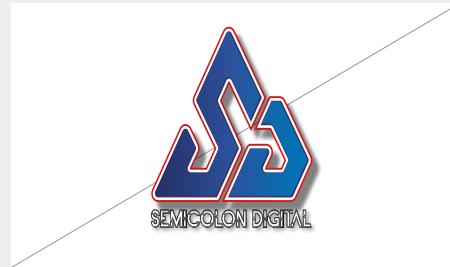
On Images

Do not cover main elements of images, place the logo in a fitting not disturbing spot.



Text and typeface

Do not replace any of the typefaces.



Skew, distort or rotate

Do not skew the logos - scale them proportionally.



Logo colour

Do not change the colour of any of the elements.



Hue and tone

Do not use the logo on colours that will hide or clash with the colours in the logo.



Busy areas of texture

Do not use the logo over busy backgrounds.



White or coloured boxes

Do not isolate the logo in a white or coloured box.



Dark / Light Backgrounds

Use the decedaded Logos for either dark or light backgrounds.

Semicolon Digital wordmark: colour versions

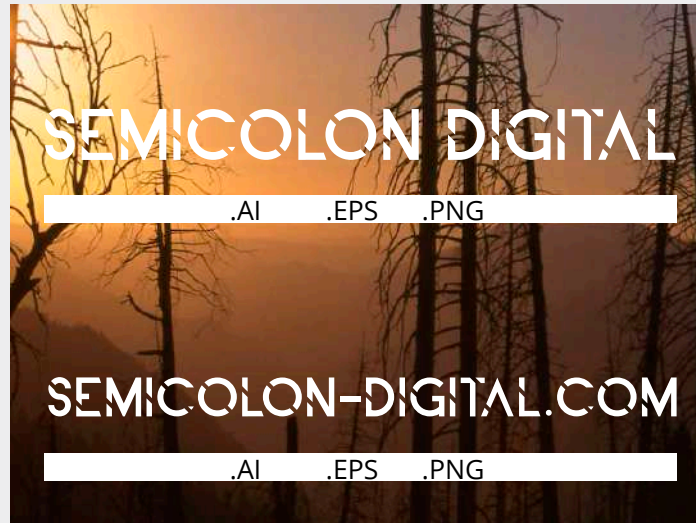
For flexibility with different backgrounds and media, three distinct colour variations of the Semicolon Digital wordmark are available.

Depending on the background and colour scheme of the image the various options apply for each case.

When placing the logo on a photographic background, use the version that offers the best contrast for readability.

No other colour variations can be used without permission.

Contact us if those options do not fit your purpose, that the logo looks represented well.



Reverse

Use for any applications on a medium-to-dark background (including photos).



Black Version on Light / White Background

Use in marketing applications in colour with light or white background.



Mixed Background / Alternate Version

Use for any applications on mixed backgrounds (incl. images) where the black or white version does not work well. Do not edit this version.



Coloured Version on White

Use in marketing applications in colour ONLY on white background.

Wordmark logo: things to avoid

We want our logos to look good and be used consistently. Here are a few things to avoid.

In case you are not sure, just ask and we will assist you.

Same Rules apply to the Wordmark logo with the webaddress.



Relative positioning

Do not reposition any of the elements within the Wordmark Logo.



On Images

Do not cover main elements of images, place the logo in a fitting not disturbing spot.



Sizes

Wordmark must still be clear readable on the most common size of the overall image.aa



Skew, distort or rotate

Do not skew the logos - scale them proportionally.



Logo colour

Do not change the colour of any of the elements.



Hue and tone

Do not use the logo on colours that will hide or clash with the colours in the logo.



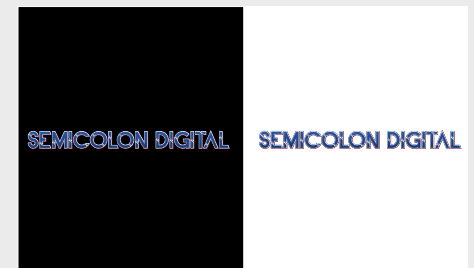
Busy areas of texture

Do not use the logo over busy backgrounds.



White or coloured boxes

Do not isolate the logo in a white or coloured box.



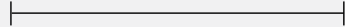
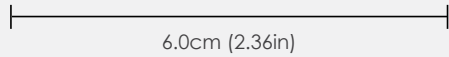
Dark / Light Backgrounds

Use the decaded Logos for either dark or light backgrounds.

To ensure legibility we have established a minimum size for our Wordmark Logos.

To determine the minimum clear space / exclusion zone use the instructions. It's pretty simple.

Wordmark Logo

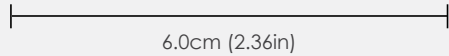


Minimum sizes

The coloured / black white wordmark logo should never appear smaller than 6cm or 2.36 inch.

From 3-6cm (1.18-2.36in) use either the black or white simplified versions, depending on background
Never use the wordmark sized smaller than 3cm wide!

Webaddress Logo



Minimum sizes

The coloured / black white wordmark logo should never appear smaller than 6cm or 2.36 inch.

From 4-6cm (1.57-2.36in) use either the black or white simplified versions, depending on background
Never use the wordmark sized smaller than 4cm wide!



Exclusion zone

The clear space is the same width as the S turned 90° and the same height as the letters.



Exclusion zone

The clear space is the same width as the S turned 90° and the same height as the letters.

2.0 Our toolkit

Our colour palette consists of an unique blue gradient, red, black, white and grey.

When the gradient can't be used we have an alternate Dark Blue code to replace the gradient.

Colour palette



Blue (when gradient can't be used)

Print process colour
C: 71 M: 50 Y:0 K: 43

On-screen RGB
R: 42 G: 73 B: 145

On-screen Hex
#2a4991

HSL
221.9°, 55.1%, 36.7%

Web Safe
#333399

Color descr.
Dark blue



Red

Print process colour
C: 0 M: 93 Y: 89 K: 11

On-screen RGB
R: 89 G: 6 B: 9

On-screen Hex
#E21018

HSL
357.7°, 86.8%, 47.5%

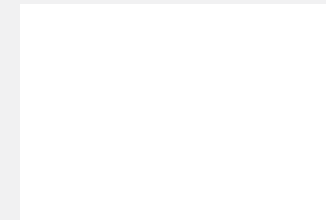
Web Safe
#cc0000

Color descr.
Vivid red



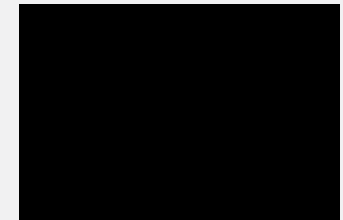
Semicolon Blue Colour Gradient

[Download](#) the AI with the gradient



White

C: 0 M: 0 Y:0 K: 0
R: 255 G: 255 B: 255



Black

Pantone process black
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

20K C: 0 M: 0 Y: 0 K: 20 R: 209 G: 211 B: 212	30K C: 0 M: 0 Y: 0 K: 30 R: 188 G: 190 B: 192	40K C: 0 M: 0 Y: 0 K: 40 R: 167 G: 169 B: 172	50K C: 0 M: 0 Y: 0 K: 50 R: 147 G: 149 B: 152	60K C: 0 M: 0 Y: 0 K: 60 R: 128 G: 130 B: 133	70K C: 0 M: 0 Y: 0 K: 70 R: 109 G: 111 B: 113	80K C: 0 M: 0 Y: 0 K: 80 R: 88 G: 89 B: 91	90K C: 0 M: 0 Y: 0 K: 90 R: 65 G: 64 B: 66
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Open Grey (20K-90K)

Colour codes will vary depending on grey chosen. Note: Grey should be made exclusively from black without the use of cyan, magenta or yellow.



Alternate Blue

This is our secondary blue colour from the inner lining of the logo. It can be used in materials that require an alternate or another blue option like keynotes. It is not to be used as a primary colour.

Very dark desaturated blue

Print process colour
C: 51 M: 50 Y: 0 K: 60
HSL
238.8°, 3428%, 29.8%

On-screen RGB
R: 50 G: 51 B: 102
Web Safe
#333366

On-screen Hex
#323366

The selection and use of our corporate typeface has two functions.

Firstly, to create a distinctive and consistent look across all our communications.

Secondly, to help the reader navigate a document, delivering messages with impact and clarity.

Our primary typeface is Open Sans (Google Font Library).

Open Sans is a humanist sans serif typeface.

It was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms and is available globally for PC and Macintosh systems through Google Fonts.

For headlines, titles and pull-out's we use an secondary typography, which is Roboto (Google Fonts Library).

All Google fonts are free and open source, making beautiful typos accessible to anyone for any project. This means we can share it with our partners and collaborate easily with friends and colleagues. Google Fonts takes care of all the licensing and hosting, ensuring that the latest and greatest version of any font is available to everyone on fonts.google.com.

Our main typeface is Open Sans (Google Font Library). Specific weights of Open Sans are used for different types of text.

For headlines, titles and pull-out's we use Roboto (Google Fonts).

Primary & secondary typeface

Open Sans Font Family

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890*

Semi Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890**

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890**

Extra Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890**

Roboto Font Family

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890**

Only the Bold or Black version from the Roboto Font Family is used, as it is specific for titles, pull-out's and needs to pop out.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890*

Semi Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890***

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890***

Extra Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890***

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890**



3.0 Logos in Action

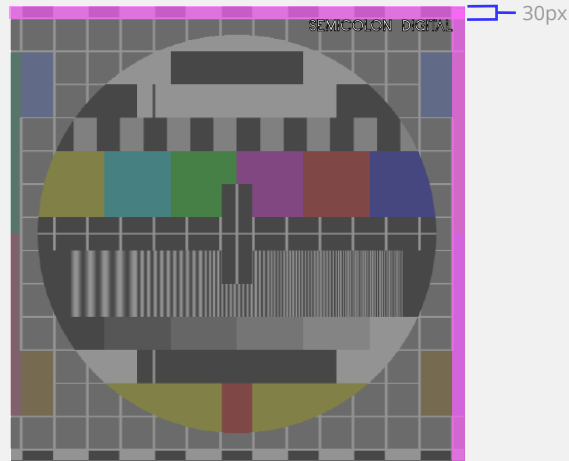
3.0 Our brand in action

When incorporating the Semicolon Digital bug on social, we take into account UI placements, channel best-practice and competitive analysis data.

Each channel is slightly different, so it's important to communicate our logo in a unified structure on each channel.

Bug Placements Social Media

1:1 Instagram, Facebook, etc.

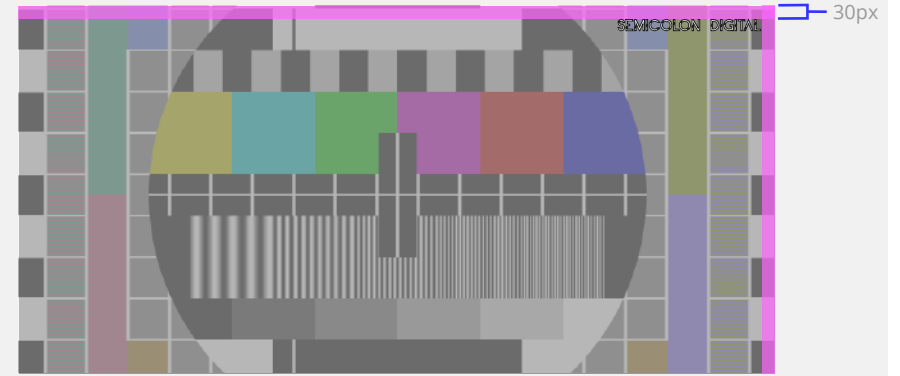


SEMICOLON DIGITAL

Bug based on word logo has an height of 30px

30px

16:9 Instagram, Facebook - NO Youtube

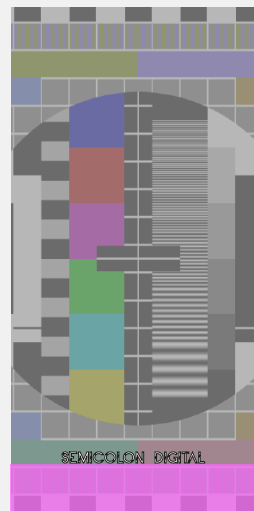


SEMICOLON DIGITAL

Bug based on word logo has an height of 30px

30px

9:16 Instagram, etc. Story

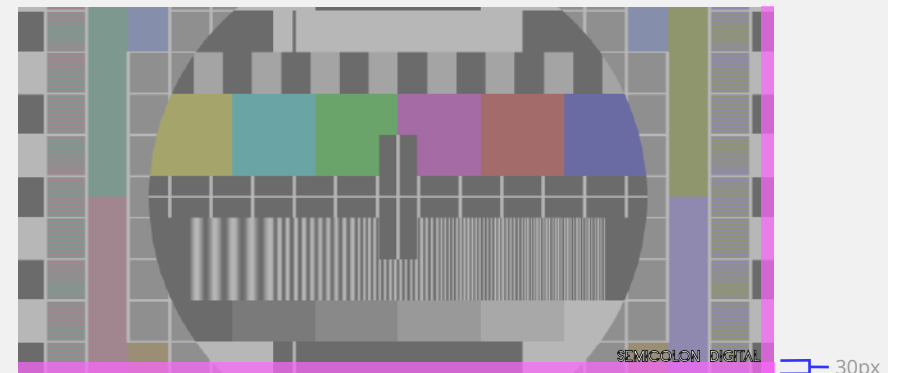


SEMICOLON DIGITAL

Bug based on word logo has an height of 30px

Centered
175px

9:16 Youtube, Vimeo etc.



SEMICOLON DIGITAL

Bug based on word logo has an height of 30px

30px

Here is the how the logo appears at the end of videos. The end slates can be requested via email as by the various formats each end slate will created for your project.

End slates



Versions

Contact us for your endslate version, as ratio and format will vary a lot.

Marketing logo in action: online advertising

Some sample marketing materials showing slightly different use of our logos.

Online advertisement



Leaderboard

728 x 90px



Wide skyscraper

160 x 600 px



Half page

300 x 600 px



Medium rectangle

300 x 250 px

Contacts

FOR QUESTIONS ABOUT THE SEMICOLON DIGITAL BRAND IDENTITY, CONTENT, SPECIFIC TEMPLATES OR FILES CONTACT US AT:

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D-86923 Finning
Germany

Handelsregistereintrag:
HRB 33902 / AMTSGERICHT AUGSBURG

Ust-Id-Nr.: DE326161668

Geschäftsführer:
Stefan Kleinalstede

Digital Studio Diessen

Bahnhofstraße 12
D-86911 Diessen am Ammersee
Germany

Contact us for the our other Global Office Locations in:

- Munich
- London
- Vienna
- Los Angeles
- Tokyo