



2021^{NDI}®

Brand Guidelines

Introduction

About This Guide

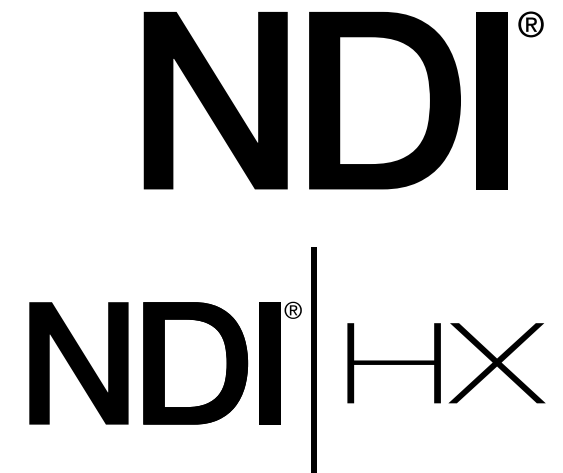
These guidelines have been developed for licensed NDI® users who develop products or software compatible with NDI® by Vizrt Group, regarding the proper use of the Vizrt Group NDI® and NDI®|HX names and logos. If you are a licensed NDI® user, such as by having signed the Vizrt Group SDK agreement, you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



NDI® Brand Overview

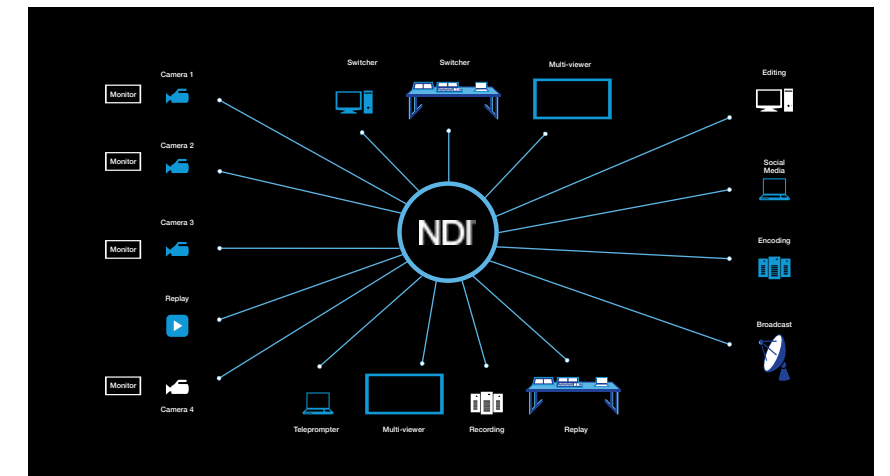
About NDI®

NDI® (Network Device Interface technology), is a royalty-free standard enabling IP video workflows across standard Ethernet networks. NDI® is a master brand that incorporates two types of technologies used inside of the IP protocol, NDI® and NDI®|HX, 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 A/V, 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 A/V, Broadcast, Enterprise, and Gaming Industries.

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

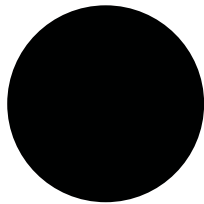
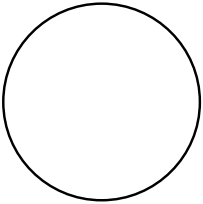
NDI® Logo Specifics

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

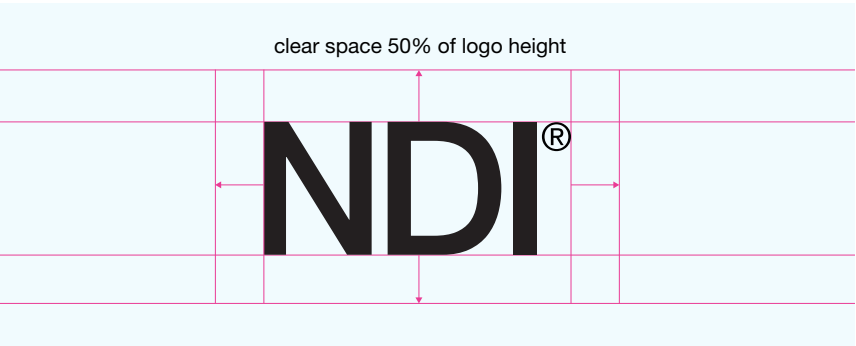
- The size of the “®” symbol should:
- 1. Always be clearly visible
 - 2. Be aligned with the top of the “I”
 - 3. Be in pleasing proportion to the logo

Acceptable NDI® logo colors are:

- 1. BLACK
- 2. WHITE

| | |
|--|--|
| NewTek 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 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

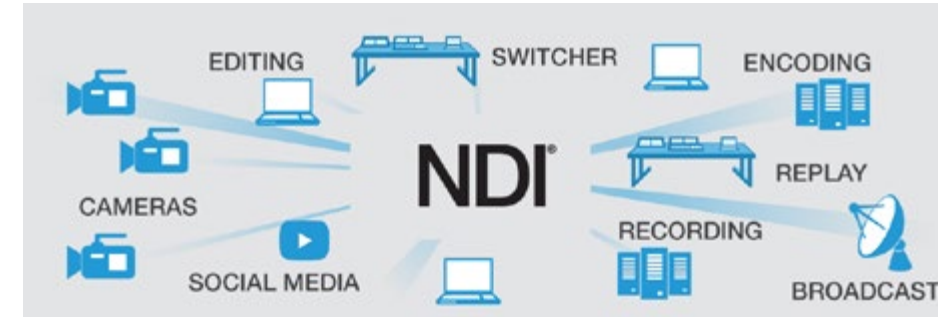
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Acceptable Alternative Font

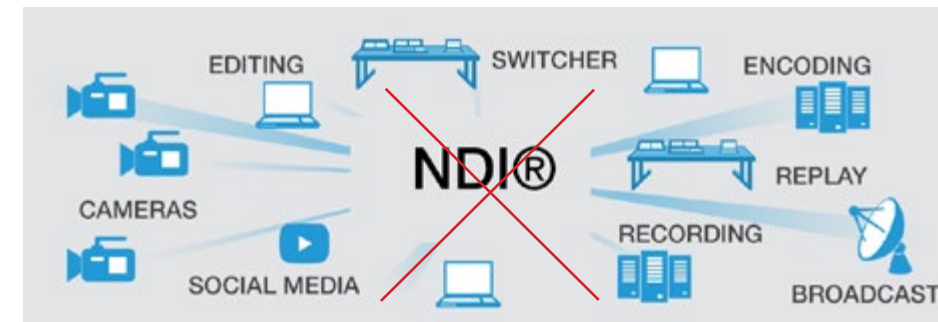
Arial Regular

**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

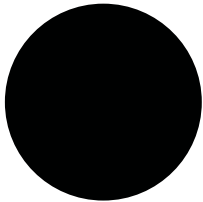
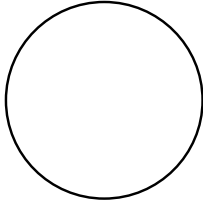
The minimum required CLEAR SPACE is defined by 50% of the logo height.

The size of the “®” symbol should:

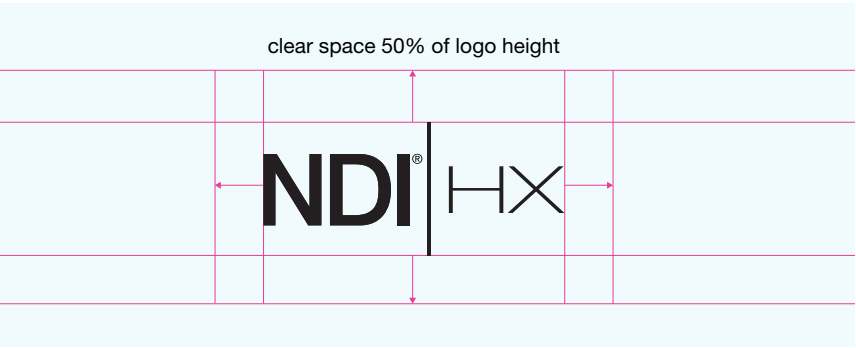
1. Always be clearly visible
2. Be aligned with the top of the “l”
3. Be in pleasing proportion to the logo

Acceptable NDI® logo colors are:

1. BLACK
2. WHITE

| | |
|--|--|
| NewTek 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

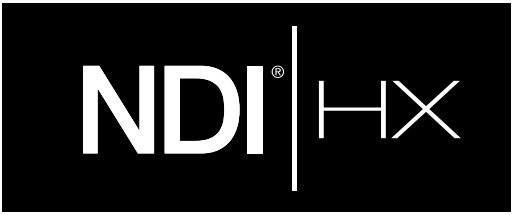
LOGO Minimum Size is 15mm height.



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)

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.



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



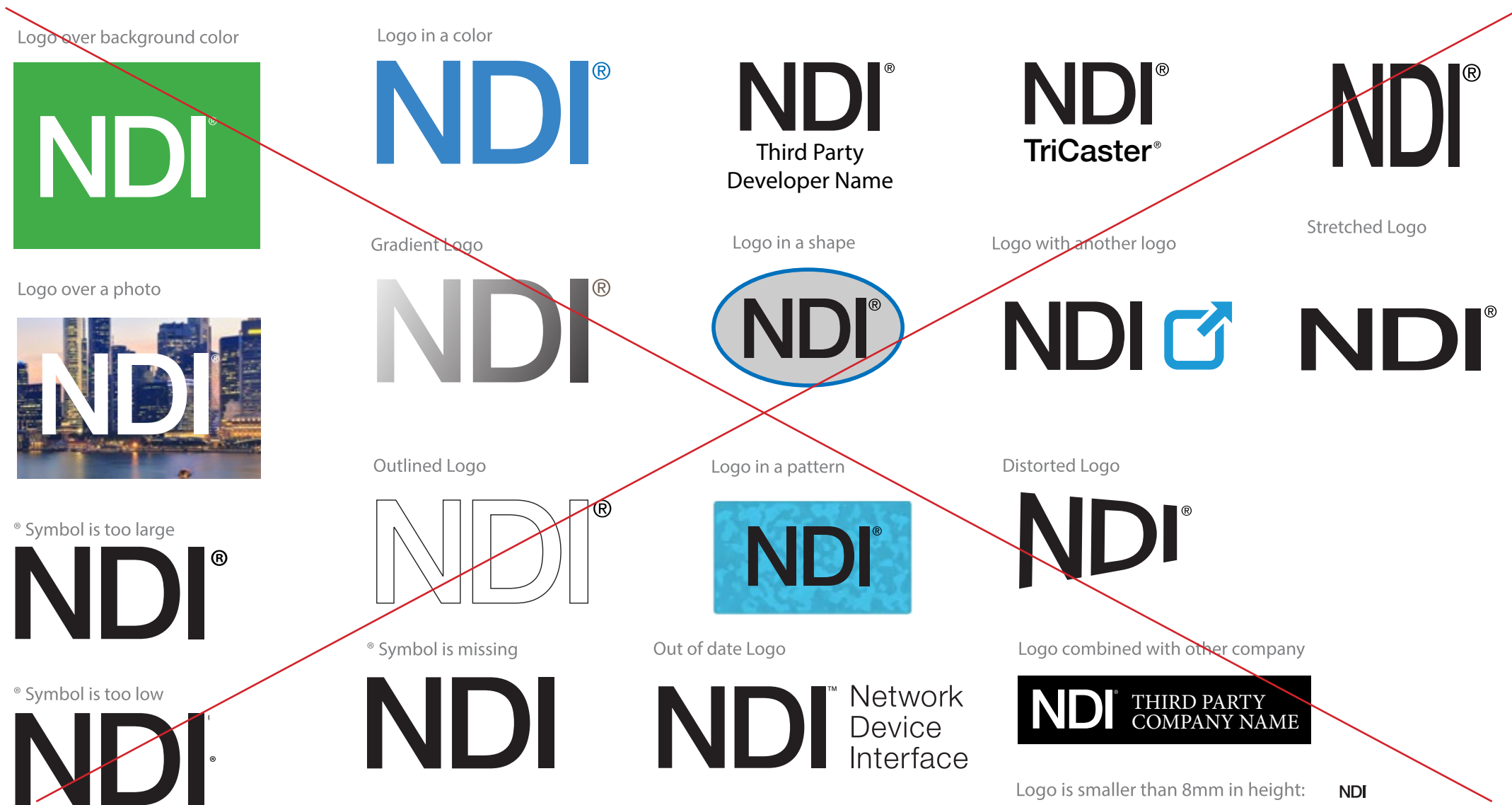
White logo/black bar/connect combination



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®



Acceptable Logo Use - NDI®|HX

Black logo on white background



White logo on grey background



White logo on black background



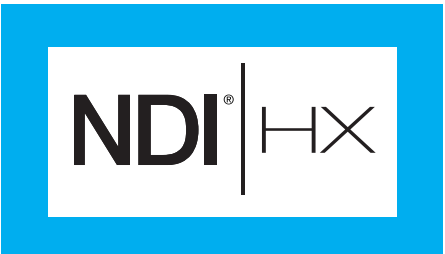
Black logo in a white box over an image



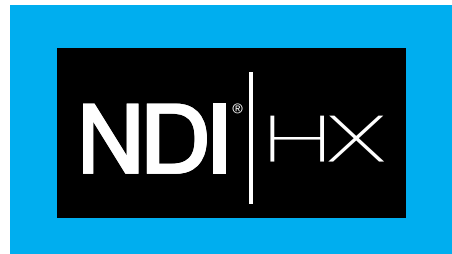
Black logo on grey background



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

NDI|HX


Third Party Name

Logo with a product


NDI|HX

Camera


Logo over a photo




Gradient Logo




Logo in a shape



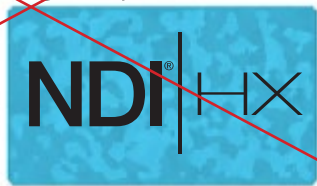
Distorted, Stretched, or Compressed Logos




Outlined Logo



Logo in a pattern



Logo with other images



® Symbol is missing

NDI|HX

Logo combined with Third Party Name

NDI|HX

THIRD PARTY COMPANY NAME

Logo is smaller than 15mm in height

NDI|HX

NDI|HX

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

#SDVS – Software Defined Visual Storytelling

Suggested Hashtags

Your Company's Hashtag

#IPVideo

#IPProduction

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

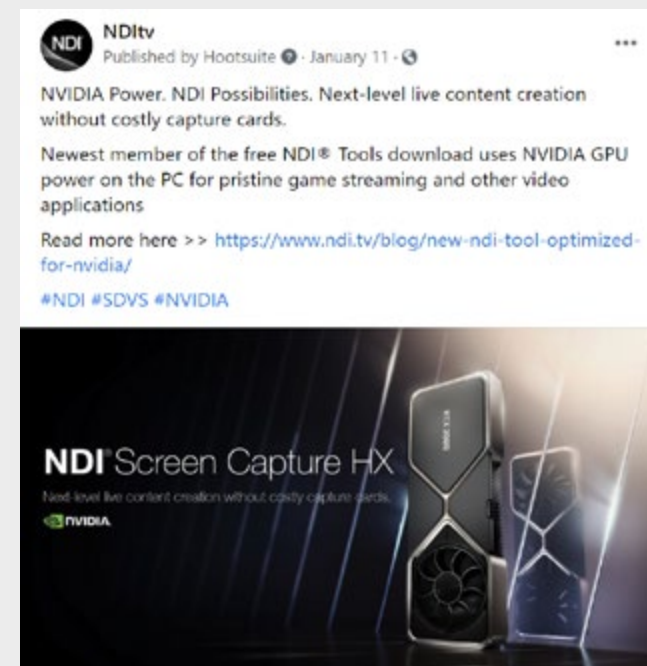
It is encouraged to always post with an image or video, as it will garner more engagement than a post with just a text message.

Sample posts:

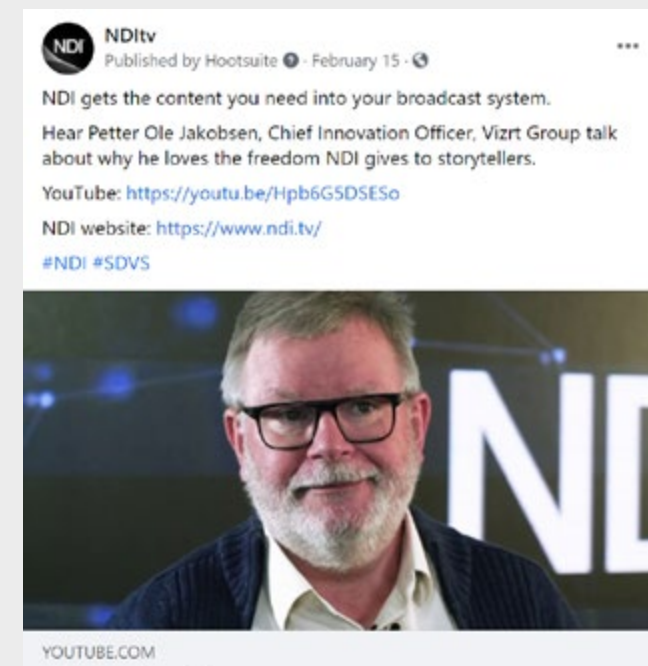
New Product



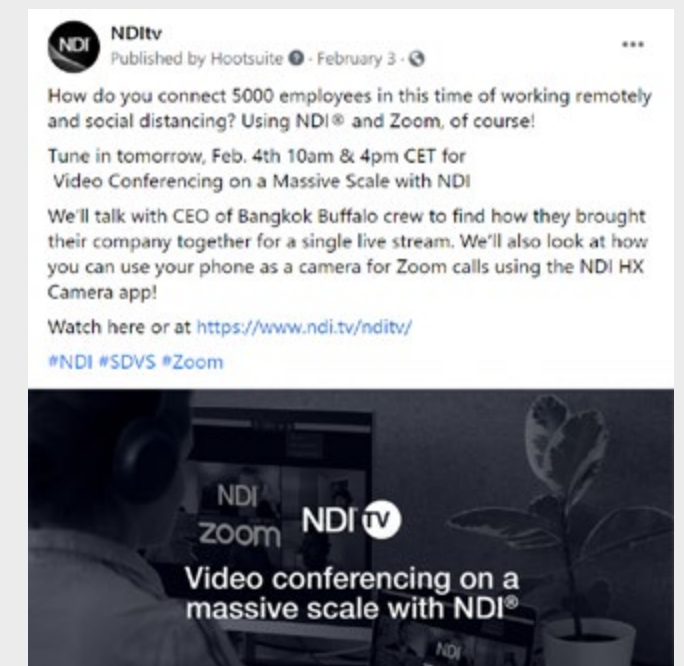
Product Update



Why NDI



Text Overlay



Press Release Template

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

XX, XX – XX, 2020 – [COMPANY NAME], [ABOUT COMPANY], today announced support for software-driven IP workflows using NDI®. Joining the industry’s largest IP ecosystem of products and the rapidly expanding number of companies 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 to a standard Ethernet local area network.

NDI is a brand of the Vizrt Group and a royalty-free technology that 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.

[ABOUT HOW YOU ARE USING NDI, CUSTOMER BENEFITS]

[DEVELOPER QUOTE]

“Software-driven IP workflows have become ubiquitous in video production,” said Michael Kornet, vice president, NDI. “NDI-enabled devices like [NAME OF PRODUCT] exponentially increase the video sources available for live production creating efficiencies and opportunities for customers that did not previously exist. NDI is the most widely adopted IP technology on the market, epitomized by the millions of customers with access to it today.”

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

For more information on NDI, visit www.ndi.tv

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

About [COMPANY NAME]

Check out the NDI Press Center to see sample press releases: <https://ndi.tv/press-center/>



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.

Get access to our Adobe CC brand libraries: