



# BRAND GUIDELINES DOCUMENT 2023



# LOGO



# LOGO

**TVU®**

**TVU®**



The Stand alone Emblem



The emblem & wordmark locked

#### Color Use



TVU Green



Black



White



Grey #918F8E

**TVU Networks®** ✗

Wordmark should never be used without the emblem



**TVU Networks®** ✗

Never distort or stretch the original logo



**TVU Networks®**



**TVU Networks®**



**TVU Networks®**



**TVU Networks®**



# BRANDING

# TVU®



TVU® provides full 24/7 support for customers around the global. Reach out to our experts and find assistance concerning any of our live streaming solutions and cloud-native solutions.



TVU® is a registered trademark of TVU Networks Corp.

# BRANDING

# TVU® Search

# TVU® One

# TVU® RPS

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TVU® is a registered trademark of TVU Networks Corp.



TVU Search Data Sheet

## TVU® Search

### Advantages

- △ Find live and archived content quicker
- △ Create stories faster
- △ Access content anywhere
- △ Streamline the story development workflow

### Search, Find and Clip Live Content Faster

Automatically sort through hours of live and archived video footage to locate exactly the content needed. Create better stories and get them on air quicker.



# BRANDING

# ONE™



One Data Sheet

## ONE™

### Advantages

- △ Switch from single channel to 4-channel fully frame-synchronised REMI wireless transmission at any time.
- △ Boasts a weight of just 1.79kg with internal battery and stands at only 20mm tall.
- △ Transmits a stable and reliable glass-to-glass latency in as low as 0.3 seconds on cellular only.
- △ Aggregates up to 12 connections simultaneously with support for up to 6 embedded 5G modems.
- △ Features the most advanced antenna array supporting multiple antennas per modem available and uses the latest generation Sub 6GHz, 3GPP Release 16, 5G embedded modems.
- △ Utilizes patented next generation ISX technology for the most reliable and efficient transmission even under the most challenging network conditions.
- △ Offers optional 4K 50/60P HDR picture quality (12G-SDI ready hardware).
- △ Includes on-board, removable Li-Ion battery for unlimited runtime.

The Most Compact, Lightweight  
Combination 5G Cellular  
Transmission and Multi-Camera  
Remote Production Portable  
Transmitter



# Open Sans

Open Sans Light  
**Open Sans Bold**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

---

New color palette



CMYK:  
c:70 m:5 y:84 k:0

RGB:  
r:83 g:170 b:83

#70B858



CMYK:  
c:68 m:13 y:86 k:5

RGB:  
r:113 g:184 b:87

#5EA34E



CMYK:  
c:44 m:35 y:35 k:15

RGB:  
r:143 g:142 b:142

#5EA34E



CMYK:  
c:64 m:54 y:52 k:51

RGB:  
r:71 g:71 b:72

#474747



CMYK:  
k:100

#000000

Our **green** should always  
be used sparingly  
to be used in focussed  
details

Focus on green

Never like this

Too much green

## Marketing Publications



**GAME CHANGING AT-HOME AND  
REMI REMOTE PRODUCTION SOLUTION  
FOR SPORTS COVERAGE.**

**PRODUCE MORE LIVE SPORTS CONTENT AT  
A LOWER COST WITH TVU RPS.**

- △ Supports fully synchronized multi-camera transmission
- △ Sends metadata and control from studio to the field via VLAN tunnel
- △ Transmits with low-latency using a standard contested internet connection
- △ Supports two return feeds
- △ Features user friendly browser interface

VISIT OUR WEBSITE TO LEARN MORE:  
[WWW.TVUNETWORKS.COM](http://WWW.TVUNETWORKS.COM)

**TVU RPS**

## TITLE MESSAGING BOLD AND CONFIDENT.

If needed, use sub copy to further explain the attention grabbed by the above title.

**Simple.  
Flexible.  
Affordable.**

If needed, use sub copy to further explain the attention grabbed by the above title.

Attention text approach messaging for marketing should always be left justified. (Main Titling in UPPER CASE) restrict to no more than 7 words to keep the communication punchy.

Friendly tone approach. Using normal casing, Open San Regular.

**When using messaging that overlaps imagery use white text inside black highlights.**





**GAME CHANGING AT-HOME AND REMI REMOTE PRODUCTION SOLUTION FOR SPORTS COVERAGE.**

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**TVU RPS**





Never Paragraph  
titles



**THOUSANDS OF HOURS OF  
DISTRIBUTED VIDEO.  
SHARED WITH MILLIONS  
GLOBALLY.**

SWITCH, ROUTE AND DISTRIBUTE LIVE VIDEO FEEDS EFFICIENTLY,  
RELIABLY AND COST-EFFECTIVELY OVER IP WITH TVU GRID.

- Scales across an entire network of stations
- Uses ubiquitous contested Internet
- Provides full monitoring, control and management of feeds
- Incorporates metadata for fast search and locate
- Uses seamless accurate switching between live feeds at ultra-low latency
- Outputs to TV, CDNs and social media platforms

Contact us to learn more about TVU Grid at  
[www.tvunetworks.com/contact-sales/](http://www.tvunetworks.com/contact-sales/)



**Simple.  
Flexible.  
Affordable.**

**Cloud-based Professional  
Video Production.**

- Simple Intuitive User Interface
- Live Video Production in Real-Time
- Video Editing Including Overlays
- Slow Motion Video Replay
- Titling and Graphics Capabilities
- Output to CDNs and Social Media

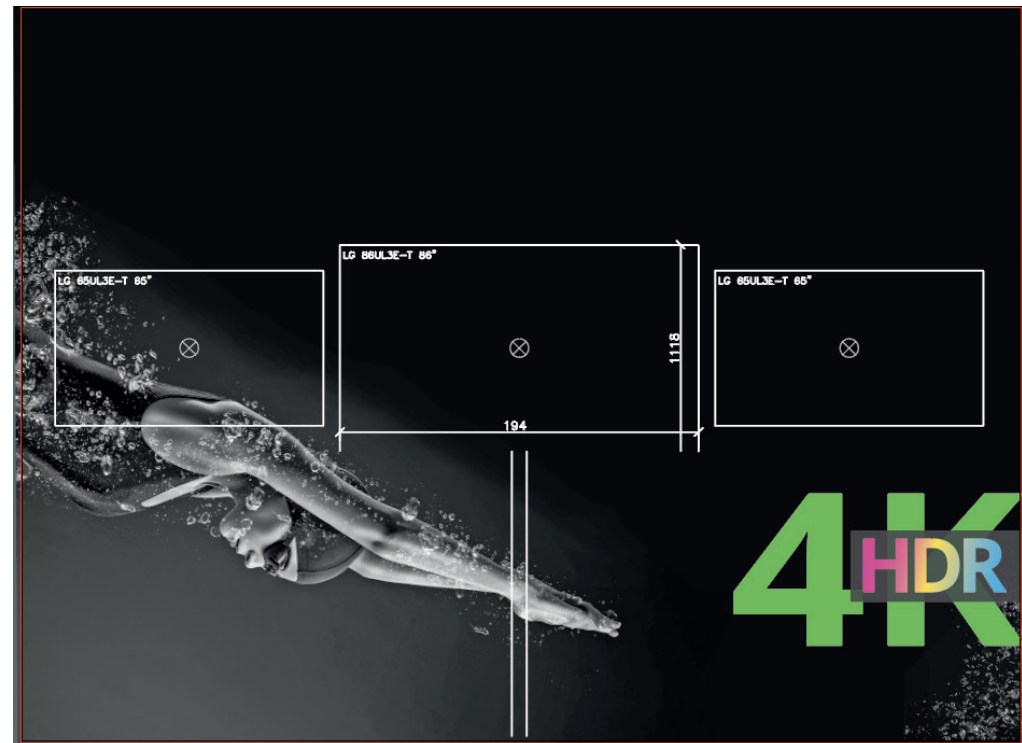
**SIGN UP AND START TODAY!**  
<http://producer.tvunetworks.com>



**TVU Producer**



## Example of trade show graphics



## Homepage Sliders

Main Title should always  
be in upper-case



For Homepage carousels  
all images must be rendered  
on black background.



## Email templates

**TVU ONE 4K60P, HDR**

GET IT NOW BY TRADING IN YOUR CURRENT DEVICE

**5G READY**

**Up to €6.200 discount\***  
on the next generation live video transmitter

[DISCOVER YOUR DISCOUNT](#)

**L'ÉQUIPE PREFERS TVU**

The most popular sports newspaper in France explains why they prefer TVU One over other live video transmitters ahead of the upcoming Rugby World Tournament in Japan.

[CASE STUDY](#)

**4K60 10-BIT 4:2:2 HDR**

Breakthrough H.265 encoding powered by our patented IS+. True 4K60fps at bit-rates as low as 3Mbps. Longest lasting battery: 4.5 hrs live transmission.

[READ DATASHEET](#)

**REAL TIME DUAL ENCODING**

Go live under any network conditions while simultaneously recording live video for later downloading. Bi-directional VoIP communication with no latency.

**Get an additional 5% discount\*\***

[MAKE A REFERRAL](#)



\*Offer only valid until September 30th, 2019, for TVU Europe customers only. Trade-in values require purchase of a new TVU One 4K unit and the return of the unit being traded-in at TVU Networks, 210 Diagonal 2B, Barcelona - 08018 Spain. Trade-in values vary based on the condition, year and configuration of your trade-in device. TVU Networks offers a 1 week free trial period.

\*\*1% discount per person referred, up to 5 referrals. Only available if your referral trades-in their device.

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includes **Unlimited Data** for the best coverage of the action at the best price

- Superior connectivity
- Lowest latency and highest image quality
- Guarantees Giteki certified equipment
- Worry-free logistics

Choose from the following rental packages for the rental period 24 July - 9 August 2020

	Early Bird Pricing (Now thru May 31, 2020)	Regular Pricing (April 1 through May 31, 2020)	Low Order Pricing (June 1 thru July 15, 2020)
TVU One with unlimited data	\$4,500	\$5,500	\$7,500

[RESERVE NOW](#)

**TVU One 4K HDR & 5G Ready**

Transmit at the highest quality and reliability with breakthrough H.265 encoding powered by our patented IS+. True 4K60fps at bit-rates as low as 3Mbps.

[RENT NOW](#)

**Global Experience**

We've covered the world's most prestigious sporting events including the 2018 Super Bowl, the 2018 Winter Games and the 2016 Rio Summer Games.

[FIND OUT MORE](#)

**World Class Support**

24/7 live video, chat and on-site support around the world. TVU customer support staff will be in Japan before, during and after the event to support TVU customers.

**Need additional help in making your Tokyo 2020 coverage a success?** Tell us what you need, and we'll design a custom package to fit your requirements.

[RENT NOW](#)



The same discount rates will be offered for the 2020 Summer Paralympics from 25 August to 6 September 2020

\*If you are a current TVU customer bringing your own TVU One or TVUPack to Japan, please contact TVU support for technical advice on operating your pack in Japan.

\*\*Giteki certification ensures that your devices will operate in Japan. Renting with TVU Networks guarantees this certification.

\*\*\*Discount pricing is only available for a limited time. Delivery charges are not included in these prices.

\*\*\*\*There will be a \$1,000 additional charge for orders placed on or after August 14th, 2020.

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**TVU NETWORKS**

*Festive Holidays*

### OUR 2019 EUROPEAN HIGHLIGHTS



**RTVE Takes mobile journalism to the extreme**

[See more](#)



**Remote Production is killing it**

[See more](#)



**Welcomed 74 new European Customers**

[See more](#)

