

eyeson

# BRAND GUIDE

AUG 2025



# Who we are

Eyeson was founded in 2010 in Graz, Austria. The founders brought two things with them: real-time communication experience and a vision. The founders Andreas Kröpfl & Michael Wolfgang envisioned real-time video conferencing which supports businesses. “Highest communication quality meets best business process support” was the motto. And it still is. Eyeson’s products are the Eyeson API, a realtime video communication service and the Secure Stream Recorder, an automated recording solution for all sorts of streams.

## MISSION STATEMENT

Eyeson gives communication a meaning.

This means that with the full integration of communication into business processes, the data associated with communication is not lost, but connected with the business objects. The whole process should always be in the business sphere and not outside.



# Logo

**The minimum size** should never be smaller (height) than 5mm in print and 24 pixels in digital.

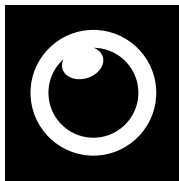


Whenever you use the logo, it should be surrounded with **clear space** to ensure its visibility and impact. No graphic elements of any kind should appear inside this zone.

Clear space is determined by the size of the the eye in eyeson.



The logo should always be placed on a **contrasting background**, avoiding any kind of busyness. Previous or modified versions not listed should never be used. The figurative mark, the eye, can also be used in the same way.



# Font

# Hubot Sans

Light 200  
Light 300  
Normal 400  
**Semibold 600**  
**Bold 700**  
**ExtraBold 800**

## OVERLINE

Headline Meatbag

Hubot Sans, a variable font from **GitHub**, is designed with more geometric accents to lend a **technical and idiosyncratic feel**. Variable fonts enable different variations of a typeface to be incorporated into one single file, and are **supported by all major browsers**.

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# Color Palette

The brand should be chiefly monochromatic with accents in color. The lighter and darker shades are only used for links (to avoid readability breaks) or, if needed, in graphics. Avoid large areas of color.

#FFF	#FFA28F	#FF4E39	#EA3E00	#8E1C00	#191919
#F9F9F9	#C7B4FC	#846BFF	#6900FF	#47309E	#121212
#F0F0F0	#CBE073	#ACCA00	#668000	#4C6600	#000

# Usage

We differentiate between **dark and light themes or backgrounds** and choose the colors for the best contrast and readability. The lightest and darkest color is only used for links or graphics.

LOREM IPSUM DOLOR

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# Background

Since we don't use colored background areas, we apply a line pattern instead. When placing text over it, use a solid or gradient black (#000) transparent overlay to ensure readability.

