

*DAILYMOTION*

# Intro to Dailymotion

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The present document is an introduction to Dailymotion's brand and all of its basics: whether it is rules regarding the logo, colours, typography or imagery, everything needed to support work done outside of the company is displayed in this file.

These few rules should help you use our brand elements and foundations more efficiently.



## INTRO TO DAILYMOTION

# Mission Statement & Values

## We should never stop listening to each other

We build the next generation of safer media platforms designed to inspire millions of people to grow and share a diverse and inclusive vision of the world.

## Building a Safer World

Empathy is the key to understanding alterity, Caring for each other is our driver to creating a safe community

## Creating Meaning

We spark joy and curiosity, we feel good about what we do and we want everyone else to feel the same fulfilment.

## Making Bold Moves

We are ambitious challengers, We are making against-the-flow choices to make visible changes in the platforms ecosystem.

## Opening Perspectives

We are building bridges between different sides of the spectrum. We believe in freedom of speech, inclusivity and a mix of cultures.





## INTRO TO DAILYMOTION

# Wordmark

The wordmark 'DAILYMOTION' is rendered in a bold, italicized, sans-serif typeface. The letters are tall and condensed, with varying widths that create a sense of dynamic movement and fluidity. The 'D' and 'M' are particularly prominent due to their width and the way they anchor the word.

We call the part showcasing our name in our full lock-up logo the *wordmark*.

The Dailymotion wordmark is made out of tall, strong-looking lineal characters. It is in all capital letters and italics, with various width variations on some letters, making them look wider, stretched or compressed, smaller or bigger.

This dynamic and quite eclectic typographic treatment represents how our platform is a place for people to have “visual moving conversations”. By extending, contracting and “moving” around, the characters emphasise the concept of fluidity, difference of opinion, different perspectives. Every word can have different interpretation and deliveries, so does our wordmark.

**The wordmark can be used as a standalone element in a composition, as long as the logo is located elsewhere in it as well.** even though it looks more subtle used in this manner, the wordmark showcases a strong personality: The variable width of the characters and its forward momentum will makes it a statement piece in any composition it lays on.



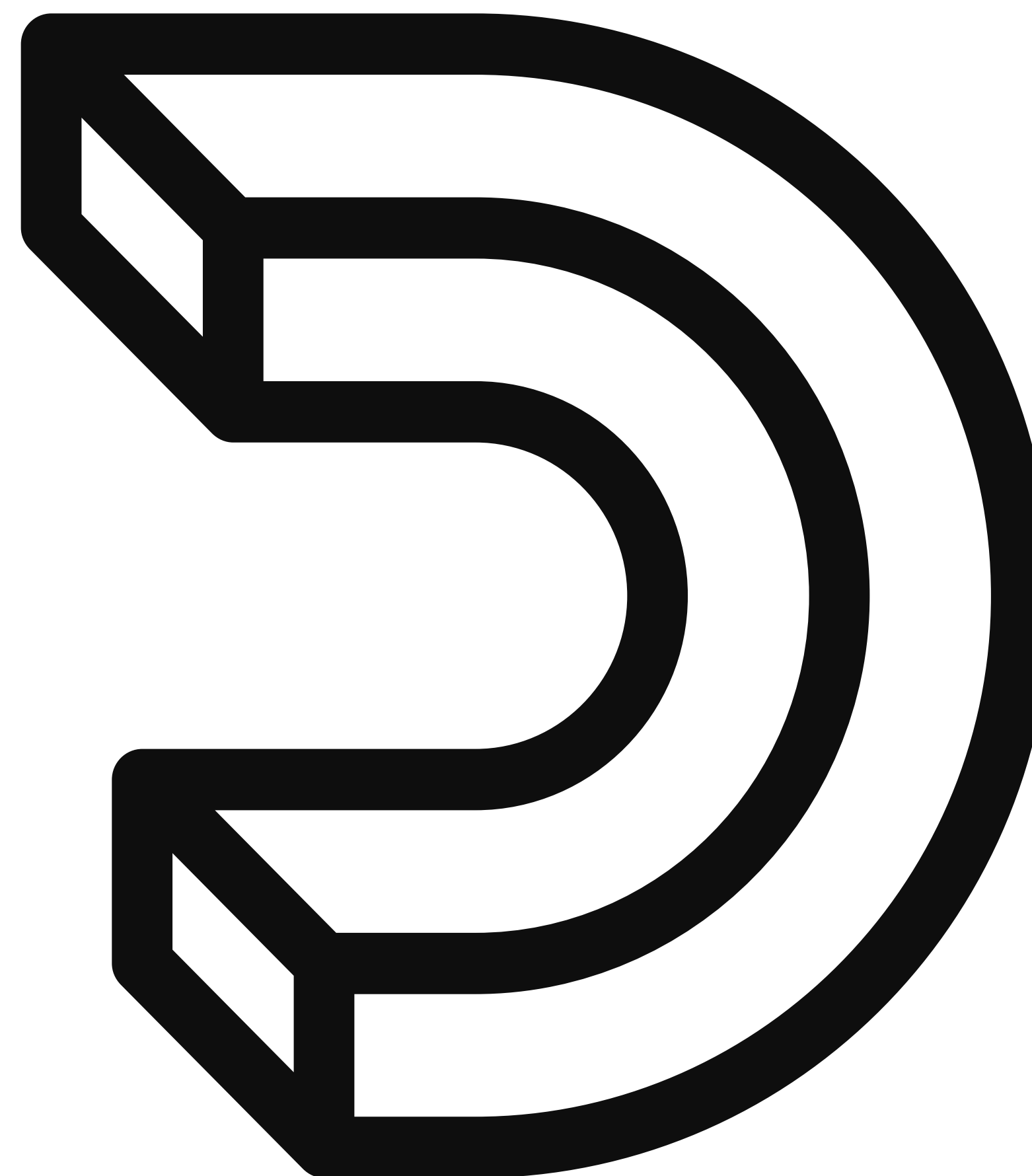
## INTRO TO DAILYMOTION

# Logo

With its Hescher-esque feeling, our logo is a perfect representation of what Dailymotion aims to be: a place where different point of view can live side by side, where different perspectives on a same subject are celebrated.

Representing the liaison of two opposite poles coming together, the shape act also as an open frame to the world. Its construction allows us to see inside it, as if we were diving into various subject via the gateway that is the logo.

**The logo can be used as a standalone element** as well, not necessarily with any wordmark elsewhere in the composition it is used in. It is strong enough, as a single component, to make the brand shine.





## INTRO TO DAILYMOTION

## Full lockup

What we call a “lockup” is when the wordmark and logo are used together as an ensemble and cannot be dissociated. Whether it is resized, scaled up and down, they will always remain in the same ratio.

When used as a full lockup, our logo and wordmark form a solid duo that complement each other well, whether it is via their similar wires thickness, size or how strong, yet light, they look all together.

However, even though it is the “complete” version of our identity, it is not mandatory to use it at all time. Depending on the context and vessel, we will sometimes encourage the usage of the logo alone, logo and wordmark used separately in the same space or, like shown here, the full lockup.

Some more rules apply to the usage of the full lockup. Details about them can be found in the *Logo Don'ts* chapter of the guidelines.





## INTRO TO DAILYMOTION

# Safezone

Wherever the logo, wordmark or lockup is used, we must make sure that a safezone around it is respected. It'll allow our brand to shine more and not feel lost among other content or logos.

For the lockup and the wordmark, the safezone represent the width of the first “O” in the Dailymotion wordmark: vertically on the left and right, horizontally on the top and bottom.

For the logo, the safezone correspond the the outside width of the “quote” (parallelogram), rotated to fit either the right and left side, or the top and bottom side of it.

Refer to the depection on the right to ensure the right usage of our logo, wordmark and lockup safezone.

## FULL LOCKUP SAFEZONE



## WORDMARK SAFEZONE



## LOGO SAFEZONE





## INTRO TO DAILYMOTION

**Logo don'ts**

*Those guidelines are also applicable to the usage of the logo and wordmark as standalone items.*

1. Do not stretch or deform the lockup
2. Do not add effects to the lockup
3. Do not change the ratio of the lockup elements
4. Do not change the colour/opacity of the lockup
5. Do not rotate, flip or dismantle the lockup
6. Do not outline the lockup
7. Do not use the dark lockup on dark background
8. Do not use the light lockup on light background
9. Do not use the lockup over a noisy background
10. Do not change the lockup elements' order
11. Do not use another typeface as the wordmark
12. Do not use the wordmark as part of a sentence





INTRO TO DAILYMOTION

Base colours

The base palette of our brand is an array of bright colours, representing the vast variety of content, opinions, topics and people who are using our product.

They are usually used as pairs, from top to bottom, to represent two side of a same subject, two perspectives, two ideas. Two colours from the same row shouldn't be used together to ensure good contrast and readability.

<div>R2</div> <div><div>RGB2467455</div><div>CMYK090854</div><div>#F64A37</div><div>PMS-TBD</div></div>	<div>P2</div> <div><div>RGB12694255</div><div>CMYK516300</div><div>#7E5EFF</div><div>PMS-TBD</div></div>	<div>Y2</div> <div><div>RGB25513176</div><div>CMYK049700</div><div>#FF834C</div><div>PMS-TBD</div></div>	<div>G2</div> <div><div>RGB25181166</div><div>CMYK610629</div><div>#19B5A6</div><div>PMS-TBD</div></div>	<div>B2</div> <div><div>RGB83154255</div><div>CMYK674000</div><div>#539AFF</div><div>PMS-TBD</div></div>
<div>R1</div> <div><div>RGB246130242</div><div>CMYK04524</div><div>#F682F2</div><div>PMS-TBD</div></div>	<div>P1</div> <div><div>RGB187131255</div><div>CMYK274900</div><div>#BB83FF</div><div>PMS-TBD</div></div>	<div>Y1</div> <div><div>RGB24221873</div><div>CMYK010705</div><div>#F2DA49</div><div>PMS-TBD</div></div>	<div>G1</div> <div><div>RGB173234113</div><div>CMYK240478</div><div>#ADEA71</div><div>PMS-TBD</div></div>	<div>B1</div> <div><div>RGB122229231</div><div>CMYK43109</div><div>#7AE5E7</div><div>PMS-TBD</div></div>

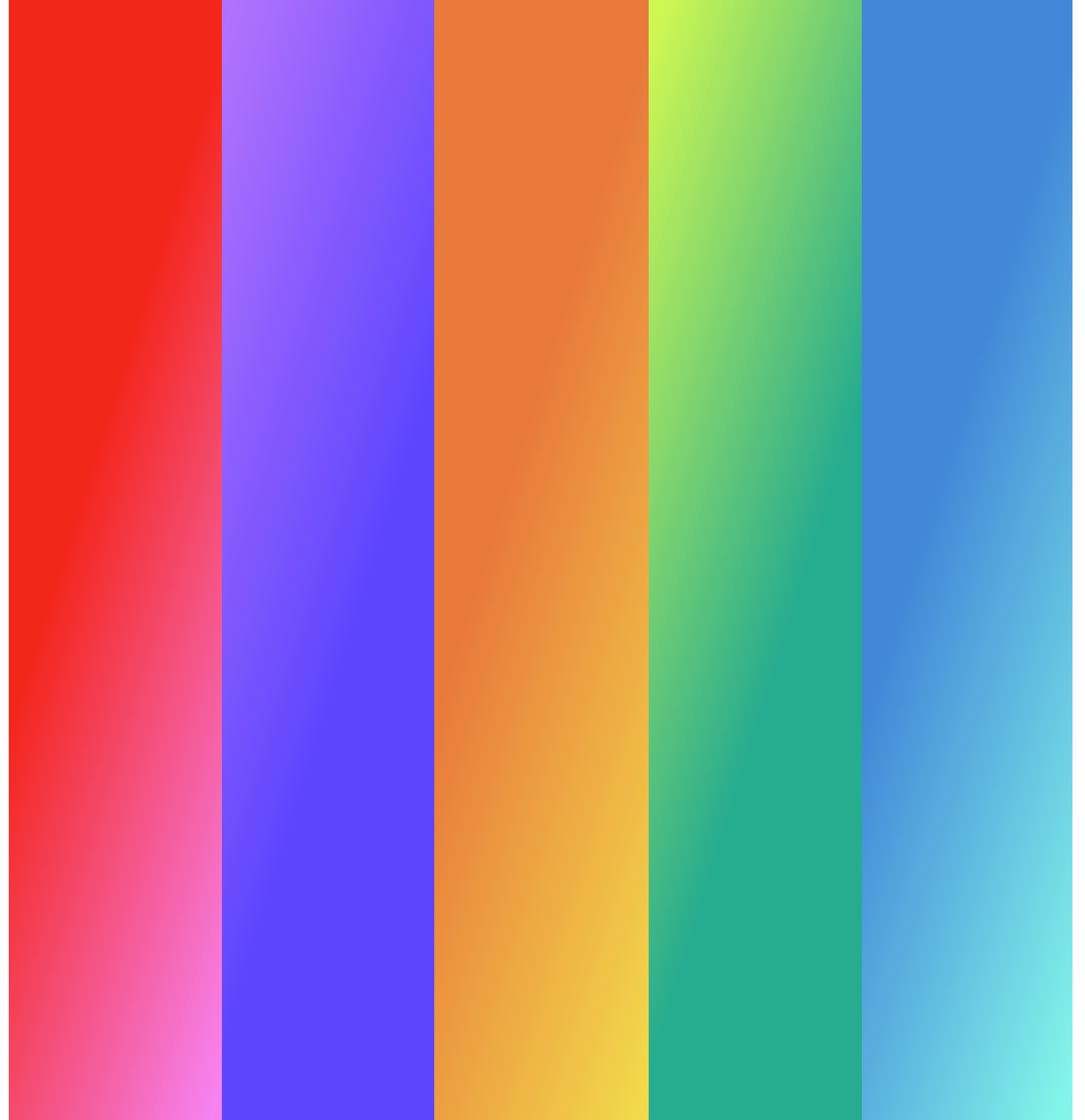


## INTRO TO DAILYMOTION

# Gradients

Although the colour duos from the base palette are a good asset, using them as gradients emphasise more the idea of ideas meeting, coming together to create something new. It embraces diversity and celebrates all the shades of opinions, people and conversation we can have on Dailymotion.

The base gradients are created from each pairs of colours presented previously. More details about the construction of the gradient are available on the next page.



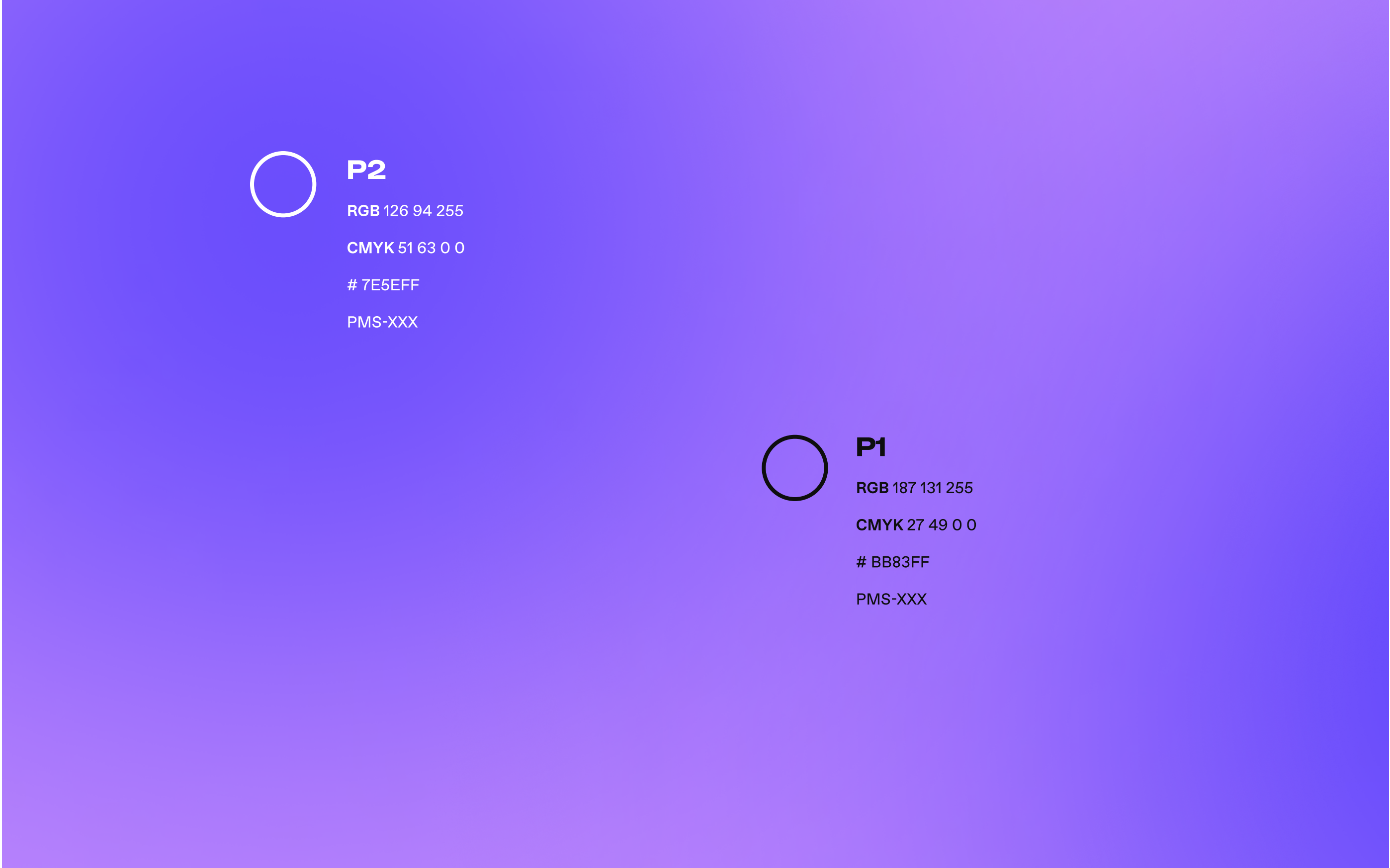
CORE BRAND

# Gradient construction

The gradient used in B2C is made out of diffused colour spots placed organically on a flat background. The lightest colour (#01) should be the one in the background, and the darker (#02) should be used as spots.

The two shades used must be from the same colour category (red, purple, yellow, green or blue) and shouldn't be mix with any other ones from the palette.

The spots can be placed randomly in the space: the goal is to make it look organic, fluid. There shouldn't be more than three spots in the composition, and they should be separated enough so we can feel the variation of colours and various shades they create.



## Typographic rules

The part of the gradient where text is located should be as dark as possible to ensure good readability. Since the gradient is created fluidly most of the time, good contrast can be controlled easily by moving the spots as desired.

The colour rule is the same as the default one, only a bit more subtle and variable because of the multiple shades created by the gradient.

## Default gradient

The spotted gradient being very fluid and random in its construction, it has no base rules regarding its composition except the amount of spots used to create it. Their location in the composition are not regulated and doesn't have a default state.

We highly encourage reaching out to the branding team for your needs when it comes to B2C assets to make sure that everything follows our guidelines.



## INTRO TO DAILYMOTION

## Introduction to our typefaces

Dailymotion's brand uses two typefaces: DailySans, a unique customised version of its original version, PolySans, made by norwegian foundry Gradient, and ABC Favorit, made by the swiss-german foundry ABC Dinamo.

Those two typefaces were chosen to work as a pair: one being more out there, decorative and expressive, while the other one is a bit more utilitarian, yet still packing lot of personality on its own.

As of today, both typefaces are offered in Latin only. When used in other languages, some pre-selected replacement typefaces should be used. More information about them can be found later in this chapter.

# DailySans

# ABC Favorit

### DailySans

DailySans is a grotesque font that shines by its wide character width, quirkiness and elegant use of ink traps, an homage to the very beginning of foundries and font making. Versatile and fun, it'll work in various situation and suits our Gen Z public well, even grow with them. **For more details on DailySans, refer yourself to the annexed specimen.**

### ABC Favorit

ABC Favorit is a workhorse font. With its multiple language support and clean linework, this simple yet detail-oriented typeface is ideal when used in product and digital design, which is exactly what it is used for in our brand. It is also used as body text in other context such as print and web, complementing DailySans' strong personality.

## INTRO TO DAILYMOTION

# Typefaces usage

To ensure consistency in the brand, the two typefaces should be used in some very precise situation and contexts.

**DailySans** being a decorative and personality-driven typeface, it should always be used as title, subtitles, very short accent text and more graphic purposes. All visuals done as communication and marketing tool will use DailySans. It should be used in Bulky Wide only, with some rare occurrences of italic for highlights (more details on page 11).

**ABC Favorit** is gonna be used as our main digital typeface: websites, native app and such. It can also be used in other context, such as print, for body text and other small characters (footnotes, legends, picture captions, etc.) All the weight are gonna be used in digital, while Regular (and bold as an highlight) is gonna be the main print type.

ALL TITLES, MAIN &amp; DECORATIVE TEXT, EMPHASIS

# DailySans

**Bulky Wide*****Bulky Wide Italic***

BODY TEXT, PRODUCT &amp; WEB

# ABC Favorit

Light

*Light Italic*

Book

*Book Italic*

Regular

*Regular Italic***Bold*****Bold Italic***



## INTRO TO DAILYMOTION

# Text hierarchy

Even though it can greatly vary depending of text lenght, emphasises, layout or medium, a default text hierarchy and guide to typeface usage is suggested for Dailymotion's brand.

Those base ratios are suggested for anything print or online consultation purposes. Other situation can see this ratio being applied, but some changes may follow (e.g. web, excessively big printing, etc.)

HEADNOTE  
1/5 H1 Height  
120% Line height

H1  
95% Line height

H2  
1/2 H1 Height  
100% Line height

H3  
1/2 H2 Height  
120% Line height

BODY TEXT  
1/5 H1 Height  
120% Line height

FOOTNOTE  
1/3 H2 Height  
120% Line height

## SOMETHING DIFFERENT

# Is nature our greatest teacher?

## Discover the definition of a yellow subtitle

Lorem Ipsum is simply dummy text of the printing and typesetting industry. **Lorem Ipsum has been the industry's** standard dummy text ever.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut et massa mi. Aliquam in hendrerit urna. Pellentesque sit amet sapien fringilla, mattis ligula consectetur, ultrices mauris.

\*But also the leap into electronic typesetting, remaining essentially unchanged, instead of operators memories stystem.

## INTRO TO DAILYMOTION

## Italics and highlights

A good text hierarchy is primordial to ensure good comprehension of a text. To do so, we use two different type of emphasises:

**Italics** are recommended when a subtle highlight is required in a long text. It should only be used on short segments of text or for quotes.

**Box highlights** are recommended when used in a context that requires a massive emphasis, such as a name or keyword in an advert. In those case, the colour used should be from the same gradient used in the overall project, more precisely the shade that contrasts the more with the text colour (Lighter shade with dark text and vice versa) and be used with non-italic characters. The box should have a smaller height than the text to bring dimension.

Other highlights methods such as coloured words and all-caps are not part of our brand guidelines.

## ITALIC EMPHASIS

This is a *simple*  
italic highlight

## BOX HIGHLIGHT

This is a colourful  
box highlight



## INTRO TO DAILYMOTION

# Typography alternatives

When the usage of DailySans or ABC Favorit is not possible, mainly because of language support, the default alternative or fallback font should always be **Noto Sans**.

With it's widespread availability, array of language support and weights, Noto Sans is a safe option that will ensure good visibility and accessibility to our brand. Noto Sans and all of its variations can be found and downloaded on [Google Fonts](#).

If you find yourself in a situation where DailySans is not usable but need that personality kick that Noto Sans cannot offer, please reach out to the branding team and we'll try to find an option for you!

NOTO SANS ARABIC

لَمَّا كَانَ الاعتراف جميع

NOTO SANS CHINESE

鉴于对人类家庭所有成

NOTO SANS CYRILLIC

Зарегистрируйтесь

NOTO SANS KOREAN

모든 인류 구성원의 천부

## INTRO TO DAILYMOTION

# Typeface usage on flat colours

To ensure good readability, typography should be used in a specific colour depending of the background on which it is used.

In the rare case where the background is not made out of gradient but simply flat, the rules shown on the right is the the one to follow.

When used over gradients, the same rule applies, but with a bit more caution depending of the shade created by the gradient in the background. Some more details about those cases can be found in the following sub-chapters.

**Aa****Aa****Aa****Aa****Aa****Aa****Aa****Aa****Aa****Aa**



## CORE BRAND

# Imagery

## User generated content and creators

Creators being at the center of our platform, most of the visuals that are gonna be used in Dailymotion's B2C communication will revolve around them and their content. Those are gonna be our main imagery source, wheter it is via still frame or short sequence picked from one of their video.

Before using user generated content as visuals in any campaign or communication tools, make sure that the quality of the image is good enough and will allow our brand to shine (good quality, not too noisy, nice composition, etc). The content shown should also be monitored and show safe content, avoiding controversial or possibly-shocking visuals.





## CORE BRAND

# Imagery

## Contextual pictures

When user-generated content don't apply to a campaign or communication asset, neutral and more contextual pictures can be used instead. They'll act as an introduction to a subject, without pushing a content creator forward.

As an example: if a campaign wants to focus on an environmental topic without bringing up any content creator, focussing on the core subject only, some pictures of forests, mountains, flowers, fields, or even protests, factories or pollution depending on the angle in which the subject is brought.

As always, the images should be of the highest quality and not be too noisy, busy. It should be attractive to the user and describe well the subject covered in the ad/campaign. Keeping in mind that we focus on a Gen Z public, the pictures should be fun, colourful and inspiring.





## CORE BRAND

# Imagery

## Studio shoots and campaign

When it is relevant for a campaign and budget allows it, professional photoshoot of Dailymotion's content creators can be used in various communications assets.

To ensure that those photoshoot are of good enough quality and can last as long as possible, they should always be planned with the help of professional from the field: photographers, videographers, makeup artist, art director, agencies, stylist, etc.

To appeal to our main demographic, their rendering should be colourful, fun, natural and as expressive as possible. We want to see the creator's personality shine and come to life, allowing us to understand the perspective they have of the world.





## CORE BRAND

# Imagery

**Do and don'ts**

The pictures used in our assets should always be of very high quality to ensure that it is looking good whether it is viewed from a huge screen, a phone or a brochure.

Usage of black and white picture are prohibited.

Usage of noise, grain or any filters on pictures are not accepted. The picture should look as authentic and “unfiltered” as possible to reflect how real and safe our content is.





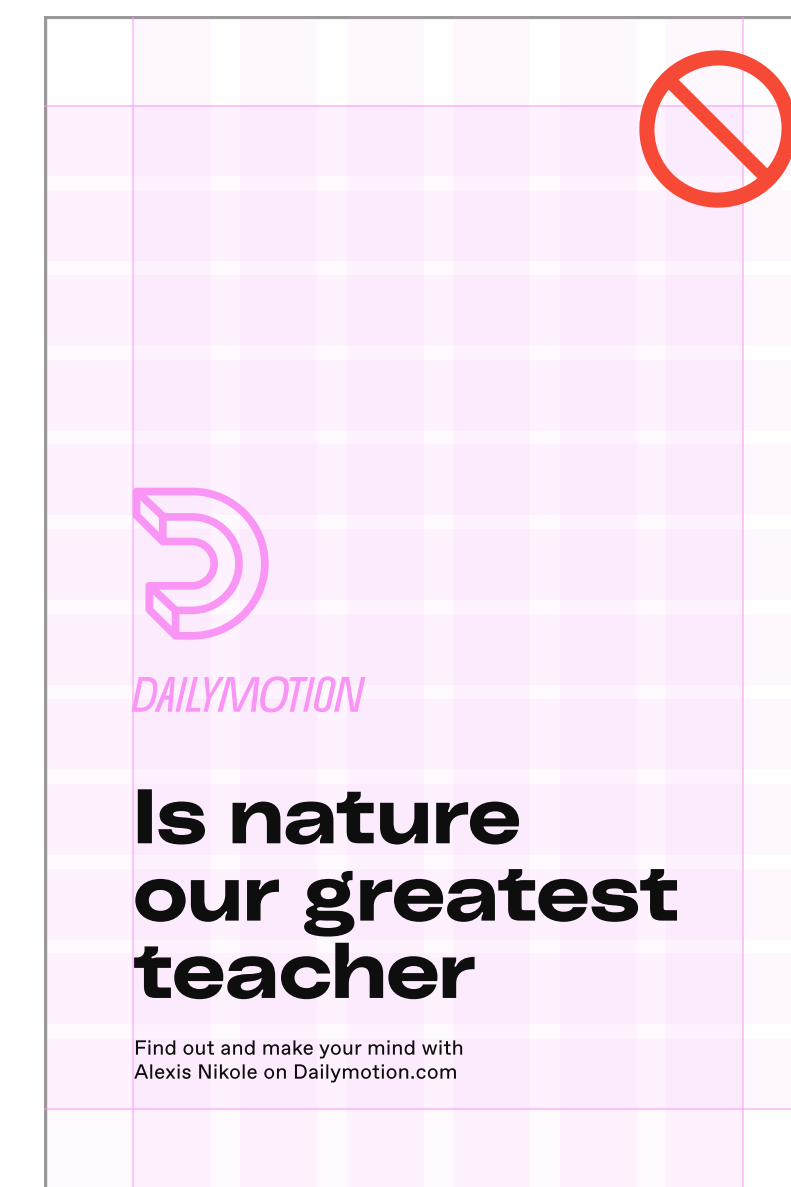
## CORE BRAND

# Basic layouts do and don'ts

To ensure coherence in our printed and digital branded communications, some basic rules should be respected when during the creation process.

As mentioned in previous pages, our logo and wordmark need to be used either as a whole lockup, or separated in a very specific way. When used apart, the two elements should be far enough so that they don't interfere unbalance each other.

On the right are some examples that will guide you in our layout creation and logo usage.





## CORE BRAND

# Layouts and picture usage

Being a content platform, most of our communication assets will contain pictures or videos showcasing our content creators and what Dailymotion has to offer.

To highlight this, we are using massive placeholders in our content, allowing us to push forward that content. Those placeholders should always touch two sides of the frame it is on, and be as big as it can. When not possible because of contrast, the frame can be made smaller so it doesn't overlap with text as much. Although the placeholder can cut the logo vertically a little bit, we do not recommend cutting through the logo horizontally to ensure better composition.



## CORE BRAND

# Layouts and Text usage

Our new brand always uses right of left alignment on text, whatever the medium it is used on it. Some other elements in the layout, such as the wordmark or subtext, will follow the same alignment as the main text. Only the logo won't respect this rule, as it should always be aligned left because of its shape.

We do not encourage having too much text in a composition (except if it is a consultation tool such as a brochure or a very specific ad campaign). We believe that short text and bright, catchy picture are the way to go.

DailySans Bulky Wide should always be used as a title font, while ABC Favorit remain a body text and content typeface.



## CORE BRAND

# External communication layouts and their purposes

When constructing a branded visual for Dailymotion, a lot of factors goes into the choice of the layout, medium and content to showcase. Depending of the purpose of the visual, some basic guidelines should be followed to ensure the brand is communicated correctly, in the most efficient way. To determine the best way to construct your visual, you first need to find out what's its goal: **product showcase**, **brand awareness**, **content promotion** or for **decoration**.

We highly recommend trying to stick to one purpose only per visual: sending multiple messages at once can be confusing and overwhelming for the consumer.

## Product Showcase

When creating a visual focusing on our product, the main rule is to let the images speak for themselves. Text should be minimal, smaller, and the picture used to present the app bigger, appealing. We encourage using screenshots of our product in context, in a photorealistic device. Multiple devices can be showcase in the same layout, as long as they complement each other and doesn't make the composition too heavy or complex.

## Brand Awareness

If the purpose of the visual is to promote our brand and its values, we recommend focussing on our brand assets and what give to our brand its vibrant personality. In this case, the focus should be on our colour palette and typeface, which should take most of the place. Wording are gonna be important: let's make sure that the message conveyed is catchy, strong, and fits our editorial style.

## Content and Creators Promotion

If the goal is to promote a creator or some specific content, the layout should provide a good balance between visuals and text content. Giving some context will be necessary, and naming a creator can be a great way to catch a specific audience. To do so, we will encourage the usage of nice high-quality pictures of the creator, or product screens showcasing the content/creator in action. Text shouldn't be too long and be complementary to the visual accompanying it.

## Decoration

If the purpose of the layout is to brand a space without any particular message, we encourage using our brand assets in a minimal, yet colourful and fun way. To do so, the usage of our logo over a mix of our gradient and abstract textures will allow our brand to shine and showcase our powerful personality.



## CORE BRAND

# Layout examples: Product showcase



The examples and wireframes showcased here act as composition guidelines which can be followed freely. Since the content of an ad is pretty variable from one time to another, we believe that those structures are flexible and will fit most of the external communication we're launching.

**More information  
on Product-related  
layouts coming up soon.  
Contact our design team  
for more information.**

## CORE BRAND

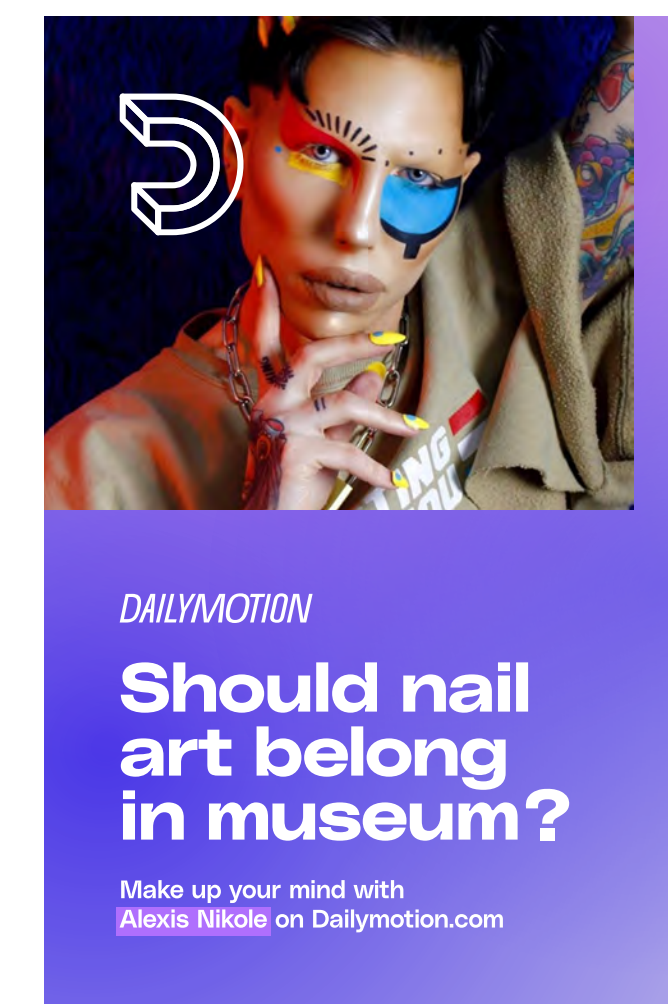
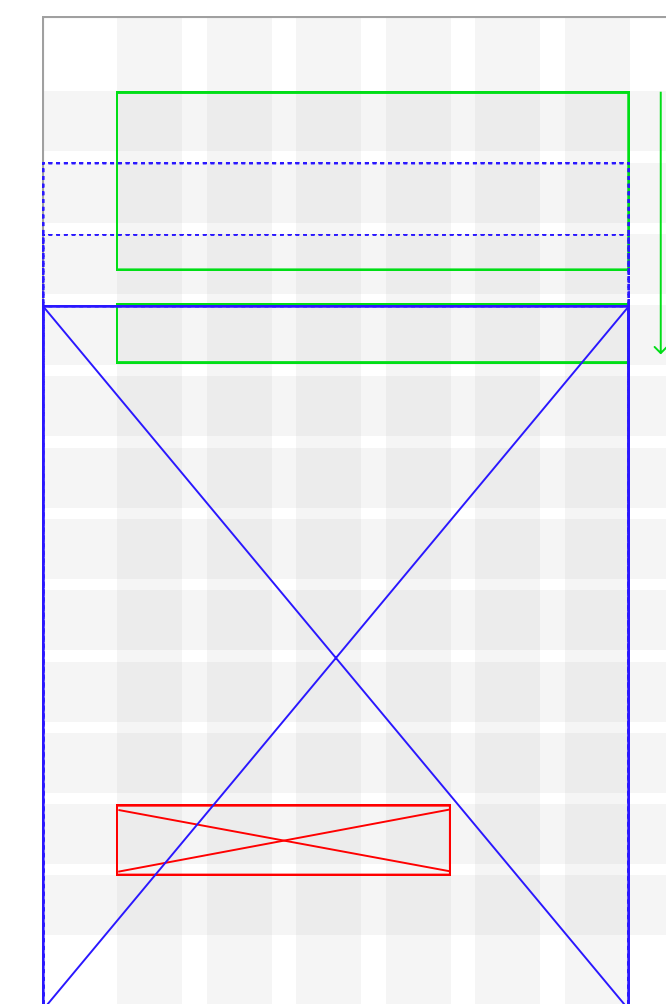
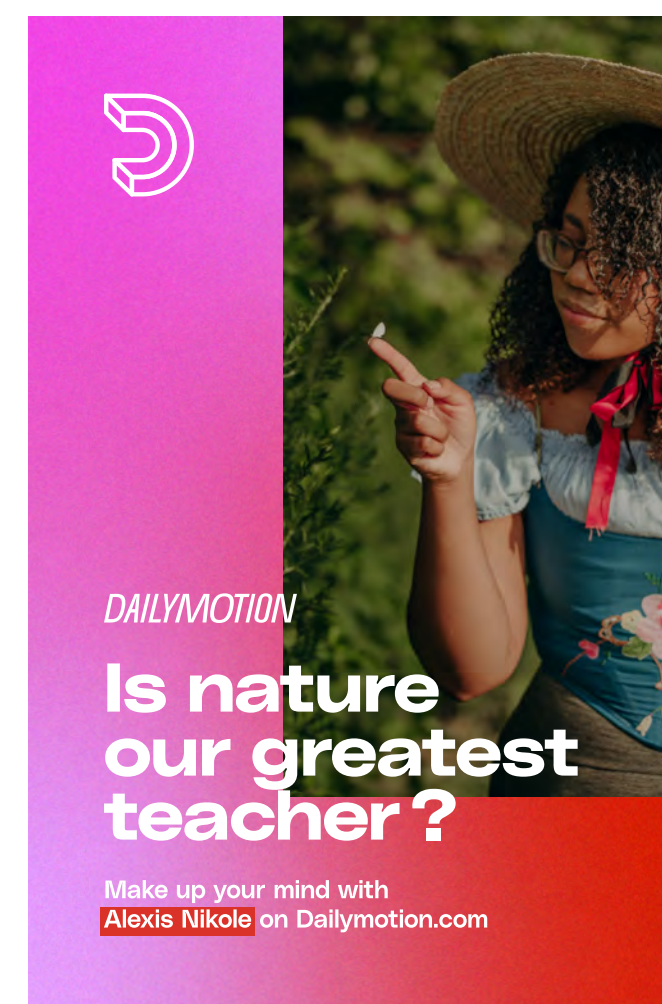
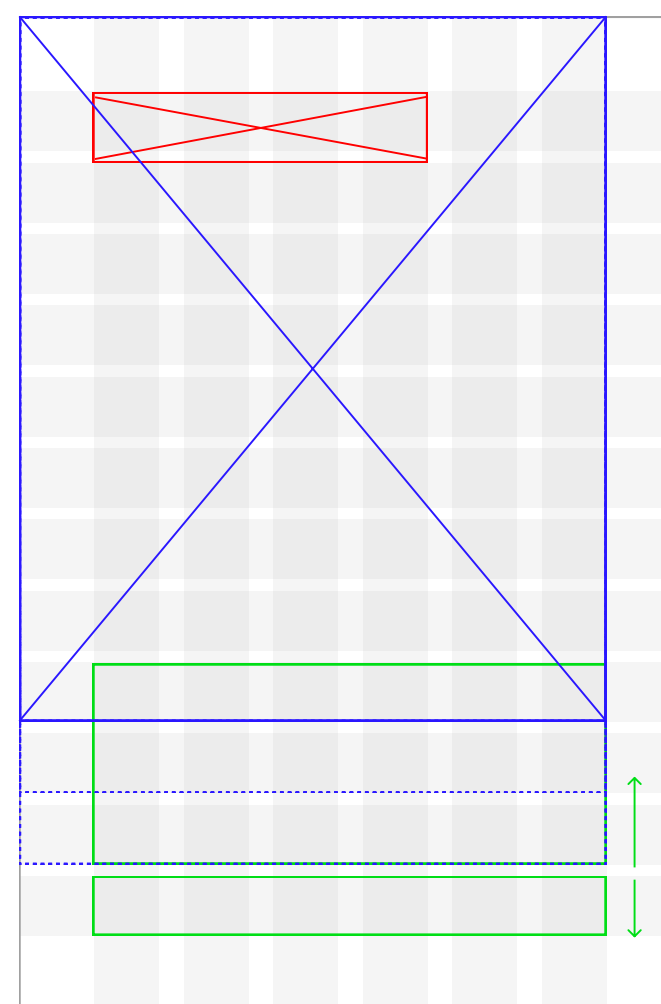
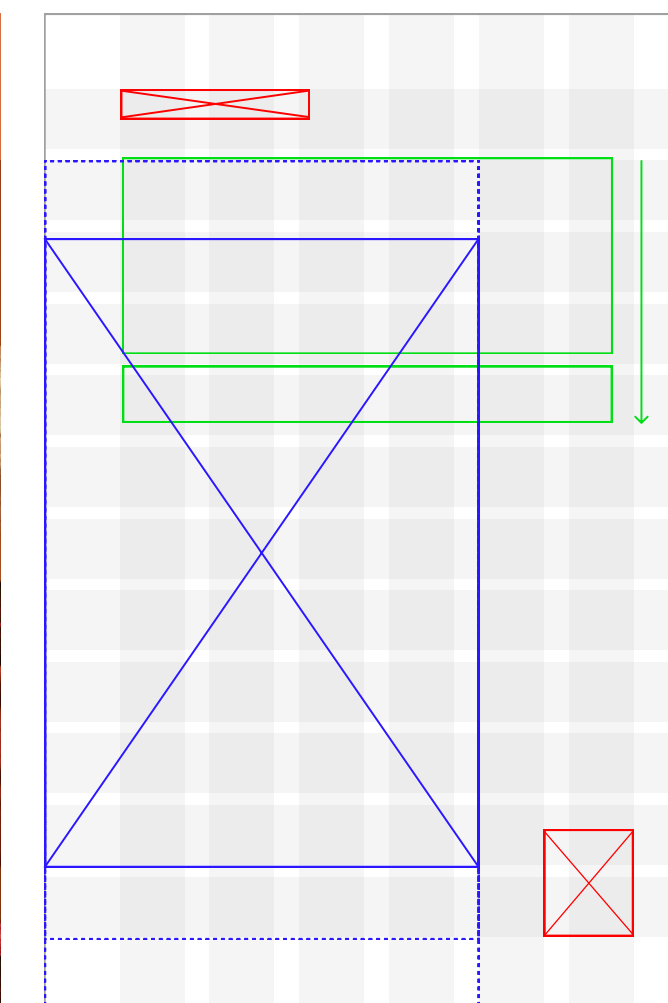
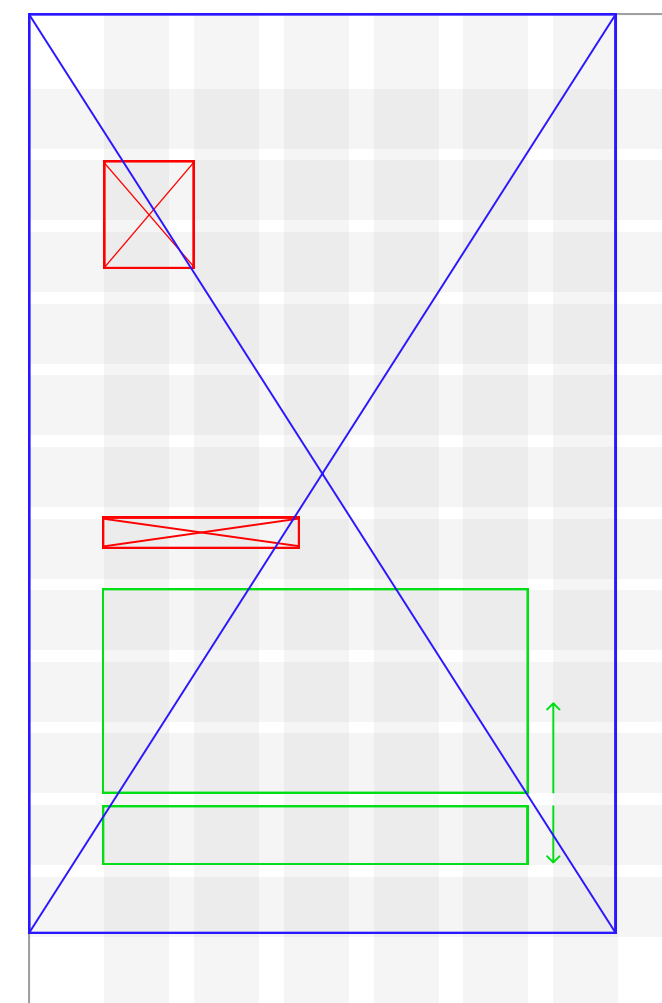
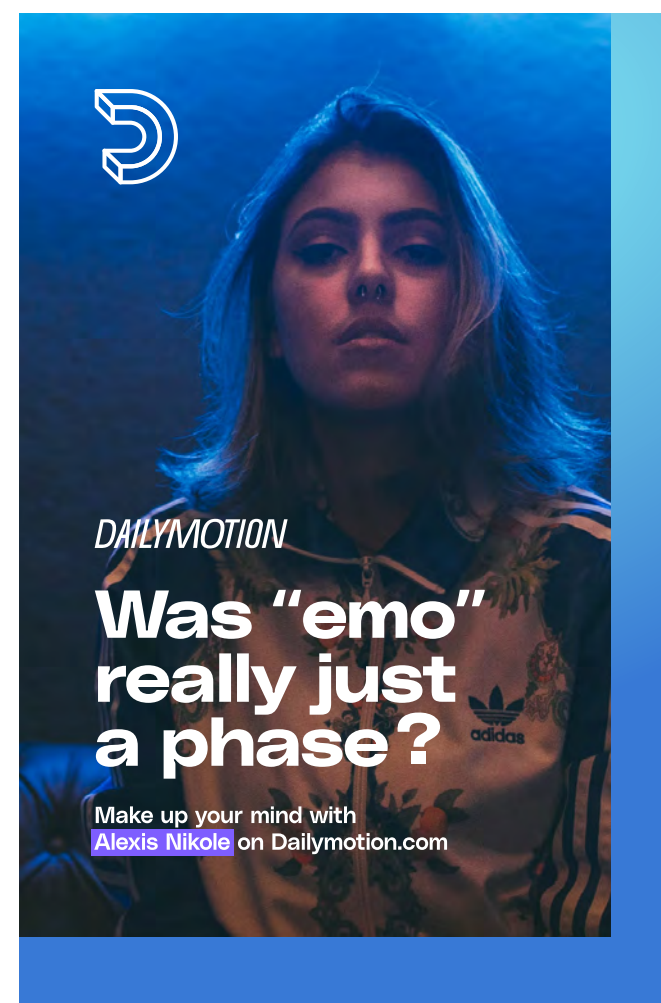
# Layout examples: Content promotion

■ Visual
 ■ Logos
 ■ Text

When highlighting a creator or its content, the main focus of a composition should be images. By doing so and using the following grids and examples as a base, the visual will shine and carry the message almost entirely.

This type of layout should always showcase our logo and wordmark, used as a lockup or separate. The picture used in it should also always be in bleed on two sides (touching the side of the composition).

**Vertical Grid Specs** 6 columns, 12 rows. 10% of total width for each margins, 5% of total width for each gutters.



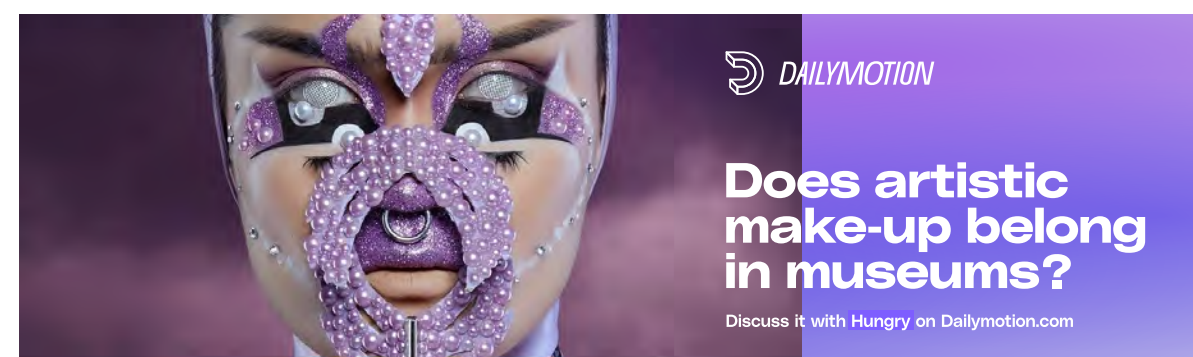
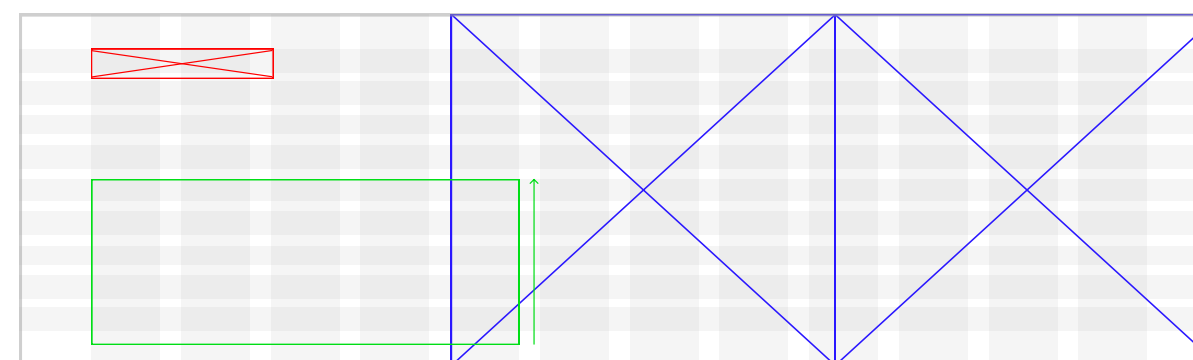
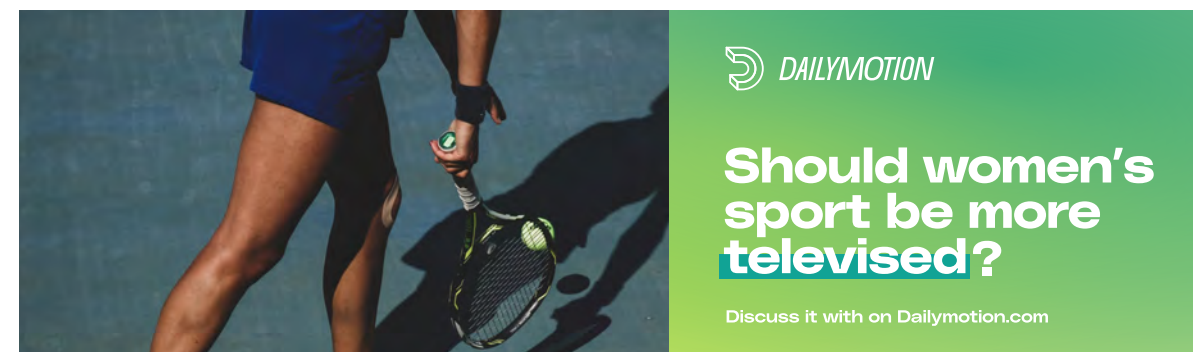
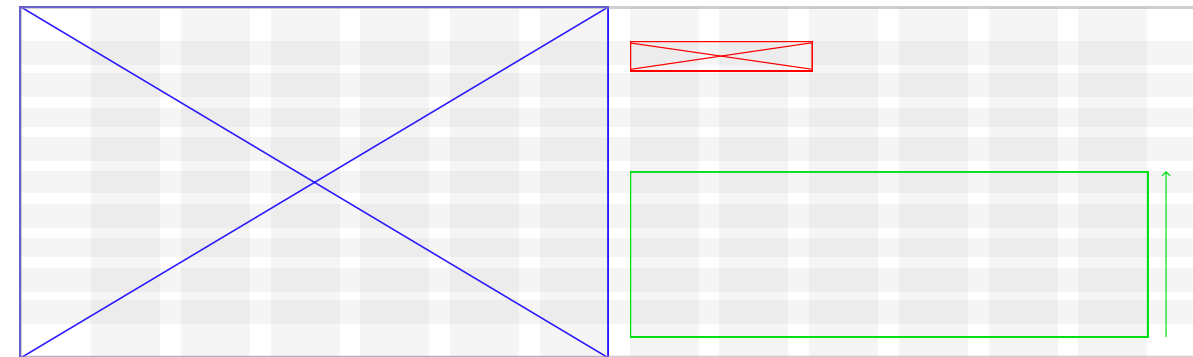


When using a wide horizontal format, the picture placeholder can be cut in half to allow two pictures, showcasing two different creator, content, or subjects.

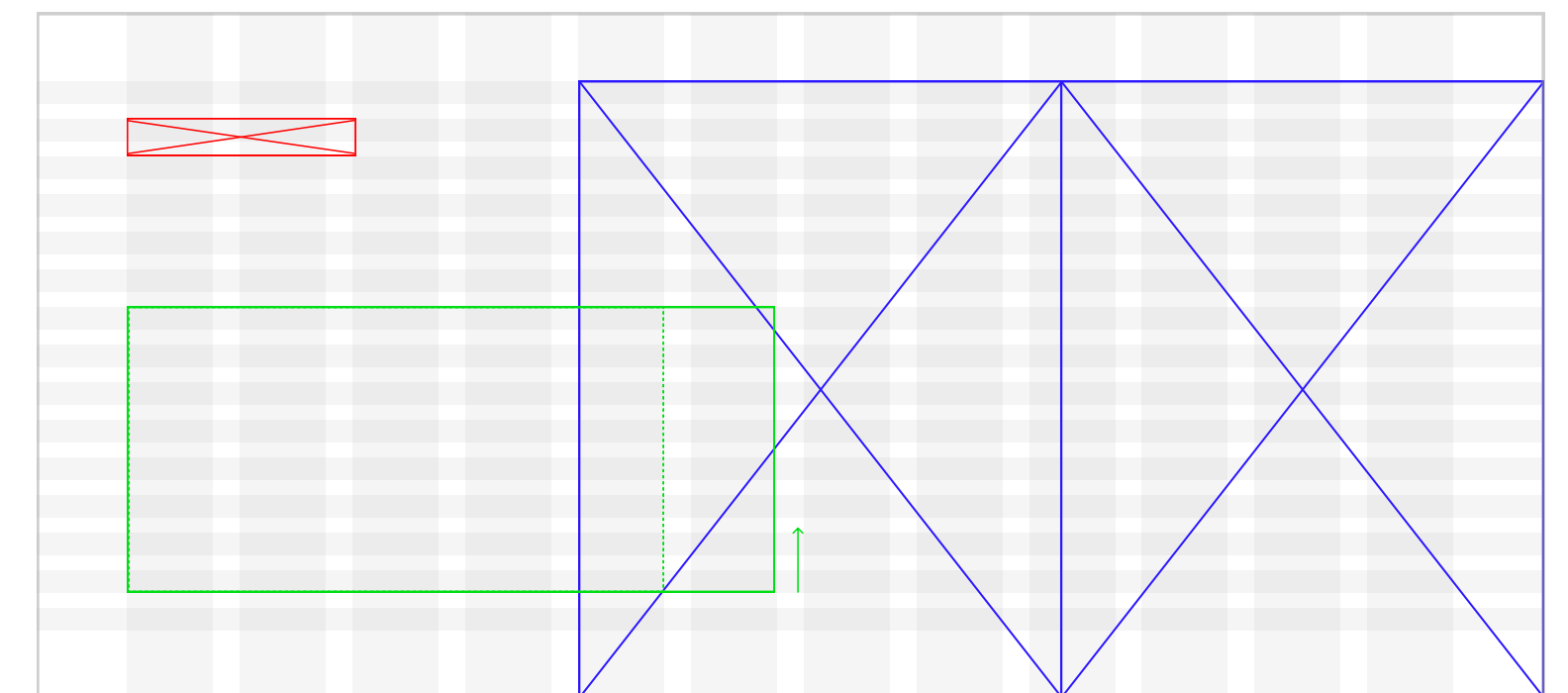
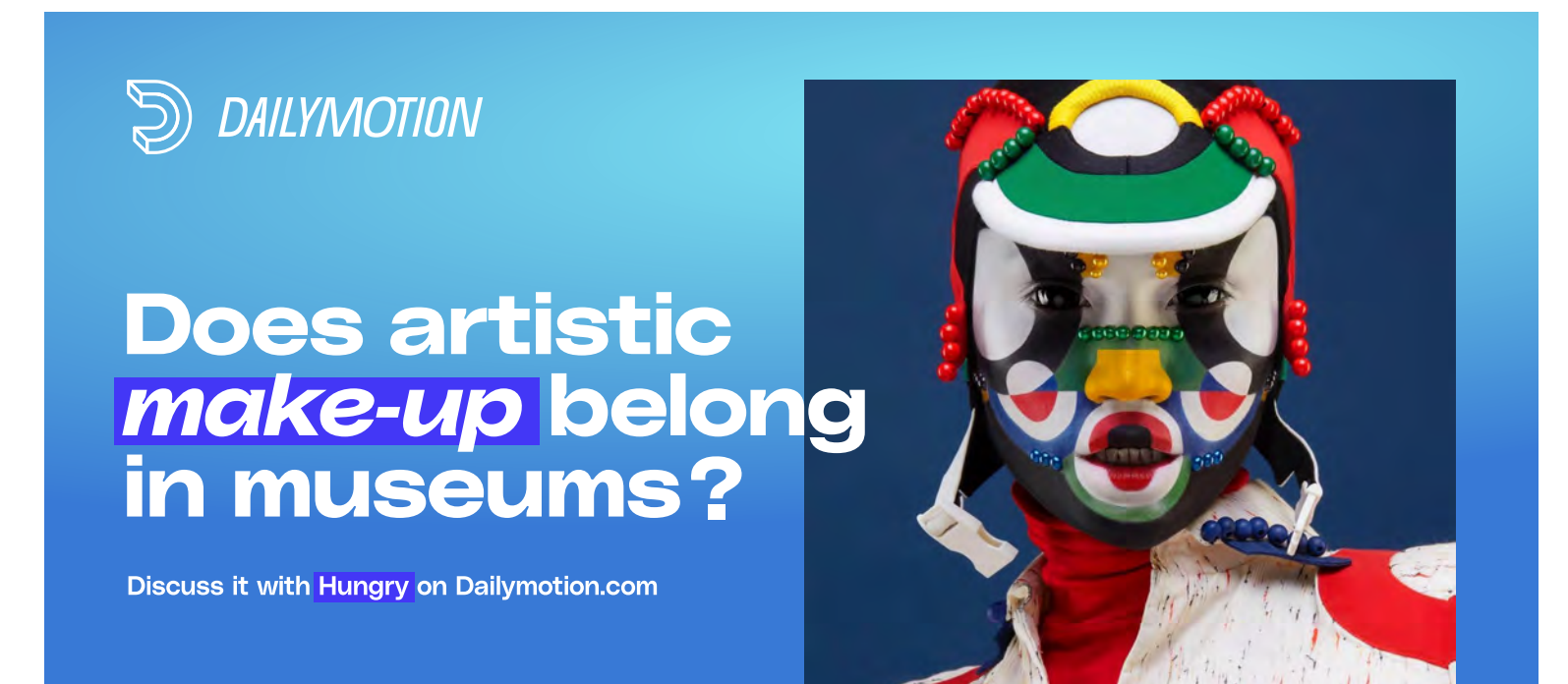
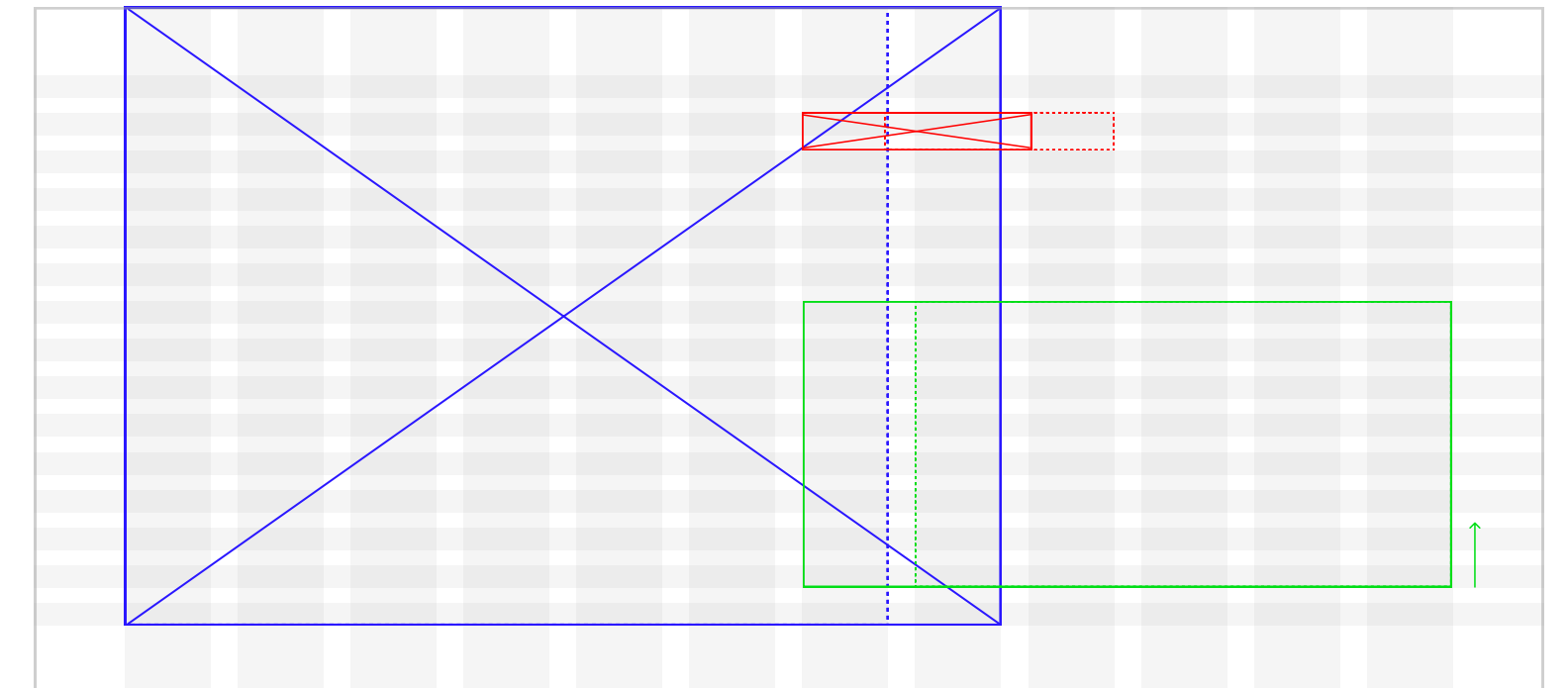
If the format gets too wide and narrow, we recommend to usage of the full lockup instead of the logo and wordmark used apart to ensure a better reading of the composition. The rules about pictures touching two sides of the composition should also switch to three sides instead.

Text can overlay pictures only if its contrast allows it. If not, making the picture less wide and allowing more space for text on neutral background is the way to go.

**Extreme Horizontal Grid Specs** 12 columns, 8 rows. 6% of total width for each horizontal margins, 10% for vertical. 2% of total width for each gutters.



**Horizontal Grid Specs** 12 columns, 15 rows. 6% of total width for each horizontal margins, 10% for vertical. 5% of total width for each gutters.



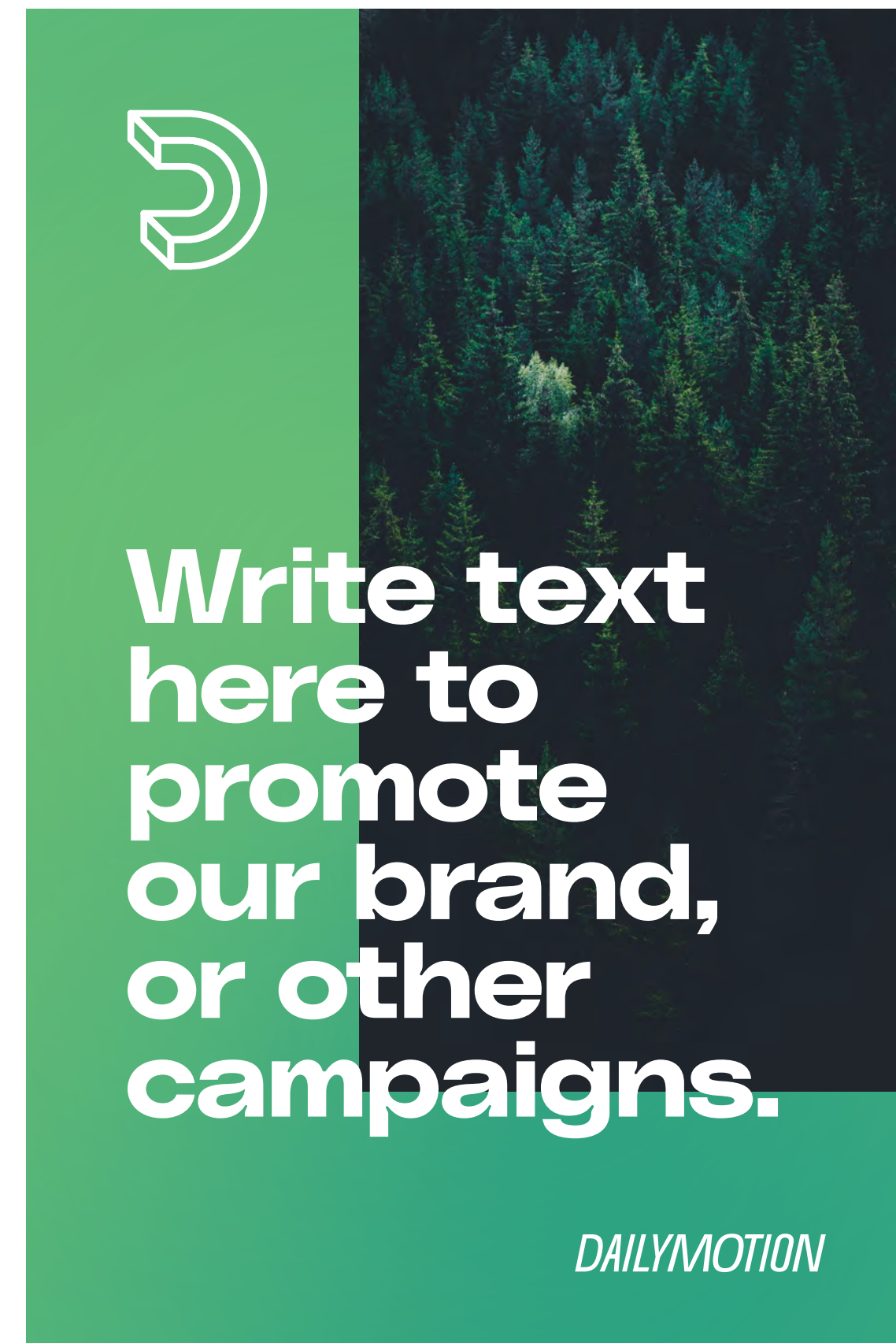


## CORE BRAND

# Layout examples: Brand awareness

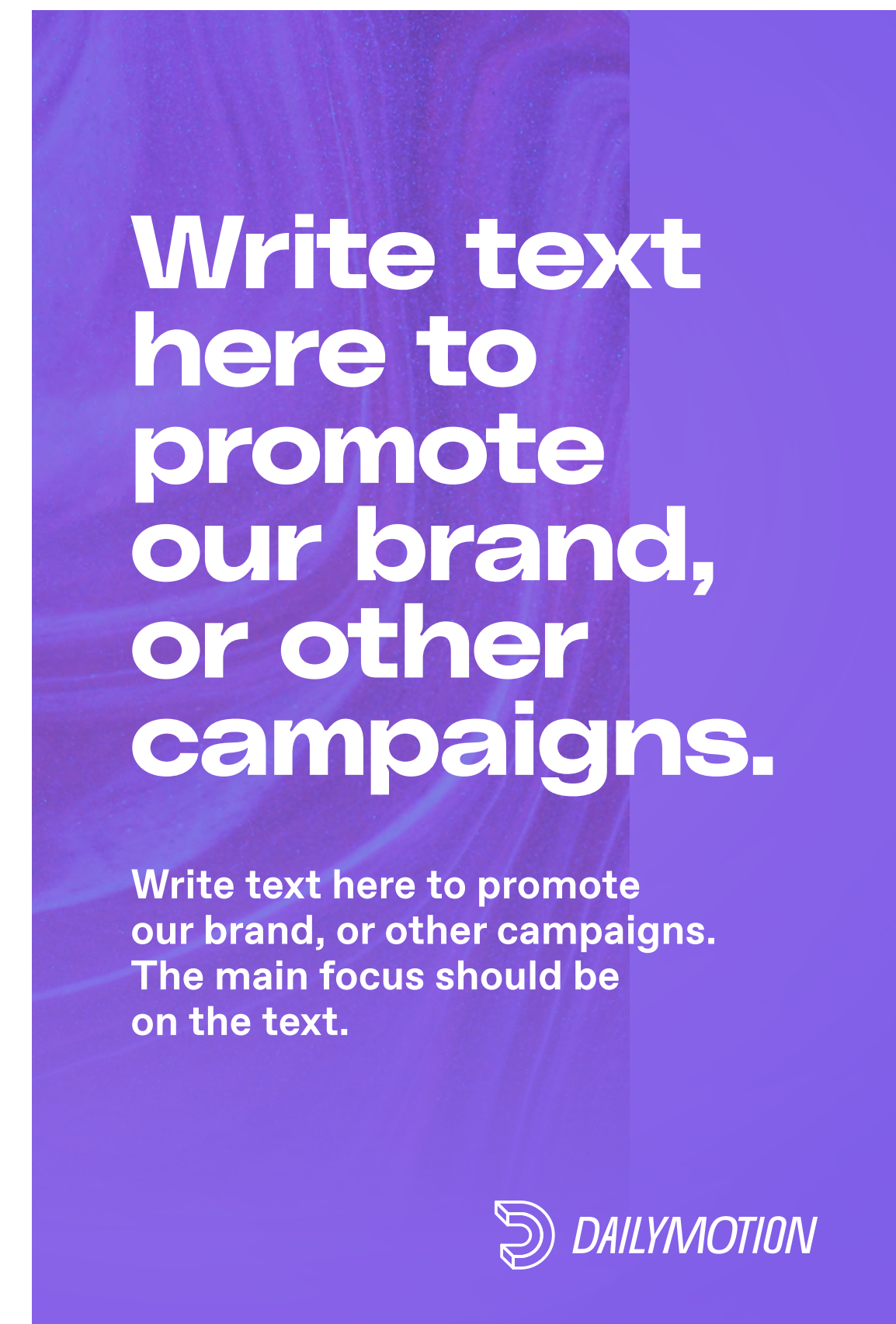
## Text-focused

If a brand-awareness campaign is mostly driven by its message, catchphrase or tagline, a text-focused layout is a great option to go for.

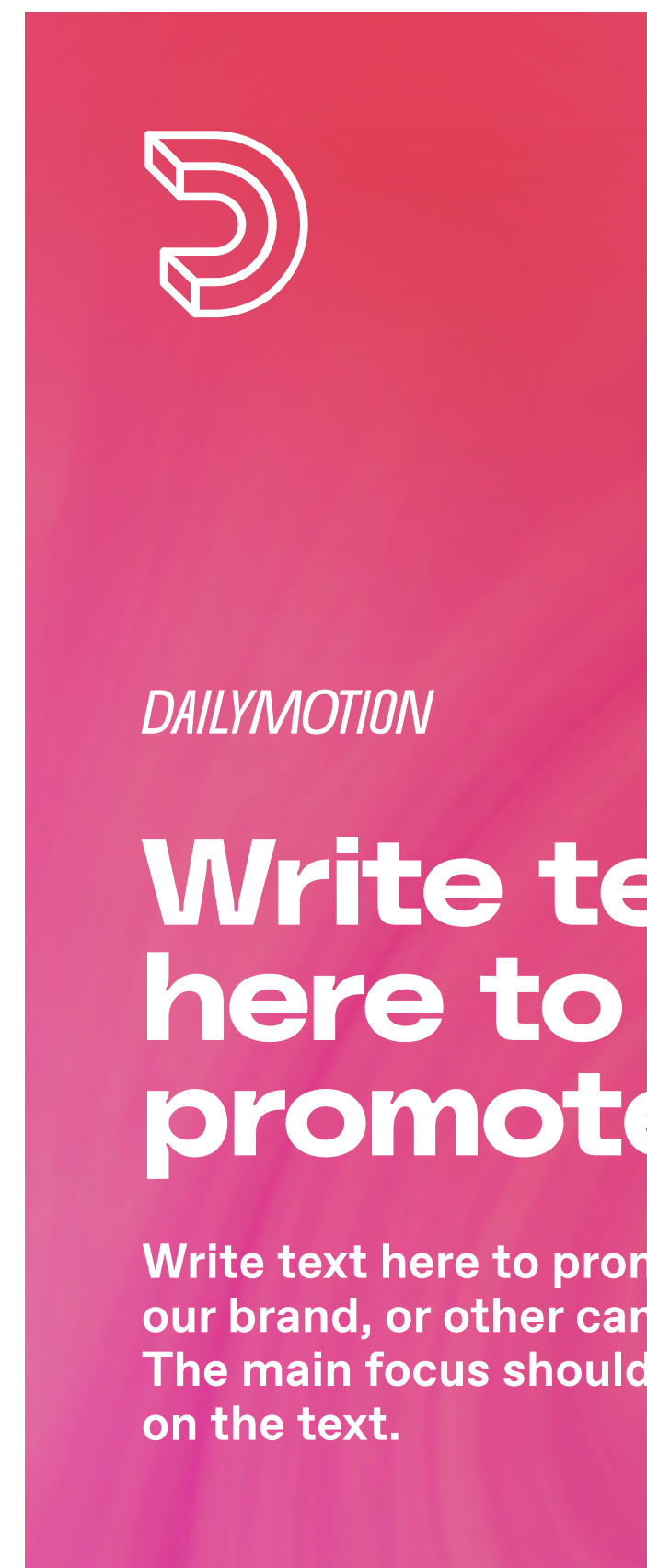


The layout should stay minimal, with big text taking most of the space, our logo and background gradient, and sometimes a picture. If a picture is used, it should allow good contrast with the text, or be an abstract visual that allow good reading.

Its grid and composition being similar to the one used for content promotion, we encourage you referring yourself to said-section.



Even though DailySans is generally used as our headlines and title typeface, using it in too big amounts can make a text harder to read. When a great quantity of text is required in a composition, we recommend converting part of it in our secondary typeface: ABC Favorit. It'll make the composition lighter and allow a better hierarchy of information. A DailySans title shouldn't be longer than 60 to 70 characters long.





### Campaign-focused

Similar to the layouts and grids used for content promotion, the campaign-focused visual are showcasing clever writing as well as visuals extracted from a current campaign promoting the brand.

The visuals used should be of high-enough quality, ideally not screenshots from a video, but pictures took specifically for the occasion.

When working on an intricate and restrictive format, some elements should be removed from the bigger iterations. The most important elements that should stay in any case are the tagline/catchphrase, visual and CTA when used.

A specific grid is hard to determine considering the large amount of formats to cover and the variety of messages to carry. However, some of those examples can lead the way for future usages.

When a button-like CTA is used, its colour should be either black, or the third shade of the gradient used in the layout. Please refer yourself to the colour section for more details.





## CORE BRAND

# Layout examples: Decorative purposes

## Logo-driven layouts

If the goal of a visual is to highlight our brand, using Dailymotion's logo and wordmark is good, simple solution. Oversized, cropped logo can also be used when in a context where the brand is already well known or shown closely.

This type of layout is flexible and can be adjusted to multiple formats, purposes and colours. Some light text can also be added, as long as it is not as an informative purpose. Only decorative or themed.

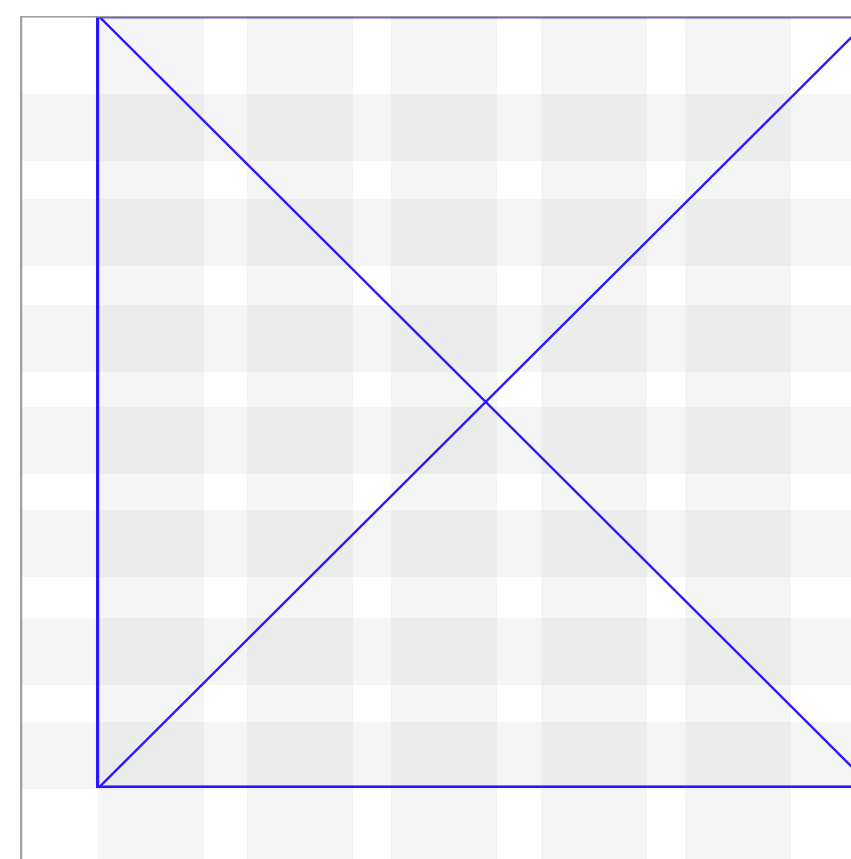
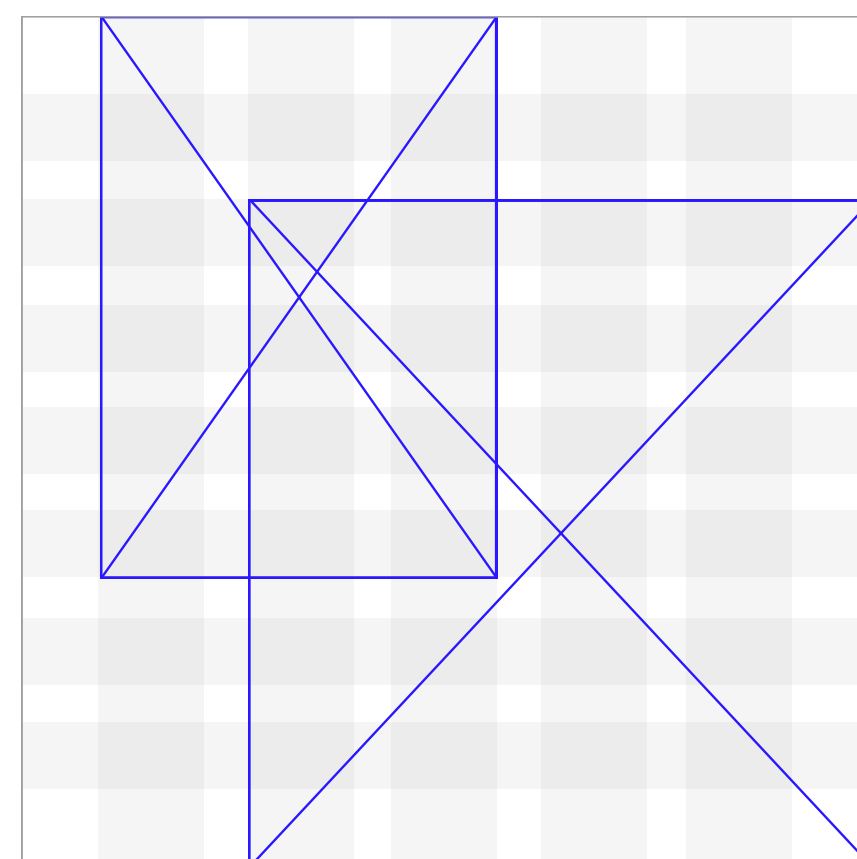
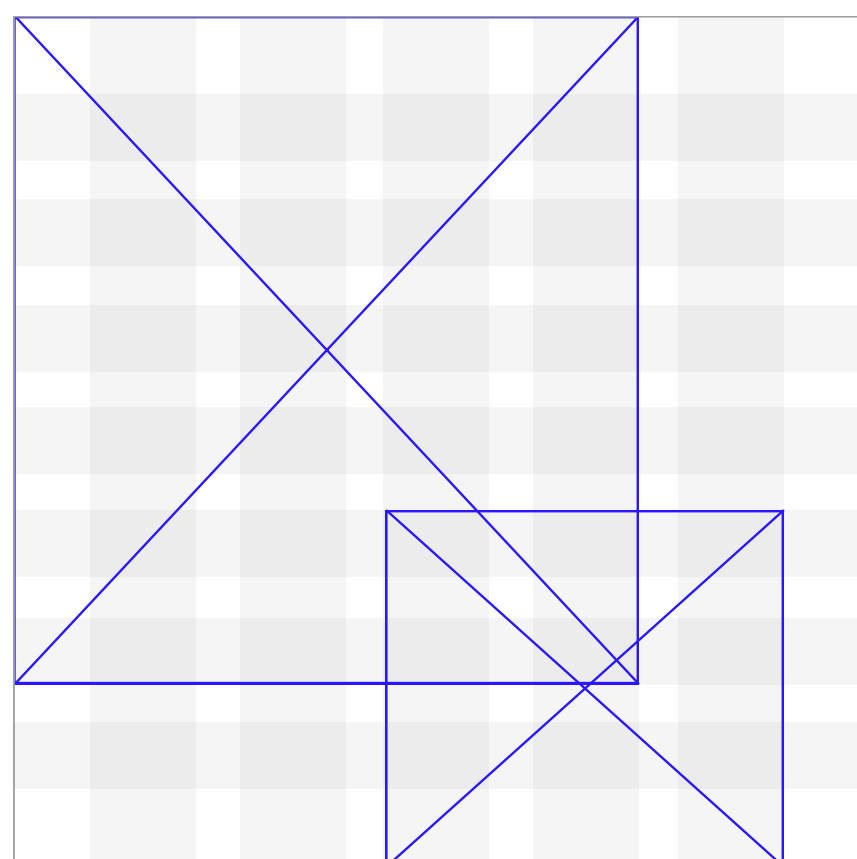
Just make sure to refer yourself to the Logo and Wordmark section of our guidelines to make sure you're using those assets correctly.

Approximate Grid Specs available on page X & X





**Square Grid Specs** 5 columns, 7 rows. 10% of total width for each margins, 5% of total width for each gutters.



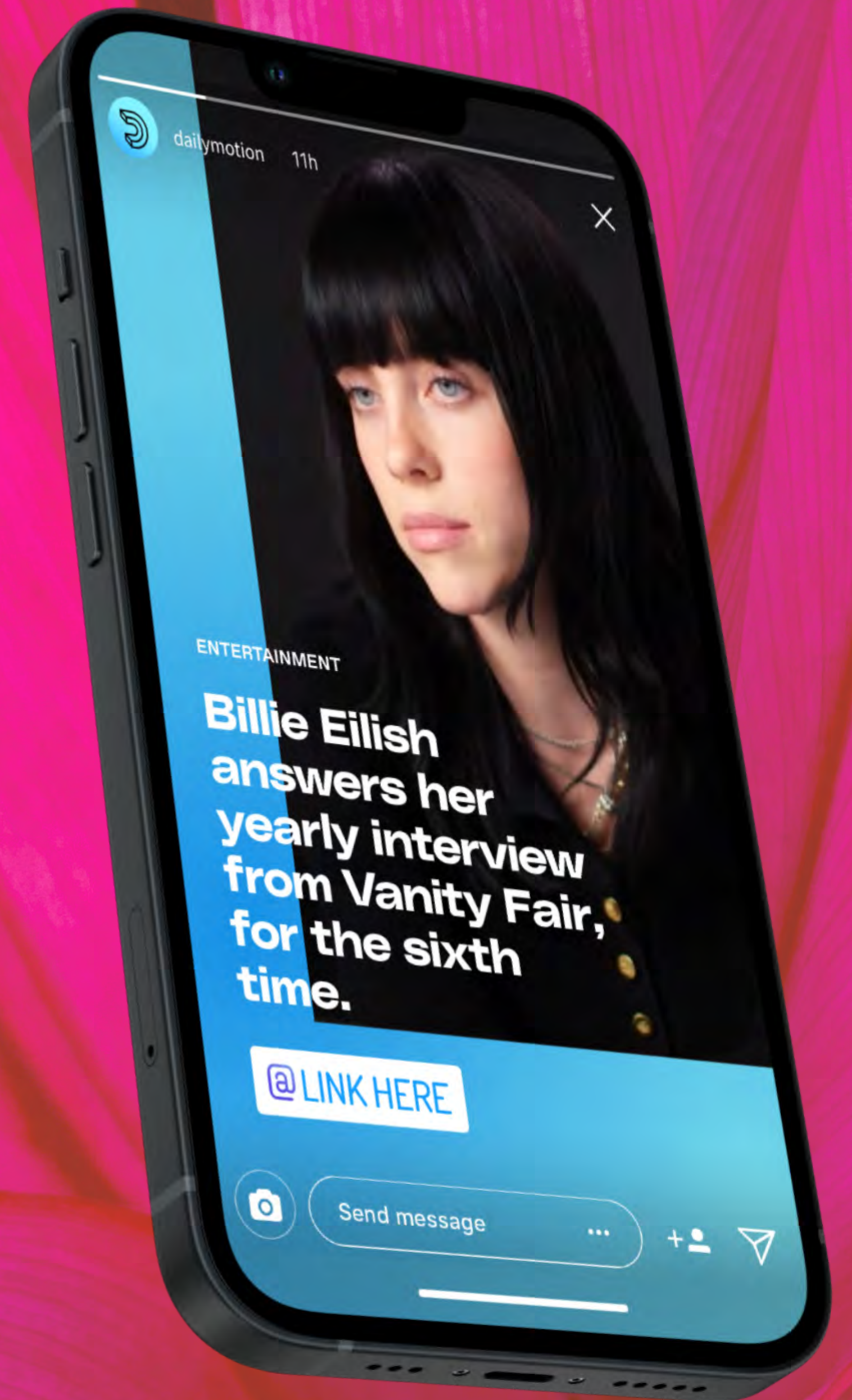
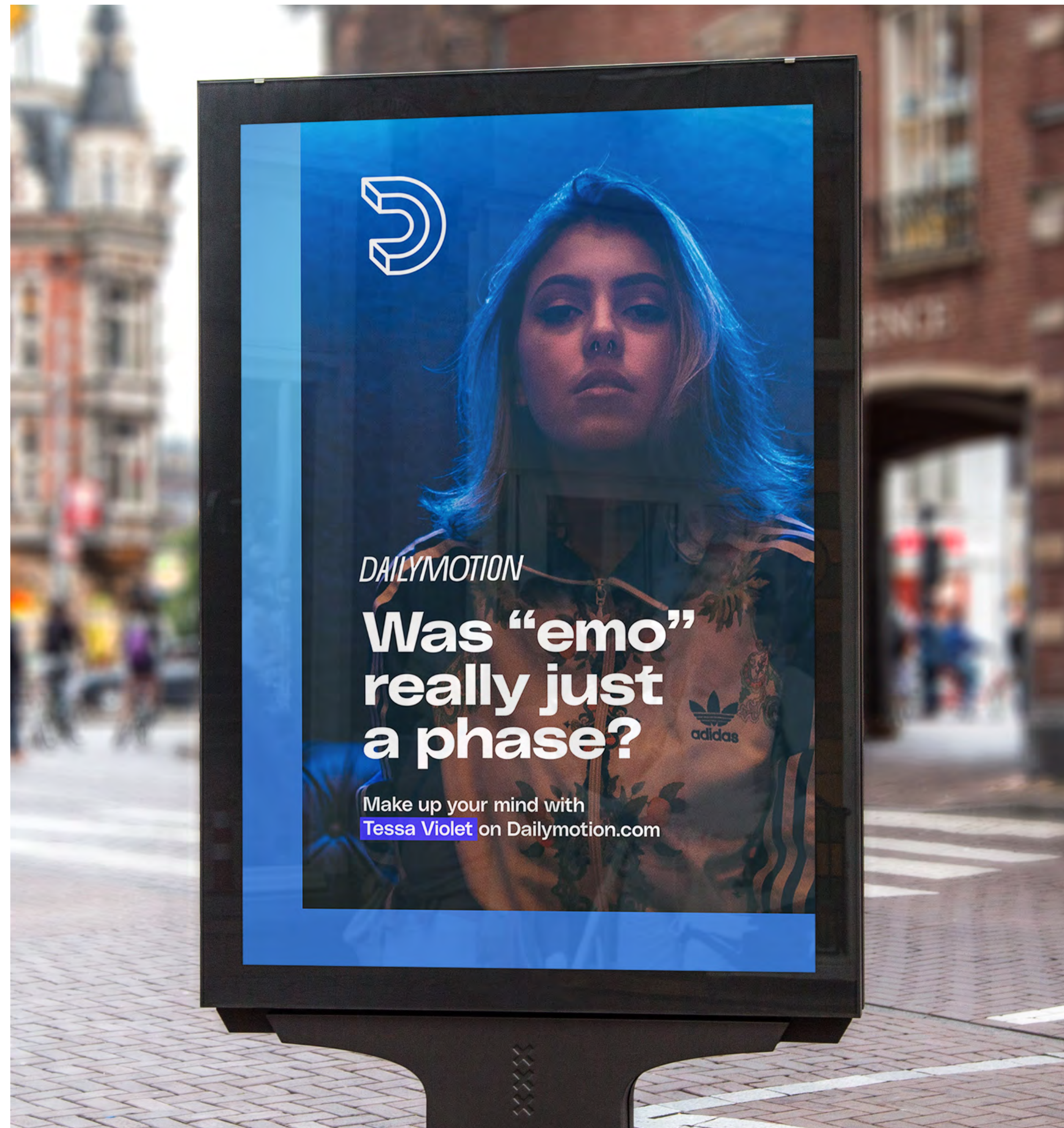
### Image-only Usage

When making a composition using pictures only, we encourage using a background gradient that suits the colours of the pictures used the best. Formats that are too intricate or tight are not suitable for this kind of layout: 1:1 or 4:3 formats are ideal.

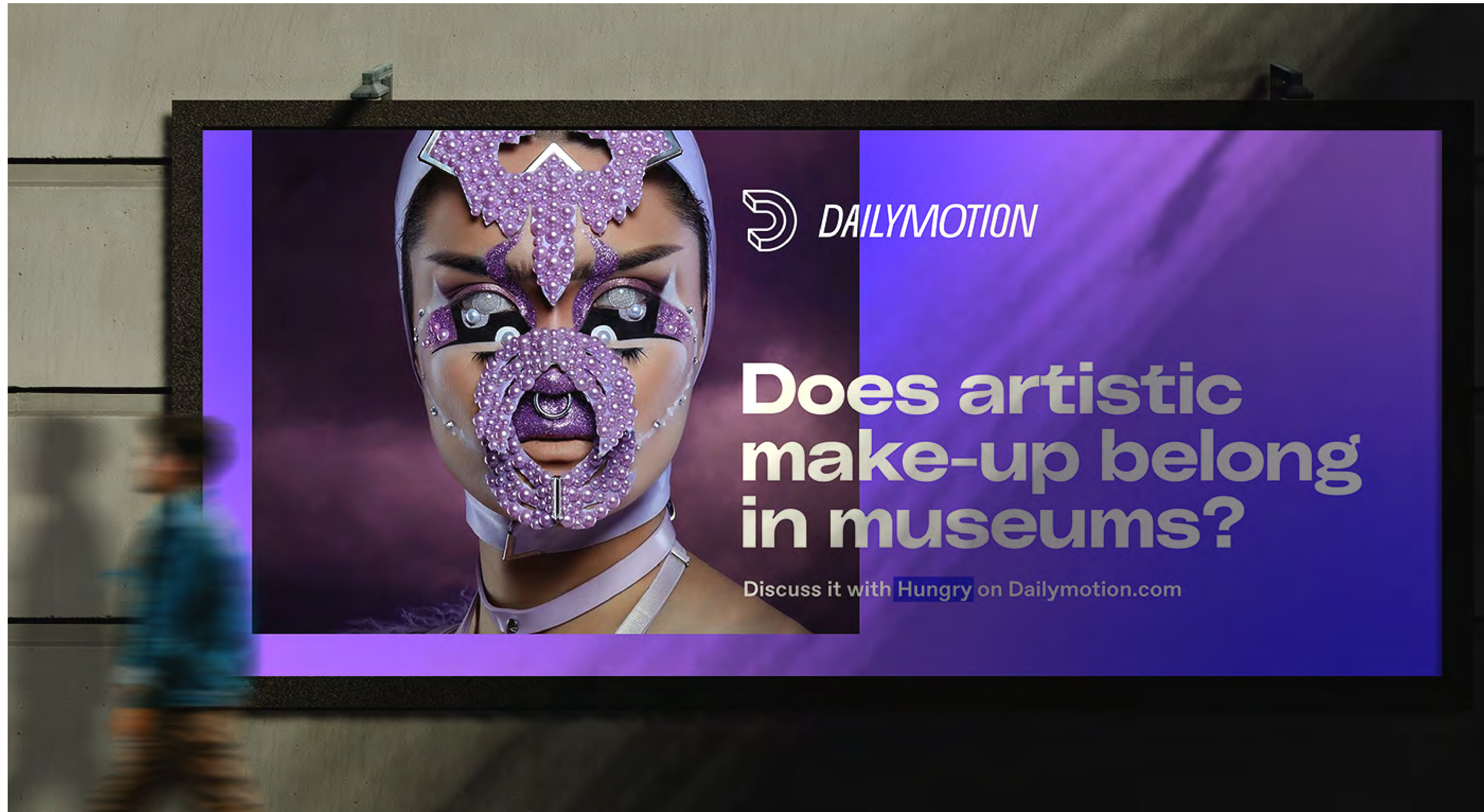
When making a picture-based composition, following a solid grid is fundamental. The usage of the grid itself is quite flexible, allowing a wide array of layouts as long as the content is well visible.

When it comes to a multi-picture layout, each image used should have one of their side in bleed (touching the side of the frame). For a single-picture layout, two sides in bleed is mandatory.



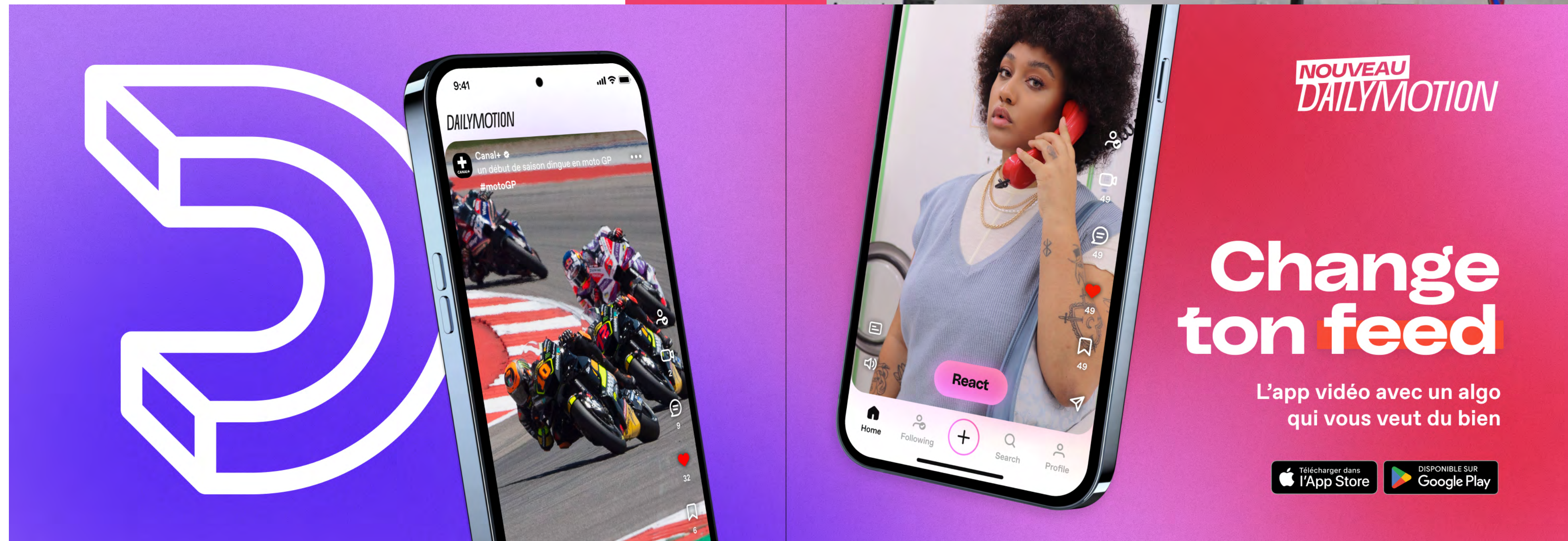








The usage of two sets of gradient (for a total of four different colours) in a same composition is not recommended. This example, however, is an exception as the ad covers two side of a building, therefore almost acting as two creatives.







# Trop de corgis dans ton feed?

Télécharge Dailymotion ↓



## Trop de corgis dans ton feed?

Télécharge Dailymotion ↓







**If you have any questions about  
our brand and its usage, do not  
hesitate to contact us.**

**[brand@dailymotion.com](mailto:brand@dailymotion.com)**