

Content

Logo

Typography

Tone of voice

Color

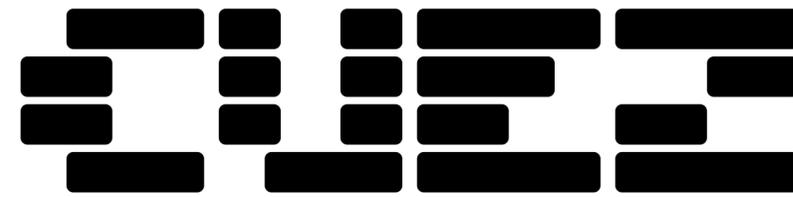
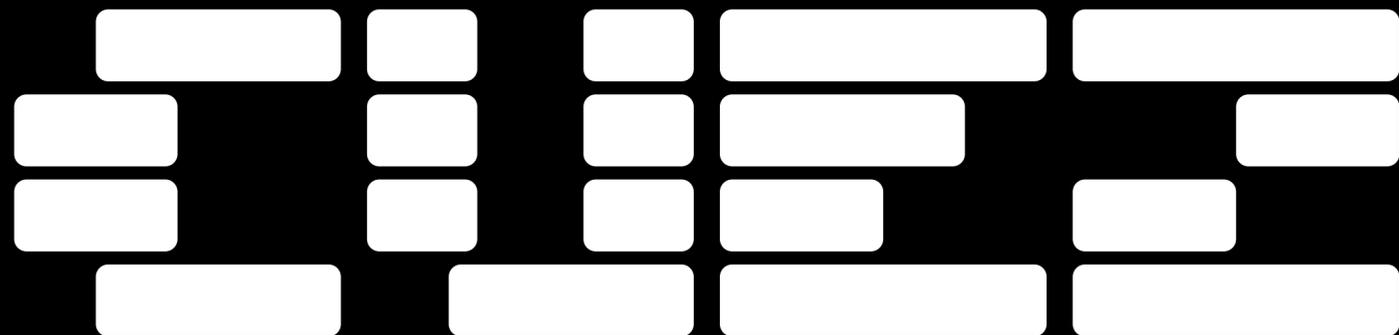
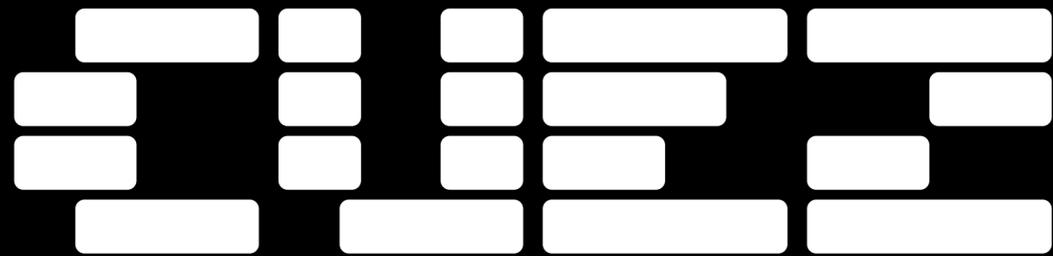
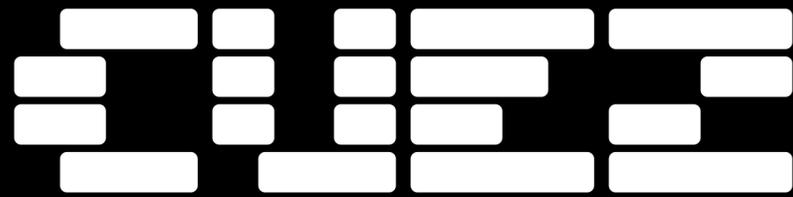
Grid

Photography

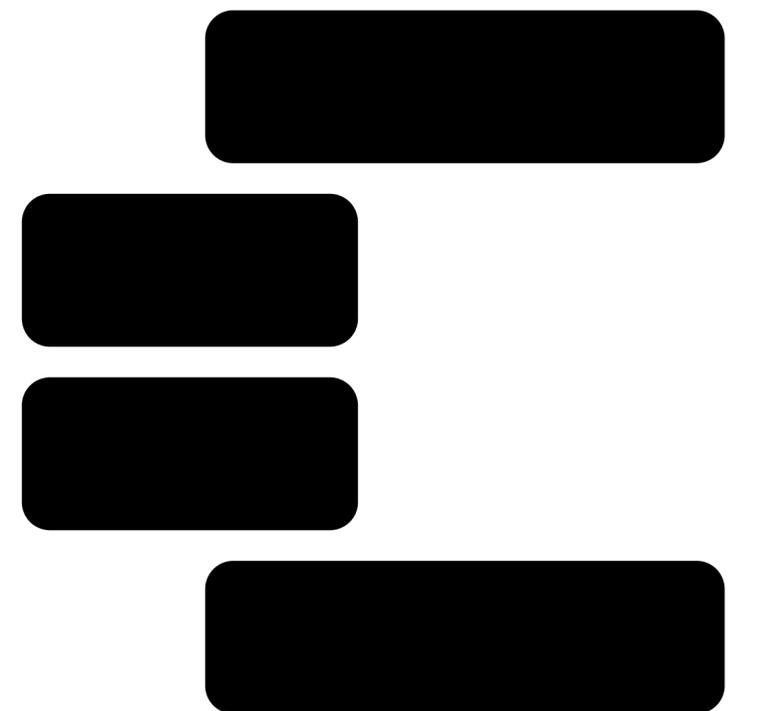
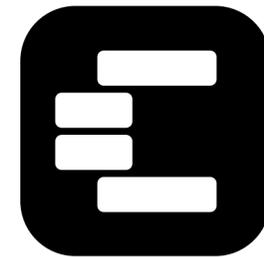
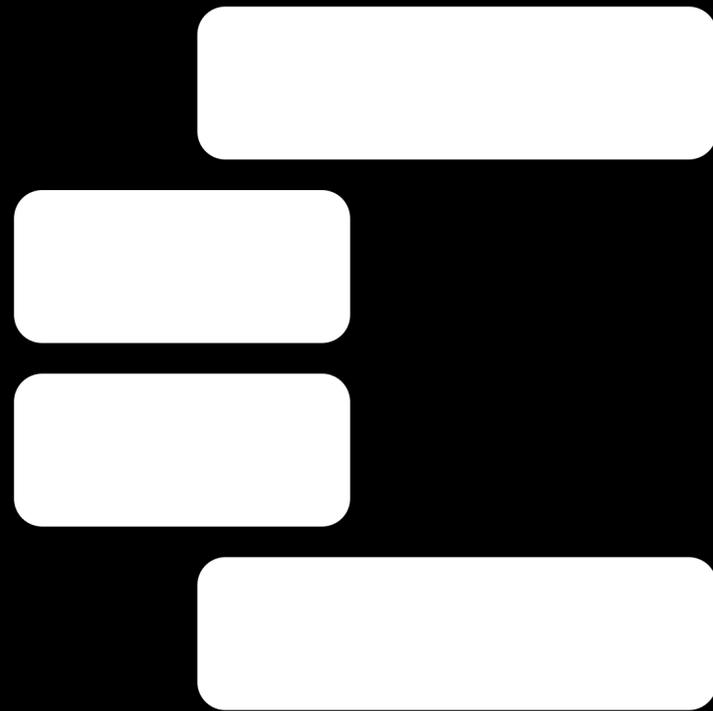
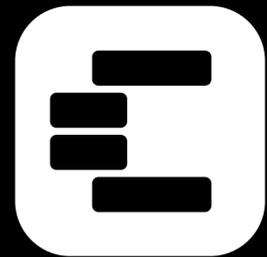
Icons

Examples

Logo

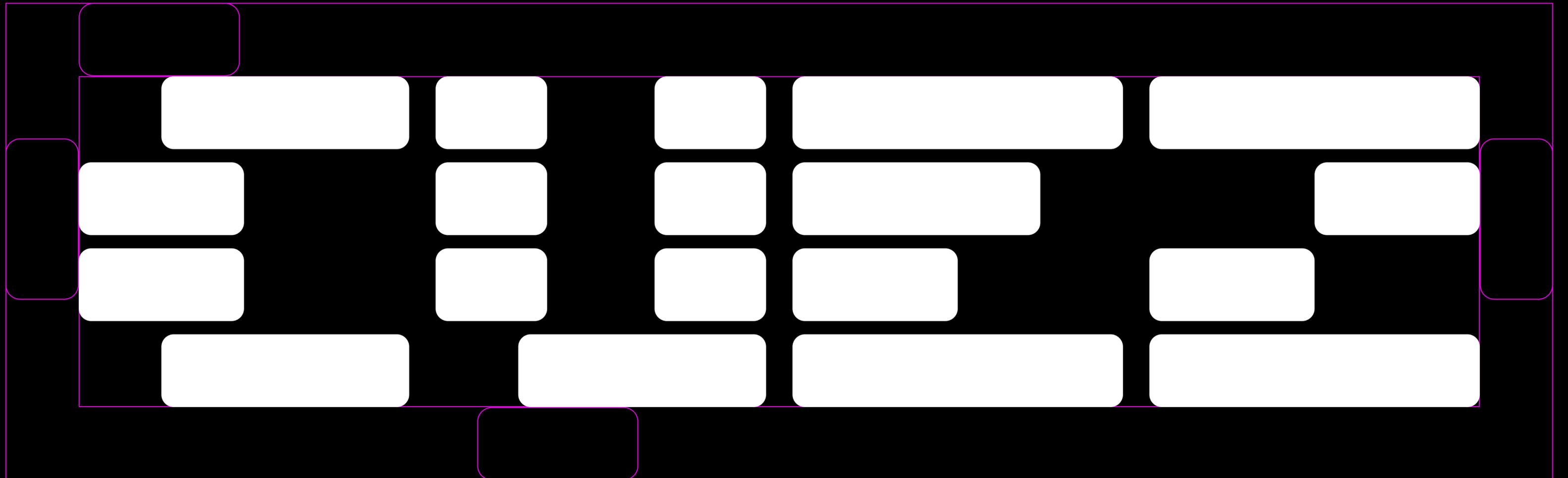


Logo

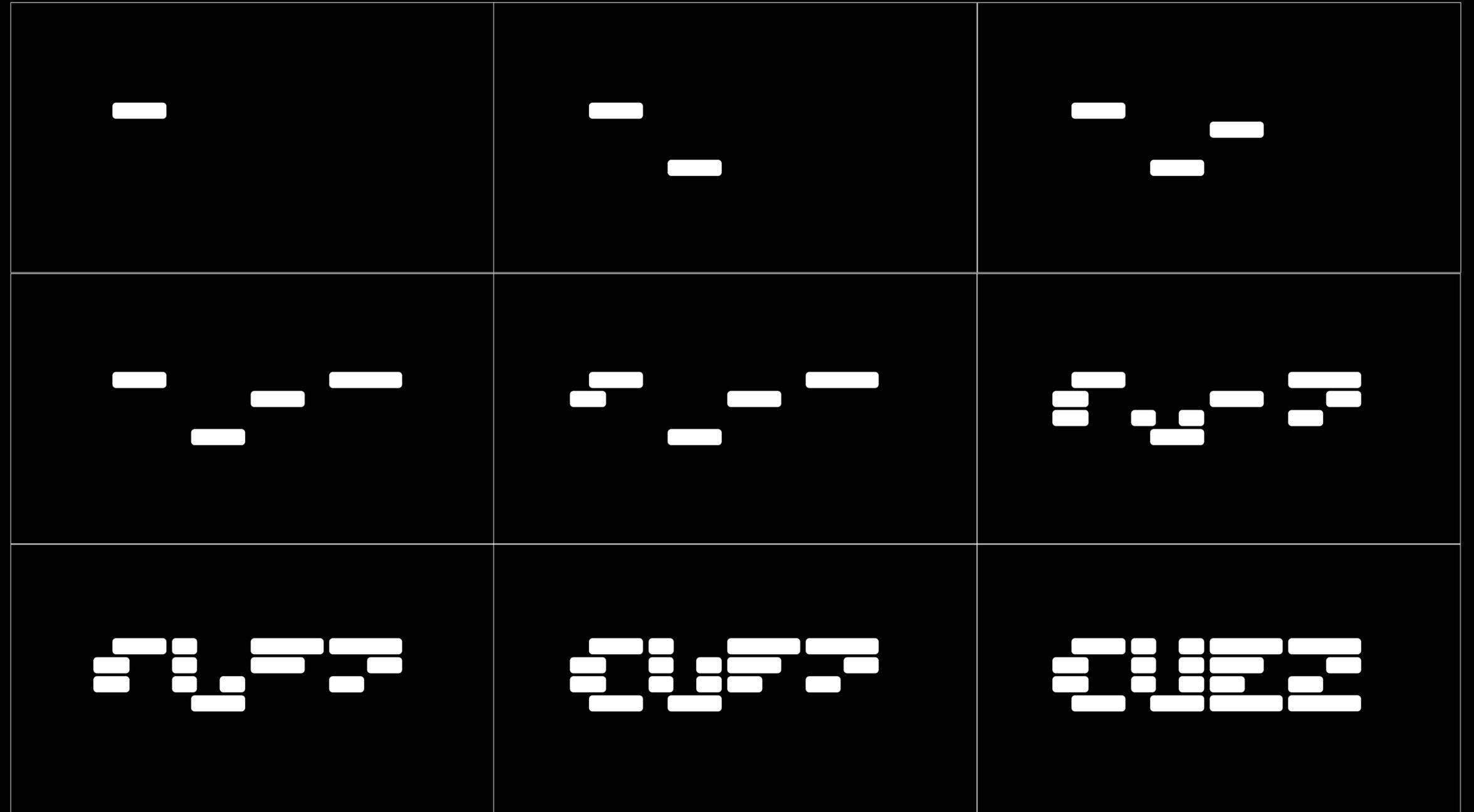


Logo

clearspace taking the height of one unit



Logo

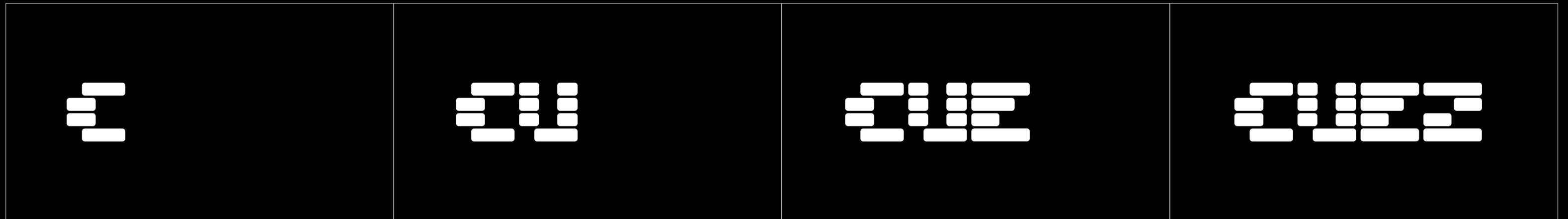
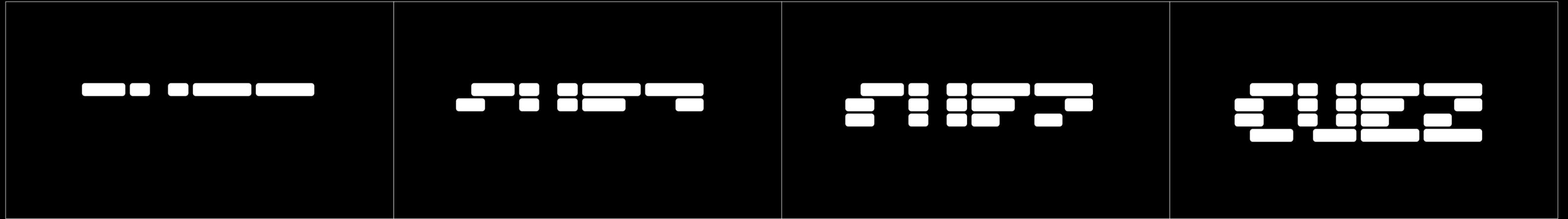


The logo can be animated in two ways. The first is by building up the elements one by one in a random way until the full name is revealed.

The second option is building up the elements from left to right or up-down to create a more linear animation.

Option 1
random buildup

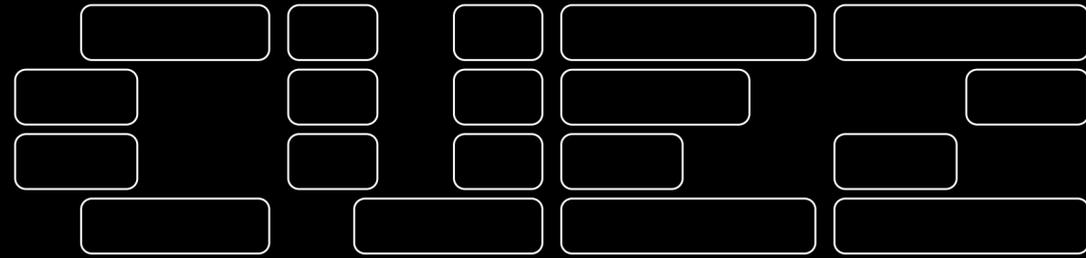
Logo



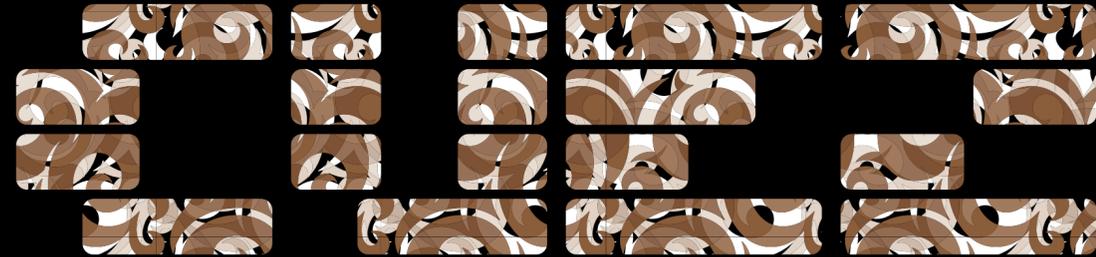
Option 2
linear buildup

Logo

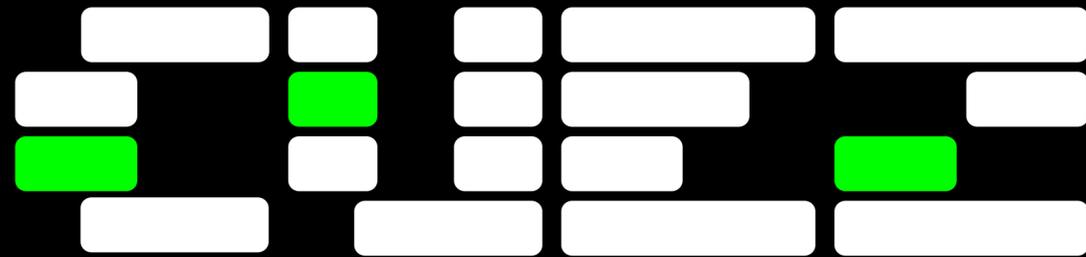
no outlines



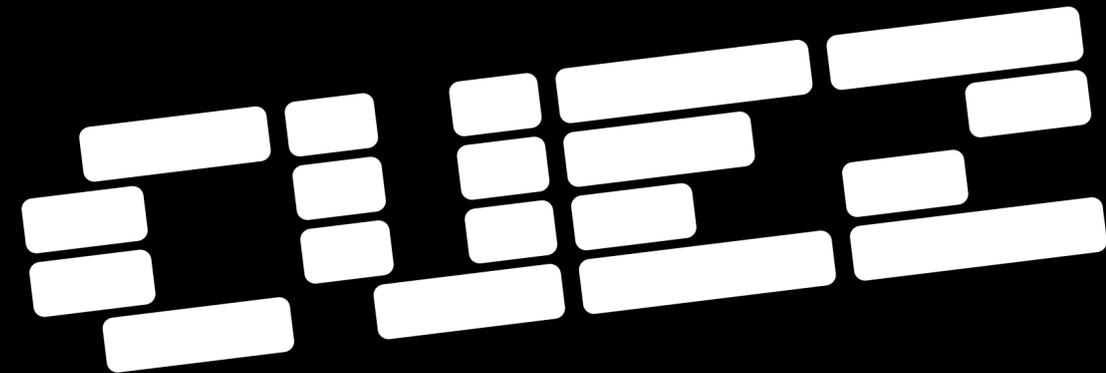
no pattern or image fill



no single colored elements



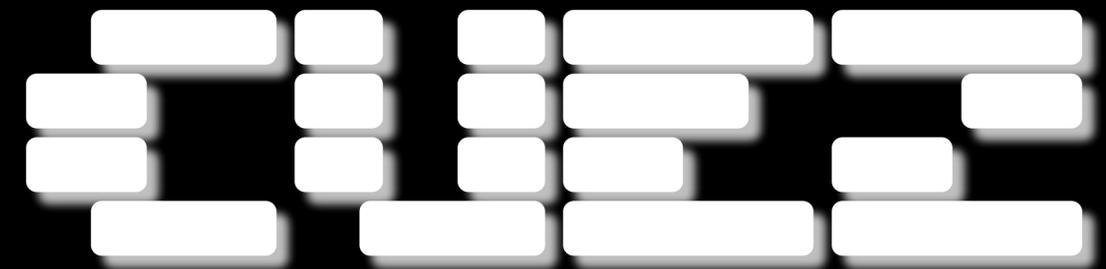
no rotating



no stretching or skewing



no dropshadow or transparency



Typography

Our brand typeface is Space Grotesk which is a proportional sans-serif typeface variant based on Colophon Foundry's fixed-width Space Mono family.

Space Grotesk is part of the Google Font library and can be downloaded there under open-source license.



Typography

Space Grotesk—bold

AaBbCc
@5³/₄
{#∅βø&}
Sḡtu;

Space Grotesk—light

AaBbCc
@3⁵/₈
{×Σ&β™}
Ḡöfü

Typography

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in feugiat tellus. Ut tincidunt, lacus et tempor vestibulum, sem dolor vehicula nulla, in dignissim dui leo sed mauris. Integer eu velit rhoncus, facilisis tellus sed, blandit tortor. Etiam in finibus ante, non imperdiet leo. Aenean id nulla diam. Fusce facilisis urna at urna vehicula, sit amet volutpat tortor vulputate. Aliquam felis justo, lacinia nec sapien in, porta feugiat purus. Integer nibh nisl, egestas non velit vel, pretium sodales odio. Suspendisse sollicitudin faucibus dui, a finibus orci tem-

12/20pt

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20/28pt

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30/38pt

Typography

Use the font-weights in a contrasting way; bold headlines vs. light text or light headlines vs. bold texts.

Headline or title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in feugiat tellus. Ut tincidunt, lacus et tempor vestibulum, sem dolor vehicula nulla, in dignissim dui leo sed mauris. Integer eu velit rhoncus, facilisis tellus sed, blandit tortor. Etiam in finibus ante, non imperdiet leo. Aenean id nulla diam. Fusce facilisis urna at urna vehicula, sit amet volutpat tortor vulputate. Aliquam felis justo, lacinia nec sapien in, porta feugiat purus. Integer nibh nisl, egestas non

Headline or title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in feugiat tellus. Ut tincidunt, lacus et tempor vestibulum, sem dolor vehicula nulla, in dignissim dui leo sed mauris. Integer eu velit rhoncus, facilisis tellus sed, blandit tortor. Etiam in finibus ante, non imperdiet leo. Aenean id nulla diam. Fusce facilisis urna at urna vehicula, sit amet volutpat tortor vulputate. Aliquam felis justo, lacinia nec sapien in, porta feugiat purus. Integer nibh nisl, egestas non velit vel, pretium sodales

Typography

50%

Headline

160pt

Subtitle

80pt

30%

Headline

120pt

Subtitle

80pt

0%

Headline

80pt

Subtitle

80pt

The difference in typesize between headline and subtitle can be 50% maximum and 0% minimum with a 30% step in between.

Typography

Option 1 — Bold for headline, light for subtitles

Headline
Subtitle

Option 2 — Light for headline, bold for subtitles

Headline
Subtitle

For titles and subtitles use the bold and light weight of Space Grotesk. If the fontsize of the headline and subtitle is the same the weights can be switched around for playfull use.

Typography

- **Lorem ipsum dolor sit amet**
- **Lorem ipsum dolor sit amet**
- **Lorem ipsum dolor sit amet**

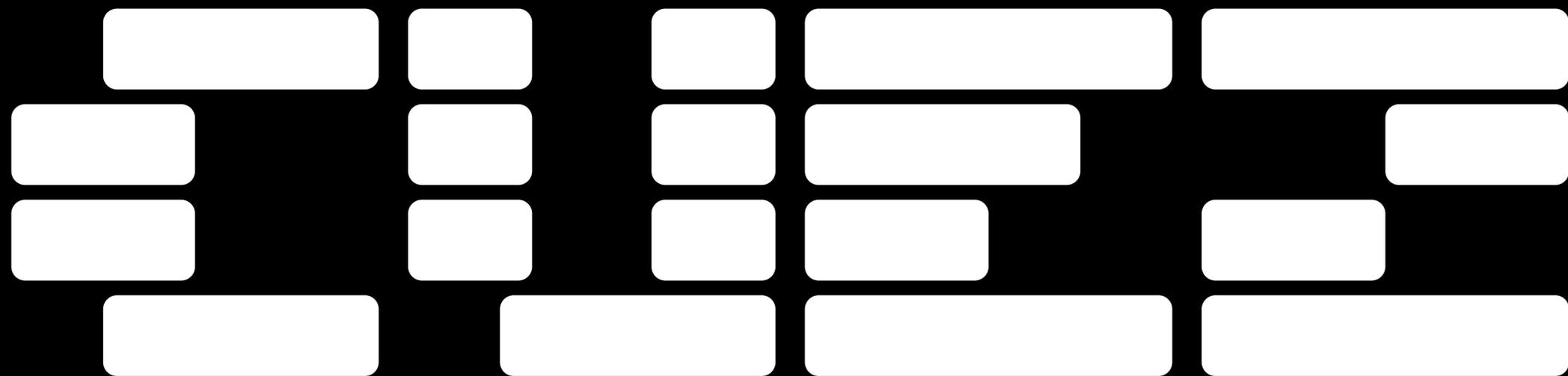
- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet

- 1 Lorem ipsum dolor sit amet**
- 2 Lorem ipsum dolor sit amet**
- 3 Lorem ipsum dolor sit amet**

- 1 Lorem ipsum dolor sit amet
- 2 Lorem ipsum dolor sit amet
- 3 Lorem ipsum dolor sit amet

Bulletlists or numberlists options use the standard typographic structure.

Typography



Platform
for creative
television

Tone of voice

You can recognize a brand not only by the logo or the colors, but also by the copy. What does the brand sound like and is it, for example, longwinded or always short? Is it funny or serious? In the tone of voice you record how you write, talk and sound.

Cuez is made for creative television teams. For seasoned producers at broadcasters and for companies where film content is becoming increasingly important. Cuez is not a boring consultant, Cuez is a vibrant start-up that is scaling up. Cuez's personality is captured in a few words. Those words work like a compass:

Innovative

You see, hear, and read from everything that Cuez is new, that it is innovative and that this is just the beginning.

Smart

Cuez is user orientated. Cuez knows the needs of editors and producers. Cuez is an insider, our insights are visible proof.

Cool

A matter of daring. No ifs and buts. Just say it directly and without much ado.

Leading

This is close to tough. Cuez is an industry leader, and you can only be that if you show it.

Tone of voice

Insiders

What is the secret of Cuez?

Well, you yourself are the target audience. You have the knowledge of that director, of those in the production team, of those who are responsible for a good broadcast or production. To immediately show and hint that, Cuez occasionally uses terms from the television world. Call, call sheet, rotate, a listening shot, cut, take 1 and so on. Use them. For example, in combination with a photo of a party with beer (Take 1).

How to address?

Cuez addresses people informally. After all, we are one with the target audience, with our customers. This applies to all communication unless an official letter has to be sent to the mayor.

Tone of voice

Tip!

Write and delete 10% of the text when rereading. It can always be pointed and clearer. Use few negatives, they slow down the sentences?

Language use

The starting point is language level B1, 80% of the people can follow this just fine. It means:

- Frequently used words
- Short sentences of maximum 10 to 15 words
- Use signal words to clarify the structure: first, according to, afterwards, in addition, in short, because, etc.
- And say what you mean (no abstractions and metaphors)

The rules of good writing

- Be sparing with adjectives
- Don't be overbearing (we know what you want to think, etc)
- Avoid constantly addressing the reader: it comes across as 'cheap' and ensures that the text is teeming with forms of address.
- Keep it short and logical and subject the text to the 'relevance test': does the information help the reader? Will the information be understood? Think as the recipient will think.

Tone of voice

Writing for online

People read about 25% slower on the internet than on paper. In addition, they are more impatient and tire more quickly. Most site visitors scan texts quickly. The headline and a short intro are the most important.

Writing for online means writing according to the 'inverted pyramid'. A good web copy starts with the core of what follows. What should the visitor know before leaving the page anyway? So go straight to the house.

- Write as direct and to the point as possible
- Pay close attention to the headlines
- Use lots of subheadings
- Write less text, but more bullet points
- Make your texts scannable

Tone of voice

Scannable texts

- Give a page a good title (not too long!) and make sure you use terms that your visitors are searching for.
- Always put a headline above a text
- Use subheadings as paragraph summaries
- Display lists in lists with bullets.
- Make clear paragraphs, separated by a blank line. Preferably make a paragraph no longer than 5 sentences.
- Write numbers as numbers, do not write them out completely (so '2' instead of 'two').
- Use clear links in the text that describe where they go to.

Passive voice

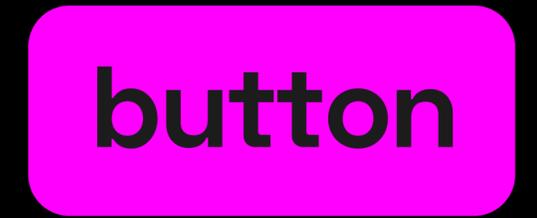
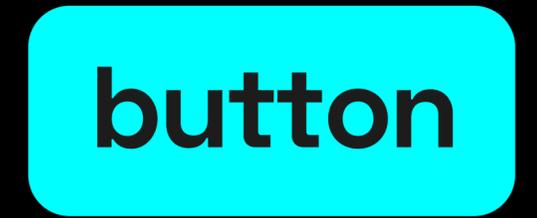
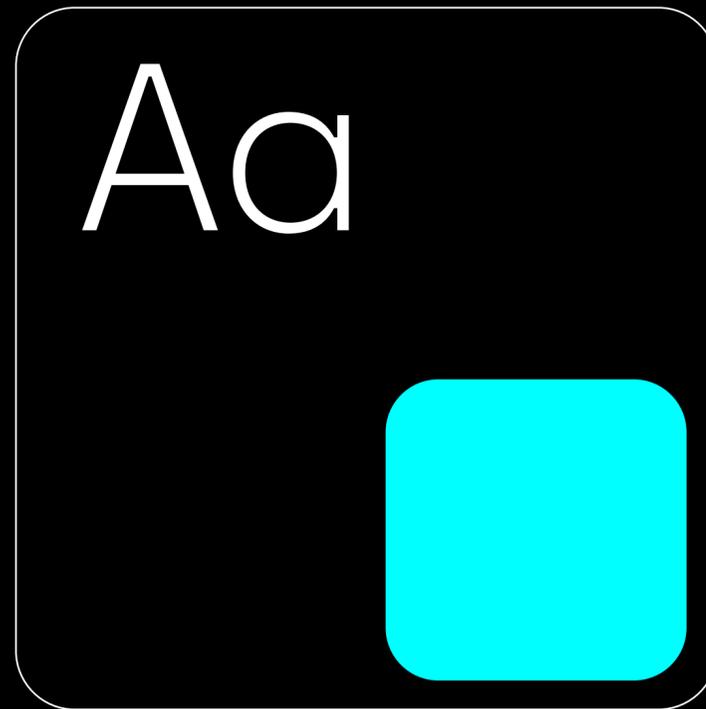
Sentences in the passive voice can be recognized by the auxiliary verbs like 'be', 'do', and 'have'. Many passive voices make your text unnecessarily boring and distant. So write active sentences unless there is no other option: 'Cues automates your TV show' ['Your TV show is being automated by Cuez'].

Color

R 255 G 255 B 255	R 255 G 255 B 0	R 0 G 255 B 255	R 0 G 255 B 0	R 255 G 0 B 255	R 255 G 0 B 0	R 0 G 0 B 255
C 0 M 0 Y 0 K 0	C 0 M 0 Y 100 K 0	C 100 M 0 Y 0 K 0	C 100 M 0 Y 100 K 0	C 0 M 100 Y 0 K 0	C 0 M 100 Y 100 K 0	C 100 M 100 Y 0 K 0
HEX #FFFFFF	HEX #FFF000	HEX #00FFFF	HEX #00FF00	HEX #FF00FF	HEX #FF0000	HEX #0000FF

Or color palette is based on the RGB primary colors of the screen.

Color

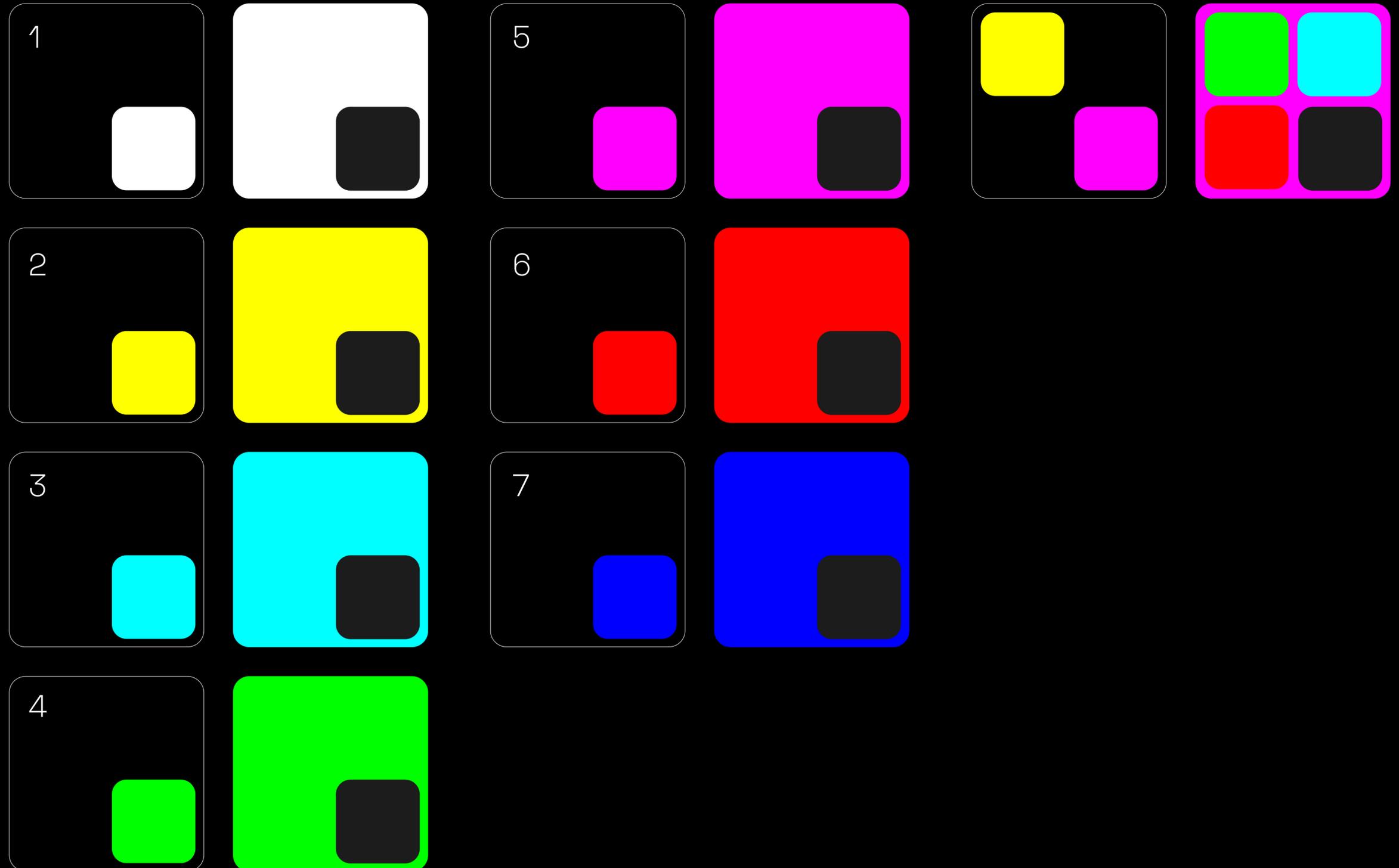


We use black as the main backdrop color with hints of our primary RGB colors. This can also be used with a primary color as backdrop with hints of black.

Color

Color options per design/viewport

Don't mix multiple colors in one design



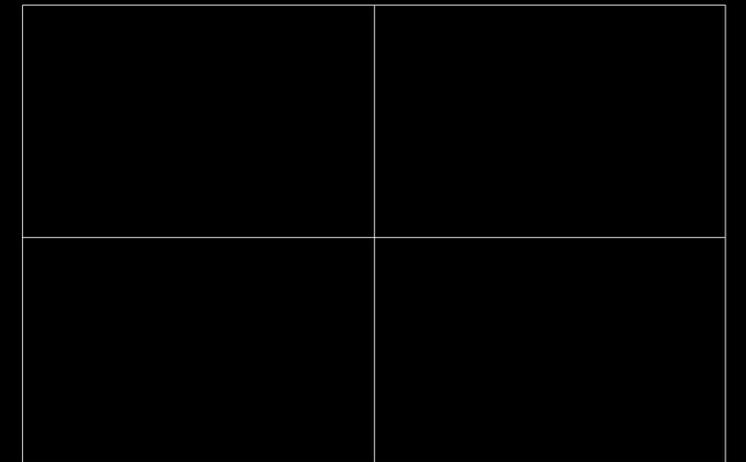
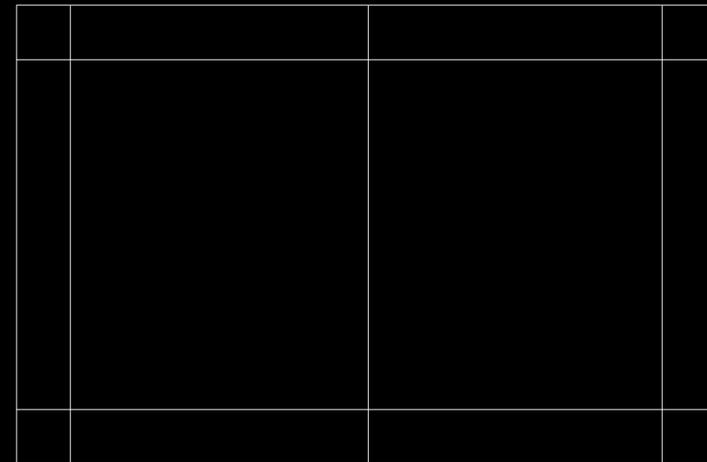
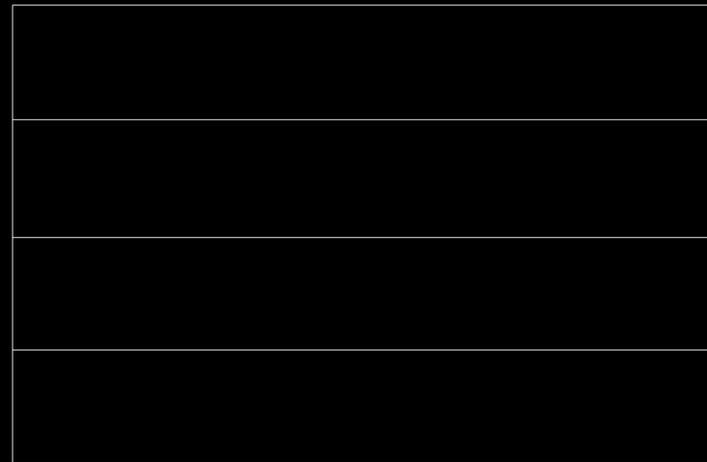
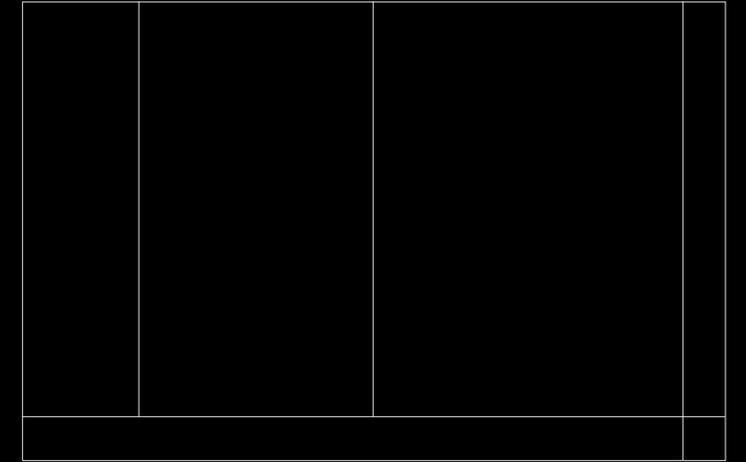
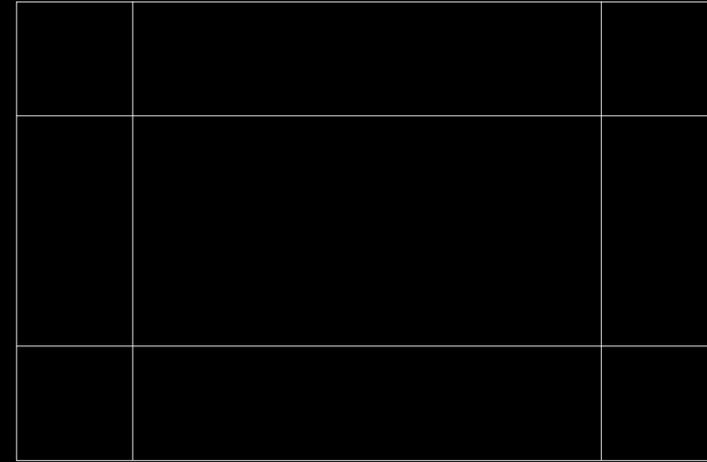
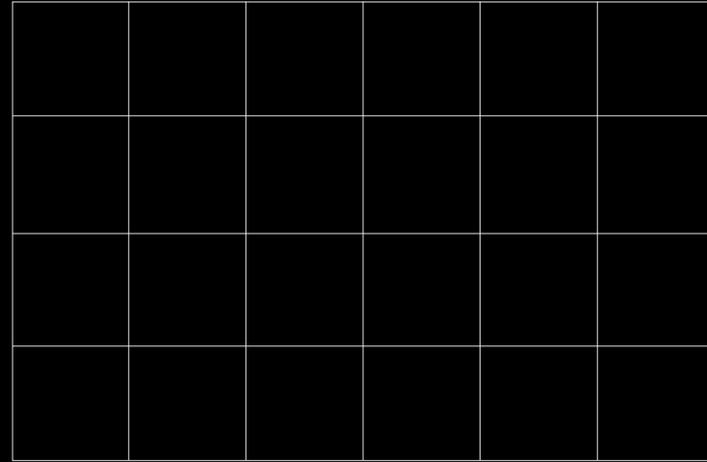
Use only one color with black and white for every design/viewport. Prevent mixing multiple colors in one design/viewport.

Grid

Our main layout system is built upon a dynamic grid which is derived from the screen pixel and can be scaled endlessly.

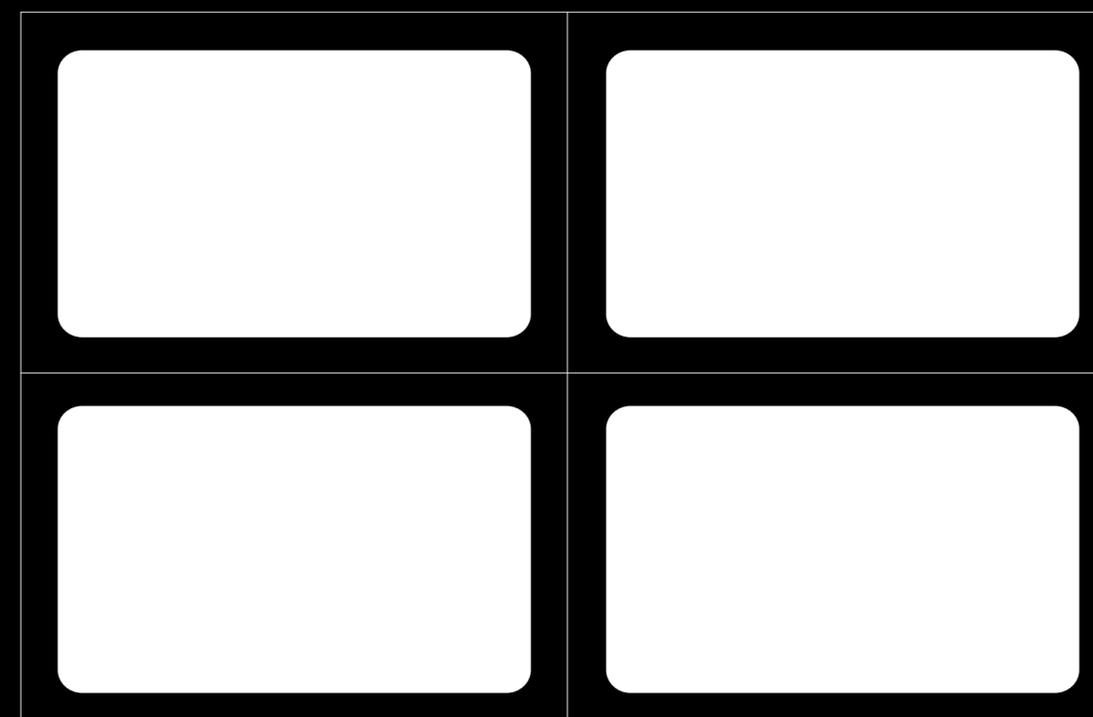
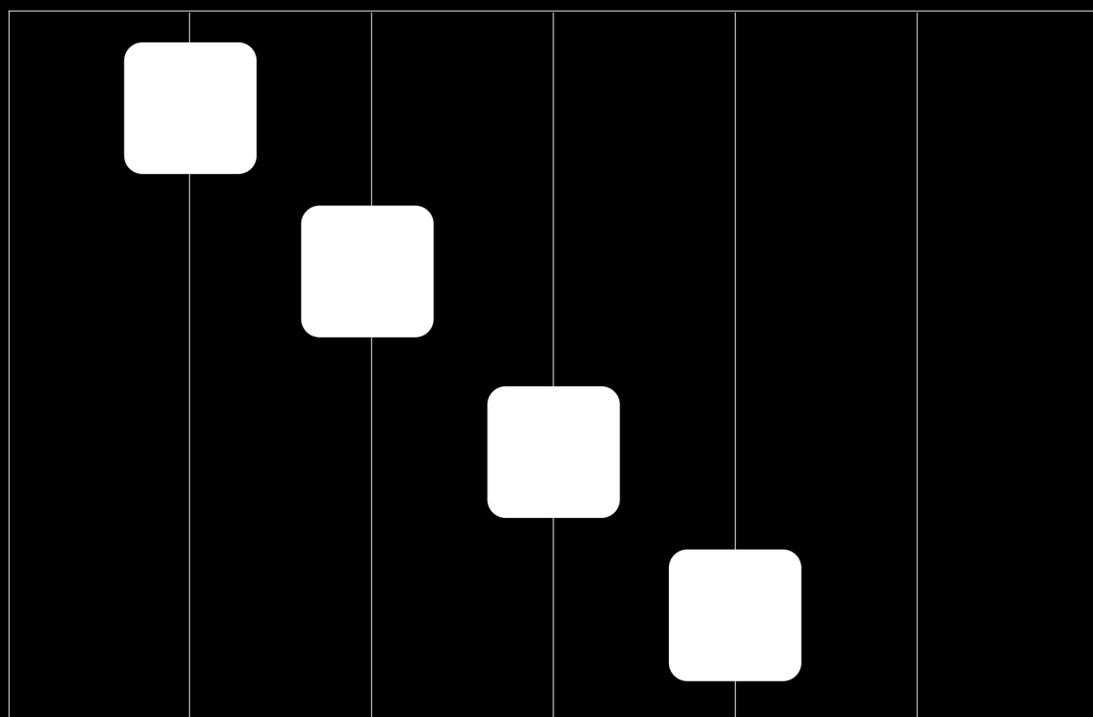
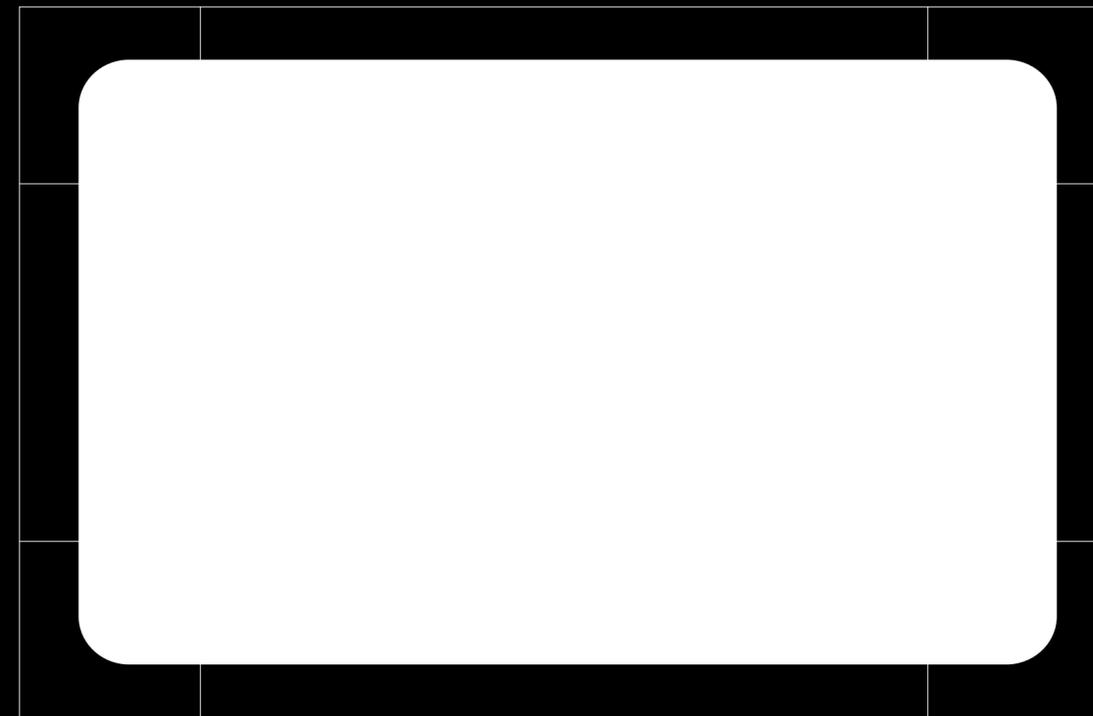
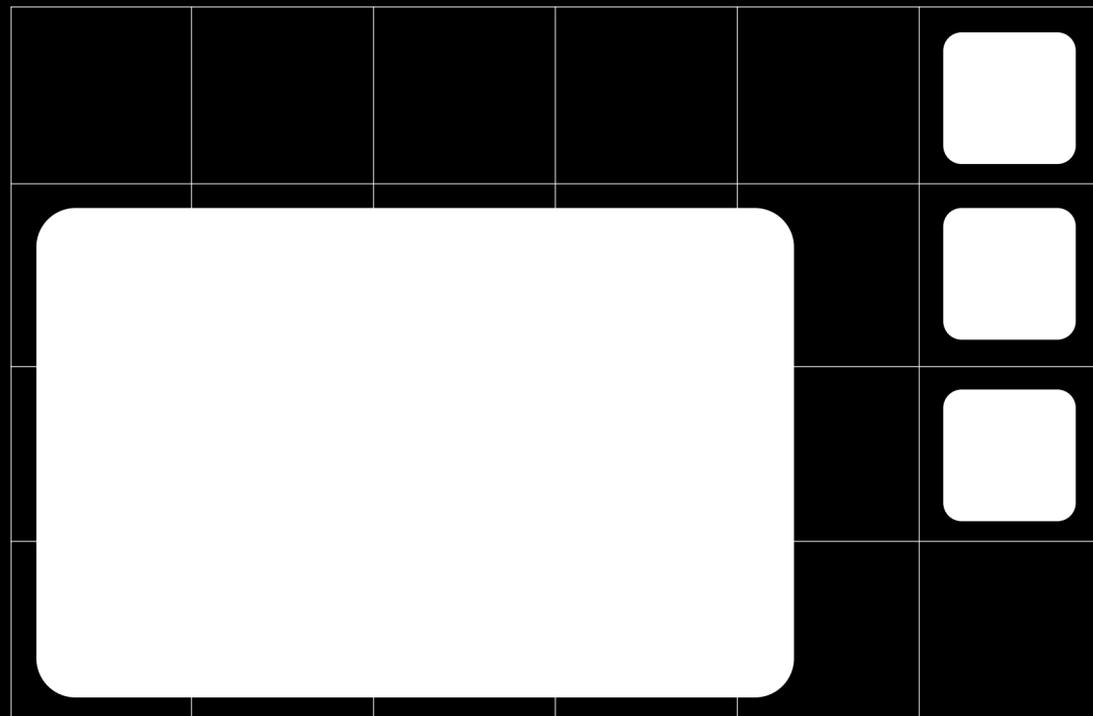


Grid



The grid is the base visual ingredient and has unlimited variations to fit the content. Do make sure to stay within the 0.25-0.5pt thickness.

Grid



Content can be placed in blocks on the grid. It can be fitted in the grid or overlapping to create more depth.

Photography



magenta overlay

Our hero photography is treated with a color overlay from our color palette.

Photography

red



magenta



green



yellow



blue



cyan



Our hero photography is treated with a color overlay from our color palette.

Photography



Our social, client and documentary photography use full color imagery.

Photography

We use B&W imagery
for our people.



Photography



image and mask

repetition/sequence



Imagery can be treated playfully with masks, repetition (sequence) and multiple perspectives/camera views to create unique brand visuals for social or other channels.



multiple perspectives

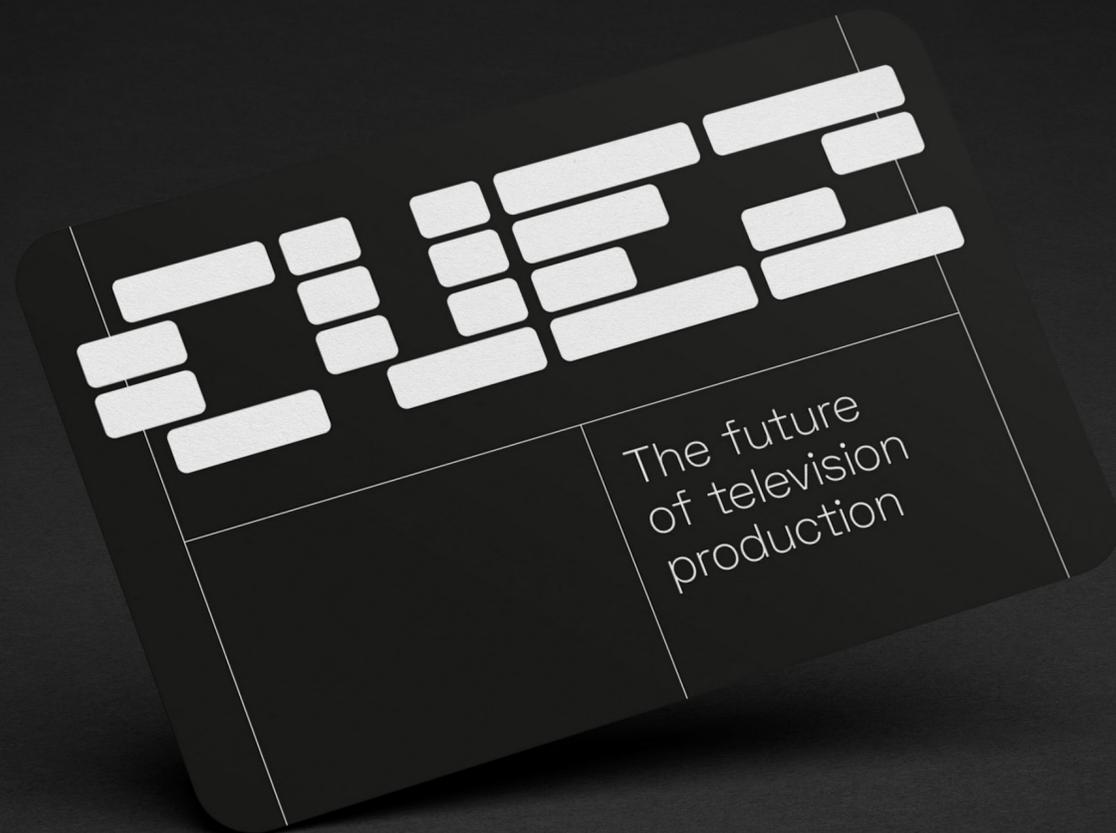
Icons



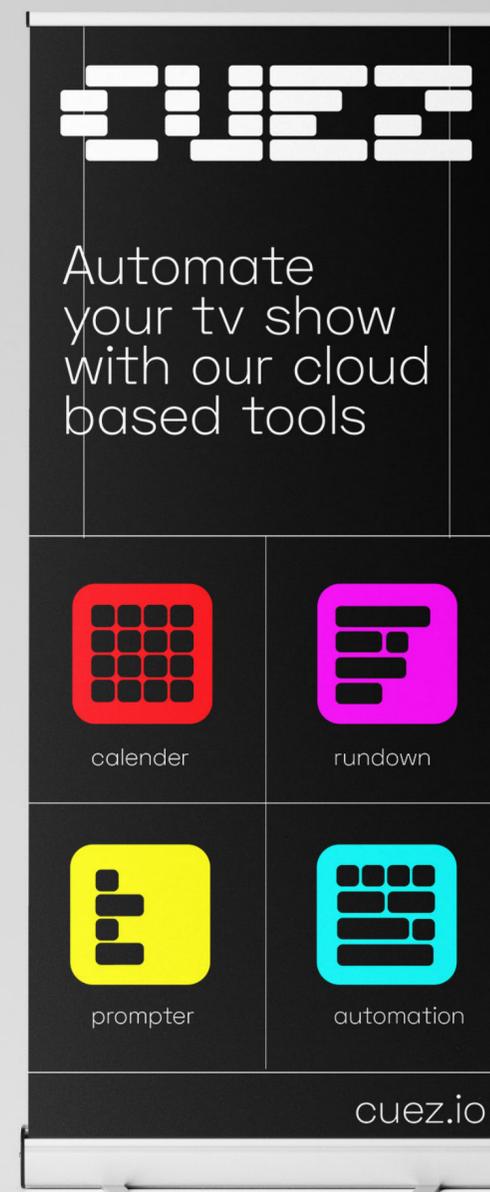
Our icon set comes from the material design set, which has a huge library available for free.

materialdesignicons.com

Examples



Examples



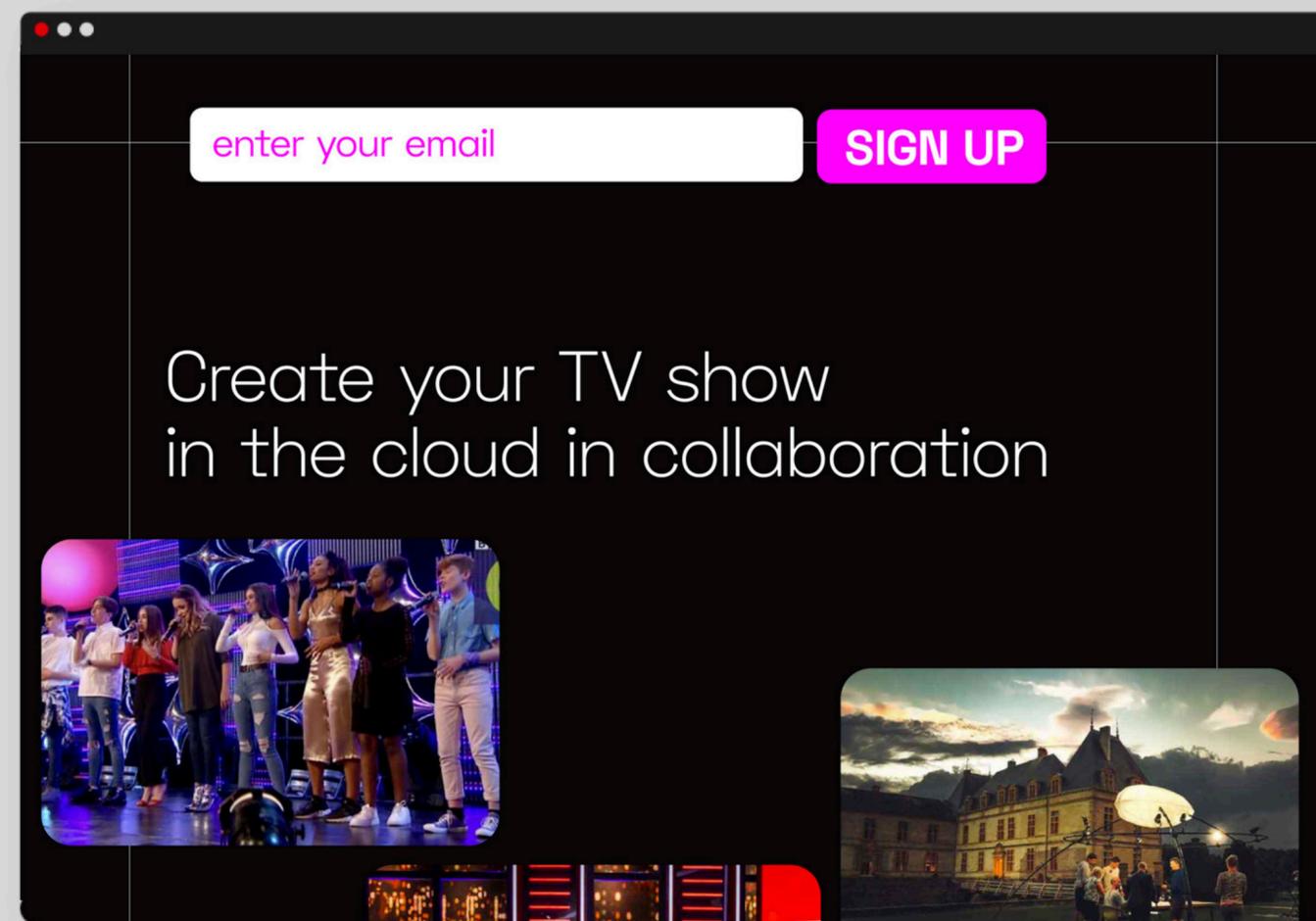
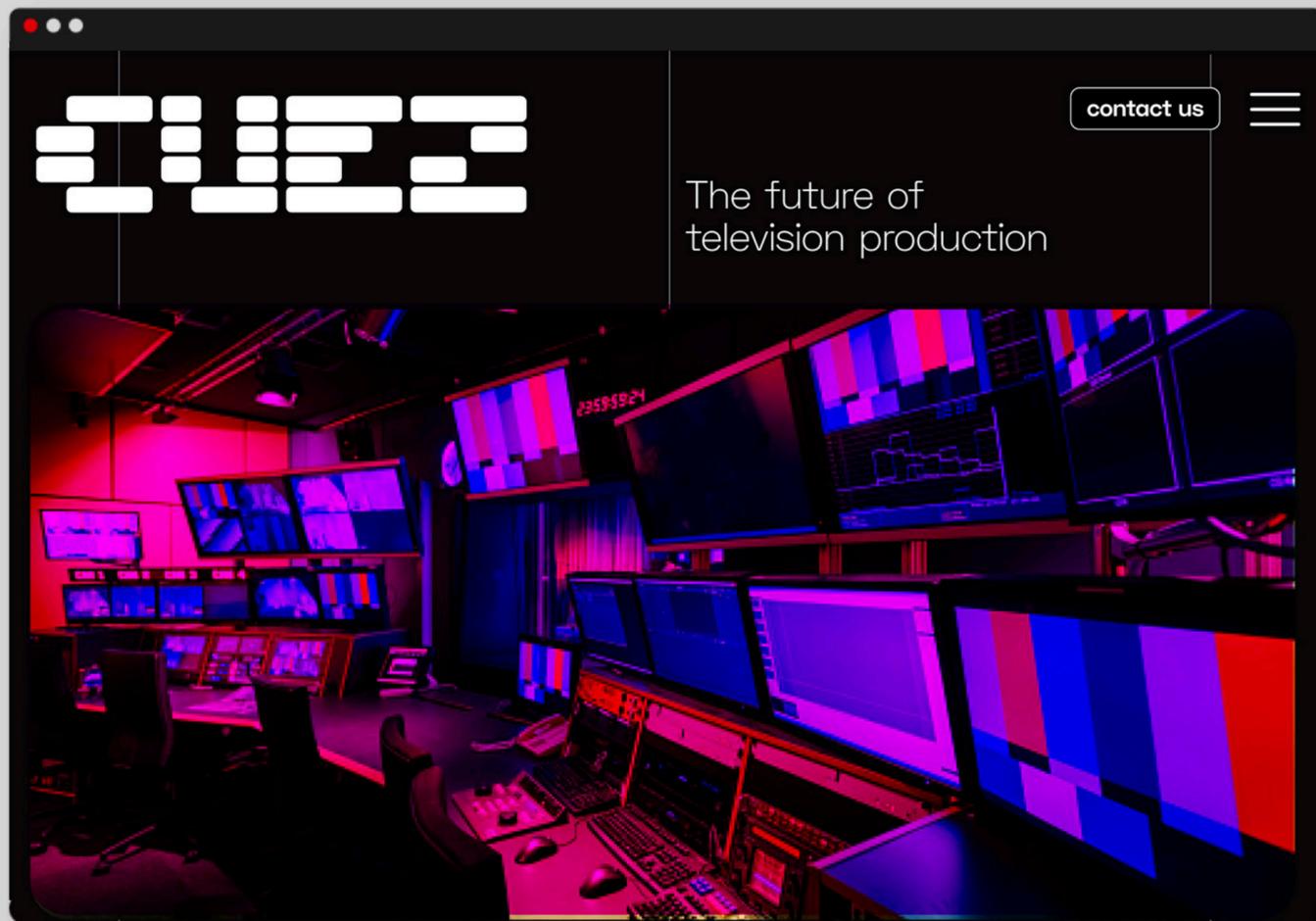
Examples



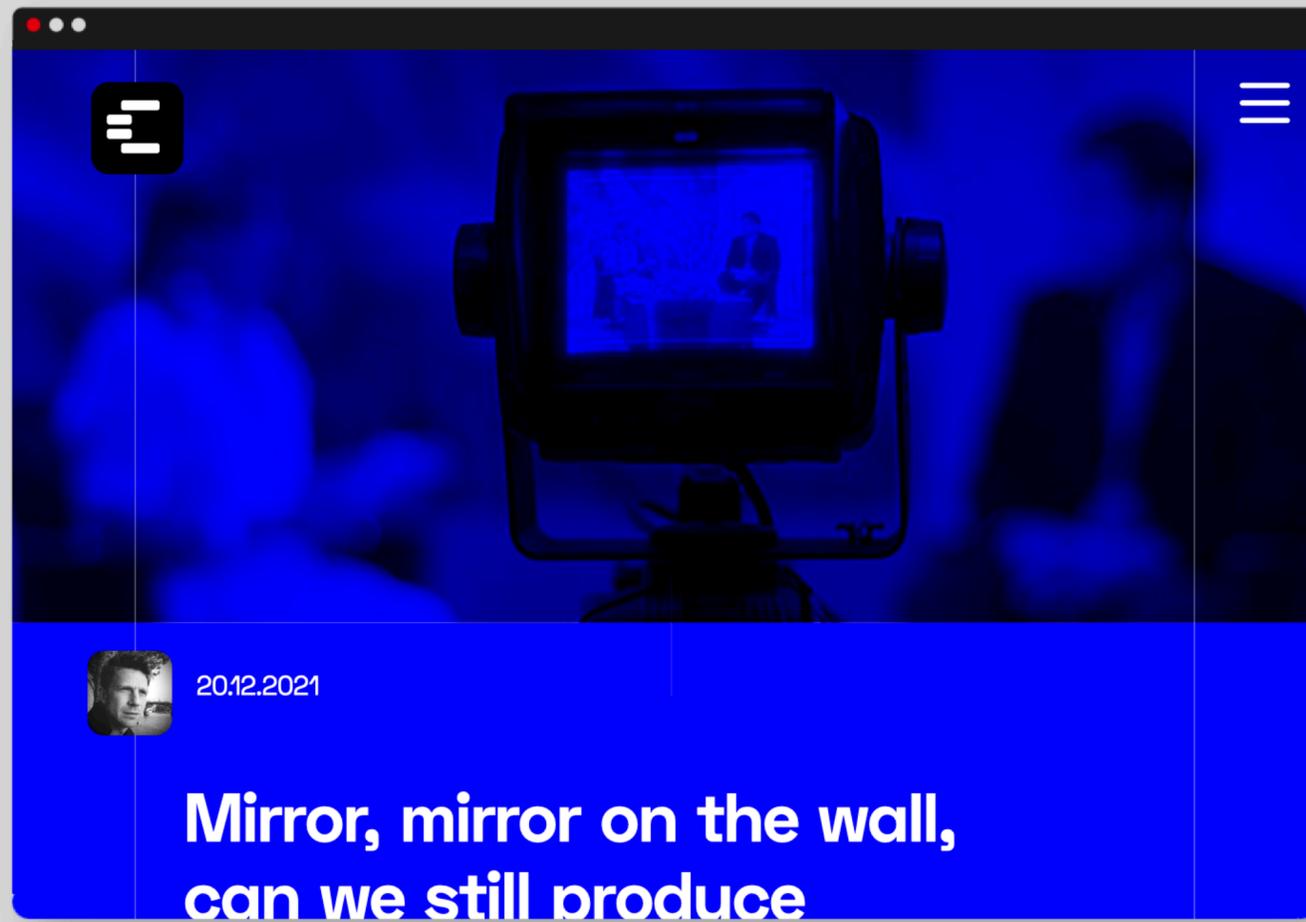
The future of television production

www.cuez.io

Examples



Examples



A screenshot of a video player with a blue background. The main content is a text block starting with "When the Corona virus hit the globe, it had disastrous consequences on so many levels. Even for TV shows, such as talk shows, game shows and big live events with audiences. But as we like to phrase it in our business: 'The show must go on!' Right?". Below the text are two side-by-side images of a woman wearing a headset and a colorful striped face mask, sitting at a desk with a computer monitor. At the bottom, there is a small caption: "Nele Van Campenhout, freelance PA at Gert Late Night, explains their workflows and set-up."

When the Corona virus hit the globe, it had disastrous consequences on so many levels. Even for TV shows, such as talk shows, game shows and big live events with audiences. But as we like to phrase it in our business: 'The show must go on!' Right?

Nele Van Campenhout, freelance PA at Gert Late Night, explains their workflows and set-up.

Examples

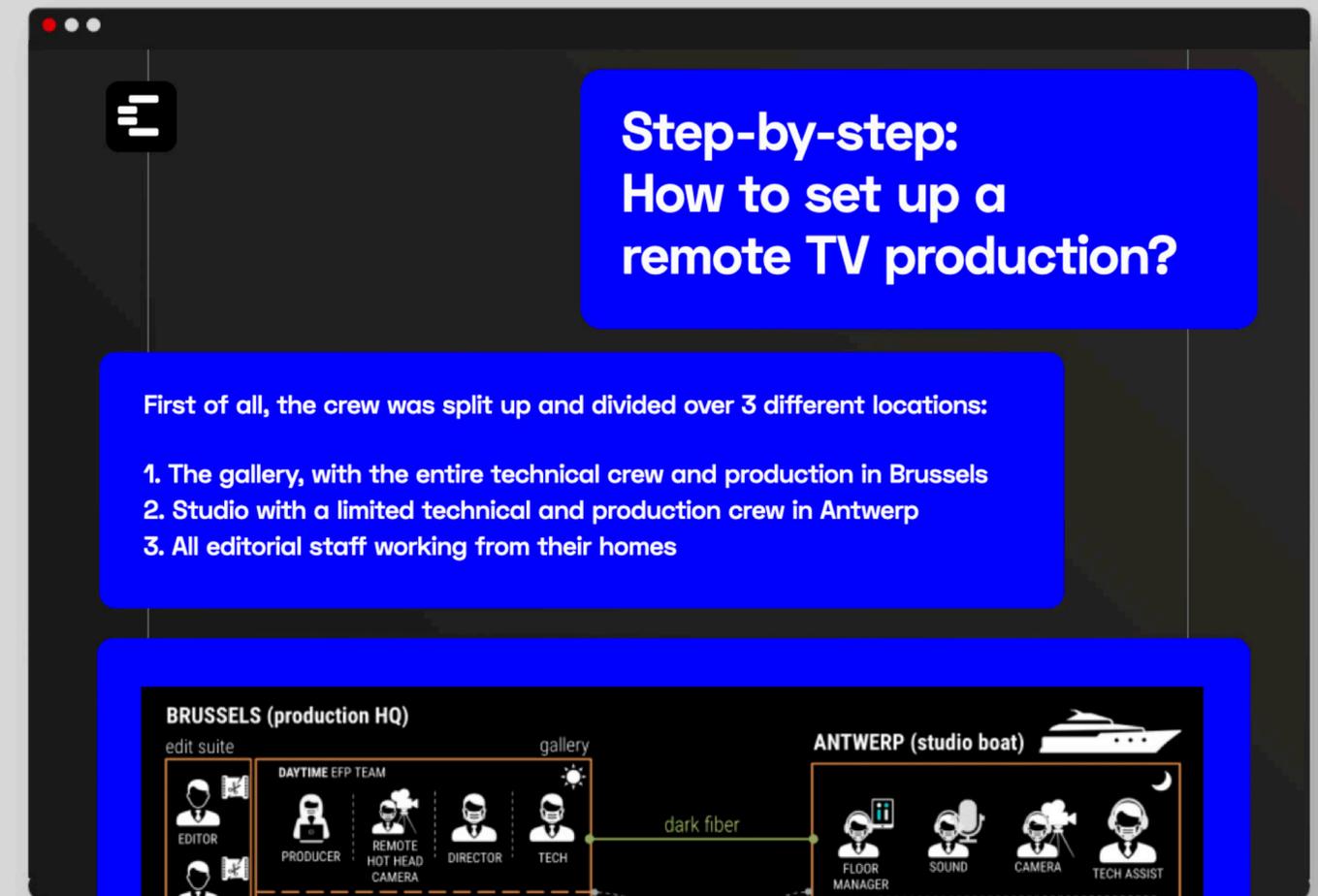


A full remote production: broadcasting live from the studio on a boat

Gert Late Night (Dedsit) is a daily talk show, in which hosts Gert and James invite two celebrities to spend a whole week on their yacht in the harbor of Antwerp. Hosts and guests are captured during the day enjoying breakfast on the deck, going to lunch meetings and daily activities. In the evening, there's a live talk show **broadcast from the boat**, along with more guests and an audience.

Their 7th season was about to kick off, right when the Corona pandemic hit Belgium full force. They took some time to think about what to do and came up with the idea to continue their show, by enabling a fully remote production and adapting the concept of the show.

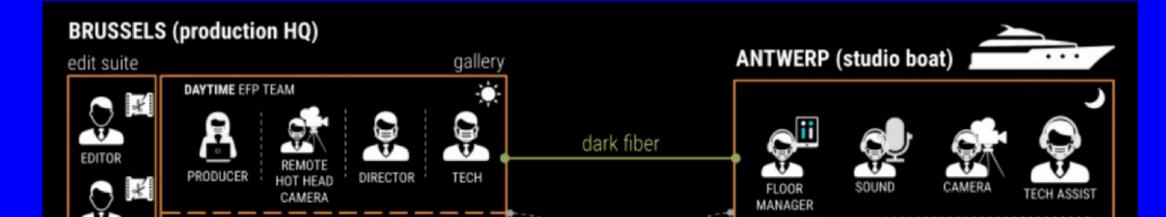
Step by step



Step-by-step: How to set up a remote TV production?

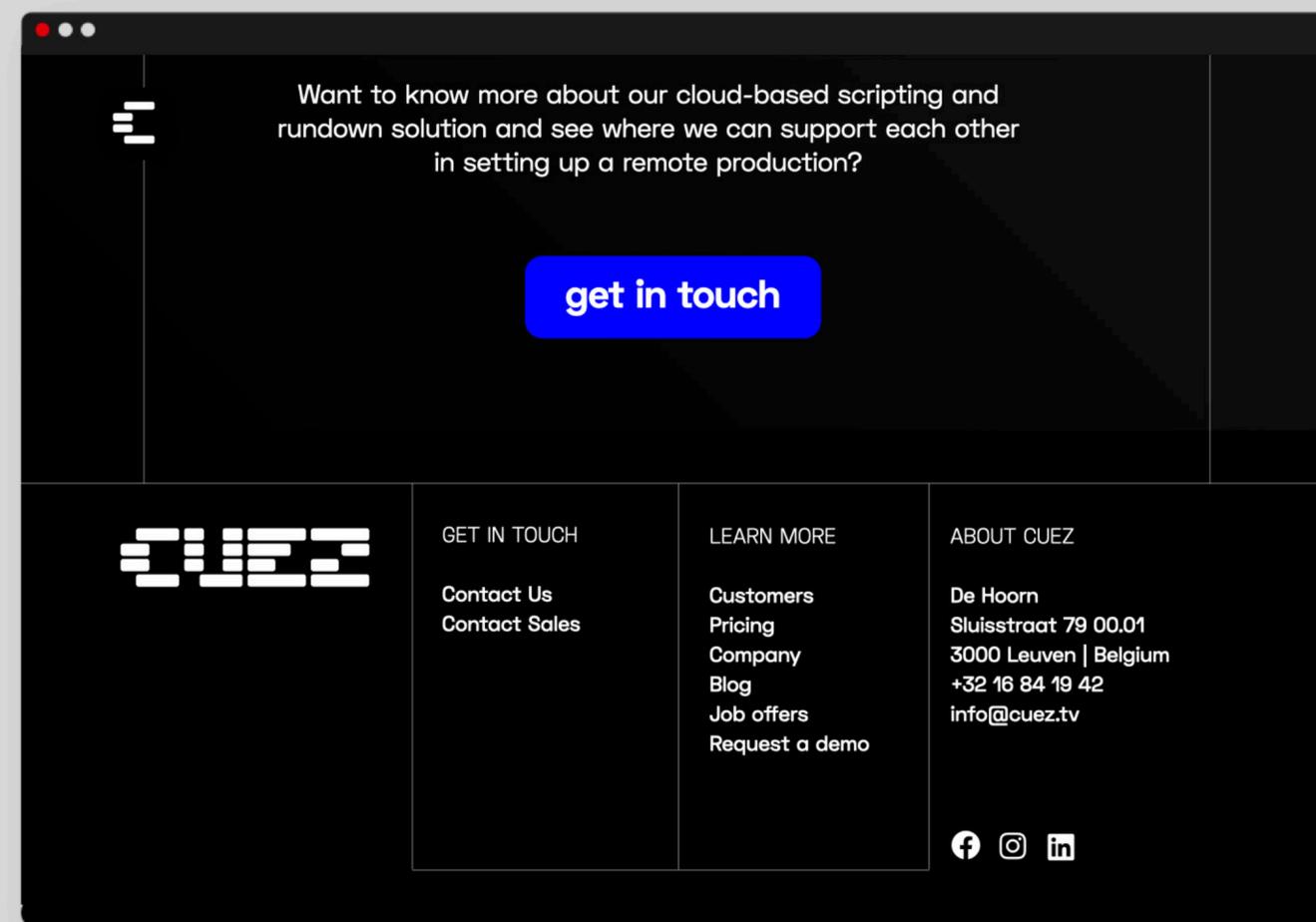
First of all, the crew was split up and divided over 3 different locations:

1. The gallery, with the entire technical crew and production in Brussels
2. Studio with a limited technical and production crew in Antwerp
3. All editorial staff working from their homes

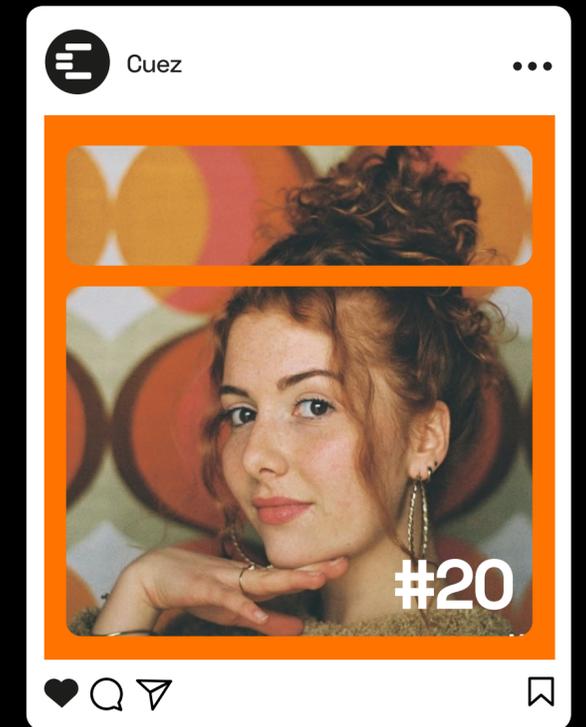
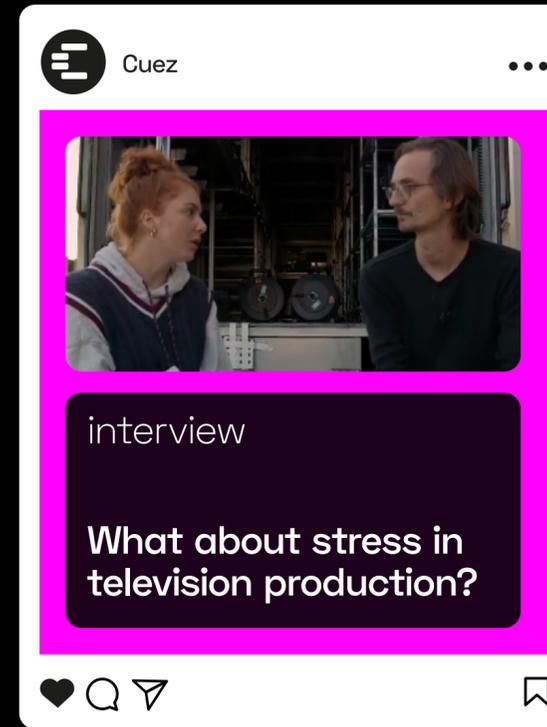
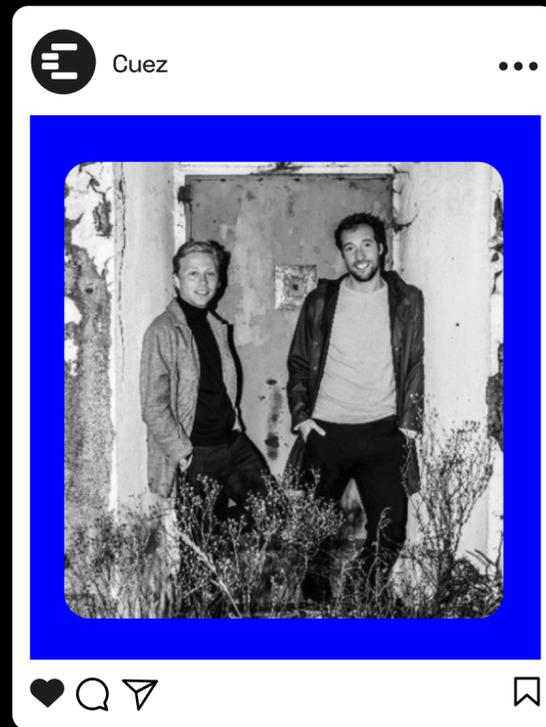
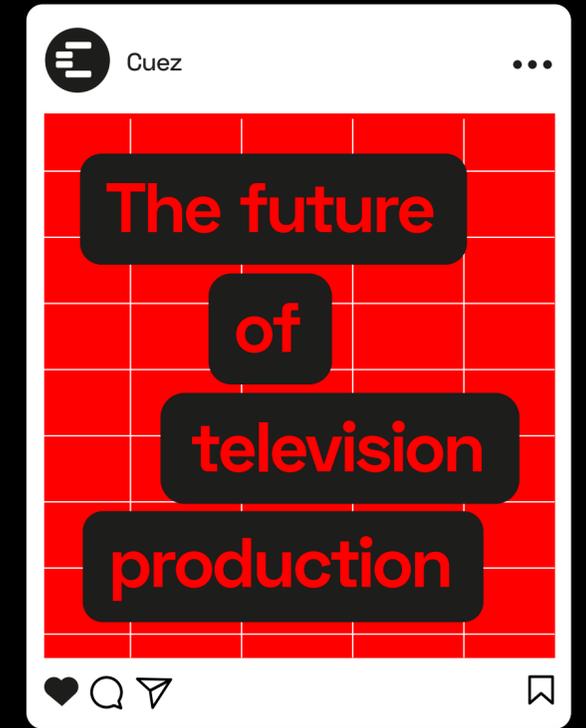
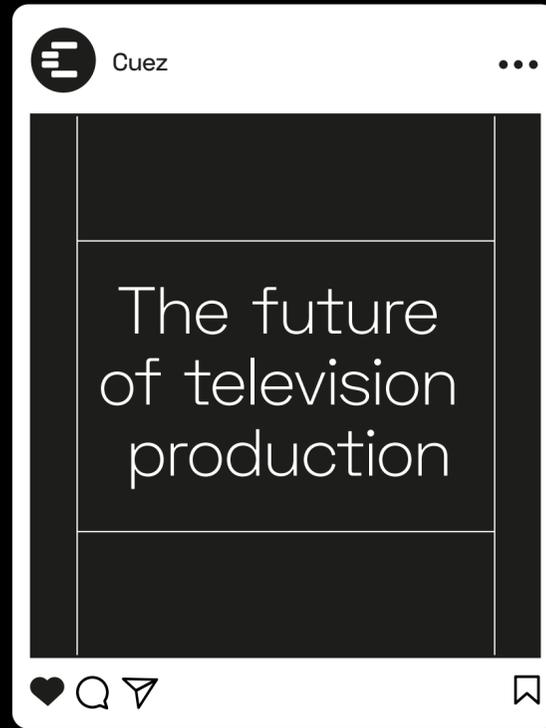


The diagram illustrates the production setup. On the left, **BRUSSELS (production HQ)** includes an **edit suite** with an **EDITOR** and a **DAYTIME EFP TEAM** consisting of a **PRODUCER**, a **REMOTE HOT HEAD CAMERA**, a **DIRECTOR**, and a **TECH**. On the right, **ANTWERP (studio boat)** includes a **FLOOR MANAGER**, **SOUND**, **CAMERA**, and **TECH ASSIST**. A **dark fiber** connection links the two locations. A **gallery** icon is also present near the Brussels team.

Examples



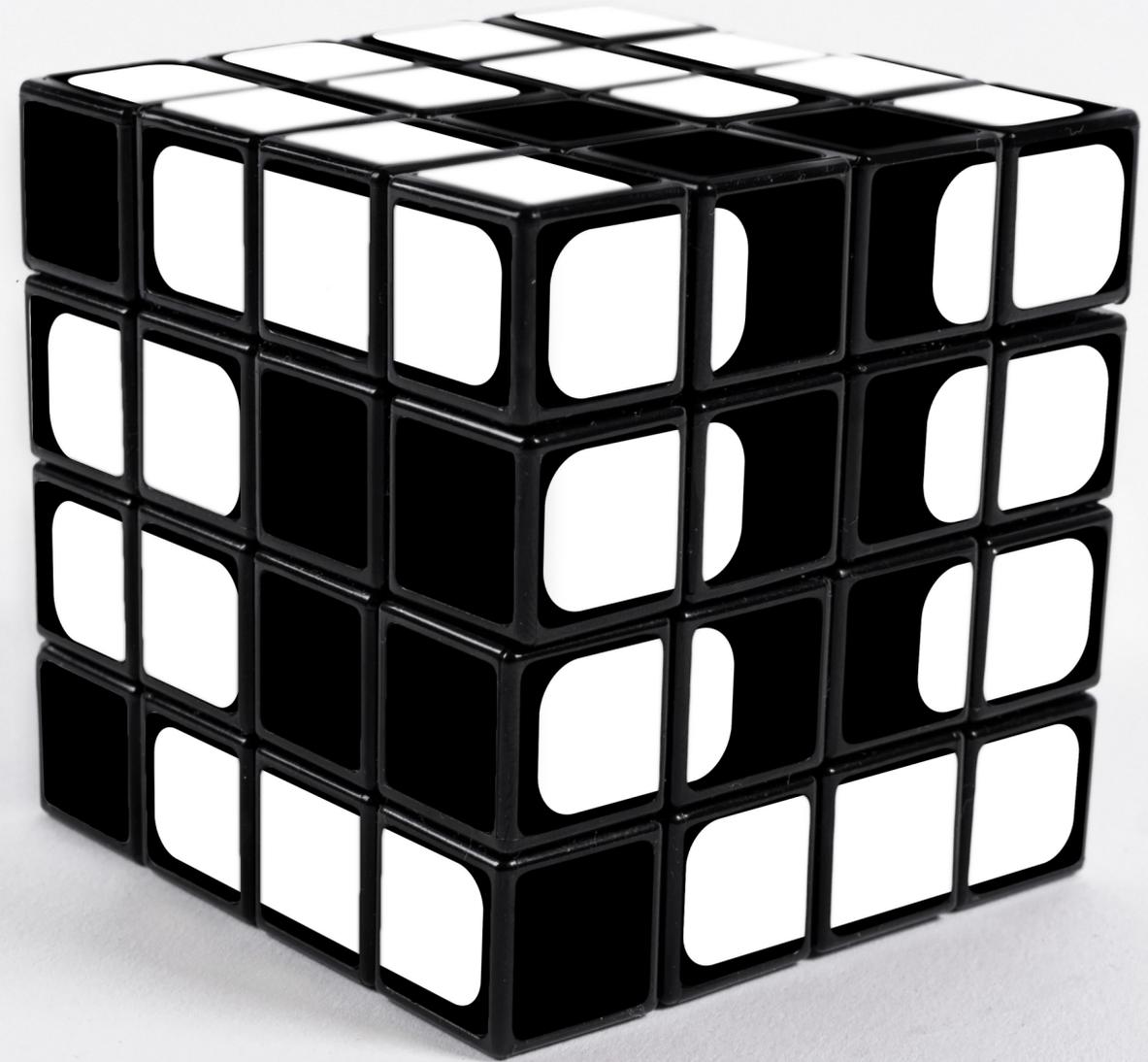
Examples



Examples



Examples



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Questions?

Mail us at info@cuez.io