BRAND BOOK

T1V

T1V

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T1V

T1V is a visual collaboration software company. Our ThinkHub® platform provides a digital workspace for distributed teams to come together for real-time, flexible collaboration across in-room, hybrid, and virtual meeting environments.

In addition to its award-winning ThinkHub collaboration software, T1V offers ThinkHub Education for active learning in higher education, and T1V Story for one-of-a-kind brand experiences.

T1V is a leading innovator in large-scale, interactive software technology, with 15 issued patents in visual collaboration software. Our software ecosystem supports total interoperability with the many devices, programs, and platforms of today's hybrid meeting and learning spaces — enabling our customers to truly collaborate anytime, anywhere.

To learn more, visit **t1v.com**.

OUR MISSION

to empower teams to collaborate anytime, anywhere

OUR VISION

to positively transform the way people come together

OUR NAME

T1V stands for **a team with 1 vision**

This mantra not only guides us in our company values, but also informs the products we build for others — to help teams connect, collaborate, and unite as they work toward a shared vision, together.

T1V

A TEAM WITH
ONE VISION

*T1V team logo for internal use only;
see Logo and Usage section for guidelines.

VALUES

T1V | A TEAM WITH ONE VISION

Positive Attitude

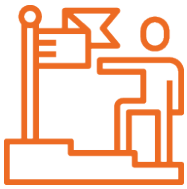
you're calm under pressure, you've got a can-do attitude, you have fun and enjoy your work, you're always looking to solve problems by being part of the solution, and you're determined to do your best

Team Player

you seek additional responsibility, you're happy to help others, you seek feedback, you treat others with respect, you're open minded, you're responsive to the requests of others, and you exude humble confidence in your day-to-day

Integrity

you're respectful of your colleagues - no matter their station, you've got a strong moral compass, and you act with honesty



Dedication

you're hard working, you're committed, you care about T1V and all who work here, you're dependable, you get work done, you're flexible, you're forward thinking, and you can take on anything thrown your way

Customer Focused

you strive for excellence, you're always looking to provide customers a great experience, you identify ways to make our products better, and you always put the customer first

LOGO
+ USAGE

T1V

T1V

T1V
COLLABORATE
ANYWHERE

T1V
COLLABORATE
ANYWHERE

T1V
COLLABORATE ANYWHERE

T1V
COLLABORATE ANYWHERE

T1V
COLLABORATE
ANYWHERE

T1V
COLLABORATE
ANYWHERE

This is our preferred logo.
This version of the logo should be used wherever possible.

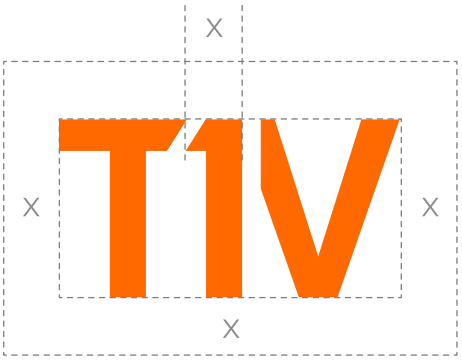
This is our preferred logo with tagline.
This version of the logo should be used when creating collateral for audiences unfamiliar with our products and services.

This is our alternative logo with tagline.
This version of the logo should be used when creating collateral with space contraints.

This is our header / footer logo.
This version of the logo should be used in headers and footers with limited horizontal space.

#FF6900
R:255 G:105 B:0
PANTONE:1505C

#505050
R:80 G:80 B:80
PANTONE:7540C



Minimum Size

Minimum Size

Minimum Size

Minimum Size

On white background, use the orange version of the logo.

On dark gray and black background, use the white version of the logo.

On dark color background, use the white version of the logo.

On light color background, use the dark gray version of the logo.

Do not rotate the logo.

Do not skew or distort the logo.

Do not rearrange the order of the art.

Do not alter the tagline.

Do not change the color of the logo.

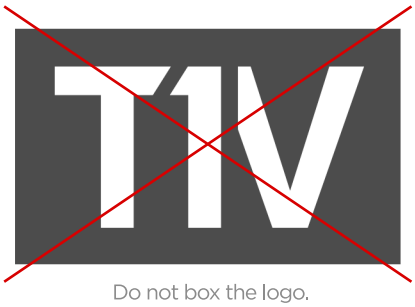
Do not emboss the logo.

Do not add a drop shadow to the logo.

Do not add a glow to the logo.

Do not outline the logo.

Do not lower the opacity of the logo.



Do not box the logo.

T1V TEAM LOGOS

T1V Team Logos are designed for internal use, and / or HR and recruiting materials. Please work with T1V Marketing on approval for usage.

COLOR PALETTE

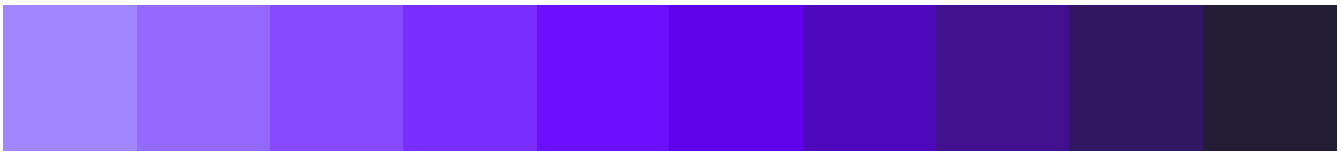
STANDARD PALETTE

Signature

Primary

#FFAC73	#FF9D59	#FF8E40	#FF7F26	#FF6900	#E55F01	#D45802	#C35203	#B24B04
R:**255** G:**172** B:**115**	R:**255** G:**157** B:**89**	R:**255** G:**142** B:**64**	R:**255** G:**147** B:**38**	R:**255** G:**105** B:**0** PANTONE:**1505**C	R:**229** G:**95** B:**1**	R:**212** G:**88** B:**2**	R:**195** G:**82** B:**3**	R:**178** G:**75** B:**4**

Secondary



#A087FF	#9369FF	#864BFF	#792DFF	#6C0FFF	#5E03E9	#4F09BC	#40108F	#311662	#221C35
R:**160** G:**135** B:**255**	R:**147** G:**105** B:**255**	R:**134** G:**75** B:**255**	R:**121** G:**45** B:**255**	R:**108** G:**15** B:**255**	R:**94** G:**3** B:**233**	R:**79** G:**9** B:**188**	R:**64** G:**16** B:**143**	R:**49** G:**22** B:**98**	R:**34** G:**28** B:**53**

#5A9DFF	#4992FF	#3887FF	#277CFF	#1671FF	#0B5FE3	#0847AA	#053277	#032455	#001733
R:**90** G:**157** B:**255**	R:**73** G:**146** B:**255**	R:**56** G:**135** B:**255**	R:**39** G:**124** B:**255**	R:**22** G:**113** B:**255**	R:**11** G:**95** B:**227**	R:**8** G:**71** B:**170**	R:**5** G:**50** B:**119**	R:**3** G:**36** B:**85**	R:**0** G:**23** B:**51**

Accent

#19FF92	#17EE88	#16DD7E	#14CC75	#13BB6B	#12AB61	#129C58	#118C4F	#117D45	#116D3C
R:**25** G:**255** B:**146**	R:**23** G:**238** B:**136**	R:**22** G:**221** B:**136**	R:**20** G:**204** B:**117**	R:**19** G:**187** B:**107**	R:**18** G:**171** B:**97**	R:**18** G:**156** B:**88**	R:**17** G:**140** B:**79**	R:**17** G:**127** B:**69**	R:**17** G:**109** B:**60**

Grayscale

#EFEFEF	#DBDBDB	#C7C7C7	#B3B3B3	#9F9F9F	#8B8B8B	#787878	#646464	#505050	#3C3C3C
R:**239** G:**239** B:**239**	R:**219** G:**219** B:**219**	R:**199** G:**199** B:**199**	R:**179** G:**179** B:**179**	R:**153** G:**153** B:**153**	R:**139** G:**139** B:**139**	R:**120** G:**120** B:**120**	R:**100** G:**100** B:**100**	R:**80** G:**80** B:**80**	R:**60** G:**60** B:**60**

TYPEFACE
+ FONTS

Gotham

Gotham regular thin-ultra is our headline font.
It should be used for all copy, with the exception of large sections of body copy.

Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

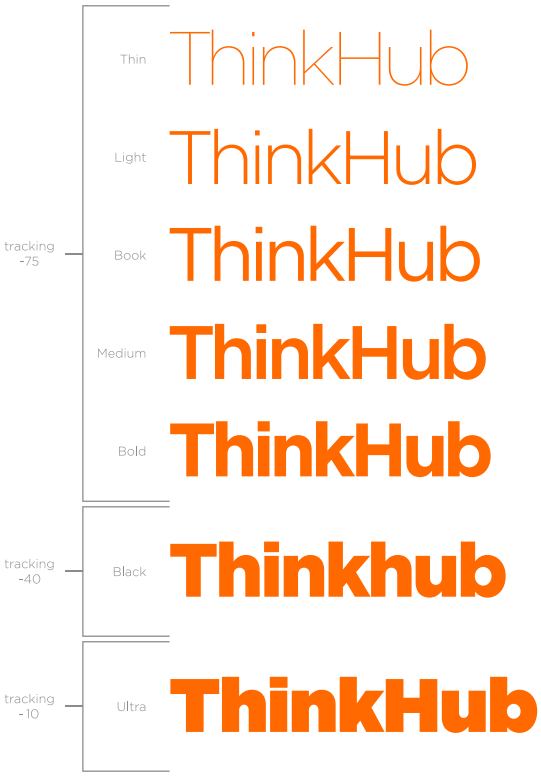
Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Letters should be tracked so that they are almost touching but not overlapping.

This. Not this.



Gotham regular book is our body copy font. It should be used for all body copy that exceeds three lines.

tracking 0

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

When using online formats such as G-Suite, our preferred font for both titles and copy is Arial.

tracking 0

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

DESIGN GUIDELINES

1

BE BOLD
BE SIMPLE
BE CLEAR

Each design should have a single, clear objective.

2

CREATE NEGATIVE SPACE

Just because you can fit more elements into a design doesn't mean that you should.

3

THIS PAGE IS **85% WHITE** & **15% ORANGE**

Every design should have a dominant color. Aim for an 80/20 split between primary and secondary colors.

4

CREATE A VISUAL HIERARCHY

Create a dominant element, and lead everything else from that. The hierarchy of this page is: number, headline, description.

(ATTRACT)

5

(ENGAGE)

ATTRACT
ENGAGE
CONNECT

(CONNECT)

That's our communication hierarchy.
Every design should strive to accomplish all
three steps of the hierarchy, in order.

VOICE
+ TONE

WHAT IS IT?

How we speak

Our brand voice and tone is our communicative “vibe” – it describes the way we speak in our communications, and defines how copy should feel to our audience.

WHY IS IT IMPORTANT?

Establishing characteristic language

Our brand voice and tone should feel consistent across all T1V communications channels, and feel characteristic of who we are as an organization.

TONALITY

ALL IN

We are 100% committed to our craft, to our customers, to innovation, and to delivering interactive experiences that surpass the norm. We're tenacious, thoughtful, dedicated, and focused.

HUMAN

People first in all things, all ways. Behind all of this technology lies a team that is passionate about what we do, and who are focused on the people we build these experiences for. Above all else, we want to help our fellow humans to do and accomplish more with our creations.

OPTIMISTIC

We believe in the power of what we do. We are positive, curious, and enthusiastic about the future and about the role our work can play in human interactions. We have a freshness about us that is youthful and vibrant.

EXECUTION

LESS LIKE THIS	MORE LIKE THIS
Passive phrases	Active and direct wording
Voice of a corporation (TTV is...)	Voice of a person / a group of people (We are...)
Speaking to customers in general	Addressing the customer personally (You)
Focus on product features	Focus on customer benefit
Formal language	Familiar, conversational language
Snark and cynicism	Humor and optimism

ALWAYS REMEMBER:

- Never speak down to anyone.
- Avoid technical language wherever possible.
- Be friendly, be genuine, and make people feel good.

COPY GUIDELINES

.t1vx
always lowercase

4K
numeral '4'; capital 'K'

acronyms
capitalize with no periods, unless they are specifically part of a brand name

active learning
lowercase when making general reference

active learning classroom
lowercase when making general reference

active learning studio
lowercase when making general reference (note: Texas A&M University prefers "active learning studio")

add-on module/s
lowercase when referencing T1V group of add-on modules

Advanced Content Sharing with ThinkHub
capitalize when making reference to ThinkHub use cases

Agile
capitalize when making general reference

Agile Story
capitalize when referencing ThinkHub Agile Templates

Agile Templates
capitalize names of T1V applications and feature sets

App Labels
capitalize names of T1V applications and feature sets

AutoPresent
one word, capital 'A' and 'P', capitalize names of T1V applications and feature sets

built-in apps
lowercase, reference to ThinkHub Notes / Sketches / Web Browser / Groups

Built for BYOD™
capitalize T1V phrases; use ™ symbol upon first appearance in text

BYOD
accompany with a spelled out version (Bring Your Own Device) upon first appearance in text

Canvas
capitalize when referencing ThinkHub

Canvas Key
capitalize names of T1V applications and feature sets

Canvas Tray
capitalize names of T1V applications and feature sets

Capability
capitalize when referencing ThinkHub Agile Templates

collaboration
lowercase when making general reference / using as a noun

Collaboratory™
capitalize; use ™ symbol upon first appearance in text

conference room
lowercase when referencing generic room types

Control Mode
capitalize names of T1V applications and feature sets

customer briefing center
lowercase when referencing generic room types

Drawing Tools
capitalize names of T1V applications and feature sets

Dual HLI
capitalize names of T1V hardware accessories

email
one word, lowercase, no hyphen

executive briefing center
lowercase when referencing generic room types

Feature
capitalize when referencing ThinkHub Agile Templates

files
lowercase when making general reference

flexible
lowercase when making general reference

Grid / Grid Lines
capitalize names of T1V applications and feature sets

Hardline Inputs
capitalize names of T1V hardware accessories

HLI
capitalize with no periods, accompany with a spelled out version (Hardline Input) upon first appearance in text

Hub
capitalize when referencing any T1V Hub products (ThinkHub, ThinkHub Education, T1V Hub)

huddle space
lowercase when referencing generic room types

hybrid
lowercase when making general reference

hybrid classroom
lowercase when referencing generic room types

hybrid meeting room
lowercase when referencing generic room types

HyFlex
one word, capital 'H' and 'F'

in-room
lowercase when making general reference, hyphenate

Instructor Station
capitalize Instructor Station when referencing ThinkHub Education classroom stations

Instructor Tablet
capitalize Instructor Tablet when referencing ThinkHub Education classroom environments

interactive
lowercase when making general reference / using as an adjective

interactive applications
lowercase when making general reference

Interactive Image™
capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

Interactive Map™
capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

interactive modules
lowercase when making general reference

interactive table
lowercase when making general reference, two words

Interactive Table
capitalize when referencing specific customer table, ex: the The Gold Corp Interactive Table; T1V Interactive Table

Interactive Timeline™
capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

interactive wall
lowercase when making general reference, two words

Interactive Wall
capitalize when referencing specific customer wall, ex: The Duke Interactive Wall; T1V Interactive Wall

Internet
always capitalized

IP camera
when making general reference — two words, capital 'I' and 'P'

Media (ThinkHub)
capitalize names of T1V applications and feature sets, ex: when sending media to the ThinkHub Canvas, it will appear in the Media section of the ThinkHub UI

meeting room
lowercase when referencing generic room types

Menu
capitalize names of T1V applications and feature sets

mobile
all lowercase

mobile cart
lowercase when referencing generic hardware accessories

mobile device
all lowercase, two words

multiapplication
all lowercase, one word, no hyphen

multicampus
all lowercase, one word, no hyphen

multipanel
all lowercase, one word, no hyphen

multiroom
all lowercase, one word, no hyphen

multisite
all lowercase, one word, no hyphen

MultiSite Session
capitalize when referencing a ThinkHub MultiSite Session, after first use of 'ThinkHub MultiSite Session'

multistreaming
all lowercase, one word, no hyphen

multitouch
all lowercase, one word, no hyphen

multiuser
all lowercase, one word, no hyphen

non-touch
two words, hyphenated, lowercase when making general reference

Product Lines™
capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

QuadCast™
one word, capital 'Q' and 'C', capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

Quad HLI
capitalize names of T1V hardware accessories

rackmount
lowercase when referencing generic hardware accessories

Recurring License Agreement
capitalized when referencing T1V's Recurring License Agreement (RLA)

Retrospective
capitalize when referencing ThinkHub Agile Templates

RLA
capitalized with no periods, accompany with a spelled out version (Recurring License Agreement) upon first appearance in text

semi-custom modules
lowercase, hyphenate semi-custom

Session
capitalize when referring to a ThinkHub Session

Single HLI
capitalize names of T1V hardware accessories

single panel
all lowercase, two words, no hyphen

SmartGrids™
one word, capital 'S' and 'G', capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

SmartGuides™
one word, capital 'S' and 'G', capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

Student Station
capitalize Student Station when referencing ThinkHub Education classroom stations

Stylus Mode
capitalize names of T1V applications and feature sets

T1V | T1V app | the T1V app
T1V is the official name of this product. We can reference casually in conversation or in copy messaging as 'T1V app' or 'the T1V app' with lowercase 'the' and 'app.'

T1V Authorized Dealer
capital 'A' and 'D', never break up 'Authorized Dealer' — use T1V before term

T1V Hub™
two words, capitalize names of T1V applications and feature sets; reference as 'Hub' or 'the Hub' after first use; use ™ symbol upon first appearance in text

T1V Knowledge Base
capitalize when referencing T1V Knowledge Base website, training services, etc; never break up ' Knowledge Base' — use T1V before term

T1V Preferred Dealer
capital 'P' and 'D', never break up 'Preferred Dealer' — use T1V before term

T1V Story™
two words, capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text. In following appearances, you can remove 'T1V' to reference short form name, 'Story'

ThinkHub®
one word, capital 'H' in ThinkHub, capitalize names of T1V applications and feature sets; use ® symbol upon first appearance in text

ThinkHub ADA Support
capitalize 'ADA' and 'Support' when using with ThinkHub; never break up 'ADA Support'

ThinkHub Agile™
two words, capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

ThinkHub Classroom
capitalize 'Classroom' when referring to a ThinkHub Classroom

ThinkHub Clock™
two words, capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

- **Alarm**
  capitalize names of T1V applications and feature sets
- **Stopwatch**
  capitalize names of T1V applications and feature sets
- **Timer**
  capitalize names of T1V applications and feature sets

ThinkHub Cloud™
two words, capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

ThinkHub Cloud Canvas
capitalize when referencing ThinkHub Cloud

ThinkHub Dock™
two words, capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

ThinkHub Education™
two words, capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

ThinkHub Group
capitalize names of T1V applications and feature sets; acceptable forms: Group, Groups

ThinkHub Help
capitalize names of T1V applications and feature sets

ThinkHub Huddle™
capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

ThinkHub Language Support
capitalize names of T1V applications and feature sets

ThinkHub MultiPoint Broadcast Server
capitalize names of T1V applications and feature sets

ThinkHub MultiSite™
two words, capital 'S' in MultiSite, capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

ThinkHub MultiSite Enterprise™
three words, capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

ThinkHub MultiSite SMB™
three words, capitalize 'SMB', capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

ThinkHub MultiSite Sync™
three words, capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

ThinkHub MultiSite Video Conference™
four words, capitalize names of T1V applications and feature sets; never break up 'Video Conference'; reference as 'MultiSite VC' after first use; use ™ symbol upon first appearance in text

ThinkHub Note
capitalize names of T1V applications and feature sets; acceptable forms: Note, Notes

ThinkHub Room™
capitalize when distinguishing between ThinkHub Room and ThinkHub Cloud; use ™ symbol upon first appearance in text

ThinkHub Scheduling™
two words, capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

ThinkHub Session
capitalize 'Session' when referring to a ThinkHub Session

ThinkHub Sketch
capitalize names of T1V applications and feature sets; acceptable forms: Sketch, Sketches

ThinkHub Sports
capitalize when making reference to ThinkHub use cases

ThinkHub Tablet
capitalize Tablet when referring to ThinkHub

ThinkHub Theme / Theme
capitalize names of T1V applications and feature sets

ThinkHub Tray
capitalize names of T1V applications and feature sets

ThinkHub VC™
two words, capitalize 'VC', capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

ThinkHub Virtual AV Matrix™
four words, capitalize 'AV', capitalize names of T1V applications and feature sets; never break up 'Virtual AV Matrix'; use ™ symbol upon first appearance in text

ThinkHub Web Browser
capitalize names of T1V applications and feature sets; acceptable forms: Web Browser, Web Browsers

ThinkHub xCanvas™
two words, lowercase 'x' and capital 'C', capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

TouchControl™
one word, capital 'T' and 'C', capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

touchscreen
all lowercase, one word, no hyphen

UI
capitalized, no periods

UI / UX
capitalized, no periods

URL
capitalized, no periods

UX
capitalized, no periods

video conference
two words, lowercase when making general reference

View Mode
capitalize names of T1V applications and feature sets

Virtual Point Mode
capitalize names of T1V applications and feature sets

Virtual Selling with ThinkHub
capitalize when making reference to ThinkHub use cases

Virtual ThinkHub™
two words, capitalize 'Virtual' when using with ThinkHub, capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

web browser
lowercase when making general reference

website
one word, lowercase when making general reference

WFA
capitalized, no periods, accompany with a spelled out version (Work From Anywhere) upon first appearance in text

WFA Bundles
capital 'B', never break up WFA Bundles when referencing

Work From Anywhere
capitalize when making reference to any T1V Work From Anywhere solution or product

www
avoid using wherever possible

ThinkHub Devices

capitalize ThinkHub device models. Here is a working list of published ThinkHub device models:

T1V Suite
T1V Suite Pro I
T1V Suite Pro II
T1V Suite Pro III
T1V Suite Pro IV
ThinkHub 4K
ThinkHub Dual 4K
ThinkHub Pro
ThinkHub Pro I
ThinkHub Pro I Plus
ThinkHub Pro II
ThinkHub Pro III
ThinkHub Pro IV
ThinkHub Pro 4K
ThinkHub Pro Dual 4K
ThinkHub Pro Triple 4K
ThinkHub Pro Plus
ThinkHub Triple 4K
ThinkHub WFA
ThinkHub WFA Plus

Legacy Application Names

These applications are no longer actively marketed, however there are existing legacy customers where we may need to reference these terms. For that reason, we have created this section as a legacy guide.

AirConnect™
one word, capital 'A' and 'C', capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

AirConnect Access™
two words, capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

AirConnect Files™
two words, capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

AirConnect Key™
two words, capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

AirConnect VC™
two words, capitalize 'VC', capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

Build A Fish™
three words, capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

Digital Whiteboard
capitalize names of T1V applications and feature sets

DirectMe™
one word, capital 'D' and 'M', capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

HubVC™
one word, capital 'H', 'V', and 'C', capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

HubVC Non-Touch™
two words, capital 'N', 'T', capitalize names of T1V applications and feature sets; hyphenate Non-Touch; use ™ symbol upon first appearance in text

Instagram Fall™
two words, capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

inTouch™
one word, lowercase 'i' and capital 'T', capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance (see: inTouch logos and usage)

OneShop™
one word, capital 'O' and 'S', capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

PlayVision™
one word, capital 'P' and 'V', capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

QVue™
one word, capital 'Q' and 'V', capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

spill-resistant
use hyphen when describing that the tables are spill-resistant

Standard Table
capitalize product name

Legacy Application Names Continued

T1V Academy
capitalize when referencing T1V Academy portal, training services, etc. (always use 'T1V Academy')

T1V Suite™
now named T1V Story

The T1V App AirConnect™
four words, capitalize names of T1V applications and feature sets; always reference as The T1V App AirConnect in first appearance, reference as AirConnect after; use ™ symbol upon first appearance in text

ThinkHub Cloud Access™
note: usage stopped and transitioned to 'Virtual ThinkHub' Q4 2020 - do not use this term

ThinkHub Connect™
now named ThinkHub Education

Twitter Fall™
two words, capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

ViewHub™
one word, capital 'V' and 'H', capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

ViewHub Touch™
two words, capitalize 'Touch' when using with ViewHub, capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

VisoMetrics™
one word, capital 'V' and 'M', capitalize names of T1V applications and feature sets; use ™ symbol upon first appearance in text

PUNCTUATION + STYLE

Addresses

When composing an address, write out the street, city, state, and country addresses in long form.

ex: 5025 West WT Harris Boulevard - Suite A
Charlotte, North Carolina 28269
United States of America

When referring to locations in body text, spell out the city and state (avoid abbreviations). Upon first appearance, use city and state to reference locations in the United States; city and country in international locations. You can reference the city name in following text.

ex: Charlotte, North Carolina
ex: Toronto, Canada

Colons / Semicolons

T1V prefers the use of semicolons in lists with longer clauses (four or more words) or internal commas.

ex: ThinkHub accommodates many activities required for collaboration, like the ability to interact with a digital whiteboard; share advanced content to the Canvas; share your screen to the ThinkHub Canvas, and more...

Commas

T1V prefers the use of an Oxford Comma. Always use a comma after the penultimate item in a list of three or more items, before 'and' or 'or.'

ex: T1V's collaboration solutions include ThinkHub, ThinkHub Huddle, and T1V Hub.

Dashes

Hyphens (-) are used to create a single idea of two or more words and are always connected (ex: hyper-connected); en dashes are used for ranges (1-10, for example); em dashes (—) are used to set related, yet separate thoughts off from each other, either within a sentence or following it, and in either case they are not connected.

Dates

Dates can be written in long form or short form. When used in body text, it is preferable to write the long form of the date.

Long Form: Capitalize the month, use the numeral for the date (omit "th" or "st"), comma, year

ex: May 1, 2021

Short Form: Do not use zero before single-digit months or dates; always use four digits for the year; use periods to separate numbers

ex: 5.1.2021

Exclamation Points

We love excitement — be careful not to overdo it; try to avoid more than one exclamation point per paragraph.

If you are writing internal-facing communication — use all the ! you like!

Intellectual Property

Copyright

Copyright should be included in the footer of all T1V marketing materials in print and online.

Single Year: © 2021 T1V, Inc. All Rights Reserved.
Multiple Years: © 2010-2021 T1V, Inc. All Rights Reserved.

Patents

T1V's registered patents should be included in the footer of T1V marketing materials in print and online, where applicable.

ex: T1V's proprietary software is covered by multiple patents and patents pending including US Patents 8,522,153, 8,583,491, and 8,600,816.

Trademark

Use the trademark symbol (™) after the T1V product name or phrase in its first appearance. After the first appearance, do not use the trademark symbol for the remainder of appearances.

ex: ThinkHub Huddle™ is a collaboration board to connect teams. Hybrid teams can connect to ThinkHub Huddle whether working in-room or remotely.

Registered Trademark

Use the registered trademark symbol (®) after the T1V product name or phrase in its first appearance. After the first appearance, do not use the registered trademark symbol for the remainder of appearances.

ex: ThinkHub® helps teams work better, together. Whether teams are in the same room, spread across different global sites, or are connecting from home — ThinkHub supports all of the different ways you work.

Numbers

Spell out as words one to ten; use numerals 11 to 999; spell out large numbers like thousand, million, billion.

ex: 500, 11 thousand; one million; 20 billion

Parentheses + Periods

Periods go on the outside of the end parenthesis when included as part of a sentence (like this). (When parenthesizing a standalone sentence, keep the period inside the end parenthesis.)

Phone Numbers

Use a period to break phone numbers.

ex: 704.594.1610

Use plus sign, international code, and space to mark international numbers.

ex: +1 704.594.1610

Plus Signs

Use the plus sign (+) to symbolize "and" in business titles, copy titles, and headers. Avoid using the ampersand (&).

Preferred Language

mobile device

in general, use 'mobile device' instead of "phone" or "tablet" (unless specifically speaking to one of the two)

Quotation Marks

Punctuation goes inside quotation marks. For example, she asked, "how do I remember?" He replied, "keep punctuation on the inside, please."

Slashes

When discussing the use of slashes, it is a 'slash'...not a backslash. Always use a single space before and after a slash.

ex: ThinkHub connects in-room / remote / hybrid teams.

Spacing

Always use a single space after the period in body text. Never double space.

Team Names

T1V Administration

Capitalize the team name. In first appearance, use long form team name. In following appearances, you can remove the 'T1V' to reference short form team name.

T1V Customer Success

Capitalize the team name. In first appearance, use long form team name. In following appearances, you can remove the 'T1V' to reference short form team name.

Long form: T1V Customer Success
Short form: Customer Success

T1V Finance

Capitalize the team name. In first appearance, use long form team name. In following appearances, you can remove the 'T1V' to reference short form team name.

T1V Operations

Capitalize the team name. In first appearance, use long form team name. In following appearances, you can remove the 'T1V' to reference short form team name.

T1V Project Management

Capitalize the team name. In first appearance, use long form team name. In following appearances, you can remove the 'T1V' to reference short form team name.

T1V Research + Development

Capitalize the team name, use a plus sign to break out joint team names. In first appearance, use long form team name. In following appearances, you can remove the 'T1V' to reference short form team name.

T1V Sales + Marketing

Capitalize the team name, use a plus sign to break out joint team names. In first appearance, use long form team name. In following appearances, you can remove the 'T1V' to reference short form team name.

T1V Support

Capitalize the team name. In first appearance, use long form team name. In following appearances, you can remove the 'T1V' to reference short form team name.

T1V Technology

Capitalize the team name. In first appearance, use long form team name. In following appearances, you can remove the 'T1V' to reference short form team name.

Territories

When referencing a U.S. territory, use the following geographic categories:

Central
East
Midwest
Northeast
Northwest
Southeast
Southwest
West

When referencing an International territory, use the following geographic categories:

APAC
EMEA
Latin America + Caribbean
North America
Oceania

Time

Always use numerals when communicating time, followed by lowercase am and pm (do not break with spaces or periods). Use 'space en dash space' to break ranges of time.

ex: 10am
ex: 10am – 5pm

Time Zones

Time zones can be written in long form or short form. Most often, short form is used.

Long Form: Capitalize the first letter of each word.

ex: Eastern Standard Time

Short Form: Use the correct, full abbreviation for each time zone.

ex: EST, MT, PST, GMT, CET

Titles

Use the full spelling of titles where possible. For C-suite positions, you may use the acronym (ex: CEO). You may shorten "Executive Vice President" or "Vice President" and omit "of" with approval from T1V Marketing.

ex: EVP Sales + Marketing; VP Operations

Capitalize job titles that come directly before or after the person's name. If there is a 'the' before the job title, do not capitalize.

ex: Vice President of Operations, Keith Main, works at T1V.
Keith Main, Vice President of Operations, works at T1V.
Keith Main, the vice president of operations at T1V, lives in Charlotte.

URLs

Never use http://; avoid www whenever possible.

ex: t1v.com

Widows / Orphans / Runts

Don't leave words hanging by themselves on a single line, aka "widows, "orphans," and "runts."

PRODUCT BRANDING

WELCOME TO T1V'S PRODUCT BRANDING ECOSYSTEM

We've developed this series of branding icons, marks, logos, and naming to help build unique identities for each of our products, while also giving us flexibility in the way we can combine the solutions for our customers. These elements can be used in web content, case study content, sales quotes, and videos, to name a few, to visually define the makeup of each T1V visual collaboration solution. Each of these branding elements is structured as part of a greater brand hierarchy.

TIER 1 | CORE SOLUTIONS

T1V

ThinkHub®

Story™

TIER 2 | APPLICATIONS

ThinkHub

ThinkHub Huddle

ThinkHub Room

ThinkHub Cloud

Hub

Interactive Timeline

Interactive Map

Product Lines

Interactive Image

TIER 3 | FEATURE SETS

ThinkHub

xC xCanvas

MS MultiSite

Dk Dock

Ag Agile

VC Video Conferencing

AV Virtual AV Matrix

ThinkHub Education

SS Student Station

IT Instructor Tablet

PRODUCT DESCRIPTIONS

Tier 1 | Core Solutions

T1V	the companion app for all T1V solutions
ThinkHub	full feature visual collaboration for teams room | hybrid | virtual
Story	tell your visual brand story

Tier 2 | Applications

ThinkHub

ThinkHub Room	collaborative meeting rooms that support hybrid teams
ThinkHub Cloud	co-create and collaborate from the convenience of your laptop free | pro | enterprise
ThinkHub Education	collaboration technology for active learning environments
ThinkHub Huddle	the ultimate collaboration board
Hub	screen share from anywhere

Story

Interactive Timeline	tell your brand's history
Interactive Map	share your brand's global impact
Product Lines	visually communicate your brand offering
Interactive Image	highlight key messaging points

Tier 3 | Feature Sets

ThinkHub

ThinkHub xCanvas	extend your ThinkHub to multiple displays around the room (touch or non-touch)
ThinkHub MultiSite	real-time, room-to-room collaboration
ThinkHub Dock	park content for enhanced room experiences
ThinkHub Agile	collaboration toolkit for product teams
Video Conferencing	integrated video conferencing for visual collaboration sessions
Visual AV Matrix	integrate room controls with your ThinkHub system

ThinkHub Education

Student Station	students can wirelessly connect and collaborate with one another
Instructor Tablet	take the ThinkHub experience around the room with you

TIER 1

CORE SOLUTIONS

T1V

#FF6900
R:255 G:105 B:0

ThinkHub®

#0847AA
R:8 G:71 B:180

Story™

#032455
R:3 G:36 B:85

TIER 2

APPLICATIONS

THINKHUB

#0847AA
R:8 G:71 B:170

ThinkHub ROOM™

TH ROOM™

TH ROOM™

ThinkHubROOM™

ThinkHub HUDDLE™

TH HUDDLE™

TH HUDDLE™

ThinkHubHUDDLE™

ThinkHub EDUCATION™

TH EDU™

TH EDU™

ThinkHubEDU™

ThinkHubEDUCATION™

ThinkHub CLOUD™

TH CLOUD™

TH CLOUD™

ThinkHubCLOUD™

THINKHUB CLOUD PLANS

ThinkHub CLOUD™ Free

ThinkHub CLOUD™ Pro

ThinkHub CLOUD™ Enterprise

Hub™

#4F09BC
R:79 G:9 B:188

STANDARD FOR LOGO TREATMENT ON DARK BACKGROUND

ThinkHub CLOUD™

*When product logos are being placed on dark backgrounds, the text color treatment should be #ffffff (white)

TIER 2

APPLICATIONS

STORY

#032455
R:3 G:36 B:85

TIER 3

FEATURE SETS

THINKHUB

#1671FF
R:22 G:113 B:255

- xC TH xCANVAS™
- xC TH xCANVAS™
- xC ThinkHub xCANVAS™
- xC ThinkHubxCANVAS™

- MS TH MULTISITE™
- MS TH MULTISITE™
- MS ThinkHub MULTISITE™
- MS ThinkHubMULTISITE™

- Dk TH DOCK™
- Dk TH DOCK™
- Dk ThinkHub DOCK™
- Dk ThinkHubDOCK™

- Ag TH AGILE™
- Ag TH AGILE™
- Ag ThinkHub AGILE™
- Ag ThinkHubAGILE™

- VC VIDEO CONFERENCING
- VC VIDEO CONFERENCING

- AV VIRTUAL AV MATRIX
- AV VIRTUAL AV MATRIX

THINKHUB EDUCATION

#1671FF
R:22 G:113 B:255

- SS STUDENT STATION
- SS STUDENT STATION

- IT INSTRUCTOR TABLET
- IT INSTRUCTOR TABLET

ALTERNATIVE MARK TREATMENT

45° gradient using the primary product color in the upper-left and T1V orange in the bottom-right.

#FFAE00
#FF6900

T1V

ThinkHub

#0847AA
#FF6900

#032455
#FF6900

Story

Hub

#4F09BC
#FF6900

#FFAE00
#FF6900

T1V

ThinkHub

#0847AA
#FF6900

#032455
#FF6900

Story

Hub

#4F09BC
#FF6900

ADDITIONAL RESOURCES

For additional brand resources, visit

t1v.com/brand

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