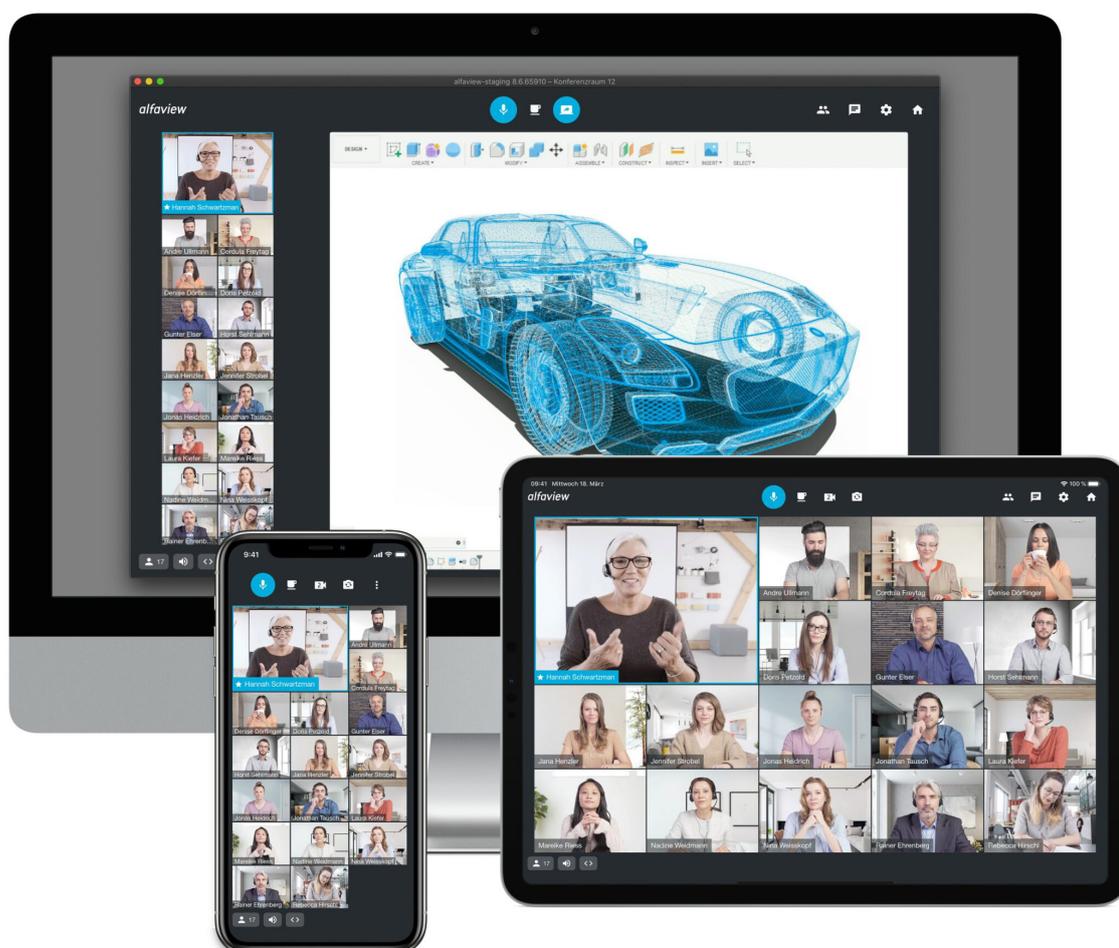


# alfaview®

VIDEO CONFERENCING SYSTEMS



# Style guide 2021

10 March 2021

# alfaview® Video Conferencing Systems

## Extensive experience

alfaview® was developed by the German education company alfatraining Bildungszentrum GmbH as a video conferencing solution for virtual face-to-face seminars. alfatraining has been conducting its courses exclusively via alfaview® since 2010. alfaview® has been continuously developed and improved since then.

## Video conferencing software from Germany

alfaview® is a GDPR-compliant video conferencing solution from Germany. alfaview® allows 20, 50, 100, 200 or more people – in the spectator mode even up to 500 – to communicate in high quality, around the world and in real time.

## See and be seen

Mimics, gestures and eye contact are essential in communication. In alfaview® these non-verbal signals remain visible even if the participants are in different places. Live transcription is available for people with hearing impairments. Meetings of any kind can be conducted with alfaview®, accessibly and remotely, in the same way as physical meetings on site.

## We keep your data safe

alfaview® is GDPR-compliant. Audio and video streams are neither stored nor passed on. The data is encrypted according to current standards (TLS/AES256). We exclusively use servers in ISO 27001-certified data centres with a registered office in Germany or in the European Union (GDPR area). We provide the data processing agreement (DPA) and the technical and organisational measures (TOM).

## Our design, our identity

Our corporate design is part of our corporate identity. Through the uniform visual design, we shape the perception of our brand.

This style guide has been carefully drafted and serves as a set of rules for the creation of all media and documents.

Please read the style guide carefully and apply the rules to all documents and publications.

# Using the alfaview® logo

## alfaview® logo

Our logo consists of the word mark alfaview® and the addition *Video Conferencing Systems*. You are welcome to use our brand elements as provided by this style guide.

Please use only the files provided by us digitally and observe our guidelines on the permitted use of the logo.

To ensure consistent use of the logo, please do not alter, rotate, embellish or replicate it. When scaling, please make sure that the proportions are maintained.



**alfaview**<sup>®</sup>  
VIDEO CONFERENCING SYSTEMS



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VIDEO CONFERENCING SYSTEMS~~



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VIDEO CONFERENCING SYSTEMS~~



~~**alfaview**<sup>®</sup>  
VIDEO CONFERENCING SYSTEMS~~

## Size and protection area

The logo must be displayed in a sufficiently large space and size to be clearly recognisable. The minimum height of the logo including the protection area is 134 px.

The protection area corresponds to the height of the “a” of the alfaview® word mark. The files we provide already contain the protection area.



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# Using the alfaview® logo

## Colours

Our primary colour is alfaview® blue. Preferably, the logo should be used in this colour.

If the contrast to the background (background colour or image) is not high enough, the logo can be used in white.

The use of the logo in black colour is permitted, provided that the media are reproduced exclusively in black. Other colours are not permitted for the logo.



RGB: 21 | 142 | 206  
CMYK: 78 | 32 | 0 | 0  
Hex: #158ece



RGB: 255 | 255 | 255  
CMYK: 0 | 0 | 0 | 0  
Hex: #ffffff

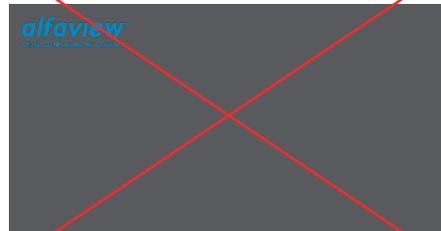


RGB: 0 | 0 | 0  
CMYK: 0 | 0 | 0 | 100  
Hex: #000000

## Background and contrast

If the blue logo is difficult to identify because of the background, the white logo should be used instead.

The contrast between logo and background should always be at least 3.1:1.



# Guidelines for texts

## alfaview®

When writing about alfaview®, please use the correct spelling. alfaview® is **one single word** that is always written in lower case – **even at the beginning of a sentence**. The addition *Video Conferencing Systems* is never used in body text.

The word alfaview® must be displayed in the same font and size as the rest of the text. Please do not use alfaview® logos or symbols instead of words.

Use the brand name alfaview® only as a full name and do not abbreviate it.

We use alfaview®.

~~We use Alfaview.~~

~~We use Alfa View.~~

~~We use alfa view.~~

~~We use alphaview.~~

~~We use ~~

~~We use alfa view.~~

~~We use alfav.~~

~~We use a. view.~~

~~We use aview.~~

# Using images and screenshots

Screenshots are a good way to present content that is difficult to convey as plain text (e.g. instructions for action).

Please only use screenshots of the current version. If you show the user interface of alfaview®, the images should correspond to the current version of the software.

When scaling, the proportions must be maintained. You are welcome to show only sections of the user interface to explain individual functions.

If you want to visually highlight specific elements, make sure that the highlighting is recognisable as such and clearly differentiated (e.g. in colour) from the elements of the user interface.

If you are unsure whether you are authorised to use your own screenshots, a number of images are available for download on our website.

Please indicate with each screenshot and image used whether the screenshot or image is provided by us or was created by you.

