



WORLDVUE

BRAND GUIDE

OUR IDENTITY

We exist to be the most valuable platform to design, build, and support property technologies in the world.

We believe well-designed and built technology improves asset values by supporting a digital guest experience. The most efficient, effective, and least expensive method to operate technology is through converged Internet Protocol networks using one focused and aligned supplier for each property.

MISSION	To be “of service” to every guest-centric property in the world.			
VISION <i>How we get there</i>	Providing a better customer experience.	Be the most responsive at addressing customer needs. Our competitors can own slow. We own fast.	Expanding the number of products we offer.	All rowing in the same direction.
VALUES	C.H.I.R.P.™ Coachable. Humble. Intelligent. Responsive. Present.			
PROMISE	WE DELIVER. EVERY TIME. NO EXCEPTIONS.®			
OBJECTIVE	To be our client’s most relevant trusted advisor by simplifying the complicated & fast-changing world of technology.			

BRAND VOICE

WorldVue speaks with authority, warmth, and zero ambiguity. We make promises and keep them - our copy should feel exactly the same way.

CONFIDENT

We make direct statements, not hedged suggestions. Every claim backed by real capability and proven track record.

“We deliver enterprise-grade connectivity - guaranteed.”

CLEAR

Avoid jargon when a plain word works. Hotel GMs shouldn’t need a tech glossary to understand us.

“One partner. Zero downtime. Everything you need.”

PREMIUM, NOT PRETENTIOUS

We serve luxury properties - language should signal quality without being cold or inaccessible

“Built for the world’s best hotels. Ready for yours.”

ACTION-ORIENTED

Every section should move someone somewhere. CTAs lead with strong verbs and clear outcomes.

“Request your demo. Deploy in weeks, not months.”

COPY - DO

- Lead with the outcome, not the feature. “Guests stay connected” beats “We offer managed WiFi.”
- Use “you” and “your” to keep copy guest- and GM- centric throughout.
- Be specific with numbers. “200+ channels,” “300+ properties,” “98% uptime SLA.”

COPY - DON’T

- Don’t start body sentences with “We” - it centers us, not the customer.
- Don’t use passive voice: “Solutions are delivered” - “We deliver solutions.”
- Avoid buzzword stacking: “synergistic omnichannel ecosystems” signals nothing.
- Never overpromise what can’t be delivered - our brand is built on “no exceptions.”

OUR VALUES: **CHIRP**

Five core values that define how every WorldVue team member - and every piece of communication - shows up in the world.

C

COACHABLE

We listen, adapt, and grow - with clients and with each other. Feedback makes us better.

H

HUMBLE

Results speak louder than ego. We let the work do the talking, every time.

I

INTELLIGENT

We think before we act, and we solve the right problem - not just the obvious one.

R

RESPONSIVE

Hotels can't wait - and neither do we. Speed is a service, and urgency is always the answer.

P

PERSISTENT

We don't stop until the job is done right. No exceptions. No shortcuts.

APPLYING CHIRP TO COMMUNICATIONS

When writing for any WorldVue channel, use CHIRP as a filter. Coachable posture? Humble yet confident? Intelligent and well-reasoned? Responsive to what the reader needs right now? Persistent in its call to action? All five check - it's on brand.

VISUAL **IDENTITY**

OUR **LOGO**

The WorldVue logo includes a sparrow icon and logotype set in Montserrat ExtraBold. The stacked logo is the primary logo and should be used in ALL instances.



USAGE ON **BACKGROUNDS**

Use the full-color logo on white or light-colored backgrounds.



Use the secondary logo (Sky Blue sparrow, white logotype) on dark backgrounds.



Full Action Blue for embossing, co-branded print, or single-color use.



LOGO **CLEAR SPACE**

Ensure there is an adequate amount of space between the logo and any surrounding elements. The clear space surrounding the logo should always be equal to or greater than the size of the cap-height of the “W.”



LOGO ALIGNMENT

Follow the spacing and alignment specifications when locking the WorldVue logo up with any other logos. Always maintain clear space guidelines, keeping other logos at a distance equal to or greater than the sparrow icon.



LOGO MISUSE

Do not crop the logo



Do not distort the logo



Do not change transparency of the logo



Do not recreate using any other typeface



Do not use colors other than what is specified



Do not outline logo, logotype, or sparrow icon



Do not change size or orientation of the sparrow and logotype in relation to each other



Do not rotate any part of the logo



USAGE **GUIDELINES**

YOU MAY NOT:

- Use any logos or imagery to represent WorldVue other than the examples we have provided
- Use any of our assets as a substitute for your own
- Overprint or obstruct any part of the WorldVue logo
- Add any special effects to the WorldVue logo (i.e. drop shadows or glows)
- Use any older versions of the logo or any marks or logos to represent the WorldVue brand
- Distribute or otherwise make available our logos, marks, or assets
- Copy or imitate the look and feel of WorldVue's assets or sites
- Register a domain containing WorldVue or any variation
- Apply for a trademark that includes WorldVue, our logo, or any words or marks similar to our own
- Use WorldVue assets on any apparel, product, or other merchandise unless given express consent

If you have any questions or any confusion, please reach out to the WorldVue marketing or creative teams for clarification.

marketing@worldvue.com | creative@worldvue.com

COLOR PALETTE

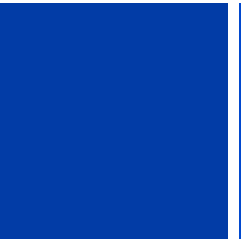
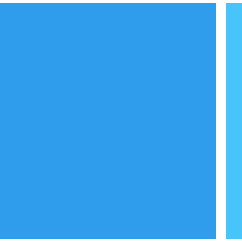
OUR **PALETTE**

We use Vegas Blue as our primary color.
Dark Blue is used as a secondary background color.
McLaren Blue and McLaren Orange are used as highlight colors.

Vegas Blue HEX: 0149CF RGB: 1 / 73 / 207 CMYK: 89 / 75 / 0 / 0	McLaren Blue HEX: 47C5FA RGB: 71 / 197 / 250 CMYK: 58 / 3 / 0 / 0	McLaren Orange HEX: FF8000 RGB: 255 / 128 / 0 CMYK: 0 / 61 / 100 / 0	Dark Blue HEX: 032254 RGB: 3 / 34 / 84 CMYK: 100 / 92 / 36 / 36
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We occasionally utilize blends of our three blues (Vegas, McLaren, and Dark) in certain assets.

				
Dark Blue		Vegas Blue		McLaren Blue

						
Dark Blue			Vegas Blue			McLaren Blue

We also use gradients of our blues as backgrounds or accents for various assets.


Vegas Blue ————— Dark Blue


McLaren Blue ————— Vegas Blue ————— Dark Blue

APPROVED **COLOR COMBINATIONS**



BRAND **TYPOGRAPHY**

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Montserrat is our voice- bold, confident, and unmistakably modern. Tight letter spacing and extreme weights give us an editorial, premium presence.

Montserrat is the only production typeface. No system font substitutions.

Montserrat
ExtraBold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

Family

Thin
Thin Italic
ExtraLight
ExtraLight Italic
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic

SemiBold
SemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic
Black
Black Italic

Specimen

Montserrat Regular
The quick brown fox jumps
over the lazy dog.

Montserrat ExtraBold
**The quick brown fox jumps
over the lazy dog.**

BRAND ICONOGRAPHY

BRAND **ICONOGRAPHY**



**WorldVue
HUB®**



**WorldVue
Compass™**



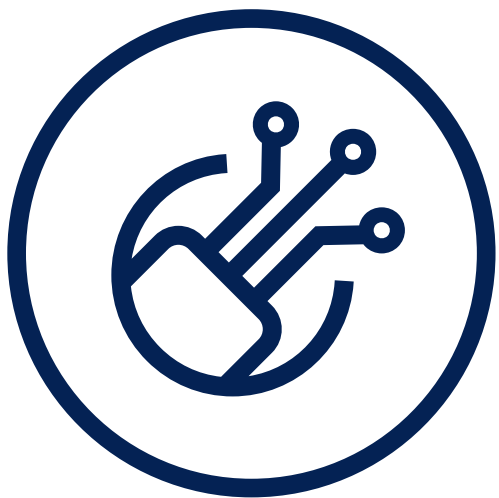
**TV
Programming**



Casting



WiFi



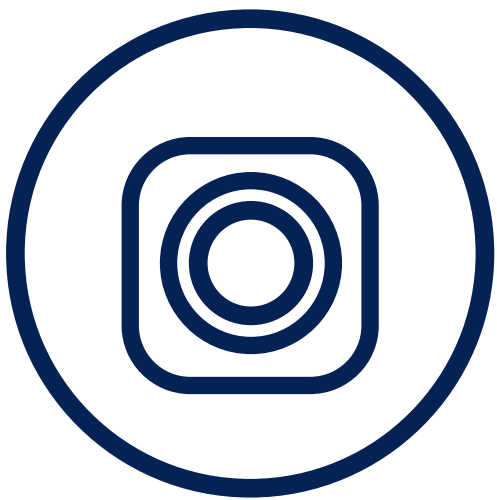
Circuits



**Low Voltage
Cabling**



Cameras



ProSafe



**Access
Controls**



Phones

PRODUCT LOGOS

PRODUCT LOGOS

WORLDVUE HUB®



COMPASS



ATLAS

