



BRAND GUIDELINES 2018



ApiRTC is a cloud-based WebRTC PaaS (Platform as a Service) developed by Apizee, enabling developers to easily add real-time multimedia interactions to their websites and mobile applications.

The ApiRTC logo bears the WebRTC colors and the Apizee logo shape, it takes the notion of multiple interactivity (video, audio, drawing ...) and combines it with communication.



LOGO



LOGOMARK



FOOTER BRAND SIGNATURE

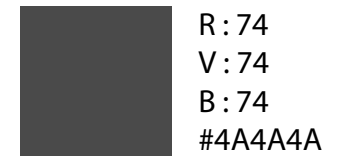
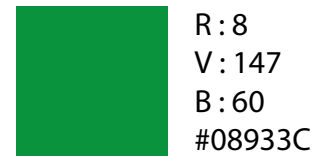
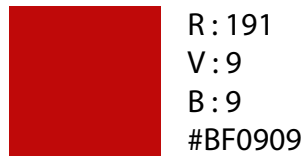
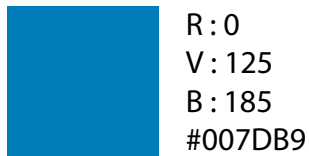


LOGO COLOR

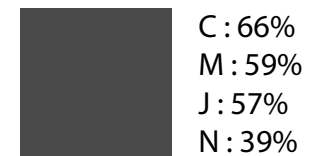


ApiRTC must always be written with «RTC» in capital.

For the WEB

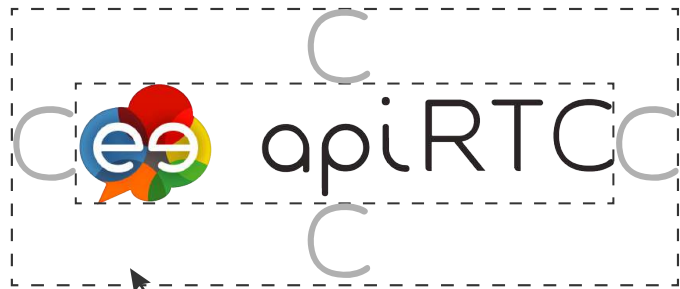


For the PRINT



APIRTC LOGO USAGE

What you can do ✓



Clear space is equal to the c-height of the word "apiRTC" in the logotype.

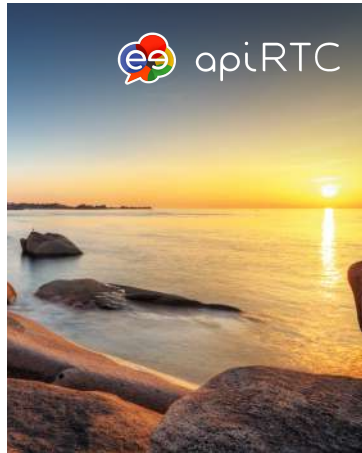


What you must not do ✗



LOGO USE ON PICTURES

What you can do ✓



What you must not do ✗



You must always seek for readability. The logo must be seeable, if this is not the case you must use a variant of it or change your picture.