



Hello there.
Welcome to Skype.

These are our branding guidelines for broadcast and film.

Skype lets you make free voice & video calls with anyone else on Skype, anywhere in the world. That means, broadcasters and studios can incorporate live face-to-face video calls into TV and film. Skype can also be used for free Skype-to-Skype calls during radio programming.

Use Skype for live on-air feeds from remote locations, for interviewing viewers in their homes, for engaging experts from around the world, and even for connecting with correspondents in the field.

Skype is a great complement to traditional production methods. With Skype's free, great quality voice and video calls, you can get cost savings, rich new content and even go places you've never considered.

Our logo is a very valuable asset. We must treat it nicely. Never abuse our logo, it doesn't have arms so it can't fight back (our lawyers however, are another story).



< Logo for video chats

This logo is used when you've got a video chat going. This logo is normally white, but we've put it on a blue background here to show that it's semi-transparent for video calls.



< Logo for "the lower third"

These logos are to be used outside of video calls, in the lower third portion of the screen, normally in conjunction with a graphical overlay. We'll discuss this shortly.



Do's and don'ts. You wouldn't wear one blue and one orange sock. Well, maybe on laundry day. In any case, we have some basic guidelines when using our logo.

We're not a rules and regulations kind of company, nonetheless here are some examples of what we think is cool and what should be punishable by rabid ferrets dropped into pants.

We don't like remixes

They're fine for music, but not for our logo. It should only be reproduced from the original artwork at skype.com/media/broadcast.

For television it should either be the blue or white logo shown previously. Please don't try to reproduce it in any other color or program.

Space around the logo

Always leave the logo some space to breath. If you are positioning it in a corner of the screen it should be at least half the height & width from the "e" in the logo from the top/bottom & side.

Logo yoga

Please do not rotate/distort/skew/bend our logo. No downward facing dog either.

Special effects not included

While we love special effects in movies, we're not a fan of them on our logo.

If the unavoidable happens...

If your graphics conflict with our blue logo, then try the white version.

And now, some examples.



^ Bugs

When placing a Skype logo over a video, say a high-quality video call, then the white logo should be used. (Placement isn't fixed, feel free to put it in a corner where it looks best.)

The logo's opacity should be at 75%.

For **NTSC/SD** screens the logo should be at least **120 pixels wide**. If you're doing **split-screens**, then at least 110 pixels wide.

HD720 broadcasts should have the Skype logo at least **220 pixels** wide.

HD1080 broadcasts should have the Skype logo at least **330 pixels** wide.



Sam's birthday blowout!



^ The lower third (aka overlays)

When placing a Skype logo in the lower third, please use one of our blue logos. We have an NTSC-optimized version on our broadcast site at skype.com/media/broadcast.

For **NTSC/SD** screens the logo should be at least **120 pixels wide**.

HD720 broadcasts should have the Skype logo at least **220 pixels wide**.

HD1080 broadcasts should have the Skype logo at least **330 pixels wide**.

Verbal mentions are another way to tell the world you're using Skype.

Below are examples for verbal mentions in two types of scenarios:

- using Skype in a **voice and video** call
- using Skype in a **voice-only** call

Voice and video usage

"Newscaster {Nina} is coming to us via Skype video call."

"We are connected to {Nina} via Skype video call."

"Video calling with {Nina} using Skype."

"We are connected to {Nina} on a Skype video call."

Voice-only usage

"We are connected to {Nina} by Skype."

"Connecting to newscaster {Nina} via a Skype call."

"Calling {Nina} using Skype."