SLVLOG

BRAND GUIDE

SLVLOG
STREAMING

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About Us

SLVLOG is a bold and independent Sri Lankan digital media platform that redefines how stories are told and shared. With a strong focus on original content, SLVLOG brings together a powerful mix of documentaries, web series, vlogs, and live talk shows that explore politics, culture, current affairs, and everyday life. At its core, the brand is driven by a mission to challenge conventional thinking and spark meaningful conversations among Sri Lankans and global audiences alike.

Through its subscription-based model, SLVLOG offers viewers access to exclusive content, behind-the-scenes moments, and community experiences, making it more than just a streaming service. it's a space for curiosity, connection, and cultural expression.

User Persona

Demographics

- **Name**: Kavishal Rasintha
- **Age**: 22
- **Location**: Colombo, Sri Lanka
- **Occupation**: University Student
- **Income Level:** Limited student budget

Media Consumption

His primary go-to platforms are YouTube and TikTok, where he enjoys quick, engaging clips and stand-up comedy that fit into short breaks or moments between tasks. Facebook serves as a secondary source, mainly for staying updated on new shows, events, and gathering recommendations from friends. With a preference for mobility and convenience, he primarily uses his smartphone and laptop, seeking streaming solutions that are easy to access and work seamlessly on the go.

Background

Kavishal is a 22-year-old university student in Colombo, juggling academics, part-time work, and social activities. With a limited budget, he prioritizes a ordability and convenience in his streaming choices. He's drawn to comedic content and political satire, but struggles with platforms that have complicated interfaces or high subscription fees. Social media plays a major role in how he discovers new entertainment options, and he values peer recommendations from friends and classmates.

Goals and Motivations

As a budget-conscious student, he looks for affordable entertainment options, ideally streaming services under $5/month, that deliver both value and variety. He enjoys content that keeps him entertained and informed, such as movies, stand-up comedy, and political satire. With a packed academic schedule, convenience is key,he prefers platforms that are easy to navigate and accessible on the go, making it simple to unwind without disrupting his daily routine.

Key Takeaways

Kavishal's limited budget makes him especially mindful of costs, often opting for pay-per-view options to avoid full subscription fees. Student discounts and free trials, especially those tied to university verification, are highly attractive and can strongly influence his decision to try a platform. His viewing habits revolve around comedy, movies, and political satire, but it's the combination of relevant content, ease of use, and affordable pricing that ultimately earns his long-term loyalty. When he has a positive experience, he's quick to share it with friends, helping to organically spread awareness within the student community.

Behaviors

He is highly price-conscious, often comparing subscription costs and steering clear of expensive streaming platforms. His content choices are heavily influenced by social media platforms like Facebook, TikTok, and YouTube, where he discovers new shows through trending clips and recommendations. Peer influence also plays a big role, he frequently shares viewing experiences and takes suggestions from classmates and friends. A natural multitasker, he usually streams content on his smartphone or laptop while studying or commuting, blending entertainment seamlessly into his busy lifestyle.

User Persona

Demographics

- **Name**: Sandaru Maharamba
- **Age**: 28
- **Location**: Ragama, Sri Lanka
- **Occupation**: Marketing Executive
- **Income Level:** Upper-Middle Class

Media Consumption

Sandaru primarily uses Facebook and Instagram to stay updated on both local and global trends, network professionally, and discover new streaming content. YouTube serves as his secondary platform, where he watches extended clips, documentaries, and trusted user reviews. He typically streams content on a smart TV at home for a high-quality experience and uses his smartphone while commuting, valuing flexibility and convenience in how he consumes media.

Goals and Motivations

Sandaru prioritizes high-quality streaming experiences, expecting smooth, buffer-free video playback that matches his fast-paced, professional lifestyle. He places strong value on exclusive Sri Lankan content, particularly documentaries, talk shows, and political satire, that keeps him informed and connected to local cultural and industry trends. As someone who stays ahead in both marketing and media, he prefers platforms that consistently release fresh, updated content, helping him avoid stagnation and always offering something new to engage with.

Background

Sandaru is a 28-year-old marketing executive from Ragama, representing Sri Lanka's expanding upper-middle class. Professionally ambitious, he seeks content that blends entertainment with meaningful insight, favoring local documentaries, political satire, and talk shows. While willing to invest in streaming services that meet his expectations, he is critical of poor video quality and outdated content. His marketing background makes him especially attentive to curated, well-branded platforms that demonstrate a clear commitment to fresh, engaging content and a superior user experience.

Behaviors

Sandaru carefully evaluates streaming platforms based on brand image and positioning, reflecting his marketing expertise. He discovers new services through curated recommendations, trusted reviews, and peer suggestions. With a moderate budget, he's willing to pay for quality and exclusivity. His viewing habits are active and analytical, he not only consumes content but also engages in discussions on social media, especially around political satire and industry-related topics.

Key Takeaways

Sandaru's upper-middle-class background and marketing expertise make him a discerning consumer who prioritizes high-quality streaming and exclusive local content. He's willing to invest $5–$10 per month in a service that regularly updates its library, offers excellent video quality, and aligns with his cultural interests. His active engagement on social media platforms like Facebook, Instagram, and YouTube allows him to share recommendations and insights, influencing both his professional network and personal circles to explore the same streaming services.

Logo Story

The SLVLOG logo is a bold and dynamic visual representation of the brand's core identity, modern, disruptive, and media-driven. The all-caps wordmark conveys strength and confidence, while the clean, geometric typeface reflects a sense of clarity and purpose. The standout feature is the letter "O," cleverly designed with a play button icon at its center, instantly communicating the brand's focus on video content and streaming. The use of striking red tones symbolizes energy, passion, and urgency, qualities that define SLVLOG's fearless approach to storytelling and cultural commentary. The word "STREAMING" enclosed in a solid red rectangle adds structure and emphasis, reinforcing the brand's role as a premier destination for digital media.

Altogether, the logo captures SLVLOG's mission to engage, inform, and provoke thought through bold, locally grounded, and globally relevant content.

Primary Logo

The primary SLVLOG logo is the cornerstone of the brand's visual identity and should be used as the default mark across all major applications. It represents the brand's core values of originality, boldness, and digital innovation. This version of the logo must always appear clearly and consistently, maintaining its original colors, proportions, and alignment. It is the preferred logo for use on all branded materials, including digital, print, and signage. To preserve the integrity of the brand, the primary logo should never be altered or substituted with other variations unless specified in the official brand guidelines.

Logo Spacing

To maintain visual clarity and brand consistency, the minimum clear space surrounding the SLVLOG Streaming logo must be preserved at all times. This clear space should be equal to one-fourth (¼) of the logo's total length (X/4) on all sides. No graphic elements, text, or edges should intrude into this space. This ensures that the logo remains legible, prominent, and impactful across all applications, whether in print or digital media.

HEX **#fe6766**
RGB **254, 103, 102**
CMYK **0, 59, 60, 0**
PENTONE **178 C**

SLVLOG
STREAMING

HEX **#fe0000**
RGB **254, 0, 0**
CMYK **0, 100, 100, 0**
PENTONE **485 C**

Logo Colors

The SLVLOG logo features a striking dual-tone color palette that captures the brand's energy and modern spirit. The gradient transition from #FE6766 (a vibrant coral pink) to #FE0000 (a bold, high-impact red) symbolizes creativity, passion, and forward momentum. These colors are not only visually captivating but also evoke a sense of urgency and dynamism, perfectly reflecting SLVLOG's bold approach to storytelling and digital media. The red tones create a strong visual presence that commands attention and reinforces the brand's identity as a powerful voice in streaming content.

HEX **#000000**
RGB **0, 0, 0**
CMYK **0, 0, 0, 100**
PENTONE **Black C**

HEX **#fe0000**
RGB **254, 0, 0**
CMYK **0, 100, 100, 0**
PENTONE **485 C**

Brand Colors

The SLVLOG brand color palette is designed to create a bold, modern, and high-impact visual identity. The primary color is red (#fe0000), representing energy, creativity, and passion. It is supported by black (#000000), which conveys strength, professionalism, and sophistication. White (#ffffff) is used as a neutral base to provide clarity, balance, and contrast, ensuring that content remains clean and easy to read. Together, these three core colors form a powerful and flexible palette that works across digital and print media. Consistent use of these colors reinforces brand recognition and visual unity.

Logo Typography

The SLVLOG logo features a clean, modern sans-serif typeface that reflects the brand's contemporary and digital-forward identity. While the exact font used in the logo is custom or currently unidentified, its bold, minimal letterforms convey clarity, confidence, and professionalism. The simplicity of the sans-serif style ensures strong legibility across all platforms and sizes. To maintain brand consistency, avoid substituting or recreating the logo type with a different font. Always use the official logo files provided to ensure design accuracy and brand integrity.

Brand Typography

Typography plays a key role in expressing SLVLOG's bold and modern identity. The primary brand typeface is Gotham, a clean and versatile sans-serif font known for its strong geometric structure and contemporary feel. Gotham communicates clarity, confidence, and professionalism, which align perfectly with SLVLOG's digital-first and forward-thinking brand personality. It should be used consistently across all branded materials including headings, subheadings, and body text. To maintain a unified visual language, avoid using unapproved fonts and always follow the brand's hierarchy and spacing guidelines when working with type.

Logo Usage

The SLVLOG logo is the central visual representation of the brand and must be used with consistency and care. There is only one official logo variation, and it should never be altered, distorted, recolored, or modified in any form. Always maintain a clear space around the logo equal to one-fourth of its total length (X/4) on all sides to preserve its visual integrity. The logo may be used on various background colors or imagery, but care must be taken to ensure it remains fully visible and legible. Do not apply effects such as shadows, gradients, or outlines. Consistent and respectful logo usage reinforces SLVLOG's bold and modern identity across all touchpoints.

Logo Don't Usage

The SLVLOG logo is a vital part of the brand's visual identity and must be used with care and consistency. Do not alter, distort, or modify the logo in any form. This includes changing its colors, proportions, orientation, applying effects, or rearranging its elements. Avoid placing the logo on backgrounds that affect its clarity or legibility. Do not add shadows, outlines, or any unapproved graphic treatments. Improper use of the logo can undermine the brand's credibility and impact. Always use the official SLVLOG logo files and follow brand guidelines to ensure a cohesive and professional brand presence.

Type Options

Headline

Size	:	38 pt
Leading	:	42 pt
Tracking	:	0 pt

Subheadings

Size	:	30 pt
Leading	:	32 pt
Tracking	:	0 pt

Smaller Headding

Size	:	22 pt
Leading	:	24 pt
Tracking	:	0 pt

Body Copy Bold

Size	:	14 pt
Leading	:	16 pt
Tracking	:	0 pt

Small Body Copy Bold

Size	:	8 pt
Leading	:	10 pt
Tracking	:	0 pt

Small Body Copy

Size	:	8 pt
Leading	:	10 pt
Tracking	:	0 pt

Brand Pattern

The SLVLOG brand pattern is created using a repeated version of the logo to form a consistent and recognizable visual element. This pattern reinforces brand presence in a subtle yet impactful way and can be used across select applications such as packaging, merchandise, digital backdrops, or printed collateral. When using the repeating logo pattern, it is essential to maintain adequate spacing, alignment, and opacity to ensure it does not overpower other content or compromise readability. The pattern should always use the official logo in its approved form, without distortion, recoloring, or modification.

Tone of Voice

SLVLOG's tone of voice is bold, intelligent, and unapologetically authentic. It speaks with clarity and confidence, encouraging critical thought and fearless expression. Addressing culture, politics, and everyday life, the brand maintains a conversational yet informed tone. It engages audiences with substance while staying grounded in real Sri Lankan perspectives. It invites tough conversations using language that is direct, thought-provoking, and rooted in truth.

Digital Design Guide

Web Banner Style Guide

Web banners should be designed in a 16:9 aspect ratio and kept below 1MB in file size to ensure fast loading and optimal performance across all devices. To maintain visual clarity and support the placement of web-based text overlays, avoid adding text directly onto the banner. Overlaid text from the website can conflict with image-based typography, making the design feel cluttered and less impactful. Instead, focus on creating clean, engaging visuals that enhance the message without relying on embedded text. The goal is to deliver a design that feels spacious, modern, and easy for viewers to interpret without distractions.

0.75x

5x

7x

9x

3x

4x

SUBSCRIBE

16x

X - Scale reference size

3x

4x

x

X - Scale reference size

Digital Design Guide

Web Thumbnail Style Guide

Web thumbnails should be designed in a 4:3 vertical ratio and kept below 1MB in file size to ensure quick loading and consistent display across all devices. To maintain readability and visual balance, only include the main headline or key concept as text, positioned at the top of the thumbnail. Avoid placing text at the bottom, as the website automatically applies a subtle black gradient overlay and adds descriptive content in that area. The focus should be on clearly communicating the core idea of the content with a bold, clean design that stands out and remains legible when scaled down.

Business Card

Stationary Design

SLVLOG STREAMING

Dear [Recipient's Name],

We hope this message finds you well.

SLVLOG is a next-generation digital platform dedicated to streaming, podcasting, and exclusive cinematic content. Our mission is to redefine Sri Lanka's digital media space by delivering original, thought-provoking content that inspires, informs, and entertains. From compelling short films and series, we aim to create a space where creative voices are amplified and bold ideas are brought to life.

We are committed to maintaining strong relationships with our community, collaborators, and partners. This letter serves as official communication regarding [insert subject here], and we value your engagement and continued support as we grow.

Whether you're a creator, viewer, or business partner, your involvement plays a key role in our journey. If you have any questions or require further information, please do not hesitate to get in touch.

Together, let's push boundaries and elevate the future of digital storytelling.

Warm regards,
[Your Name]
[Your Position]
SLVLOG

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THANK YOU

for visiting SLVLOG

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