

We're excited to share our new brand

The journey so far for VidVersity has been amazing.

We're really proud to already be working with household names and leading organisations across business, government and education to enable them to deliver interactive video learning that people love.

But we didn't feel that our brand conveyed what we are all about or what we were delivering to our customers: a completely new way of achieving results through online learning.

The brief to the branding agency (SILVERLANE) was that we needed a rebrand that would convey:

- At VidVersity we are creating a new, fresh paradigm for online learning
- VidVersity is easy and simple to use
- Using VidVersity to deliver outcomes is enjoyable and fun.

We're really excited to finally unveil our bold new look and messaging. So far the reaction has been fantastic.

It's also been a great opportunity to reflect on why we do this: because we believe that anyone should be able to quickly and easily deliver results through online learning.

However, as we grow we will not depart from what is at the core of what we do...a commitment to keep pushing as hard as we can to make online learning as easy as possible for anyone to deliver results.

Our Logo

Our new logo is an evolution.

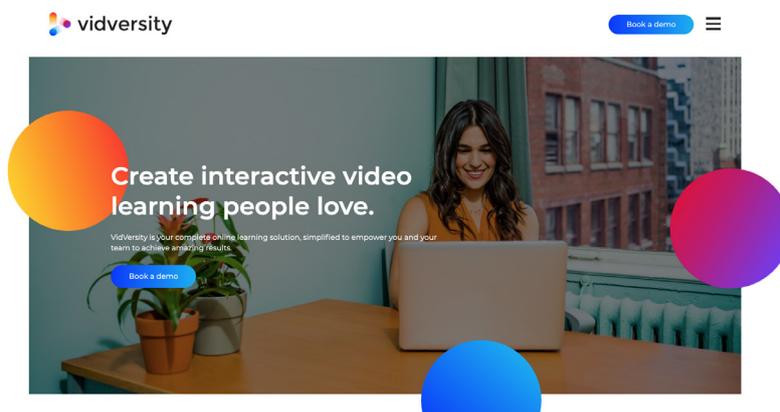


The shape still represents a video play button (because we are all about video) but the connection between the balls symbolises the dynamic movement between community, collaboration and teamwork that VidVersity helps facilitate.

The vibrant colours represent our fresh, brand new approach to online learning: one that is also simple and fun.

Our Website

The new site is easy to navigate, tells the VidVersity story and, we think, looks great.



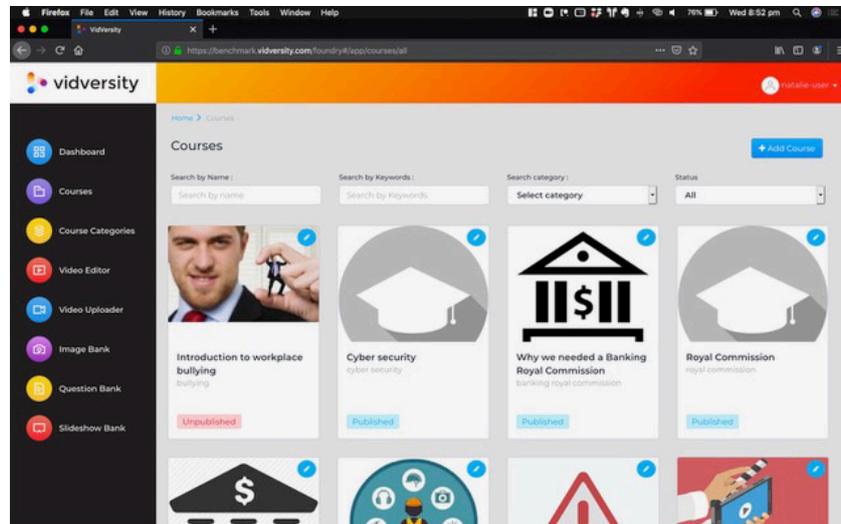
It gives visitors a glimpse into who we are.

Going forward, we will be regularly updating the site with helpful content for our VidVersity community – uploading articles and case studies, sharing updates and explaining our ongoing enhancements.

Take a look around, explore our new pages, and please let us know what you think.

Our Product

We have also rebranded our product and made it even easier to use (continuously evolving what we offer is a process we will never stop!).



The Message

We think we have captured the essence of VidVersity with this clear and simple message:

Create interactive video learning that people **love**.

We enable you to become the creator. Interactive video is the future of online learning. And most importantly, learners love it.



We hope you like where we are heading and please feel free to reach out to us on social media or send us an email to give us feedback (we love feedback!)

We look forward to hearing from you!