

Harness Video Brand Guidelines

Jan 2026



Stronger as One

The purpose of these guidelines are to help Harness **communicate** a **consistent** and **quality** video message.

Brand recognition signals quality.
Consistency makes Harness **memorable**.

When customers & partners interact with our video content, they need to receive a **uniform experience**.

Download Assets

Assets are designed to work in multiple editing programs



Created for editors of all levels. Assets are available as After Effects project files, Premiere MOGRT templates, and transparent .MOV files that work across most editing programs.

Choose the folder that matches your workflow and start editing. If you run into issues (like transparency or file compatibility), reach out for support.

[Download Assets](#)

Tone of Voice



- Positive, Inspirational, Clear
- A Guide to Partners
- Forward Thinking



- Hyper or Panic Drive
- Boastful or Arrogant
- Overly Complex

Technical Depth

Match your technical depth to your audience: for engineers use pipeline-level specifics (YAML, GitOps, canary rollouts, policy-as-code), for decision-makers translate to outcomes (faster releases, lower risk, stronger governance), and keep execs focused on measurable business impact over jargon.

In Action



Case Study

A case study should position the customer as the hero and Harness as the guide who enables them to be successful.

[Watch Example](#)



Brand Content

Branded videos should feel cinematic and intentional, using visual metaphors to express ideas without over-explaining. We treat our audience with respect, trusting their intelligence and delivering clarity.

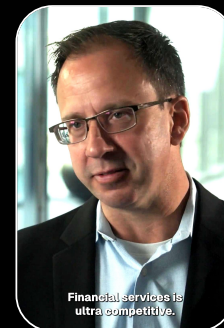
[Watch Example](#)



YouTube

Youtube content must have a clear value we deliver to our audience.

[Watch Example](#)



Social

Social content should be exciting and engaging. Create a strong hook creating intrigue as to why audiences will watch the rest of the video.

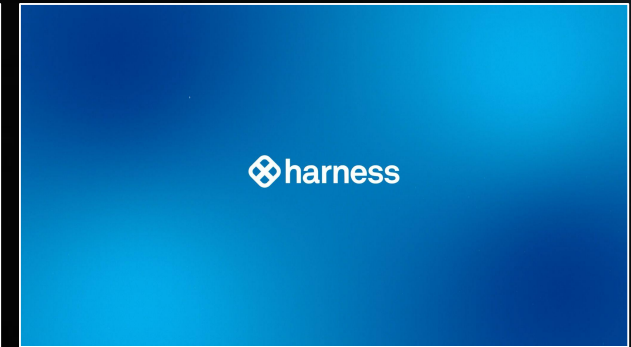
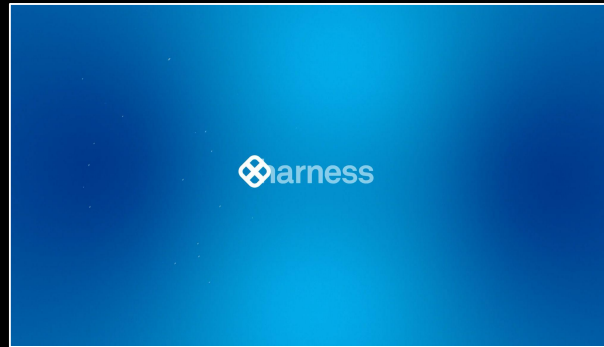
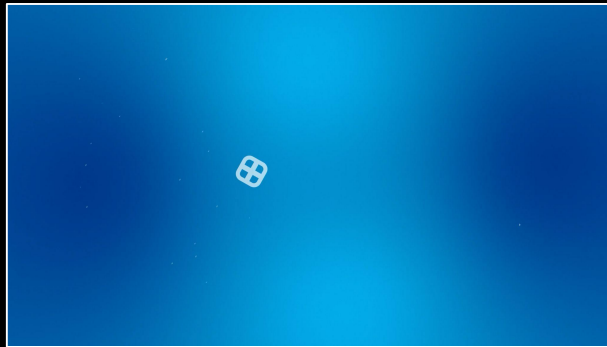
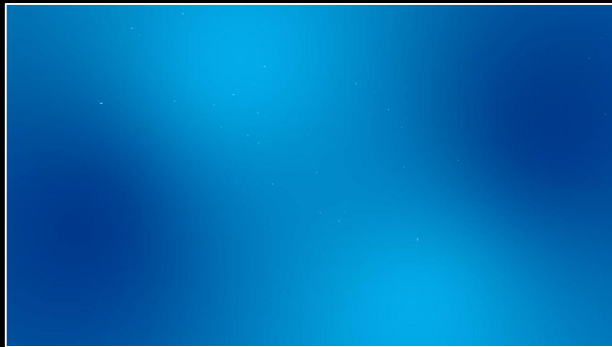
[Watch Example](#)



**Bumpers, Titles,
Lower 3rds, Transitions**

Branded Intro & Outro

Swirling Harness blues signal flow, pipelines moving smoothly, velocity without chaos, while subtle sparkles suggest orchestration behind the scenes.



Logo Sizing



16X9

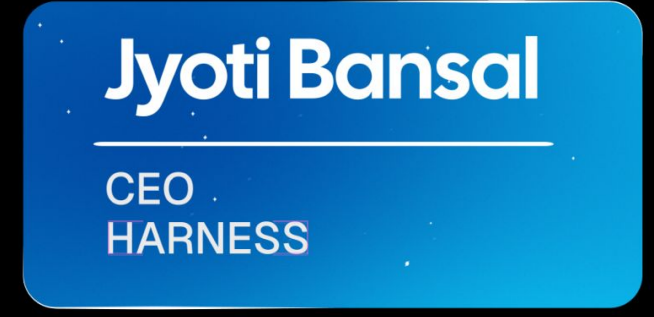
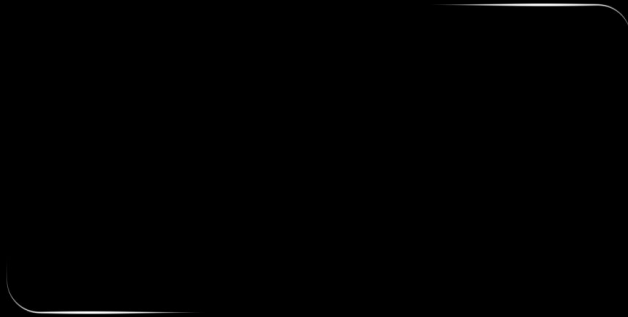


9X16

Lower 3rds



Two white strokes move in continuous loops to reveal a Harness-blue nameplate—visualizing delivery as always in motion, while signaling balance between speed and control.

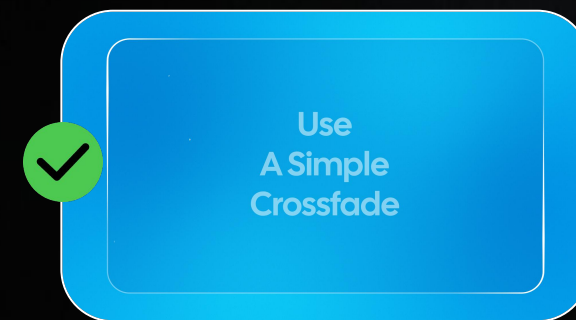
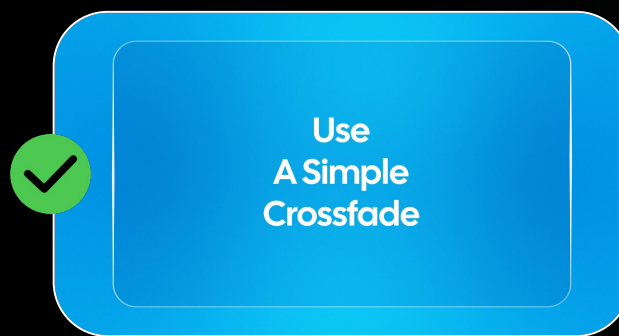
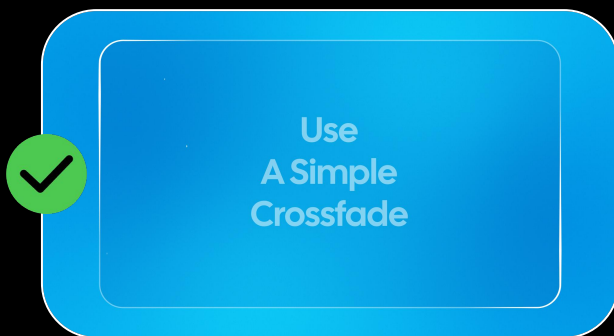


Name: Cal Sans Semibold
Title: Geist Medium
Company: Geist Medium

Text Animation

At Harness, motion exists to guide attention and reinforce meaning, not to impress for its own sake. A simple crossfade allows content to transition smoothly without drawing focus away from the message.

Use

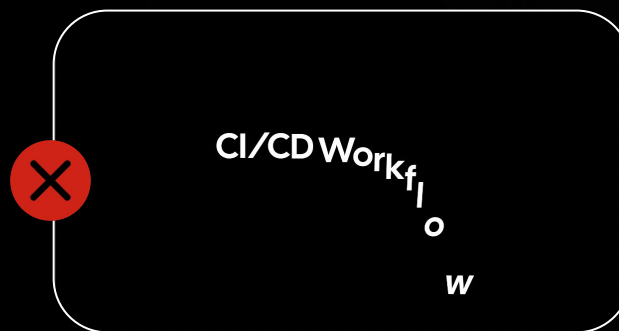


Crossfade

Avoid



Avoid tracking animations



Avoid character by character animation

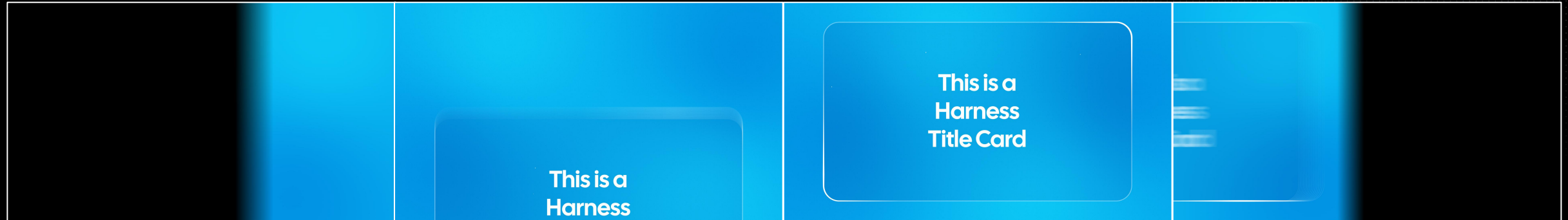


Avoid randomized animation

Titles

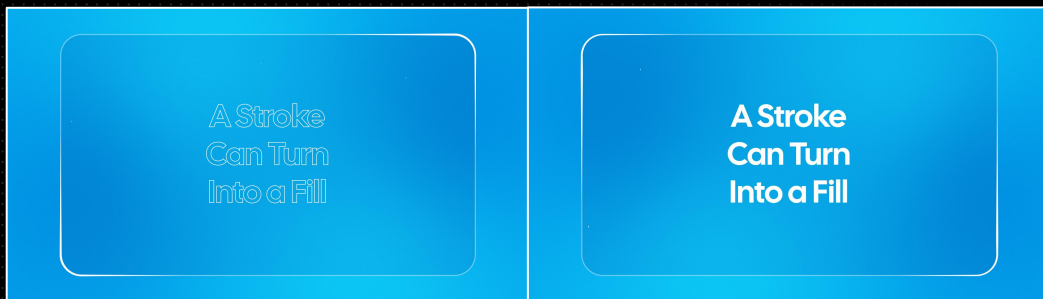


Titles are clear and centered easy to read, sliding in and out, fades are acceptable.



Motion Graphics

For motion graphics turning a stroke into a fill gives you the ability to drive impact and add excitement.

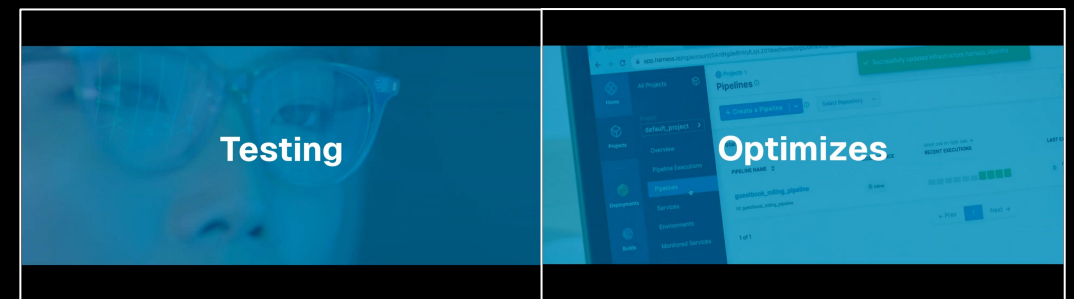


Cinematic

Font: Geist Bold, Size 250

Blue layer: (3DC7F6) at 40% Blend Mode Linear Light

Black layer: 80% Opacity

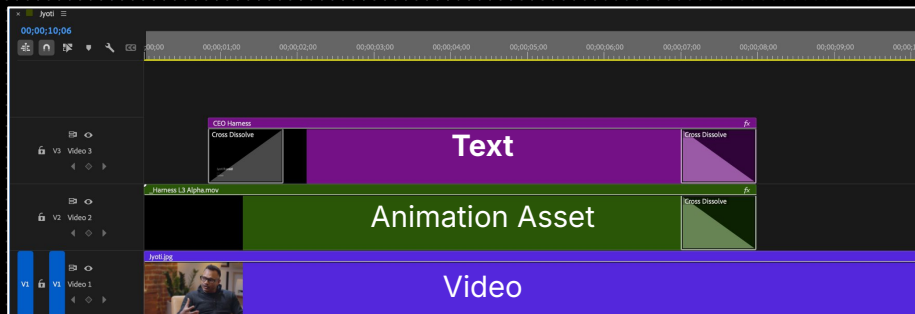
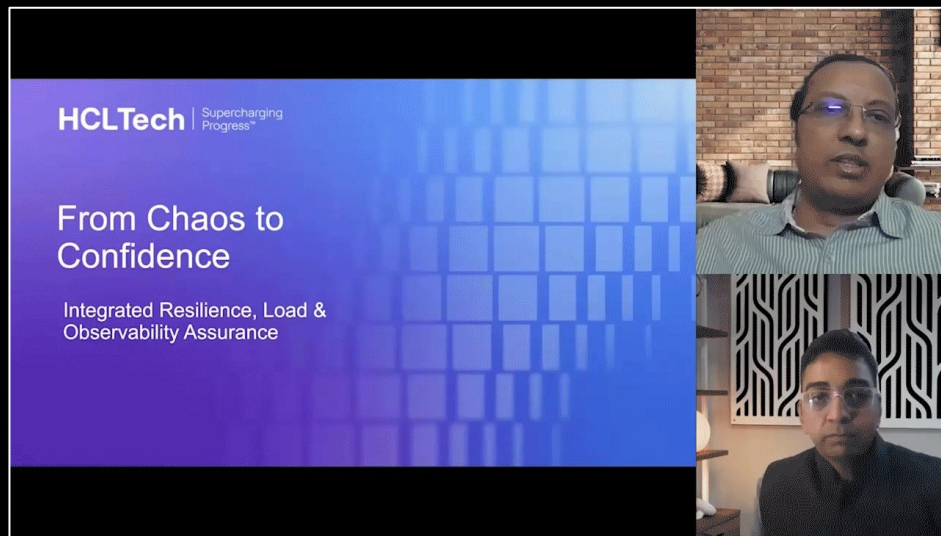


Camtasia, imovie, and more



Text should never compete with motion.

Our background animations already provide movement and energy. The role of the text is clarity, not performance. A simple fade allows the viewer to read effortlessly while the background does the visual work.



We build titles in layers so motion and text feel unified, not stacked.

The background animation establishes the stage. Text is introduced using a simple fade only after that stage is set, and both the text and background fade out together so they feel like a single element.

Event Adjustment

For satellite webinars and event-specific video content, use the **standard Harness lower thirds**. Apply the **approved color adjustments** from the After Effects template. This approach maintains the **Harness look and feel**, adds **visual cohesion**, and ensures the design stays **consistent across the full event experience**.

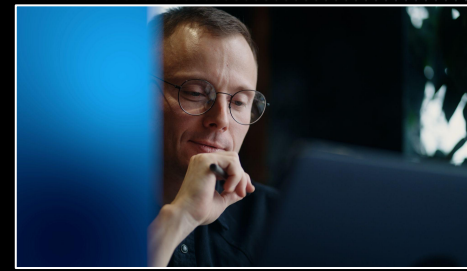
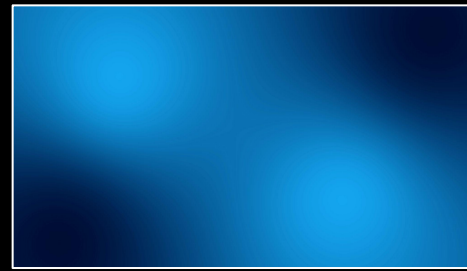
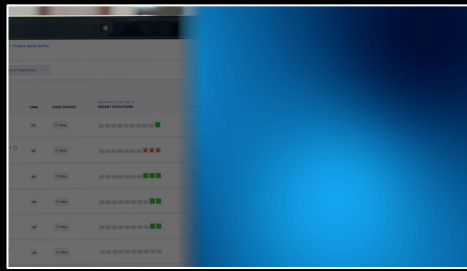
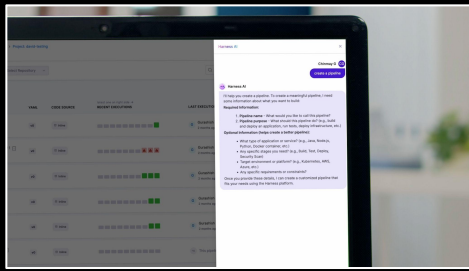


Transitions

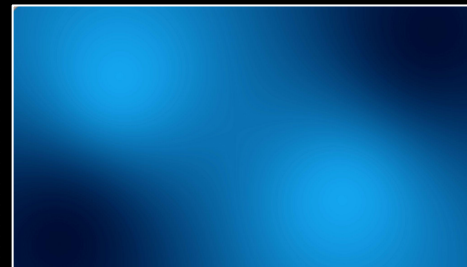
Darker tones of Harness-branded colors, used in a simple way, are subtle and not distracting.



Slide Transition



Corner Transition





**Music, Stock Footage,
Voice Over**

Voice Over

Brand Voice

- Confident, calm, modern, and clear
- Friendly expert—not announcer
- Direct and human, minimal hype

Delivery

- Slightly slower pace
- Natural emphasis on key benefits
- Clear pronunciation, clean pauses

Accents

- Neutral American, British, and Indian English are common for our brand
- Other accents welcome when aligned with audience/story

Quality

- Professional-grade audio
- No pops, hiss, echo, or clipping
- Consistent volume and clean edits



Music

Mood

Inspiring/Uplifting
Upbeat/Energetic
Epic/Powerful

Genre

Cinematic/Orchestra
HipHop/Electronic/Dance

Avoid

Folk/Quirky
Sad/Somber
Indie/Rock

Use



Cinematic

Inspiring & Uplifting

HipHop

Electronic

Dance

Avoid



Folk

Quirky

Rock

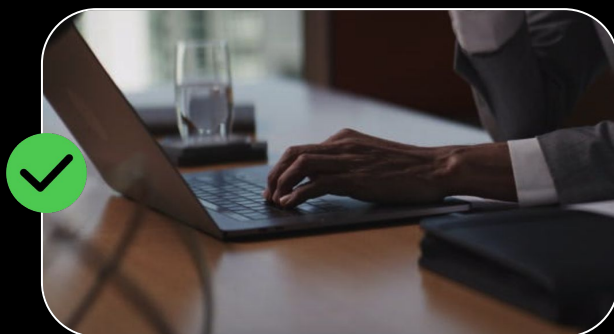
Indie

Sad Somber

Stock Footage / B-roll

Select authentic, globally representative, stock and b-roll that shows real-world impact, and avoid staged, overly polished, or forced-lit scenes.

Use



Natural lighting and realistic settings



Global diversity, genuinely represented.



Engineers, not models, practical, neutral, engineer-authentic wardrobe

Avoid



Do not use unrealistic technology graphics



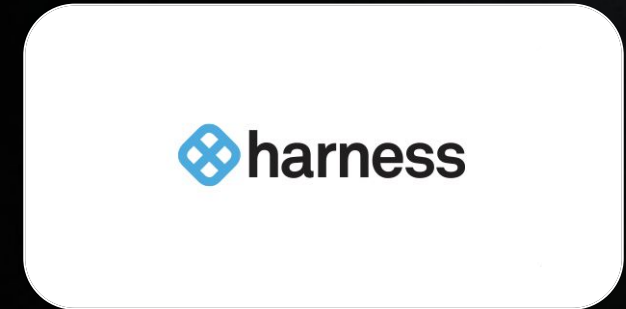
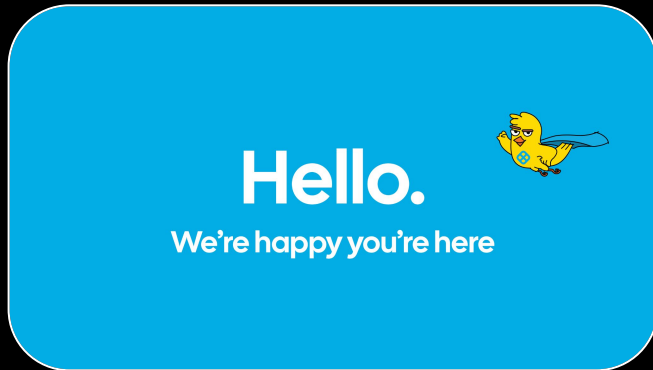
Do not use generic code imagery be intentional and specific



Avoid stocky "business people" clichés

Other approved representations of Harness

Select authentic, globally representative stock and b-roll that shows real-world impact, and avoid staged, overly polished, or forced-lit scenes.



A man with short dark hair and a beard is shown in profile, sitting at a desk and typing on a keyboard. He is wearing a light-colored t-shirt with a geometric pattern. In front of him is a large computer monitor displaying the Harness logo on a blue background. The desk also has several small potted plants and a container with pens. The background is a blurred office setting with a blue wall.

Thank You

Email Benjamin.hoedt@harness.io with any questions.