Harness Video Brand Guidelines

Jan 2026

harness

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**.

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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.
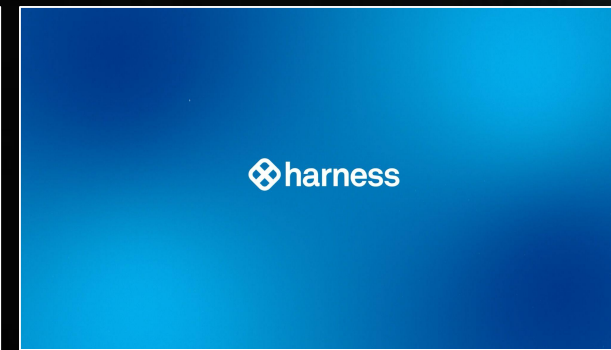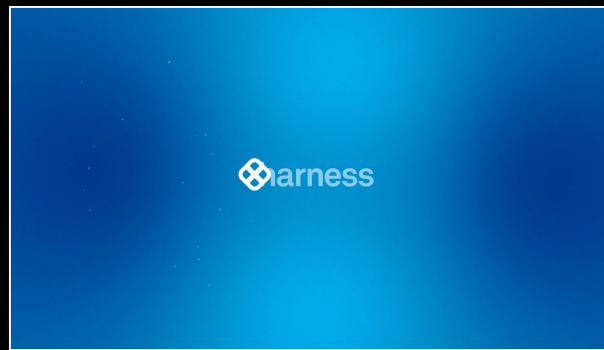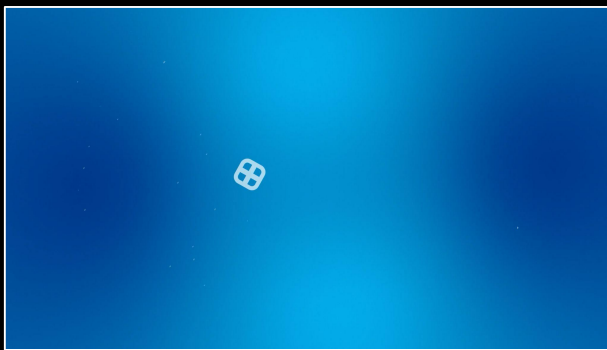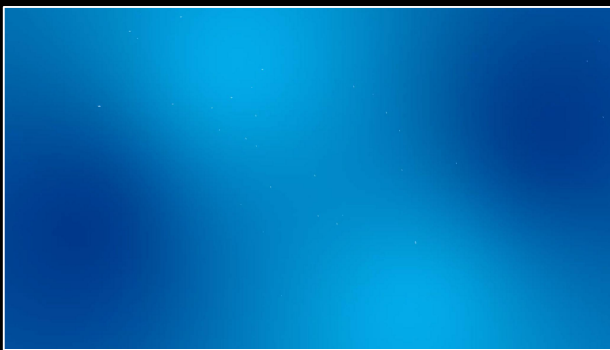
Watch Example

**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.
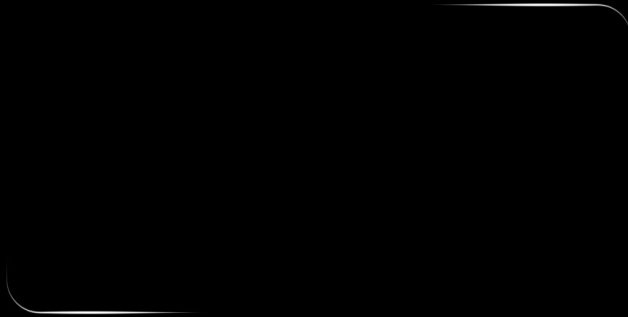
Logo Sizing

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.
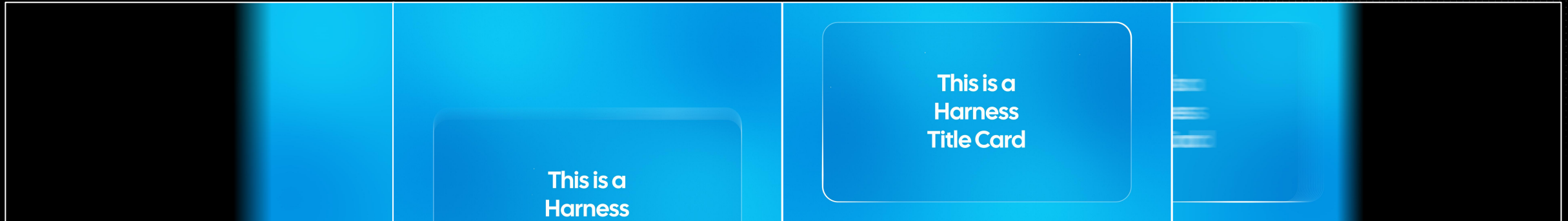
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Ae Pr

Jyoti Bansal

Jyoti Bansal
CEO
HARNESS

Jyoti Bansal
CEO
HARNESS

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

Titles

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

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Ae Pr

This is a
Harness

This is a
Harness
Title Card

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

A Stroke
Can Turn
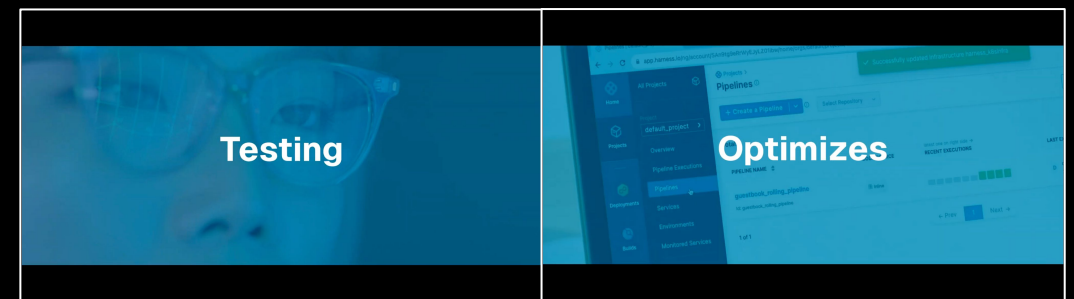Into a Fill

A Stroke
Can Turn
Into a Fill

Cinematic
Font: Geist Bold, Size 250
Blue layer: (3DC7F6) at 40% Blend Mode Linear Light
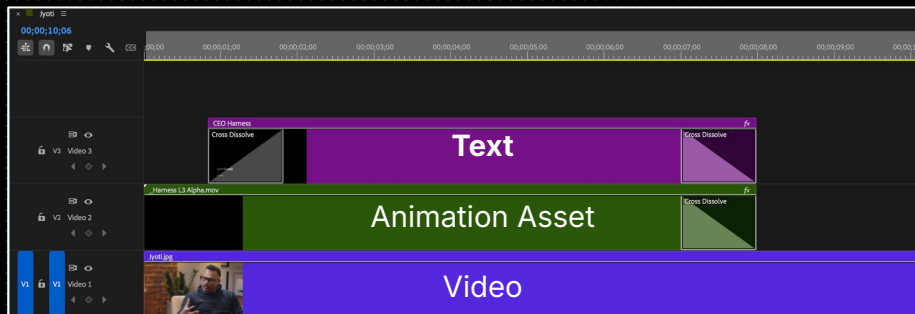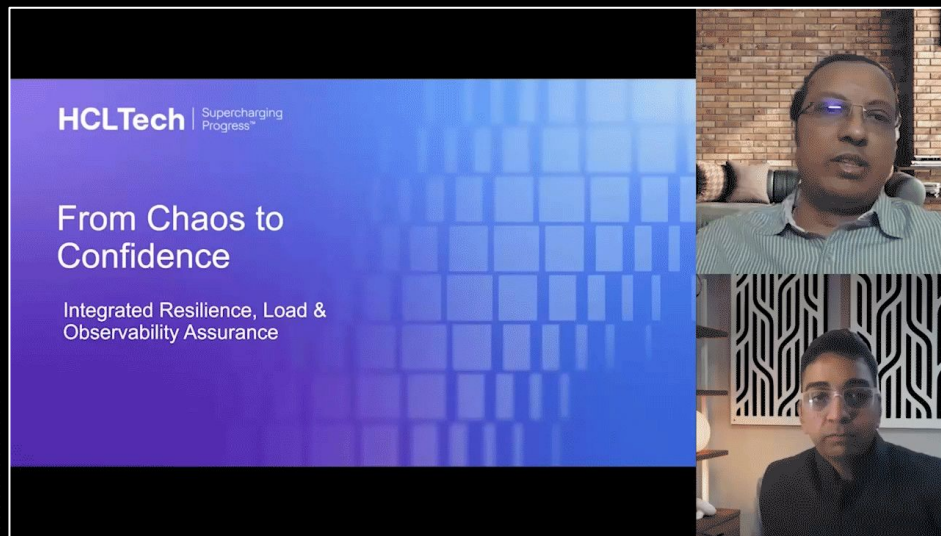Black layer: 80% Opacity

Testing

Optimizes

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.

HCLTech | Supercharging Progress™

From Chaos to Confidence

Integrated Resilience, Load & Observability Assurance

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

Text

Animation Asset

Video

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.

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.
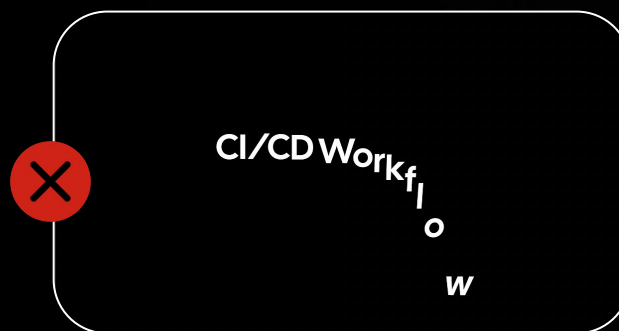
Use

Use
A Simple
Crossfade

Use
A Simple
Crossfade

Use
A Simple
Crossfade

Crossfade

Avoid

Thanks for w a t c h i n g
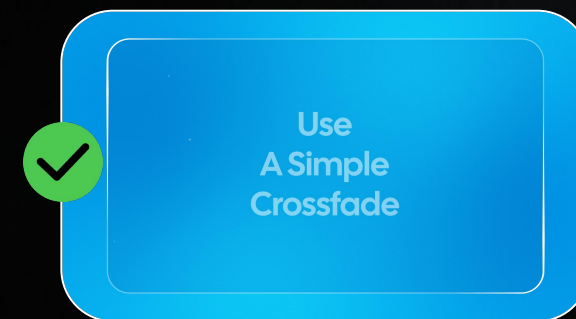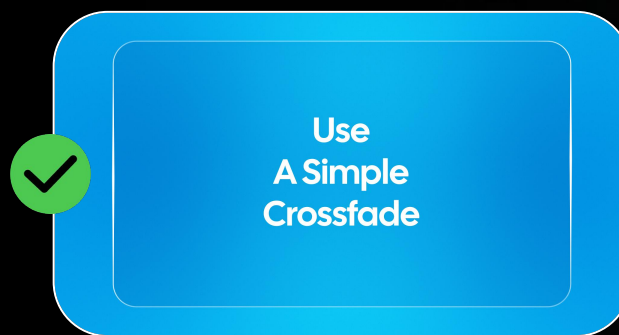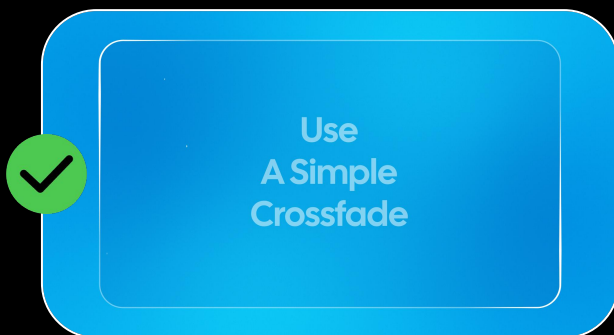
Avoid tracking animations

CI/CD Workflow

Avoid character by character animation

Te nol   y

Avoid randomized animation

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**.
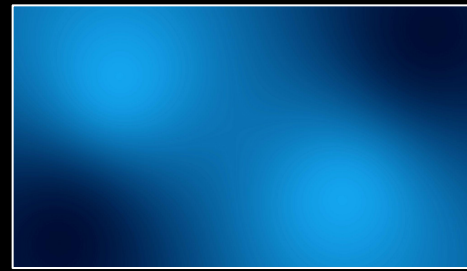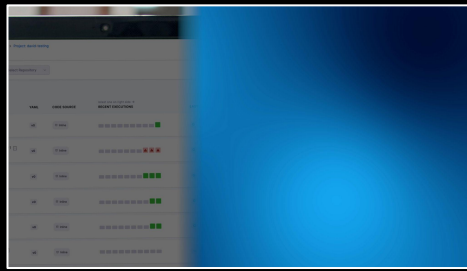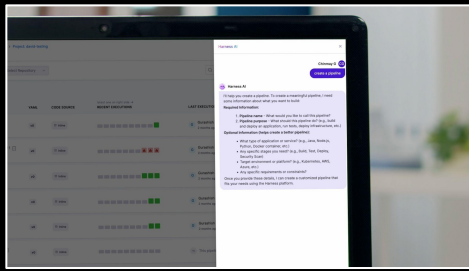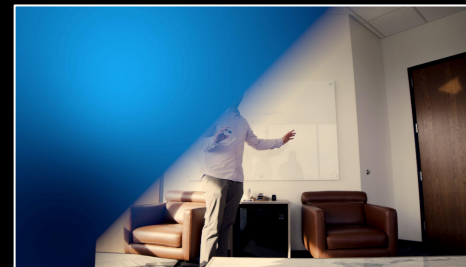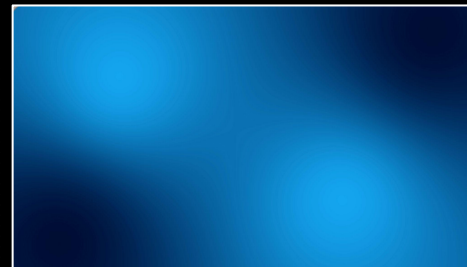
Transitions

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

harness

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

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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

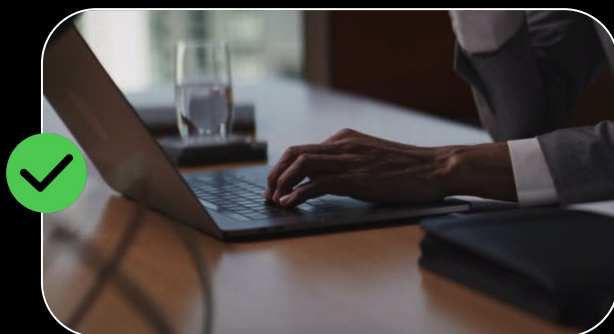## Avoid ✗

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
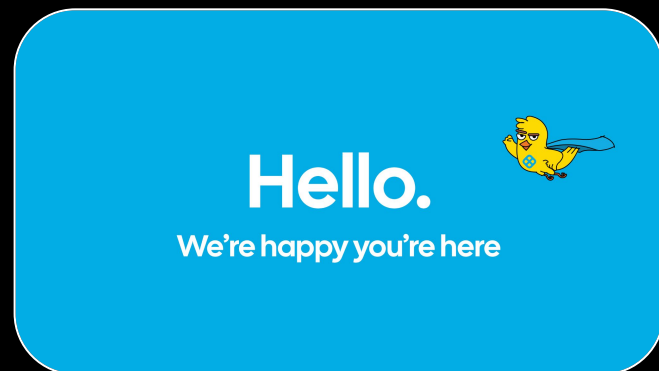

Do not use unrealistic technology graphics

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.

Thank You

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