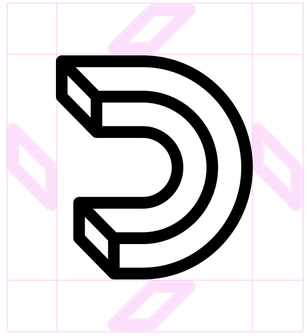
DAILYMOTION

Brand Playbook 2026


Logo
system

Basic D logo



Basic D Sticker & realistic stickers



Basic and sticker Logo

The D logo is the main brand symbol. The basic version is used for simple and direct brand presence.

The sticker variation adds a thick border to improve visibility on busy or expressive backgrounds. It can be slightly rotated or layered above non-essential graphic elements when needed. In all cases, the D shape must remain clear, recognisable and visually protected.

Multiverse logo version

The Multiverse version of the logo is primarily intended to be used as part of an animation with multiple variations, to convey the idea of change and variability to the audience.

These versions are used to bring more expression, texture and flexibility to the brand across campaigns, social content and specific moments.

Each version should keep the original D logo structure recognisable, even when the material, colour or texture changes.



Basic wordmark

DAILYMOTION

Basic & realistic wordmark sticker



Basic and Sticker wordmark

The Dailymotion wordmark is the primary brand signature. Use the basic version when clear brand identification is needed.

Use the sticker variation when the wordmark appears on busy, colourful or expressive backgrounds. The added border helps improve contrast and readability.

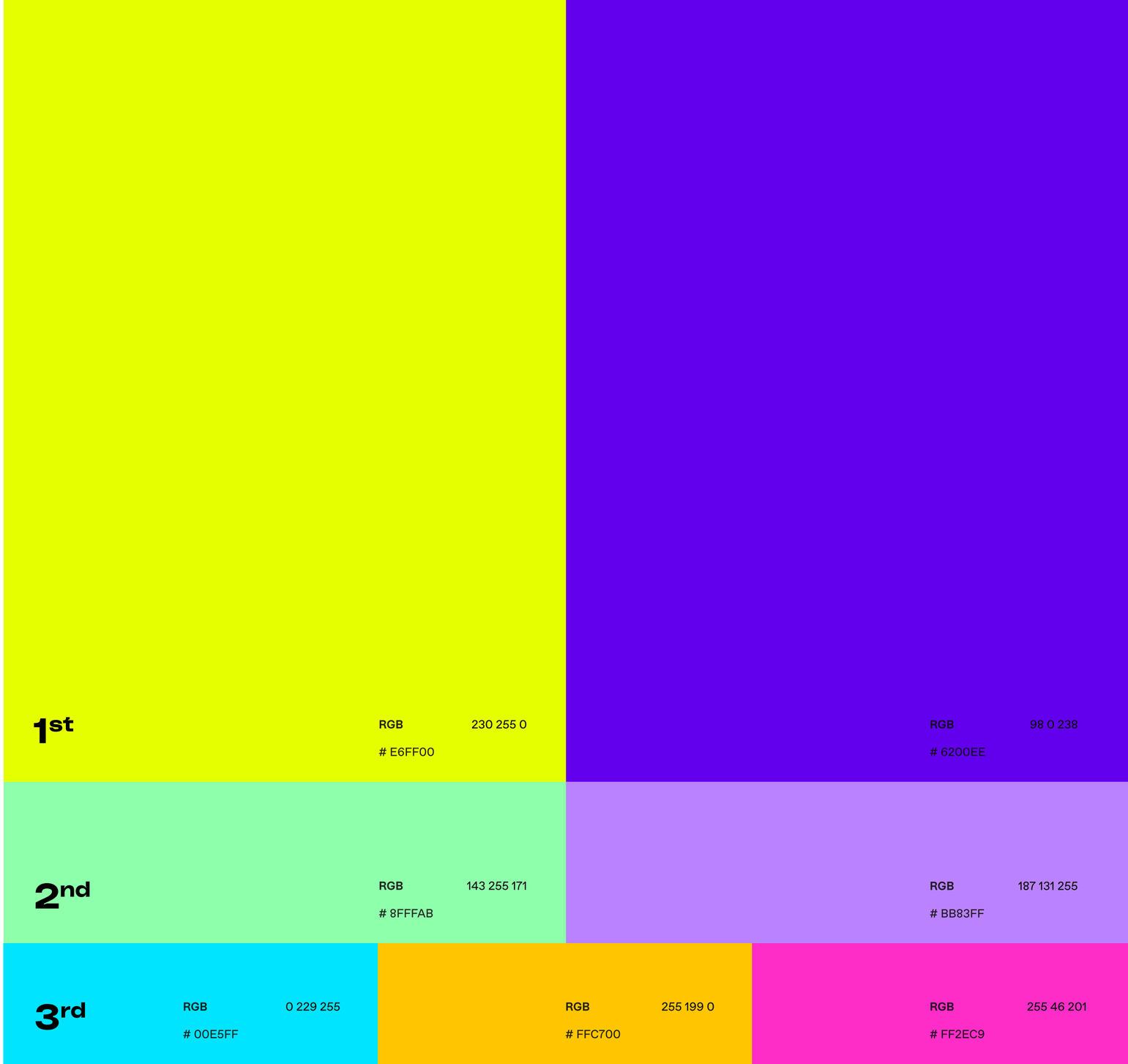
The wordmark should always remain legible and visually protected.

Colour system

Basic colour palette

The hero colours define the main visual identity of the brand. Lime and purple are the primary colours used to create contrast, energy and recognition across the system.

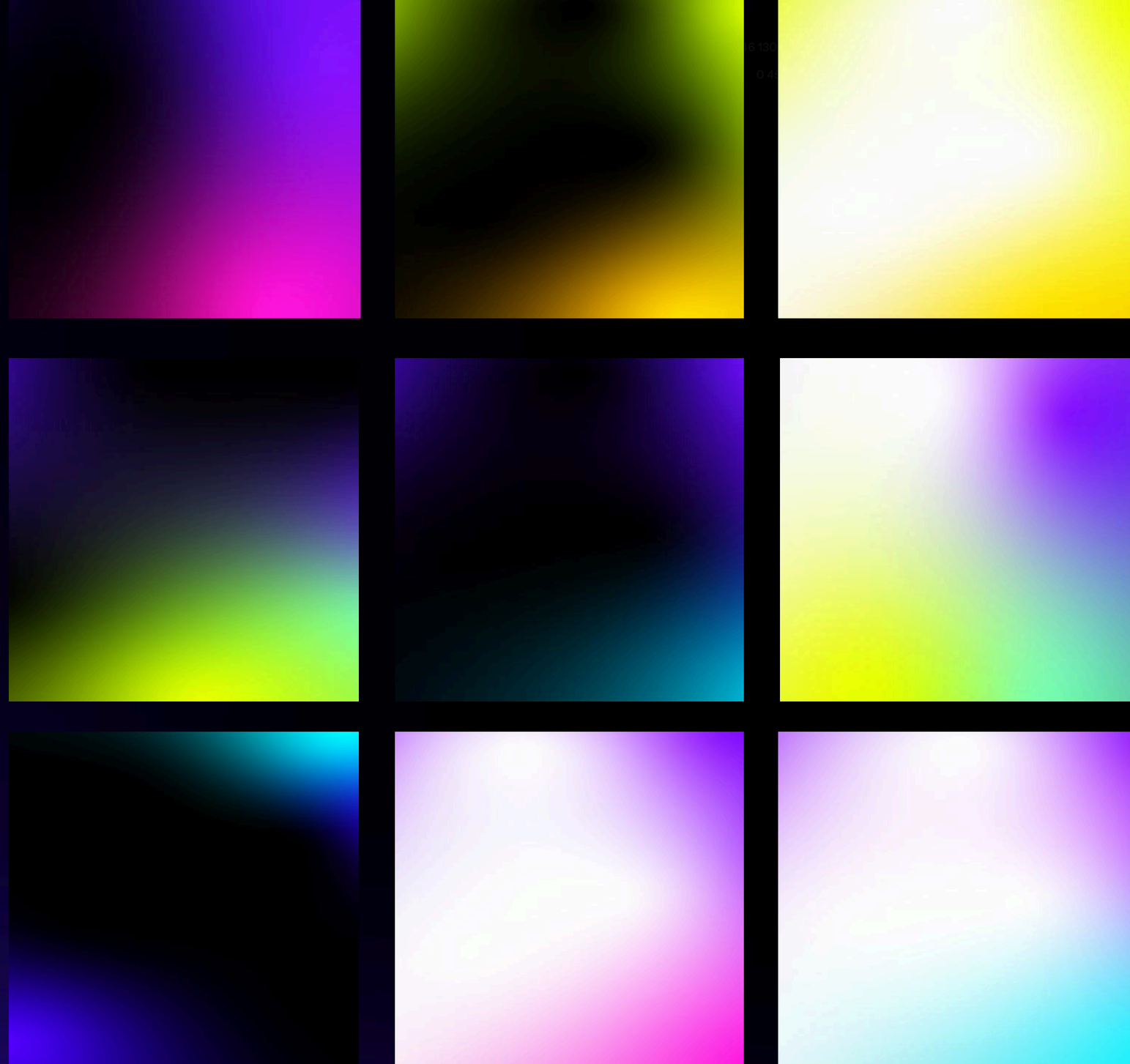
Secondary colours support the main palette and can be used for backgrounds, highlights, stickers and graphic compositions.



Gradient Backgrounds

Gradients are used to bring depth, light and energy to the brand system.

They are created by blending blurred colour spots from the brand palette, often with a subtle grain texture. They can be used as backgrounds, highlights or graphic elements, as long as contrast and readability are maintained.




Typography

TYPOGRAPHY

Introduction to our typefaces

Dailymotion’s brand uses two typefaces: DailySans, a unique customised version of its original version, PolySans, made by norwegian foundry Gradient, and ABC Favorit, made by the swiss-german foundry ABC Dinamo.

Those two typefaces were chosen to work as a pair: one being more personality-driven, decorative and expressive, while the other one is a bit more utilitarian, yet still packing lot of personality on its own.

As of today, both typefaces are offered in Latin alphabet only. When used in other languages, some pre-selected replacement typefaces should be used. More information about them can be found later in this chapter.

DailySans

ABC Favorit

DailySans

DailySans is a grotesque font that shines by its wide character width, quirkiness and elegant use of ink traps, an homage to the very beginning of foundries and font making. Versatile and fun, it’ll work in various situation and suits our Gen Z public well, even grow with them. **For more details on DailySans, refer yourself to the annexed specimen.**

ABC Favorit

ABC Favorit is a workhorse font. With its multiple language support and clean linework, this simple yet detail-oriented typeface is ideal when used in product and digital design, which is exactly what it is used for in our brand. It is also used as body text in other context such as print and web, complementing DailySans’ strong personality.

TYPOGRAPHY

Typefaces usage

To ensure consistency in the brand, the two typefaces should be used in some very precise situation and contexts.

DailySans being a decorative and personality-driven typeface, it should always be used as title, subtitles, very short accent text and more graphic purposes. All visuals done as communication and marketing tool will use DailySans. It should be used in Bulky Wide only, with some rare occurrences of italic for highlights (more details on page 11).

ABC Favorit is gonna be used as our main digital typeface: websites, native app and such. It can also be used in other context, such as print, for body text and other small characters (footnotes, legends, picture captions, etc.) All the weight are gonna be used in digital, while Regular (and bold as an highlight) is gonna be the main print type.

ALL TITLES, MAIN & DECORATIVE TEXT, EMPHASIS

DailySans

Bulky Wide ***Bulky Wide Italic***

BODY TEXT, PRODUCT & WEB

ABC Favorit

Light	Book	Regular	**Bold**
Light Italic	*Book Italic*	*Regular Italic*	***Bold Italic***

TYPOGRAPHY

Text hierarchy

Even though it can greatly vary depending of text lenght, emphasises, layout or medium, a default text hierarchy and guide to typeface usage is suggested for Dailymotion’s brand.

Those base ratios are suggested for anything print or online consultation purposes. Other situation can see this ratio being applied, but some changes may follow (e.g. web, excessively big printing, etc.)

HEADNOTE
1/5 H1 Height
120% Line height

H1
95% Line height

H2
1/2 H1 Height
100% Line height

H3
1/2 H2 Height
120% Line height

BODY TEXT
1/5 H1 Height
120% Line height

FOOTNOTE
1/3 H2 Height
120% Line height

SOMETHING DIFFERENT

Is nature our greatest teacher?

Discover the definition of a yellow subtitle

Lorem Ipsum is simply dummy text of the printing and typesetting industry. **Lorem Ipsum has been the industry's** standard dummy text ever.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut et massa mi. Aliquam in hendrerit urna. Pellentesque sit amet sapien fringilla, mattis ligula consectetur, ultrices mauris.

*But also the leap into electronic typesetting, remaining essentially unchanged, instead of operators memories stystem.


Graphic
assets

Sticker assets

Stickers are part of the Dailymotion graphic asset system.

They can be used to add emphasis, personality and contextual information to layouts. They should support the message without overcrowding the composition. Stickers can be used alone or in combination with other assets such as scribbles, gradients and 3D objects.



Gesture marks

Gradient backgrounds combine blurred colour fields with large gesture marks to create depth, movement and energy.

They can be used as backgrounds, highlights or framing elements within a layout. Gesture marks should support the composition without reducing readability or competing with key content.



3D shapes

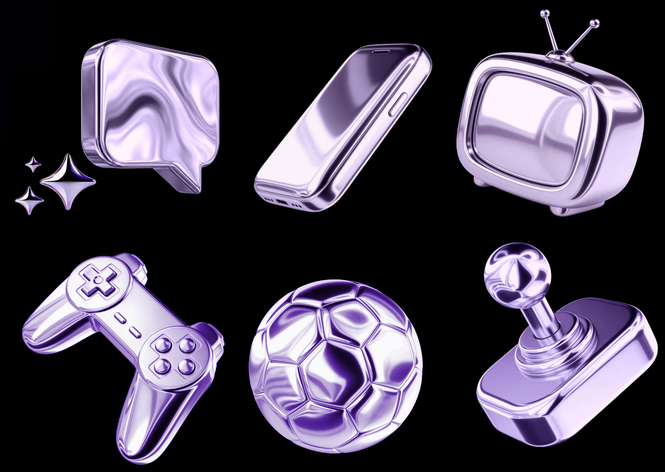
3D shapes add depth and contrast to the brand system. They bring a more tangible, playful and expressive layer to compositions, especially when combined with flat graphics, gradients and stickers.

They should be used as supporting elements, without distracting from the main message or reducing readability.

3D extruded shapes



3D metalic objects



3D emojis objects



Brand applications

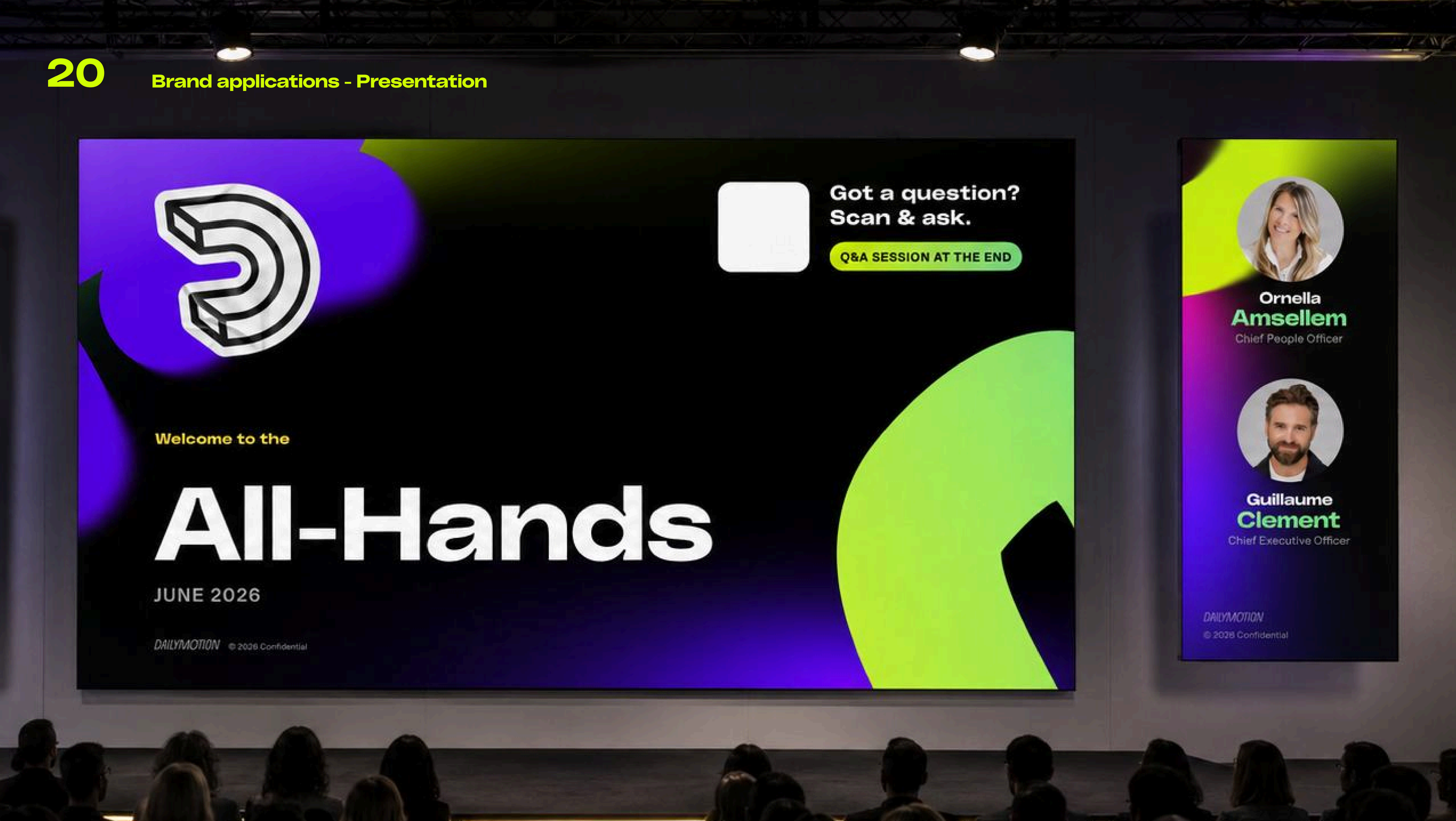
Brand applications - Posters




11:43
@bon-appetit
ba
Bon Appétit
Bon Appétit is the place to get inspired, learn new tips, and experience one of a ki...
13.5K
Followers
1K
Following
62
Backers
Share
Follow
Share
DAILYMOTION
11:43
Marie
Follow
Clara
Have you seen Her? A guy falling in love with an operating system... it sounds weird, but it's actually so intimate and emotional.
Ikr! Saw it last week with Alex, we were dead lmao
14:36
Jamie Lennox
Yeah, it feels surprisingly real.
Nah this is actually wild 💀 how does someone end up choosing these as their top 3 films?
Discuss
DAILYMOTION
+30
2d ago - Recette gourmande : une tarte aux pommes et... More
React
DAILYMOTION

Brand applications - Scribble atmos




Got a question?
Scan & ask.
Q&A SESSION AT THE END
Welcome to the
All-Hands
JUNE 2026
DAILYMOTION © 2026 Confidential
Ornella
Amsellem
Chief People Officer
Guillaume
Clement
Chief Executive Officer
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Welcome to the

All-Hands

JUNE 2026

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5 Strategic Vision

Dailymotion Flywheel

01

Social Network

A social network that captures massive audiences and generates valuable interest signals.

02

Player

Deployed
it generat
and uniq

Com
Adv
(MC

DAILYMOTION © 2026 Confidential

20
ears of video
ulture

400
Million monthly
users

191
Countries
connected



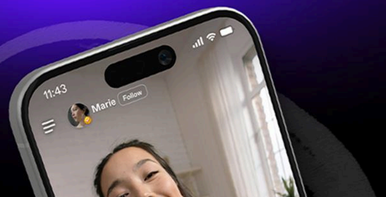
ONBOARDING

WHAT'S NEXT

Bring new formats and talents to the surface



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Social experience is now fully open

CH

Shared in January, the playbook for growth

Brand applications - Linkedin post



If you have any questions about our brand and its usage, do not hesitate to contact us.

Brand@dailymotion.com