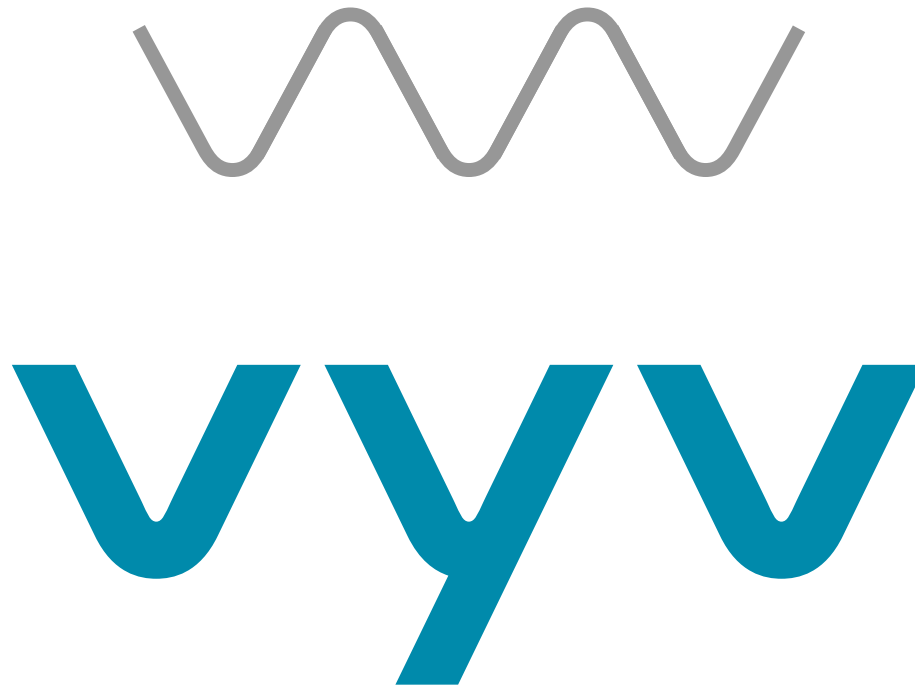




Brand Identity Guidelines

Brand Signature

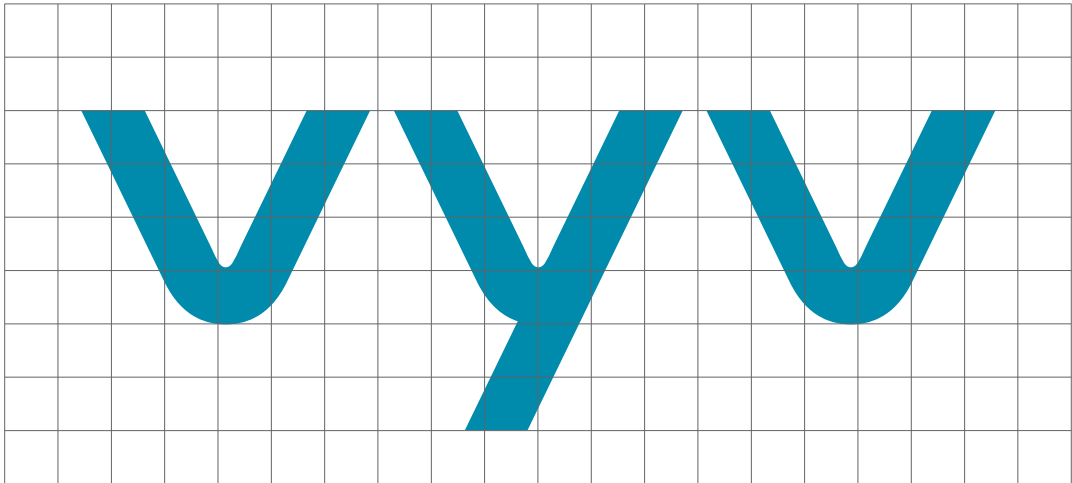
Our new signature is a carefully crafted, unique design. The lettering is derived from the wave equation used in physics to describe light.



Brand Signature Design

The grid demonstrates the proportions of the letterforms and the spacing between the letters. These elements never change. Reproduce signatures only from authorized files available from the Vyv Marketing team.

Signature Proportions



Signature System

Vyv signatures are available in 3 color variations. Selecting the best color variation will depend on the specific application and method of reproduction. Each signature is named and numbered for easy reference. Guidance about signature selection and use is available from Vyv Marketing.

VyvSig1

Vyv Green on white



VyvSig2

Black or dark color on white



VyvSig3

White on dark background (reverse)



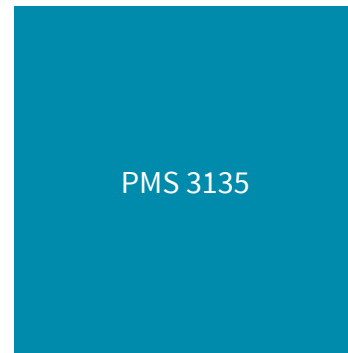
Reproduce signatures only from authorized files.

Primary Brand Colors

Our color palette is deliberately limited. By restricting color, we build recognition for Vyv more efficiently. Many well known brands are recognized for color including Coke (red), Tiffany (robin's egg blue) Kodak (yellow) and FedEx (purple and orange).

Our primary brand colors are aqua blue (PMS 3135) and black. For more information about Vyv color use, contact Marketing.

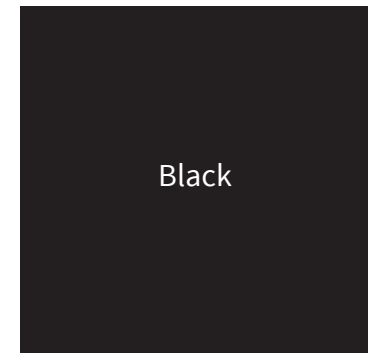
Primary Brand Colors



CMYK
100 0 16 9

Hex Code
#008EAA

RGB
0 142 170



CMYK
0 100 0 0

Hex Code
#000000

RGB
0 0 0

Brand Typestyles

Our primary brand typestyle is Montserrat, a geometric sans serif. Use Montserrat for all communications. Source Sans, our secondary typestyle, is used for long passages of text and space-constrained applications such as forms. Both fonts are available in a range of weights and are free to download at [googlefonts.com](https://www.google.com/fonts)

Primary Typestyle: Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Secondary Typestyle: Source Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Alternate Secondary Typestyles

For internal communications, Arial and Times New Roman are acceptable alternative fonts. Both are commonly available on all PCs. For PowerPoint presentations, use Arial. For stationery correspondence, use Times.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Using Arial in PowerPoint allows us to share files externally without font compatibility issues.

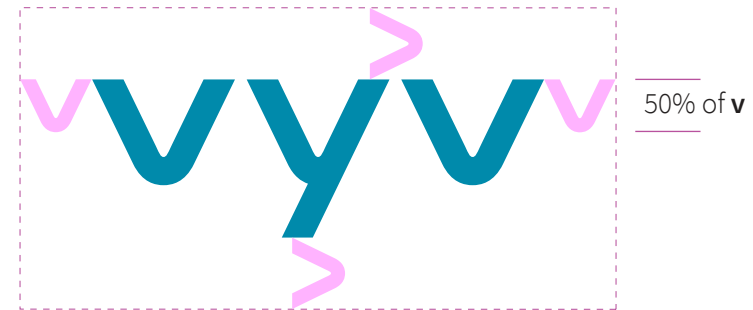
Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

For formal, corporate letters, Times New Roman sets a business-like tone.

Signature Clear Zone

Maintain an open space around every brand signature. Define this space with the letter “v.” No graphic element, type or photo may appear within this clear zone.



The clear zone protects the legibility and simplicity of our signature

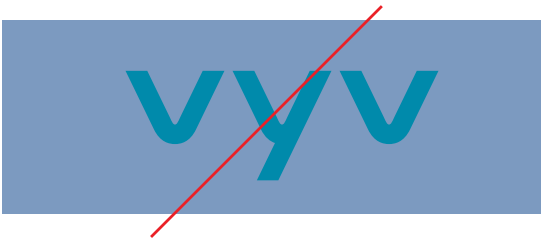
Incorrect Use of Signatures

Consistent use of our signatures builds recognition and credibility for our brand. Avoid these examples!

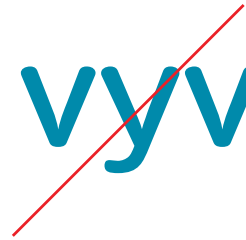
1. Do not use white on light background



2. Do not use color on dark background



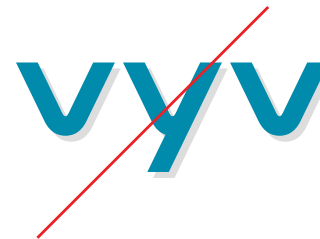
3. Do not change the letter designs



4. Do not place over a complex pattern or photo



5. Do not add drop shadows



Trademark Notification

The Vyv name and signature are trademarks protected by Federal law. Use this trademark notification statement in the legal line of a publication or advertisement:

'Vyv' and the Vyv logo design are trademarks of Vyv, Inc., Troy, NY 12180

Signs, clothing and stationery do not require the statement. Consult Vyv Marketing about specific applications.

Trademark Notification (continued)

In some cases, using the trademark notification symbol may be impractical or difficult. Examples may include labels, small advertisements, promotional items and situations with tightly restricted space. For these applications, the TM symbol (or ® when registered trademark status is officially granted) should appear with a signature. Because signature sizes vary widely, the TM symbol must be sized appropriately for each situation. It should be large enough to read but small enough to remain unobtrusive. Set the TM or ® in Source Sans Pro Regular.



Questions about using the trademark notification symbol should be directed to Marketing

