VIVA

Brand Guidelines v1.0

EVENTS YOU LOVE

Our mission is to help everyone have more fun and embrace life!

We have built Viva to help people be more social in the real world.

We'd love it if you used the Viva brand to promote your events!
This document outlines our guidelines for using Viva's brand assets.

APP BUTTON

We use two logos, our App Button and our Glyph.

When and how to use our App Button

Please use the App Button (with text) whenever possible, such as if you are encouraging people to download the Viva app.

Please use the App Button (without text) when showing Viva on a device alongside other apps or where there is limited space.

Please do not change the colour, design or appearance of the Viva App Button.

Where possible, you should link the App Button to www.downloadviva.com.

Other ways to use the Viva brand assets

If you want to use the Viva brand assets in another way, for example, to brand a promotional poster for your event, please contact us to request our permission at marketing@yeahviva.com.

We will try to respond to you as quickly as we can!

Our App Button (with text)

Our App Button (without text)

GLYPH

When and how to use our Glyph

Please use the Glyph when showing you use Viva, such in in email footers alongside other logos, or in a context where using our App Button would be inappropriate.

The Glyph can be changed to any one colour, as long as the design and shape remain the same.

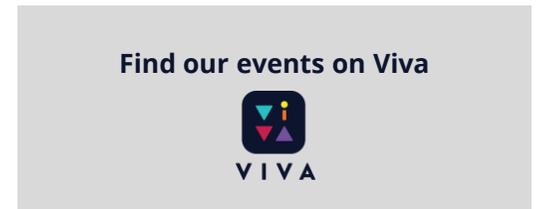Where possible, you should link Glyph to the site www.downloadviva.com.

Call to action

When using Viva's brand assets, you should include a clear call to action. This will help increase the number of your followers on Viva.

For example, "Follow us on Viva" or "Find our events on Viva".

Our Glyph

Find our events on Viva
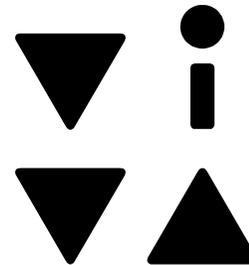
How to use Viva's logo

COLOURS AND PLACEMENT

When someone see Viva for the first time, we want them to feel the anticipation of a fun night out with their friends amongst the bright lights and excitement of the world. We have designed our brand colours to inspire those feelings.

Using logos on a dark background

Please use our Glyph when displaying Viva's logo on a solid dark background. You can change our Glyph's colour to whatever one colour you feel is most appropriate in the context.

Using logos on a light background

Please use our App Button when displaying Viva's logo on a solid light background. Please retain the colours of Viva's logo so it can be easily identified.
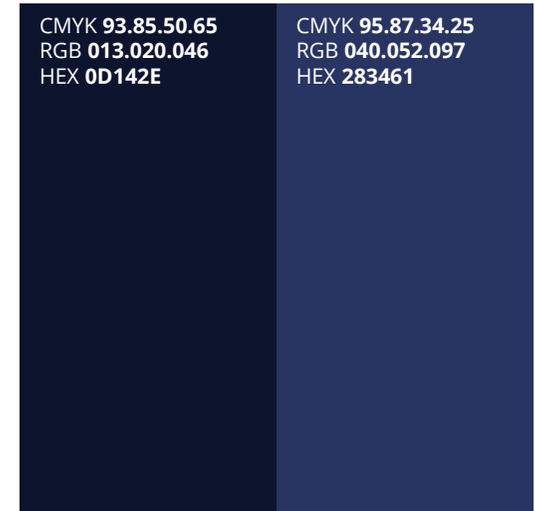
Using logos on a textured background or image

You can use either our App Button or our Glyph on a textured background or an image as you feel is most appropriate in the context. Where you are using Viva's Glyph over an image, you may wish to apply a 20-80% dark blue tint to the image to maintain legibility of Viva's Glyph.
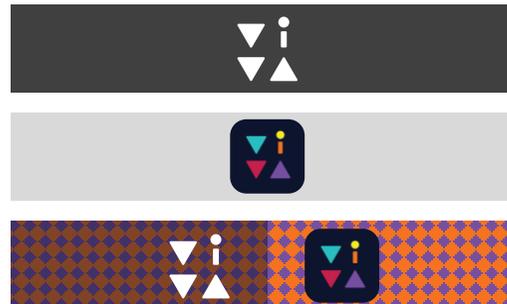
We have illustrated some examples on the right.

CMYK **69.00.28.00** RGB **041.190.194** HEX **29BEC2**	CMYK **08.00.93.00** RGB **243.234.042** HEX **F3EA2A**
	CMYK **00.68.99.00** RGB **243.115.033** HEX **F37321**
CMYK **16.100.64.04** RGB **198.031.075** HEX **C61F4B**	CMYK **63.81.00.00** RGB **118.079.160** HEX **764FA0**

Logo colours

CMYK **93.85.50.65** RGB **013.020.046** HEX **0D142E**	CMYK **95.87.34.25** RGB **040.052.097** HEX **283461**

Background colours

NAME AND TYPEFACE

When referring to Viva

Please refer to Viva either with the only first "V" in uppercase or with all the letters in our name in uppercase.

Like this:

✓ Viva

✓ VIVA

Not like this:

✗ viva

✗ viVa

✗ vIIvA

✗ veeva

✗ vivver

Our typeface

Viva uses two fonts in the app and in our communications.

Our primary font is Brandon Grotesque Black, to be used for headings in all caps, tracked out.

ABC123

Our secondary font is Open Sans, to be used for all other text, in upper and lower case.

AaBbCc123

You may use any font you feel is appropriate in the context to refer to Viva.

TREATMENT OF LOGO

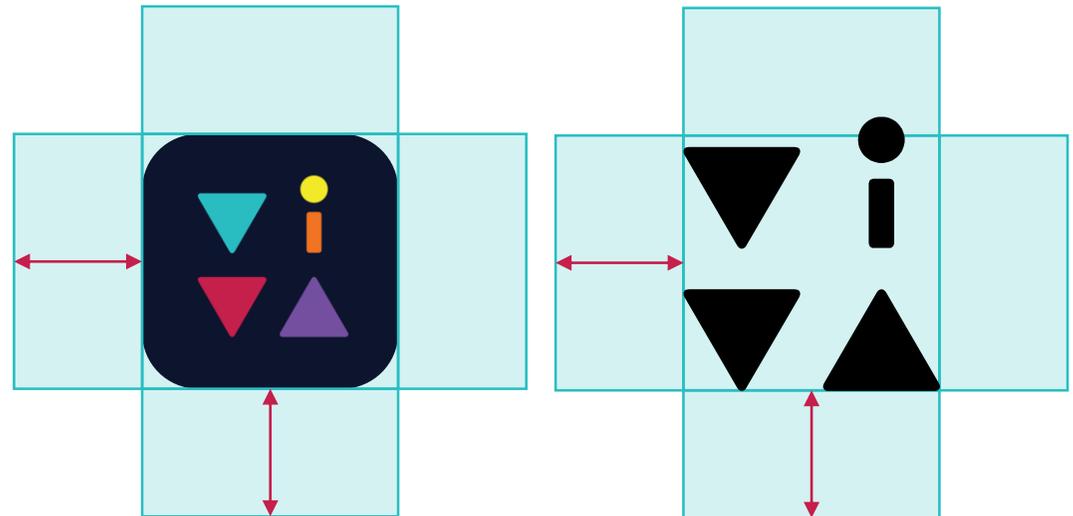**Minimum clear space**

We suggest that:

- When using the App Button, please keep a minimum clear space around Viva's App Button equal to 50% of the App Button's dimensions in each direction

- When using the Glyph, please keep a minimum clear space around Viva's Glyph equal to 50% of the Glyph's dimensions in each direction

The minimum clear space is illustrated in the diagrams to the right. You may need to give the App Button and the Glyph more room depending on the context.

Minimum sizes

In order for Viva's logos to remain legible:

- For the App Button, please maintain a minimum width of 28 pixels

- For the Glyph, please maintain a minimum width of 17 pixels

Logo clear space

Logo minimum sizes

DO'S AND DON'TS

Do

Thank you for using Viva! We ask that you please:

- ✓ do follow the guidelines in this document when using Viva's brand assets

- ✓ do use Viva's brand assets from our website at www.yeahviva.com, instead of other Viva logos and icons you might find on the internet

- ✓ do include a clear call to action when using Viva's brand assets, such as "Follow us on Viva" or "Find our events on Viva"

- ✓ do maintain the shape and proportion of Viva's brand assets and reproduce them in a legible size

- ✓ do display "Viva" and Viva's brand assets with the same prominence and style as the content around them

- ✓ do ask our permission if you want to use Viva's brand assets in a way that is not expressly permitted in these guidelines

- ✓ do follow Viva's terms and conditions of use

- ✓ do have a lot of fun!

Don't

Unless we have given our consent to you, please:

- ✗ don't assert rights over the Viva brand

- ✗ don't alter, rotate or modify Viva's brand assets, unless permitted under these guidelines

- ✗ don't use any icons, images or trademarks to represent Viva, other than what is permitted under these guidelines

- ✗ don't combine any part of the Viva brand with other names, marks or generic terms

- ✗ don't represent the Viva brand in a way that implies partnership, sponsorship or endorsement

- ✗ don't feature Viva on materials associated or connected with pornography, illegal activities or other materials that violate Viva's terms and conditions of use

FAQS

Why do you have rules for using Viva's brand assets?

These guidelines help the public recognise Viva easily and prevent confusion of where someone can find your events and stories.

Where can I use Viva's brand assets?

We are happy for you to use Viva's brand assets for your website, emails, in-store signage, promotional pamphlets, or any publication or marketing campaign!

Please request our permission before using our brand assets on broadcast, television and film campaigns.

Can I use Viva's logo and images for products and merchandises?

You will need to ask our permission before you can use our trademarks, logos or other intellectual property on merchandise. We may need to agree a licence before you can use it in that way.

We are happy for you to use Viva's brand assets for packaging for merchandise without asking our permission first! Please make sure you follow our guidelines for using our app icon and glyph when using them for packaging.

Can permission to modify Viva's brand assets be transferred to another person?

We do not allow our permission or approval be transferred from person to person. Our approval is specific to each production or publication.

What will you do if someone misuses Viva's brand assets?

We have dedicated a lot of time, effort and capital in developing our brand and intellectual property. We will always start by politely asking the offending person to stop misusing our brand assets, but we may take legal actions to protect our brand and intellectual property.

We reserve the rights to revoke permission to use Viva's brand assets at any time and to withhold our approval for other ways to use Viva's brand assets in our discretion.

Other than the Viva website, can I find your brand assets anywhere else?

We ask you please use Viva's official brand assets from our website at www.yeahviva.com. Viva's logo or icon you find elsewhere may be out of date or may be of a poor quality.

TAKE A SPIN

www.yeahviva.com | marketing@yeahviva.com