

VIVO

enabling national
networking of scientists

VIVO Identity Guidelines

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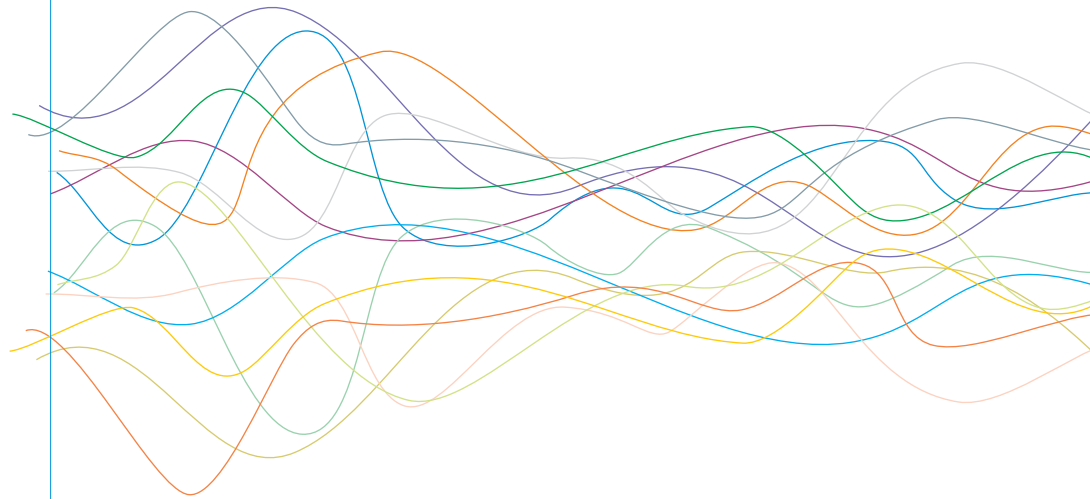
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01 | INTRODUCTION

This identity guideline is a tool designed to project the image, values, and aspirations behind the VIVO brand. It is the cornerstone of all communication efforts and must be followed carefully to ensure a consistent style and quality of presentation.. The identity guideline expresses the brand through four main elements of brand language: identity, color system, typography and assets.

The standards outlined in this identity guideline provide guidance and direction for the proper use of the VIVO visual identity. It contains a variety of examples to assist in utilizing the VIVO logo and other elements to develop printed and electronic materials aligned to a coherent public image. Every participating institution is responsible for representing or coordinating the use of the VIVO brand along with an individual institution's brand.

VIVO enables the discovery and networking of researchers across institutions. Participants in the National Network include institutions with local installations of VIVO or those with research discovery and profiling applications that can provide semantic web-compliant data. The information accessible through VIVO's search and browse capability will reside and be controlled locally, within institutional VIVO's or other semantic web-compliant applications.

VIVO is an open-source semantic web. When installed and populated with researcher interests, activities, and accomplishments, it enables the discovery of research and scholarship across disciplines at that institution. VIVO supports browsing and a search function which returns faceted results for rapid retrieval of desired information. Content in any local VIVO installation may be maintained manually; brought into VIVO in automated ways from local systems of record, such as HR, grants, course, and faculty activity databases; or from database providers such as publication aggregators and funding agencies.

VIVO can help:

- Researchers and scholars find potential collaborators
- Administrators find expertise across disciplines or by geographic area
- Students easily locate mentors, advisors, and collaborators
- Funding agencies and donors discover current projects or grants within the university

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The logo is the most readily recognizable visual for VIVO. Therefore, it must be used on all publications, websites, and digital media which are distinguished as part of VIVO. The VIVO logo displays and defines elements that are critical to the success of the overall brand identity. Consistent efforts to use specific visual arrangement, reproduction size/spacing, proportion, color, and typography help reinforce VIVO's visual identity.

VIVO Logo

The VIVO logo is clean and simple. VIVO (not an acronym) brings together in one site publicly available information on the people, departments, graduate fields, facilities, and other resources that collectively make up the research and scholarship environment in all disciplines across an institution. The logo is a combination of the VIVO logotype along with the tagline "Enabling National Networking of Scientists", and a vertical line separating the VIVO logotype and tagline. The words "National Networking" are emphasized – they are in the same color as the VIVO logotype.

To download the VIVO logo, please go to:
<http://www.vivoweb.org/support/logos>

Neither the logo nor any of its components should be altered or recreated. Use the logo as it has been supplied on the project site,

03 | VIVO Identity: Elements



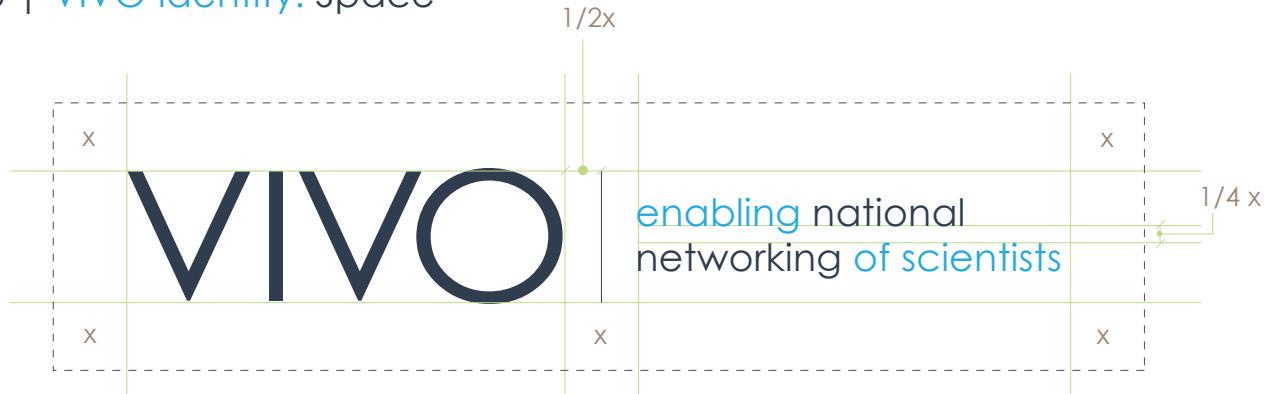
-
- A** VIVO word mark **B** Vertical Separator **C** VIVO tagline

The new VIVO logo is the graphic representation of the VIVO project and VIVO application, and the values for which they stand. It identifies VIVO to the world, displaying an image that is simple, clean, open, innovative, helpful, stable, and cutting edge.

The VIVO logo combines three elements: the VIVO logotype, vertical separator, and VIVO tagline. These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of the VIVO logo elements, are predetermined and should not be altered.

The visual identity of VIVO communicates the following concepts: open community (the VIVO application is open-source software), networking, organic growth, simplicity, trust, and content value.

03 | VIVO Identity: Space



Isolation area

The area indicated around the identity in dashed lines is known as the isolation area or clear space. This space refers to a distance of "X," as a unit of measurement, surrounding each side of the VIVO logo. It is essential that the VIVO logo remain free of all graphics, taglines, identities, photography, and typography to ensure the clarity of the identity.

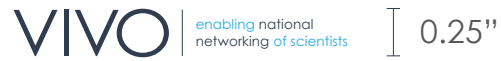
Photographic or illustrative backgrounds are an exception. Please refer to the Background section for details.

A secondary version of the VIVO logo indicated below will be used when space restrictions to reproduce the VIVO logo jeopardize the legibility of the brand.



Acceptable use secondary logotype version: the VIVO is more prominent than the version to the left.

03 | VIVO Identity: Size



Identity size

Minimum size refers to the smallest size at which the VIVO logo may be reproduced to ensure its maximum legibility. The minimum reproduction size for reproducing the VIVO logo is 0.25" in height. However, when space limitations dictate the use of a reproduction size that is smaller than the recommended minimum, the VIVO project coordinator should be contacted at www.vivoweb.org/contact. The reproduction size requirements of the logo should be observed to avoid poor quality, bad legibility, or distortion.

Incorrect minimum size



Logotype is appropriately sized, but the tagline is incorrectly formatted and too small



Logo is smaller than the size permitted





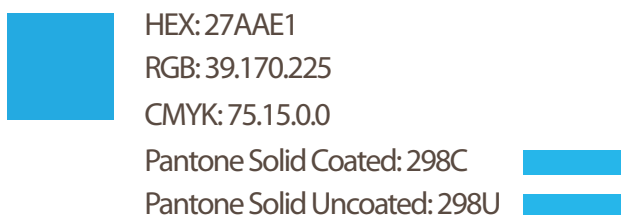
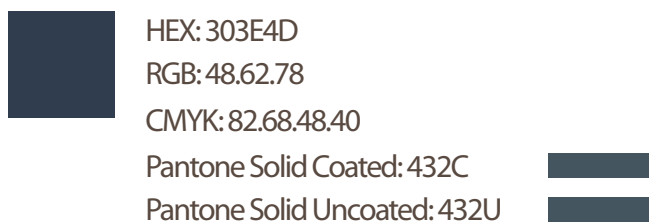
A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.

The PANTONE* Matching System (PMS) colors shown here have been selected as the standard colors to be used in VIVO communications materials.

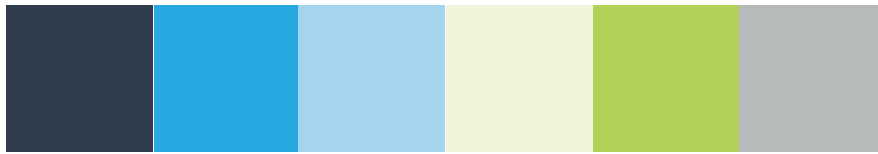
The colors presented here have been reproduced to simulate the PANTONE colors specified; they are not to be used for purposes of color matching. Always reproduce these PANTONE colors as shown in the current edition of the PANTONE Color Specifier swatch book.

In print applications, the VIVO colors should be reproduced using the PANTONE Matching System. For the four-color process, the specifications shown below should be used. For websites or screen graphics, the Hex colors given should be matched.

*PANTONE is a registered trademark.



04 | Color System: Primary Color Palette



Primary Color Palette

The primary color palette includes specifications for PMS colors on coated stock (C) and uncoated stock (U), when reproduced using the four-color process (CMYK), and when creating PowerPoint presentations (RGB).

Chosen for their ability to convey a sense of balance, simplicity, and vibrancy, the primary colors are mostly used for large areas of color application.



HEX: 303E4D | RGB: 48,62,78 | CMYK: 82,68,48,40 | PMS: 432C - 432U



HEX: 27AAE1 | RGB: 39,170,225 | CMYK: 75,15,0,0 | PMS: 298C - 298U



HEX: A5D4EC | RGB: 165,212,236 | CMYK: 33,5,2,0 | PMS: 291C - 290U



HEX: EFF4DB | RGB: 239,244,219 | CMYK: 6,1,16,0 | PMS: 7485C - 7485U



HEX: B2D05A | RGB: 178,208,90 | CMYK: 35,2,83,0 | PMS: 374C - 584U



HEX: B7BBBC | RGB: 183,187,188 | CMYK: 29,21,22,0 | PMS: Color Gray 4C

Color Gray 4U

04 | Color System: Secondary Color Palette



Secondary Color Palette

The palette above allows the addition of secondary colors to enrich the VIVO visual identity as a whole.



HEX: 73C048 | RGB: 115.192.72 | CMYK: 59.0.996.0 | PMS: 360C - 368U



HEX: C4BF74 | RGB: 196.191.116 | CMYK: 25.17.66.0 | PMS: 617C - 617U



HEX: 706A66 | RGB: 112.106.102 | CMYK: 55.51.53.19 | PMS: 410C - 411U



HEX: 664025 | RGB: 102,64,37 | CMYK: 41,68,85,45 | PMS: 161C - 1545U



HEX: FDC374 | RGB: 253.195.196 | CMYK: 0,26,62,0 | PMS: 1355C - 141U



HEX: 005A7C | RGB: 0.90.124 | CMYK: 96.61.33.13 | PMS: 7462C - 308U



Figure 1a



Figure 1b



Figure 1c



Figure 1d

For documents with high-quality print reproduction or electronic and audiovisual work, it is best to render the logo in its two corporate colors – light and dark blue. The logo should be reproduced in the corporate colors on a white background, as in Figure 1a.

The logo can appear on a color or photographic background. It should only appear on an approved corporate color or image that will “hold” the detail. Figure 1b, 1c, and 1d are the optimal color backgrounds where the VIVO logo can be applied.

Figures 1c and 1d show the logotype reversed – white on dark or light blue – when print color is a limitation.

If corporate colors are not available, the logo should be reproduced in black on a white background.

04 | Color System: Grayscale



It may not always be possible to print or render the logotype in color. If the quality of execution is high, the grayscale version of the logotype should be used. The negative or reversed version should be used when a black background is required. The words "Enabling" and "of Scientists" are 60 percent in black ink.

If printed, the screen ruling* must be fine. It should not be used for low-resolution print work such as press ads. In that case, the black and white version should be used for the VIVO logo.

*Screen Ruling: The number of lines of dots per inch, both vertically and horizontally, on a screen tint or halftone screen.

04 | Color System: Black and White

VIVO | enabling national
networking of scientists



When reproduction is of a lower standard, the black-and-white version of the logo must be used. The negative or reversed version will be used when a black background is required.

Examples include: press ads, in-house documents output on laser printers, photocopies, etc.

The correct version of the logo should be used and reproduced in black only. It should not be rendered in any other color.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Typeface: Century Gothics | Regular

Century Gothic has been chosen as the identity font for VIVO. This font should be used in all VIVO communications to project a consistent visual identity for VIVO. This includes promotional materials, advertising, digital assets, and printed materials.

The typeface used is a geometric sans-serif designed by Monotype staff, and based on Monotype Twentieth Century. This sans serif font is available in various weights. The VIVO logotype and tagline use regular weight. This identity guidelines manual provides a link for downloading the VIVO logo in the Assets section with the fonts traced for print purposes.

As a general rule, Century Gothic regular is used for body text and bold is used for headings or sub-headings. Italic versions of the font can also be used. All text should always be set in upper and lower case. All text should be left justified wherever possible.

VIVO must always be typed in capital letters for consistency and identity recognition.

Electronic communications (e.g., Word templates) require the use of the TrueType version of this font.

VIVO word mark and tagline typeface deconstructed



VIVO logotype kerning = $1/4x$

Also, the logotype has been scaled 6 percent more horizontally to create a less vertical font.

Tagline Letter Spacing = 10 pt.

In typography, letter spacing, also called tracking, refers to the amount of space between groups of letters. It is used to affect density in a line or block of text.

Letter spacing can be confused with kerning. Kerning is a term applied specifically to the adjustment of spacing of two particular characters to correct visually uneven spacing.

The VIVO logo can be downloaded from the VIVO project site at <http://www.vivoweb.org/support/logos>. The following formats are available:

Print Versions

- * EPS format: CMYK | Color | High Res
- * EPS format: PMS | Color | High Res
- * JPG format: RGB | Color | High Res | 1024x161 pixels

Web (screen) Versions

High Resolution

- * JPG format: RGB | Color | High Res | 1024x161 pixels
- * GIF format: RGB | Color | High Res | 1024x161 pixels
- * PNG format: RGB | Color | High Res | 1024x161 pixels

Low Resolution

- * JPG format: RGB | Color | Low Res | 431x62 pixels
- * GIF format: RGB | Color | Low Res | 431x62 pixels
- * PNG format: RGB | Color | Low Res | 431x62 pixels

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