

Vivalon

connection works wonders

RIDES MEALS CLASSES CARE ADVICE

LAST UPDATED: JULY 30, 2021

LOGO

Master Logo is Vivalon Green

Vivalon

MASTER LOGO, VIVALON GREEN, SOLO



MASTER LOGO, VIVALON GREEN, WITH CONNECTION TAGLINE



MASTER LOGO, VIVALON GREEN, WITH FUNCTIONS TAGLINE



MASTER LOGO, VIVALON GREEN, WITH BOTH TAGLINES

RIDES MEALS CLASSES CARE ADVICE

PRINT: THE PREFERRED FORMAT FOR PRINT IS EPS OR PDF USING CMYK COLOR BUILDS

SCREEN: THE PREFERRED FORMAT FOR DIGITAL AND WORD FILES IS **PNG** WITH A TRANSPARENT BACKGROUND

LOGO

Lime Green Logo on a Dark Green Background

Vivalon

MASTER LOGO MARK, SOLO

VIVAION connection works wonders

MASTER LOGO MARK, WITH CONNECTION TAGLINE

VIVAION
RIDES MEALS CLASSES CARE ADVICE

MASTER LOGO MARK, WITH FUNCTIONS TAGLINE

Vivalon connection works wonders

MASTER LOGO MARK, WITH BOTH TAGLINES

RIDES MEALS CLASSES CARE ADVICE

LOGO

White Logo on a Black or Alternate Dark Colored Background



Vivalon connection works wonders

Vivalon
RIDES MEALS CLASSES CARE ADVICE

VIVAON
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RIDES MEALS CLASSES CARE ADVICE

MASTER LOGO MARK, SOLO

MASTER LOGO MARK, WITH CONNECTION TAGLINE

MASTER LOGO MARK, WITH FUNCTIONS TAGLINE

MASTER LOGO MARK, WITH BOTH TAGLINES



Logo Sizing and Placement Protocols



Provide a minimum space on all sides that is equal to the height of the lower-case letters.



RIDES MEALS CLASSES CARE ADVICE

2.5 inches or 180 pixels

The logo may be no smaller than 1.5 inches or 108 pixels wide. The functions tagline may be no smaller than 2.5 inches or 180 pixels across.



Provide optically equal space on both sides of the logo if placed in a box.



Incorrect Usage

Don't change colors

Don't stretch or condense logo

Connection works wonders

Connection

CARE

ADVICE



COLOR PALETTE

Primary Logo Colors

Vivalon Logo Green: PMS: #356

CMYK: C=100 M=0 Y=100 K=16 RGB: R=0 G=145 B=71 Web: 007A33

Vivalon Lime Green: PMS #376

CMYK: C=42 M=5 Y=100 K=0 RGB: R=180 G=212 B=97 Web: 84BD00

Only use for Vivalon logo on Dark Green Background

Secondary Colors

Dark Green: PMS #357

CMYK: C=87 M=0 Y=93 K=65 RGB: R=0 G=84 B=36 WEB: 005438

Teal: PMS #3272

CMYK: C=78 M=10 Y=45 K=0 RGB: R=0 G=168 B=161 WEB:00a9a1 Tag Line

Rides Orange: PMS #1575

CMYK: C=4 M=56 Y=87 K=0 RGB: R=247 G=146 B=30 WEB:da7225 RIDES

Meals Bright Green: PMS #368

CMYK: C=64 M=7 Y=100 K=0 RGB: R=95 G=164 B=46 WEB:5fa42e **MEALS**

Classes Purple: PMS #7669

CMYK: C=70 M=70 Y=0 K=0 RGB: R=84 G=73 B=155 WEB:54499b CLASSES

Care Light Blue: PMS #7689

CMYK: C=70 M=70 Y=0 K=0 RGB: R=84 G=73 B=155 WEB:54499b

Advice Magenta: PMS #252

CMYK: C=31 M=76 Y=0 K=0 RGB: R=177 G=94 B=164 WEB: b15ea4

Mid-Gray

CMYK: C=52 M=43 Y=43 K=8

RGB: R=127 G=127 B=127

WEB: 7f7f7f

Light Gray

CMYK: C=5 M=3 Y=3 K=0 RGB: R=239 G=240 B=240

WEB: eff0f0

Used as backgound to separate information.

Limited use as buttons or lines to accent or separate info.

TYPOGRAPHY

TAHOMA

While Quasimoda is the official typeface family for the Vivalon brand (see next page), most people outside of our organization will not have the Quasimoda font loaded onto their phone, tablet or computer. This will result in their device displaying a default font when viewing emails or opening documents received via email.

Therefore, please use the Tahoma font when sending emails, or creating documents of any kind that will be sent via email or other digital communication. This way, we can ensure that everyone who receives communications from Vivalon views it in the same font, which is very important for branding. Most Vivalon staff will be using Tahoma in their day-to-day communications.

Official typeface family usage

(approximately 24 point).

Tahoma Regular is to be used for large headlines (36 point or larger).

Regular, 36 Point

Use Tahoma Bold for smaller headlines

Bold, 24 Point

Tahoma Regular is to be used for body copy at a minimum size of 12 point in digital applications; 10pt in email is acceptable.

Tahoma Bold may be used for callouts within body copy.

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TYPOGRAPHY

QUASIMODA

Quasimoda is the official font for all branded materials such as digital and print ads, brochures, signs, business cards, flyers and banners.

As explained on the previous page, most Vivalon staff will use Tahoma in their day-to-day communications. In general, the Quasimoda font will only be used by designers.

Official typeface family usage

Quasimoda Light is to be used for large headlines (36 point or larger).

Use Quasimoda Bold for smaller headlines (approximately 24 point), and Quasimoda Extra Bold for small headlines and subheads (12 point or less).

Light, 36 Point

Bold, 24 Point

Extra Bold, 12 Point

Quasimoda Medium is to be used for body copy at a minimum size of 12 point in print and some digital applications (eg. web banner ads, leaderboard ads, etc).

Quasimoda Extra Bold may be used for callouts within body copy.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

WEBSITE FONT

If you're working on the vivalon.org website, the font used is **Open Sans**.

EDITORIAL GUIDELINES

- Vivalon follows the **415-456-9062** format for telephone numbers. No dots or parentheses should ever be used. Dashes only.
- Times should be listed as **7:00pm** and **7:30am**, with the full time and the lower case "am" and "pm" next to the number with no space or periods.
- Vivalon refrains from using the term "seniors" in all editorial and marketing content. The term "older adults" should always be used instead.
- Vivalon spells the word "nonprofit" as one word, with no hyphen.
- Dates should be written as December 10, 2020 (Month Day, Year).
 Do not use of "th", "st", "rd" after the day.

VIVALON FUNCTIONS

Vivalon has five Functions. The font should always remain the same along with the appropriate color for each Function. No variations should be used, except black text or white text on black as shown below.

CORRECT USAGE

RIDES	MEALS	CLASSES	CARE	ADVICE
RIDES	MEALS	CLASSES	CARE	ADVICE
RIDES	MEALS	CLASSES	CARE	ADVICE
RIDES	MEALS	CLASSES	CARE	ADVICE

SUB-BRAND LOGOS

Vivalon has sub-brand logos, most of which fall under one of the five Functions: RIDES, MEALS, CLASSES, CARE and ADVICE. These logos should always be used in the correct Function color and font.

RIDES	MEALS	CLASSES	CARE	ADVICE
VivalonRIDES	Jackson Café Jackson Café		Volunteer Volunteer	
CarePool CarePool	Jackson Café to-go		CaringCalls CaringCalls	
	Jackson Café to-go			
	Nourish Nourish			
RIDES	MEALS	CLASSES	CARE	ADVICE
RIDES VivalonRIDES	MEALS Jackson Café	CLASSES	CARE Volunteer	ADVICE
		CLASSES		ADVICE
	Jackson Café	CLASSES	Volunteer	ADVICE
Vivalon RIDES CarePool	Jackson Café Jackson Café Jackson Café	CLASSES	Volunteer Volunteer CaringCalls	ADVICE
Vivalon RIDES CarePool CarePool	Jackson Café Jackson Café Jackson Café to-go Jackson Café	CLASSES	Volunteer Volunteer CaringCalls	ADVICE

The one exception is the Whistlestop logo, which will be used exclusively for Paratransit services. There are no instances where this logo should be used in marketing.

