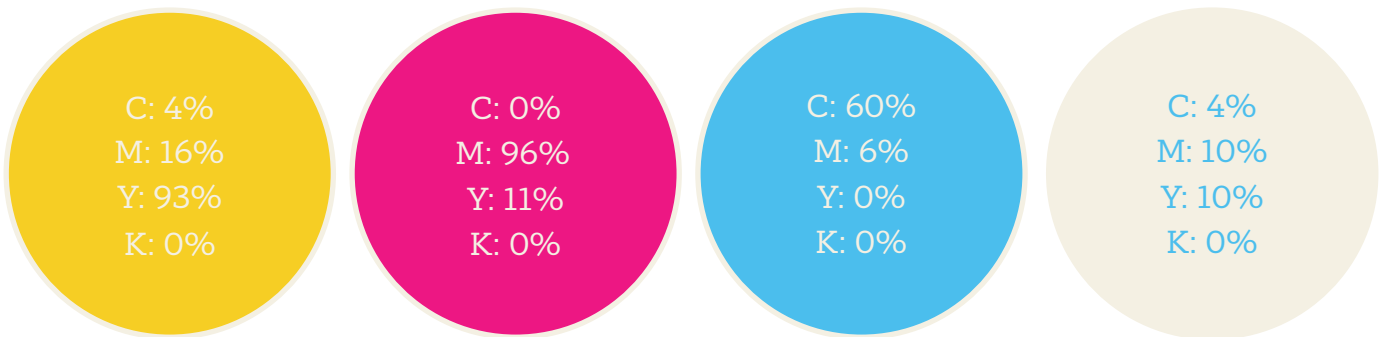


Logo & Icons



Color Palette



Fonts

Gotham

Fran

Gotham is a sleek and clean typeface that can be easily read and gives the idea of a professional company. Fran, however, is a fun serif font that balances the sleekness of Gotham. Gotham should be used for titles, headers, and call-outs; locations that require the text to really pop out for the readers. Fran should be used for paragraphs and other longer bodies of texts.

VIVID

Creative Agency

Dr. Loyal Customer

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Sincerely,
Paris Wilken
Art Director of VIVID

be heard

vivid.mo@veinternational.org

314.415.5529

Greater St. Louis Area

@vividve

Vivid is a creative agency, hoping to bring good design to the VE market. Placing advertisements created by our top-notch creative team will bring new light to the world of advertising within Virtual Enterprise. Along with this, we hope to create other designs for companies; logos, business cards, posters, to list a few. Our mission is striving to make the world a brighter and more creative place. We believe there is power in being different and we seek to share that power with you. We hope to accomplish this by bringing something vivid to a world that is lacking in color.

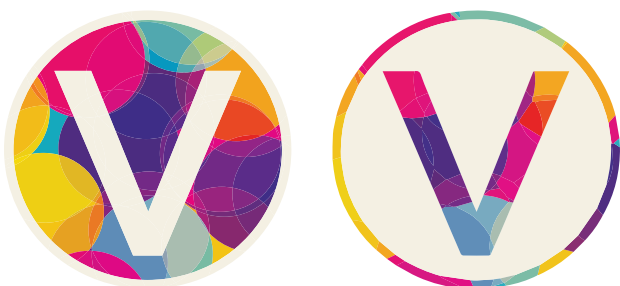
Correct Logo Usage



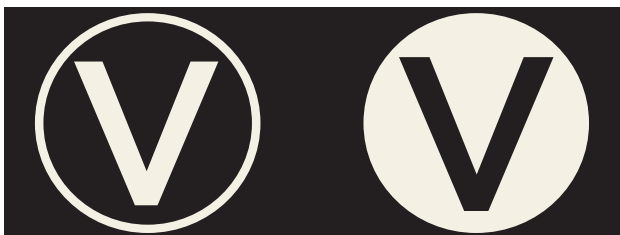
Place the version of the logo that has the most contrast; dark on light and light on dark



Correct Icon Usage



For instances where a full logo will not fit, use one of these four icons in its place. Make sure that again, the one picked provides the most contrast in order for the viewer



Incorrect Logo Usage



Bright logo on a bright background/
dark logo on dark background



Removing colorful V



Making logo colors outside of pallet

Incorrect Icon Usage



Making icon the incorrect shape



Removing shape & background



Stretching or changing the shape of the icon

Print



Digital

