

**VIVID+**

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**COMPANY BRANDING**

Dear Reader,

Founded in 2017 from a rebrand of the 2016 award winner Spire Media, VIVID+ is a Virtual Enterprise International ad placement and creative company. We market to those who need their pre-made ads on the official VEI portal, as well as those interested in having ads custom-made by our experienced team of designers. With marketing absolutely crucial to the success of a business, VIVID+ is a powerhouse ad agency perfectly suited to the needs of any company. You provide us a company, we'll make their products, services and brand known, recognizable, VIVID.

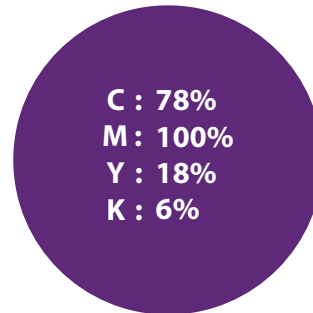
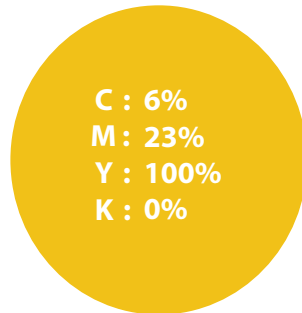
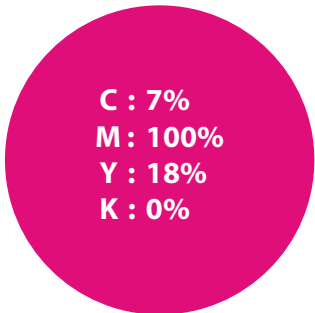
Sincerely,

The Vivid Plus Team

# OUR LOGO



Our logo represents a new age in advertisement, a digital age. The colors we have chosen reflect an idea of what VIVID truly is. Due to our color palette, we have many logos with interchangeable designs to best suit the tone that they reside in.



VIVID+ uses a combination of Gotham and Helvetica font families, with our primary font being Gotham.

These families are intended to illustrate our modern advertising in a professional matter.

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**Gotham Black**

**Helvetica Bold**

**Gotham Bold**

Helvetica Regular

**Gotham Medium**

Helvetica Light

**+** Letterhead

**+** Business Card

**+** Nametag

*As an agency devoted to making others recognizable, we highly value the memorability of our own logo. Our brand should be unforgettable to all who cross paths with it. We, the VIVID+ design team, hope we can help your business be as VIVID as it possibly can.*



Dr. Loyal Customer

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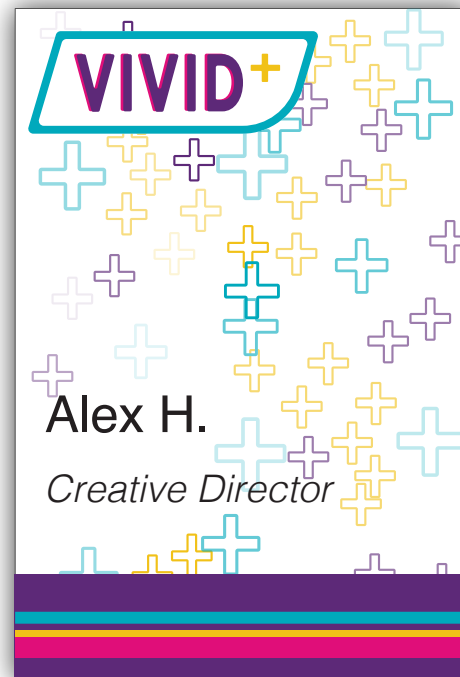
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Sincerely,

Alex Herrera  
Creative Director  
Vivid Plus VE



- [www.vivid.plus](http://www.vivid.plus)
- [vividplusve](#)
- [@vividplusve](#)
- [vevividplus@gmail.com](mailto:vevividplus@gmail.com)
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- [Vivid Plus VE](#)
- [314.415.5584](tel:314.415.5584)



Greater St. Louis Area + [vivid.mo@veinternational.org](mailto:vivid.mo@veinternational.org) + 314.415.5584

