



vive  
health

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BRAND GUIDE

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# INTRODUCTION

This brand guide describes the guidelines and standards for the correct use of the VIVE HEALTH brand in different physical, print, and digital applications. The objective of the manual is to standardize the image, its reproducibility, and versatility so that it can be applied to any media.

It covers issues of structure, shape, and color of the logo, appropriate uses of the brand, and typographic styles, creating unity in the criteria and internal uses of the stationery and the different channels of internal and external communication.

## LOGO STRUCTURE



The logotype as a graphic representation of the brand is constituted by the typographic construction of the characters that by the typographic construction of the characters that the words "VIVE HEALTH".

VIVE HEALTH will not use a symbol logo in order to give more emphasis and remembrance to the name of the entity in order to generate a greater positioning within the positioning within the medical device industry.

The original font of the logo is Redzone Medium Extd - But this has some modifications in the following [link](#) you can find the logo in .ai in curves in original color, black and white.

THE LOGOTYPE

## LOGO STRUCTURE

The clearspace is a space around the logo that must be respected and around the logo that must be respected and must not be invaded by other graphic elements, such as texts, images, and photographs.

The clearspace is defined by a module that can be seen in the image, and whose height corresponds to the height size of the point of the letter and the distance between the baseline of the words "VIVE HEALTH"



CLEARSPACE

# TYPOGRAPHY

## Poppins Bold - Headline

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
0123456789 !\$%&/()?@#¢∞≠][**

Poppins Regular -Subtext, numbers & symbols,  
copyright info

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
0123456789 !\$%&/()?@#¢∞≠][**

Note: Minimum size for subtext is 7 pt

## Font information

Poppins.ttf

Designed by Indian Type Foundry, Jonny Pinhorn

Poppins is a humanist sans-serif typeface. This font is optimized for print, web and mobile layouts web and mobile compositions, and has excellent legibility readability characteristics.

## Available for download:

<https://fonts.google.com/specimen/Poppins>

MAIN TYPEFACE

# TYPOGRAPHY

## Font information

Montserrat.ttf

Designed by Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral

The characters of the Montserrat font allow a more natural reading rhythm. Montserrat is a font family of sans-serif typefaces.

## Available for download:

<https://fonts.google.com/specimen/Montserrat?query=Montserrat>

## Font information

Arial.ttf

Is a sans-serif typefaces, recognized for being present in several Microsoft applications. It is a very legible font and suitable to be read on screen at different resolutions.

## Montserrat Bold - Headline

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789 !\$%&/()?@#¢∞≠][**

Montserrat Regular - Subtext, numbers & symbols, copyright info

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789 !\$%&/()?@#¢∞≠][**

**Note:** Minimum size for subtext is 7 pt

## Arial Bold - Headline

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx  
Yy Zz  
0123456789 !\$%&/()?@#¢∞≠][**

Arial Regular - Subtext, numbers & symbols, copyright info

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz  
0123456789 !\$%&/()?@#¢∞≠][**

**Note:** Minimum size for subtext is 7 pt

# SECONDARY TYPEFACE

# COLOR

PANTONE P 121-6 C
HEX: #23b2be
CMYK
C 72 M 0 Y 21 K 0
RGB
R 29 G 190 B 205

The use of **Pantone P 121-6 C** in the logotype, which is associated with knowledge, trust, confidence, friendliness, and other qualities, gives strength to the brand and is linked to science and technology.

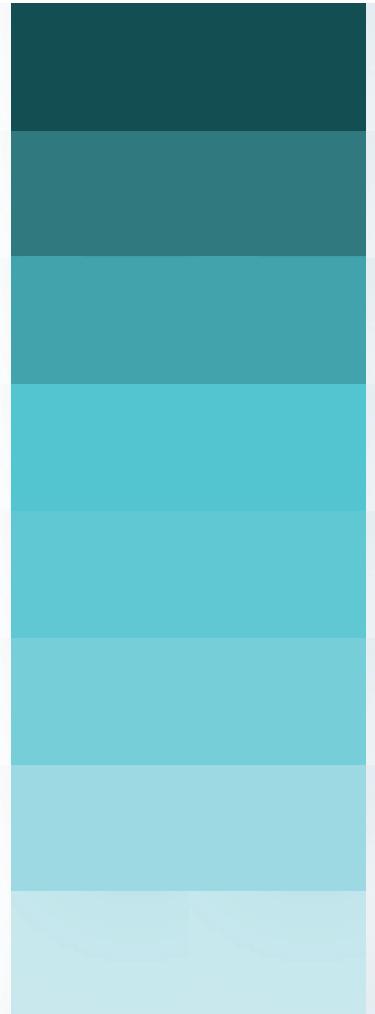
BRAND COLOR

# COLOR

The secondary color palette is a variation in the hue of the institutional color for a darker and less saturated version.

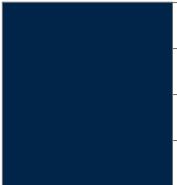
The correct use for the color is in backgrounds and text on white or light gray. They should not be used, in any way, to replace the institutional color in the logo, but it is allowed to use these colors with.

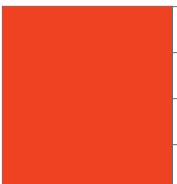
The use of the color in a superimposed or adjacent arrangement to the institutional colors, as shown in the color samples, is permitted.

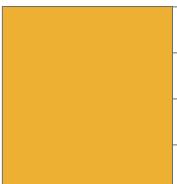


## SECONDARY COLORS

# COLOR

	<b>PANTONE</b> P 111-16 C
	<b>HEX:</b> #004366
	<b>CMYK:</b> C 100 M 35 Y 35 K 80
	<b>RGB:</b> R 0 G 77 B 113

	<b>PANTONE</b> P 2028 C
	<b>HEX:</b> #EB3300
	<b>CMYK:</b> C 0 M 89 Y 100 K 0
	<b>RGB:</b> R 235 G 51 B 0

	<b>PANTONE</b> 7409 C
	<b>HEX:</b> #F0B323
	<b>CMYK:</b> C 6 M 32 Y 71 K 0
	<b>RGB:</b> R 240 G 179 B 35

	<b>PANTONE</b> P 172-9 C
	<b>HEX:</b> #777473
	<b>CMYK:</b> C 51 M 42 Y 42 K 26
	<b>RGB:</b> R 119 G 116 B 115

Complementary colors are generated to give diversity in the design of printed and digital graphic pieces, they do not replace institutional color, they complement them.

Their use is limited to one color per composition, therefore, the combination of colors should be restricted. They can be used as a color identifier for a specific event or to highlight an informative or graphic element.

COLOR

Black and white in positive



Black and white in negative



Color in positive



Color in negative



POSITIVE & NEGATIVE

# COLOR

## Grayscale

70%

30%



## High contrast

100%

0%



GRayscale & High Contrast

## USABILITY



LOGO USE ON BACKGROUNDS

# USABILITY

## In frames



To use the logo in frames, you must always keep in mind the protection area explained on page 5.

## High relief and engraving



The high contrast version should be used for engraving on glass, surfaces, high relief, laser cutting and adhesive vinyl cutting.

The contour line adaptation is exclusive for fine engraving.

APPROVED USES

# USABILITY



## Rotations

Do not rotate or tilt the logo.



## 3D effects

It is forbidden to apply 3D effects, extrusions, and bevels for the reproduction of the logo in print and digital media.



## Vertical use

Vertical use should be avoided.



## Borders and shadows

Borders and shadows are not allowed.



## Color changes and decorations

Color changes are prohibited, include ornaments or symbols to the logo.



## Alterations

No alterations may be made to the layout of the elements that make up the logo.

# INCORRECT USES

# APPLICATIONS



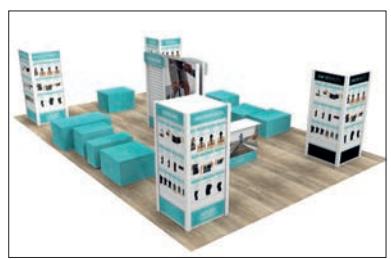
Letter



Business card

LETTER - BUSSINES CARDS

# APPLICATIONS



Trade Show Booth



Trade Show Badges

B2B TRADE SHOWS

# APPLICATIONS

## vive health

### Bathtub Rail

The Bathtub Rail will provide extra support when entering or exiting the bathtub.



**Outstanding Features**

- Ergonomic safety rail.
- Textured surface.
- Fits most tubs.
- Scratch resistant lining.
- Lightweight and durable.
- Tool free installation.

SKU: LVA1023  
HCPB: C0211

**(Price Per Unit)**  
Single: \$32.99ea  
More than 4: \$23.99ea

[Order Now!](#)

Convertible Two-hand Safety Rail | Adjustable Design | Safety Supports Up To 300 Pounds | Durable Construction

**(239) 220-5772**

ORDER BY 5PM FOR SAME DAY SHIPPING  
HUGE SELECTION IN STOCK | SHIPS FROM 3 LOCATIONS

### vive health BUSINESS PORTAL

Watch a short video to find out how the Business Portal works ►►►



Everything you need to manage your account, from finding product information and catalogs to placing orders.

[Click Here to Sign In or Apply](#)  
Or contact your sales rep to get started.

© 2023 Vive Health LLC  
8955 Poinciana Del Sol Way (Naples, FL 34109)  
Not Interested? Unsubscribe

## vive health

### Massagers

Relieve tension and stress for greater relaxation.

#### Handheld Massager



SKU: RHB1079BLKCH

**Price:**  
- Single: \$32.99ea -  
12 or more: \$29.99ea

[ORDER NOW](#)

#### Neck Massager



SKU: RHB2030GRY

**Price:**  
- Single: \$29.99ea -  
8 or more: \$26.49ea

[ORDER NOW](#)

**(239) 220-5772**

ORDER BY 5PM FOR SAME DAY SHIPPING  
HUGE SELECTION IN STOCK | SHIPS FROM 3 LOCATIONS

### vive health BUSINESS PORTAL

Watch a short video to find out how the Business Portal works ►►►



Everything you need to manage your account, from finding product information and catalogs to placing orders.

[Click Here to Sign In or Apply](#)  
Or contact your sales rep to get started.

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8955 Poinciana Del Sol Way (Naples, FL 34109)  
Not Interested? Unsubscribe

E-mails

DIGITAL - E-MAILS

# APPLICATIONS

**vive  
health**  
PORTAL.VIVEHEALTH.COM

- MOBILITY
- BRACING
- HEALTH DEVICES
- LIVING AIDS
- DAILY AIDS
- BATHROOM SAFETY
- PHYSICAL THERAPY
- FOOT CARE
- HOME CARE

**SAME DAY SHIPPING ORDER BY 5 PM**

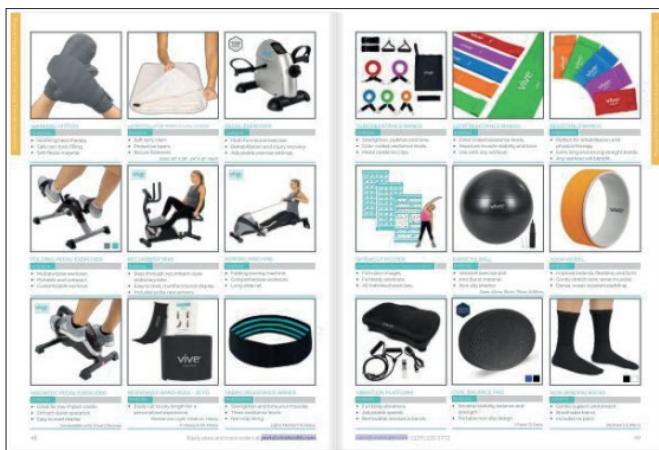
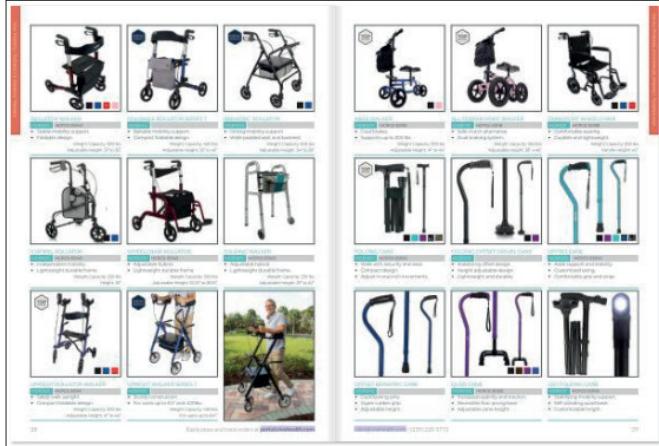
**FREE** 1-2 DAY SHIPPING ON ORDERS OVER \$200

**vive  
health**  
PORTAL.VIVEHEALTH.COM

- MOBILITY
- BRACING
- HEALTH DEVICES
- LIVING AIDS
- DAILY AIDS
- BATHROOM SAFETY
- PHYSICAL THERAPY
- FOOT CARE
- HOME CARE

**SAME DAY SHIPPING ORDER BY 5 PM**

**1-2 DAY SHIPPING TO 95% OF THE U.S.**



Catalogs

PRINT - CATALOGS

# APPLICATIONS



Folder



Sell Sheets



Planograms



Floor Displays



Teasers

PRINT - MATERIAL

# APPLICATIONS



Posters



Postcards

# PRINT - MATERIAL

# APPLICATIONS

**vive**  
Let's Live Better!

[Inicio](#) [INDUS](#) [SPORTS](#) [FISIOTERAPIA](#) [APARATOS VIT](#) [KINESIO](#) [SISTEMAS DE CUIDADO](#) [POSTES](#)

[Búsqueda en todo Vive](#)

**Gancho botón**  
Muestra su ayuda para la vida más vivida, ayuda a las personas con discapacidad a vestir de forma independiente.

**Guantes de compresión**  
El diseño abierto de la parte de los dedos y el pulgar permite una mayor libertad de movimiento al aplicar la compresión para la terapia de compresión.

**Movilidad**  
Herramientas de movilidad para una mejor calidad de vida

**soporte para el pulgar**  
Funda de compresión estabilizadora para aliviar el dolor de la fractura y la inflamación. 13"-114"

**Envoltura de hielo rodilla**  
Envoltura para proporcionar terapia de frío y calor para lesiones de rodilla, distensiones y esguinces. 12"

Amazon Landing Page

**Vive Calf Brace - Adjustable Shin Splint Support - Lower Leg Compression Wrap Increases Circulation, Reduces Muscle Swelling - Calf Sleeve for Men and Women - Pain Relief (Black)**

Visit the Vive Store

★★★★★ ~ 5,417 ratings | 61 answered questions

[Amazon's Choice](#) for "leg brace"

**\$17.99**  
No Import Fees Deposit & \$9.56 Shipping to Colombia Details ~

**Color:** Black  
\$17.99

**Brand:** Vive  
**Size:** 1 Count (Pack of 1)  
**Specific Uses For Product:** Sprains, Swelling  
**Use For:** Calves  
**Age Range (Description):** Adult

**About This Item**

- EFFECTIVE CALF AND SHIN SUPPORT:** Reducing soreness, inflammation and cramping, the Vive calf brace effectively supports weak or injured calf muscles. Providing great support for athletics, exercise and everyday use, the calf brace helps to prevent re-injury and promotes healing. Use the adjustable brace for calf strains and sprains, swelling and varicose veins.
- HEATING AND COOLING (OPTIONAL):** Reduces magnetic heat and supplying gentle compression, the calf support wrap increases circulation to promote healing and reduce muscle spasms and inflammation.
- ERGONOMIC NONSLIP DESIGN:** Ergonomically designed for maximum effectiveness, the contoured calf brace easily adjusts for a customized fit. The finished edges prevent the brace from slipping, rolling or bunching for a comfortable experience.
- VERSATILE AND LIGHTWEIGHT:** Constructed with a breathable neoprene material, the brace stays cool and comfortable throughout the day. Three adjustable straps are secured with strong fastening materials for a personalized fit, accommodating most calf sizes. The versatile calf brace can be worn on the left or right calf.
- VIVE GUARANTEE:** 60 day unconditional guarantee so you can purchase now with confidence.

Amazon Product Listing

Amazon Listing Images

VIVE - ECOMMERCE

# APPLICATIONS

The screenshot shows a product page for a 'Calf Brace' on the B2B Vive Health Business Portal. At the top, there's a navigation bar with links to HOME, SHOP, DIGITAL CATALOGS, HISTORY, and STEPHANIE FRASSER. A search bar is located at the top right. The main content area features a large image of a calf wearing a black compression brace. To the right of the image, the product name 'Calf Brace' is displayed, along with a color dropdown set to 'Black'. Below the name are the part number 'SUP1030' and HCPGS code 'A4467'. The price is listed as '\$ 7.99'. An 'Add to Cart' button is prominent, followed by a heart icon and a quantity selector. The page also includes sections for 'Prices per quantity (Unit(s))' and a short description: 'CALF BRACE, L/R, COMPRESSION, UP TO 20°-10° L, NEOPRENE, BLACK.' A 30-day money-back guarantee and free shipping information are also present.

• 60 Day Guarantee

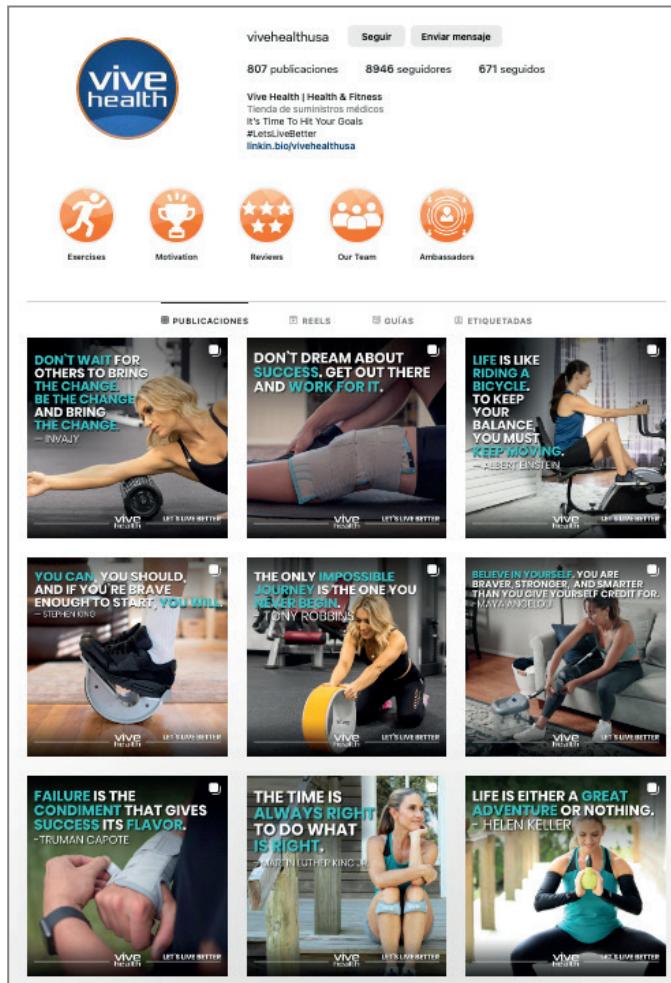
The screenshot shows a product page for a 'Calf Brace' on the B2C Vive Health website. The top navigation bar includes links to HOME, CONTACT US, and a phone number '1-800-487-3808'. A search bar is located at the top right. The main content area features a large image of a calf wearing a black compression brace. To the right of the image, the product name 'Calf Brace' is displayed, along with a rating of 4.5 stars from 32 reviews. The price is listed as '\$ 17.99'. An 'Add to Cart' button is prominent, followed by a heart icon and a quantity selector. The page also includes sections for '1-3 Day Standard Shipping', payment methods like FSA / HSA, and various guarantees: 'FREE SHIPPING OVER \$50', '60 DAY GUARANTEE', and 'BEST PRICE GUARANTEE'. A sidebar on the left shows other product categories like Mobility, Physical Therapy, Home Care, Supports, Daily Aids, Foot Care, and Health Devices.

B2B Vive Health  
Business Portal

B2C Vive Health  
Website

VIVE - ONLINE

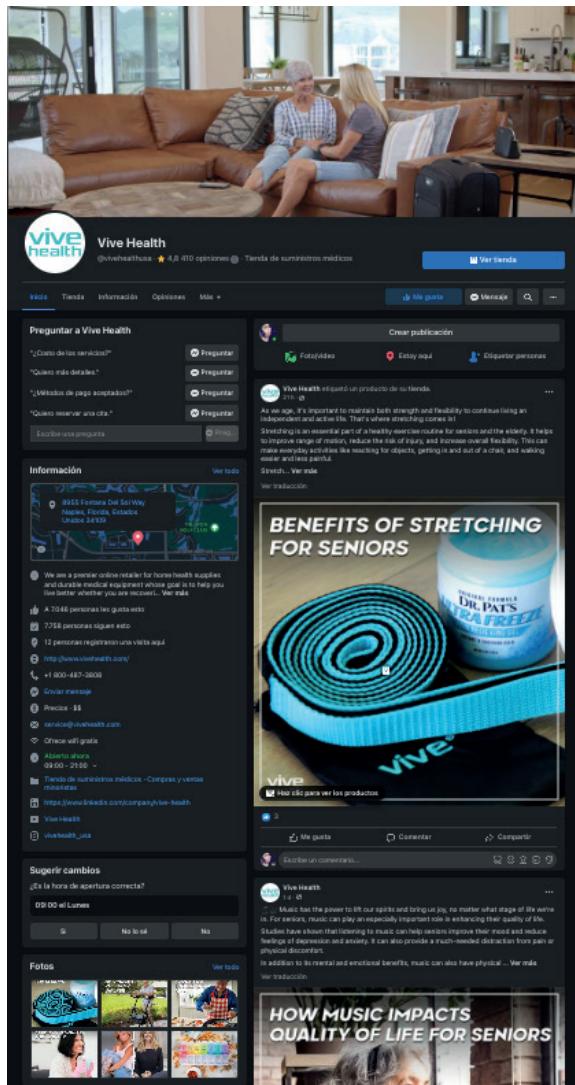
# APPLICATIONS



VIVE - Instagram

VIVE - SOCIAL MEDIA

# APPLICATIONS



**Vive Health etiquetó un producto de su tienda.**

21 h. 6

As we age, it's important to maintain both strength and flexibility to continue living an independent and active life. That's where stretching comes in!

Stretching is an essential part of a healthy exercise routine for seniors and the elderly. It helps to improve range of motion, reduce the risk of injury, and increase overall flexibility. This can make everyday activities like reaching for objects, getting in and out of a chair, and walking easier and less painful.

Stretch... Ver más

Ver traducción

## BENEFITS OF STRETCHING FOR SENIORS

**Haz clic para ver los productos**

Me gusta
Comentar
Compartir

VIVE - Facebook

VIVE - SOCIAL MEDIA

# APPLICATIONS

Vive Health  
US based medical device manufacturer with 3 warehouses across the country and over 100 employees. HQ in Naples, FL.  
Fabricación de equipamiento médico - Naples, FL - 13.459 seguidores

Angie Melissa y 13 contactos más trabajan aquí · 101 empleados

Siguiente Invitar Más

Inicio Mi empresa Acerca de Publicaciones Empleos Personas Videos

Todos Imágenes Videos Artículos Documentos Arquivos

Vive Health 13.459 seguidores

Vive Health 13.459 seguidores 1 semana

Our Vive Compression Ice Wraps combine therapeutic compression with soothing coolness for effective relief of aches and pains. Easily customize the amount of compression by adding air to or releasing air from the inflatable chamber with the integrated hand pump. The wraps mold to your body, offering targeted relief over lightweight clothing or directly against the skin.

Vive Compression Ice Wraps - 4 páginas

vive health

Compression Ankle Ice Wrap

Cold or heat therapy

Customizable compression

PRODUCT NUMBER: SUP2017GRY

Tú y 11 personas más

Previ. Página y 13 personas más

Me Gusta · Me Gusta · Recomendar · Comentar · Compartir · Similar

Escribir el primer comentario

Vive Health 13.459 seguidores 1 semana

Our Vive Compression Ice Wraps combine therapeutic compression with soothing coolness for effective relief of aches and pains. Easily customize the amount of compression by adding air to or releasing air from the inflatable chamber with the integrated hand pump. The wraps mold to your body, offering targeted relief over lightweight clothing or directly against the skin.

vive health

Compression Ankle Ice Wrap

Cold or heat therapy

Customizable compression

PRODUCT NUMBER: SUP2017GRY

Tú y 11 personas más

VIVE - LinkedIn

VIVE - SOCIAL MEDIA

# APPLICATIONS



Polo



T- Shirt



Hoodie



Mask



Beanie

APPAREL

# APPLICATIONS



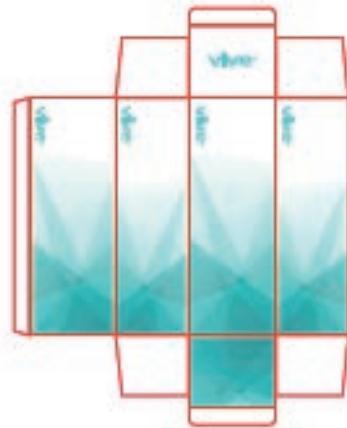
Panograms



Displays

RETAIL

## APPLICATIONS



Color Box Packaging



Color Sticker

Brown Box Packaging

PRINT - PACKAGING

# APPLICATIONS

**HAND EXERCISE BALLS**

**WHAT'S INCLUDED**

- Orange extra soft resistance ball
- Green soft resistance ball
- Blue medium resistance ball
- Purple firm resistance ball
- Black nylon carry bag

**vive** [QUICK START GUIDE](#)

**OVERVIEW**

We are constantly answering questions and recording frequently asked questions so you can find them easily or QR code to help you through the process.

**FINGER FLEX**

Place your exercise ball in the palm of your hand. Grip the ball with your fingers. Push your fingers apart as far as possible. Hold as long as possible. If you feel pain, stop immediately. Hold. Release your grip. Repeat.

**PINCH**

Place the exercise ball between your thumb and index finger. Squeeze it to grip the ball as if you are holding a pencil. Keep your fingers straight and apart. Hold. Release your grip. Repeat.

**POWER GRIP**

Grip your exercise ball in the palm of your hand. Squeeze it as hard as you can. Hold. Release your grip. Repeat. Do this several times. Then switch your hand feet up and then do another set with your hand facing down.

**QUICK START GUIDE**

**THUMB EXTENSION**

Place your exercise ball on a table. Place your thumbs against the ball. Extend your thumbs away from the ball while keeping the ball vertically along your fingers. Be sure to use just your thumbs to move the ball. Repeat.

**THUMBS OPPOSITION**

Place your exercise ball in the palm of your hand. Place your thumbs against the ball. Place the ball on the back of your thumb on the other side of the ball. Extend your thumbs and hold them together and hold. Hold for a few seconds. Repeat.

**TABLE ROLL**

Place your exercise ball on a table. Place your thumbs against the ball. Roll the ball from the base of your palms to your fingers and then back to your palms again. Repeat.

**THUMBROLL**

Cross your thumbs at the top of your hand. Place your thumbs against the ball. Roll the ball around your thumbs creating a circle on your fingers. Be sure to use just your thumbs to move the ball. Repeat.

**CARE INSTRUCTIONS**

Make sure your hands are clean before each use. If the ball gets dirty wash with mild soap and water and air dry. Do not soak the ball in water.

- Avoid exposing your exercise balls to direct sunlight or extreme temperatures.
- Store in a cool dry place.

**WARNINGS ▲**

- Consult your healthcare provider before starting any exercise or rehabilitation program.
- Do not use the Hand Exercise Balls if you experience severe pain while using the Hand Exercise Balls, stop and consult your physician.

**Cautions:** Choking hazard. Keep the Hand Therapy Balls away from children.

## Quick Start

**REVERSIBLE WRIST BRACE**

SUP1069 - HCPCS: L3908

**vive** [vivehealth.com](#)

**OWNER'S MANUAL**

**QUICK START GUIDE**

**WASH TAG**

To see all FAQs in one place, visit [vivehealth.link/lcae0](#)

**QR CODE**

## Manuals



Retail Tag

Wash Tag

Logo and Wash Tag

Logo Tag

# PRINT - MANUALS

## APPLICATIONS



VIVE - Product Logo

VIVE - PRODUCT LOGOS



# vive health

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## BRAND GUIDE