



vive health

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 logo for Vive Health is displayed in a teal color. It consists of the word "vive" in a lowercase, sans-serif font, positioned above the word "health", which is also in a lowercase, sans-serif font. The letters are bold and have a clean, modern appearance.

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 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 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 compo-
sitions, and has excellent
legibility readability char-
acteristics.

Available for download:

[https://fonts.google.com/
specimen/Poppins](https://fonts.google.com/specimen/Poppins)

MAIN TYPEFACE

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 !\$%&/()?@#¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿**

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 !\$%&/()?@#¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿

Note: Minimum size for subtext is 7 pt

Arial Bold - Headline

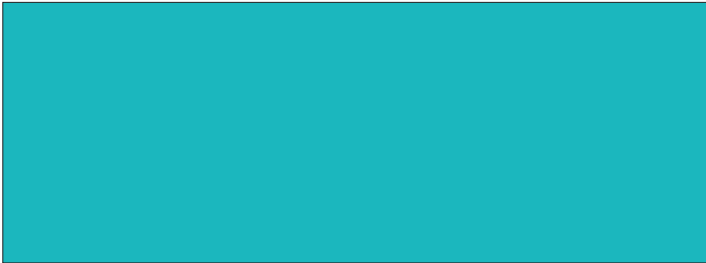
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz
0123456789 !\$%&/()?@#¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿**

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 !\$%&/()?@#¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿

Note: Minimum size for subtext is 7 pt

COLOR

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

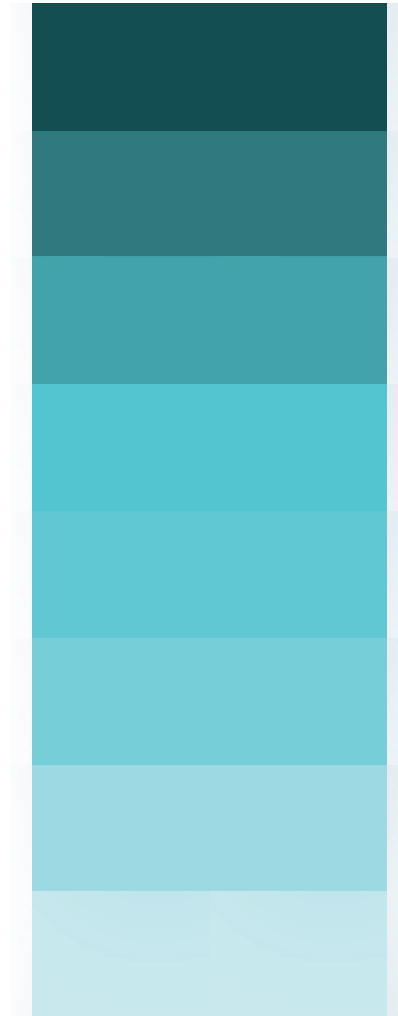
The use of **Pantone P 121-6 C** in the logotype, which is associated with knowledge, trust, confidence, friendliness, and other qualities, gives strength to the brand and is linked to science and technology.

BRAND COLOR

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.



COLOR

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

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

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

	PANTONE P 172-9 C
	HEX: #777473
	CMYK: C 51 M 42 Y 42 K 26
	RGB: 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.

COMPLEMENTARY COLORS

Black and white in positive



Black and white in negative



Color in positive



Color in negative



COLOR

Grayscale



High contrast





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

The Vive Health logo is shown tilted at an angle, which is an incorrect usage.

Rotations

Do not rotate or tilt the logo.

The Vive Health logo is shown with 3D effects, including extrusions and bevels, which is an incorrect usage.

3D effects

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

The Vive Health logo is shown oriented vertically, which is an incorrect usage.

Vertical use

Vertical use should be avoided.

The Vive Health logo is shown with a border and a shadow, which is an incorrect usage.

Borders and shadows

Borders and shadows are not allowed.

The Vive Health logo is shown with color changes and decorations, which is an incorrect usage.

Color changes and decorations

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

The Vive Health logo is shown with alterations, which is an incorrect usage.

Alterations

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

INCORRECT USES

APPLICATIONS



Letter



Business card

APPLICATIONS



Trade Show Booth



Brandyn Kistner
Sales Associate

Trade Show Badges

B2B TRADE SHOWS



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: EVA1023
HCP08 C0241

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

Order Now!

Comfortable Two-sided Safety Rail
Available in two colors: white and chrome



Adjustable Design
Adjusts to fit most tubs



Safety Supports Up To 300 Pounds



Durable Construction
Non-slip textured surface



(239) 220-5772

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

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

Everything you need to manage your account, find trending product information and orders to placing orders.





Click Here to Sign In or Apply
Or contact your sales rep to get started.

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6855 Pomiera Del Sol Way | Naples, FL 34109
Not interested? Unsubscribe



vive health

Massagers

Relieve tension and stress for greater relaxation.

Handheld Massager



SKU: RHBI079BLKCH

Price:
~ Single: \$32.99ea -
12 or more: **\$26.49ea**

[ORDER NOW](#)



Neck Massager



SKU: RHB203DGRY

Price:
~ Single: \$26.99ea -
8 or more: **\$20.49ea**

[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.

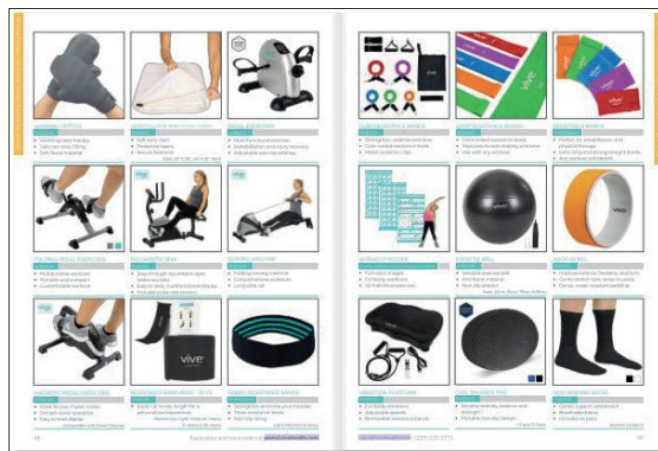
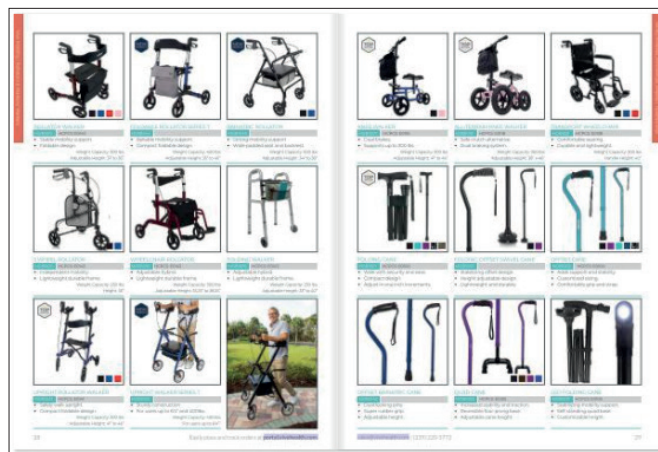


[Click Here to Sign in or Apply](#)
Or contact your sales rep to get started.

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8806 Forterra Del Sol Way | Naples, FL 34108
Not interested? Unsubscribe

DIGITAL - E-MAILS

APPLICATIONS



Catalogs

PRINT - CATALOGS

APPLICATIONS



Folder



Sell Sheets



Planograms



Floor Displays



Teasers

APPLICATIONS

LEG COMPRESSION SYSTEM



ADAM VINATIERI
THE NFL'S ALL TIME LEADING SCORER

SUPER BOWL CHAMPION APPROVED

Adam Vinatieri

Preset session lengths

Variable Pressure

Sequential Compression

The lightweight pump is portable and includes a remote control for added convenience.

SKU BH4003

vive health

SMOOTHLY NAVIGATE ANY SURFACE



Charging port

Easy to operate

Secure seatbelt

Reliable design

Durable frame

Cushioned seating

Control panel comes with push and speed control knobs

COMPACT VERSION AVAILABLE

Weight Capacity: 300lbs

vive health

REGAIN INDEPENDENCE AND MOBILITY



Dual braking system

Lightweight durable frame

Detachable roller bag

Extreme compact design

Lock wheels for extra stability when seated

Wide range of colors for you to choose from

Weight Capacity: 300lbs

vive health

Posters

vive health
portal.vivehealth.com

VISIT OUR BUSINESS PORTAL



SAME DAY SHIPPING
ORDER BY 5 PM



3 WAREHOUSES

1. Dallas, TX
2. Chicago, IL
3. Los Angeles, CA

NEW ARRIVAL

vive health
and healthcare solutions



MOBILITY SCOOTER SERIES C / MOB1066

MEET THE NEW PRODUCTS OF THE VIVE HEALTH FAMILY



vive health
portal.vivehealth.com

SCAN ME

Postcards

PRINT - MATERIAL

APPLICATIONS

Gancho botón

Nuestro apoyo para la vida más vendida ayuda a las personas con dedos torcidos a vestirse de forma independiente.

\$29.99

Guantes de compresión

El diseño abierto de la palma de los dedos y el material suave transpirable son ideales para la brida de compresión.

No disponible en el momento

Movilidad

Herramientas de movilidad para una mejor calidad de vida

soporte para el pulgar

El apoyo de compresión estabilizadora para aliviar el dolor, la hinchazón y la inflamación.

\$15.99 - \$14.99

Envoltura de hielo rodilla

Diseñado para proporcionar terapia de frío y calor para lesiones de rodilla, distensiones y esguinces.

\$29.99

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 | 81 answered questions

Amazon's Choice for "calf brace"

\$17.99

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

Color: **Black**

Brand: Vive

Size: 1 Count (Pack of 1)

Specific Uses For Product: Sprain, Swelling

Use for: Calfes

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, shin splints, and varicose veins.
- MINIMIZES SHIN SPLINT SYMPTOMS:** Retaining therapeutic heat and supplying gentle compression, the calf support wrap increases circulation to promote healing and reduce muscle soreness 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

COMFORTABLE ACTIVE FIT

ALLOWING FOR UNINTERRUPTED DAILY ACTIVITY

REDUCE INFLAMMATION

RETAINING THERAPEUTIC HEAT TO REDUCE SORENESS AND CRAMPS

CUSTOMIZABLE COMPRESSION

IDEAL FOR EFFECTIVELY REDUCING SORENESS, INFLAMMATION AND CRAMPS

GREAT SUPPORT FOR:

SHIN SPLINTS, CALF STRAINS, VARICOSE VEINS, CALF INJURY

SIZE

MEASURE YOUR CIRCUMFERENCE CAREFULLY

Size: Small, Medium, Large, Extra Large

LIGHTWEIGHT NEOPRENE

FOR A COMFORTABLY BREATHABLE EXPERIENCE

ADAM VINATIERI

SUPER BOWL CHAMPION APPROVED

Amazon Listing Images

APPLICATIONS

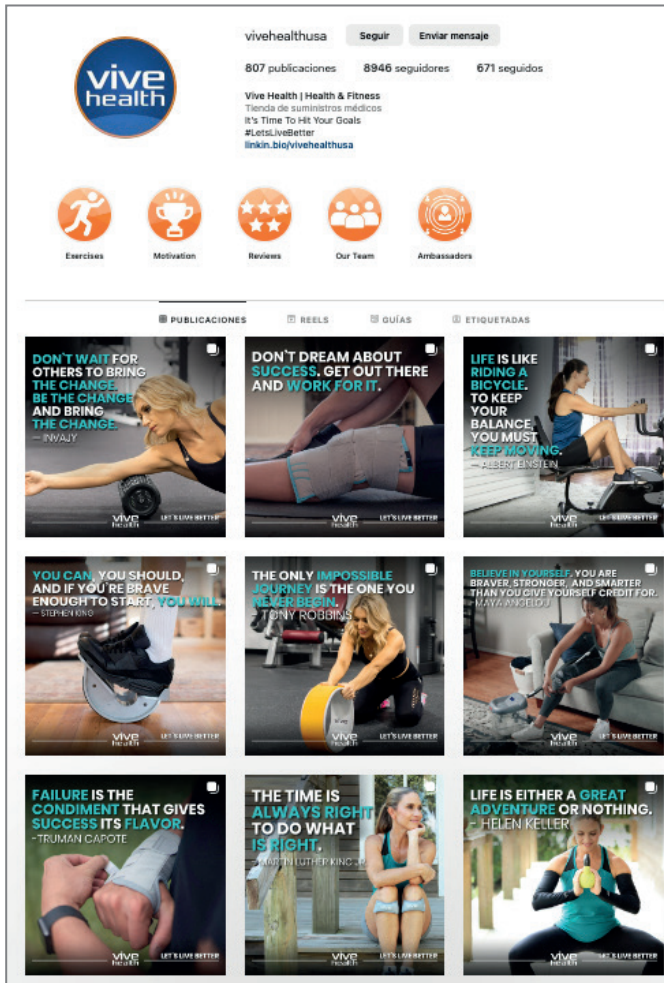


B2B Vive Health Business Portal



B2C Vive Health Website

APPLICATIONS



VIVE - Instagram

APPLICATIONS



VIVE - Facebook

APPLICATIONS



VIVE - LinkedIn

VIVE - SOCIAL MEDIA

APPLICATIONS



Polo



T- Shirt



Hoodie



Mask



Beanie

APPAREL

APPLICATIONS



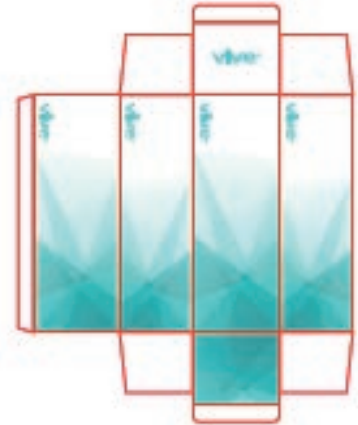
Panograms



Displays

RETAIL

APPLICATIONS



Color Box Packaging



Color Sticker



Brown Box Packaging

APPLICATIONS

HAND EXERCISE BALLS

OVERVIEW

We are confidently answering questions and recording helpful advice to make sure you have Hand Exercise Balls as easy as possible. Check out the info link or QR code to help you through the process.

WHAT'S INCLUDED

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

QUICK START GUIDE

OVERVIEW

We are confidently answering questions and recording helpful advice to make sure you have Hand Exercise Balls as easy as possible. Check out the info link or QR code to help you through the process.

EXERCISES

THUMB EXTENSION

Cap your exercise ball in the palm of your hand. Place your thumb against the ball. Extend and hold your thumb rolling the ball vertically along your fingers. Be sure to use just your thumb to move the ball. Repeat.

THUMB OPPOSITION

Cap your exercise ball in the palm of your hand. Place your thumb against the ball. Place the finger you'd like to exercise on the other side of the ball. Spread your thumb and finger together and hold. Bend your grip. Repeat.

TABLE ROLL

Place your exercise ball on a table with your palm on top of it. While keeping your hand flat at a 90 degree angle, roll the ball from the base of your palm up to your fingertips and back. Keep your fingers straight. Repeat.

THUMB ROLL

Cap your exercise ball in the palm of your hand. Place your thumb against the ball. Roll your thumb, then spreading the ball in a circle over your fingers. Be sure to use just your thumb to move the ball. Repeat.

FINGER FLEX

Hold your exercise ball in the palm of your hand. Cap the ball with your fingers. Push your fingers firmly into the ball as if you are bending your fingers. Do not use your thumb. Hold. Bend your grip. Repeat.

FINGER SQUEEZE

Place your exercise ball between the two fingers you'd like to exercise. Squeeze your fingers together and hold. Release your grip. Repeat.

PINCH

Hold the exercise ball between your thumb and index finger. Squeeze your fingers together and hold. Keep your fingers straight at all times. Bend your grip. Repeat.

POWER GRIP

Cap your exercise ball in the palm of your hand to create the ball tightly and hold. Bend your grip. Repeat. Do one set of exercises with your hand facing up and then do another set with your hand facing down.

CAUTION INSTRUCTIONS

Make sure your hands are clean before using a set of balls. If the balls get dirty, wash with mild soap and water and dry thoroughly with a towel. Avoid exposing your exercise balls to direct sunlight or high temperatures. Store in a cool dry place.

WARNINGS

- Consult your healthcare provider before starting any exercise or rehabilitation program.
- Hold discomfort is normal when exercising but if you experience severe pain while using the balls, discontinue use and consult your physician.

CAUTION: Choking Hazard: Keep the Hand Therapy Balls away from small children.



QUICK START GUIDE

Quick Start

REVERSIBLE WRIST BRACE

SUP1069 - HCPCS: L3908

vive
vivehealth.com





To see all FAQs in one place, visit vivehealth.link/lcae0

OWNER'S MANUAL

Manuals



Retail Tag



Wash Tag



Logo and Wash Tag



Logo Tag



PRINT - MANUALS

APPLICATIONS



VIVE - Product Logo

VIVE - PRODUCT LOGOS



vive health

BRAND GUIDE