

# VIVA RAILINGS BRAND IDENTITY

Welcome to the VIVA Railings brand guidelines. Our logo is a symbol of quality, innovation, and safety in the railing industry and is a registered trademark of VIVA Railings, LLC. This document outlines how to use and implement our brand identity correctly and consistently.

## Trademark Protection

The VIVA Railings logo and name are registered trademarks and are strictly prohibited from being altered. We have provided a suite of approved logo variations within this document to cover a range of applications.

## Usage Requirements

For any form of communication, whether it be print, digital, or electronic, that is disseminated by or receives endorsement from VIVA Railings, LLC. It is mandatory to feature an approved version of the logo prominently.

## Download Resources

To ensure brand consistency, all variations of the VIVA Railings logo are made available for download. Please utilize these resources to maintain visual integrity in all communications.



# HOW TO USE THE VIVA RAILINGS BRAND IDENTITY

## Primary Display

The optimal presentation of our logo is in full color set against a white backdrop. This is the primary preferred usage for maximum impact and clarity.

## Alternate Versions

In instances where the background is light, we recommend using the logo in 30% black or in 100% black when necessary.

It's crucial that legibility remains a top priority in every application.

## Dark Backgrounds

For darker backgrounds, the logo should be reversed out to white to ensure it stands out clearly and is easily recognizable.



# ALTERNATE ACCEPTABLE LOGO VARIATIONS

We offer alternative versions of the logo, including options with or without the tagline, as well as the circular VIVA identity as an independent logo mark. These versions are acceptable and provided for specific use cases as demonstrated.



# LOGO AND ELEMENT SPACING

## Precise Lockup

The layout of the logo and its accompanying elements have been carefully designed, considering the spacing between each component. This spacing is crucial and must not be modified.



# COLOR PALETTE

## Brand Colors

VIVA Railings proudly wears its colors: Orange, Black, and Grey. These hues have become synonymous with our brand and should dominate the color palette for all VIVA Railings' visual presentations, both internally and externally.



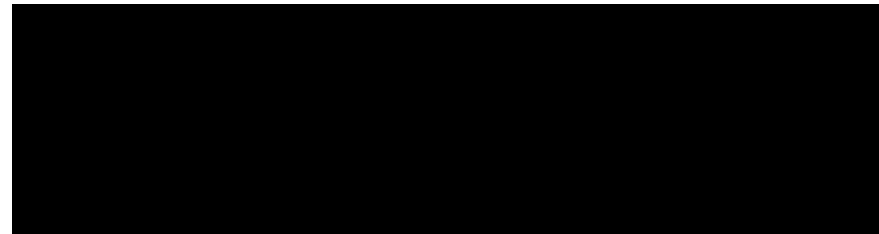
### Orange

CMYK: C4 M55 Y100 K0

Pantone: 297C

RGB: R237 G137 B29

Web: #ED891D



### Black

CMYK: C75 M68 Y67 K90

Pantone: Black 6C

RGB: R247 G140 B28

Web: #F78C1C



### Grey

CMYK: C26 M20 Y20 K0

Pantone: Cool Grey 4C

RGB: R188 G190 B192

Web: #bcbec0

# LOGO DOWNLOADS

## Accessing Logo Files

For your convenience, all versions of the VIVA Railings logo are available for download in both PDF and PNG formats.

To maintain the integrity of our brand, please use the official files for all your communication needs.

<https://vivarailings.com/media>

## CONTACT US

With any questions or permission on specific uses not covered in this document.

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