

# Branding, Logos, Templates, and Identity Guidelines

VIVO branding – consistent use of VIVO visual elements and themes related to those elements – is extremely important to the development of VIVO. Please follow the guidelines below regarding VIVO identity elements and logos

## VIVO Identity Guidelines

The gold standard for VIVO identity. The VIVO tag line has changed from that found in the guidelines. The guideline uses the tag line "Enabling National Networking of Scientists." This was deprecated in 2012 and replaced with the new tag line "Connect, Share, Discover."



## VIVO Powerpoint Templates

- [VIVO Powerpoint template](#)

## VIVO Logos

See the attachments to this page. There are three versions of the logo, each with EPS files. These have been rendered into various sizes and formats (JPG, GIF, PNG) for use on the web and print.

| File                                                             | Modified                    |
|------------------------------------------------------------------|-----------------------------|
| Microsoft Powerpoint Template VIVO_template.potx                 | Mar 28, 2015 by Mike Conlon |
| PDF File VIVO-Identity-Guidelines.pdf                            | Dec 14, 2015 by Mike Conlon |
| PNG File vivo-all-versions.png                                   | Dec 14, 2015 by Mike Conlon |
| File vivo-cymk-color-hiRed.eps                                   | Dec 14, 2015 by Mike Conlon |
| File VIVO-cymk-color-hiRes.eps                                   | Dec 14, 2015 by Mike Conlon |
| File vivo-rgb-color-hiRed.ai                                     | Dec 14, 2015 by Mike Conlon |
| GIF File VIVO-rgb-color-hiRes-1024x161.gif                       | Dec 14, 2015 by Mike Conlon |
| JPEG File VIVO-rgb-color-hiRes-1024x161.jpg                      | Dec 14, 2015 by Mike Conlon |
| GIF File VIVO-rgb-color-hiRes-1024x161.max width for page.gif    | Dec 14, 2015 by Mike Conlon |
| JPEG File VIVO-rgb-color-hiRes-1024x161.max width for page.jpg   | Dec 14, 2015 by Mike Conlon |
| PNG File VIVO-rgb-color-hiRes-1024x161.max width for page.png    | Dec 14, 2015 by Mike Conlon |
| GIF File VIVO-rgb-color-hiRes-1024x161.partner institutions.gif  | Dec 14, 2015 by Mike Conlon |
| JPEG File VIVO-rgb-color-hiRes-1024x161.partner institutions.jpg | Dec 14, 2015 by Mike Conlon |

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|-----------------------------------------------------------------|-----------------------------|
| PNG File VIVO-rgb-color-hiRes-1024x161.partner institutions.png | Dec 14, 2015 by Mike Conlon |
| PNG File VIVO-rgb-color-hiRes-1024x161.png                      | Dec 14, 2015 by Mike Conlon |
| GIF File VIVO-rgb-color-hiRes-1024x161.preview.gif              | Dec 14, 2015 by Mike Conlon |
| JPEG File VIVO-rgb-color-hiRes-1024x161.preview.jpg             | Dec 14, 2015 by Mike Conlon |
| PNG File VIVO-rgb-color-hiRes-1024x161.preview.png              | Dec 14, 2015 by Mike Conlon |
| GIF File VIVO-rgb-color-hiRes-1024x161.thumbnail.gif            | Dec 14, 2015 by Mike Conlon |
| JPEG File VIVO-rgb-color-hiRes-1024x161.thumbnail.jpg           | Dec 14, 2015 by Mike Conlon |
| PNG File VIVO-rgb-color-hiRes-1024x161.thumbnail.png            | Dec 14, 2015 by Mike Conlon |
| File VIVO-rgb-color-hiRes.eps                                   | Dec 14, 2015 by Mike Conlon |
| GIF File VIVO-rgb-color-lowRes-431x62.gif                       | Dec 14, 2015 by Mike Conlon |
| JPEG File VIVO-rgb-color-lowRes-431x62.jpg                      | Dec 14, 2015 by Mike Conlon |
| GIF File VIVO-rgb-color-lowRes-431x62.partner institutions.gif  | Dec 14, 2015 by Mike Conlon |
| JPEG File VIVO-rgb-color-lowRes-431x62.partner institutions.jpg | Dec 14, 2015 by Mike Conlon |
| PNG File VIVO-rgb-color-lowRes-431x62.partner institutions.png  | Dec 14, 2015 by Mike Conlon |
| PNG File VIVO-rgb-color-lowRes-431x62.png                       | Dec 14, 2015 by Mike Conlon |
| GIF File VIVO-rgb-color-lowRes-431x62.thumbnail.gif             | Dec 14, 2015 by Mike Conlon |
| JPEG File VIVO-rgb-color-lowRes-431x62.thumbnail.jpg            | Dec 14, 2015 by Mike Conlon |
| PNG File VIVO-rgb-color-lowRes-431x62.thumbnail.png             | Dec 14, 2015 by Mike Conlon |
| GIF File vivo-web-large-v1.gif                                  | Dec 14, 2015 by Mike Conlon |
| JPEG File vivo-web-large-v1.jpg                                 | Dec 14, 2015 by Mike Conlon |
| PNG File vivo-web-large-v1.png                                  | Dec 14, 2015 by Mike Conlon |
| GIF File vivo-web-large-v2.gif                                  | Dec 14, 2015 by Mike Conlon |
| JPEG File vivo-web-large-v2.jpg                                 | Dec 14, 2015 by Mike Conlon |
| PNG File vivo-web-large-v2.png                                  | Dec 14, 2015 by Mike Conlon |
| GIF File vivo-web-large-v3.gif                                  | Dec 14, 2015 by Mike Conlon |
| JPEG File vivo-web-large-v3.jpg                                 | Dec 14, 2015 by Mike Conlon |
| PNG File vivo-web-large-v3.png                                  | Dec 14, 2015 by Mike Conlon |
| GIF File vivo-web-small-v1.gif                                  | Dec 14, 2015 by Mike Conlon |
| JPEG File vivo-web-small-v1.jpg                                 | Dec 14, 2015 by Mike Conlon |
| PNG File vivo-web-small-v1.png                                  | Dec 14, 2015 by Mike Conlon |
| GIF File vivo-web-small-v2.gif                                  | Dec 14, 2015 by Mike Conlon |
| JPEG File vivo-web-small-v2.jpg                                 | Dec 14, 2015 by Mike Conlon |
| PNG File vivo-web-small-v2.png                                  | Dec 14, 2015 by Mike Conlon |
| GIF File vivo-web-small-v3.gif                                  | Dec 14, 2015 by Mike Conlon |

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JPEG File vivo-web-small-v3.jpg

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PNG File vivo-web-small-v3.png

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