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

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

JPEG File vivo-web-small-v3.jpg	Dec 14, 2015 by Mike Conlon
PNG File vivo-web-small-v3.png	Dec 14, 2015 by Mike Conlon

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