



## **Brand Book**

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*In partial fulfillment of the requirements for the course  
CCS12 - Graphics Design*

# About the Organization

## **Vision**

To empower reading-impaired users and foster inclusivity within the reading community for the improvement of literacy in the Philippines.

## **Mission**

To deliver an engaging literary experience to reading-impaired users by prioritizing accessible and intuitive design above all.

## Organization Logo



The logo depicts a smiling face reading a book. The rays surrounding the face symbolize the expansion of knowledge.

# Organization Logo



Combination-type  
logo



Logotype  
logo only



Wordmark logo only

## Organization Logo



Horizontal combination logo (colored)



Horizontal combination logo (B&W)



Horizontal combination logo (inverse)



Vertical  
combination  
logo

# Organization Logo – Do's and Dont's

## Spacing

There must be an 8px space between the wordmark and logotype, if using the horizontal iteration.

There must be a minimum of 15px of space between the logo and other elements around it.

## Sizing

The size of the second “v” in the wordmark is defined by the size of the smiling face, if using the vertical iteration.

The height of the wordmark and logotype must match, if using the horizontal iteration.

# Organization Logo – Do's and Dont's

## **Colorization**

The logo's colorway may not be altered, save for black and white printing or digital presentation.

When using a black and white colorway, the color of the wordmark and the face must match, while the rays must always be in the contrasting color.

## **Rotation**

The logo may not be rotated in any way.

# Organization Logo – Do's and Dont's

## **Effects**

The logo may not be distorted or warped.

Any drop shadow effects may not be added to the logo.

Any outlines or strokes may not be added to the logo.

## **Deletion**

Any element of the logo may not be removed or deleted.

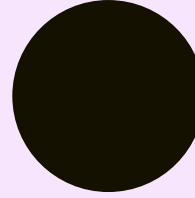
**The Vivme logos may only be used in conjunction with products produced by Vivme or with express prior approval from Vivme.**



## Organization Colors



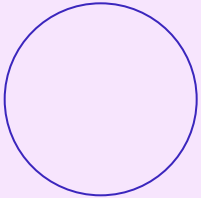
#3B26BD: Indigo  
R = 0-255; G = 0-255;  
B = 0-255



#141100: Dark Brown  
R = 0-255; G = 0-255;  
B = 0-255



#F4D97A: Banana  
Yellow  
R = 1; G = 50; B = 0



#F7E5FD: Rose Pink  
R = 255; G = 255;  
B = 255

The palette mainly consists of vibrant colors to signal positivity.

# Organization Fonts

**Venice  
Blvd**

Header: Venice Blvd Bold; 44px

**abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ  
RSTUVWXYZ0123456789**

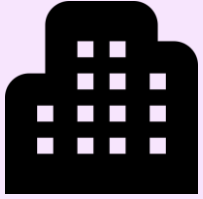
**Roc  
Grotesk**

Subheader: Roc Grotesk Bold; 20px

Text: Rock Grotesk Regular; 20px

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ  
RSTUVWXYZ0123456789

## Icons Used



Building



Phone



Email



Shop



Facebook



Web

The icons make use of a geometric, solid, and simple shape language. Rounded corners are preferred over sharp ones.

*Ulcons by Flaticon*

# Images Used



Banner image [1]



Square [2]



16:9 [3]

Photographs of people ranging from children to elders reading digitally are primarily used. 3D illustrations are also considered.

[1]Piacquadio, A. on Pexels

[2]Illustration by Icons8 from Ouch!

[3]Cameron, J. on Pexels

# **Sample Graphic Design Outputs**

# Organization Brochure



## a RALLY for LITERACY



Governor Pack Road,  
Baguio City, Philippines

### how to REACH US?

contact info

mobile number .... +6399 99999 999  
e-mail address ... vivme@gmail.com  
website ..... vivme.org  
twitter account ..... @vivme

Image sources: FlatIcon, Piacquadio, A.; Nordone, L.

## ABOUT us...

Vivme is a startup based in Baguio City that was established in 2023.

Our main goal is to provide a reader application for reading-impaired users, while making it as accessible and intuitive as possible.

We are deeply passionate about what we do and seek to leave a positive impact on the world.



## MISSION

To deliver an engaging literary experience to reading-impaired users by prioritizing accessible and intuitive design above all.



## VISION

To empower reading-impaired users and foster inclusivity within the reading community for the improvement of literacy in the Philippines.



## what we OFFER...

an accessibility-oriented reading application with...

text-to-speech word banks    dyslexia-friendly font packs    word dictation    and more!    customizeable ui

## what is an e-book?

An e-book (electronic book) is a non-editable, digital version of a/n un/published book that can be accessed on any digital device.

## which platforms is vivme reader available on?

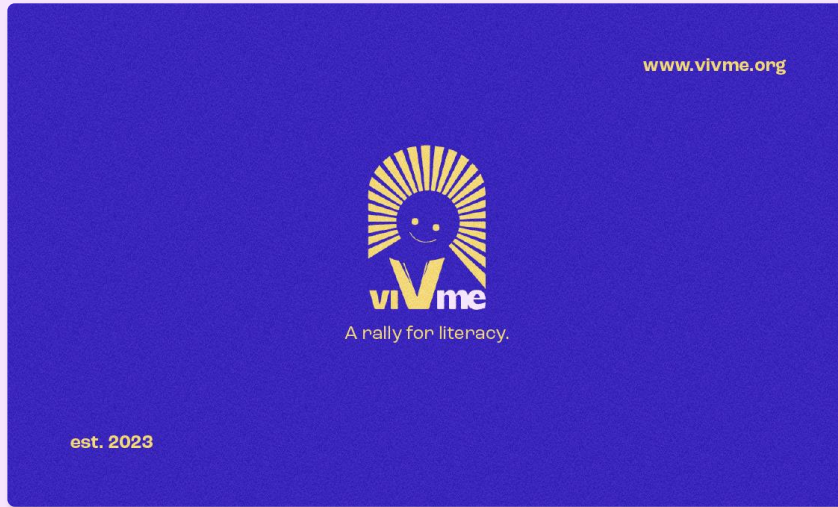
Vivme reader is available on mobile, on both Android and iOS.

## which formats can it read?

Our application can read PDF, EPUB, and MOBI files.

## frequently asked QUESTIONS

# Calling Card



# Company Banner

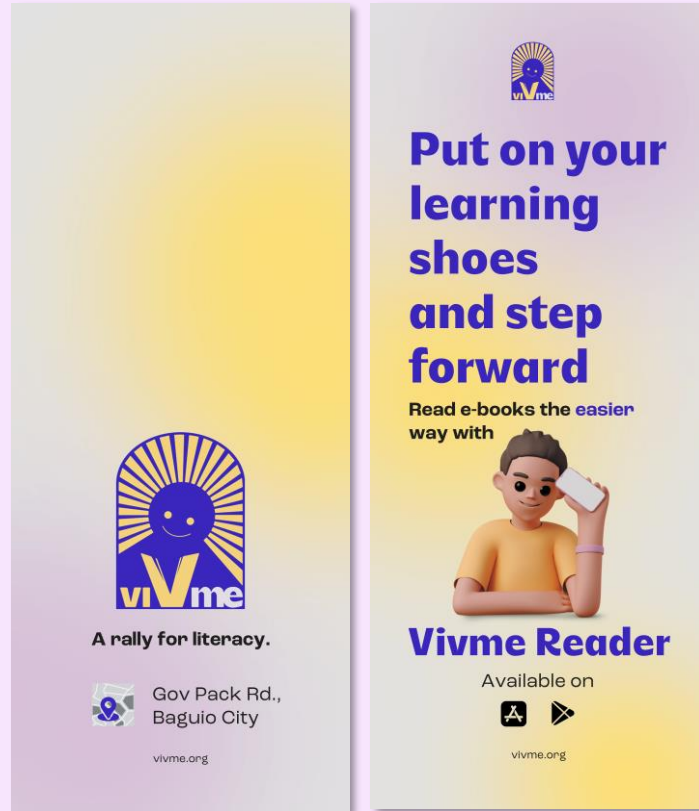


**vivme**

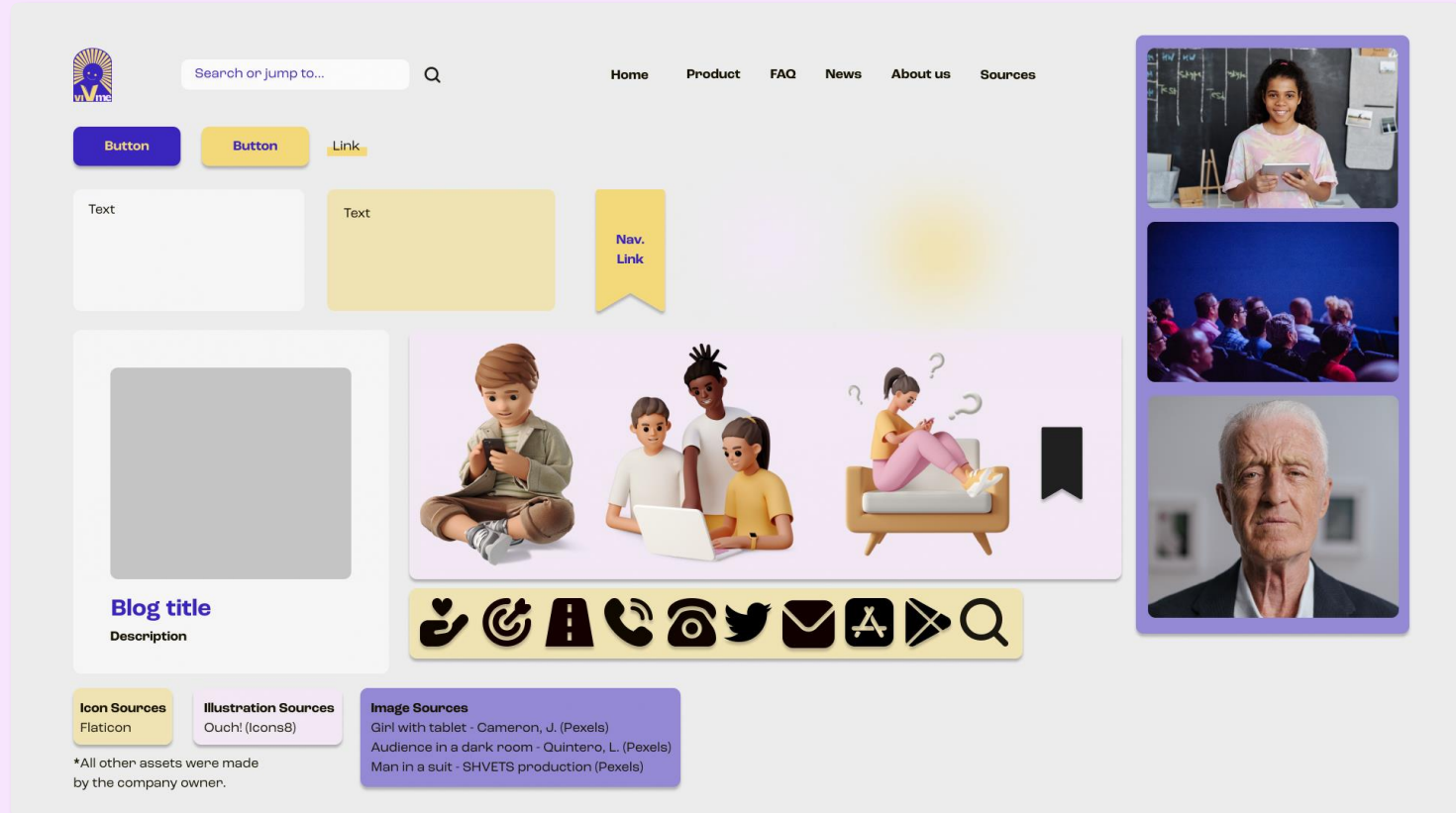
The logo for 'vivme' is displayed on a blue banner. The word 'viv' is in yellow and 'me' is in white. The banner has a decorative yellow scalloped edge on its right side.



# Tarpaulin Stand



# Website Assets

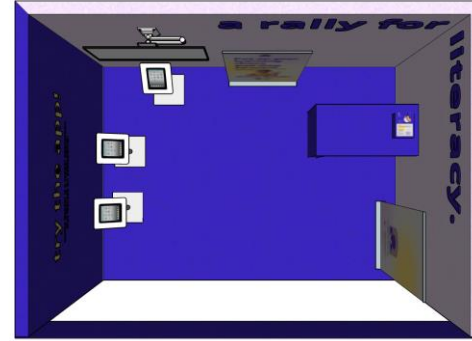


# Organization Website



**[vivme.org](https://vivme.org)**

# Booth Mockup Photos



© All Assets  
Mockup by: Kurniyan Dharma on SketchUp 3D Warehouse  
Table Floor Stand - Vifah on 3D on SketchUp 3D Warehouse



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Mockup by: Kurniyan Dharma on SketchUp 3D Warehouse  
Table Floor Stand - Vifah on 3D on SketchUp 3D Warehouse



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