THE EVOLUTION OF vivo

Basic specifications

THE EVOLUTION OF vivo

Basics

About the logo

The vivo logo is made up of the word "vivo" and a blue block as the background. In this manual, these elements are collectively referred to as 「vivo」.

「vivo」is the most important visual identity of vivo and the company's key asset, as it goes beyond simply being a symbol and embodies vivo's core values—trendiness and technology.

The logo shall not be changed, and the proportions between dierent parts of the logo shall be exactly the same as shown in the right part of this page.

Please use files in the vivo material library.

vivo

Standard logo

vivo

Logotype

vivo

Standard specifications for the logo

「vivo」 is balanced as a whole. When using it, do not change its shape, structure, or the proportions between its parts. Using the logo in a consistent manner helps achieve a consistent brand image and makes the brand more identifiable.

Please use files in the vivo material library.

Structure of the logo

2.8X

3.8Y

X   Y

Standard logo

2.8X

X

Logotype

3.8Y

Y

Clear space and minimum usable size

Clear space
The minimum amount of space that must be reserved around the logo to ensure clear and effective brand communication is known as the clear space. In the clear space, there shall be no text, symbols, or any other elements. To the left and right of the logo, there shall be a space at least as wide as the letter o in the vivo logo. Above and below the logo, there shall be a space at least as high as the letter o is wide in the vivo logo.
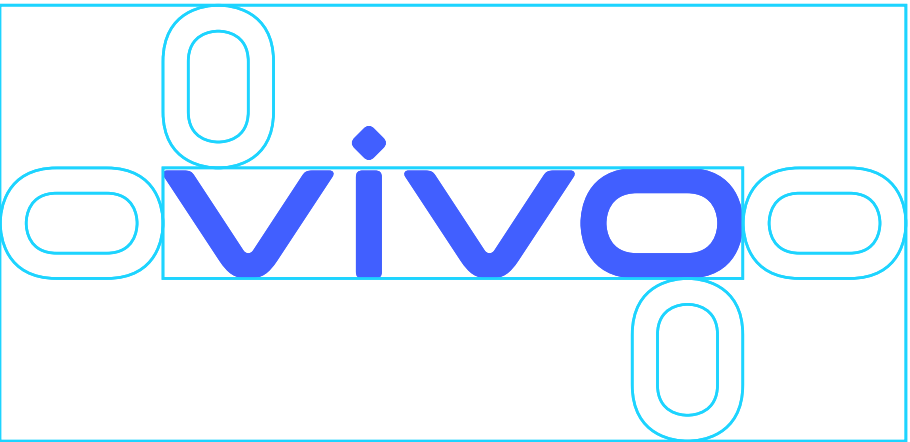
Minimum usable size
The minimum sizes of the standard logo and the logotype are show in the lower right part of this page. Do not go below the minimum sizes, because doing that results in poor identifiability and readability.

Clear space

Clear space for the standard logo

Clear space for the logotype

Minimum usable size

Minimum sizes for the standard logo

Recommended minimum size for printing and display

14x5mm   70x25px

Minimum sizes for the logotype

Recommended minimum size for printing and display

7.6x2mm   38x10px

Logo-slogan combination (for overseas use only)

The logo-slogan combination is used only for media advertising in overseas markets.

The logo-slogan combination shall not be changed. The proportions between its parts shall be exactly the same as shown in the right part of this page.

Please use files in the vivo material library.

Standard logo:

CAMERA&MUSIC

VIVO
CAMERA & MUSIC

SMARTPHONE

VIVO
SMARTPHONE

Specifications of the standard logo:

2.8X

X

VIVO
CAMERA & MUSIC

0.53X Center alignment

2.8X

X

VIVO
SMARTPHONE

0.53X Center alignment

Clear space

Clear space for the standard logo

VIVO
CAMERA & MUSIC

VIVO
SMARTPHONE

Minimum usable size

Recommended minimum size for printing and display

vivo
CAMERA & MUSIC
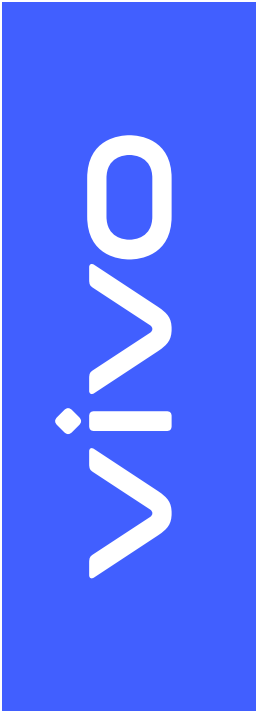
28x10mm
84x30px

vivo
SMARTPHONE

28x10mm
84x30px

Using the vertical logo (special scenarios)

The vertical logo is for special scenarios, and its use is subject to approval by the brand manager.

The vertical logo shall not be changed. The proportions between its parts shall be exactly the same as shown in the right part of this page.

Vertical logo

(For a white background, the preferred choice is to use the vertical logo with a blue background to itself.)
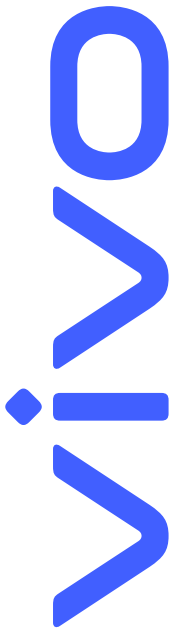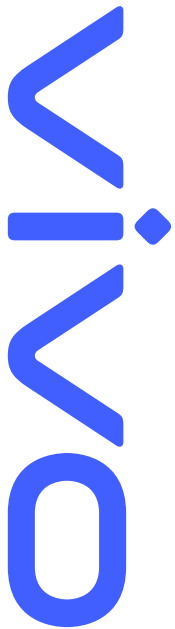
Vertical logo

(alternative)

Vertical logotype
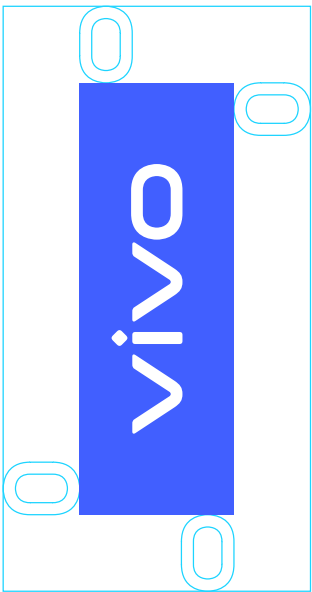
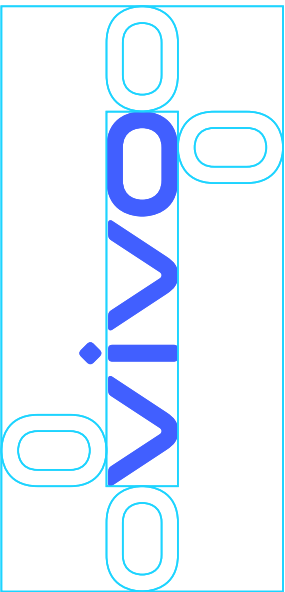(alternative)

Vertical logotype

(alternative)

Clear space

Clear space for the vertical logo

Clear space for the vertical logotype

Minimum usable size

Recommended minimum size for printing and display

14x5mm
70x25px

7.6x2mm
38x10px

Using the industrial logo (special scenarios)

The industrial logo is only to be used on the back of the vivo phone. Its details are more suitable for the manufacture of industrially designed products

The industrial logo is used on the phone and industrially designed logos. Using the industrial logo in these special scenarios is subject to approval by the brand manager.
The industrial logo shall not be changed. The proportions shown in the right part of this page shall be strictly adhered to.

Please use files in the vivo material library.

Industrial logo

vivo

Proportions

3.8X

X

vivo

Main corporate colors

In using spot color data, CMYK data, and RGB data, the standard color specifications shall be followed to present the whole logo.
Under no circumstances shall the corporate colors be changed.
The best choice for printing the logo is to use spot colors, which provide the most accurate color effects.

If spot color printing is not possible, CMYK printing is acceptable. Color accuracy may be affected by multiple factors, including the printing process, paper choice, the mesh, and varnishing.
· If the logo is printed on plain matte art paper, a 150 lpi mesh shall be used.
· If the logo is printed on glossy art paper, a 175 lpi or denser mesh shall be used , which is a common practice.
· If the logo is printed in a newspaper or silkscreen printing is adopted, an 85 lpi mesh shall be used.
If the logo is shown on a computer screen, RGB can be used for replicating the logo.

For the standard PANTONE® palette, see the latest version of the PANTONE® Color Formula Guide.
The colors shown by this page and this document shall not be regarded as standard PANTONE® colors.
PANTONE® is a registered trademark of Pantone, Inc.
Please use the standard PANTONE® palette, and do not use the colors shown here for color adjustment.

Standard logo

Logotype

Special-use logo

Inversely colored logo

For gold stamping, silver stamping, and 3D text, the logotype shall be used.

Colors for the standard logo

vivo_Blue

Online
R 65 G 95 B 255
HTML 415FFF

Print
Pantone 2386 C
C 82 M 66 Y 0 K 0

Online R 85 G 110 B 255 **Print** Pantone 2386 C _ 90% C 75 M 55 Y 0 K 0	**Online** R 0 G 0 B 0 **Print** Pantone Black 3c C 0 M 0 Y 0 K 100	**Online** R 80 G 80 B 90 **Print** Pantone cool Gray 10C C 0 M 0 Y 0 K 80
Online R 100 G 125 B 255 **Print** Pantone 2386 C _ 80% C 65 M 45 Y 0 K 0	**Online** R 255 G 255 B 255	**Online** R 110 G 110 B 120 **Print** Pantone cool Gray 10C _ 80% C 0 M 0 Y 0 K 60
Online R 180 G 190 B 255 **Print** Pantone 2386 C _ 40% C 45 M 25 Y 0 K 0	**Online** R 237 G 237 B 237 **Print** Pantone cool Gray 10C _ 10% C 0 M 0 Y 0 K 10	**Online** R 180 G 180 B 180 **Print** Pantone cool Gray 10C _ 40% C 0 M 0 Y 0 K 30

Main colors and major auxiliary colors for the brand

vivo_blue is the main color for the brand. It shall be used with auxiliary colors to suit various scenarios.

vivo_Young shall be used for scenarios featuring youth.

vivo_Trendy shall be used for scenarios featuring fashion.

vivo_Tech shall be used for scenarios featuring technology.

vivo_Deep shall be used for expressing deep concepts or as a deep color to be used together with other colors in various scenarios.

Using auxiliary colors together with main colors flexibly can effectively enhance the brand's adaptability.

Main colors and primary auxiliary colors for the logo

vivo_Blue

Online
R 65 G 95 B 255
HTML 415FFF

Print
Pantone 2386 C
C 82 M 66 Y 0 K 0

Online vivo_Young
R 0 G 200 B 255
Print
Pantone 311 C

Online vivo_Trendy
R 120 G 0 B 250
Print
Pantone 266 C

Online vivo_Tech
R 30 G 0 B230
Print
Pantone 2728 C

Online vivo_Deep
R 0 G 20 B 70
Print
Pantone 2748 C

Color ratio for the whole logo

Blue_Young

Blue_Trendy

White

vivo_Color

Black

Blue_Tech

Blue_Deep

RGB Color matching

When the main colors for the logo do not meet the needs in a multimedia scenario, resort to RGB color matching.

Since multimedia presentation requires richer colors, colors between the auxiliary colors and the main colors can be selected to suit the actual display conditions.

The use of auxiliary colors shall not exceed the use of main colors, except when special printers are used.(when some phone models need special color effects.)

Note: Only for RGB environments.
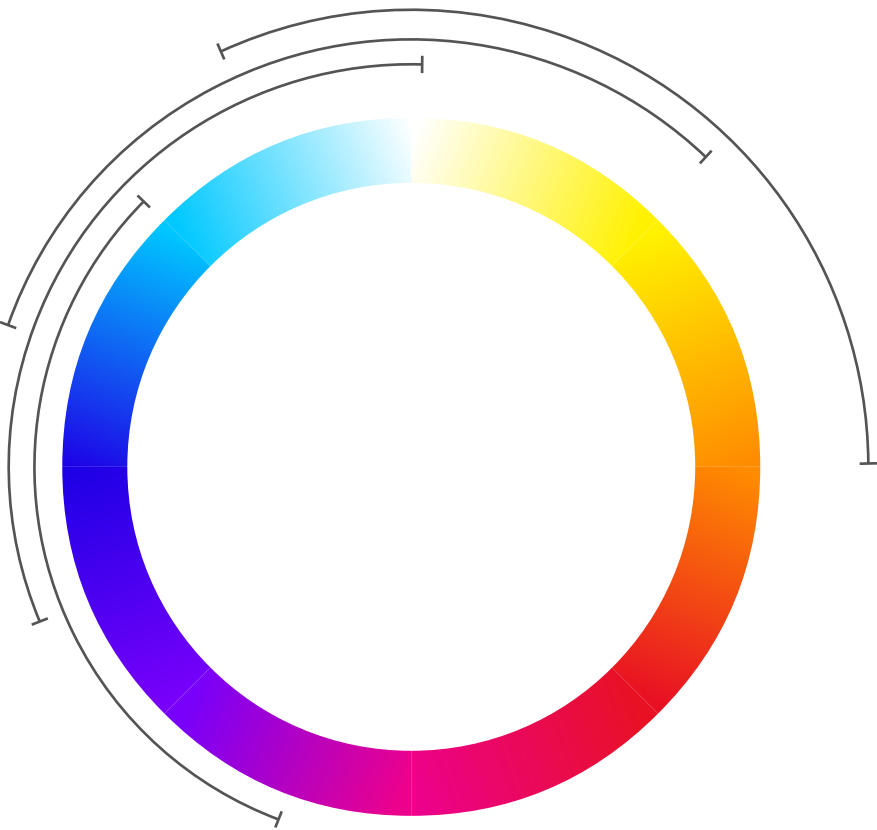
Base colors for the standard logo

| R 120 G 0 B 250 | R 30 G 0 B 230 | R 65 G 95 B 255 | R 0 G 0 B 255 |

Complementary colors for the standard logo

| R 255 G 240 B 0 | R 255 G 140 B 0 | R 230 G 20 B 35 | R 235 G 0 B 140 |

Idea for color matching

Color board 1

Main Color

Color board 2

Main Color

Color board 3

Main Color

Color board 4

Main Color

vivo_CMYK printing

CMYK is a color model used in color printing. It adopts the three primary colors of pigment plus the color of black ink. Altogether, there are four colors mixed.

Since a CMYK color is the final result of mixing different colors, it is subject to influence from material texture, the printing machine's properties, the ink brand, and weather.

So CMYK colors are variable, and necessary adjustments may be made to get as close to the desired result as possible.

Note: do not use screen colors for hue assessment.
Please refer to the vivo_CMYK file in the material library.

PANTONE®
2386C

For the standard PANTONE® palettes, see the latest version of PANTONE® Formula Guide.
Colors shown on this page or elsewhere in this document shall not be regarded as standard PANTONE® colors.
PANTONE® is a registered trademark of Pantone, Inc.
Please use the standard PANTONE® palettes, rather than colors shown in this image, for color matching.

Main colors for the brand logo

vivo

vivo

vivo Blue_CMYK
C 82 M66

CMYK produces different results on different materials. In practice, please refer to Pantone color cards.

vivo Black_CMYK
K100

beta 1.0

CMYK values on different materials

Note: Do not use screen colors for color assessment.

In CMYK environments, C82M66 is the value vivo uses for general-purpose printing.Color accuracy may be affected by multiple factors, including the printing process, paper choice, the mesh, and varnishing.

· If the logo is printed on plain matte art paper, a 150 lpi mesh shall be used.

· If the logo is printed on glossy art paper, a 175 lpi or denser mesh shall be used, which is a common practice.

· If the logo is printed in a newspaper or silkscreen printing is adopted, an 85 lpi mesh shall be used.

CMYK produces different results on different materials. Please refer to Pantone color cards to ensure the right colors for the brand.

**PANTONE®
2386C**

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C 82 M 66

Used for advert light boxes

Common light box fabrics |
high-resolution light box films

3P light box fabrics |
outdoor light box fabrics etc.

色 彩 模 式

CMYK: US Newsprint (SNAP 2007)

C 85 M 58

Used for printing on paper

Express printing on art paper |
outdoor inkjet

indoor inkjet |
X banner stands

Used for printers that deviate towards the red color

色 彩 模 式

CMYK: Euroscale Coated v2

C 75 M 60

Used for printing on paper

Express printing on art paper |
outdoor inkjet

indoor inkjet |
X banner stands

Used for printers that deviate toward the blue color

色 彩 模 式

CMYK: US Newsprint (SNAP 2007)

Background control
for the logo

Inapplicability of the logo background
There can be scenarios where the logo background is not applicable. See the right part of this page for some such scenarios that are typical. Please try your best to avoid such scenarios.

Background control

Logotype
+
clean pure-color background

Standard logo
+
clean pure-color background

Logotype
+
clean pure-color background

Logotype
+
clean image background

Don'ts

Do not superimpose different parts directly. Do not use colors or images that pose a sharp contrast.

Do not put the logotype in between stripes or complex lines.

Do not change the colors of the logo to suit the background.

Do not put the logotype in a complex image.

Examples showing how to use the background correctly

THANK YOU

vivo