



vivun.

The brand.

Table Of Contents:

- Elevator Pitch 3
- Vivun Narrative 4
- Our Category 5
- Platform & Product 6
- Brand Persona & Personality 7
 - Voice and Tone
 - What our voice sounds like

Style Elements

- Logo
 - Our primary logo 9
 - The social mark 10
 - The product logos 11
- Fonts 12
 - Display or header fonts
 - Body copy fonts
 - Web button fonts
- Colors 13
 - Primary palette
 - Secondary palette
 - Website only palette

- Gradients 14
- Waves 15
- Lines 16
- Icons 17

LOGO + COLORS .ZIP

Vivun Elevator Pitch:

Vivun powers incredible B2B buyer experiences with data, automation, and AI. With a high-performance team, intel that drives product fit, a voice in the forecast, and enablement for hands-on buying, PreSales can accelerate growth and be the trusted advisor in deals even when they're not in the room.

Vivun Narrative

We look at our Vivun narrative via four components: core capabilities, our unique value, the “why you should care,” and our aspirational, shared brand purpose. All of our external messaging flows from one or more of these pillars.



Our Category

We believe that Vivun is the first mover in an emerging category. BX software companies provide solutions and services that help B2B companies deliver hand-on experiences led by solution experts with transparency and trust. They do it through

Category Name: Buyer Experience (BX) Software

Category Problem: The way that B2B Enterprise products are bought and sold is changing dramatically, with the buyer now leading the process through experience driven trial and evaluation. PreSales teams must efficiently and effectively ensure successful buying experiences at scale in order for solution providers to ensure that they maximize revenues and continuously improve and extend product fit to grow market share.

PreSales team and workstream management, automation, and data science—including artificial intelligence and machine learning. Their customers report results like faster sales cycles, higher win rates, and improved product-buyer fit.

Category Definition: Buyer Experience (BX) software helps companies manage, analyze, and optimize the entire buying journey from solution evaluation through ongoing expansion. It does this by aligning sales and R&D teams, providing repeatable workflows for solution experts, bringing buyers and suppliers together, delivering on-demand access to products, and providing transparency into realized value. BX software is focused on revenue-oriented objectives like increased conversion rates and shorter buying cycles as opposed to customer satisfaction levels.

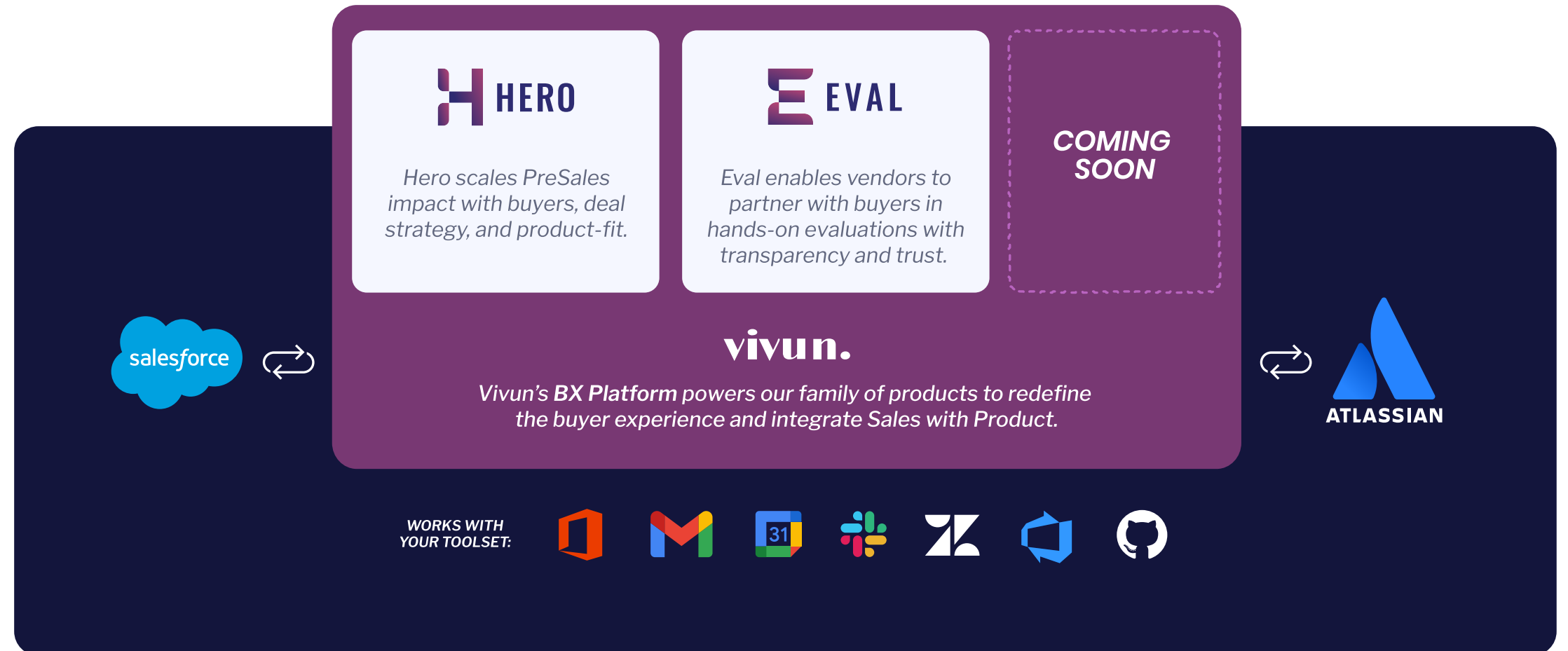
Platform & Solutions

Vivun is the master brand of a family of individual products.

Vivun's **Enterprise Buyer Experience (BX) Platform** powers our family of products to redefine the buyer experience and integrate Sales with Product.

As the first BX platform, Vivun is laying the foundation for the new breed of tools required to meet the demands of today's

increasingly "sales-proof" buyer. Our BX platform powers the products that arm GTM organizations to transform the Buyer Experience, starting with the solution experts in the field, PreSales. Vivun integrates frictionlessly with core systems such as Salesforce, Product Lifecycle Management (PLM) tools such as Atlassian, and collaboration solutions from companies like Google.



Brand Persona

We're the best PreSales person you've ever met

- Smart
- Experienced
- Collaborative
- Knowledgeable

We are not:

- Overbearing
- Overly complicated

Brand Personality

We want to help and guide, and make sense of your world. Our goal is to raise others up—to help them realize their own ambitions of PreSales excellence. We're excited to help them do this.

Voice and Tone

The key to sounding like Vivun is to communicate intelligently and confidently, but in an accessible way designed to help the user solve their problem or achieve their aims. We're a PreSales person, guiding the user to a solution or a conclusion.

We avoid being overly corporate, but also too jokey or facile.

What our voice sounds like:

- Confident
- Conversational
- Knowledgeable
- Resourceful
- Creative
- Intelligent
- Helpful
- Concise
- Optimistic
- Inspiring



Style Elements

The visual elements of the Vivun brand.

[DOWNLOAD .ZIP FILE](#)

Logo Mark

Our logo is an integral part of the Vivun brand and should be used thoughtfully and consistently.

Most often the logo will appear in the Vivun pink. However, that is not always an option. The logo may also be displayed in Vivun deep purple, black or white on certain backgrounds.

Our primary logo:



C04575
R: 192
G: 69
B: 117

Our secondary logo:



13153C
R: 19
G: 21
B: 60

Our black logo:



Our logo on color or image:



Safe space:

When placing the Vivun logo it is imperative that it is given the space it needs stand out and be recognizable. In order to do this we ask that in all instances the logo have a space equal to the height of the 'n' around it, from the x height (height of the lower case letters), at all times.



Social Mark

The V. is used for our social mark and wherever the full logo does not fit or make sense.

Our primary social mark:



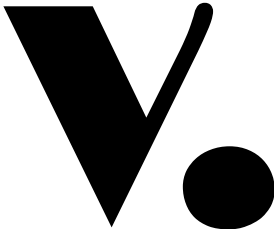
C04575
R: 192
G: 69
B: 117

Our secondary social mark:



13153C
R: 19
G: 21
B: 60

Our black social mark:



Our social mark on color or image:



Product Logos

Notes on copy, capitalization and trademarks

We capitalize the first “s” in PreSales (aka Camel case / Pascal case).

We generally refer to the profession as PreSales, although we acknowledge the widely known term “Sales Engineering,” as well as a lesser known subset of titles such as Solutions Engineering, Solutions Consultant, Field Engineering, Solutions Architect, and Field CTO.

We trademark Vivun PSIOps™.

We register trademark Hero by Vivun® and Eval by Vivun®, as well as our features Deal Revival® and Hero Score®.

In text, **Hero** is always initial cap, and the full name is **Hero by Vivun®**



In text, **Eval** is always initial cap, and the full name is **Eval by Vivun®**



Fonts

Our typography plays an important role in ensuring a lasting impression of our brand. Our fonts are an extension of our voice and tone. We have chosen round and friendly typography for a reason.

Our primary fonts, POPPINS and LIBRA FRANKLIN are Google fonts and are available in all Google docs and on the Web.

OSWALD is a “special use case” font and should be used sparingly. Mostly for call to action buttons or short bold subheads. It is also used in Vivun Products.

Our display or headline fonts:

Poppins Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9**

Poppins Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Our body font:

Libre Franklin Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Libre Franklin Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Web button font:

OSWALD LIGHT

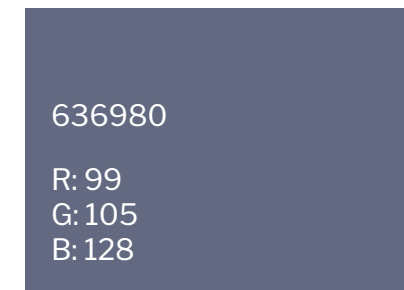
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Colors

Vivun uses colors purposefully to create a seamless brand. Colors are an important aspect of the Vivun brand. Using colors appropriately is one of the easiest ways to make sure our materials are cohesive.

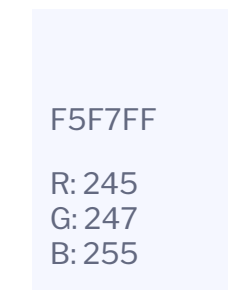
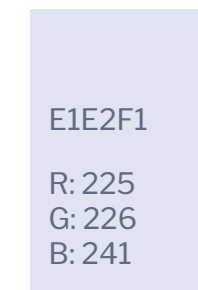
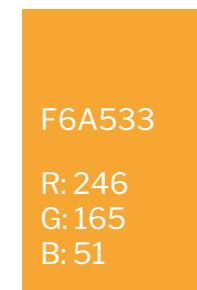
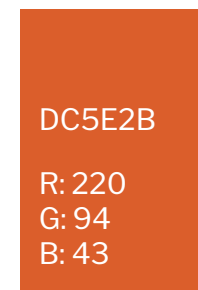
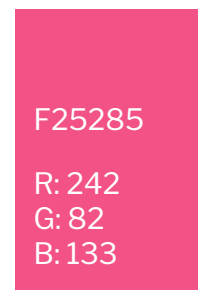
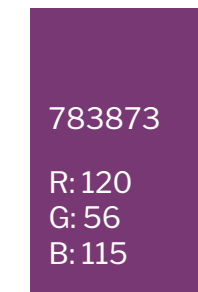
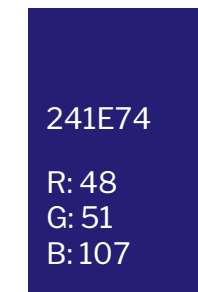
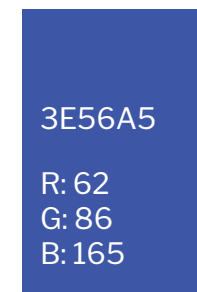
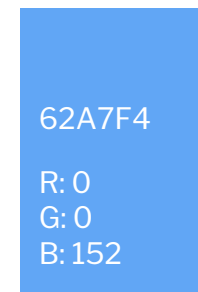
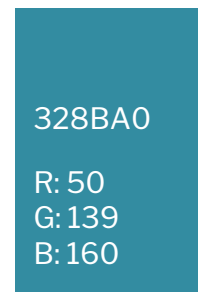
Beyond the primary Vivun palette there is an extensive secondary palette to increase the depth of our brand.

Our primary palette:



Typography Color (Web)

Our secondary palette:



Gradients

Our gradient are some of the most important pieces in the Vivun brand. They are the way we show movement and progression in a visual way.

The gradation is a ‘mesh’ gradation and can be moved around for subtle or bold blending of our colors

Sample of a simple gradient:



Samples of a warp mesh gradient:



Waves

Another key visual element is the Vivun wave. The wave is used in multiple ways. It can be used as the main graphic element with a gradient fill. It can be used as a visual divider on a page of content. The wave can also function as a footer element.

It is preferred that, when possible, the wave end on an upwards angle or neutral angle.

Cover style wave with gradient:



Footer or divider wave:



13153C
R: 19
G: 21
B: 60

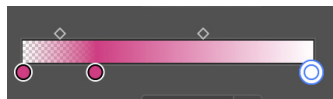


F5F7FF
R: 245
G: 247
B: 255

Lines

In addition to the Vivun wave is a group of lines. This visual element helps lead the eye from left to right while adding more movement to the Vivun brand.

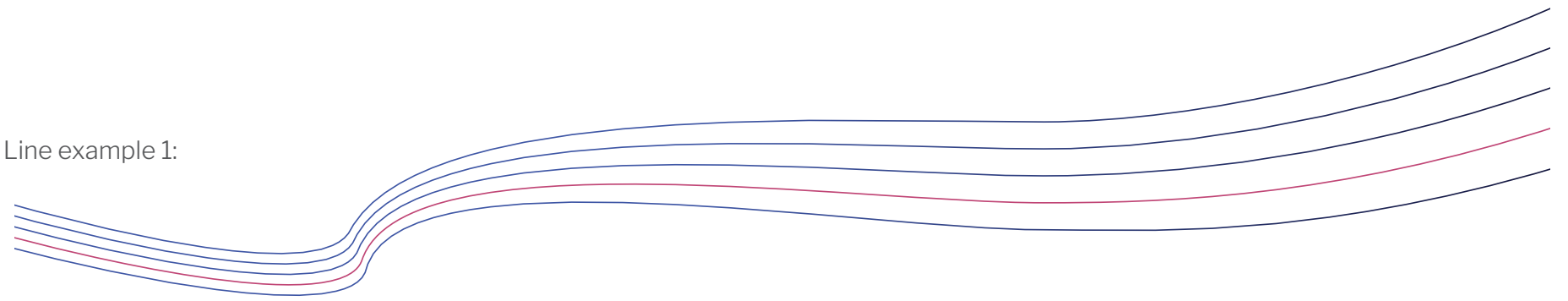
The Vivun lines are a grouping of five lines. These lines start either off the visual area or page, or diverge off of the wave design as shown. One of the lines can be different color than rest, typically in the Vivun pink, dark. The other four should fall into the background and can be gradated.



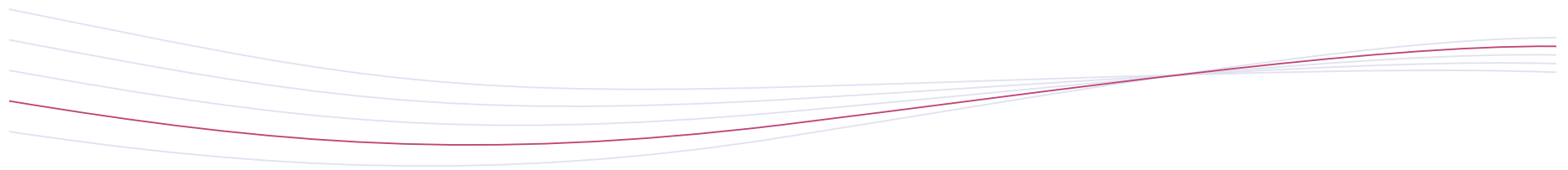
The lines can have a gradation and blend to 0% to better work with the curve it supports.

This graphic element can be used in addition to the wave. When with the wave, it is recommended when at all possible, to end the lines on an upward or neutral angle.

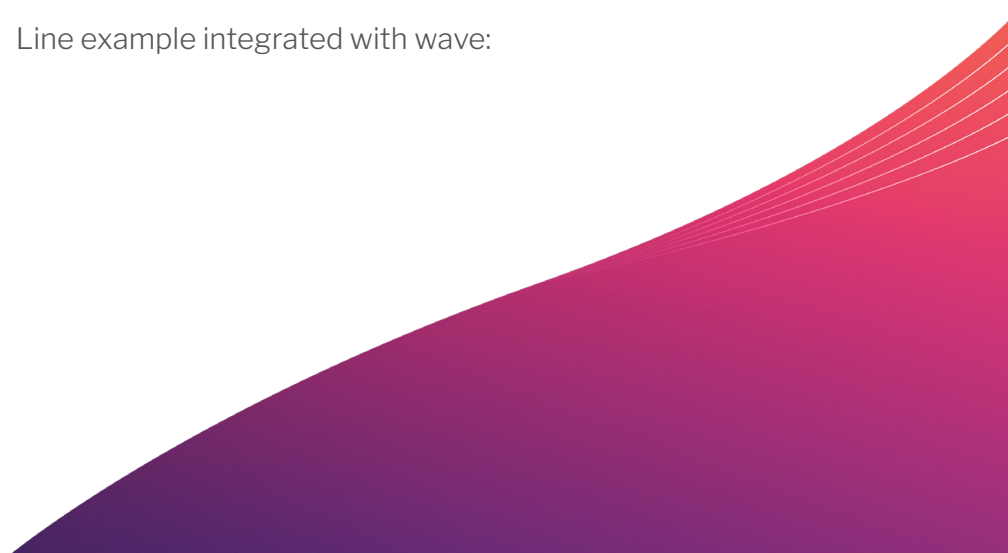
Line example 1:



Line example 2:



Line example integrated with wave:



Icons

Vivun often communicates with visual elements. After all, a picture is worth a thousand words. We use icons where possible and those icons have a simple straight-forward style that works small and compliment our brand.

Free icons can be found at nounproject.com



vivun.

vivun.com