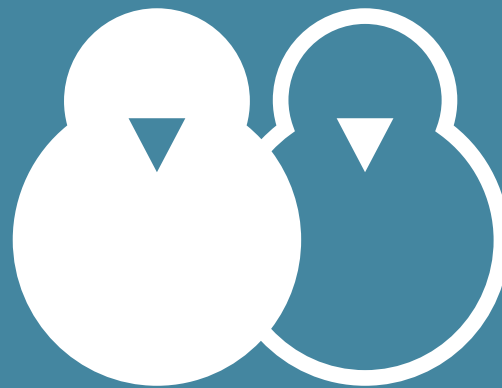




Viability Brand Guideline

V1 06.14.17

VIABILITY

BETTER TOGETHER

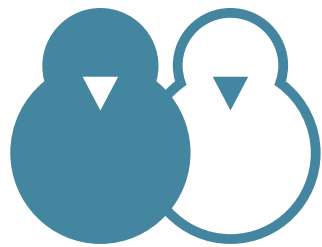
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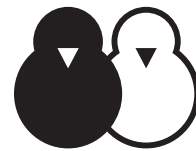
8 Business Cards



VIABILITY

BETTER TOGETHER

Black and White Use



VIABILITY

BETTER TOGETHER

On Photography



VIABILITY

BETTER TOGETHER

On Black



VIABILITY

BETTER TOGETHER



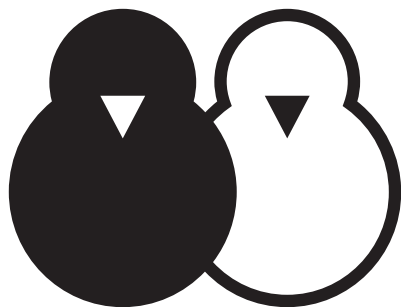
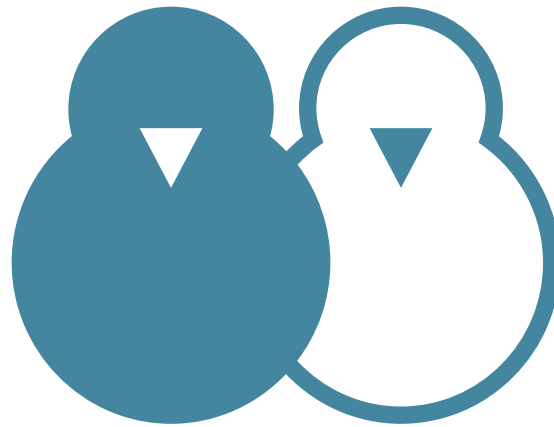
Black and White Use



On Photography



On Black



Black and White Use



On Photography

VIABILITY

BETTER TOGETHER



VIABILITY

BETTER TOGETHER

LOREM IPSUM DOLOR SIT AMET

EXCEPTEUR SINT OCCAECAT
CUPIDATAT NON PROIDENT

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem *sequi nesciunt*. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. *Ut enim ad minima veniam*, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

"Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur."

HEADLINES

Gotham Bold, all caps, tracked out to +50

SUBHEADS

Gotham Light, all caps, tracked out to +100

Titles

Rubik Bold, set at 33% leading

Copy

Rubik Regular, set at 33% leading

Quotes

Rubik Light Italic, set at 33% leading

BETTER TOGETHER

HOW VIABILITY HELPED SAM

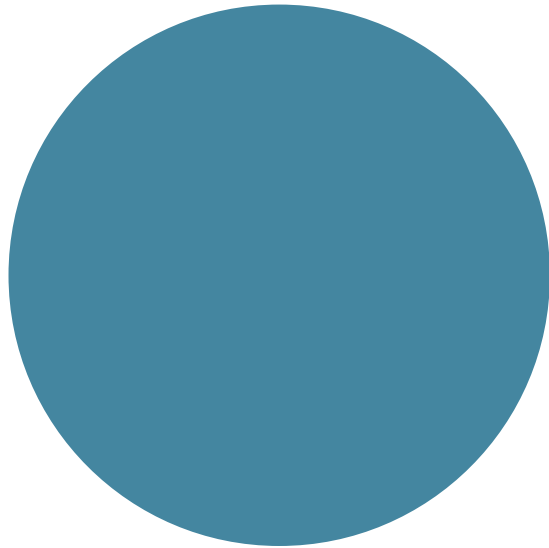
Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem *sequi nesciunt*. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas.



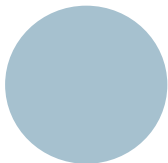
"Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur."

- Samuel



PRIMARY

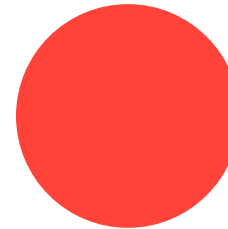
Pantone · 7697C
RGB · 78 135 160
HEX · 4E87A0
CMYK · 76 34 21 0



50% TINT

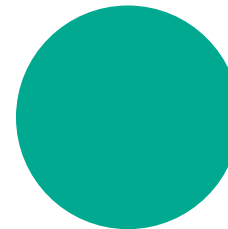


10% TINT

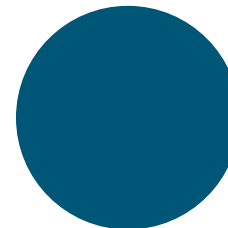


SECONDARIES

Pantone · Warm Red C
RGB · 249 66 58
HEX · F9423A
CMYK · 0 83 80 0



Pantone · 3268C
RGB · 0 171 142
HEX · 00AB8E
CMYK · 86 0 53 0



Pantone · 7701C
RGB · 0 87 118
HEX · 005776
CMYK · 89 14 0 56



NAME • Gotham Bold • All caps • 11pt type • 15pt leading

TITLE • Gotham Light • All Caps • 9pt type • 12pt leading

DEPARTMENT • Gotham Light • 9pt type • 12pt leading

Email • Rubik Light Italic • 9pt type • 12pt leading

Phone • Rubik Light Italic • 9pt type • 12pt leading • (XXX) XXX-XXXX

Fax or Cell • Rubik Light Italic • 9pt type • 12pt leading • (XXX) XXX-XXXX

Logo does not change

Address Block • Rubik Regular • 8pt type • 11pt leading



Back does not change