



vitalSpark
play god.

the VitalSpark visual identity.

VitalSpark is about life. It is a company. It is a product. But most of all, it is an idea. VitalSpark allows people to create their dreams. It gives them the chance to play god.

The visual identity is an important part of communicating the idea of VitalSpark.

It provides visual clues that tell customers what VitalSpark is about and why they should care. It distills the essence of the company. It offers a consistent, professional face that is memorable and easy to distinguish. It helps to build brand equity. Most of all, the visual identity reminds customers that VitalSpark is about life.

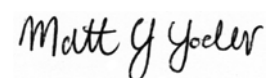
But the visual identity does not work on its own. It requires the effort of graphic designers like you in order to be effective.

The visual identity is only effective when it is applied consistently.

This is the secret of any branding program: the more customers see the visual identity used correctly, the more they begin to identify it with VitalSpark. Soon the colors, logos, and typefaces described in this manual become more than just eye candy. They take on meaning. They start to mean *VitalSpark*. They start to mean *life*.

Thank you for your part in making the visual identity a success. Your hard work, attention to detail, and creativity are crucial in giving life to VitalSpark.

Sincerely,

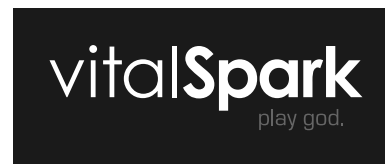


Matt J. Yoder

CEO, VitalSpark, Inc.

the logo.

VitalSpark is represented by its logo. The VitalSpark visual identity includes two logos: a corporate logo and a logo for the LifeToy product line.



Combination marks and wordmarks. The combination mark should be used for most applications. Wordmarks should be reserved for communication with established customers. In all applications, sufficient white space must surround the logo. The space should be equal to the width of the "v" in VitalSpark or the "y" in LifeToy. Except for special applications, no other color combinations may be used.



the colors.

VitalSpark is defined by its colors. When customers think of VitalSpark, they think of life. When they think of life, they think of green, the color of life.



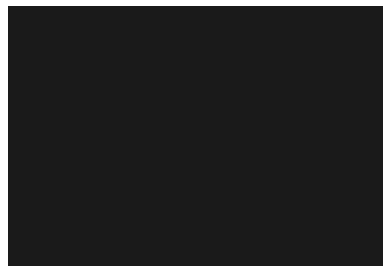
PANTONE 375
C41 M0 Y78 K0
R160 G205 B103
#A0CE67



PANTONE 372 (78%)
C11 M0 Y31 K0
R230 G240 B191
#E6F0BF



PANTONE 372 (37%)
C5 M0 Y15 K0
R241 G247 B221
#F1F7DD



PANTONE PROCESS BLACK (90%)
C0 M0 Y0 K90
R65 G65 B66
#414142



PANTONE PROCESS BLACK (60%)
C0 M0 Y0 K60
R128 G130 B133
#808285

the typefaces.

VitalSpark is described in type. The typefaces used in materials from VitalSpark set the tone for the communication and help customers to recognize the VitalSpark brand.

Century Gothic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Century Gothic Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Eurostyle

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

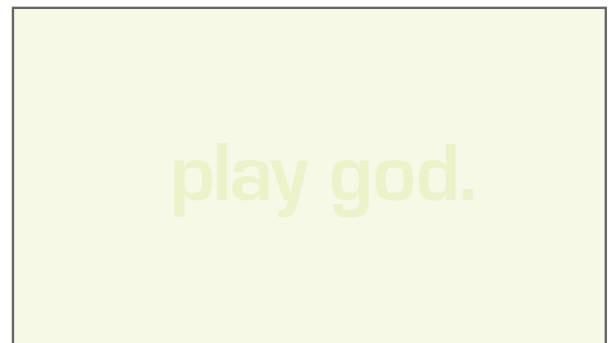
Eurostyle Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ



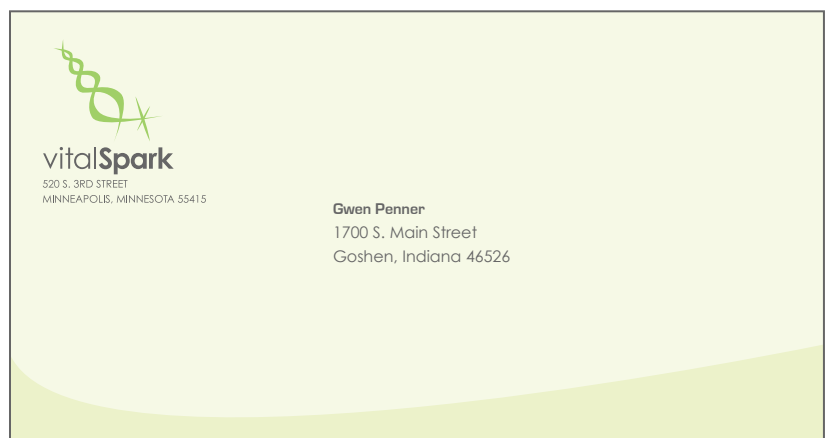
the stationary.

VitalSpark communicates with its customers. The VitalSpark stationary is critical in communicating a professional and consistent message to customers.



Business card and envelope.

Business cards should include the employee's name, title, and e-mail address in the configuration shown. The back of the card should be printed with the corporate slogan. Envelopes should use the monarch size. They should be set in Century Gothic except for the recipient's name, which should be set in Eurostyle Bold.



December 11, 2008

Gwen Penner
1700 S. Main St.
Goshen, Indiana 46526

Dear Ms. Penner,

If used, the introductory paragraph should be set in 11 point Century Gothic with 18 points of leading. This paragraph serves to give the customer a quick overview of the contents of the letter. It should never exceed five lines in length.

Type and columns.

The body of the letter should be set in 9 point Century Gothic with 13 points of leading. Headlines should be set in 9 point Century Gothic Bold. The layout should follow a two-column grid. Each column should be 2 5/8 inches in width with a 1/4 inch gutter.

Page layout.

The letter should be printed on monarch size paper. It should have a top margin of 1 inch, a left margin of 1 1/4 inches, a right margin of 1/2 inch, and a bottom margin of at least 3 1/2 inches.

Letter content.

Letters from VitalSpark should be direct and to the point. They should not use flowery language or tired expressions. Instead, they should tell customers what they need to know without wasting their time.

VitalSpark is about life. It is a company. It is a product. But most of all, it is an idea. VitalSpark allows people to create their dreams. It gives them the chance to play god. As a result, letters from VitalSpark should capture this essence of life.

Sincerely,

Matt J. Yoder

Matt J. Yoder
CEO, VitalSpark, Inc.

Letterhead.

Letterhead should conform to the monarch size. The text of the letter should be set according to the instructions in the sample letter.

Monarch letter.

7 1/4 inches wide
10 1/2 inches high

Monarch envelope.

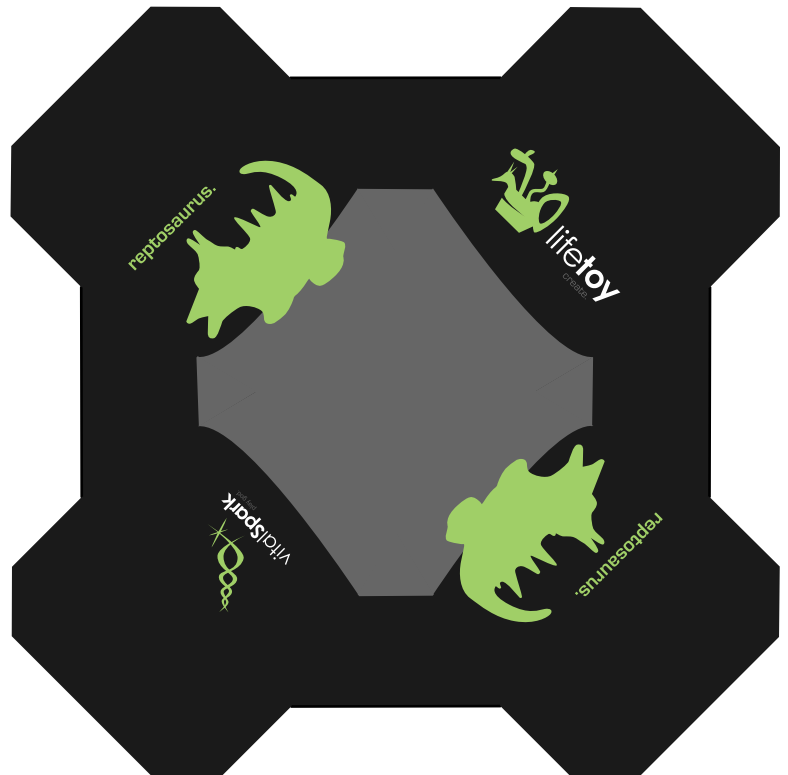
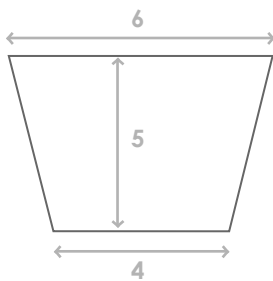
7 1/2 inches wide
3 7/8 inches high

the package.

VitalSpark sells life in a package. The package is the first thing the customer sees. It sets the tone for the interaction and prepares the customer to experience life.



LifeToy product package.
The LifeToy package mirrors the shape of Chinese takeout boxes. The proportions of the sides should conform to the diagram below.



the ads.

VitalSpark gains exposure through advertising. Magazine and billboard ads build awareness of the brand and get customers interested in the products.



Magazine and billboard advertisements.

VitalSpark advertisements should be simple and direct. Headlines should be terse, clever, and descriptive. They should be set in lowercase Euro-style and should include a period. The ads should include one prominent image that reinforces the message of the headline. They should feature the Web address, set in Century Gothic, in large type.

other applications.

VitalSpark is a brand. In order to build brand identity, the VitalSpark logo can be used on t-shirts, baseball caps, and other merchandise for customers.



incorrect uses.

VitalSpark maintains a consistent image. The success of the visual identity hinges on consistent application. Violations of these guidelines confuse customers and harm the brand.



Do not substitute colors.



Do not rotate or skew the logo.



Do not rearrange elements.



Do not substitute typefaces.



Do not add graphics or effects.



Do not enclose too tightly.

