



vyvo SMART
CHAIN

Brand Book

Guidelines and best practices

Table of Contents

Our Brand Statement

Logo

Colors

Font

Examples

Contact Us

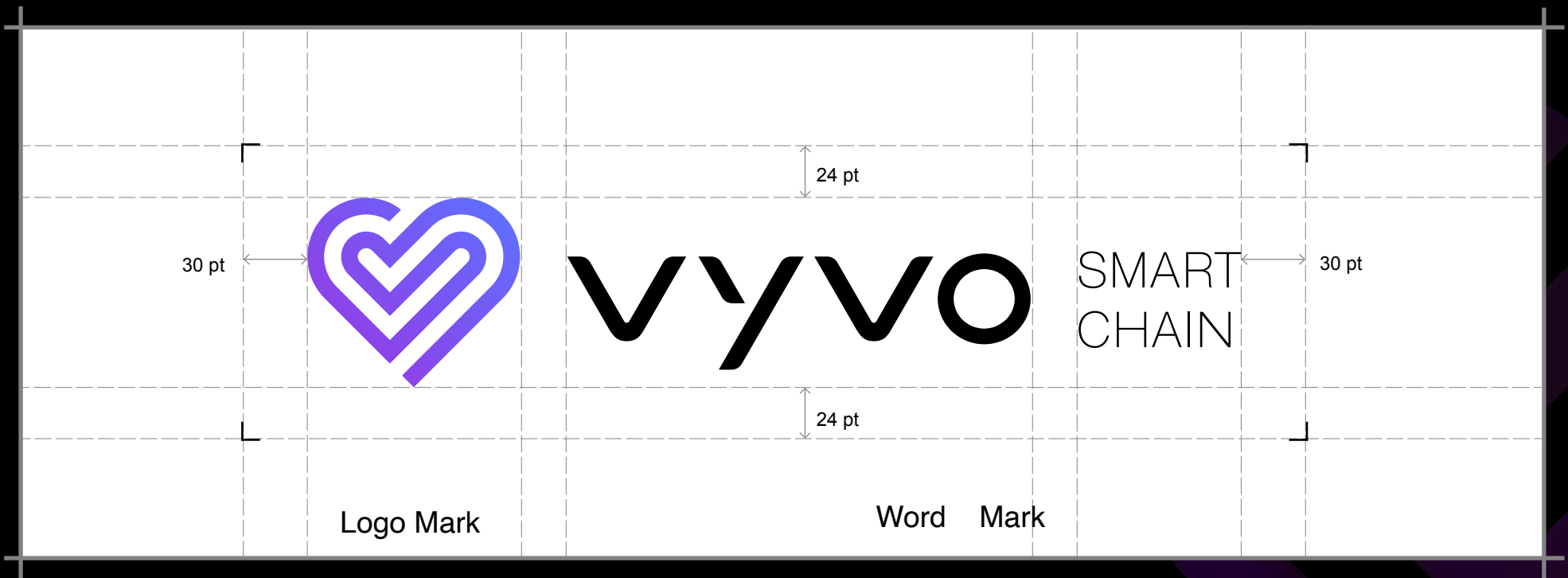
Brand Statement

Vyvo Smart Chain “VSC” redesigns the way people’s health data is shared and monetized, giving back control and ownership to the people who should own their data and its value.



Logos

Logo should have fixed spacing between elements and text. Do not adjust the spacing between Logo Mark, Word Mark and "SMART CHAIN" text.



alt version

Please use the color values provided on the next page.

Only the wordmark is to be colored in the gradient values provided.

If a solid color is necessary, please use white or black.



Do not adjust, resize or remove individual elements!



Colors

#A65DF4

C: 52.81% M: 69.43%
Y: 0% B: 0%

#616DFF

C: 70.39% M: 61.89%
Y: 0% K: 0%



#CD72EC

C: 32.14% M: 60.24%
Y: 0% B: 0%

#8C43E8

C: 62.24% M: 76.06%
Y: 0% K: 0%

The two shades above are the colors of the gradient used in our logo mark.

The Gradients above represent contrasting shades used on our website.

The shades above and below are “Use Case” and are examples of the range of colors used to accent our brand.

#FFFFFF

#999999

We use white (#FFFFFF) and grey (#999999) on our website for text.

#733D8F

C: 66.22% M: 90.89%
Y: 6.31% K: 0.42%

#14489E

C: 100% M: 82.65%
Y: 2.19% K: 0.05%

Fonts

01

The font used on our website is Prompt regular, while Heebo is used for numerical characters

The First Heartbeat-Powered Blockchain
1234567890

The word mark uses a custom font for VYVO and Helvetica Neue Thin for Smart Chain

We have a custom font for special use cases as well. Please contact us for use cases.



VYVO SMART
CHAIN

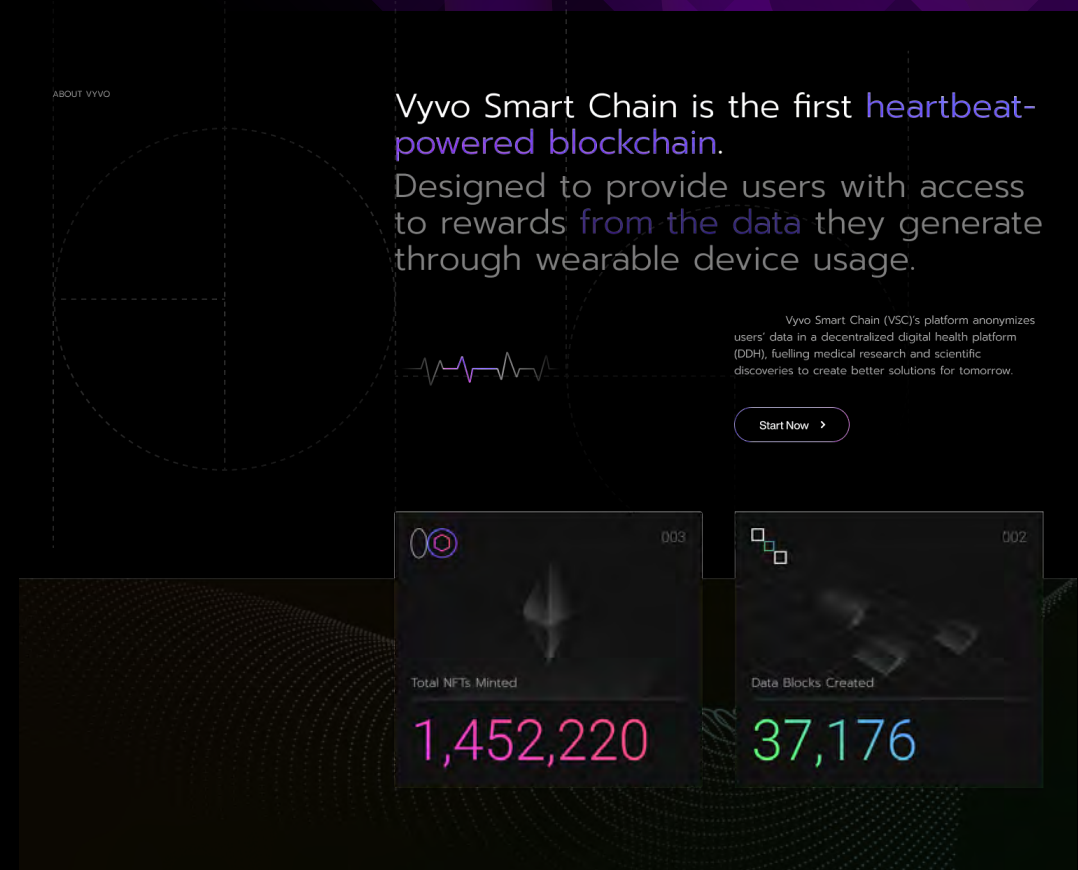
VYVO
ABCDEFGG

Examples

Here are some examples of correct usage of our logo and branding



The Value of Data



Contact Us

For For any communications related questions or inquiries regarding branding please email: g.connell@vyvo.com


We are costantly updating our website and adding new content to our social media channels, so please visit our links below.

 www.vyvo.org web

 [@VyvoSmartChain](https://twitter.com/VyvoSmartChain) twitter / X

 [@VyvoSmartChain](https://www.youtube.com/@VyvoSmartChain) Youtube

 [VyvoSmartChain](https://discord.com/invite/VyvoSmartChain) Discord

 [VyvoSmartChainAnnouncements](https://t.me/VyvoSmartChainAnnouncements) Telegram