Viber
Brand Book

Rakuten Viber

April 2019

CONTENTS

Rakuten Viber

Welcome to the Viber Brand Book.

You will find here the guidelines for anyone who prepares marketing materials directly for Viber, or prepares materials using the Viber icon or logo.

This includes the color palette we use, the Viber typography, the style we want to portray in every design we release, and the additional elements acceptable for Viber creatives.

Please feel free to use this brand book as your Viber style guide.

Brand Elements

B2C LOGO

This is the Viber combined logo for use in B2C materials.

The logo is designed to be flexible across all platforms.

Using this logo allows the overall brand to remain consistent, and it is flexible enough to work across various formats.

Download all logo files from the Viber Brand shared **folder.**

B2B LOGO

This is the Viber master logo, suitable for use in B2B materials.

The logo is designed to be flexible across all platforms.

Using this logo allows the overall brand to remain consistent, and it is flexible enough to work across various formats.

Rakuten Viber

Rakuten Viber

Rakuten Viber

Rakuten Viber

Download all logo files from the Viber Brand shared **folder.**

LOGO USAGE

Logo Dos

- Maintain clear space around the logo, as displayed on the right.

- Keep the logo dimensions as they are, as shown on the right.

- The minimum size for the logo is 12px for screens, or 2.5mm for print.

12 px for screen
2.5 mm for print Rakuten Viber

A

$\frac{1}{3}$ A

$\frac{1}{3}$ A

Rakuten Viber

Logo Don'ts

- Don't use on a complicated image background that has a similar tone

- Don't rotate

- Don't apply outlines

- Don't add special effects

Download all logo files from the Viber Brand shared **folder**.

7

ICON USAGE

Icon Dos:

- Keep the structure of the icon as is

- Maintain an empty isolation space around the icon as shown

- When resizing, expand the signal lines first to keep them the correct width in the logo

- Keep the logo in its original position - don't rotate it

- Always keep the logo visible and easy to see on any background
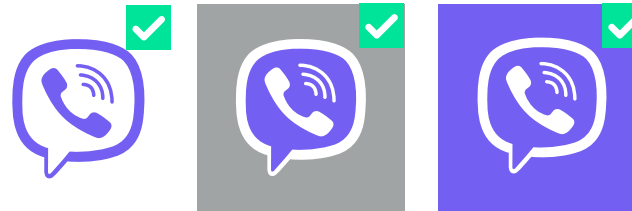
Icon Don'ts:

- Do not add shadow to the icon

- Do not change or alter the icon's colors

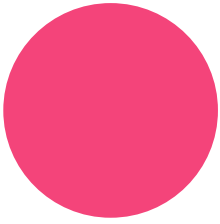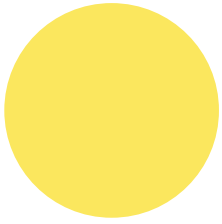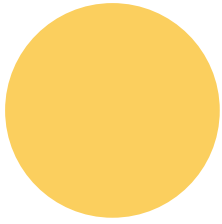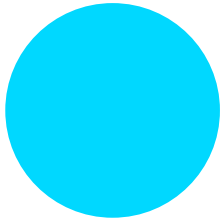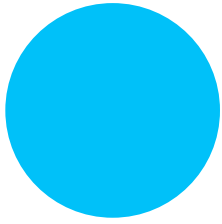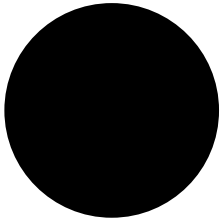Download all logo files from the Viber Brand shared **folder.**

COLOR PALETTE

Please note the new color palette, featuring purple as the brand's main color. This palette is full of vibrant colors to express vitality, fun, and emotion.

This palette gives you the flexibility to substitute one of the other colors as the dominant color in a design.

Use the colors marked as "background" colors for backgrounds to provide a greater contrast for white text.

main purple	red	highlight yellow	background yellow	highlight blue	background blue	black
HEX: 7360f2	HEX: f4447a	HEX: fbe75e	HEX: fbcf5e	HEX: 00d8ff	HEX: 00c1f9	HEX: 000000
R 115 C 67	R 244 C 00	R 251 C 03	R 251 C 02	R 000 C 59	R 000 C 52	R 000 C 75
G 096 M 67	G 068 M 88	G 231 M 04	G 207 M 18	G 216 M 00	G 193 M 02	G 000 M 68
B 242 Y 00	B 122 Y 27	B 094 Y 76	B 094 Y 74	B 255 Y 03	B 249 Y 00	B 000 Y 67
K 00	K 00	K 00	K 00	K 00	K 00	K 90

Our primary font is Vag Std Rounded Bold, as used in the Viber logo.

Use this font to write in Danish, Dutch, English, French, German, Italian, Norwegian, Vietnamese, Polish, Portuguese, Spanish, Swedish and Turkish.

Headline font can be used in any of the brand colors, and should be in lowercase as default.

Spacing instructions:

- Tracking must be at least 30pt
- Metric kerning should be selected
- Leading must be large enough that letters don't touch

Vag Std Rounded Bold

ABCDEF
abcdef1234

ABCDEF
abcdef1234

ABCDEF
abcdef1234

Our secondary font is Vag Std Rounded Thin.

Use this font for supporting text, sub-headers and running copy.

Spacing instructions:

- Tracking must be at least 30pt
- Metric kerning should be selected
- Leading must be large enough that letters don't touch

Vag Std Rounded Thin

ABCDEF
abcdef1234

ABCDEF
abcdef1234

ABCDEF
abcdef1234

TYPOGRAPHY
LANGUAGE VARIATIONS

If Vag Std Rounded is unavailable in your language, we recommend you use the following typefaces for subheadings and running copy:

Cyrillic:

VAG Rounded LT CYR Bold
VAG Rounded LT CYR Thin

привет
привет

Nepali:

Noto Sans Devanagari Bold

Noto Sans Devanagari Regluar

नमस्कार
नमस्कार

Khmer :

KhmerOSDangrek

និយាយថាស្ដូល្ងី

Please make sure that every piece of text is big enough and spaced out enough to be readable.

Burmese:

42ArtHouse Regular

မင်္ဂလာပါ
မင်္ဂလာပါ

Hindi:

Noto Sans Devanagari Bold

Noto Sans Devanagari Regluar

नमस्ते
नमस्ते

TYPOGRAPHY
LANGUAGE VARIATIONS

If Vag Std Rounded is unavailable in your language, we recommend you use the following typefaces for subheadings and running copy:

Please make sure that every piece of text is big enough and spaced out enough to be readable.

Bangla:

BalooDa-Regular

হ্যালো
বলো

Greek:

M Plus Rounded 1c

Rounded Mplus 1c Regular

Γεια σας
Γεια σας

Japanese:

Rounded Mplus 1c Extra Bold

Rounded Mplus 1c Medium Regular

もしもし
もしもし

Arabic:

Mada Bold

Quicksand Thin

مرحبا
مرحبا

3D ELEMENTS

These are some of our specially created 3D elements to add to images.

3D elements Dos:

- Choose elements colors that are different from the background

3D elements Don'ts:

- Don't mix them with other elements, such as stickers or external elements

Download all 3D element files from the Viber Brand shared **folder.**

3D ELEMENTS

These are some of our specially created 3D elements to add to images.

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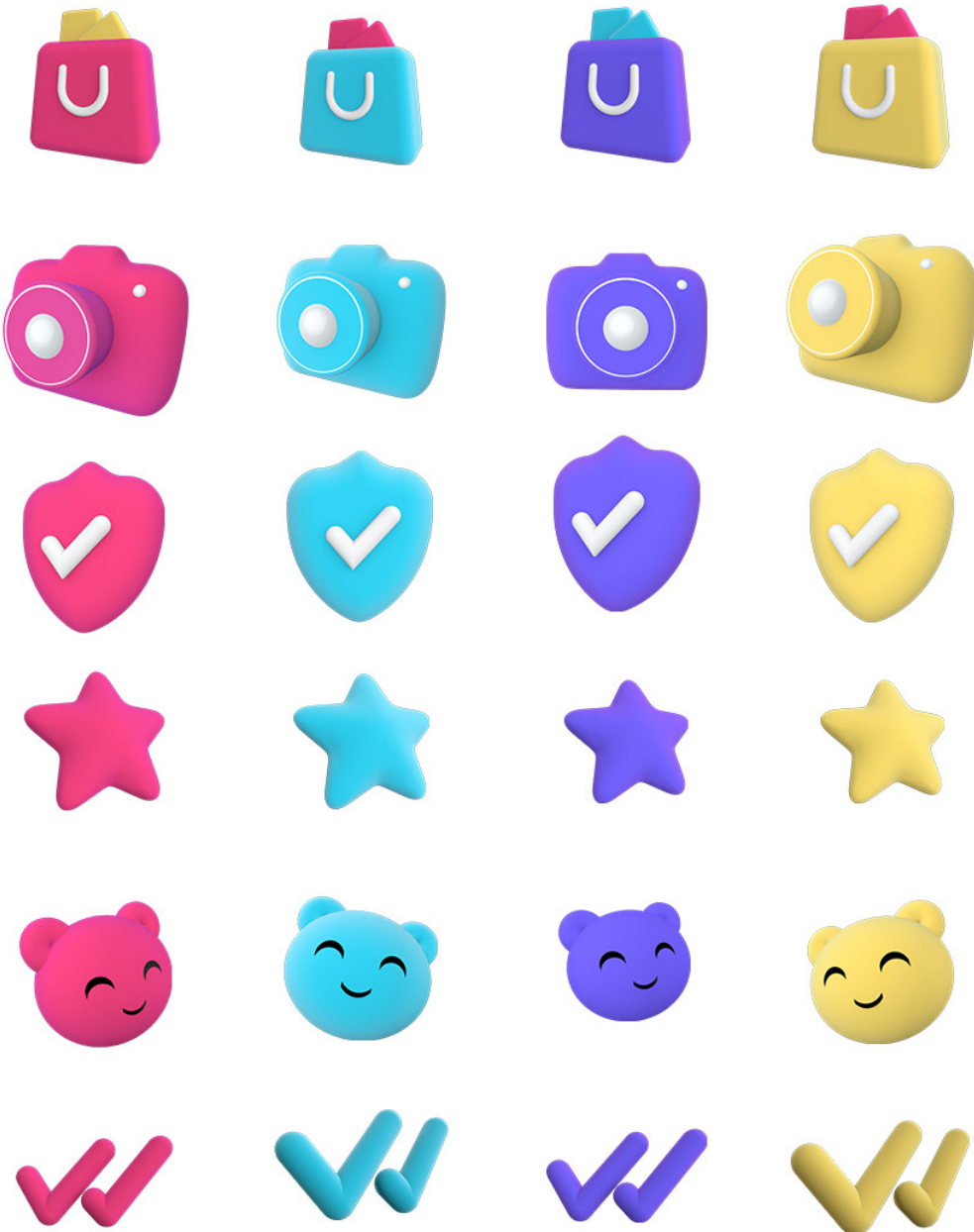Download all 3D element files from the Viber Brand shared **folder.**

3D ELEMENTS
VIBE LINES

These are some of our specially created 3D elements to add to images.

3D elements Dos:

- Choose elements colors that are different from the background

3D elements Don'ts:

- Don't mix them with other elements, such as stickers or external elements

Download all 3D element files from the Viber Brand shared **folder.**
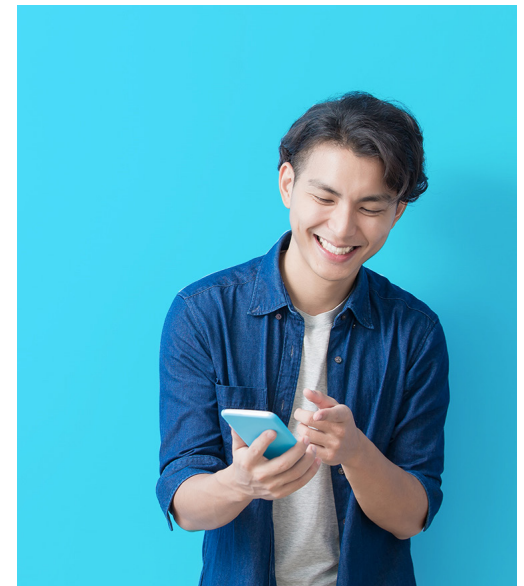
IMAGE SAMPLES

Images should express happiness, great vibes, and positive emotions.

Models should be shown on a solid background with a focus on the model.

BRAND STYLE
IMAGE SAMPLES

IMAGE TREATMENT

Image backgrounds should be vivid colors, based on the Viber color palette.

Before

After

Before

**After**

SCREEN DISPLAYS

Always present Viber screens inside the latest high-end devices (March 2019):

- iPhone X

- Samsung Galaxy 9 (or equivalent)

Use the same color for the device as the image background, as shown.

Feel free to use the mockups provided. You may also use device mockups in the same device style but with different perspectives.

Download device mockups files from the Viber Brand shared **folder.**
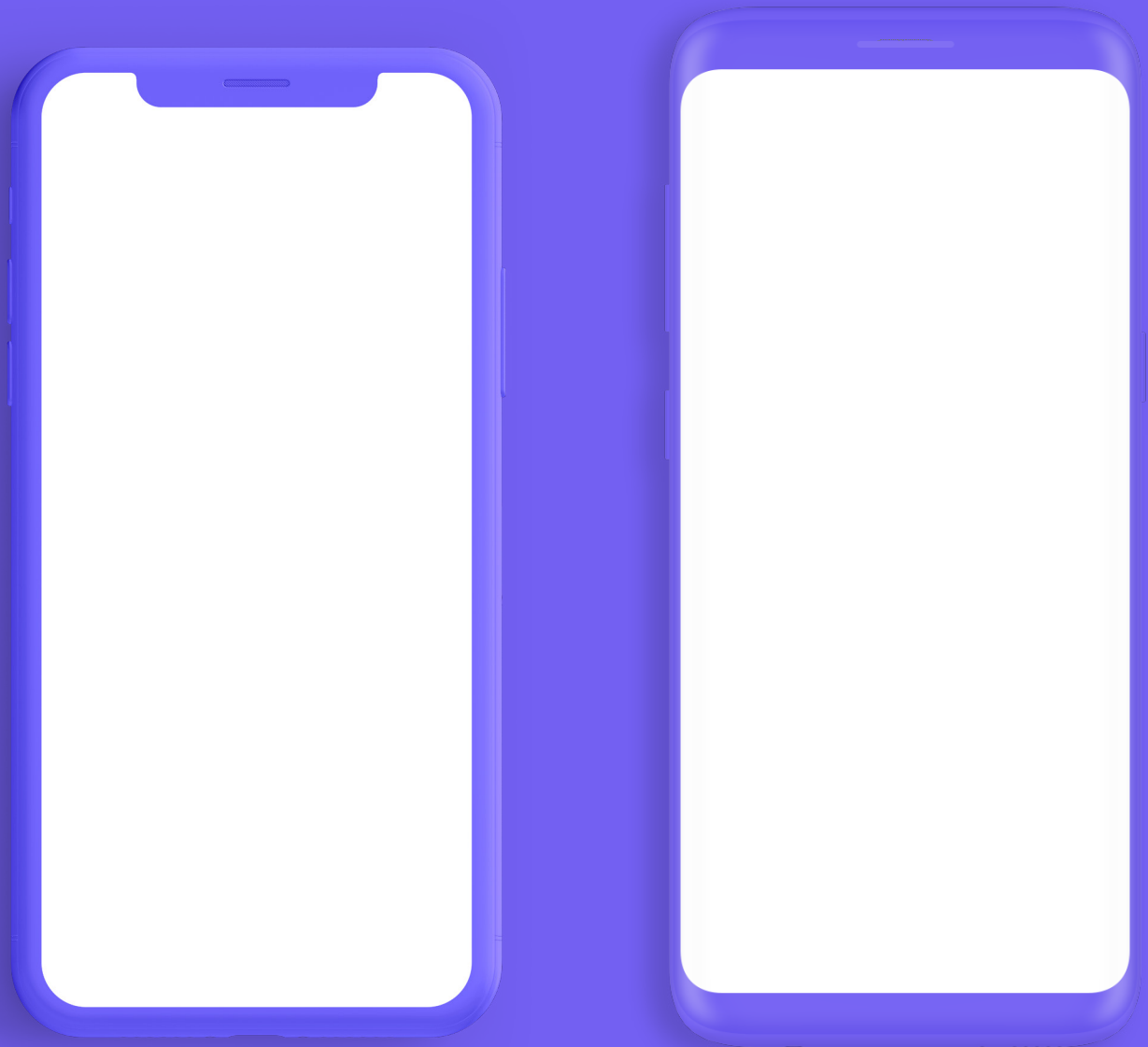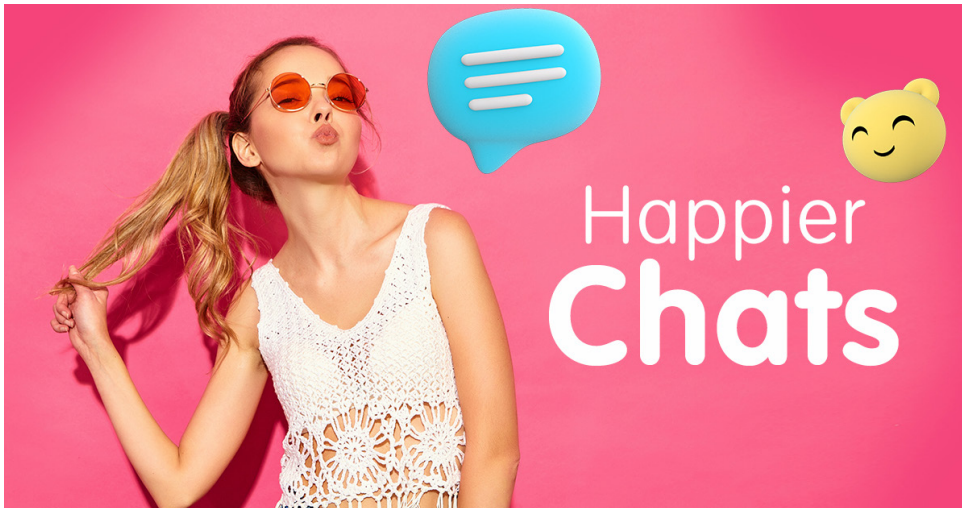
Design Samples

3D ELEMENTS
ON IMAGES

3D elements should...

- Complement the image
- Be big enough to stand out

3d elements should not...

- Cover or wrap around other objects on the image

3D ELEMENTS
ON IMAGES

3D elements should...

- Be colorful and complementary to the image

3d elements should not...

- Be all in one color
- Blend into the background

24

3D ELEMENTS
WITH TEXT

3D elements should...

- Complement the text
- Be big enough to stand out

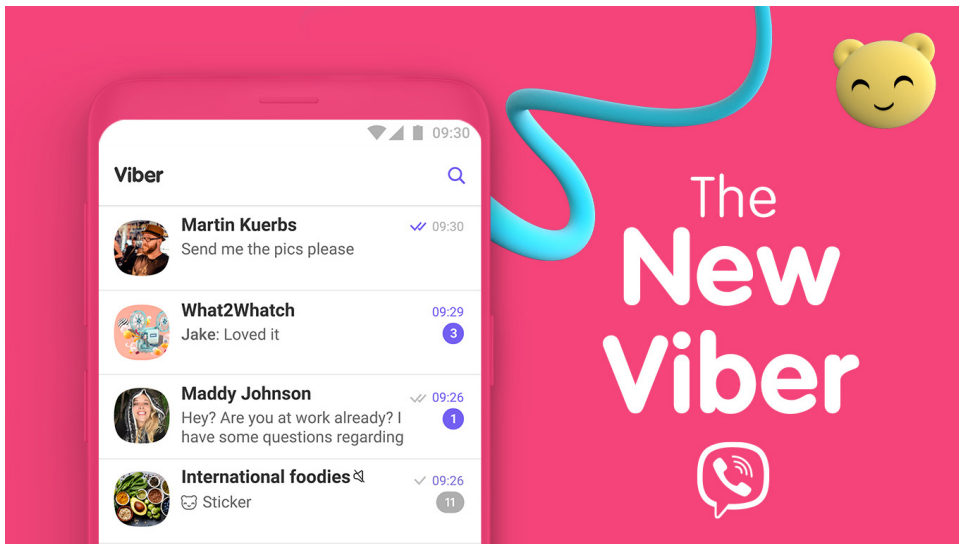**3d elements should not...**

- Cover or wrap around text

Designs should...

- Include the icon or logo centered to the text if possible
- Show the latest high-end devices
- Devices should be in the same color as the background
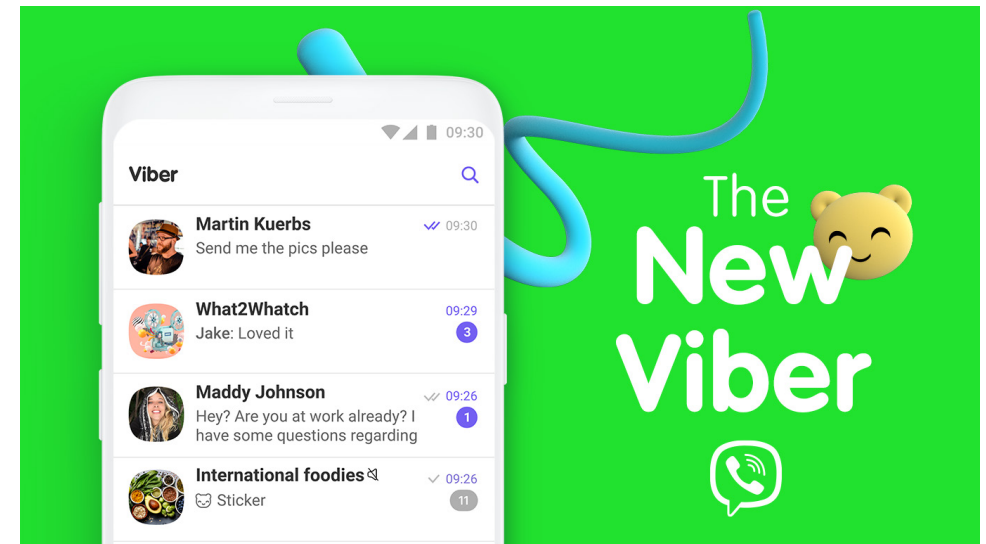
Designs should not...

- Use non-Viber colors
- Have elements wrapped around or positioned over/ under the text

SCREENS
IN DEVICES

Designs should...

- Use dark text on light backgrounds and vice versa

Designs should not...

- Have all 3D elements in a single color
- Have light-color text on a light background

SCREENS
IN DEVICES

Designs should…

- Focus on the screen/ highlighted feature

Designs should not…

- Have 3D elements or text cover the screen

The Viber icon should..

- Be placed in a central and clear location on the image
- If not in the center, it should always stand out

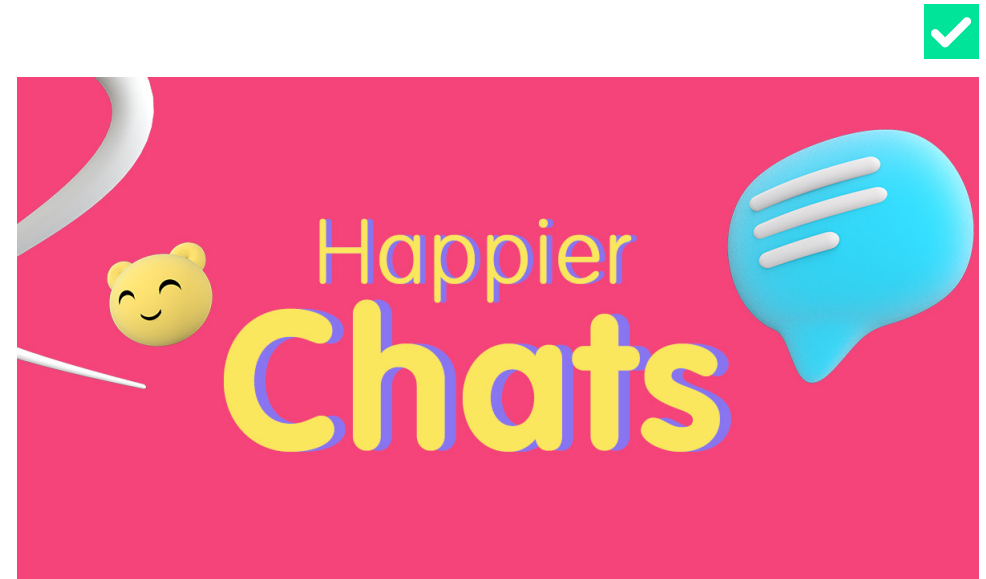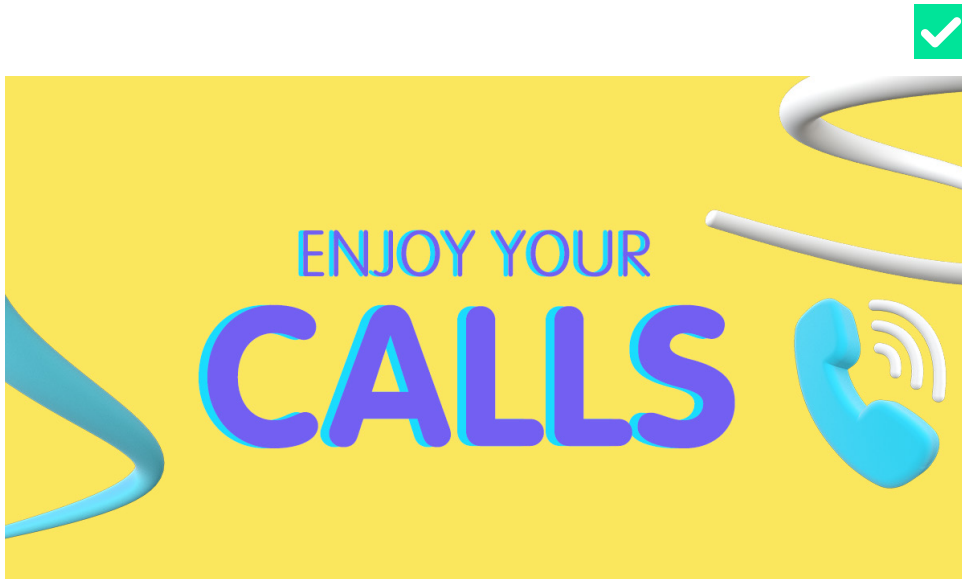# TYPOGRAPHY MANIPULATIONS

- Play with text on images to make it more interesting
- Color mixing, stickers and shadows

TYPOGRAPHY MANIPULATIONS

- Play with text on images to make it more interesting
- Color mixing, icons and vibe lines

31

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  - The user placed a call through the VIBER™ service.
  - The Viber™ mobile application allows the user to send a text message.

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  - The VIBER trademark is used under license and with the permission of Viber Media S.a.r.l.
- When referring to Viber Media as the company, and not using VIBER as a trademark, the word Viber does not need to appear in all capital letters or italicized. For example:
  - Viber Media S.a.r.l. provides communication products and services.

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