OUR VIBES

VIBER BRAND BOOK

OCT 2015

CONTENTS

Rakuten Viber

LET'S GET THIS VIBE STARTED!

At Viber, we pride ourselves on being different.

We help people send good vibrations all over the world on a daily basis and our users love us for this.

Our brand book is our 'manifesto'. It is what we stand for. It is how we behave as a brand and the difference we want to make in the world.

Viber is the most expressive way to connect freely with your favorite people. It's not for the boring stuff. We are all about the brighter side of life, the good vibes.

Viber is a global brand. As we grow it will become more and more important to have one common vision and one common ambition. But we are not a big, ugly corporation and we understand the importance of local flavor in our marketing campaigns.

The spirit of 'good vibes' is universal but what makes it special is local context. So take the essence of the Viber brand and make this work in your market. Use this brand book as a guide but be sure to add your own local insight and personality to the world of Viber.

We hope you enjoy using this brand book, may the vibe be with you.

Erez & Mark

MAKE VIBER THE DAILY CHOICE FOR SHARING POSITIVE FEELINGS

Rakuten Viber

WE ARE FOR EXPERIENCE SHARERS AT THE CENTRE OF A VIBRANT AND SOCIAL LIFE

OUR BULLSEYE IS 16-25 YEAR OLDS. THIS IS A POSITIVE GENERATION WHO LAUGH A LOT, SHARE A LOT, HAVE HAD LOADS OF EXPERIENCES AND LOVE TO EXPRESS THEMSELVES.

They are hyper individuals who can build social relationships with ease.

They value their friendship groups. They know that with lots of friends, life is better, more things happen, there's more laughter and you have more to share.

Sharing experiences daily means they are always at the center of a vibrant and social life.

Mobile is their media. It is the first thing they look at on waking and the last thing they put down before sleeping.

They don't like the repercussions that can come from sharing on open networks. They want to be free to share with their friends in private, non-judgemental places. Places like Viber.

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VIBER IS THE MOST EXPRESSIVE WAY TO CONNECT FREELY WITH YOUR FAVORITE PEOPLE

WE LIVE TO MAKE IT EASIER FOR PEOPLE TO EXPRESS THEMSELVES.

Viber is designed by people who love the creativity of communication even more than they love tech.

Viber is expressive because it's all about sharing emotions. Text, voice and video are all expressive in their own ways. Stickers can say a lot more than words.

Freely because we are free to use and there are no strings or irritating ads. Freely because Viber is free from worry because your data is secure and your privacy is respected. Freely because we believe in freedom of speech.

Your favorite people because on Viber you decide who to connect with.

Viber is helping redefine the modern art of conversation for a very visual generation.

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WE ARE AGAINST DULL, SERIOUS COMMUNICATION

THERE'S ALREADY TOO MUCH DULLNESS AND SERIOUSNESS IN THE WORLD AND THERE ARE PLENTY OF PLACES TO GO TO DO THE DULL STUFF. THAT'S NOT FOR US, WE ARE ABOUT THE BRIGHT SIDE OF LIFE.

We don't let technology, features or functionality get in the way of expressing yourself. We believe tech should be intuitive, not tricky to use.

Ultimately, we love colorful conversations and encourage our users to have fun and make their emotions clear.

Rakuten Viber

SEND GOOD VIBES INTO YOUR WORLD EVERY DAY AND MAKE GREAT THINGS HAPPEN

Good vibes make the world a better place.

This is our manifesto. Every single day should involve a bit of positive vibe sending.

Good vibes create good moods and good moods are powerful. They triumph over negativity, they trounce the blues and they smash cynicism.

Good vibes are contagious and anyone can send them. You can do it today. Go to Viber, send a vibe. Get a vibe back then share it.

Our legacy will be all the great things that will happen as a result of millions and millions of good vibes being sent into the world every day.

OUR LOGO

This is the master version of the Viber logo.
It's been designed to be flexible across
all platforms.

These are variations which can be used should
the master logo not be appropriate.

This allows the overall brand to remain
consistent, but flexible enough to work
across various formats.

All logos can be found on the
Viber Google drive: here

LOGO
USAGE AND GUIDELINES

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

❌ Don't use on a pattern background

Ⓡ Rakuten Viber *Headline*

❌ Don't lock up the logo with copy, headlines, or other logos.

❌ Don't rotate

❌ Don't distort

❌ Don't stretch

Rakuten Viber

❌ Don't make up a logo other than defined

❌ Don't add special effects

❌ Don't apply outlines

❌ Don't add gradations

❌ Don't fill with other colors

Clear space

When using the logo with other graphic elements, follow the minimum size and clear space specifications on your right to ensure the greatest legibility of the logo.

One-line logo

A
1/3 A

Ⓡ Rakuten Viber

1/3 A

Minimum size

One-line logo

12 px for screen
2.5 mm for print

Ⓡ Rakuten Viber

ICON
USAGE AND GUIDELINES

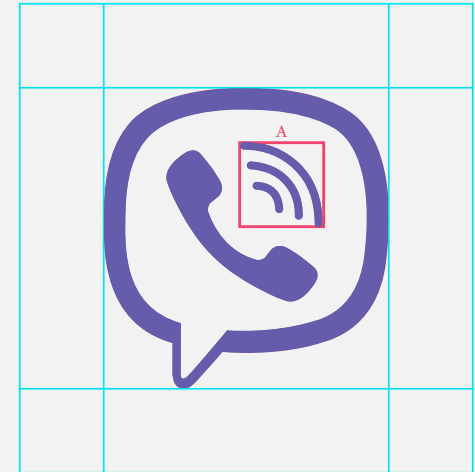Icon's signals must be expanded before any size changes are made, so they keep their correct width.

The icon must always stay at its original position and can not be rotated.

Do not add shadow to the icon.

The icon must always be visible and easy to see on any background.

Icon's colors can not be changed or altered.

Icon can not be presented without its signal signs.
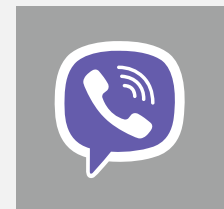
A

Viber icon requires a space around it, which we refer to as isolation, marked as 'A'.

Isolation area must stay empty, do not place text, images, or other logos in the isolation space.

Please keep the width of the icons' signal signs from all sides.
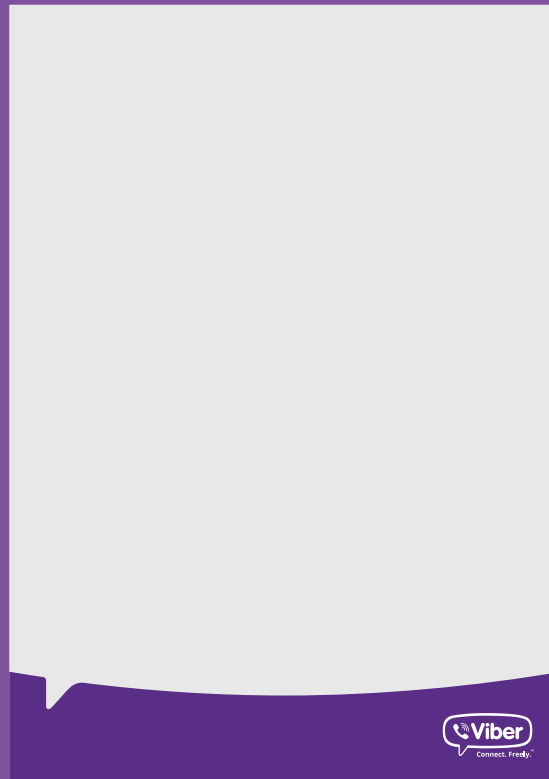
3 correct icon options:

LOCK OFF

As part of the core asset pack, we have created a set of Viber brand logo lock offs that work as page footers. These are available in different dimensions and in two colors – purple or white. They can also be used with a clean or rough edge.

Lock offs should only be used for corporate documents; presentations, letter heads etc.

All logo lock offs can be found on the Viber Google drive: here

Below
Presentation lock off

Below
Letter head lock off

www.viber.com/group

www.viber.com/group

HEADLINE TYPEFACES

Our primary headline typeface is Viber Sans.

It is bold, confident and made especially for us, so be proud of it and use it to make big statements!

Viber Sans should always be set upper case and used nice and big; tracking should be set to 0 and metric kerning should be selected. Leading should be set at 80% of the font size.

Glyph coverage covers extended Latin and Cyrillic, meaning you can use this font to write in Danish, Dutch, English, Finnish, German, Italian, Norwegian, Polish, Portuguese, Russian, Spanish, Swedish and Turkish (Vietnamese is being added soon).

Headline typeface can be used in any of the 5 brand colors.

All Viber typefaces can be found on the Viber Google drive: here

VIBER SANS

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ
0123456789
€$.◇/!?&@
#©TM%*()£—

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TYPEFACE TREATMENT

The shifted stroke can be used on top and under the colored headline.
Must always be white.
Distance of the stroke can vary according to the design.

The 3D header is made using Illustrator.
Header can be empty or colored in two shades.

SHIFTED STROKE HEADER

THE 3D HEADER

SHIFTED STROKE HEADER

THE 3D HEADER

SHIFTED STROKE SAME COLOR

X Shifted stroke must be white

SHIFTED STROKE AND 3D

X Shifted stroke and 3D headline designs can not be used together, only separately.

SHIFTED STROKE ALONE

X The shifted stroke layer can not stand alone as a headline.

THE 3D HEADER

X Empty 3D header can not be presented without the stroke to outline the letters which are not fully visible.

HEADLINE TYPEFACES
LANGUAGE VARIATIONS

If Viber Sans is unavailable in your language, we recommend you use the following typefaces for headlines:

Burmese: Zawghi-One
Hindi: Noto Sans Devengari Bold
Japanese: AxisCondStd Bold

Treat the alternative typefaces in the same way you would Viber Sans, always set headline copy upper case (where applicable) and use it big; direction on tracking, kerning and leading is noted beside the examples on the right.

All Viber typefaces can be found on the Viber Google drive: here

ZAWGHI-ONE

၀၀၇စၥေစျဇဥဖန္ဟၿၼ၄၀း ဏ္ရ၍ေၵ၃ပန္ဒထရဟၵ ကဓမလအၪၟ္ဌ္ဇညဗုၥ

Tracking should be set to 0 and metric kerning should be selected. Leading should be set to auto.

AXISCONDSTD BOLD

あいうえおかきくけこ さしすせそたちつてと なにぬねのはひふへ

Tracking should be set to 0 and metric kerning should be selected. Leading should be set to auto.

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SUPPORTING TYPEFACES

Noto Sans is our master supporting typeface and should be used for sub-headers and running copy.

As well as complementing Viber Sans, it is clear and extremely legible. Noto Sans tracking should be set to 0 and metric kerning should be selected. Leading should be set to auto.

Noto Sans Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890$.!?&@**

Noto Sans Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890$.!?&@

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SUPPORTING TYPEFACES

Glyph coverage covers extended CJK languages, Cyrillic and Latin, meaning you can use this font to write in Danish, Dutch, English, Finnish, German, Italian, Norwegian, Polish, Portuguese, Russian, Spanish, Swedish, Turkish, Vietnamese, Burmese, Hindi and Japanese.

All Viber typefaces can be found on the Viber Google drive: here

Noto Sans Burmese
ကဏဃဃဃထဟဖာတထဃ
ဘမထၚၟၔၔဃဝၜၭၔၔ
ၜဆသၞၯ္ဃၸ၁ၔၝၔၕ
ဘမထၚၟၔၔဃဝၜ
1234567890$.!?&@

Noto Sans Cyrillic
АБВГДЕЖЗИЙКЛМН
ОПРСТУФХЦЧШЩ
абвгдежзийклмноп
рстуфхцчшщ
1234567890$.!?&@

Noto Sans Hindi
ऒअइईउऋऌऍऑऒऔक्षखगघ
ङचछझञट्ट्ठ्ठ्ड्ड्ढ्ढ्णतत्
थ्द्द्द्द्यध्न्फभ्म्लव्षस्ह्खड़
ळ्ळव्श्षत्द्ळई आकट्
1234567890$.!?&@

Noto Sans Japanese
あいうえおはひふ
ほかきけこまみむ
めもさすせたちな
1234567890$.!?&@

Noto Sans Vietnamese
ĂBĊDEFGHIJKLMN
OPQRSTUVWXYZ
ăbcdefghijklmnȯp
qrstuvwxyz
1234567890$.!?&@

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RELATIVE FONT SIZES
1:2 RATIO

When using the Viber typefaces, it is important to consider the hierarchy. The general typesetting rule is to keep the point sizes used for the headline, sub-headers and body copy all relative to one another. This will ensure the look and feel of all Viber collateral is consistent throughout the brand.

The general rule is flexible allowing you to adjust the point sizes depending on the content.

The rule is; either a 1:2 or 1:3 of the height.

All Viber typefaces can be found on the Viber Google drive: here

SENDING GOOD VIBES INTO THE WORLD

Left
Viber Sans headline typeface set at 72pt.

Use this as a guide, always try and have the headline point size as big as you can where possible.

SENDING GOOD VIBES INTO THE WORLD

Left
Viber Sans sub-header typeface set at 31pt.

This is half of the height of the headline size.

Viber is designed by people who love the creativity of communication even more than they love tech.

Viber is expressive because it's all about sharing emotions. Text, voice and video are all expressive in their own ways. Stickers can say a lot more than words.

Left
Noto Sans body copy typeface set at 15.5pt.

This is a third of the height of the sub-header size.

Choosing the right ratio is dependent on the line lengths.

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RELATIVE FONT SIZES
1:3 RATIO

When using the Viber typefaces, it is important to consider the hierarchy. The general typesetting rule is to keep the point sizes used for the headline, sub-headers and body copy all relative to one another. This will ensure the look and feel of all Viber collateral is consistent throughout the brand.

The general rule is flexible allowing you to adjust the point sizes depending on the content.

The rule is; either a 1:2 or 1:3 of the height.

All Viber typefaces can be found on the Viber Google drive: here

SENDING GOOD VIBES INTO THE WORLD

SENDING GOOD VIBES INTO THE WORLD

Viber is designed by people who love the creativity of communication even more than they love tech.

Viber is expressive because it's all about sharing emotions. Text, voice and video are all expressive in their own ways. Stickers can say a lot more than words.

Freely because we are free to use and there are no strings or irritating ads. Freely because Viber is free from worry because your data is secure and your privacy is respected. Freely because we believe in freedom of speech.

Left
Viber Sans headline typeface set at 72pt.

Use this as a guide, always try and have the headline point size as big as you can where possible.

Left
Viber Sans sub-header typeface set at 24pt.

This is a third of the height of the headline size.

Left
Noto Sans body copy typeface set at 8pt.

This is a third of the height of the sub-header size

Choosing the right ratio is dependent on the line lengths.

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COLORS

In every design there must be use of minimum 3 colors, and maximum 4, from which one must be purple.

Use of purple logo in the design does not apply as purple usage.

Grey / B&W designs can only use the grey and purple colors.

Greys may not be used outside the B&W designs

VIBER BLUE

R 084   C 061   HEX#
G 192   M 003   54C0D4
B 212   Y 015
         K 000

WHITE

R 255   C 000   HEX#
G 255   M 000   FFFFFF
B 255   Y 000
         K 000

VIBER PURPLE

R 102   C 069   HEX#
G 092   M 072   665CAC
B 172   Y 000
         K 000

VIBER RED

R 239   C 000   HEX#
G 096   M 078   EF6062
B 098   Y 055
         K 000

VIBER YELLOW

R 237   C 009   HEX#
G 236   M 000   F4EF7B
B 130   Y 062
         K 000

VIBER DARK GREY

R 074   C 066   HEX#
G 074   M 059   4A4A4A
B 074   Y 057
         K 039

VIBER GREY

R 176   C 032   HEX#
G 176   M 025   B0B0B0
B 175   Y 026
         K 000

GRAPHIC ASSETS

Vibe lines are a visual representation of the vibes people send to each other. These connections can cover a range of emotions, so we've created different kinds of vibe lines to represent this.

All vibe lines can be found on the Viber Google drive: here

WATERCOLOR VIBE LINES

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CHALK VIBE LINES

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BRUSH VIBE LINES

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USING VIBE LINES
WITH CHUPCHIKS
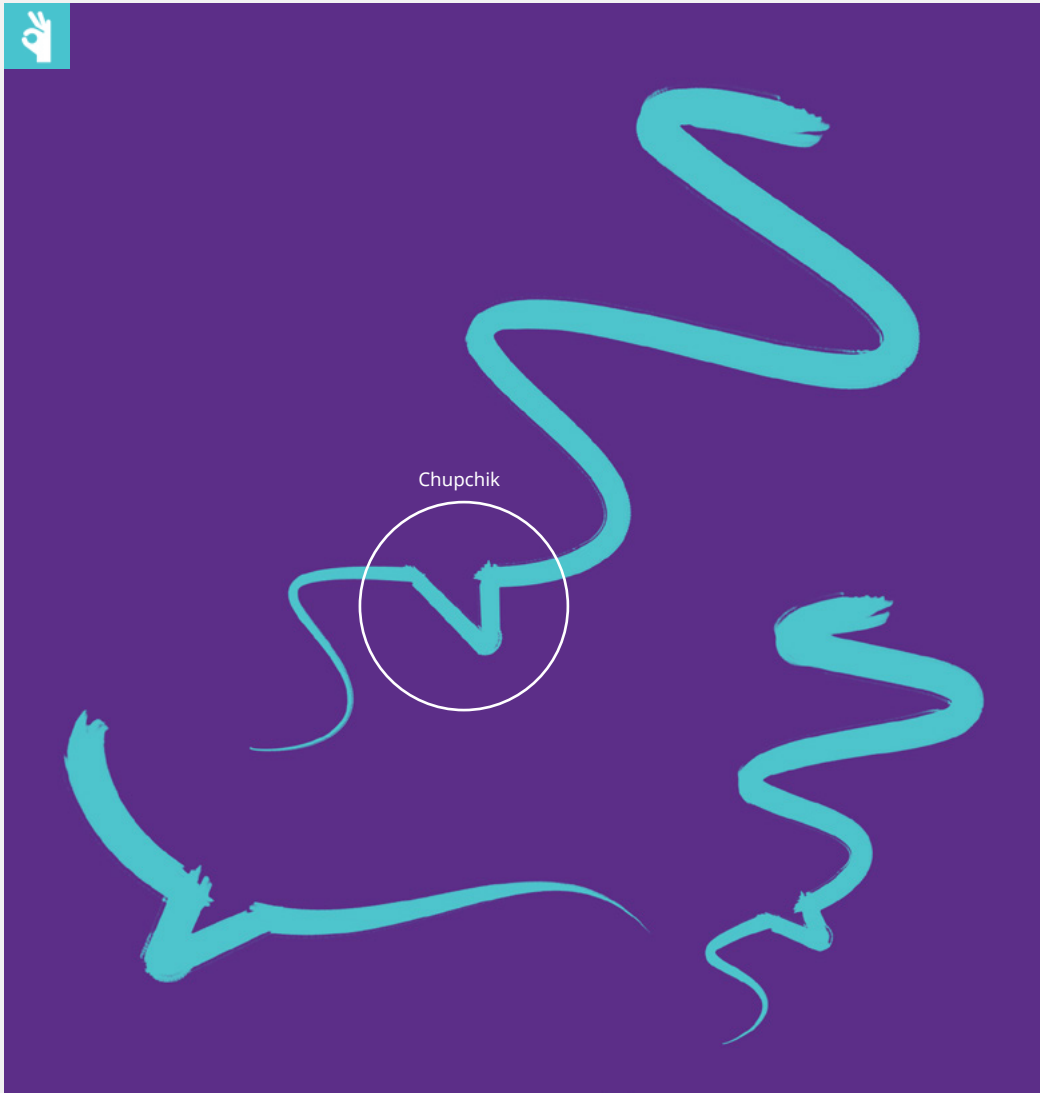
Chupchik

Vibe lines with chupchiks should...
always be pointing down
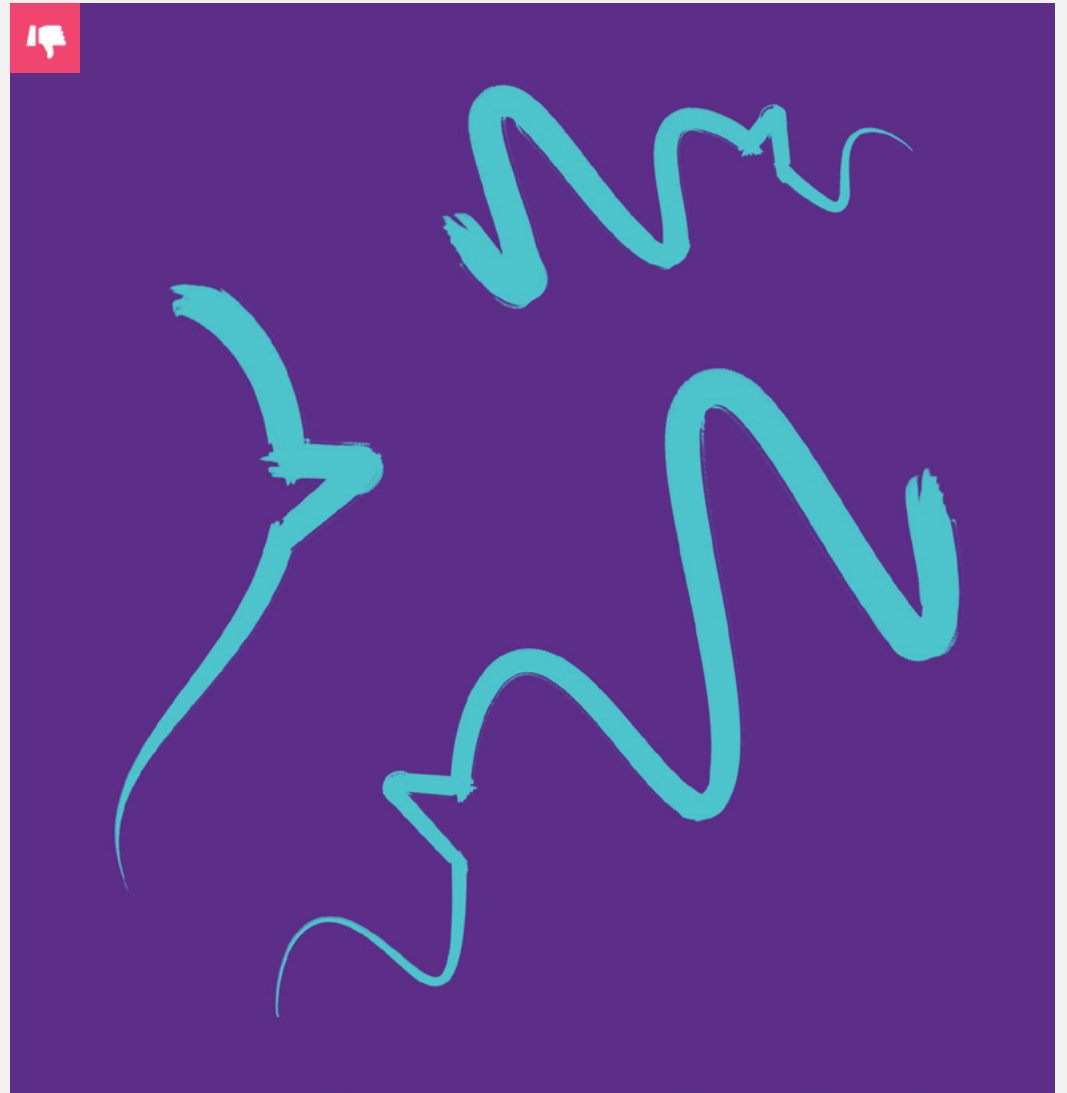
Vibe lines with chupchiks should not...
point anywhere than down

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LET THE GOOD VIBES ROLL

LET THE GOOD VIBES ROLL

Vibe lines should...
complement the message and be used at an appropriate size.

Vibe lines should not...
run over copy and be too dominant.
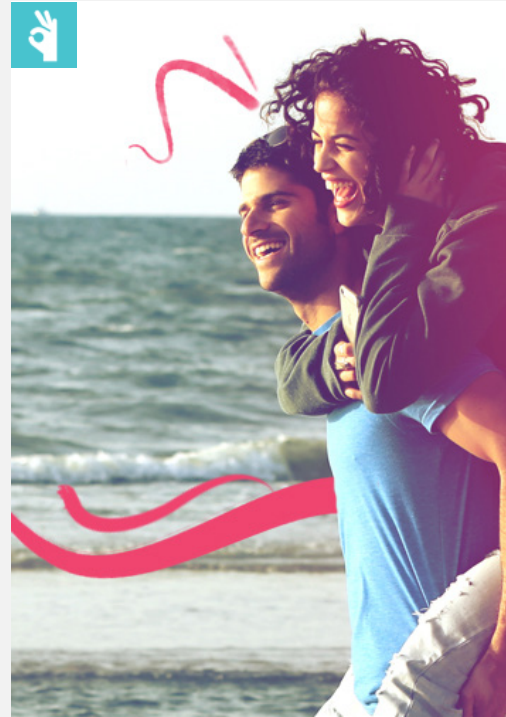
Vibe lines should...
complement the models and be used at an appropriate size.
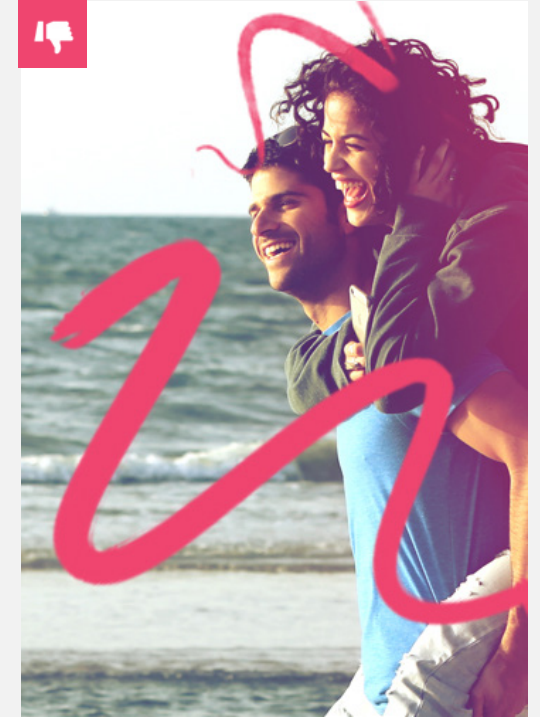
Vibe lines should not...
be used at a size that dominates the image and wraps around models – we don't want the vibe lines to look like they're giant snakes attacking people.

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USING VIBE LINES
ON IMAGES

Vibe lines should...
complement the emotion of the image and be used at an appropriate size.

Vibe lines should not...
Be used at a size that dominates the image and wrap around models – we don't want the vibe lines to look like they're giant snakes attacking people.

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DOODLES

VIBER BRAND DOODLES

Viber brand doodles have been designed to support vibe lines and, like vibe lines, are a visual representation of the vibes people send to each other. These connections can cover a range of emotions, so we've created different kinds of vibe lines to represent this.

Doodles can be used in any of the 5 colors, but must be in line with the doodle color used in the same design.

For B&W designs only white doodles can be used.

All Viber brand doodles can be found on the Viber Google drive: here

USING BRAND DOODLES
DOS AND DONT'S

Brand doodles should...
complement the image, be used at an appropriate size.

Brand doodles should not...
conflict with the image, be too dominant or use doodles on top or under vibe lines.

Brand doodles should...
use only one of the color options within a single image, and be in line with the vibe line's color.

Brand doodles should not...
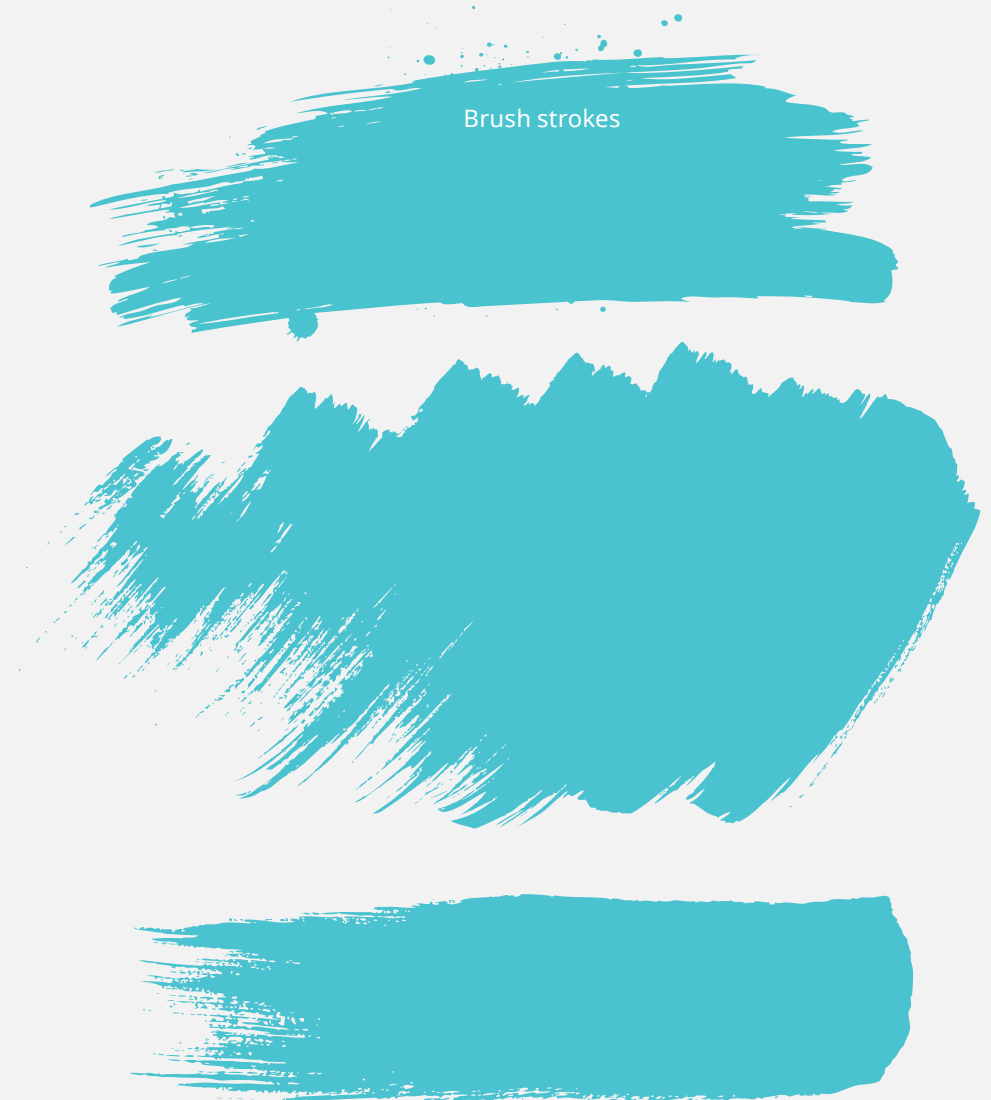use more than one color on a single image.

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BACKGROUND TREATMENT

SPLATTERS & BRUSH STROKES

SPLATTERS & BRUSH STROKES CAN BE USED IN ANY OF THE 5 COLORS, THEY MUST BE USED IN ALL DESIGNS.

All brush strokes and splatters can be found on the Viber Google drive: here

Splatters

Brush strokes

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THE VIBER BRAND HAS A RANGE OF PRE-TREATED PHOTOGRAPHIC TEXTURES THAT HAVE BEEN DESIGNED TO ACT AS SUPPORTING IMAGERY.

Viber photographic textures introduce texture and depth when used in Viber purple and blue. These should be used where relevant; e.g. a campaign about travel might use the road or sand textures, whereas a sport-focused campaign could use the pitch texture.

We have also provided documentation on how to create your own Viber photographic textures in the same style.

All Viber photographic textures and guidance on creating your own can be found on the Viber Google drive: here

TEXTURES

BLACK AND WHITE TEXTURES ARE A MORE SERIOUS WAY OF EXPRESSING OUR VIBES, FOR NEWS CHANNELS, HIGH END EVENTS ETC.

The image is desaturated and covered with a light grey layer; the only color we are using with it is purple.

All Viber photographic textures and guidance on creating your own can be found on the Viber Google drive: here

CAPTURING OUR VIBE

This section deals with Viber photography; how we create it, how we treat it and what makes a photograph a Viber photograph.

On the following pages we will also give guidance for sourcing your own photography to ensure it is on-brand.

All Viber brand photographs and guidance on sourcing your own can be found on the Viber Google drive: here

PHOTOGRAPHY DOS AND DON'TS

Viber brand photography should not...
use posed or staged set-ups.

Viber brand photography should...
reflect positive energy between people.

Viber brand photography should not...
be perfectly centred and posed – our pictures should feel instant, ad-hoc and real.

Viber brand photography should...
use real (preferably street-cast) effortlessly cool people.

Viber brand photography should not...
use overly beautiful models.

Viber brand photography should...
capture natural, genuine moments.

Viber brand photography should not...
show exaggerated emotions, or people laughing insanely as they stare into a mobile phone – the real world isn't like this!

Viber brand photography should...
feel spontaneous and free.

Viber brand photography should not...
have anyone directly looking at the camera. The shot is a moment in time, an intimate moment between people in shot, not them and the photographer.
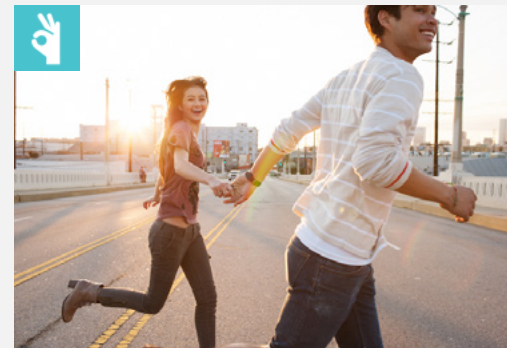
Viber brand photography should...
feature territory appropriate models.

Viber brand photography should...
reflect positive energy between people and reflect genuine relationships.

TREATING IMAGES

The following pages show you how to create your own Viber brand lifestyle images.

All Viber brand photographs and guidance on sourcing your own can be found on the Viber Google drive: here

IMAGE TREATMENT

Color image treatment is covering the entire image, adding an Instagram-like filter to it.

Before   After

Before   After

VIBER BRAND IMAGES

We have a set of copyright free images that are ready for global use.

All Viber brand lifestyle images and Photoshop Action for creating your own can be found on the Viber Google drive: here

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CAMPAIGNS & PARTNERSHIPS

CAMPAIGNS & PARTNERSHIPS – COLOR INTEGRATION
VIBER & THE NEW YORK EAGLES

When partnering up with another company or brand for a campaign, the big question is 'how do we both keep our branding?'

Most of the time an addition of the partner's logo will be enough, when designed on our side.

When a partner has a distinct color branding which most of its users / fans recognise, like ourselves, Facebook, YouTube, sport teams etc, we have an option of incorporating that one color into our Viber branding within that specific campaign.

The partner's color can only be used in the background treatment, either brush strokes or splatters.

Partner's color can never be used for text, doodles, vibe lines etc.

Viber's purple must be presented within the design.

Right: T-shirt design
Bottom: Event key visual and banner.

Left: Double sided flyer design
Bottom: Food truck branding
Right: Food truck's menu design

Far left: Viber's purple must be presented in the design. This is after all - our design.
Text or Doodles can not be changed to partner's color.

Top: Text can not be changed to partner's color, it must stay with Viber's colors.

Left: Doodles or vibe lines can not be changed to partner's color.

CAMPAIGNS & PARTNERSHIPS
VIBIZA ROCKS

The Vibiza Rocks campaign was a collaboration between Viber and Ibiza Rocks that led to a weekend of music, parties and a lot of fun in Ibiza.

The next pages present all the branded assets we had on location for the event.

Staff T-shirts

Surprise boxes

Charging stations

Towel
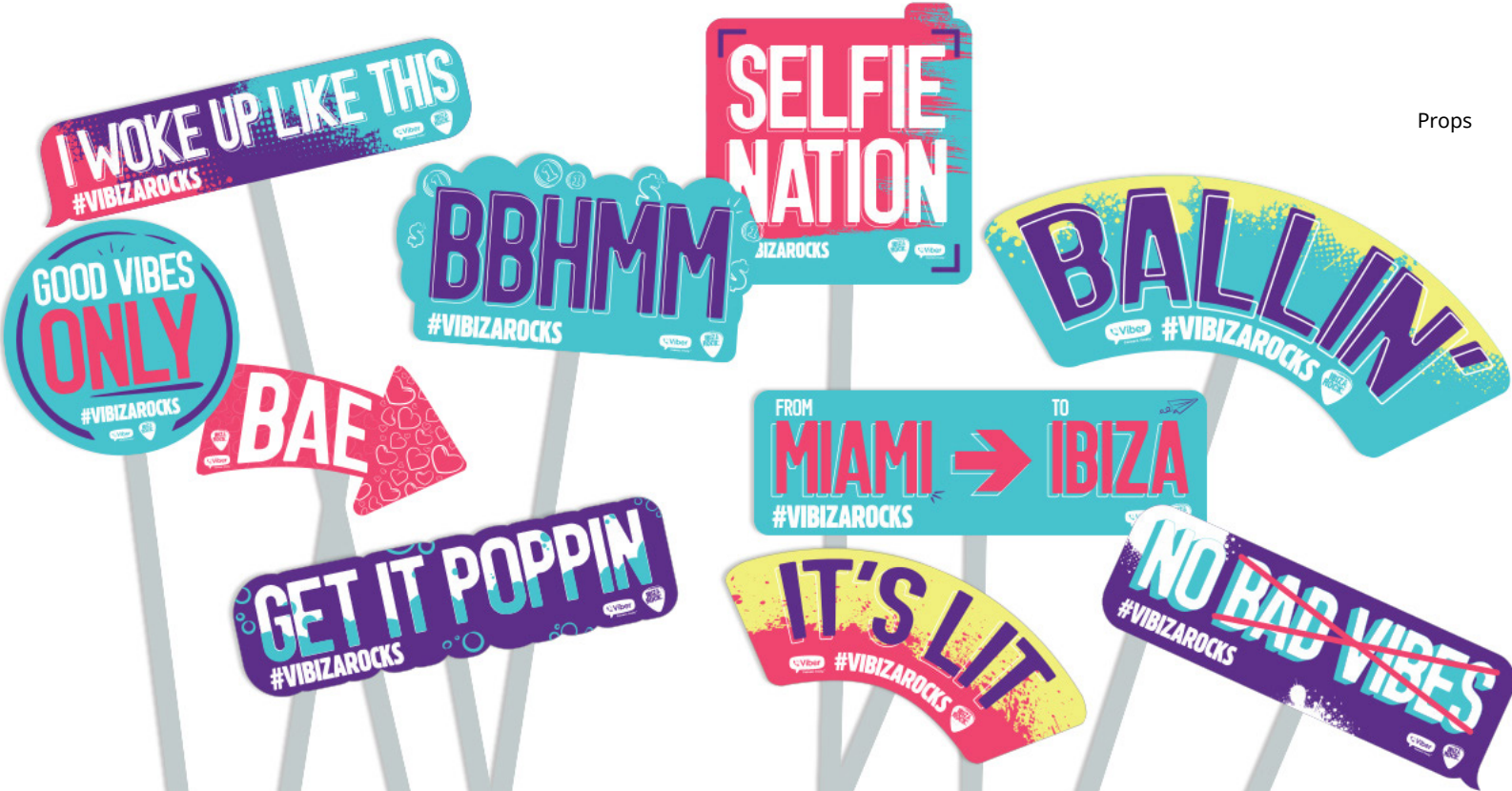
Props
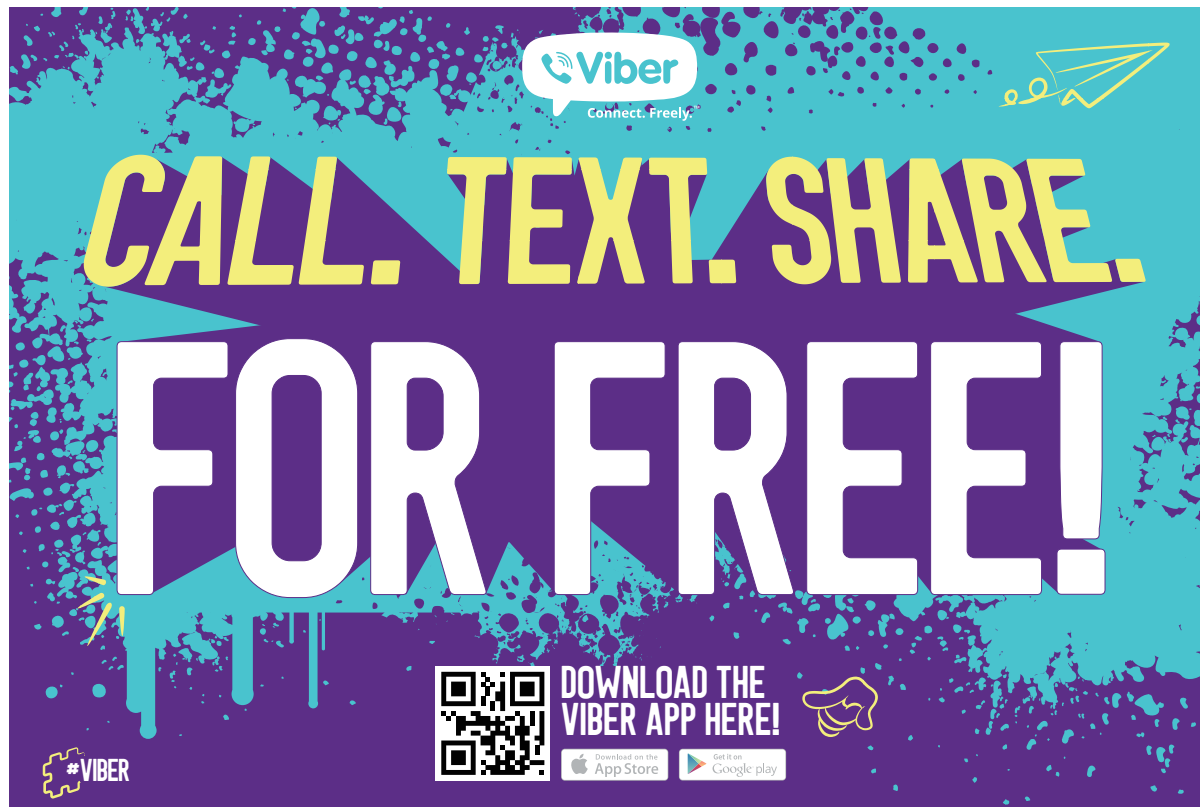
Tent Card

Plane ad

Airport ad 3x2 meters

Bar Menu front

CAMPAIGNS & PARTNERSHIPS
BEATS & VIBES

Beats & Vibes campaign is a collaboration between Viber and MTV, to find the next best Russian MC / Rapper.

In the campaign, the Viber doodle style was slightly adjusted to fit the more edgy and street vibe of this campaign.
The next pages present all the branded assets that were created for this campaign.

Campaign Logo
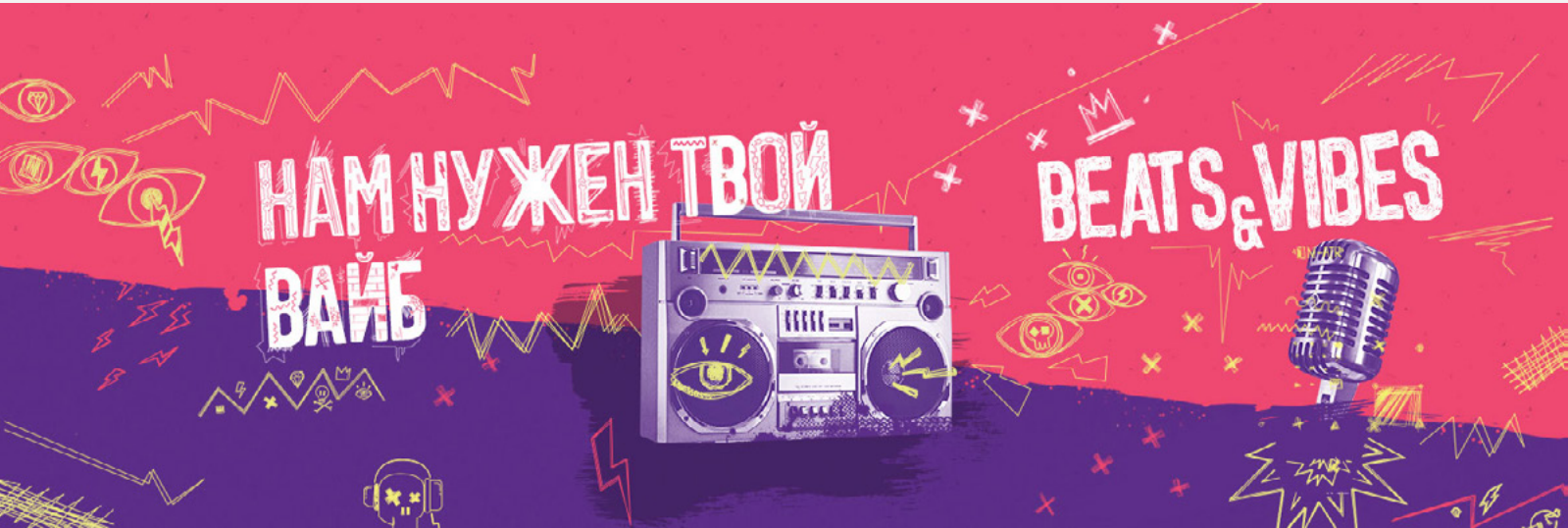
Social Media headers

Judges Promotion
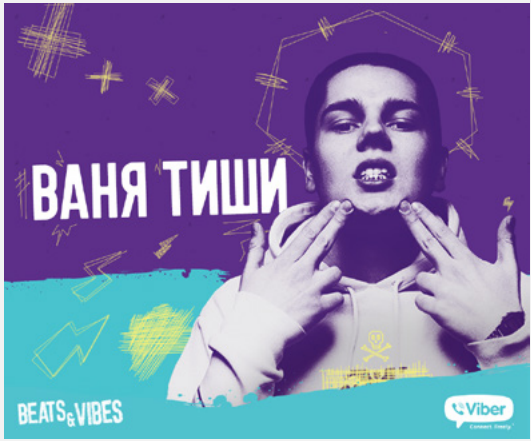
Promotional Video
View it here

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Landing page
View it here

SAMPLE DESIGNS

Typography using four of the brand colors, with the shifted stroke effect.

Logo placed bottom center.

Purple used as brush stroke color.

Presenting a device, keeping the doodles and vibe lines usage to a minimum to not clutter the design.

Using four of the brand colors.

Logo place bottom right side

Purple used as main splatter color.

Presenting stickers.

Since the stickers are already very colorful, only three colors of the brand are used.

Logo placed center top.

Purple used as main splatter color.

Presenting a device, keeping the doodles and vibe lines usage to a minimum to not clutter the design.

Using four of the brand colors.

Logo placed bottom right corner.

Purple used as background color

Using imagery, aligning typography accordingly.

Logo placed bottom right corner.

Using three brand colors.

Purple is used as vibe lines color.

Using photography, with only three brand colors used.

Logo placed top right corner.

Purple is used as doodle's color.

Using black and white design, only 2 colors used.

GET LIVE BBC FEED ON YOUR MOBILE

FOLLOW THE BBC NEWS VIBER PUBLIC CHATS, AND GET LIVE UPDATES DIRECTLY FROM YOUR PHONE.

Viber
Connect. Freely.

Viber
Connect. Freely.

GET LIVE BBC FEED ON YOUR MOBILE

FOLLOW THE BBC NEWS VIBER PUBLIC CHATS, AND GET LIVE UPDATES DIRECTLY FROM YOUR PHONE

Black and white texture used, with purple brush strokes and white text.

Rakuten Viber

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