

Sparking Conversations, Building Community

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 **V**talks

**VICHAAR VIMARSH @ VIVAREA**

**Brand Guide**

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# Brand Purpose

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- **Vivarea's Premier Platform for Thought Leadership:** V Talks aspires to be the go-to destination for residents, seeking stimulating conversations and diverse perspectives.
- **Engaging Minds, Enriching Lives:** We aim to spark intellectual curiosity, challenge assumptions, and broaden resident horizons through thought-provoking discussions.
- **A Stage for Prominent Voices:** V Talks will attract renowned guest speakers from a wide range of fields, enriching the Vivarea community with their expertise and insights.

# Target Audience

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- **Vivareans.**







## Knowledge

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Seeking and sharing valuable insights.

## Diversity

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Welcoming a range of perspectives and backgrounds.

## Engagement

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Fostering active participation and stimulating dialogue.

## Community

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Building connections and strengthen the vibrant spirit of Vivarea.

# Core Values

# Voice



# Tone

- How is the conversation at V Talks like?

Imagine a conversation that is both informative and engaging, where diverse perspectives are welcomed and curiosity is sparked. V Talks fosters a space where residents can learn from thought leaders, have their voices heard, and connect with each other on a deeper level. This is the essence of the V Talks' brand voice: **informative, inclusive, and inspiring intellectual exchange.**





VICHAAR VIMARSH @ VIVAREA

# Logo

The **V Talks** logo is a dynamic symbol that captures the essence of stimulating conversation. The slanted "V" represents a forward-thinking approach, while the hand holding a microphone signifies open dialogue and the exchange of ideas. The vibrant orange color reflects the energy and engagement fostered by **V Talks**, while the deep blue conveys trust and knowledge. The tagline "**Vichaar Vimarsh @ Vivarea**," positioned below the logo, reinforces the platform's focus on thoughtful discussions within the Vivarea community.





### Primary Logo

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The primary logo is the complete design you see before you, ideal for official presentations and website banners



### Secondary Logo

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A secondary logo, featuring just the slanted "V" and hand holding a mic, offers a more concise option for situations with limited space.



### Submark Logo

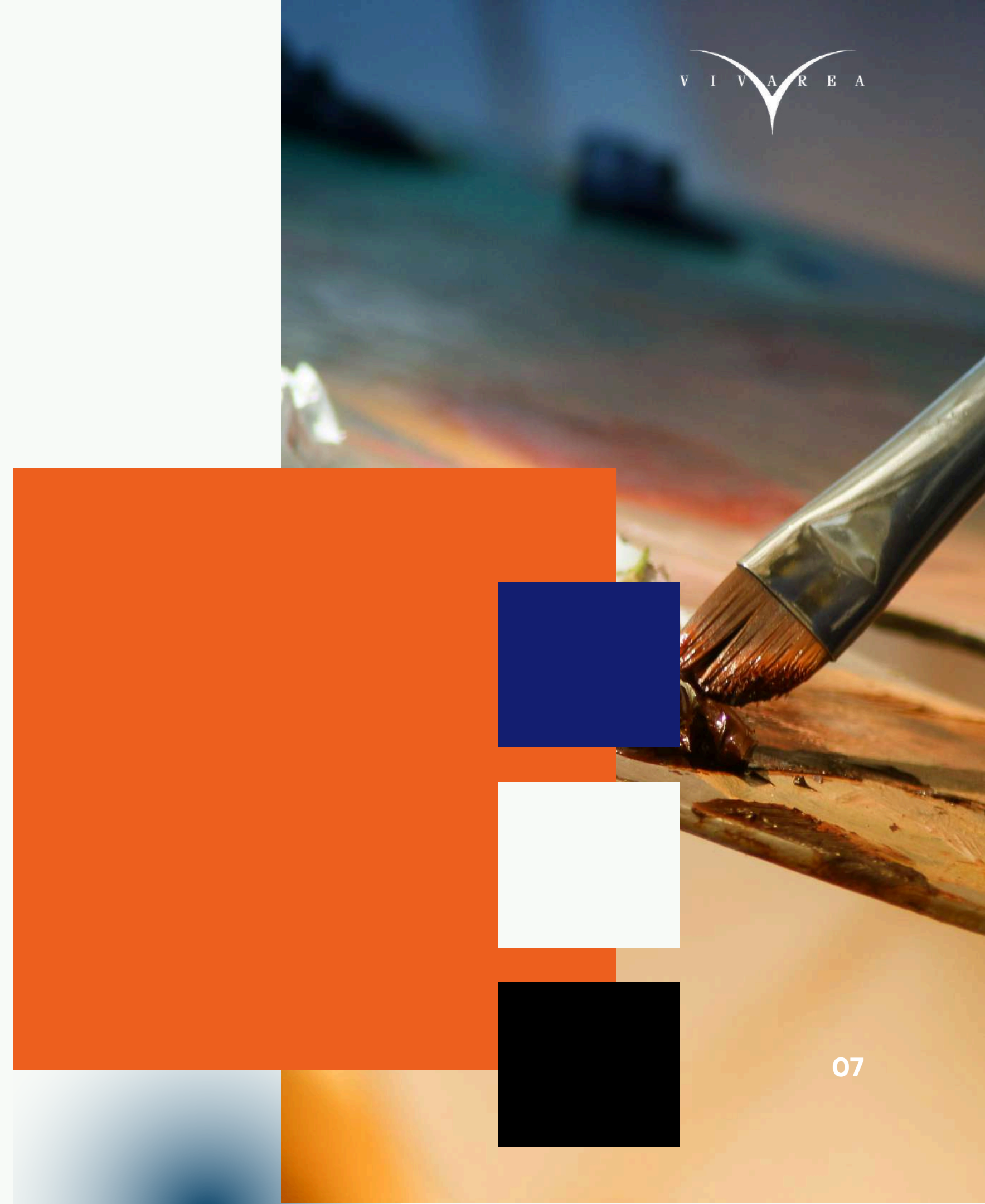
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The logomark, consisting solely of the slanted "V" icon, provides a simplified brand identifier for social media profile pictures and other small-scale applications.

# Color Palette

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The **V Talks** color scheme is a vibrant blend that reflects the spirit of intellectual engagement. **Orange** takes center stage, symbolizing the energy and excitement of thought-provoking discussions. **Deep blue** grounds the orange and adds a touch of trust and authority, representing the knowledge and expertise shared at **V Talks**. **White** provides a clean and modern feel, while **black** can be used sparingly for emphasis and text clarity.







# Fonts & Typography

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**V Talks** utilizes the **Garet** typeface, a modern and versatile font that embodies the platform's sophisticated and engaging nature. **Bold Garet** is used for headings, creating a strong visual impact, while the **regular Garet** is used for body text, ensuring clear and easy-to-read information. This combination of a bold and regular typeface creates a visually balanced and professional brand identity.



Aa





Header Font

**Aa**

Bold Garet

Body Font

Aa

Regular Garet

Bold Garet

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
YZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()**

Regular Garet

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()



# Unfold the Conversation

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*What's New Intro by Ziv Moran*  
**(Click to Listen)**

A snappy 22-second intro ignites your curiosity, reminiscent of the iconic BBC News theme. Uplifting orchestral strings and brass build anticipation, perfectly setting the stage for insightful conversations on V Talks.



Brand Guidelines

V Talks

# Photos & Mockups





# Contact Us

We'd love to hear your thoughts and answer any questions you may have about the information provided.



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