



Brand Guidelines

2022

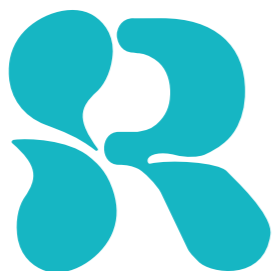
About the Revive IV Logo



Our logo, an abstraction of splashing water combined with the letter “R” is designed to be instantly recognizable on a wide variety of media.

As water is the medium for life, the logo is meant to evoke serenity and movement. Use of the logo in media should give a feeling that using our services is a positive choice for better health and that it is a safe, serene environment.

“Sharp” angles and shapes in Revive IV materials should be avoided which connote needles and sharp pain, which many people negatively associate with IV treatment.



The logotype and the mark may be used together or separately as needed or desired. Both parts of the logo are customized to be distinct and identifiable on their own.

**Revive IV
Hydration
Therapy**

The color-gradient version at top is the preferred version for most media, but the solid color versions may also be used as practical in situations where the gradations may not reproduce well.

Safety Zone

A safety zone is defined in order to maintain the logo's integrity and visibility on materials. The amount of white-space around the logo is defined by the height "X" based on the "IV" in the logo.

No other graphic elements should encroach upon the logo's safety zone.



Typography

Nunito

Nunito is best used for headlines and subheads or where larger text is needed.

Helvetica Neue

Helvetica Neue is used for body or smaller text.

Nunito Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Nunito Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Nunito Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Nunito Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Helvetica Neue Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Helvetica Neue Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Helvetica Neue Light

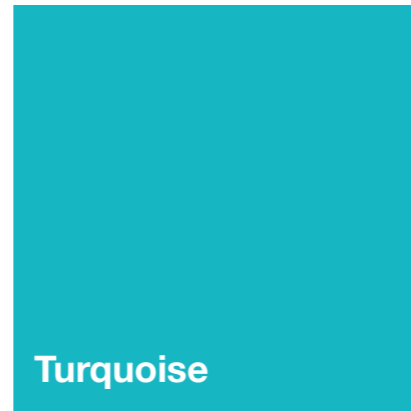
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Color Palette



Royal Blue

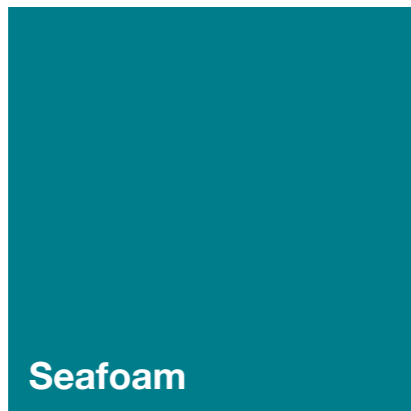
C=95 M=89 Y=2 K=0
RGB #324197



Turquoise

C=72 M=3 Y=25 K=0 1
RGB #16b6c2

The colors used in our palette evoke a peaceful seaside. They are used in a variety of combinations as needed and to provide interest and variety.



Seafoam

C=72 M=3 Y=25 K=0
RGB #007d8a



Sand

C=5 M=5 Y=10 K=10
RGB #d9d5cd

Possible Color Combinations






Signage

Apparel




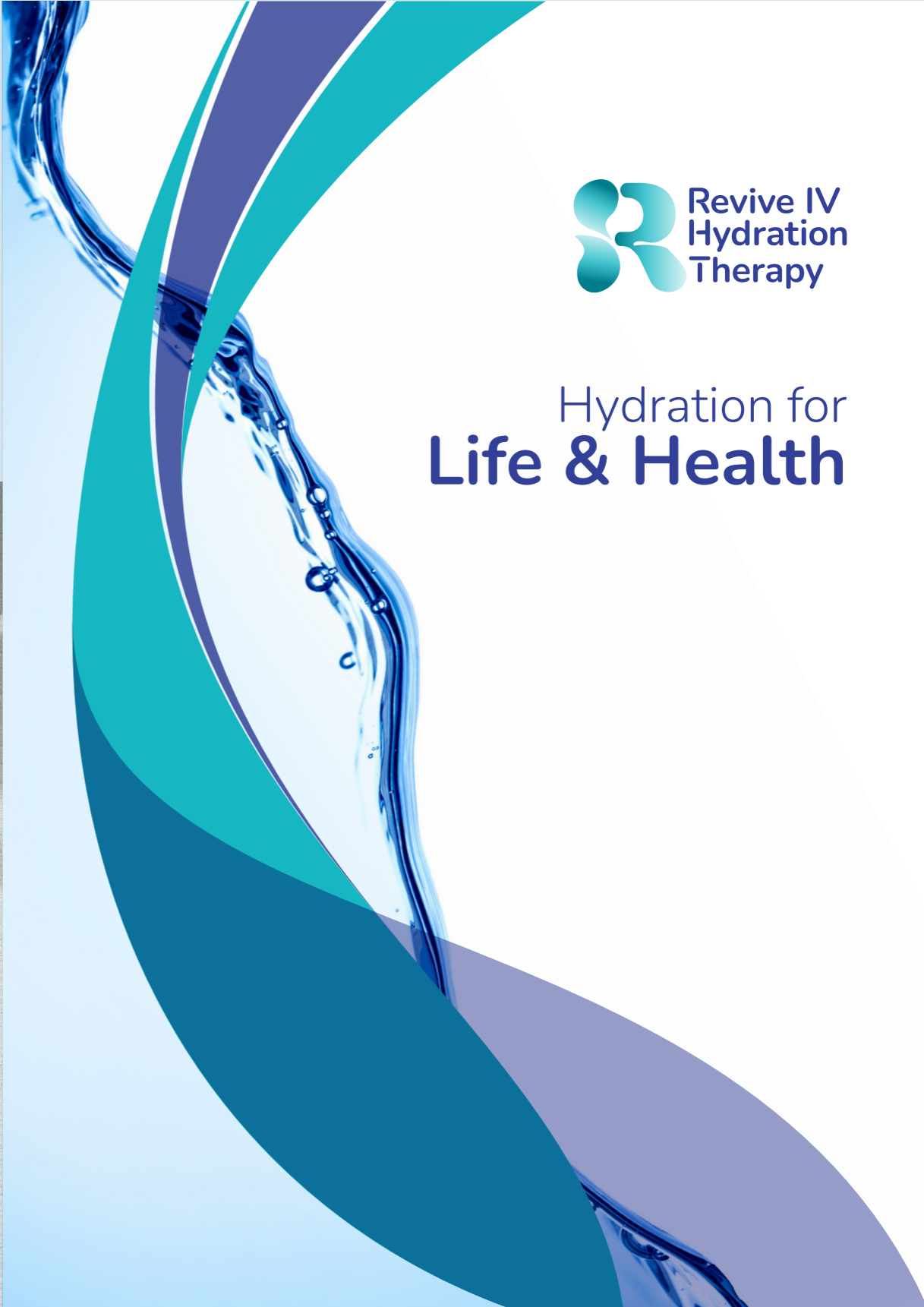
Print

Hydrate,
Refresh,
Revive.



Revive IV
Hydration
Therapy

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Revive IV
Hydration
Therapy

Hydration for
Life & Health