



**Vivitar**<sup>®</sup>  
we make it easy<sup>™</sup>

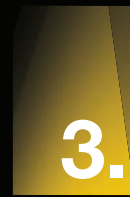
# Vivitar brand



1. Snapshot



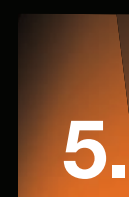
2. We



3. Make



4. It



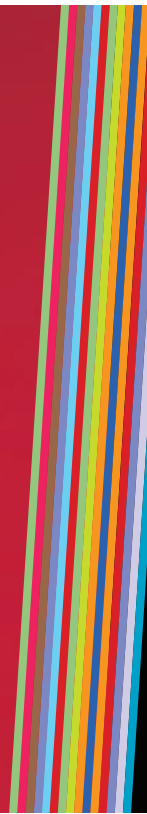
5. Easy



# snapshot

of the Vivitar brand.

**Vivitar**<sup>®</sup>



# introduction.

## **A camera. A photo. A moment.**

It's a split second in which a thousand words can visually be spoken. It can capture emotion and set it free simultaneously. It can inspire or motivate you in one second – or be a nostalgic reminder of the past the very next.

Like children effortlessly capturing fireflies in their backyard, now there's a company that makes it possible for millions to effortlessly capture memories in their cameras.

To be frank, there's nothing easy about making something look easy. It takes time, patience and a dedication to the brand standard.

**It's also why we provide you with a snapshot of who we are.**



A candid look inside the world of Vivitar.

# why a whole book about one single image?

**Consider this an instruction manual to maximize what you can get out of the Vivitar experience.**

The following will serve as the answer sheet for your potential questions. A guide to help you with the things you're unsure of. And a place you can fall back on to guarantee that perfect image, every single time you shoot with a Vivitar.



A photograph of a couple embracing underwater. The woman is wearing a red dress and the man is wearing a white shirt. Sunlight filters through the water, creating a shimmering effect. The text 'we' is overlaid in large white letters, with 'the people of Vivitar.' in smaller white letters below it.

we  
the people of Vivitar.

The Vivitar logo is displayed in white text on a teal background. To the right of the teal area are several vertical stripes in various colors (red, yellow, green, blue, purple).

Vivitar®

# brand name

The Vivitar name carries a rich heritage. Some believe its prime was reached in the 70's and 80's, while others remember the brand throughout the 90's.

## But what if the brand has yet to reach its full potential?

Today, the Vivitar image is as vibrant and strong as ever. Its contemporary design interwoven with effortless technology has provided the Vivitar brand with a solid foundation.

**Where does this foundation come from?  
It all starts with the name.**

## zoomed in on Vivitar:



## Vivitar = “lifetime optics”

The idea of “lifetime,” or more specifically lifestyle, is Vivitar’s one great constant. All products relate to a specific lifestyle that each and every one of us choose to live – from playing sports to relaxing on vacation, from starting a family to being on an underwater adventure. No matter what you do with your time, Vivitar has a camera that easily fits into your lifestyle and artfully captures your moments.

# brand statement

## What do we stand for?

Vivitar stands for an effortless experience.

## Who do we appeal to?

Young and old. Fashionistas and aspiring techies. As long as you have the mindset, Vivitar has the camera that fits your lifestyle.

## What do we want to be?

We desire to be cool, unique,  
**funky & independent.**

## How do we support this?

We have a long history of quality products. We offer a wide range of user-friendly cameras and video recorders to fit every lifestyle. We distribute our products globally.





# brand personality



sensual.

Slightly seductive.  
An alluring quality.

glam.

A sophisticated look.  
A luxurious statement.

life.

Anticipated energy.  
Redefining interesting  
moments.

fresh.

A crisp feeling.  
Surprisingly perspective.  
Cool snapshots.

effortless.

Simple and polished.  
Clear and easygoing.



make

up of our brand through a panorama of collaborating pieces.

Vivitar®

# brand elements

Vivitar has been reenergized through its recent acquisition by Syntax-Brilliant. With a promising new global reach, complete with new products, messaging, marketing and image, Vivitar is positioned for a strong push into the lives of consumers everywhere.

## voice

The new voice of Vivitar screams quality and whispers cool. It is an accessory first and a tool second. Effortless functionality makes it confident and smooth, while unique and funky. Its versatility allows it to be anything and everything the consumer needs it to be.

go below.

journey journal.

get clicky.

oh, snap.

be exposed.

play on.

sharp shooter.

trigger time.

## aesthetics

Our visuals convey a statement about our brand. Everything Vivitar stands for is communicated through our typeface, colors, logo and imagery.

### typeface

The simplicity of Vivitar is clearly communicated in the purity of the Vivitar typeface.

Helvetica Neue is a metaphor for the Vivitar brand – a classic reinvented with a modern look. This sans serif typeface is strong, powerful and versatile with various weights. Its high-end look is both stylish and sophisticated.

**The epitome of the Vivitar brand.**

abcdefghijklmnopqrstuvwxyz.

abcdefghijklmnopqrstuvwxyz.

abcdefghijklmnopqrstuvwxyz.

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ.

ViviCam 6326

a digital camera that will  
make you do back flips.

dream catcher.

go big.

style points.

action hero.

## color wheel

With a black canvas, the Vivitar colors range from cool and playful to warm and sexy. The colors form a distinguishing backdrop to highlight product choices on packaging, collateral and advertising.

The Vivitar color palette was created to act as a dramatic cut into the black – the colors were based on the primary and secondary colors from a color wheel.

chili pepper. PMS200C  
tangerine. PMS151C  
lemon curry. PMS116C  
citron. PMS382C  
ocean. PMS306C  
lapis. PMS285C  
purple wine. PMS513C



## the index bar

The looseness and creative flair of the index bars brings an iconic look to the Vivitar brand that, with time and repetition, can become the pinnacle of Vivitar brand awareness. The multiple colors are free-spirited and eclectic, but are weaved together in a discerning way.

**This stylized element elevates the brand to a fashion accessory rather than just photographic instrument.**



**10.0** Mega Pixels

## megapixels tab

To bring dimensionality to the packaging and collateral, we've utilized a 3D tab that mimics the look of a real tab placed on packaging. This brings the focus to a key product decision-making point. Intrinsic to the design are simple ways to add more personality into the brand.

# photography

## How do we whisper cool?

Our photography choices do most of the talking for us. They have to encapsulate EVERY SINGLE brand element of the Vivitar brand personality.

engaging.

authentic.

passionate.

lively.

crisp.

emotional.

iconic.

intuitive.



# logo

A mark that carries the long heritage of expertise in quality photographic equipment. The logo should always be clean and bold while conveying a subtle stamp of professionalism. The logo should be used only in black or reversed out of a color.

## vertical logo

The vertical logo should be on the majority of corporate communication and is used as a badge of professionalism.

## horizontal logo

The horizontal logo can utilize the different vibrant colors of the color wheel, although in a very polished way.

## tagline

A soundbite of the brand that needs to be locked to the logo whenever possible. It should be used only in lowercase and always carries the trademark symbol.

vertical logo variations

**Vivitar**<sup>®</sup>  
we make it easy™

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we make it easy™

logo measurements



Clear Space Requirement:  
1.5x (x = height of "V" in Vivitar)

**Vivitar**<sup>®</sup>  
we make it easy™

1" wide  
minimum size

horizontal logo with color wheel choice



logo violations

**Vivitar**<sup>®</sup>  
we make it easy™

**Don't** disproportionately scale the logo.

**Vivitar**<sup>®</sup>  
we make it easy™

**Don't** change the color of the logo.

**Vivitar**<sup>®</sup>  
we make it easy™

**Don't** change the tagline lock-up.



# packaging

Based on megapixels, the packaging visuals cover the entire 'cool spectrum.' The color range also gets deeper and richer in palette.



effortless



it

is the "invisible cool."

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# What is cool?

**Cool is potent. Original.**  
Instantly recognizable.

**Cool is a quiet confidence.**  
Yet speaks loud and clear.

**Cool is doing vs.**  
talking about doing.

**Cool doesn't try.**  
Cool just is.

**Cool is enigmatic and lucid**  
all at the same time.

**Cool is a dynamic force**  
drawn into memory.

**It is believing in something,**  
then standing up for it.





easy

on the eyes. and finger.



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# spreading the word

Vivitar products are highlighted by features that appeal to every camera buyer—whether searching for a replacement, a second camera, something new, or a gift for someone else.

'We Make It Easy'  
to capture them all.



size.

Almost all of our cameras can fit into a purse or a pocket.



megapixels.

We offer more megapixels at an affordable price.



large preview screen.

We provide the photographer the ability to instantly see what they've shot.



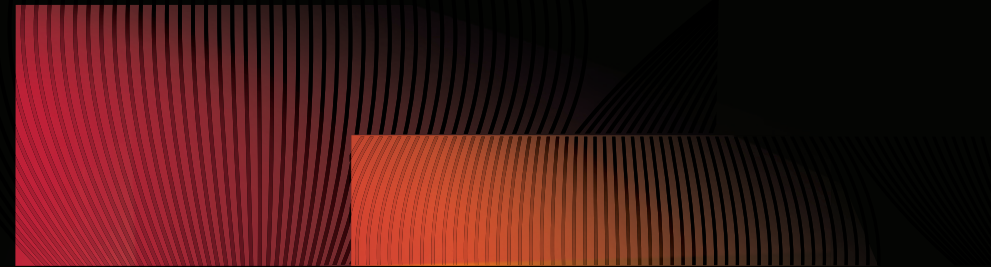
accessorizing.

For when you want more, you can choose from a variety of colors, add-ons and styles.



video/audio functionality.

We offer a full range of still, video and sound capabilities with our products – many with all three.



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