



TM

VIVERAE

# GUEST STYLE GUIDE

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It is always the simple  
that produces the marvelous.

Amelia Barr

The purpose of these guidelines is to provide a standard for the implementation of our corporate identity across a range of media.

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## LOGO

Our logo is very important to us. It has gone through many iterations to get to the current version, and we love its bold, simplistic look.

## Rationale

The Viverae corporate logo is the core visual representation of our company. We must use the logo consistently to maintain our identity and instant recognition of our brand.

## Construction

The Viverae logo consists of two elements: wordmark and symbol. These elements and the combination of them are unique and must never be altered.

They should always be used in accordance with these guidelines.

The use of the symbol in isolation should be carefully considered and implemented by a designer.

For print and web, the symbol must be used with the full logo nearby. It is not recommended that the symbol be used as a default identifier in place of the complete logo.

## Logo Font

The proprietary logo font in our wordmark represents the duality of technology and simplicity. It suggests the innovation that powers our products and services.

It is not preferred to use the logo font in the wordmark for anything outside of the logo.

## Logo Selection

The stacked version of the logo is preferred.

The landscape version is only to be used when there is not enough space to allow for the stacked logo to be used, or when the stacked logo would be illegible.

STACKED LOGO  
(preferred)

## LANDSCAPE LOGO



## Color Treatment

There are color breakouts for PMS, CMYK, RGB and Hex Code. PMS is preferred. These should be used whenever possible. No other variation of colors is approved.

The wordmark or symbol should never be used in colors or fonts other than those specified in these guidelines.

In communications, the clear space around the logo must be kept free of any elements, such as text, graphics, borders and other logos. This space is equal to the height of the letters in the wordmark.

## Tagline Treatment

The Viverae tag line “We value wellness.” is only to be used in Corporate brand advertising. All usage of the tag line needs to be approved by the marketing department at Viverae.

The tag line is Proxima Nova Light with a kerning of -20 with no horizontal or vertical scaling. It should be the same width as the word Viverae in the logo, and should be placed beneath the word Viverae at a distance equivalent to the space between the wordmark and symbol.



**PMS 2995 C** : Hex: 05a6df  
R:6, G:167, B:224  
C:73, M:16, Y:0, K:0



## LOGO PLACEMENT

Although the logo is a very bold and easily discernible mark, it can be presented in a way that's difficult to see. We'd like to avoid that.

### On a Background

When using the logo on a background, bold colors are preferred. Ideally one of Viverae's primary colors. A white logo is appropriate. If using a tinted logo, use no more than 15% of the background color tint for the logo color.

Usage of 85% white often creates a color cast, so be sure to use either 100% white or 15% of the background color.

### On Grey Backgrounds

If the background is less than 20% black, use of the PMS 2995 C logo is permissible. If the background is any darker, use the white logo. As always, use good judgement. If the logo seems hard to see, then use an alternate version that is easier to see.

To request vector or raster versions of our logo, please send an email request to [branding@viverae.com](mailto:branding@viverae.com)



### Logo Rules

We don't mean to be a bummer, but there are a few places we must insist you not use the logo. Like we mentioned previously, if you are using good judgment, these situations shouldn't arise. But if they do, here are the hard and fast rules.

#### 1. Never stretch or squish the logo.

This is more common in PowerPoint documents than anywhere else. In any event, we like the logo to remain its pleasant, intended shape. *If using Microsoft Office®, hold down the shift key to constrain the proportions when resizing the logo.*

#### 2. Do not emboss or add a drop shadow.

Please don't try to fancy up the logo with a drop shadow or bevels.

#### 3. Use high-contrast logo on background colors.

High contrast is preferable when it comes to logo positioning. If the logo is similar to the background color, choose a different, more impactful logo. In this case, white would be preferred.

#### 4. Use 15% background color.

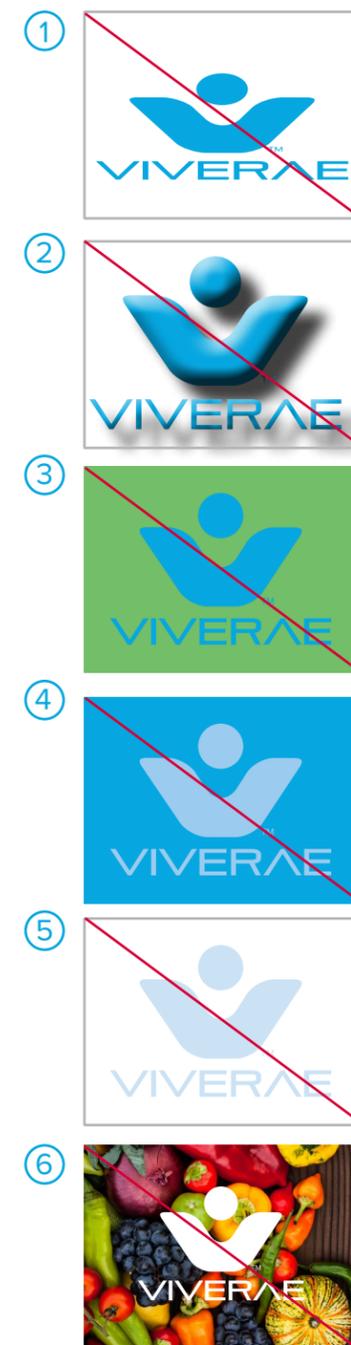
If positioning the logo on a bold background (such as a Viverae primary color), use either the solid white logo or a logo that is 15% of the background color. Please don't use a percentage of white or make up a percentage of the background color that you like, even if it's pretty. We like to maintain some manner of consistency.

#### 5. Use full color on white backgrounds.

Please use the full color logo on white backgrounds. Or black if the document is to be a black and white print. Ghosting the logo back softens the look we are trying to achieve.

#### 6. Please do not use the logo over busy backgrounds.

If the background is a complex pattern or continuous tone image, either block out a place for the logo to go, or use a different image.



## COLORS

Our color palette is an extension of our brand. Bold and bright, yet simple and definitive.

The Viverae® color palette has five primary colors to choose from. This allows for a healthy amount of color combinations and representation via color. However, we prefer to use a single color with the tints and shades that correspond to that color on single page documents. The use of complementary color is allowed as an accent color, but must be used sparingly to call attention to a single important fact or goal.

The use of multiple colors is best used when dividing sections of a large document, or as color representation in graphs and charts that have a large number of data sets.

The preferred order of primary color usage is listed here. PMS 2995 C is always the core go-to color. It is also the first color to be used when dividing sections by color coding.

Always use the CMYK, RGB, and Hex Code values listed here. DO NOT allow any art programs (i.e., InDesign, Illustrator, Photoshop) to convert the PMS colors to CMYK or RGB. The values listed here are independent of monitor conversion profiles. By using the values assigned on this page, we can better control color consistency for both printed hard copy and web-based soft copy.

For print-based projects, use the PMS color if that option is available. If not, use CMYK values.

For web-based projects, use the RGB color values. Our secondary color palette and its affiliated tints and

### PRIMARY COLORS (in order of usage preference)

- 1  **PMS 2995 C**  
Hex: 05a6df  
R:6, G:167, B:224  
C:73, M:16, Y:0, K:0
- 2  **PMS 7488 C**  
Hex: 7bc24d  
R:124, G:194, B:77  
C:56, M:0, Y:93, K:0
- 3  **PMS 258 C**  
Hex: 914799  
R:146, G:71, B:153  
C:49, M:86, Y:1, K:0
- 4  **PMS 715 C**  
Hex: fa8d29  
R:250, G:141, B:45  
C:0, M:54, Y:93, K:0
- 5  **PMS 421 C**  
Hex: b2b3b2  
R:178, G:179, B:178  
C:31, M:24, Y:26, K:0

shades are only to be used with charts and graphs or other objects that graphically measure data and statistics.

The secondary colors should never be used as core colors or as design element colors.

### SECONDARY COLORS

-  **PMS 206 C**  
Hex: d60037  
R:214, G:0, B:55  
C:10, M:100, Y:78, K:2
-  **PMS 107 C**  
Hex: fee01e  
R:255, G:224, B:30  
C:2, M:7, Y:96, K:0

Using a core color and its corresponding tints and shades helps us create a sense of unity and cohesiveness.

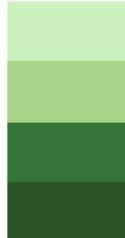
Primary Tints and Shades

**PMS 2995 C**



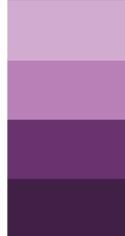
Hex: 8dd7f7 | R:141, G:215, B:247 | C:40, M:0, Y:0, K:0  
 Hex: 46c8f5 | R:70, G:200, B:245 | C:59, M:0, Y:0, K:0  
 Hex: 007aa3 | R:0, G:122, B:163 | C:87, M:43, Y:21, K:1  
 Hex: 004d66 | R:0, G:77, B:102 | C:96, M:64, Y:41, K:25

**PMS 7488 C**



Hex: cbefbd | R:203, G:239, B:189 | C:21, M:0, Y:33, K:0  
 Hex: a8d389 | R:168, G:211, B:137 | C:37, M:0, Y:61, K:0  
 Hex: 357539 | R:54, G:117, B:57 | C:80, M:31, Y:100, K:19  
 Hex: 2b5328 | R:43, G:83, B:40 | C:80, M:42, Y:99, K:41

**PMS 258 C**



Hex: d1aad0 | R:209, G:171, B:208 | C:16, M:35, Y:0, K:0  
 Hex: b980b7 | R:185, G:128, B:183 | C:27, M:57, Y:0, K:0  
 Hex: 693370 | R:105, G:51, B:112 | C:67, M:93, Y:26, K:11  
 Hex: 412046 | R:65, G:32, B:70 | C:74, M:92, Y:42, K:43

**PMS 715 C**



Hex: fcca9c | R:252, G:202, B:156 | C:0, M:23, Y:40, K:0  
 Hex: fbab60 | R:251, G:171, B:96 | C:0, M:38, Y:70, K:0  
 Hex: c76305 | R:199, G:99, B:5 | C:17, M:70, Y:100, K:5  
 Hex: 633103 | R:99, G:49, B:3 | C:39, M:75, Y:100, K:50

**PMS 421 C**



**PMS**  
 PMS Cool Grey 1 C | PMS Cool Grey 9 C

**CMYK**  
 Hex: eceeee | R:236, G:238, B:234 | C:6, M:3, Y:6, K:0  
 Hex: 5a5657 | R:90, G:86, B:87 | C:62, M:57, Y:54, K:29

**1/C BLACK**  
 Hex: ecedee | R:237, G:237, B:238 | C:0, M:0, Y:0, K:7  
 Hex: 58585b | R:88, G:89, B:91 | C:0, M:0, Y:0, K:80

Secondary Tints and Shades

**PMS 206 C**



Hex: ff99b3 | R:255, G:153, B:179 | C:0, M:51, Y:9, K:0  
 Hex: a31827 | R:163, G:24, B:39 | C:24, M:100, Y:91, K:19

**PMS 704 C**



Hex: fce982 | R:253, G:233, B:131 | C:2, M:4, Y:60, K:0  
 Hex: f2c008 | R:242, G:192, B:8 | C:6, M:24, Y:100, K:0

## TYPOGRAPHY

It is the designer/typographer’s task to match form with content; to create an authoritative document. —*Nick Shinn*

### Brand and Collateral Fonts

Viverae uses Proxima Nova to support our clean simplified look and feel. Proxima Nova combines modern proportions with a geometric appearance and is widely supported on web-based platforms. The core font family contains 7 weights ranging from very thin to exceedingly thick. Viverae uses Proxima Nova Thin, Light, Regular and Semibold. We do not use anything thicker than Semibold.

**Body Copy** on printed material should be Proxima Nova Light 11 point, with a leading of 13 and kerning of -20. Body copy color should be 80% black.

Text should preferably be set in upper and lower-case, and aligned left with ragged right (not justified), and flush left with design elements.

**Headline fonts** preferably use thinner weights like Thin or Light; however, Proxima Nova Thin is only used on font sizes larger than 20 point. For fonts smaller than 20 point, the designer should use Proxima Nova Light or Regular. Proxima Nova Semibold is used typically for subheads or call-outs.

### Proxima Nova

**Aa** THIN  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 (.,:;!£\$&@\*) 0123456789

**Aa** LIGHT  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 (.,:;!£\$&@\*) 0123456789

**Aa** REGULAR  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 (.,:;!£\$&@\*) 0123456789

**Aa** SEMI-BOLD  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 (.,:;!£\$&@\*) 0123456789

### Microsoft Office

The corporate font for Microsoft Office documents such as PowerPoint or MS Word is **Century Gothic**. Century Gothic is similar to Proxima Nova in geometry and is a native font to Microsoft Office. This reduces font issues for any documents that might be used cross-platform.

### Century Gothic

**Aa**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 (.,:;!£\$&@\*) 0123456789

# VISUAL ELEMENTS

We feel you should use your creativity, but we do have a few key points to keep in mind.

## Viverae Design Style

We favor the International Typographic Style approach to design. Utilizing a grid as a foundation for design makes your eyes happy and thankful, so we use a base grid for all designs.

Sans serif fonts allow us to create orderly, clean, easy-to-read layouts. Flush left unjustified body copy is preferred. We use 80% black body copy to reduce the stark contrast that can cause eye fatigue.

Negative space, a.k.a white space or “the space between elements” is one of the most valuable elements of our design. An understanding of white space and how it increases content legibility, allows for more effective calls to action, creates balance and focus, and carries tone is paramount to our design process.

## Iconography

Use bold, simple icons that easily convey the message. Solid single colors are preferred unless the idea being conveyed requires multiple colors for ideal representation.

## Photography

We believe in our culture and ourselves. For that exact reason, we use photos of Viverae employees on virtually all communications. The photos should be candid and topical. A photo of folks on a bicycle shouldn't be used when talking about food. Again, just use good judgment and common sense.

To compliment our color palette, photos are converted to black and white and given a PMS 2995 C duotone cast. The duotone needs to remain fairly subdued. If using a color overlay to create the duotone, an opacity of no greater than 30% should be used.

The exception to this rule is when the audience is a financial institution or when the piece contains a large amount of metrics. For these exceptions, toned down corporate stock photography is acceptable. No photography is also acceptable in these instances.

## DESIGN EXAMPLES



**CASE STUDY: CULTURE**

Viverae® is a workplace wellness provider that has enjoyed success by nurturing a healthy culture within its corporate walls. The same practices the company uses to motivate and inspire members to improve their health are used to encourage employees to adopt healthy behaviors and improve their own lives.

**SITUATION**

**How do you create a healthy culture in a workplace focused on wellness?**

When Viverae began in 2003, it was run like any young start-up striving to carve a niche in a competitive marketplace. The company had:

- A “greasy spoon” diet
- A strict business dress code
- Birthday parties with sugary cake
- No gym

**RESOLUTION**

**Build Healthy Habits into the Company Landscape**

In 2008, CEO and Founder Michael Nadeau issued a “no more cake” memo declaring a moratorium on unhealthy food and the healthy workplace culture at Viverae began. Soon everyone from executives to frontline employees embraced the same healthy habits the company promotes to its clients. In addition to opening a healthy café, 24-hour fitness center and on-site clinic, healthy activities were steadily introduced into the culture as well.

**2-MINUTE DRILLS**

In 2010, Michael asked Viverae’s Chief Clinical Officer Jeff Brizzolara to design a way to get more employees physically active. Jeff created 2-Minute Drills to be performed twice daily to get employees up and moving. Everything from squats to a brisk walk around the building was implemented.

**HEALTHY FOOD FUELS HEALTHY CULTURE**

In 2011 Viverae Café opens and replaces the “greasy spoon” providing:

- Chef-prepared breakfast and lunch
- Healthy snacks, protein bars, fruit
- Smoothies & fresh juices
- 40% employee discount

**HEALTHY CULTURE IS BUSINESS AND PLAY FOR VIVERAE EMPLOYEES**

Making healthy activities fun, competitive and rewarding has proven to be a winning formula for Viverae. Some of the many employee benefits that add to the healthy culture include:

- Ping-pong tournaments and cardio ping-pong
- Annual Viverae Olympics
- Healthy cooking competitions
- 24/7 on-site fitness center
- Healthy café with 40% company subsidy
- Free personal wellbeing classes (meditation, yoga, financial wellness, personal growth, etc.)
- On-site massage therapist
- On-site clinic offering employee discount, health screenings
- Casual dress code that encourages fitness center use
- vPoint rewards allowing employees to “buy” branded workout gear
- Monthly social events that benefit charities
- Company-sponsored team sports
- 2-Minute Drills

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**WHY VIVERAE**

Viverae’s passion for health drives everything from our own corporate culture to helping your population make measurable, lasting health improvement.

**Comprehensive Health management programs designed to foster a healthier, more productive workplace for employers, employees, brokers, and consultants.**

**We’re Engagement Experts** – We’ve been perfecting our methods for more than a decade and can measure and evaluate the most important components of engagement. Discover numerous challenge options that can be customized to fit your company culture.

**We Offer a Flexible and Comprehensive Program Design** – Viverae’s service models are initially based on the size of your company, but our programs are not one-size fits all.

**Comprehensive Health Management** – Our associates handle all facets of your program in-house taking much of the administrative burden off your staff. One program compared to multiple vendors also ensures no data transfer issues, ensuring a seamless member experience.

**We Provide Validated Data** – Our integrated claims data lets us identify condition-specific care, which targets member health where changes are needed most.

**We Do It All with MyViverae™**

MyViverae is a health engagement tool that is at the heart of everything we do. Here, members establish and update access to monitor and track their health program’s professional Health Coaching, Customized

**What to expect from VIVERAE**

Working with an industry-leading wellness expert like Viverae allows you to develop a program with a single vendor who consolidates all your program elements. We handle the details and let you enjoy the results with our consultative approach to health management.

**Client experience**

**Employer Portal** View and edit fully indexed data and consult live 24/7 to create real-time, boardroom-ready reports.

**Claims Integration** Viverae can accept claims data from your insurance carrier and amortize the true cost savings of a health management program produces over time.

**Award-Winning Communications** Take advantage of flexible, multi-unique communications options from Viverae’s In-House Communications Department.

**Member experience**

**Member Health Assessment (MHA)** Gather information for personalized care plan. Provides recommendations to member lifestyle and health risks. Available online, at screening events, or via phone.

**Biometric Screenings** Planned and managed by Viverae. Equipped with site-specific considerations and instructions. Reliable results in minutes paired with on-site personal consultations with Viverae health professionals.

**Personalized Care Plan via MyViverae** One-on-one support through social connections. Stay engaged and accountable. Peer motivated and inspired.

Let us know how we can partner with you. Contact us at info@viverae.com to schedule a consultation. We want you to enjoy health so much as we do.

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### CASE STUDY: CULTURE

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### Case Study: CULTURE continued

#### RESULTS

**Viverae employees become healthy culture ambassadors.**

Since 2008, Viverae employees have participated in the same Pinnacle of Health wellness program the company promotes to its clients. This has ensured an engaged and vibrant workforce that actively lives out its mission. The consistently high health scores of Viverae's workplace population, coupled with its strong commitment to wellness, have also created an invaluable recruitment tool.

#### 4-YEAR AVERAGES (2011-2014)

**95.5%** Excellent, Good or Average Health Scores

**90** Average Health Score

#### VIVERAE EMPLOYEE ENGAGEMENT 2.5X NATIONAL AVERAGE

Viverae's annual employee engagement survey, compared to the "Gallup 12," the U.S. benchmark employee engagement survey, shows Viverae employees are 2.5 times more engaged in their workplace than the national average. The survey results also show that employees are passionate about their work and enjoy working at the company.

Year	Viverae Employee Engagement Survey	Gallup 12 Engagement National Average
2013	81%	30%
2014	83%	31%
2015	82%	33%

#### VIVERAE FITNESS CENTER TRANSFORMS CULTURE, WAISTLINES

The company installed a fitness center in 2008 and expanded the facility in 2011. It now includes a studio for classes like Zumba, plus large changing facilities and a wide variety of equipment. The gym is free and available 24/7 to all employees. An exercise physiologist (personal trainer) came onboard in 2013 and gym attendance grew. Viverae's trainer offers employees free assessments and creates individualized workouts.

#### RECRUITMENT

The healthy culture workplace of Viverae is deeply rooted and so well known it's become a recruitment tool. Viverae is able to attract top candidates who value a diverse workplace with a sense of purpose and are drawn to the company's healthy workplace culture and corporate goals.

**"Today's job seekers are tech-savvy candidates who hold strong convictions."**  
- SimplyHired survey

#### BOTTOM LINE

Viverae is one of the fastest growing companies in its market with a 3-year growth rate of 245%. The company's engaged workforce is proof positive that a healthy workplace culture can build a rewarding business environment.

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### VIVERAE CHAMPION 2-MINUTE DRILLS SCHEDULE @ THETA

WEEK 1	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
10:00 a.m.	Forwards arm circles	Triceps Dip	Walk	1-minute Russian twists 1-minute flutter kicks	1-minute arm circles 1-minute reverse flys
3:00 p.m.	Backwards arm circles	Diamond Push Up	1-minute mountain climbers 1-minute straight leg kicks	1-minute push-ups 1-minute plank	1-minute calf raises 1-minute side lunges
WEEK 2	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
10:00 a.m.	Side Plank	Stability Ball Crunches	2-minutes stairs or track	2-minutes stretching (neck, shoulder, triceps, quads, calves, etc.)	1-minute sumo squat w/ side bend 1-minute squats
3:00 p.m.	Stairs (skip every other step)	Superman	1-minute abs on ball 1-minute plank shoulder taps	1-minute punches 1-minute push-ups	1-minute arm circles 1-minute reverse flys
WEEK 3	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
10:00 a.m.	Burpees	Bear Crawl	1-minute supermans 1-minute reverse flys	2-minutes stairs or track	1-minute abs on ball 1-minute flutter kicks
3:00 p.m.	Plank	Crab Walk	2-minutes single-leg donkey kicks (switch at 1-minute)	1-minute abs on ball 1-minute plank shoulder taps	1-minute arm circles 1-minute punches
WEEK 4	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
10:00 a.m.	Lunges	Shoulder-width Body Weight Squat	1-minute plank to push-up position** 1-minute bicycles	1-minute straight leg kicks 1-minute sumo squat w/ side bend	2-minutes wood choppers (switch at 1-minute)
3:00 p.m.	Reverse Lunges	Wide-stance Body Weight Squat	1-minute inchworm 1-minute plank	1-minute incline push-ups 1-minute triceps dips or chair dips	1-minute half jacks 1-minute high knees

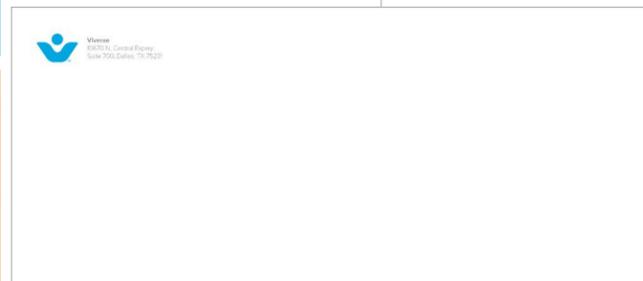
# CORPORATE COLLATERAL

## Letterhead and Envelopes

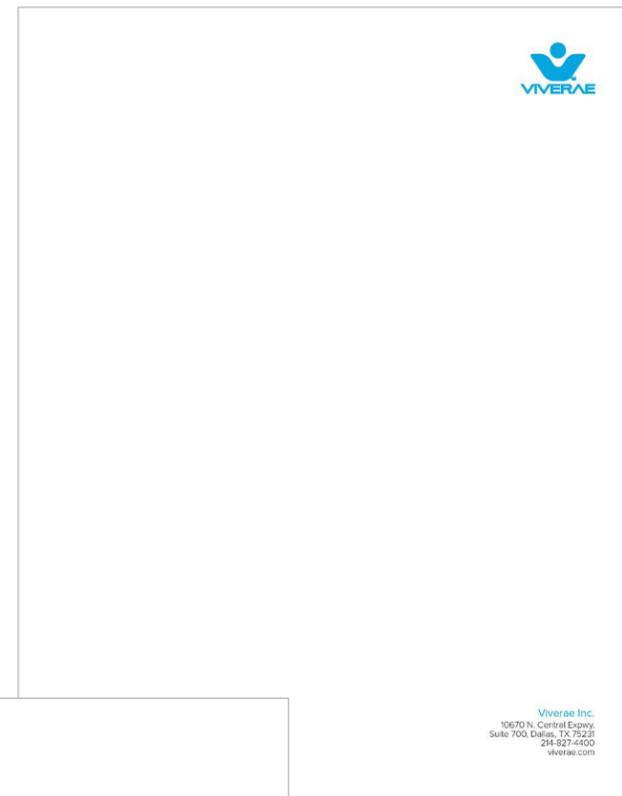
We reserve our pre-printed letterhead and envelopes for business-to-business and financial institution correspondence. Basically we use it for bankers and investors.

## Business Cards

Our business cards have five varying backs, all centered around our Control + Alt campaign. They are great for all around use, or for sales, they can target prospective clients.



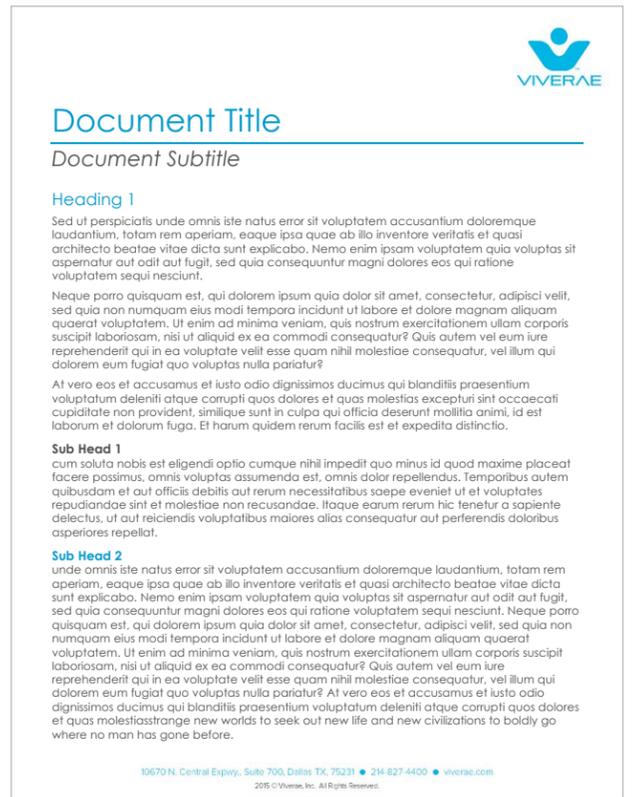
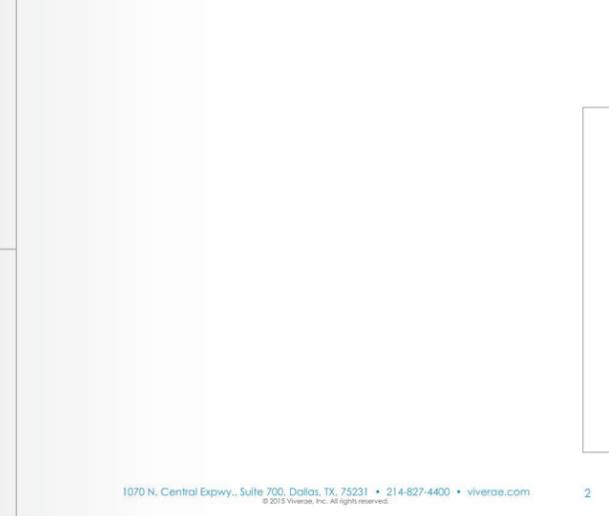
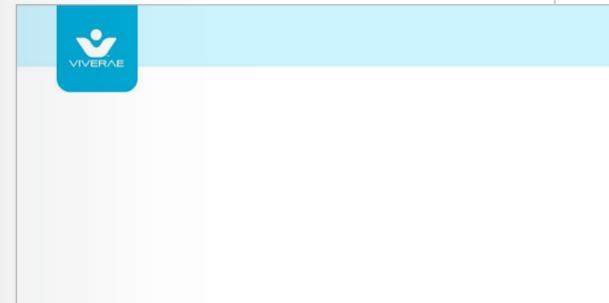
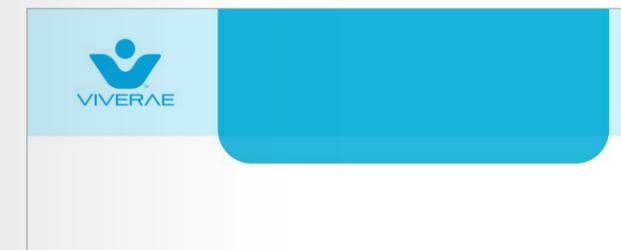
## Letterhead



## Envelope

## Templates

Viverae provides templates in Microsoft Office® for correspondence and information distribution. Please do not create your own MS Word document or PowerPoint document. To request one or all of our templates, send an email to branding@viverae.com.





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