



**Visual
Identity
Guidelines**

When using our visual identity guidelines, the following shall apply:

The Verve Group logos, designs, and artworks as included in the Visual Identity Guidelines (“Logos”) are permitted for fair use by trade publications and media when publishing factual information regarding Verve Group.

The Logos may not be used for any commercial purposes or to promote your own business without our prior written consent.

The Logos may not be used in any way that suggests Verve Group is a partner of your organization or that implies that Verve Group endorses your organization without our prior written consent.

The Logos may not be used in any way or displayed alongside any other content in a manner that may damage Verve Group's public image and standing.

Verve Group, Inc. reserves the right to request removal of the Logos if it determines in its sole discretion that the Logos are used in violation of this Use Policy. The Logos must be removed immediately upon request.

Logos

Minimum size

Print: width=25mm

Digital: height= 20px



Horizontal Logotype

Use the horizontal logotype as the default logotype.

Preferred Logotype

When using on light or white backgrounds, use the logotype in Verve Group blue.



Alternative Logotype

For imagery or on a dark background, use the logo type in white.



Minimum Clear Space

The recommended clear space must never be reduced, but can be increased.

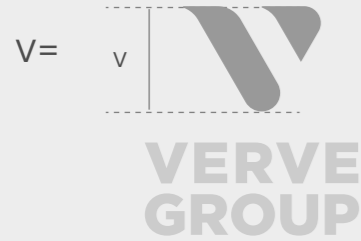


Logos

Minimum size

Print: width=25mm

Digital: height= 20px



Vertical Logotype

Only when the horizontal logotype doesn't fit should the vertical logotype be used.

Preferred Logotype

When using on light or white backgrounds, use the logotype in Verve Group blue.



Alternative Logotype

For imagery or on a dark background, use the logo type in white.



Minimum Clear Space

The recommended clear space must never be reduced, but can be increased.



Colors

Color Scheme

Primary Color

#244fc3

R=36 C=87
G=79 M=74
B=195 Y=0
K=0

Secondary Color

#0a1b77

R=10 C=100
G=27 M=97
B=119 Y=21
K=15

#6c82be

R=108 C=62
G=130 M=42
B=190 Y=2
K=0

#8579c1

R=133 C=52
G=121 M=55
B=193 Y=2
K=0

Action Color

#53a5b9

R=83, G=165, B=185
C=67, M=19, Y=23, K=0

#18cccc

R=24, G=204, B=204
C=66, M=0, Y=27, K=0

Background Color

#e5f2fd

R=229, G=242, B=253
C=8, M=1, Y=0, K=0

#e7e5f8

R=231, G=229, B=248
C=7, M=8, Y=0, K=0

Assisting Color

#89b0ef

R=229, G=242, B=253
C=8, M=1, Y=0, K=0

#613df5

R=231, G=229, B=248
C=7, M=8, Y=0, K=0

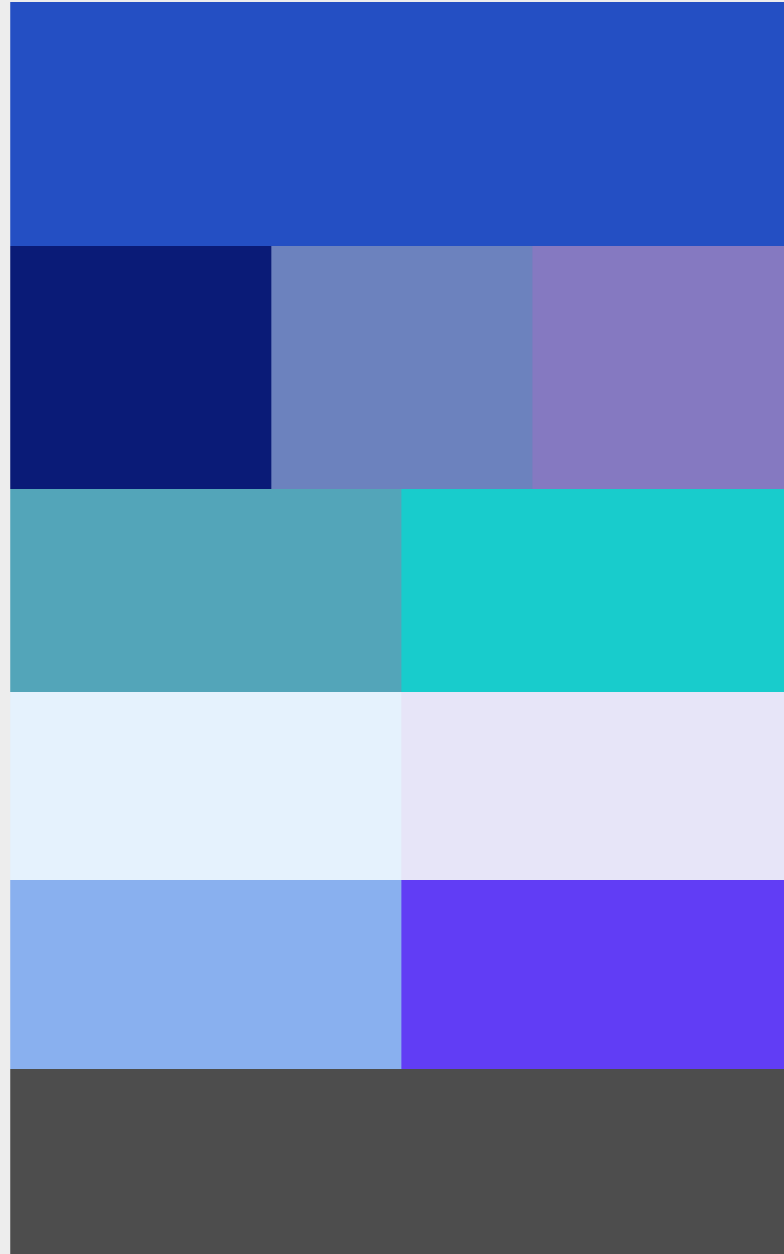
Body Text Color

#4d4d4d

R=77, G=77, B=77
C=65, M=58, Y=57, K=37

Colors

Use of Colors



Primary Color

The primary color is used as the logo color, as well as the main color associated with the brand.

Secondary Colors

This tier includes three colors. They are used in complementing the primary color.

Action Colors

The action colors should be used on clickable properties, such as CTA buttons or links.

Background Colors

The background colors are used as a divider between white spaces, or as a whole page background in presentations.

Assisting Colors

The assisting colors are used in illustrations only.

Body Text Color

The body text color is used for body texts with long paragraphs, as well as small notation texts under highlighted headers or stats.

Typeface

Poppins

Poppins is a widely used sans-serif typeface. It is a part of the Google font library and Adobe Font library.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Font Weight

This font includes nine font weights, each with its own italic style.

Black	<i>Italic</i>
Extra Bold	<i>Italic</i>
Bold	<i>Italic</i>
Semi-Bold	<i>Italic</i>
Medium	<i>Italic</i>
Regular	<i>Italic</i>
Light	<i>Italic</i>
Extra Light	<i>Italic</i>
Thin	<i>Italic</i>

Alternative Typefaces

When using typeface for the website or other online use, we allow alternatives in case Poppins is not available.

The option of alternative typefaces for Poppins are:

Open-sans or **Sans-serif**.

Typeface

Use of Typeface

The usage guideline here is applied to all brand-related design execution.

Header

Header in all materials, apart from the website, should always be in **Bold** or **Semi-bold** font weight.

Paragraph

Paragraph should always be in **Medium** or **Regular** font weight.

Display

For large display texts, use **Extra-bold** or **Black** font weight.

Notation

Notation should be **Regular** or **light in italic**.

Highlight texts

Highlight texts should always be at least two font weights higher than the font weight being used in the paragraph.

Letter Case

Header

The header and subheader should always be in Title Case.

Body texts

The body texts should always be in sentence case.

For more information about our visual identity guidelines, please contact marketing@verve.com.