



# Brand guidelines

Feb 2025

Verve connects advertisers to publishers in emerging channels. We provide AI-driven tools for effective, responsible ad campaigns. Our digital media solutions optimize underleveraged ad inventory, enhancing outcomes across digital devices.

Let's make  
media **better.**

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## How to use

Treat these taglines as logos. They are not to be adjusted or altered in any way. When you need to use them, select the text box, click on export, and select SVG, PDF for print, or PNG, JPG for web. Do not attempt to recreate manually.

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## Tagline

# Brand

Primary colors used for logo, headings, and main brand elements.

AAA

25  
#F5F8FC

AAA

100  
#A0F5FF

AAA

150  
#60EFFF

AAA

200  
#DCDAFF

AAA

300  
#6472B6

AAA

400  
#040532

# Grey/Neutral

Colors used for text, lines, and shapes.

AAA

00  
#FFFFFF

AAA

100  
#F7F6F2

AAA

200  
#EFEDE8

AAA

250  
#D9D9D9

AAA

300  
#A8AAAD

AAA

400  
#707070

AAA

500  
#475467

AAA

900  
#101828

# Secondary

Secondary colors used for accents, highlights, and UI elements such as buttons.

AAA

150  
#8688F7

AAA

300  
#7072D6

AAA

350  
#36375B

AAA

500  
#FFC6BA

# Gradient

Glassmorphism used for visual elements to separate text from backgrounds, and gradient for charts and other accents.

Glass Fill 1  
#475467

Gradient 200  
#ffffff > #DCDAFF

Gradient 400  
Custom shape gradient

Gradient 600  
#ffffff > #8688F7 > #A0F5FF





The logo is primarily used on white or sand color background using the Brand 400 color fill. This allows for enough contrast between brand mark and background.

The logo can also be used on the Brand 400 color fill using the white. This allows for enough contrast between brand mark and background.

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## Logo and icon

H1

Typeface	Weight	Size	Line Height	Kerning
Space Grotesk	Medium	100px	87	-2%

Maximum 2 lines

H2

Typeface	Weight	Size	Line Height	Kerning
Space Grotesk	Regular	80px	73	0%

Maximum 3 lines

H3

Typeface	Weight	Size	Line Height	Kerning
Space Grotesk	Medium	38px	112%	0%

Maximum 2 lines

Paragraph

Typeface	Weight	Size	Line Height	Kerning
Inter	Medium	24px	36	0%

No limit

The font sizes listed above serve as a reference for how they should be applied in relation to one another. Use relative units for text and adjust the font size accordingly to ensure readability across different media.

# Space Grotesk

<https://fonts.google.com/specimen/Space+Grotesk>

abcdefghijklmnopqrstuvwxyz1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

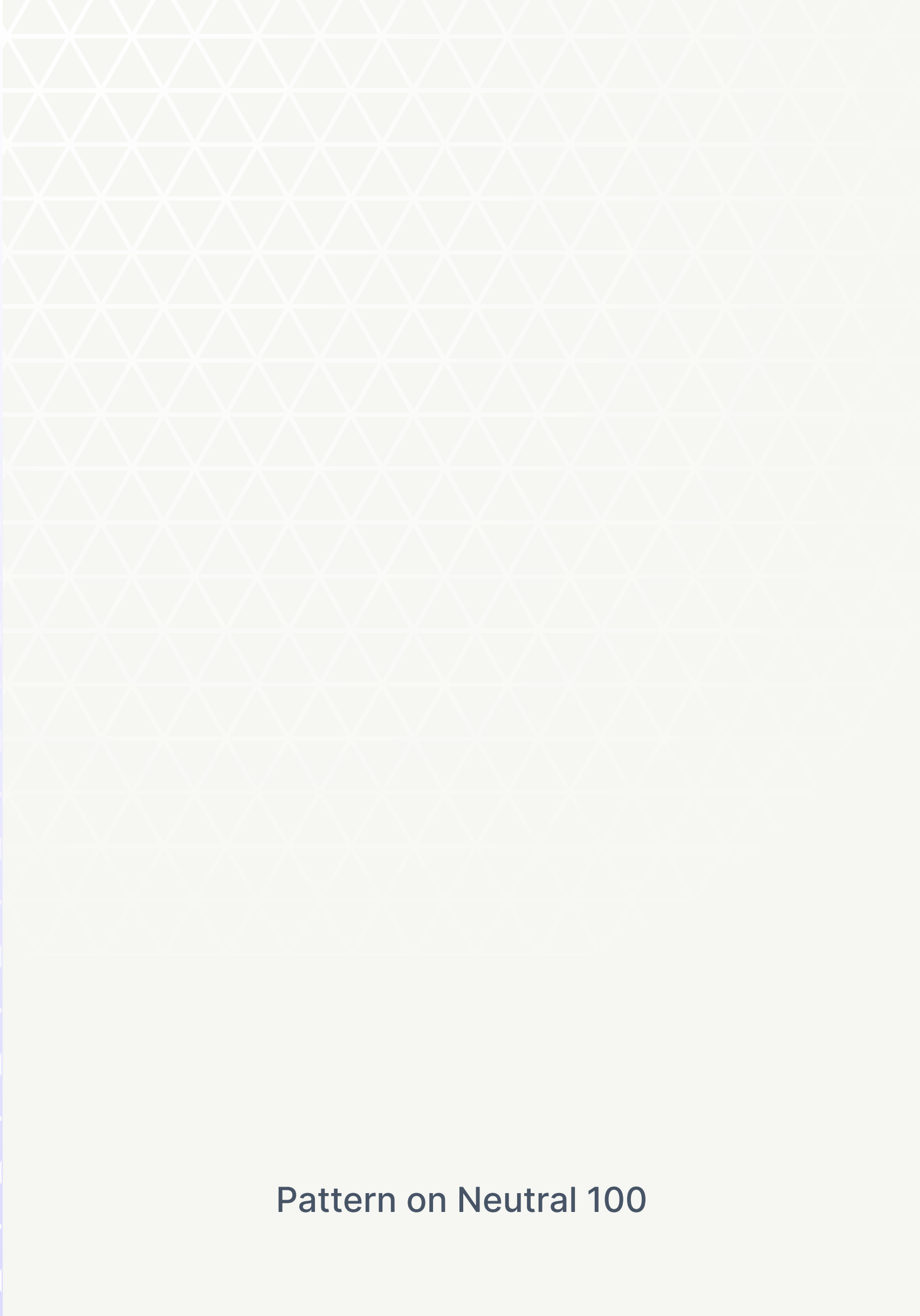
# Inter

<https://fonts.google.com/specimen/Inter>

abcdefghijklmnopqrstuvwxyz1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



Pattern on Gradient 200



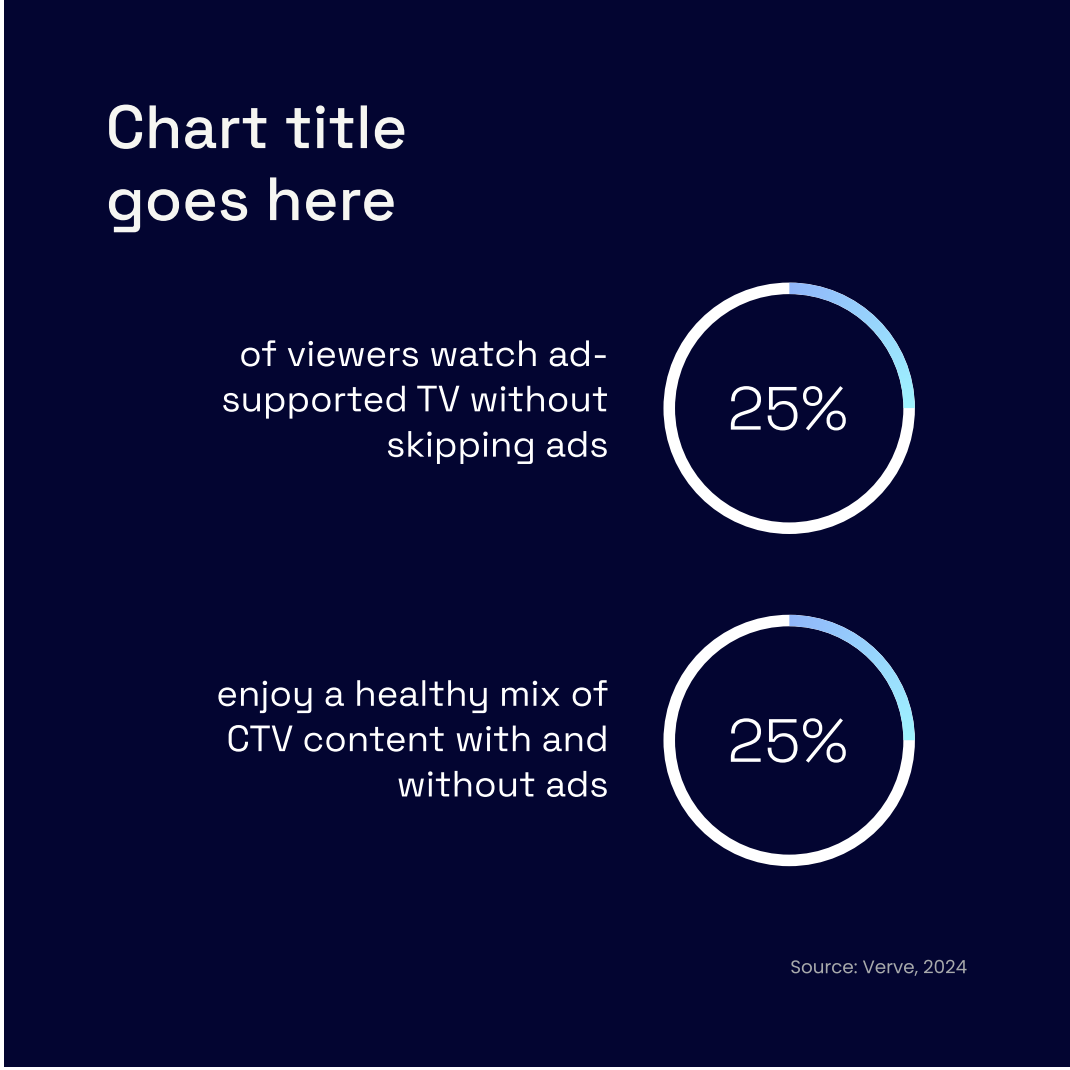
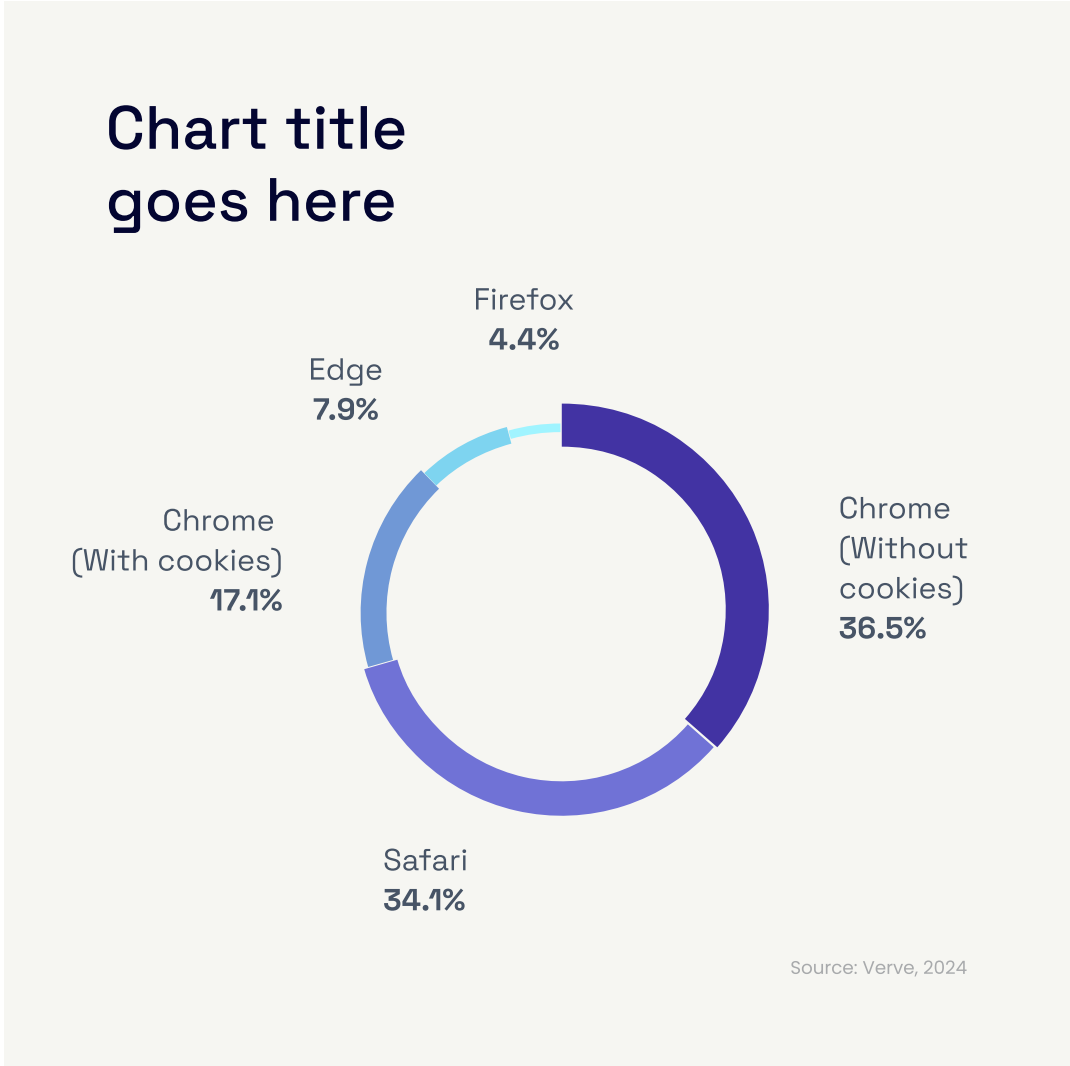
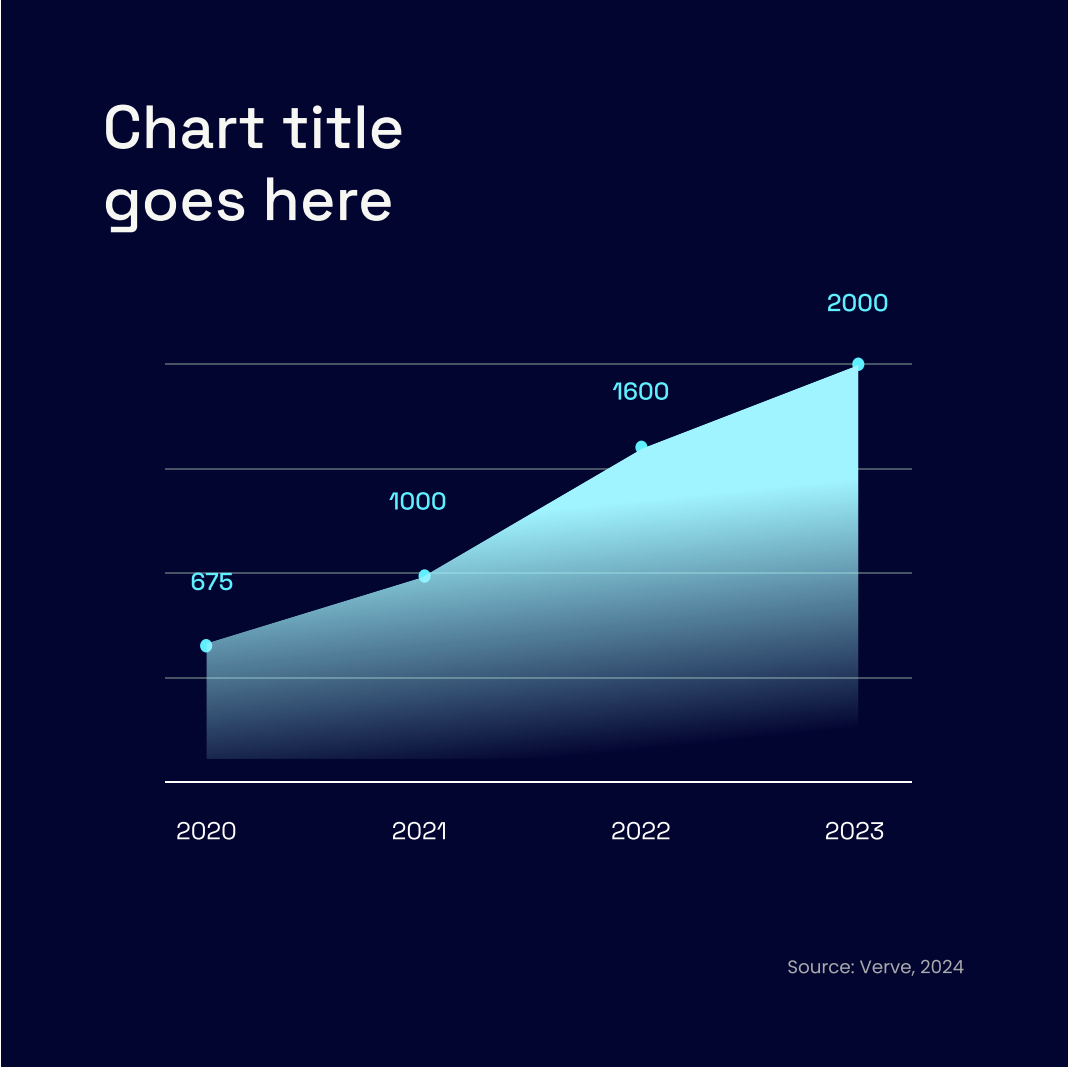
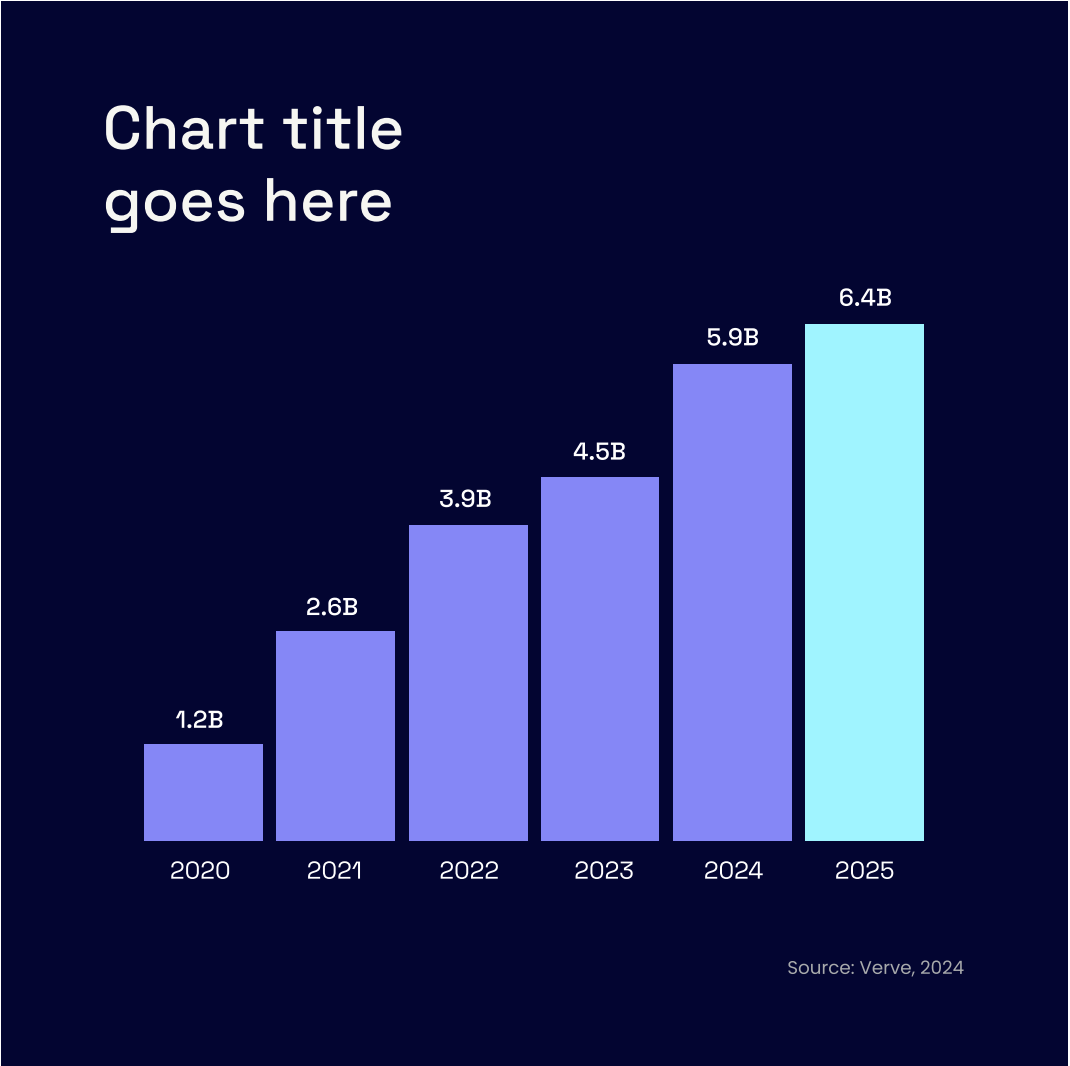
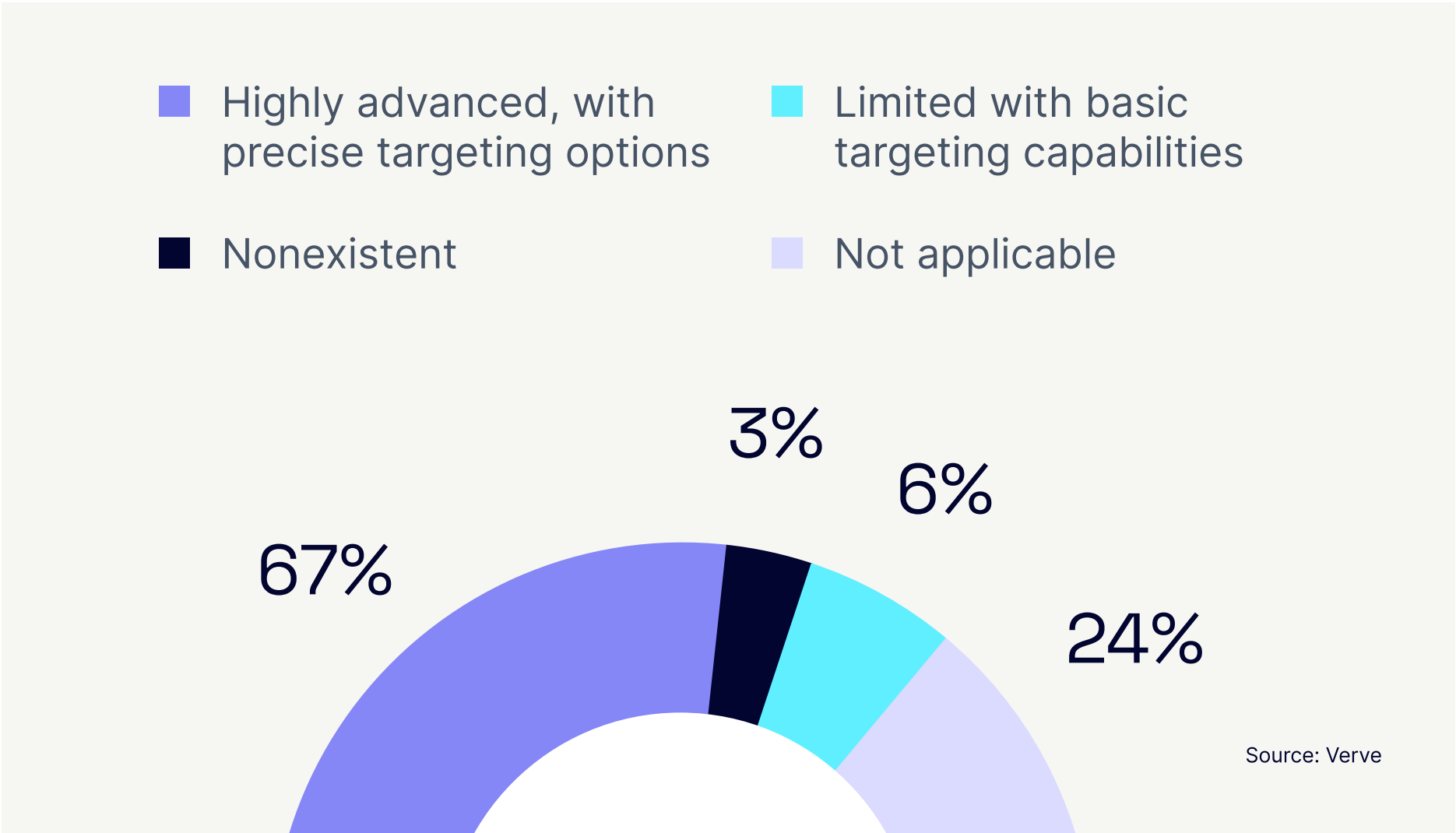
Pattern on Neutral 100



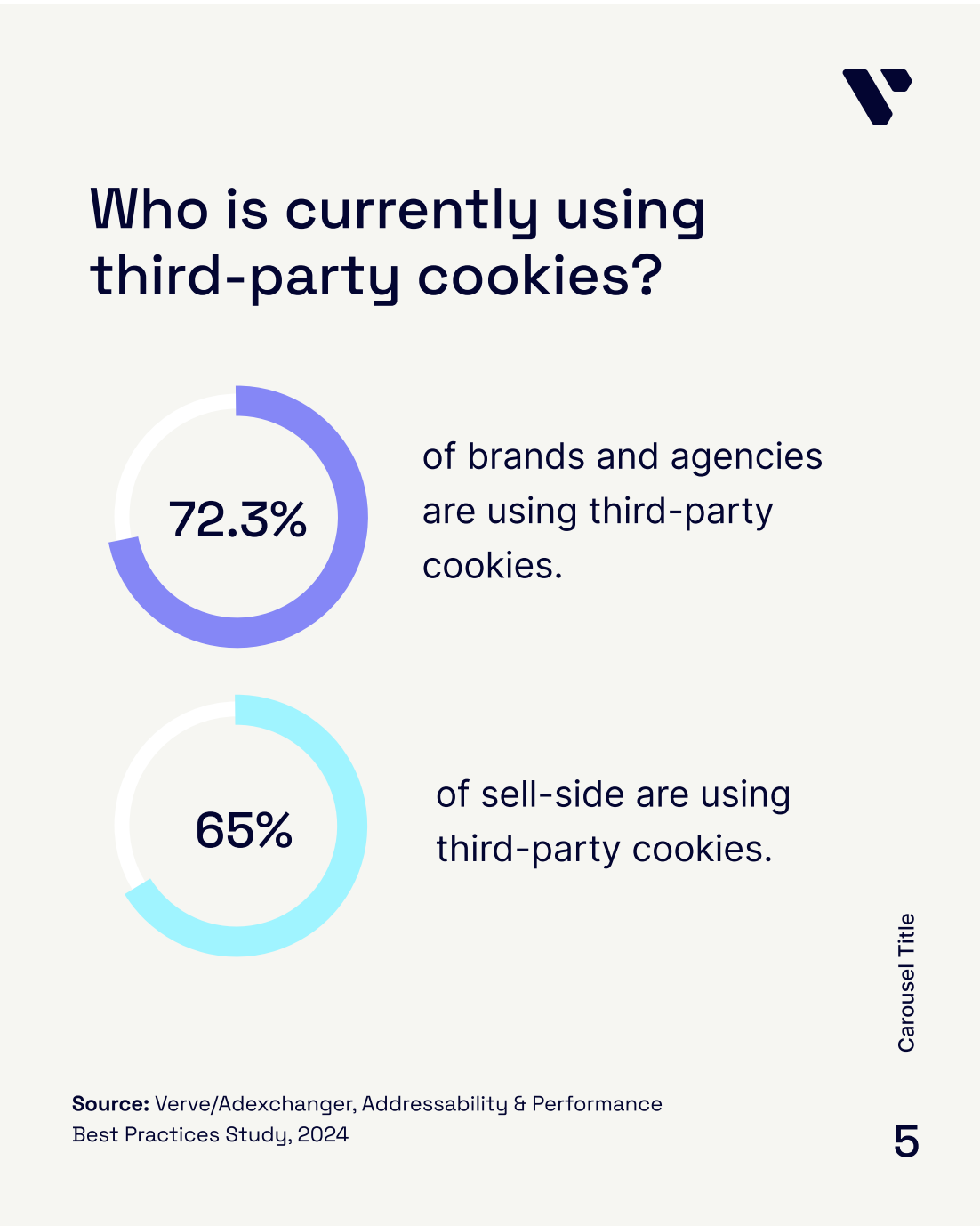
Pattern on Brand 400

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# Grid pattern

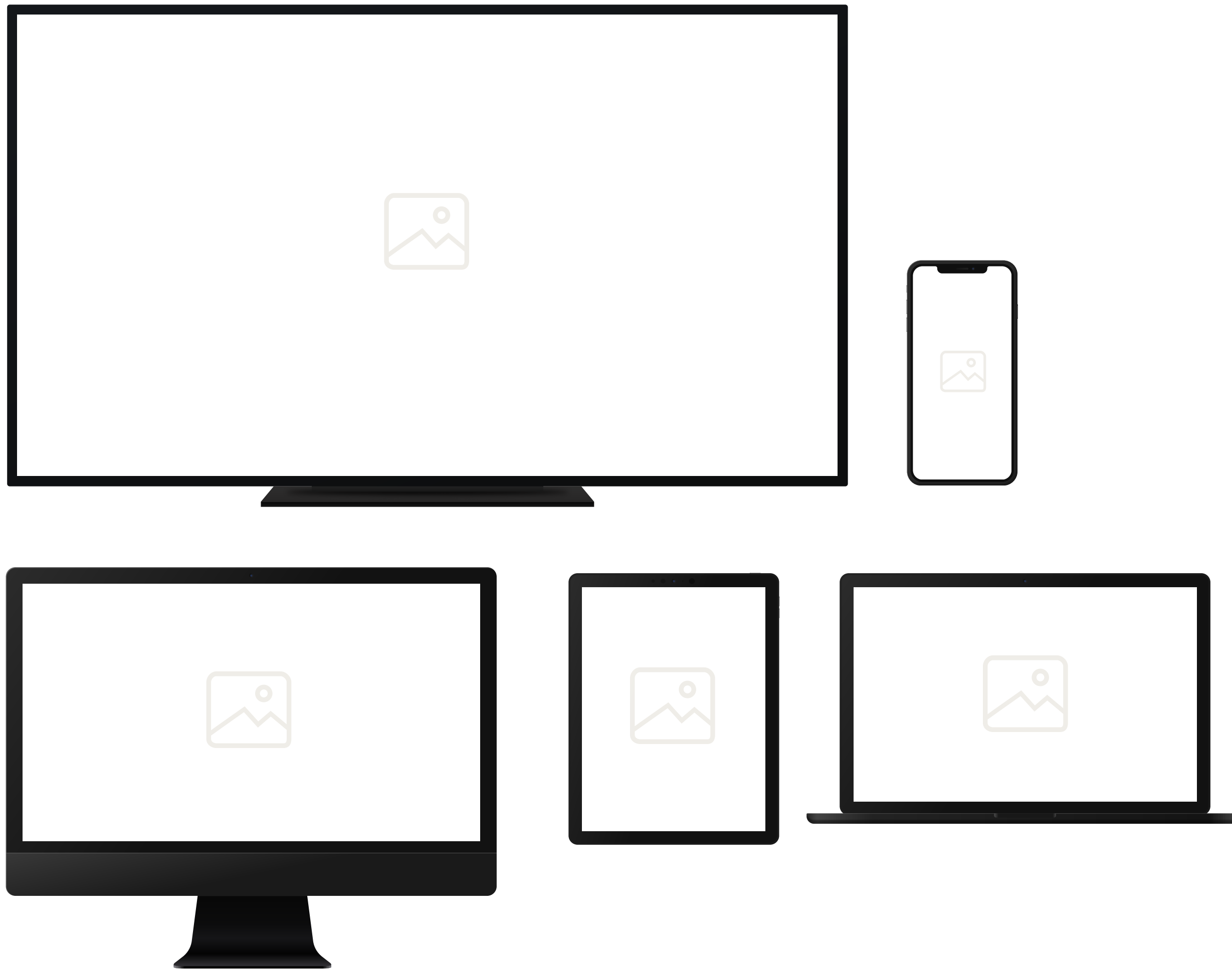


Charts and graphs can be created in various sizes to fit the digital media type as seen in these examples.









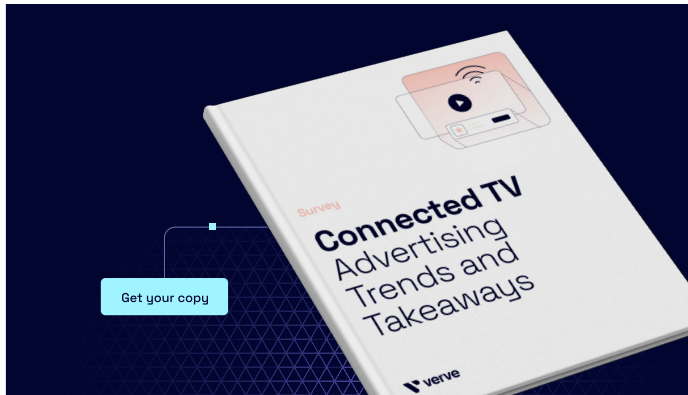
Devices need to remain dark themed, so the content stands out more prominently.



Devices can also be added on backgrounds similar to the examples above. Brand shape mask is optional.

## Device mockups





The report template below can be scaled up to A4 scaled up to A4 proportionately and used for creating digital reports and whitepapers.

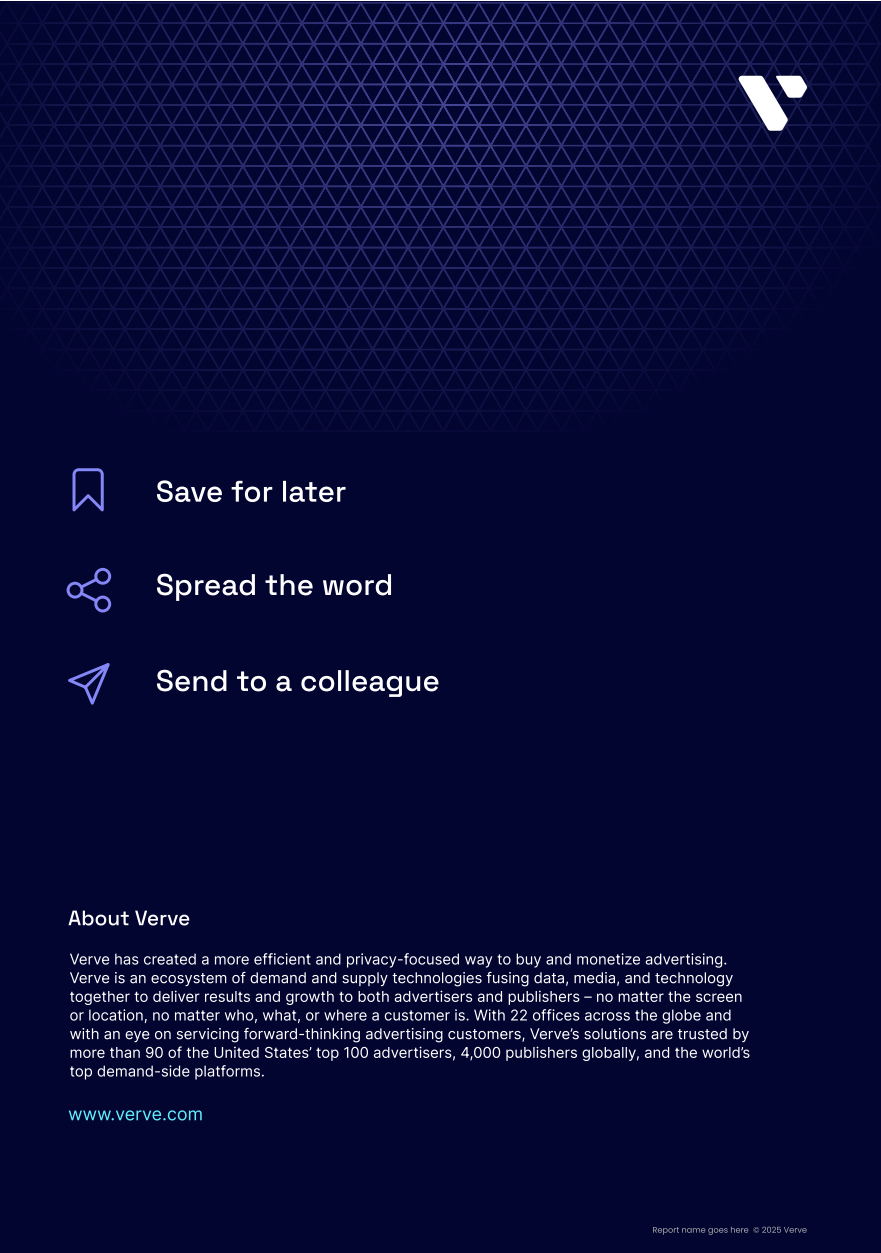
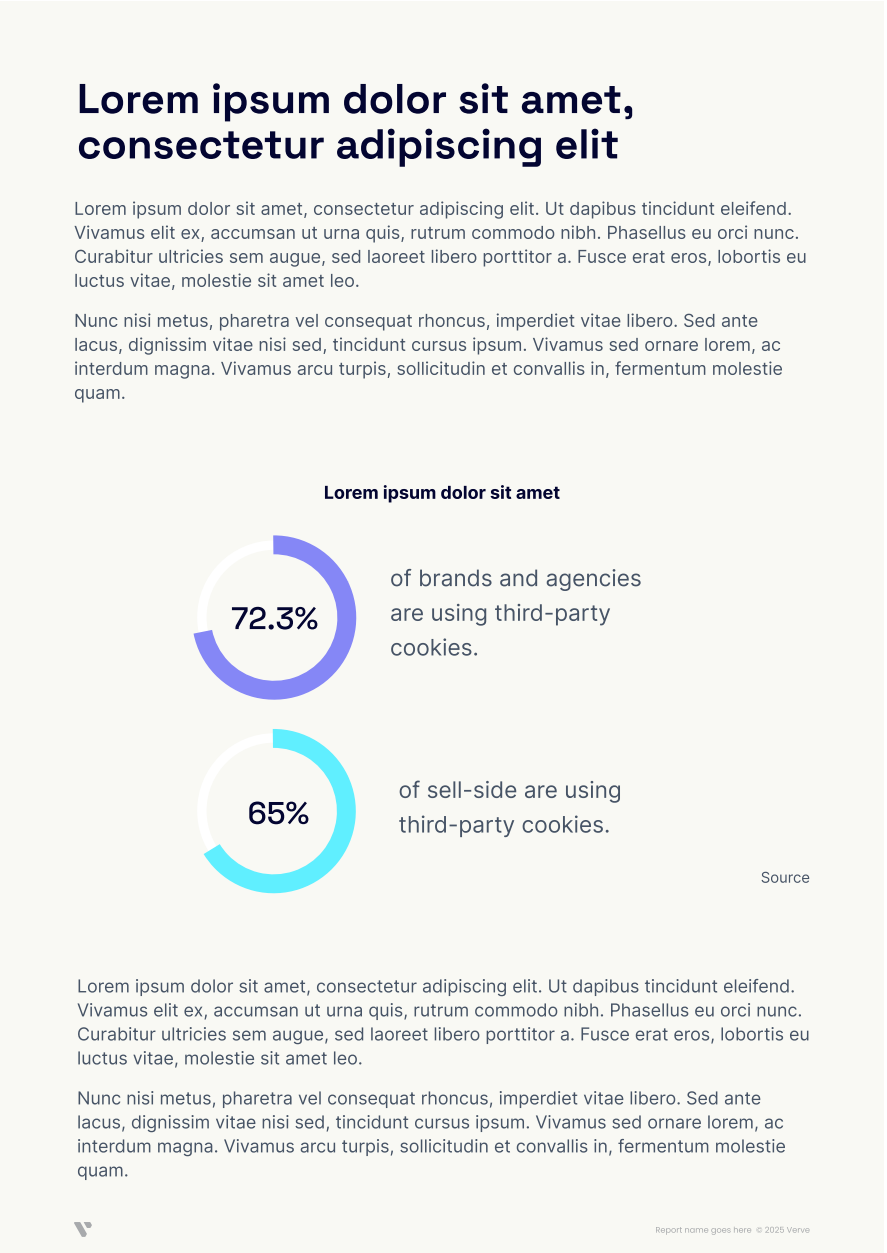
The images on the left demonstrate how these covers will be used to promote the content.

Cover

Summary

Content

Back / CTA



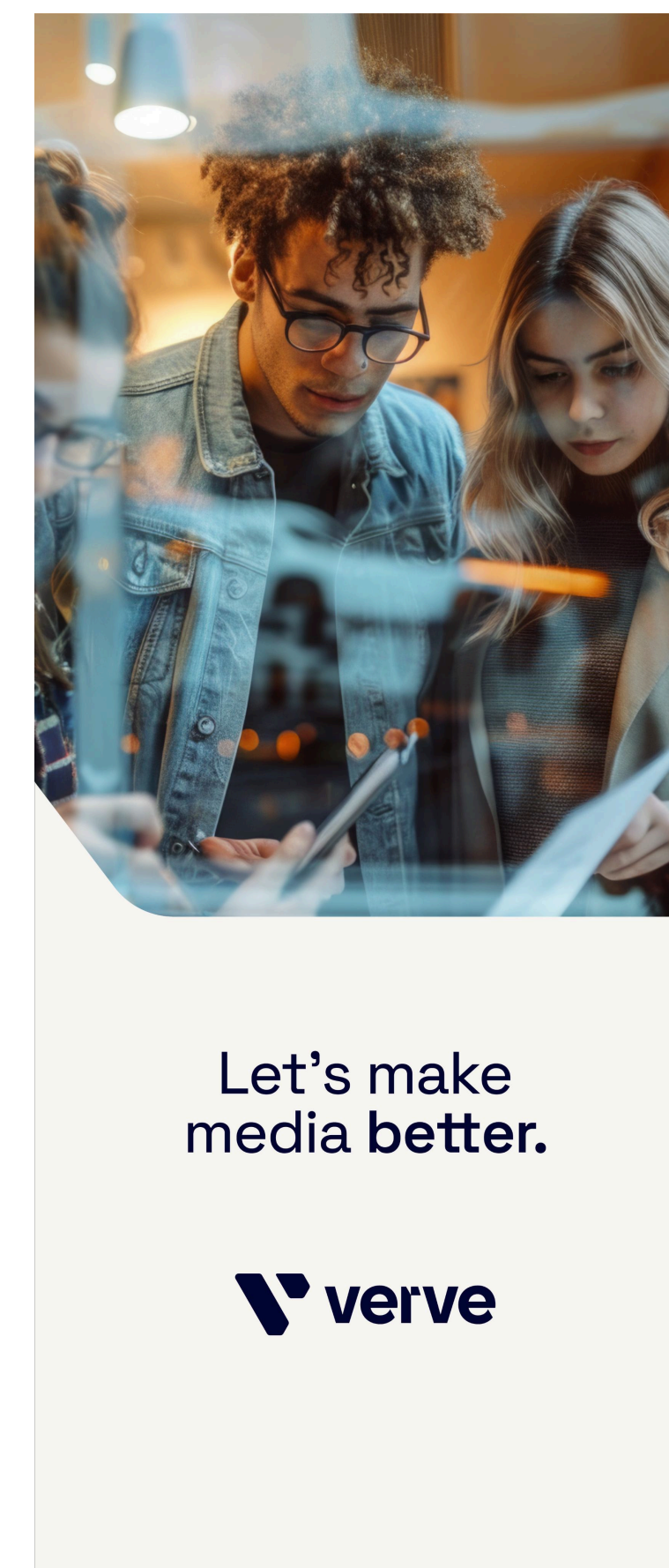
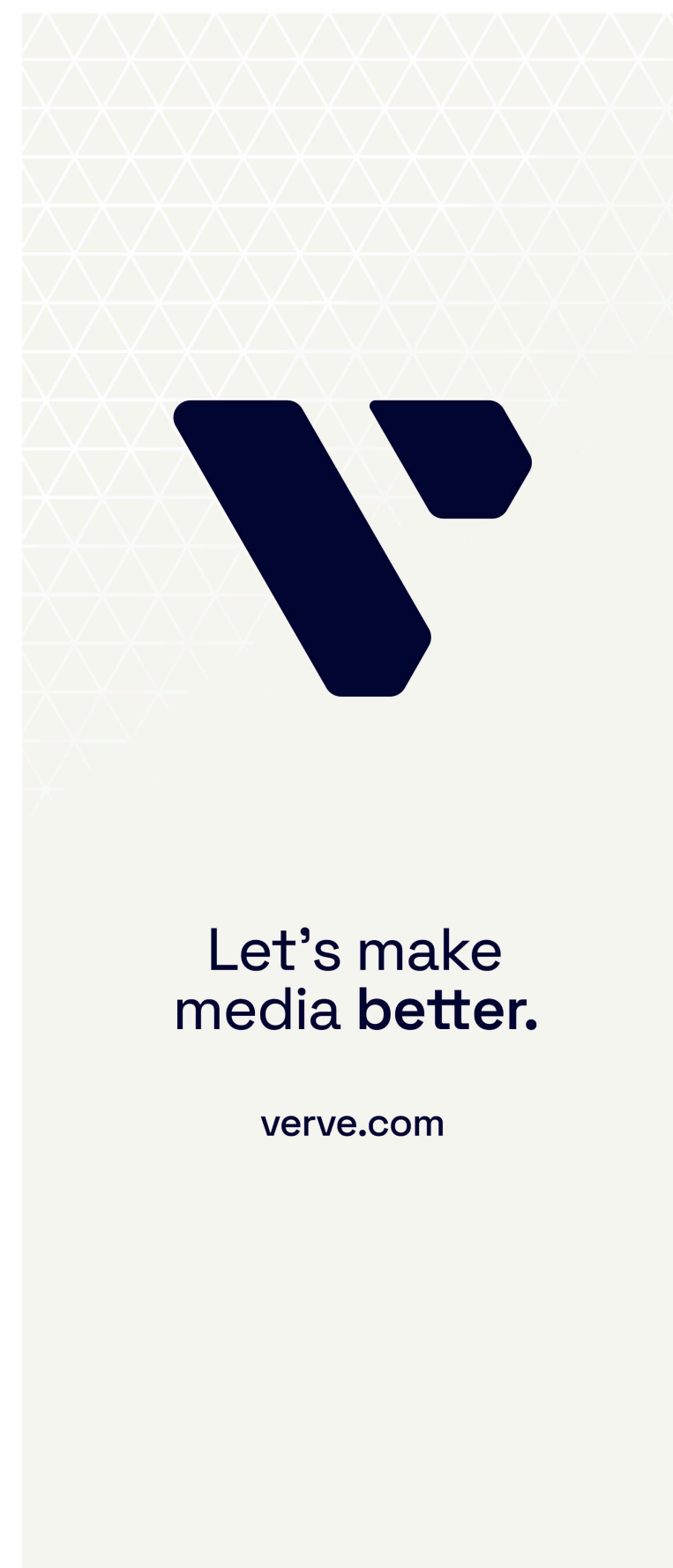




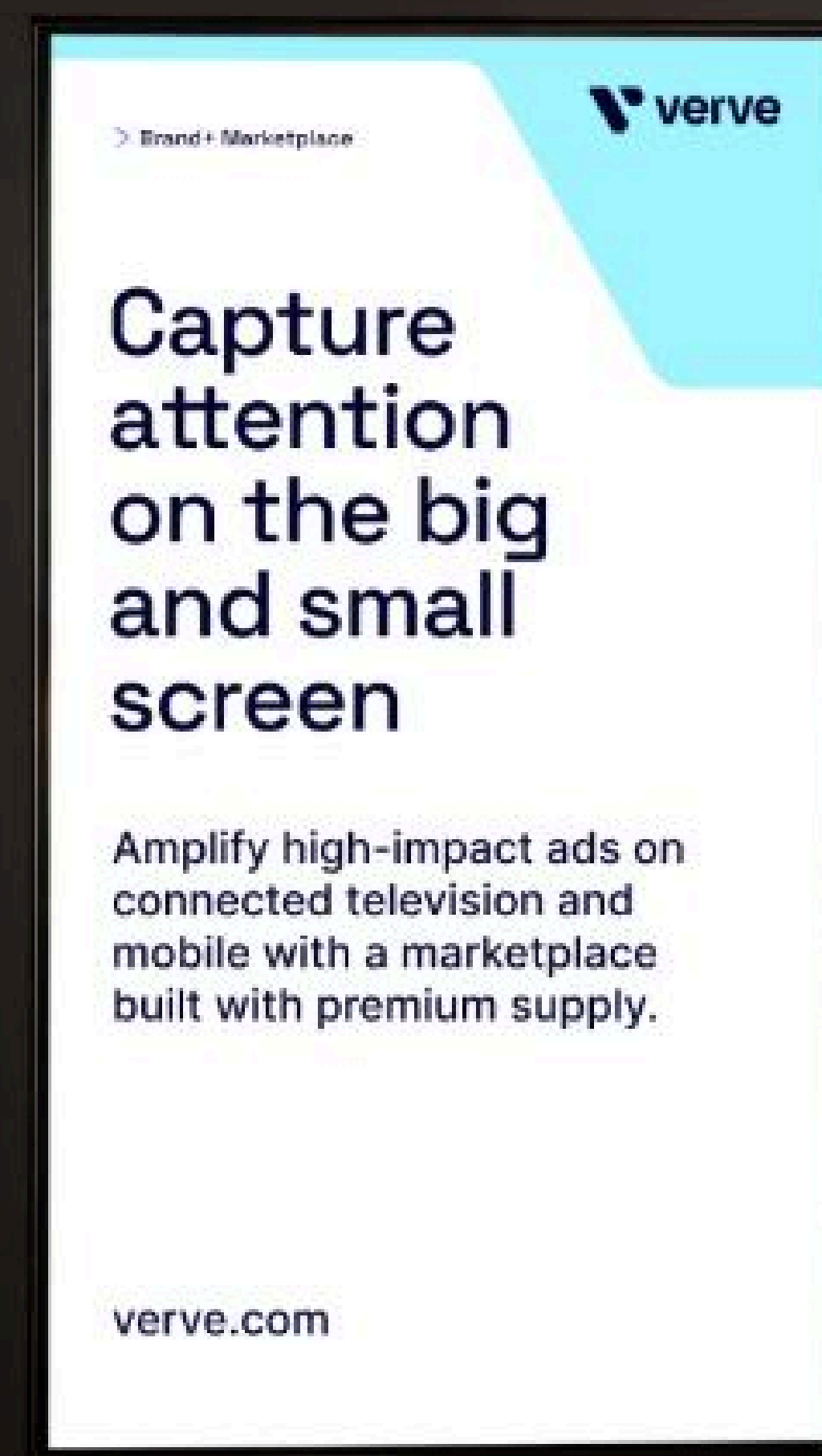
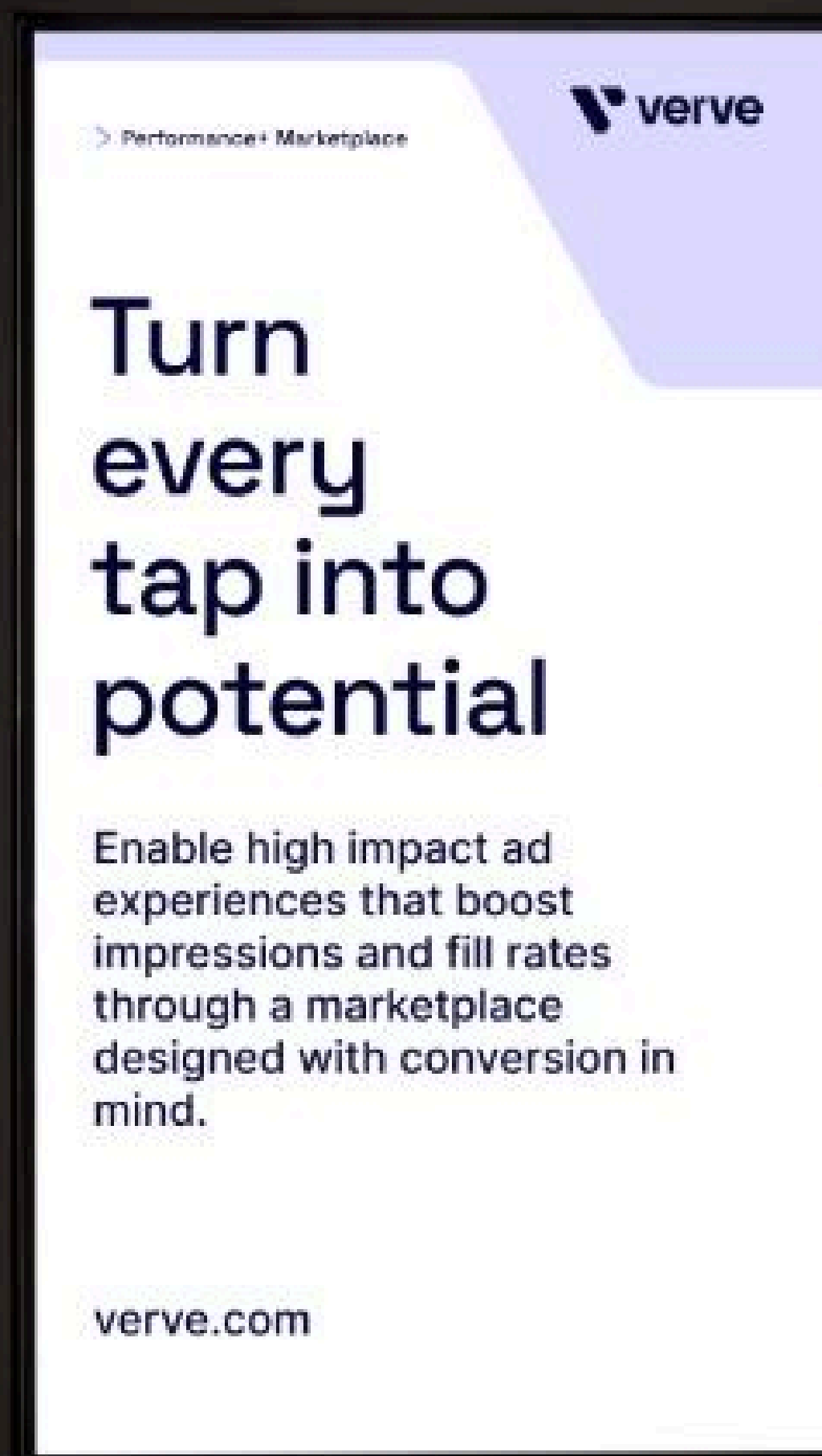
Please request artwork from the Verve Marketing team.

## Roll-ups





Please request new artwork from the Verve Marketing team.



## Posters and billboards

Do you have  
questions regarding  
these guidelines?

Need new templates  
or require approvals?

Reach us on:

[design@verve.com](mailto:design@verve.com)



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