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

Verve Group’s 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, Inc.

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, Inc is a partner of your organization or that implies that Verve Group, Inc 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 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.

Contact the Marketing team if you have any questions.
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

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.

Only when the horizontal logotype doesn’t fit should the vertical logotype be used.
The Verve Group icon is usually used on presentation slides, one-pagers, booth, merchandising item, etc.

**Minimum size**

Print: 70mm @ 300DPI  
Digital: 150px

**Preferred icontype**

Blue symbol over light colored background or white symbol over dark colored background.

**Application**

The Verve Group icon is usually used on presentation slides, one-pagers and more. It is placed at the bottom left and is small in size.
## Colors

### Color Scheme

<table>
<thead>
<tr>
<th>Primary Color</th>
<th>Secondary Color</th>
<th>Neutral/Background</th>
<th>Accent Color</th>
<th>Body Text Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>#244fc3 Pantone 2728-C</td>
<td>#0a1b77</td>
<td>#e5f2fd</td>
<td>#89b0ef</td>
<td>#4d4d4d</td>
</tr>
<tr>
<td>R=36 G=79 B=195</td>
<td>R=10 G=27 B=119</td>
<td>R=231 G=229 B=248</td>
<td>R=229 G=242 B=253</td>
<td>R=77 G=77 B=77</td>
</tr>
<tr>
<td>C=87 M=74 Y=0 K=0</td>
<td>C=100 M=97 Y=21 K=15</td>
<td>C=7 M=8 Y=0 K=0</td>
<td>C=8 M=1 Y=0 K=0</td>
<td>C=65 M=58 Y=57 K=37</td>
</tr>
</tbody>
</table>

| R=36 G=79 B=195 | R=10 G=27 B=119 | R=231 G=229 B=248 | R=229 G=242 B=253 | R=77 G=77 B=77 |
| C=87 M=74 Y=0 K=0 | C=100 M=97 Y=21 K=15 | C=7 M=8 Y=0 K=0 | C=8 M=1 Y=0 K=0 | C=65 M=58 Y=57 K=37 |
Poppins is a widely used sans-serif typeface, it is a part of Google font library and Adobe Font library.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()
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For more information about guideline other materials, please contact us at marketing@verve.com