



**Visual
identity
guideline**
Short edition

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

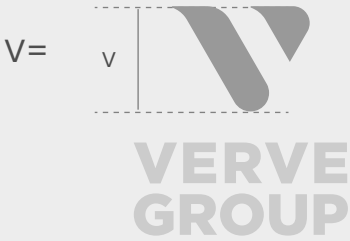
The recommended clear space must never be reduced, but can be increased.



Logos

Minimum size

Print: width=25mm
Digital: height= 20px



Vertical Logotype

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.



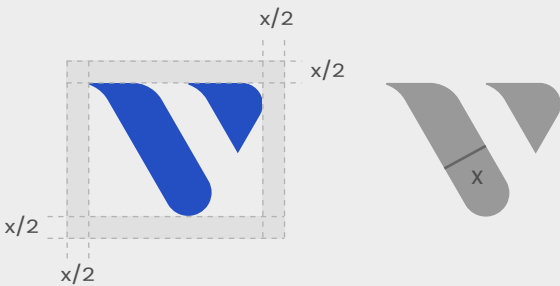
Icon

Minimum size

Print: 70mm @ 300DPI
Digital: 150px



70mm / 150px



The company icon can only be used if Verve Group branding is also present somewhere else on the document, presentation slides, one-pagers, booth, merchandising item, etc.

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.



Logo downloads

Download logo PNG package



Download logo SVG package



Download logo EPS package



Colors

Color Scheme

Primary Color

#244fc3	R=36 G=79 B=195 C=87 M=74 Y=0 K=0	#0a1b77	R=10 G=27 B=119 C=100 M=97 Y=21 K=15	#18cccc	R=24 G=204 B=204 C=66 M=0 Y=21 K=0
Pantone 2728-C					

Secondary Color

#6c82be	R=108 G=130 B=190 C=62 M=42 Y=2 K=0	#613df5	R=231 G=229 B=248 C=7 M=8 Y=0 K=0	#53a5b9	R=83 G=165 B=185 C=67 M=19 Y=23 K=0
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Neutral/Background

#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
#eff3f6	R=239, G=243, B=246 C=5, M=2, Y=2, K=0		
#D1D1D1	R=77, G=77, B=77 C=17, M=13, Y=13, K=0		
#f6f6f6	R=246, G=246, B=246 C=2, M=2, Y=2, K=0		

Accent Color

#89b0ef	R=229, G=242, B=253 C=8, M=1, Y=0, K=0
#e71d72	R=231, G=29, B=114 C=3, M=98, Y=27, K=0
#ef00ef	R=239, G=0, B=239 C=30, M=83, Y=0, K=0

Body Text Color

#4d4d4d	R=77, G=77, B=77 C=65, M=58, Y=57, K=37
#707070	R=112, G=112, B=112 C=57, M=48, Y=48, K=15

Typeface

Poppins

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

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

Font Weight

This font includes 9 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>
Ragular	<i>Italic</i>
Light	<i>Italic</i>
Extra Light	<i>Italic</i>
Thin	<i>Italic</i>

Alternative Typeface

When using typeface in website or other online use, should always add an alternative font as replacement in case of Poppins is not aviliable for end user.

The option of alternative typeface for poppins is **Sans-serif**.

Legal disclaimer

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please contact us at marketing@verve.com