



Media Kit Edition

**Visual
Identity
Guidelines**

Click Logos to Download



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.

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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.



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