Visual Identity Guidelines

Media Kit Edition
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

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.

Use the horizontal logotype as the default logotype.
**Logos**

**Minimum size**
- Print: width = 25mm
- Digital: height = 20px

**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 logotype 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.
Click Logos to Download
For more information about our brand guidelines, please contact marketing@verve.com.