LOGO/IDENTITY STANDARDS

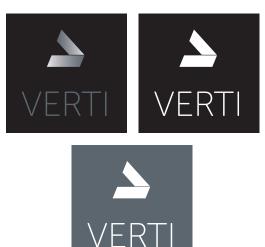


HORIZONTAL LAYOUT

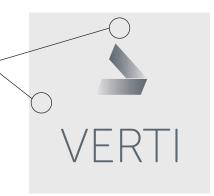
Use only when absolutely necessary due to space contraints



REVERSED OPTIONS



Clear space distance is equal to 1/4 the height < of the logo





PANTONE

GRAYSCALE

BLACK

ONE COLOR

Whenever possible, the one-color version of the logo should be printed PANTONE 431 C and uses a gradient of PANTONE 431 C grading from 100% to 10%. The additional one color option is labeled as 'Grayscale' and should be printed BLACK using 100% graded to 10%.

FOUR-COLOR (CMYK)

The four-color process for the Verti colors are:



LOGO FONT

Museo Sans Rounded 100

CLEAR SPACE

Optimum visual representation can be achieved by maintaining an area of free space around the logo. No other type or graphic symbol should appear any closer than a distance equal to 1/4 the height of the logo. No extra type or objects may be attached to the logo, nor should it be used as part of a title, in a headline, or in a sentence.