

# LOGO/IDENTITY STANDARDS



## HORIZONTAL LAYOUT

Use only when absolutely necessary due to space constraints



## 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:

|  |  |
|--|--|
|  | C: 66 M: 52 Y: 44 K: 17<br>PANTONE 431 C   |
|  | C: 5 M: 4 Y: 3 K: 0<br>PANTONE 431 C @ 10% |
|  | C: 0 M: 0 Y: 0 K: 100<br>BLACK             |
|  | C: 0 M: 0 Y: 0 K: 10<br>BLACK/GRAYSCALE    |

**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.