



# Brand Guidelines

2021 \_\_\_\_\_

**We offer verification,  
identification and  
data collection  
services.**

**VeriTise**

This document communicates the  
brand identity of Veritise.

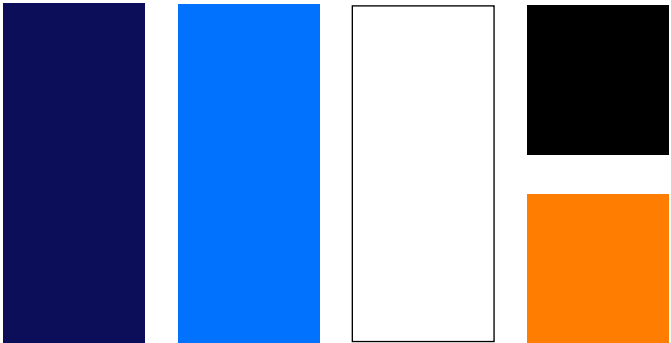
It explains how to use the logo and  
style elements correctly.

# Visual Identity

Logo



Color pallete



Typography

Visby CF

Thin / *Thin Oblique* / Light / *Light Oblique*  
Medium / *Medium Oblique* / Demi Bold / *Demi Bold Oblique*  
**Bold / *Bold Oblique* / Extra Bold / *Extra Bold Oblique***  
**Heavy / *Heavy Oblique***

Icon



Stationary



## The Veritise Logo

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The main logo is a wordmark with the letter "V" being an icon that may be used separately.

The color blue stands for trust, integrity and truth. Veritise is built on integrity and its services offer verifications and identifications that can be trusted, therefore the color blue is used to emphasize these characteristics.

The letter V contains a checkmark which again refers to our verification services.

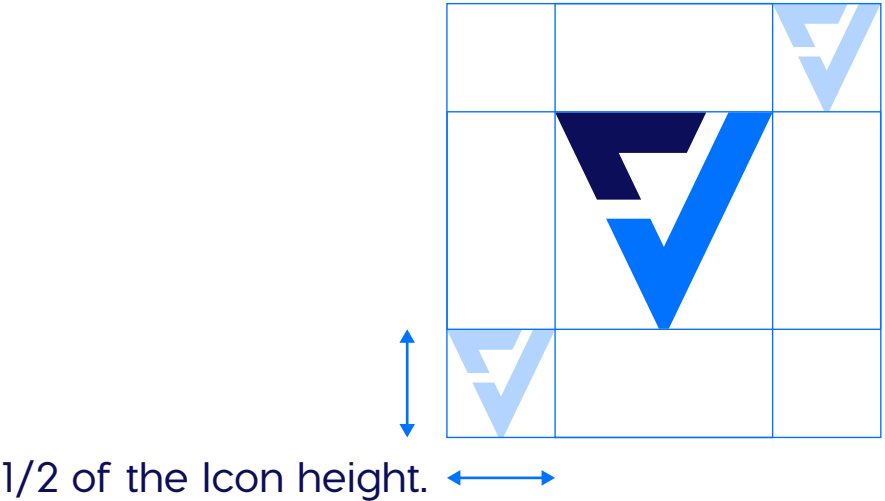


# Logo Variations



# Logo Exclusion Zone

The exclusion zone is essential for the logo to be clearly distinguishable from other graphic elements. Please avoid positioning any elements closer than the defined exclusion zone.



# Minimum Logo Size

Please avoid reducing the logo further given minimum size. The logo will be illegible.



100 px/3.5 cm

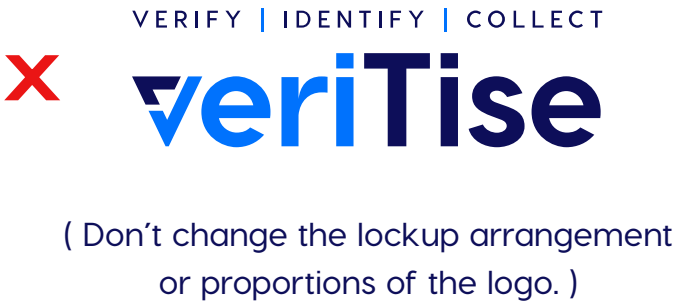


28 px/ 1 cm



# Incorrect Usage of Logo

Please avoid executions which misuse, amend, or trivialize the identity of the in order to preserve the integrity of the logo.



# Color Pallete

Midnight Blue

PMS 2766 C  
HEX # Od0e59  
R 13 G 14 B 89  
C 100 M 99 Y 27 K 36

Azure

PMS 2194 C  
HEX # 0072fd  
R 0 G 114 B 253  
C 79 M 57 Y 0 K 0

Pure White

PMS 000 C  
HEX # ffffff  
R 255 G 255 B 255  
C 0 M 0 Y 0 K 0

Rich Black

PMS Black C  
HEX # 000000  
R 0 G 0 B 0  
C 75 M 68 Y 67 K 90

Tangerine

PMS 151 C  
HEX # ff7d00  
R 255 G 125 B 0  
C 0 M 62 Y 100 K 0

# Typography

## Visby CF

Typeface

Thin / *Thin Oblique* / *Light*  
*Light Oblique* / Medium /  
*Medium Oblique* / Demi Bold  
*Demi Bold Oblique* / Bold  
**Bold Oblique** / **Extra Bold**  
**Extra Bold Oblique**  
**Heavy** / **Heavy Oblique**

A d

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
! @ # \$ % ^ & \* ( ) , . / \ < > ? : ; ' " [ ] { }  
1 2 3 4 5 6 7 8 9 0

Primary Colors

Secondary Colors

# Typeface Usage

**HEADLINE**

**Lead paragraph**

**Subhead**

Body text. Body text. Body text. Body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**- Heavy**

**- Extra Bold**

**- Bold**

**- Demi Bold**

# Stationary





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