verimatrix™

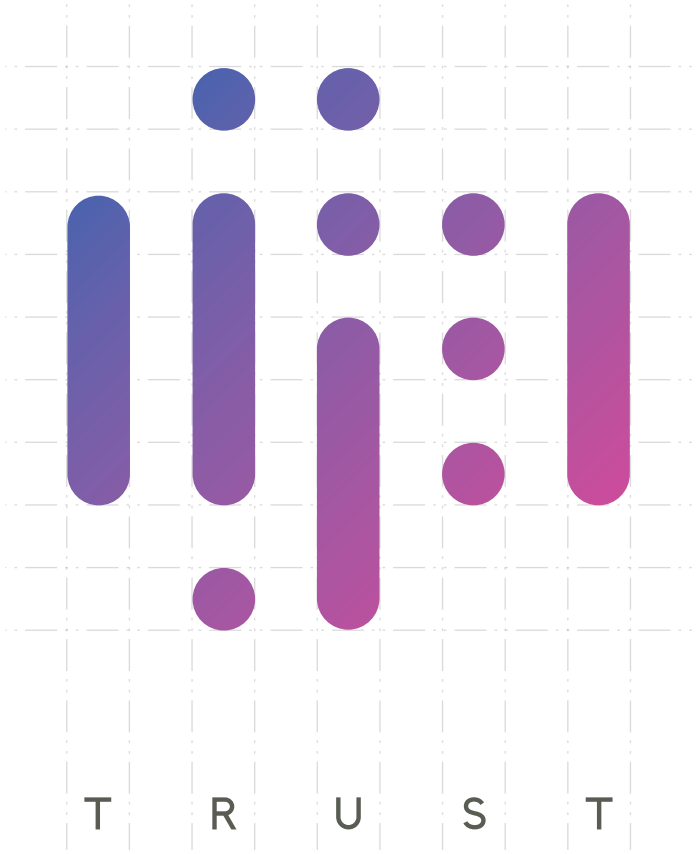
DRIVING TRUST

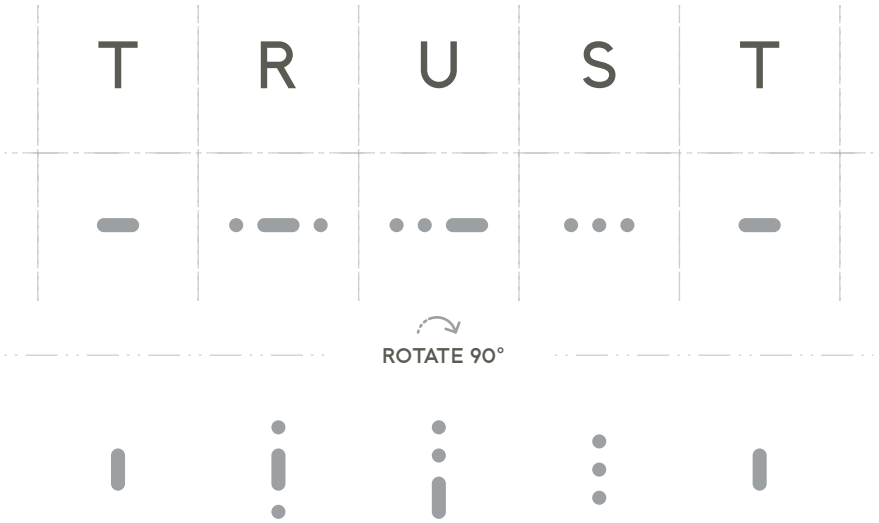
CORPORATE LOGO GUIDE

v2.0 – March 2020

THE KEY WORD: TRUST

Trust is at the core of everything we do at Verimatrix. The mark that precedes the logotype is a collection of morse code that spells out the word as an icon.





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LOGO COLORS:

The logo is made up of four main colors. The morse code icon is treated with a gradient of the Blue and Magenta values at a -45° angle from Blue in the upper left, to Magenta in the lower right. The Purple value is taken from the center area of the gradient itself.

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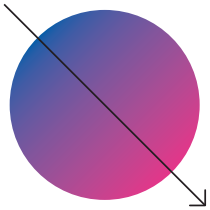

NOTE: If gradient is recreated, the angle should be set at -45°.

Blue

PMS: 2935C
HEX: #005CA9
C: 100 **R:** 0
M: 60 **G:** 92
Y: 0 **B:** 169
K: 0

Purple

PMS: 7677C
HEX: #744699
C: 65 **R:** 116
M: 86 **G:** 70
Y: 0 **B:** 153
K: 0

Magenta

PMS: 219C
HEX: #E8308A
C: 0 **R:** 232
M: 90 **G:** 48
Y: 0 **B:** 138
K: 0

Warm Gray

PMS: 405C
HEX: #636255
C: 0 **R:** 99
M: 0 **G:** 98
Y: 20 **B:** 85
K: 75

Light Gray

PMS: 422C
HEX: #9D9D9C
C: 0 **R:** 157
M: 0 **G:** 157
Y: 0 **B:** 156
K: 50

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SPACE & SIZE:

In order to properly use the logo, certain size and spacing requirements should be followed. Make sure that when the logo is scaled up or down in size, that it is done with a consistant ratio to the original.

MINIMUM SIZING:

The minimum size that the logo with tagline should be used at is 2″ (145px) in width incuding the appropriate clear space.

CLEAR SPACE:

It is important that the logo be given the appropriate amount of clear space on all sides when it is displayed next to other logos or elements in a layout.

The outer dashed line indicates amount of space to be kept clear around the logo. When scaling the logo, the morse code icon should be used (in scale with the logo) as a guide to determine appropriate clear space.

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LOGO VERSIONS:

In most cases, the full color logo should be used in print and on screen. Alternates are provided only when there are limitations of printing, or other specific reasons the full color logo cannot be used.

Full color—on white

Single color—black on white/light background

Single color—white on black/dark color background

Full color icon with white text

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INCORRECT USAGE:

The Verimatrix logo clear space and color/size requirements should be carefully observed. No alterations to the logo should be made. The following examples should be avoided.

DON'T... scale/stretch logo disproportionately.

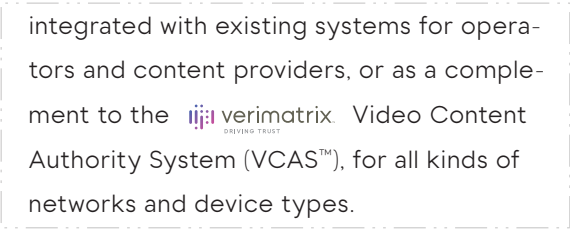
DON'T... alter logo colors.

DON'T... remove "trust" icon or tagline.

DON'T... rotate the logo or use it as a pattern.

DON'T... use full color logo on low contrast surfaces.

DON'T... crowd the logo. Leave clear space.


integrated with existing systems for operators and content providers, or as a complement to the verimatrix Video Content Authority System (VCAS™), for all kinds of networks and device types.

DON'T... use the logo within a text document.

DON'T... apply effects or shadows.

DON'T... place on busy photographs or patterns.

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