

# VERNE GLOBAL

BRAND GUIDELINES | **V2** MARCH 2016

# CONTENTS

1

## LOGO

Logo usage

Primary logo usage

Secondary logo usage

Incorrect logo usage

Strapline placement

Social media logo placement

Logo placement

2

## COLOR

Color palette



LOGO

VERNE GLOBAL

## LOGO

- The style of the logo reflects a blueprint design, symbolizing a technical and scientific brand.
- The rectangle signifies the data centre and represents security.
- The 'V' and 'A' signify data flow (arrows) in and out of the data centre.
- The 'O' signifies the shape of the globe.

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# PRIMARY LOGO USAGE

- This is the primary color usage for the Verne Global logo.
- Dark blue, white and teal.
- Logo to be all in one color.
- Never redraw the logo, alter the placement, change the size relationship, or recreate the logotype.  
Modification of our logo diminishes its impact and weakens the brand.
- Logo never to appear on a full color image. Logo always to appear on a color background from the Verne Global color palette.



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# SECONDARY LOGO USAGE

- Where it is not possible to use the primary logo we have developed a range of secondary options.
- Secondary logo usage when the background is dark blue.
- Secondary logo usage on the different Verne Global palette colors (see page 10 for color values).
- Logos can appear in white on all Verne Global palette colors, apart from yellow where it must be in the primary blue.
- The logo can be used with any of the brand colors or on a suitable image where there are no elements obstructing the view. Never display the logo over busy backgrounds, or over backgrounds that compete with the logo color.

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# ALTERNATE SECONDARY LOGO USAGE

- Where it is not possible to use the primary logo we have developed a range of alternate secondary options.
- Alternate Secondary logo usage when the background is dark blue.
- Alternate Secondary logo usage on the different Verne Global palette colors (see page 10 for color values).
- Logos can appear in white on all Verne Global palette colors, apart from yellow where it must be in the primary blue.
- The logo can be used with any of the brand colors or on a suitable image where there are no elements obstructing the view. Never display the logo over busy backgrounds, or over backgrounds that compete with the logo color.

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# INCORRECT LOGO USAGE

- The examples opposite show some possible misuses of the Verne Global logo. To ensure correct, consistent reproduction, always use the approved electronic artwork.

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Do not delete the line box.

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Do not mix palette colors. One color only.

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Do not alter the spacing or size of the typography.

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Do not use a color that is not in the Verne Global color palette.

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Do not distort or skew the logo.





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DATA CENTERS FOR FORWARD THINKERS

# DATA CENTERS FOR FORWARD THINKERS

- The use of the strapline is up to the user's discretion. You can use the logo with or without.
- The bounding space between the logo and the strapline should be visually determined by the height of the 'V' and 'A' letters (please see above illustration for guidance).
- The strapline is always in the 'Source Sans Pro Regular' font and all in capitals with no letter spacing. To ensure correct, consistent reproduction, always use the approved electronic artwork.

# SOCIAL MEDIA LOGO USAGE

- Version of logo for social media usage like Twitter and Facebook.
- The logo can also be used as a favicon in the following sizes (sizes in pixels):
  - 64×64** – Safari Reading List and Windows site icons.
  - 24×24** – Pinned site in IE9.
  - 32×32** – High DPI or “retina” displays.
  - 16×16** – Most commonly used size by browsers like IE, Safari, Chrome, and more.
- To only ever be used when in a social media context or as a favicon, and never in any other format.
- The logo fits a square space.
- Abbreviate the company name to VG (Verne Global).
- To ensure correct, consistent reproduction, always use the approved electronic artwork.



# SOCIAL MEDIA LOGO USAGE ALTERNATE

- Version of logo for social media usage like Twitter and Facebook.
- The logo can also be used as a favicon in the following sizes (sizes in pixels):
  - 64×64** – Safari Reading List and Windows site icons.
  - 24×24** – Pinned site in IE9.
  - 32×32** – High DPI or “retina” displays.
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- To only ever be used when in a social media context or as a favicon, and never in any other format.
- The logo fits a square space.
- Abbreviate the company name to VG (Verne Global).
- To ensure correct, consistent reproduction, always use the approved electronic artwork.





- The amount of space required around the logo is determined by the height of the logo used. The height should be used as a margin around all sides of the logo. I.e. logo height is 30mm then a 30mm space should be made left between the logo and anything else (images, typography, page edges).
- Sufficient space should always surround the logo. Clear space ensures that visibility and legibility are not compromised by other images or typography.
- The logo has been designed to work effectively in a wide range of sizes.
- When these elements are reproduced in very small sizes, their legibility becomes compromised. The minimum acceptable size is 85 pixels (30mm).

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2

COLOR

# COLOR PALETTE

- The primary color is dark blue with teal as a highlight color.
- The secondary palette compliments the primary color. The colors are orange, light blue and yellow. There is no single preferred color within the secondary Verne Global palette.
- The colors create a vibrant and flexible choice to ensure the brand stays fresh across all communications.

## PRIMARY COLOR

CMYK: 100, 90, 42, 46 | RGB: 7, 29, 73 | #071d49



CMYK: 68, 0, 33, 0 | RGB: 42, 210, 201 | #33cccc



CMYK: 0, 58, 93, 0 | RGB: 255, 106, 19 | #ff6a13



CMYK: 67, 2, 0, 0 | RGB: 65, 182, 230 | #33ccff



CMYK: 0, 16, 100, 0 | RGB: 255, 215, 0 | #ffcc00

