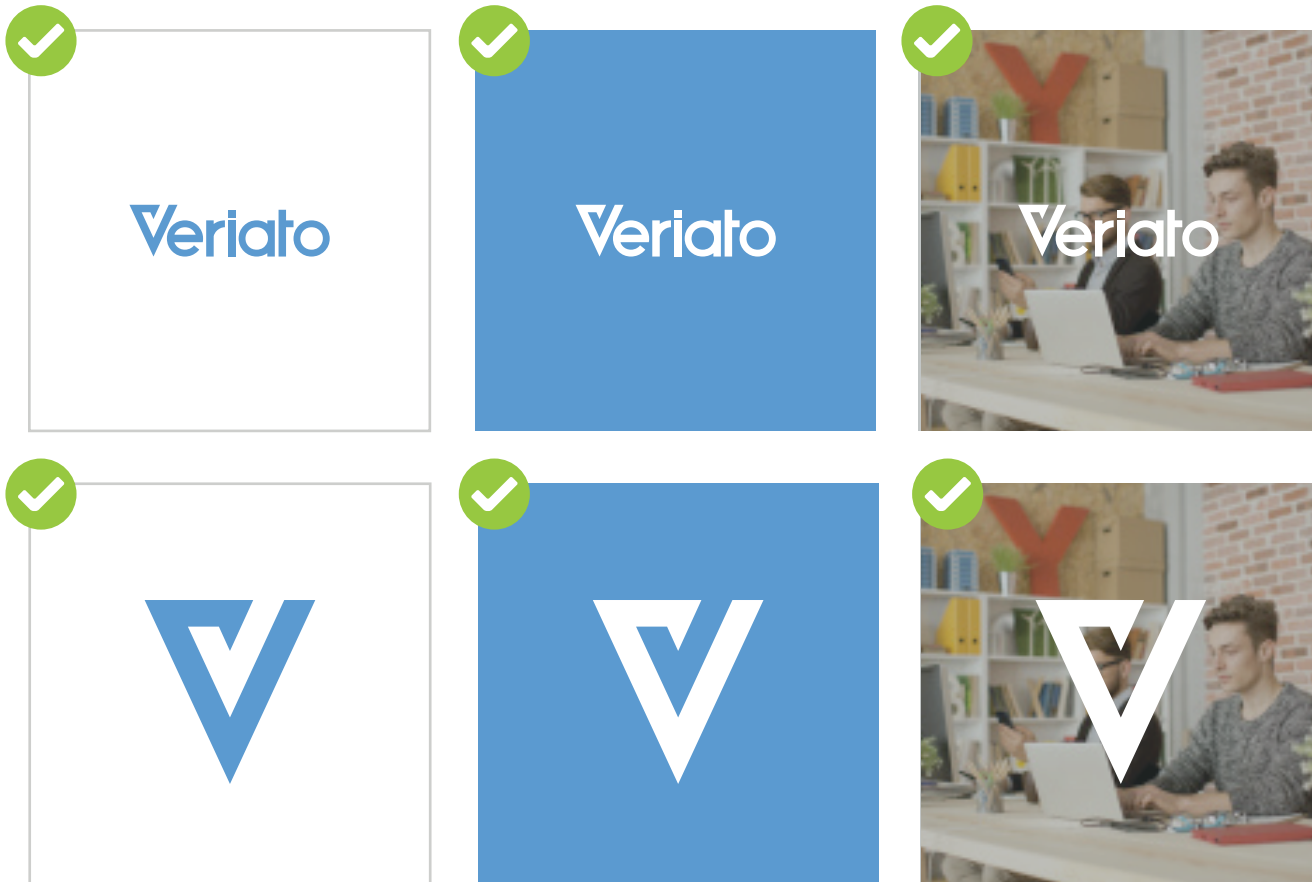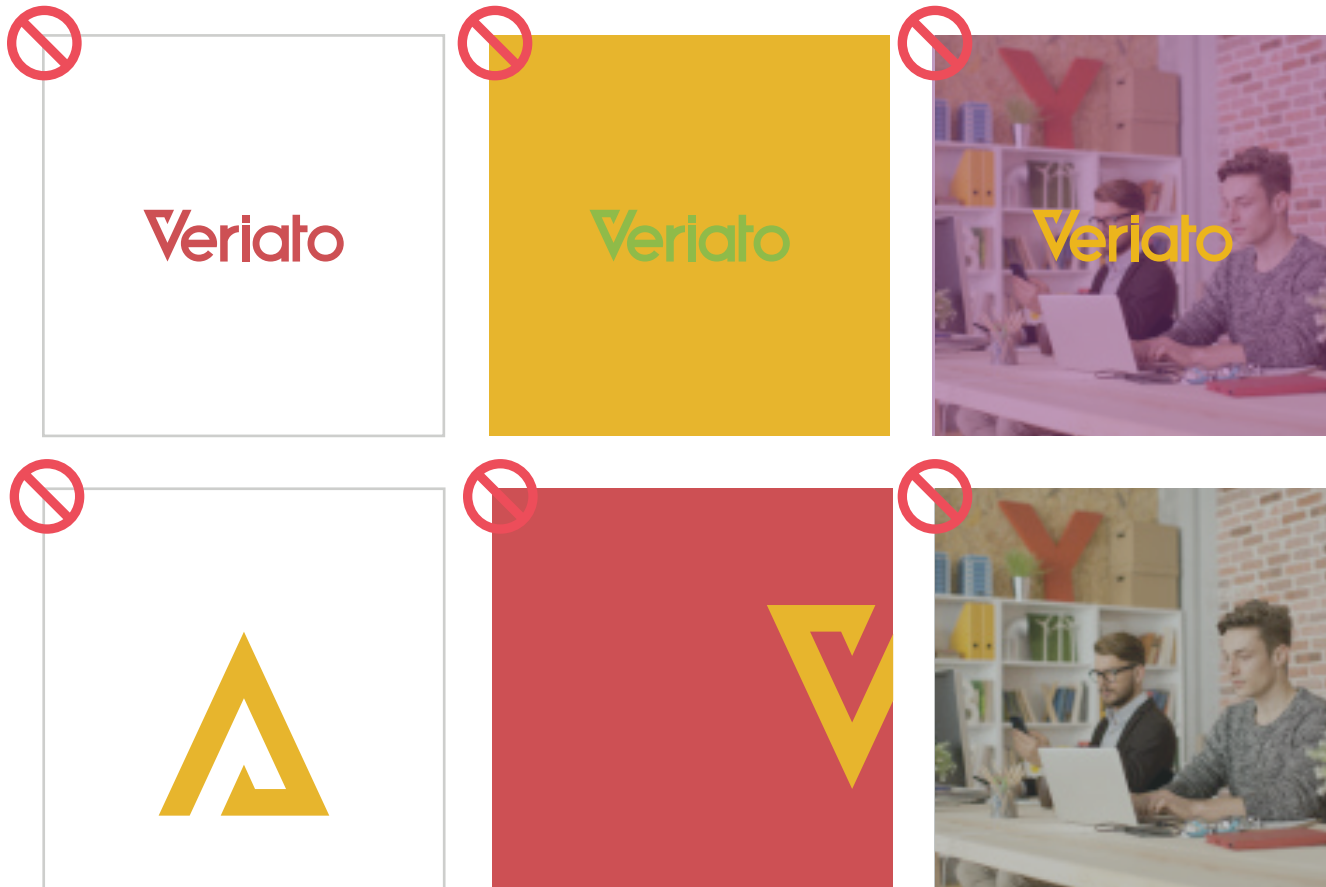Style Guide

Logo Usage

Horizontal logo spacing should be at least **1/2** the width of the logo. In general, there should be a **generous amount of negative space** around the brand element.

Incorrect Logo Usage

Symmetry, clean space, and clear Veriato Blue are key when incorporating the symbol or logo in any marketing materials.

Bright, strong colors communicate a strong and welcoming brand.

Our color spectrum is needed to visually communicate effective selling points without appearing to be another boring IT company. We're alert. We lead.
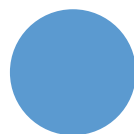
Blues

Dark Blue
Pantone 294
CMYK: 100/86.39/29.47/22.37
RGB: 0/46/109
HEX: #002E6D

Mid Blue
Pantone 2172
CMYK: 76.95/46.09/0/0
RGB: 62/125/192
HEX: #3E7DC0

Veriato Blue
CMYK: 63/29/2/0
RGB: 92/155/208
HEX: #5698D1

Neutral

Bluegrey
Pantone 5395
CMYK: 88.83/72.98/55.87/67.43
RGB: 11/31/41
HEX: #0B1F2C

Warm Gray
Pantone Warm GRAY 3 C
CMYK: 24.84/29.3/30.47/0.39
RGB: 193/184/175
HEX: #C1B8AF

Spectrum

Green
Pantone 7738
CMYK: 54.96/3.11/100.0
RGB: 130/188/0
HEX: #82BC00

Yellow
Pantone 7408
CMYK: 2.49/25.93/100/0
RGB: 249/190/0
HEX: #F9BE00

Red
Pantone 710 C
CMYK: 3.5/90.72/64.49/0
RGB: 231/62/81
HEX: #E73E51

Purple
Pantone 7664 C
CMYK: 70.24/95.29/20.61/6.77
RGB: 104/50/119
HEX: #683277

Hex Color Spectrum

Web requires a fuller color spector to facilitate multiple UI elements. The table translates the brand colors into web hex colors for all UI elements on web devices.

	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
PURPLE	#683277	#774684	#865B92	#956FA0	#A484AD	#B398BB	#C3ADC9	#D1C1D6	#D1C1D6	#D1C1D6
RED	#E73E51	#E95162	#EC6574	#EE7885	#F18B97	#F39EA8	#F5B2B9	#F8C5CA	#FAD8DC	#FDEBED
YELLOW	#F9BE00	#FAC419	#FACB33	#FBD14C	#FBD866	#FCDE7F	#FDE599	#FDEBB2	#FEF2CC	#FEF8E5
GREEN	#82BC00	#8EC319	#9BC933	#A7D04C	#B4D766	#C0DD7F	#CDE499	#D9EBB2	#D9EBB2	#F2F8E5
VERIATO BLUE	#5698D1	#67A2D6	#78ADDA	#88B7DF	#9AC1E3	#AACBE8	#BBD6ED	#CCE0F1	#DDEAF6	#EEF4FA
MID BLUE	#3E7DC0	#518AC6	#6597CD	#6597CD	#8BB1D9	#9EBEDF	#B2CBE6	#C5D8EC	#D8E5F2	#EBF2F9
DARK BLUE	#002E6D	#19427B	#33588A	#4C6C99	#6682A7	#7F96B6	#7F96B6	#B2C0D3	#CCD5E2	#E5EAF0
BLUEGREY	#0B1F2C	#233541	#3C4C56	#54626B	#6D7980	#858F95	#9DA5AB	#B5BBBF	#CED2D5	#E6E8E9
WARM GRAY	#C1B8AF	#C7BFB7	#CDC6BF	#D3CDC7	#DAD4CF	#E0DBD7	#E6E3DF	#ECEAE7	#F3F1EF	#F9F8F7

Fonts

Open Sans will be used for most web text. **Helvetica Neue** and **Avenir** will be used for print. **Avenir** for headers, pullquotes, or any text that should stand out. **Helvetica Neue** should be used for body paragraphs.

Aa Aa
Open Sans

Open sans is an open source font used for all of our web collateral. Sans-serif, Helvetica, and Arial should be applied in that CSS order.

Aa Aa
Avenir / Avenir Next

This font should be used for headings, taglines, or single use messaging only. Never to be used for paragraphs or items with large bodies of text.

This font is also used our product names. Here are examples below:

Aa Aa
Helvetica Neue

All print collateral should use this font.

Veriato Investigator

Veriato Investigator

Product Names

Simply referring to Veriato 360 as just 360 would not differentiate the brand enough. For this reason, the **Veriato** name must be included in every name reference.

Main Products

Veriato Investigator

Veriato Recon

Veriato 360

IT Tool Products

Veriato Workplace Monitor

Veriato Log Manager

Veriato Server Manager

Veriato SAM (Server & Application Monitor)

Veriato Disk Monitor

Product Badges

Each product has an icon and name. For smaller icon usage, the **Lite** Icons work bast. For all other uses, the **Original** icons should be used. **Inverted** coloring example has been provided for dark background placement

	Veriato Investigator	**Veriato** Recon	**Veriato** 360
Lite			
Original			
Inverted			

	Veriato Workplace Monitor	Veriato Log Manager	Veriato Server Manager	Veriato SAM (Server & Application Monitor)	Veriato Disk Monitor
IT Tool Badges					

Banner Examples

Clean vector art with solid colors is great for simple, clean communication. Interesting photography and clean typography is another alternative to the vector art direction.
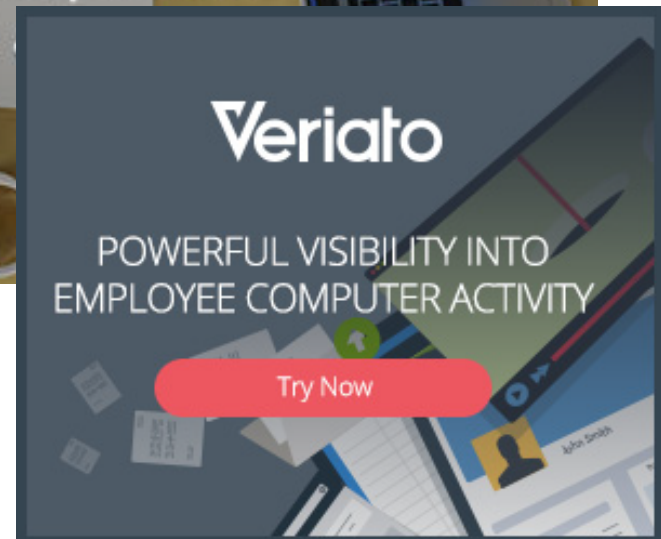
Print Examples

Deliberate messaging in print is important. Especially when dealing with large bodies of content. Adding more negative space to focus on a main text is key. Using imagery can be effective. But it must support messaging being conveyed.