



# Logo Usage Guideline

Trusted Research,  
Impactful Narratives

# Contents

Logo Usage .....	3
Clearspace.....	4
Contrast.....	4
Logo Partnerships   (Platform/Partner and Parent Brand) .....	5
Colour .....	6
Platform Colours .....	6

## Logo Usage

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The Verité Research logo, wordmark, and symbol are essential expressions of our brand identity. Carefully designed for visual harmony, they should never be altered, modified, or redrawn. Consistent application of these recognizable brand assets is vital for effective communication.

To ensure the Verité Research brand is represented accurately, adhere to these guidelines for logo, wordmark, and symbol usage. Preserve their visual integrity by avoiding unauthorized changes. Maintain consistency across platforms to reinforce brand recognition. Refer to our brand manual for specific instructions on color, size, and clear space requirements.

By following these guidelines, you can effectively utilize the Verité Research logo, wordmark, and symbol to communicate our brand identity consistently and with impact.

## The Verité Logo

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This is the Verité Research logo. As our primary graphic device, it should always be the first choice when selecting a visual element to represent the Verité Research brand.

The Verité Research logo consists of a symbol and a wordmark. The symbol and the wordmark can be used independently or locked up together.



## Clearspace

When using the logo in a design or placing it next to other visual elements, you should ensure that it has plenty of room to breathe. This is where clearspace and margins come in to play.

The logo's clearspace defines the distance between the logo and any graphic element it may be sitting next to in a composition.

Use the cap height from the wordmark as a reference for the appropriate clearspace. Cap height = X

For example: if you were to place the Verité Research logo, sized 100px tall, you should ensure that the Verité Research logo has at least 22px (this would be the size of a square encompassing the 'V' in the wordmark) of clearspace on all sides.



## Contrast

When placing a logo on a background, aim for a contrast ratio of 2.25:1 or higher to ensure readability. If the contrast is too low, adjust the background or choose a different one. Avoid placing logo on green backgrounds. You can check contrast of the logo against any background [here](#).



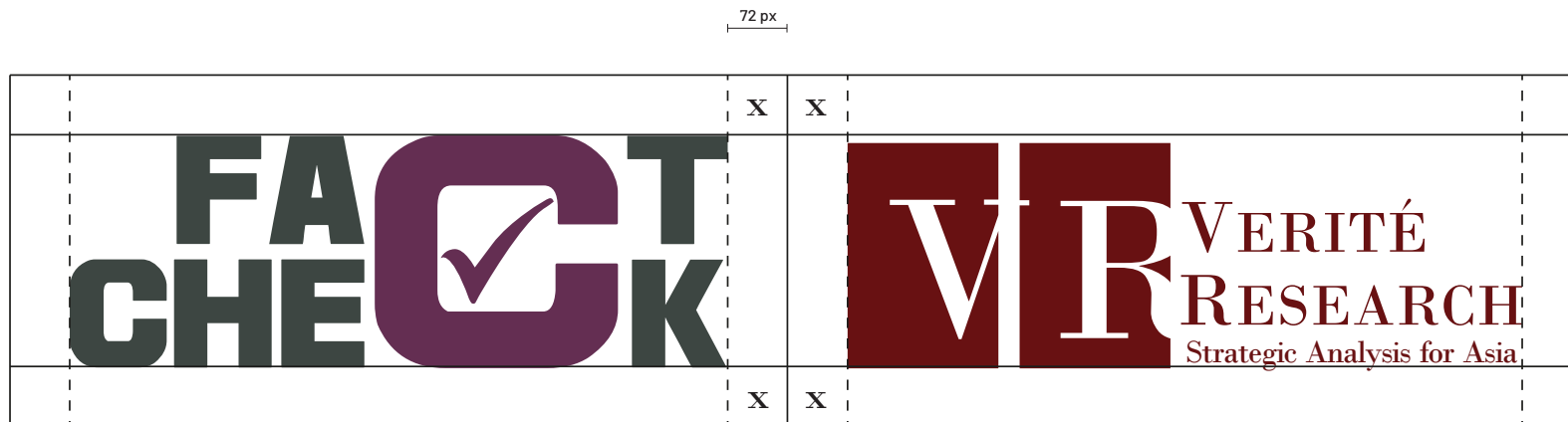
# Logo Partnerships | (Platform/Partner and Parent Brand)

When combining the Verité Research logo with another brand's logo on an equal footing, it is important to maintain clear spacing between the two logos, as described in our guidelines. A solid vertical stroke should separate the logos, as illustrated below.

To ensure optimal visual balance, adjust the horizontal position of the other brand's logo so that the vertical stroke appears precisely between the two logos. When hosting one of our platforms, Verité Research's logo should always be positioned in the rightmost position unless otherwise specified.

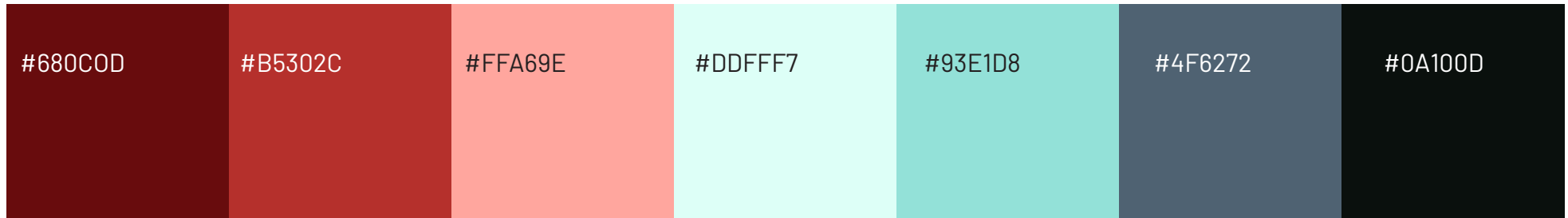
When using color logos, the Verité Research logo should be presented in its standard colors, while the other brand's logo should be displayed in its preferred brand color. In the absence of the specific brand color, the other brand's logo should be set in black.

These user-friendly guidelines enable consistent and visually pleasing co-branding, promoting effective representation of the Verité Research brand alongside others.



# Colour

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Exported from Colors.co

<https://colors.co/680c0d-b5302c-ffa69e-ddfff7-93e1d8-4f6272-0a100d>

At Verite Research, we have different teams serving various purposes within the company. Each team contributes to multiple platforms, and each platform has its own color palette. Our primary colors, including our signature red, are deeply rooted in our brand history.

## Platform Colours

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Additionally, we have introduced colors that add a unique yet professional touch to each platform. These colors ensure that each platform has its unique visual identity while maintaining overall brand consistency. For specific guidelines on color usage, refer to the platform-specific sections. Together, we create a cohesive design language that represents Verite Research across diverse platforms.

