

# Brand Book

# THE BASIC COLOUR LOGO

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Color shows our spirit and promotes brand recognition. Our powerful corporate color, Verkom red, reinforces the stature of our company.

See the current edition of the PANTONE formula guide. The colors shown on this page and throughout this guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color.

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*Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved. The logotype, tagline and diamond should never be separated.*

## Verkom colours

	Pantone®	PROCESS Newsprint/Uncoated	PROCESS Coated	RGB	Web-safe hex
■ Verkom Red	■ PMS 1797C	■ 100,100, 0, 0 DE 73-1 U	■ 100,100, 0, 0 DE 73-1 C	■ 204, 0, 0	■ CC 00 00

## Preferred usage

**NB:** The logotype and tagline form an intergrated logo and should NEVER be separated.

*Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved.*

On a light coloured background:



Logo reversed out of solid red



Correct

Logo reversed out of group blue or dark colour.



Correct



Incorrect



Incorrect



Incorrect



Incorrect

## MONO LOGO

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Mono Logo (B&W) on a light background.

**verkom**  
We Get  People

Correct

~~**verkom**  
We Get  People~~

Incorrect

When reproduction is of a lower standard the black & white version of the logotype is to be used. Examples include: mono press ads, in-house documents output on mono laser printers, photocopies etc. The correct version of the logotype should be used and reproduced in black only. Do not render in any other colour.

*Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved.*

Mono Logo (B&W) reversed out of black background

**verkom**  
We Get  People

Correct

~~**verkom**  
We Get  People~~

Incorrect

Dax Condensed Light  
Dax Condensed Regular  
Dax Condensed Medium  
**Dax Condensed Bold**

for body text and titling

Verdana Regular  
**Verdana Bold**

for body text and titling

*Please try to avoid using other fonts.*