

Logo formats

Color

Black & White



Color



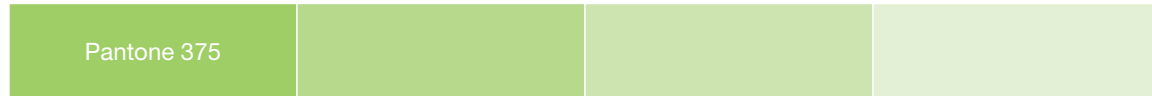
Black & White



Official colors



Process color printing C-90, M-60, Y-35, K-15



Process color printing C-41, M-0, Y-78, K-0



Process color printing C-81, M-100, Y-0, K-7



Process color printing C-0, M-53, Y-100, K-0



Process color printing C-0, M-24, Y-94, K-0



Process color printing C-0, M-100, Y-79, K-20

wildly
creative
funny
talented
mom
wanted

Note:

The colors shown on this page and throughout this guide are not an exact match to Pantone color standards. They are a close approximation achieved on a color laser printer. For accurate representations, please consult a Pantone solid color reference guide. Pantone® is a registered trademark of Pantone, Inc.

Minimum size

When the logo is reduced, there is a point at which it becomes ineffective. By establishing a minimum size for the logo, the logo is always prominent and readable. The logo format should never be reproduced smaller than .75 inches wide.



Typography

The fonts illustrated have been selected as the official fonts of the Verity Mom brand identity system.

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ\$(&%?)
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ\$(&%?)
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ\$(&%?)
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ\$(&%?)
abcdefghijklmnopqrstuvwxyz1234567890