



Identity Standards

Veer Signature

The Veer signature is the visual graphic element used to identify our company.

It is composed of two basic elements: the Veer bounding box and the Veer logotype. The Veer logotype is strong and confident, establishing Veer as world-class in stature.

The Veer signature is shown below. This signature should be used wherever possible.

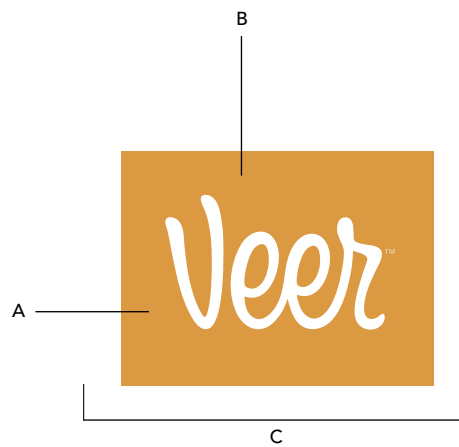
Always use the authorized signature

The signature should not be redrawn or modified in any manner. In order to build the brand successfully, we need to control the consistency of its application.



Signature

Use this signature wherever possible.



- A Veer bounding box
- B Veer logotype
- C Veer signature

Color Application

Color is a powerful means of visual recognition. By using our corporate colors consistently, we will strengthen the awareness of Veer. Our colors are "Veer Orange" and white.

For one-color applications, the Veer signature can appear either entirely in orange or black. When the signature appears on backgrounds, it is either represented using the orange and white option or the black and white option.

Do not represent the signature in any other colors.

Veer Orange



Coated Paper

For Veer Orange,
use PANTONE 144U.

Uncoated Paper

For Veer Orange,
use PANTONE 144U.

4-color process

0 % Cyan
50 % Magenta
85 % Yellow
0 % Black

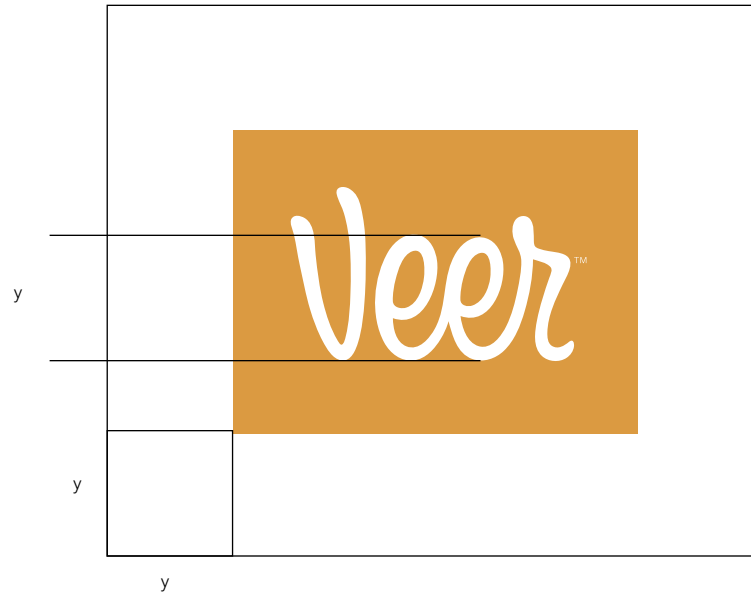
Sample applications



Minimum Clear Space

Keeping the Veer signature isolated from other elements is the key to preserving its legibility. A minimum amount of clear space should always surround the signature, separating it from headlines, text, imagery, or the outside edge of the document or application. More clear space is generally preferable.

On the Veer signature, the minimum amount of clear space on all sides is equal to the x-height of the "e" (y).



Typography plays a significant role in creating a distinctive and memorable impression.

Avenir, a sans serif typeface, has been selected to be used on all Veer branded materials. Avenir has a wide range of variations as shown on this page that will provide a rich typographic palette.

Through consistent use, this typeface will establish a distinctive look and reinforce the Veer identity.

Avenir

- subtlety 35 Light
- subtlety 35 Light Oblique
- subtlety 45 Book
- subtlety 45 Book Oblique
- subtlety 55 Roman
- subtlety 55 Oblique
- subtlety 65 Medium
- subtlety 65 Medium Oblique
- subtlety 85 Heavy
- subtlety 85 Heavy Oblique
- subtlety 95 Black
- subtlety 95 Black Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

35 Light with Oblique 6/8
Given room to breathe, Avenir reveals its sublime balance and proportion. But in practice, it needs very little air—it provides beautiful readability in settings as small as 6 points on 8 points of leading. The Avenir family deserves to be better known in North America, where it often plays second fiddle to that ubiquitous Swiss typeface or to a certain stark German geometric. Because of its transparency, Avenir gives the content of your message center stage.

55 Roman with Oblique 6/8
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35 Light with Oblique 8/10
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Placement and Alignment

Our signature is the most recognizable identification for Veer. Careful consideration should be taken when aligning the signature with other elements on a page.

Shown below are examples of correct alignment of the Veer signature and other elements.



Preferred Alignment

Elements are flush left to the right side of the Veer bounding box and follow clear space guides.



Acceptable Alignment

Elements are flush left to the Veer bounding box and follow clear space guides.

Trademarks

Always display the Veer signature with a trademark (TM).

Trademark Size

The trademark is intended to appear as small as possible while still legible.



When the signature is enlarged, the trademark may appear too big. When the logotype width exceeds 35mm, reset the trademark with a 1.5mm cap-height. Use provided trademark artwork, or typeset the trademark using Helvetica. On large applications, such as banners, the trademark may appear larger than 1.5mm.

Trademark Placement

The trademark always appears just off the right corner or the logotype.

Trademark Color

The trademark symbol should match the treatment of the logotype, appearing in white or background knock-out.