



BRAND STYLE GUIDE | 2023

01 Brand Overview

A woman with long dark hair, wearing a light-colored striped shirt and transparent AR glasses, is looking upwards and to the right. She is holding a white smartphone in her right hand. The background is a blurred cityscape at night with warm lights and a blue/purple color overlay. In the bottom right corner, there are decorative elements: two vertical bars of different heights and four circles of different sizes arranged in a grid-like pattern.

Brand Purpose

Why We Exist

Verimatrix helps customers confidently deliver experiences people love at the speed people live, with security made for people.



Brand Story

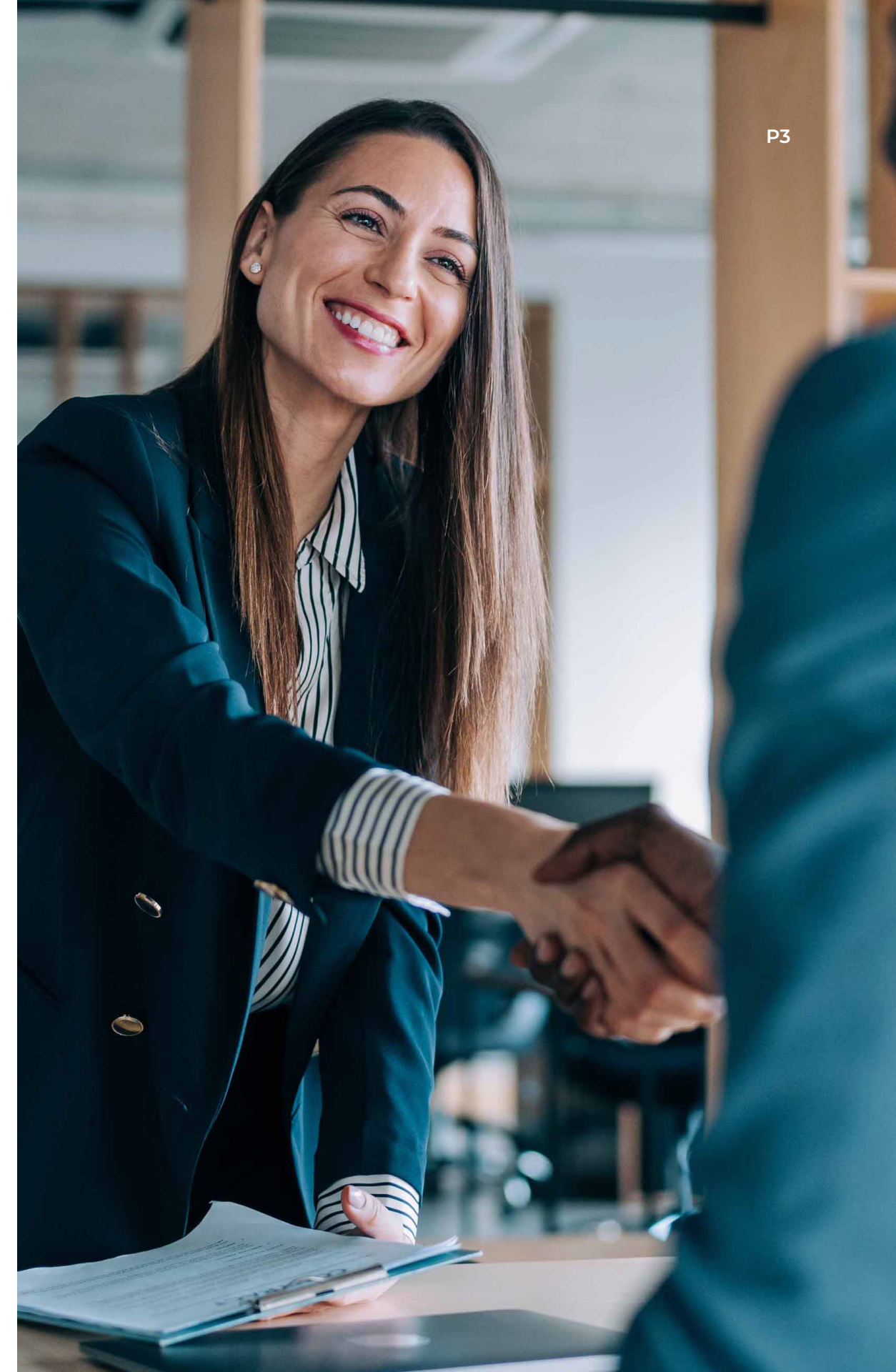
Who We Are

For 25 years, Verimatrix has engineered and deployed security solutions for the most vulnerable and unprotected aspects of our digital world.

We enable the trusted connections our customers depend on to deliver compelling content and experiences to millions of consumers around the world. Leading brands turn to Verimatrix to secure everything from premium movies and live streaming sports, to sensitive financial and healthcare data, to mission-critical mobile applications and endpoint threat defense.

We have been consistently recognized for our ability to empower organizations to safeguard valuable content, applications and devices at scale, on premises or in the cloud, while reducing threats and maximizing revenue.

We are a people-centered security organization, which means we put customers, business partners and their end users first. Our brand promotes active listening, sharing more than selling, and tailoring products, solutions and experiences for the people we serve.



Brand Personality

How We Present Ourselves



Approachable

We are not intimidating, neither with our process nor language.

We are partner-friendly and want to truly help organisations succeed. Customers are not just customers to us — they are business opportunities worth our time and effort.



Efficient

We understand the value of speed to market.

We make the security solutions that we propose happen as effortlessly as possible. Moving fast and friction-free doesn't mean compromising on quality. As your cloud-ready partner, we'll help you deliver amazing innovation at the speed you live.



Innovative

We believe security makes the impossible possible.

This means that we think both outside the box and inside to implement offerings that are innovative enough to meet the challenges of today's most diverse businesses.



Collaborative

We work with the customer every step of the way.

As an expansion of our customer's security, we ensure no one is left in the dark. They can always expect consistent communication and support.

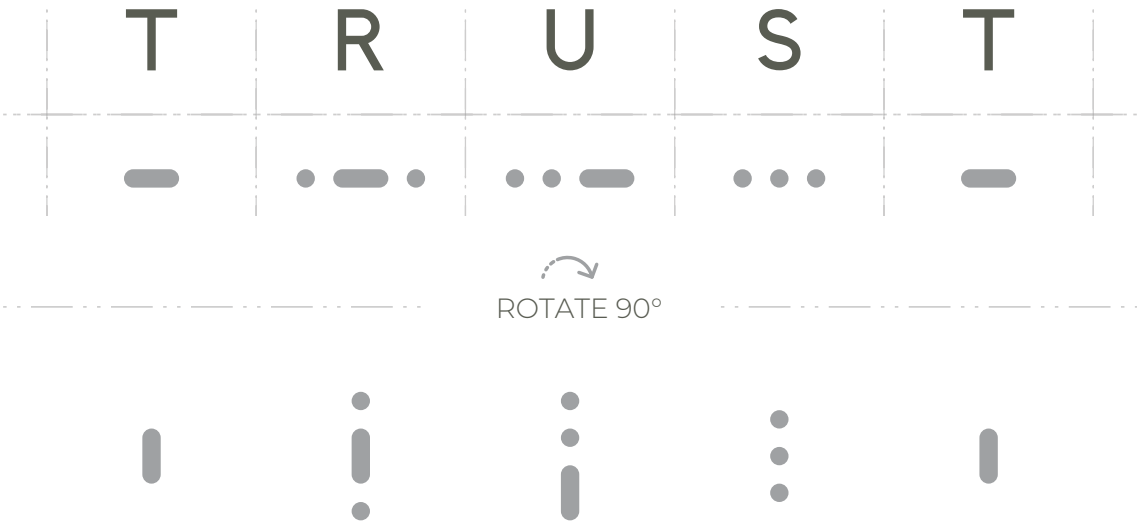
02 Brand Identity



T.R.U.S.T

The Key Word

Trust is at the core of everything we do at Verimatrix. The mark that precedes the logotype is a collection of morse code that spells out the word as an icon. Morse code represents our respect for the evolution of technology.



Logo

Primary Version

This is the Verimatrix primary logo. It consists of the Trust Icon, the wordmark and the tagline.

The tagline version of the logo should be the default logo to use. Use this version of the logo on building signage, letterheads and business cards, and for all uses not tied to a specific marketing campaign, or social media use.



Logo

Secondary Version

This is the Verimatrix secondary logo. It consists of the Trust Icon and the wordmark.

Use this version of the logo on the website, marketing campaigns and social media.



Logo

Secondary Version

In addition to the primary logo, there is a stacked version of the logo.

For application where the logo is restricted to a square format, please use the stacked logo.



Clear Space

It is important that the logo be given the appropriate amount of clear space on all sides when it is displayed next to other logos or elements in a layout.

The outer line indicates amount of space to be kept clear around the logo. When scaling the logo, the morse code icon should be used (in scale with the logo) as a guide to determine appropriate clear space.



Minimum Sizing

The minimum size that the horizontal logo should be used is at 145px in width, while the minimum size for the stacked logo is 140px



Logo Variations

In most cases, the full color logo should be used in print and on screen. Alternates are provided only when there are limitations of printing, or other specific reasons the full color logo cannot be used.

Full Colour (on light background)



Black Logo



Full Colour (on dark background)



White Logo



Incorrect Logo Usage

The Verimatrix logo clear space and color/size requirements should be carefully observed. No alterations to the logo should be made. The following examples should be avoided.



DON'T scale/stretch logo disproportionately



DON'T alter logo colours



DON'T add “trust” tagline or icon



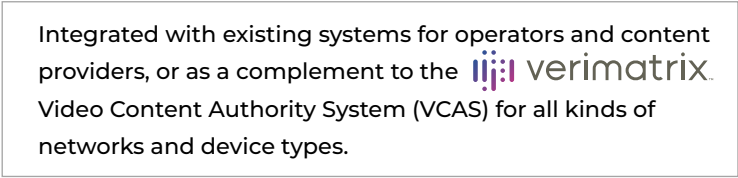
DON'T rotate the logo & use it as a pattern



DON'T use full colour logo on low contrast surfaces



DON'T crowd the logo. Leave clear space



DON'T use the logo within a text document



DON'T apply effects or shadows



DON'T place on busy photographs or patterns

03 Color Palette



Color Palette

Our color palette is contemporary, vibrant, and works universally across our design system. Verimatrix Blue is our primary color. It should be dominant on every piece of communication.

The other colors in the core palette have been chosen to stand in contrast to the Blue. The secondary palette consists of 6 additional colors which can be used on larger pieces of communication (for example, a multi-page landing page).

Core Brand Colors

Blue

HEX: #0002B3

Purple

HEX: #7209B7

Magenta

HEX: #E70072

Core Brand Colors

Black

HEX: #222222

Dark Grey

HEX: #555555

Medium Grey

HEX: #9D9D9C

Light Gray

HEX: #EEEEEE

White

HEX: #FFFFFF

Secondary Colors

Midnight Blue

HEX: #352873

Sapphire Blue

HEX: #4361EE

Aqua

HEX: #4CC9F0

Green

HEX: #1BD4B0

Yellow

HEX: #FDCA41

Orange

HEX: #F75B02

Call to action button has rounded corners to play off logo mark.

CALL TO ACTION

P15

04Typography



Font Face

Our brand typography is delivering on amazing. It's simple, flexible, and legible.

It remains a common thread throughout our brand system, helping set the proper tone for the stories we tell.

This typeface should be used in all corporate stationery, booklets, and website.

Body Typeface

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()

Primarily used for headlines at a bigger size.

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()

Recommended typeface for large chunks of text

Alternate Typeface

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()

To be used only when 'Montserrat' is not accessible.



05 Photography

Visual Life

Our photography is a vital element in forming a connection with our audiences by exhibiting real expressions in a genuine setting, so as to bring to life our brand personality.

Allow space for imperfection and avoid using overly manicured photos as this breaks the emotional connection of the photo with the audience.

Although our buyers and their users are human, do not overuse consumer imagery as this may mislead B2B customers.





www.verimatrix.com