



## Brand Guidelines

Thank you for your interest in Verikai. We have a few guidelines for using our brand assets. Please take a moment to familiarize yourself.

### Our Logo

Our logo can be used as an icon or with the name attached to the right. When working with a dark background, our white logo can be used.

### Our Colors

**Violet** is our hero color. **Teal** and **magenta** are accent colors.



Dark Violet  
#262262



Teal  
#00A79D



Magenta  
#D7225D

### The Nitty Gritty

Just a friendly legal reminder that these graphics are copyrighted and protected under intellectual property laws.

When using our brand assets please be sure to:

- Leave plenty of space surrounding our logos
- Always use an uppercase V when spelling Verikai
- Make sure you are using the correct Hex colors
- Ask us if you have any questions or requests

Please do not:

- Alter these files in any way, be that color changes, distortion, cropping, etc.
- Display these graphics in a way that implies a relationship, affiliation, or endorsement by Verikai of your product, service, or business



- Use these graphics as part of your own business or product's name
- Combine these graphics with any other graphics without written consent from Verikai