

# Logo + Usage

# Our logo

A strong, simple wordmark, designed to represent efficiency, stability and creative problem solving.

The preferred format of the logo is vertical.

This format should be used wherever possible. Where this is not possible, confirm with the Content team before using alternate versions of the logo.

Depending on context and scale, the logo may appear with or without the registered trademark symbol. The symbol must sit at the text baseline and the edge of the logo 'r,' as shown here.



# Logo color options

Our preferred logo is available in three color formats for different applications. The black or white logo is the ideal usage. Visier brand teal is #2dcd3.

## VERTICAL LOGO BLACK

On light images or backgrounds our logo should appear in its black version.



## VERTICAL LOGO WHITE

On dark images or backgrounds our logo should appear in its white version.



## VERTICAL LOGO TEAL

This may be used in place of the black or white. The black or white logo is the ideal usage.



# Logo usage

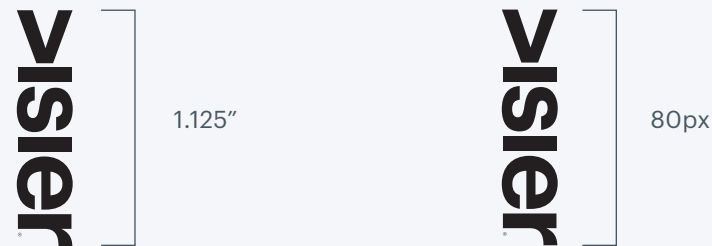
When using the Visier logo please adhere to these size and the placement guidelines:



## CLEAR SPACE

When using the logo, please include an exclusion zone (clear space). There should be no other elements placed within this zone. This includes text and graphics.

The clear space around the logo should be half of the distance between the two outside points of arms of the 'V' of Visier, shown above as  $\frac{1}{2} V$ .



## MINIMUM SIZE

The minimum sizes of the logo set a baseline standard for the scaling of the logo in both print and digital applications. While the logo may be sized larger than shown here, it is important that it never appears smaller as this will significantly impair legibility and brand recognition. If the size renders the trademark symbol illegible, it should be removed.

## Secondary logo

The horizontal version is the secondary logo and should only be used when space prohibits the use of the preferred vertical logo. Please confirm with the Content team that the horizontal version may be used.

Our secondary logo is available in three color formats for different applications. The black or white logo is the ideal usage.

The word "VISIER" in a bold, black, sans-serif font, followed by a registered trademark symbol (®). The logo is centered on a solid teal background.

### HORIZONTAL LOGO BLACK

On light images or backgrounds our logo should appear in its black version.

The word "VISIER" in a bold, white, sans-serif font, followed by a registered trademark symbol (®). The logo is centered on a solid dark grey background.

### HORIZONTAL LOGO WHITE

On dark images or backgrounds our logo should appear in its white version.

The word "VISIER" in a bold, teal, sans-serif font, followed by a registered trademark symbol (®). The logo is centered on a solid white background.

### HORIZONTAL LOGO TEAL

This may be used in place of the black or white. The black or white logo is the ideal usage.

# Secondary logo usage

When using the Visier logo please adhere to these size and the placement guidelines:



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