Verifone ®

The Verifone logo is a registered trademark of Verifone Systems, Inc. and should be represented with the proper registration symbol (®).

Primary Logo

Positive 2-Color Logo

Reverse 2-Color Logo

Secondary Logo

Positive Black Logo

Reverse White Logo

The preferred logos are the primary positive 2-color and primary reverse 2-color logos.

The secondary black and white logos may be used in applications where 2-color reproduction is not desired or possible.

Use the reverse white logo instead of the reverse 2-color logo on a colored background.

X = Width x Height of "e"

Always surround the Verifone logo with the amount of clear space specified above.

Following clear space specifications helps to maintain integrity and presence when logos are placed in proximity to competing visual elements. Do not position text, graphic elements, or other logos within the recommended clear space.

Minimum Size

19 mm width — print applications
80 px width — digital applications
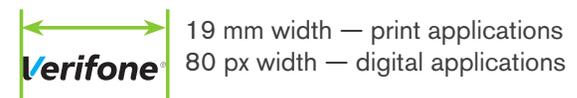
Color
Do not alter the color of the Verifone logo.

Logotype
Do not attempt to typeset the Verifone logo.

Transformation or Effects
Do not alter the Verifone logo by rotating, distorting, applying 3D effects or drop shadows.

Logo in Place of Text
Do not use the Verifone logo within a headline or paragraph of text.

Here Is the New Verifone® **Brand in Action.**

Cropping
Do not crop portions of the Verifone logo.

Clear Space
Do not place text or other elements within the defined clear space.

Product Name

Contrast
Do not place the Verifone logo on distracting backgrounds or colors that do not produce sufficient contrast. Do not use the reverse 2-color logo on any background color other than black. (Use the reverse white logo for other background colors.)

Do

Don't

Internal Partners Co-Branding

When co-branding with other internal partners, set Verifone in type rather than using Verifone's logo.

Powered by Verifone logo and Verifone Approved Partner logo are available at: http://bit.ly/poweredbyverifone

Vertical Lock Up

Horizontal Lock Up

X = Width x Height of "e"

External Partners Co-Branding

When Verifone is the primary partner, always put the Verifone logo on the left or on top. Maintain the proper clear space around each logo. Follow these rules when locking up the Verifone logo with the partner logo:

- Use the full color logo on a white background whenever possible.

- The two logos should be of the same visual size.

- When the logos are locked up, separate them by the the distance of "x" as shown in the example.

V Icon

Positive 2-Color V Icon
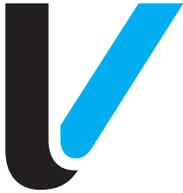
Reverse 1-Color V Icon

Clear Space

Always provide sufficient clear space around the V icon.

Minimum Size

24 px width

The V icon was created for digital applications where the primary logo can not be used due to size restraints. Potential uses are social media avatars, app icons, and buttons.

The V icon should be used in conjunction with the Verifone name wherever possible.
The V icon is not intended for use in print applications or as a decorative element.

A specially crafted 16px Verifone favicon is available for website applications.

Color Palette

Primary colors

are intended for all Verifone communications and should be the dominant color palette.

Use these colors for PowerPoint covers, brochure covers, website landing pages, and other assets that give the viewer a first impression of the company.
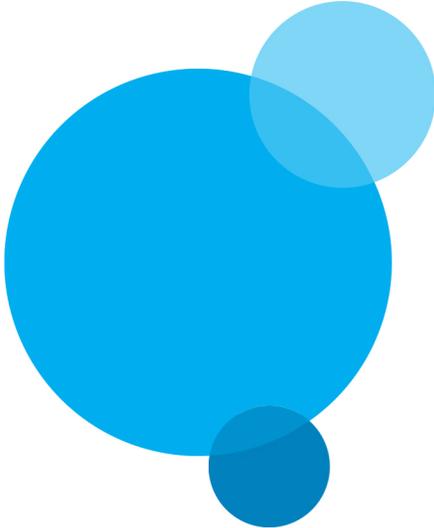
#00AEEF
Sunlit Cerulean

#7FD6F6
San Diego Sky

#0181BD
Superhero Blue

CMYK	100	RGB	0
	0		174
	0		239
	0		

NOTE

This color has no PANTONE® equivalent. Use Process Cyan.

Color Palette

White, Black, and Greys
are always the dominant colors in Verifone communications. Primary and secondary accet colors are to be peppered across Verifone communications. Accent colors can not and should not be used to "color code" communications.

#8E969F

#585D62

#222222

#FFFFFF

#EBEBEB