

BRAND STYLE GUIDE

2019

Logo

Fleet, websites, invoices, uniforms, business cards, presentations, collateral. Each have a different size and scale, but often the same audience. Consistent treatment of the logo reflects a professional experience across all channels, locations and countries.



There is a vertical and horizontal version of the Veritiv® logo. The space in which the logo is to be placed dictates the proper version to be used. The minimum required amount of clear space around the entire logo is defined by the height and width of the "V" in Veritiv.

Logo: Integrity

Knock-off brands are common in our consumer life and can be quickly identified by branding inaccuracies. Veritiv is an authentic brand. Maintaining the integrity of our brand reinforces that there is only one Veritiv. The following are examples of how the logo should NOT be produced.

Do not take the ® off of the logo.



Do not create regional or entity name logos or signatures.



Do not use unapproved colors.



Do not stretch or scale out of proportion.



Do not change the position of the logo elements.



Do not use the logo within text.

The  Veritiv logo should never be used within a block of text.

Do not tilt, rotate or skew.



Do not redraw, reformat or use with another font.



Do not apply effects.



Do not put the logo in a box or other shape.



Do not use the white logo without the proper background contrast.



Do not use the symbol by itself without consulting Brand Marketing.





Logo: Color

Visualize your favorite brand of detergent, soft drink or toothpaste. What do you see? Color? A logo? Both? **Color** is often noticed first, vividly retained and implies authenticity. The accurate use of Veritiv’s brand colors plays a big role in memory recall.

PREFERRED: TWO COLOR



| COLOR | PANTONE | C | M | Y | K | R | G | B | HEX/HTML |
|-----------------|---|----|----|-----|----|----|-----|----|----------|
| Primary Green |  356 | 91 | 4 | 100 | 25 | 0 | 122 | 51 | 007A33 |
| Secondary Green |  357 | 92 | 18 | 94 | 61 | 33 | 87 | 50 | 215732 |



ONE COLOR (PMS 356)
When ink colors are restricted



BLACK
When ink colors are restricted



REVERSED
With proper background contrast

Trademark

WHY THE REGISTRATION MARK IS SO IMPORTANT

The Veritiv logo should always include the registered trademark symbol (®). It not only declares intellectual property, it shines a positive light on our products, services and company as a whole. It lets the customer know that what they are buying and who they are buying from is of a certain standard and quality.

COPYRIGHT AND TRADEMARK ATTRIBUTION

- Use the registered trademark (®) the first time Veritiv appears in a document or communication.
- When referencing Veritiv (word or logo), registered trademark attribution language must be included.
- When materials include substantive content (text, design/layout, artwork) that we have created, copyright attribution language should be included.

For Copyright: © [INSERT YEAR OF THE MATERIAL'S CREATION] Veritiv Corporation. All rights reserved.

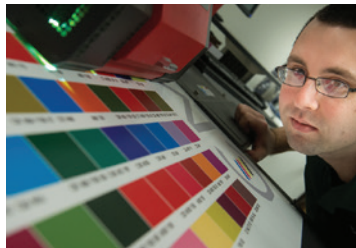
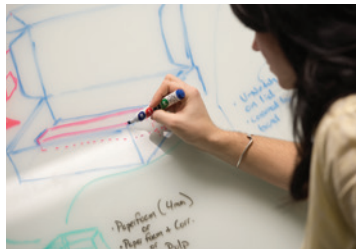
For Registered Trademarks: Veritiv and the Veritiv logo are registered trademarks of Veritiv Corporation or its affiliates.

Combined: © [INSERT YEAR OF THE MATERIAL'S CREATION] Veritiv Corporation. All rights reserved.

Veritiv and the Veritiv logo are registered trademarks of Veritiv Corporation or its affiliates.

Photography

Helping a customer see a part of themselves or something familiar and meaningful in an image can create an instant connection with a brand. Our intent is to guide the customer with true-to-life images that reflect the changing face of the industry. Examples are shown below.



Typography

Royalty. Whimsy. Formality.

Typography reinforces a brand's personality, purpose and position. For Veritiv, we use san serif fonts (typefaces without small lines at the ends of characters) that are professional and easy to read.

ABC
DEF

The primary brand typeface is **Avenir**. Avenir Book is most appropriate for text blocks, allowing for optimal results under varied printing conditions. Use all other weights listed for emphasis and contrast.

Avenir Light / *Oblique*

Avenir Roman / *Oblique*

Avenir Heavy / *Oblique*

Avenir Book / *Oblique*

Avenir Medium / *Oblique*

Avenir Black / *Oblique*

AB
CD

The alternate brand typeface is **Arial**. Materials created for electronic distribution (PowerPoint®, Word, email, etc.) should use Arial in the event Avenir is not installed on the recipient's device.

Arial Regular

Arial Bold

Arial Italic

Arial Bold Italic

Grammar and punctuation

When writing on behalf of a professional organization, correct and consistent grammar and punctuation sends a message of brand integrity and attention to detail, and creates a positive experience for the reader. Here are some general rules to follow:

- Spell check, spell check, spell check.
- Segments should be capitalized and listed in this order: Packaging, Facility Solutions, Print and Publishing, and Print Management. *(Please note the uppercase and lowercase treatment of these segment names.)* You can also reference that we're a provider of logistics and supply chain management services.
- Spell out a word in its entirety on the first mention followed by its acronym, or abbreviation, in parentheses. For each subsequent mention, only use the acronym or abbreviation.
- Use an em dash—instead of a semi-colon—within a sentence to indicate a change in thought or for emphasis. (No spaces before or after the em dash.)
- When writing numbers, spell out one through ten or if a number is the first word of a sentence.
- Remove **www.** before URLs. Correct: [veritivcorp.com](#) Wrong: [www.veritivcorp.com](#)



Please email Veritiv Brand Marketing at brand@veritivcorp.com with any questions.