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BRAND STYLE GUIDE | 2023

A woman with long dark hair, wearing a light-colored striped shirt and AR glasses, is shown in profile. She is holding a smartphone in her right hand and looking upwards. The background is a dark, futuristic environment with glowing blue and purple lights and bokeh effects. The overall color palette is dominated by deep blues and purples.

01 Brand Overview



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 28 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



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.



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.



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.



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.

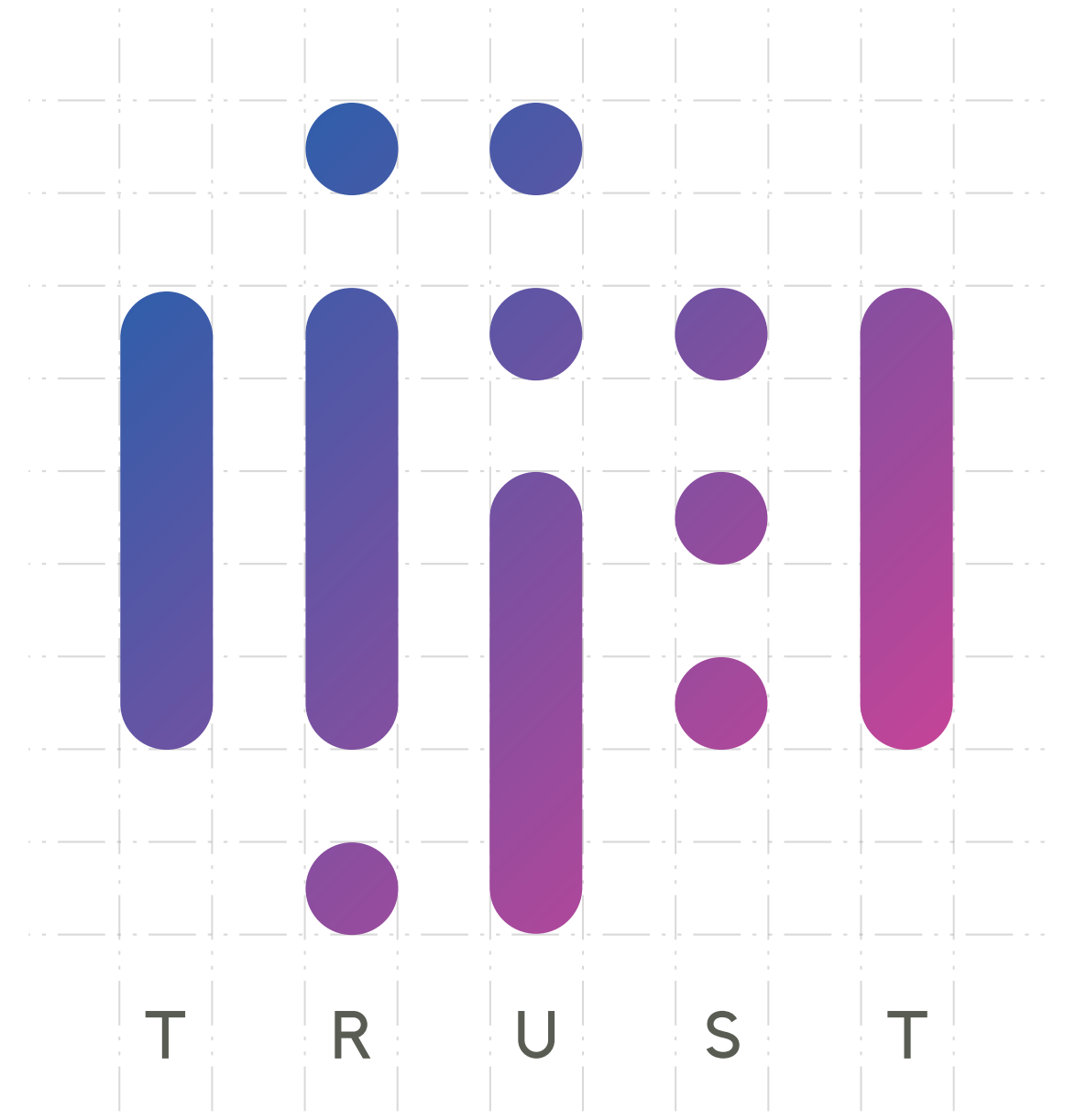
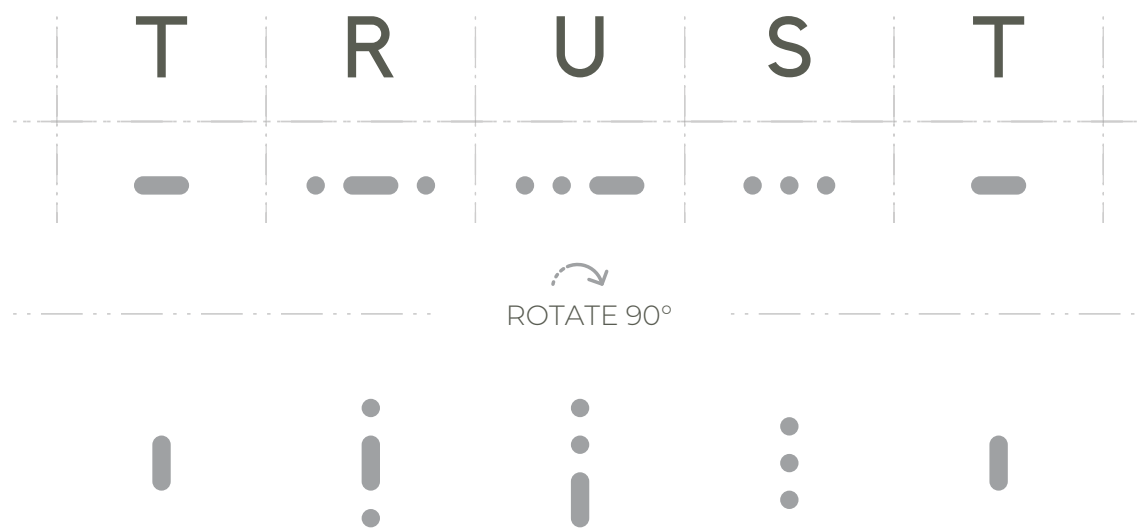
02 Brand Identity



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 - Corporate Version

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

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



Logo

Primary - No Tagline Version

This is the primary version of the logo without the tagline. It consists of the Trust Icon and the wordmark.

Use this version of the logo for all non-cybersecurity applications, such as the website, marketing campaigns and social media.



Logo

Secondary - Stacked Version

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

Use this version for all non-cybersecurity applications to enhance brand visibility across marketing campaigns and social media.



Logo

Primary - Cybersecurity

This is the primary logo for Verimatrix Cybersecurity. It consists of the Trust Icon, the wordmark, and cybersecurity text.

Use this version of the logo for all cybersecurity applications on the website, marketing campaigns and social media.



Logo

Secondary - Cybersecurity

This is the secondary logo for Verimatrix Cybersecurity. It consists of the Trust Icon, the wordmark, and cybersecurity text.

Use this version of the logo for all cybersecurity applications to enhance brand visibility across marketing campaigns and social media.



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 logo should be used is between 140px - 290 px.



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)



White (on dark background)



Black (on light background)



Full white (on dark background)



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

Integrated with existing systems for operators and content providers, or as a complement to the Verimatrix Video Content Authority System (VCAS) for all kinds of networks and device types.

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

Secondary Colors

- Midnight Blue**
HEX: #352873
- Sapphire Blue**
HEX: #4361EE
- Aqua**
HEX: #4CC9F0
- Green**
HEX: #1BD4B0
- Yellow**
HEX: #FDCA41
- Orange**
HEX: #F75B02

Grayscale Colors

- Black**
HEX: #222222
- Dark Grey**
HEX: #555555
- Medium Grey**
HEX: #9D9D9C
- Light Gray**
HEX: #EEEEEE
- White**
HEX: #FFFFFF

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

CALL TO ACTION

P18

A close-up photograph of a hand typing on a laptop keyboard. The image is heavily stylized with a blue and purple color palette. The lighting is dramatic, highlighting the texture of the hand and the keys. The text '04 Typography' is overlaid on the left side of the image.

04 Typography

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.



The background of the image consists of numerous thin, flowing lines in various shades of purple and blue, creating a sense of motion and depth. The lines are most concentrated in the center and spread out towards the edges, giving the impression of a tunnel or a stream of light.

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