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# Vero Solutions: Brand guidelines and logo artworks

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## VERO: Colour logo variations

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Spot colour version



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CMYK Process Version



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## VERO: Monotone logo variations

One colour positive



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One colour negative



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## VERO: Typefaces (available from [fontshop.com](https://fontshop.com))

Cholla slab bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**  
**abcdefghijklmnopqrstuvwxyz+\_)(\*&%\$£@!™Ø,"{**

Cholla slab regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz+\_)(\*&^%\$£@!™Ø,"{

Cholla slab thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz+\_)(\*&^%\$£@!™Ø,"{

Cholla sans bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**  
**abcdefghijklmnopqrstuvwxyz+\_)(\*&^%\$£@!™Ø,"{**

Cholla sans regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz+\_)(\*&^%\$£@!™Ø,"{

Cholla sans thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz+\_)(\*&^%\$£@!™Ø,"{

## VERO: Primary colours

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Vero orange



### Solid Spot Colour

PANTONE® 1595 C



### CMYK Process

- Cyan: 0%
- Magenta: 59%
- Yellow: 100%
- Black: 5%



### RGB

- Red: 230
  - Green: 125
  - Blue: 0
- 

Vero gray



### Solid Spot Colour

PANTONE® Cool Gray 10 C



### CMYK Process

- Cyan: 0%
- Magenta: 0%
- Yellow: 0%
- Black: 60%



### RGB

- Red: 134
- Green: 134
- Blue: 137

## VERO: Accent colours

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Accent orange



### Solid Spot Colour

PANTONE® 1605 C



### CMYK Process

- Cyan: 0%
- Magenta: 56%
- Yellow: 100%
- Black: 30%



### RGB

- Red: 184
  - Green: 105
  - Blue: 5
- 

Accent gray



### Solid Spot Colour

PANTONE® Black 7 C



### CMYK Process

- Cyan: 0%
- Magenta: 0%
- Yellow: 0%
- Black: 80%



### RGB

- Red: 88
- Green: 88
- Blue: 90

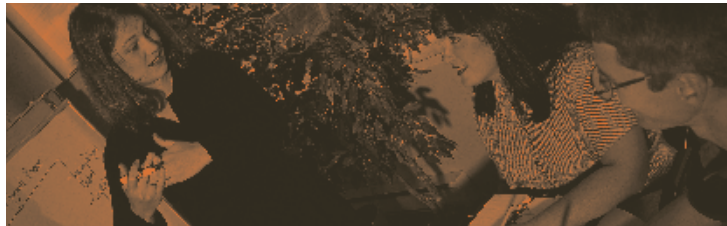
## VERO: Mood shots

Duotone images



### CMYK

This effect is achieved with Adobe Photoshop, by overlaying the Vero orange (process version) on top of a grayscale image, applying the 'Multiply' blending mode to the orange layer, and then saving as a flattened CMYK TIFF.



### Converted Grayscale

This is achieved by importing a grayscale TIFF into QuarkXpress or InDesign and adjusting the image to display as a duotone, using a rich black and the Vero orange.

## VERO: Contact details

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