



In conjunction with the rapidly growing wireless world, we at Verizon decided that a proper redesign must reflect our pursuit to provide a seamless customer experience.

The Wifi connectivity symbol holds a major role in our lives, and as the top internet provider covering 98% of the United States, we felt the need to show our priority to our customers.

## Proper Usage:

On Black:



On Red:



On White:



**Brandon Grotesque**  
Helvetica Neue

Colors:

#ef1d1d

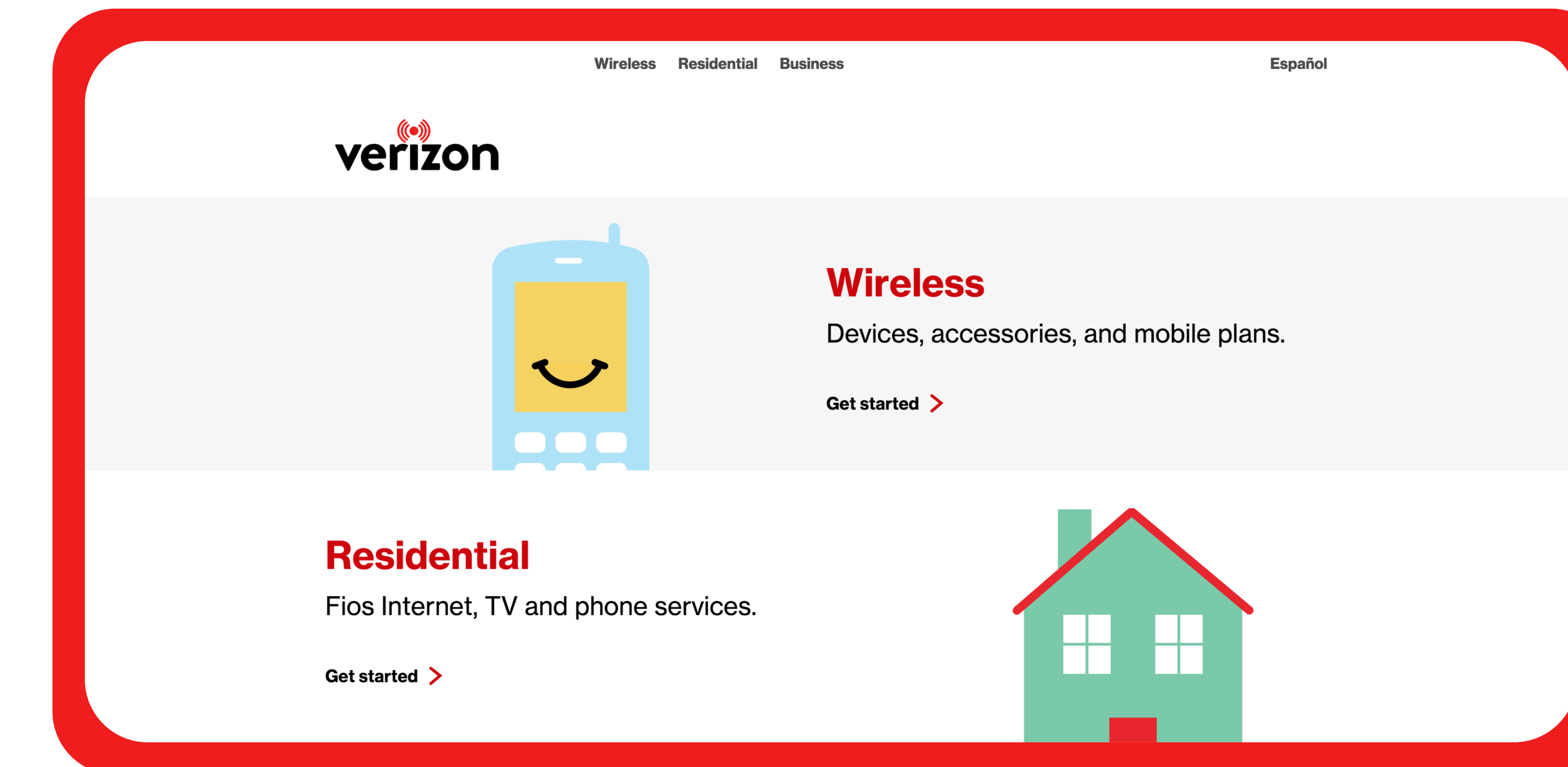
#ef1d1d

#ffffff

**Mockups**  
Phone (Horizontal)



**Website**



(Vertical)





## DESIGN ELEMENTS OF VERIZON LOGO

### Shape and Colors of the Verizon Logo:

The Verizon logo consists of graphically stark and simplistic signs, featuring masculine black and red colors. The red “z” is supposedly a visual trick and roughly appears like an electric spark. The logo also contains a prominent red check in a distinct line weight which typifies the origin of the company, the Latin word “veritas”, implying certainty and trustworthiness and horizon. It also symbolizes the forward-looking and visionary attitude of the company.

### Font of the Verizon Logo:

The Verizon logo features a slightly modified form of the Helvetica Black typeface.

**verizon**

---

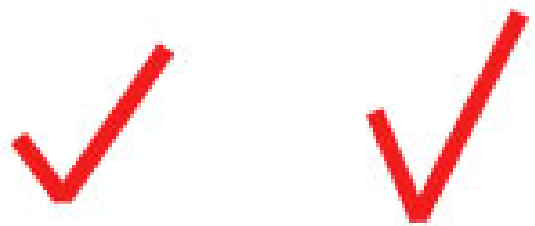
**helvetica neue bold**

**verizon**

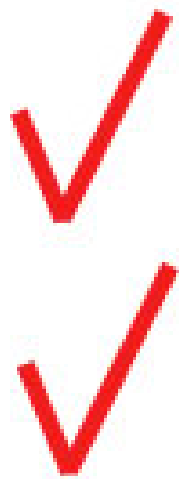
**verizon**



**verizon**



**verizon**



**verizon**

**Verizon**

**verizon**

**Verizon**



**verizon**  
verizon



verizon

verizon  
verizon

**verizon**

verizon  
verizon

*verizon*  
**verizon**

**verizon**  
**verizon**

**VERIZON**

**verizon**

**verizon**

**verizon**

