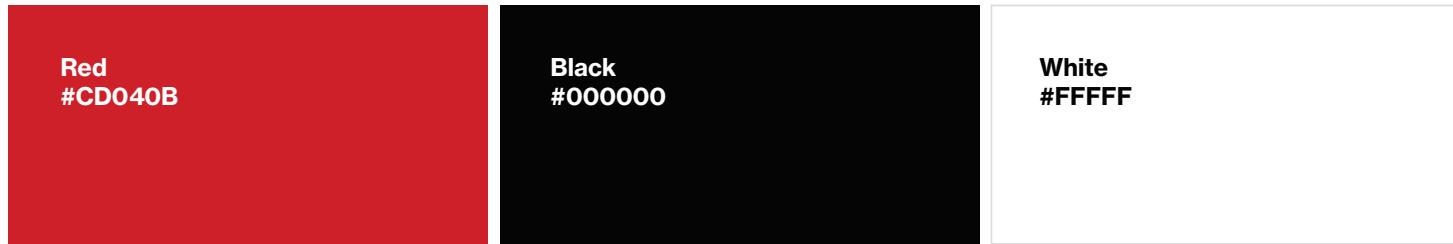


Color.

Color

Color palette

Primary colors



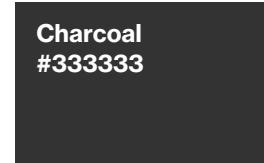
We must use our WCAG-compliant palette in all OLM. Our red and pops of color change slightly, and we add in a dark charcoal & functional grays to promote flexibility.

Pops of color allow us to inject moments of joy throughout the brand.

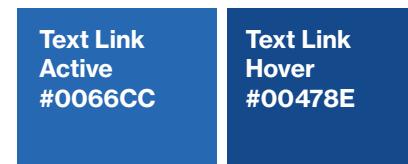
Background grays



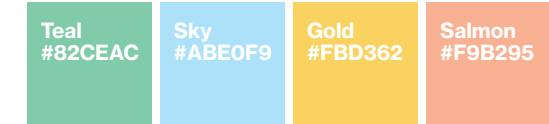
Functional grays



UI colors



Pops of color



Secondary colors



[Go to color palette on Brand Central](#)

Color

Primary colors

Red #CD040B

It is critical that red is always present in our visual communications. Through its consistent usage, red helps ensure instant recognition of our brand in the marketplace.

- ✓ Use for large display headlines
- ✓ Use for primary button color
- ✓ Use for secondary button icon color
- ✓ Use for section headers
- ✓ Use for product titles
- ✓ Use for price type 30pt and higher

Use for large display headlines

Use for price type 30pt and higher
Use for secondary button icon color

Use for section headers

Use for product styles

Use for primary button color

verizon  Shop Support My Verizon

Starting at **\$27.08 /mo**

Ip dolor sit del amet

Secondary button >

Help with your account

Billing & Payments

Get help with your bill and common account transactions

Plan, Account & Profile

Get support about your plan, features, devices, and profile/account information

Services & Apps

Use services and apps to help you monitor your account usage, manage daily tasks, stay in touch with your family and friends, and more.



Enter your email address to get started

Sign up >



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My Verizon
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Brands/OS

Apple
BlackBerry
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HTC

Plans, deals & more

Cell Phone Plans
Deals & Special Offers
Free Phones
Certified Pre-Owned

Service & support

Verizon Wireless Community
4G LTE Network & Coverage
View Mobile Site
Wireless Workshops

Color

Primary colors

Red #CD040B

It is critical that red is always present in our visual communications. Through its consistent usage, red helps ensure instant recognition of our brand in the marketplace.

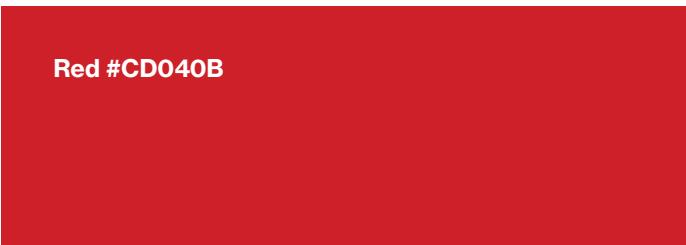
- x Do not overwhelm a layout with red
- x Do not use as background color
- x Do not use for subheads
- x Do not use for price text smaller than 30pt

Do not overwhelm a layout with red or use as background

verizon  Shop Support My Verizon
I am looking for 

Do not overwhelm a layout with red or use as background

Secondary button >



Do not use for subheads

Help with your account

~~Billing & Payments~~

Get help with your bill and common account transactions

 Plans perfect for you.

Get support about your plan, features, devices, and profile/account information

 Services and Apps

Use services and apps to help you monitor your account usage, manage daily tasks, stay in touch with your family and friends, and more.

Do not use for price type smaller than 30pt

verizon  Shop Support My Verizon
I am looking for 

Do not use for price type smaller than 30pt

Secondary button >



Galaxy S6 Galaxy S6 Galaxy S6

★★★★ (103) ★★★ (103) ★★★ (103)

\$20.31/mo \$20.31/mo \$20.31/mo

Enter your email address to get updates

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Explore Verizon
Shop
My Verizon
Support

Phones & devices

Smartphones
Tablets
Mobile Hotspots
Accessories

Brands/OS

Apple
BlackBerry
Android
HTC

Plans, deals & more

Cell Phone Plans
Deals & Special Offers
Free Phones
Certified Pre-Owned

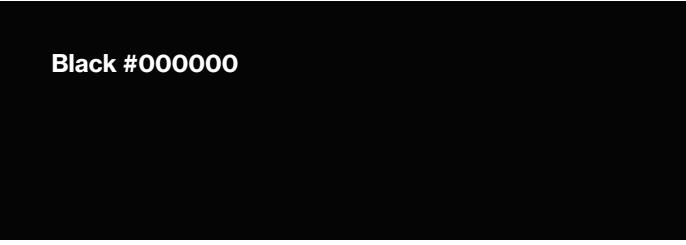
Service & support

Verizon Wireless Community
4G LTE Network & Coverage
View Mobile Site
Wireless Workshops

Color

Primary colors

Black #000000



Black is the color of our logo and supporting messaging.
We use black to balance out the red.

- ✓ **Use black for subheads**
- ✓ **Use black for labels**
- ✓ **Use for secondary button type color**
- ✓ **Use for price type under 24pt**
- ✓ **Use for global nav main navigation**
- ✓ **Use for manufacturer name when it can be separated from product title**

Use for global nav
main navigation

Use for large
display headlines

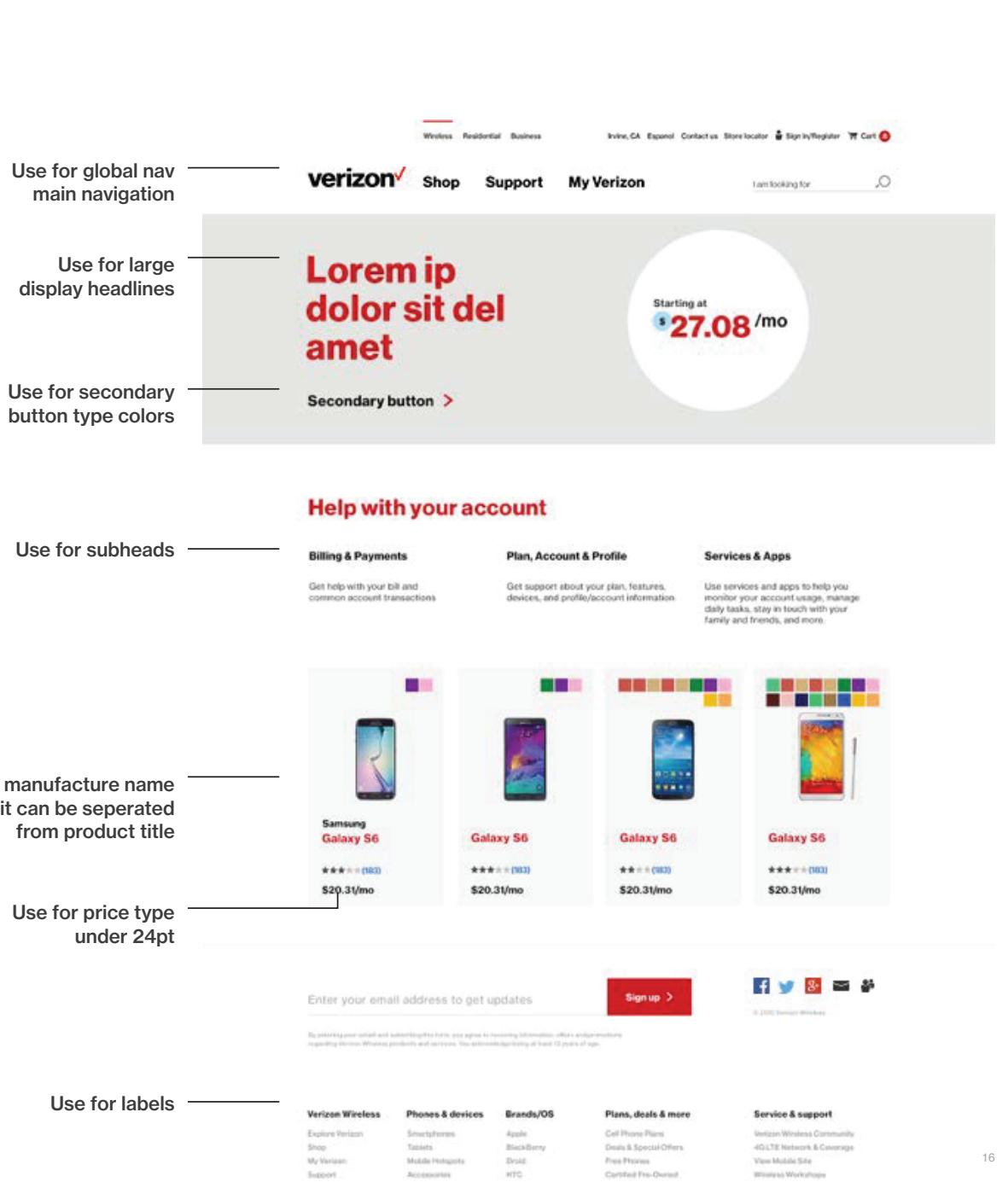
Use for secondary
button type colors

Use for subheads

Use for manufacturer name
when it can be separated
from product title

Use for price type
under 24pt

Use for labels



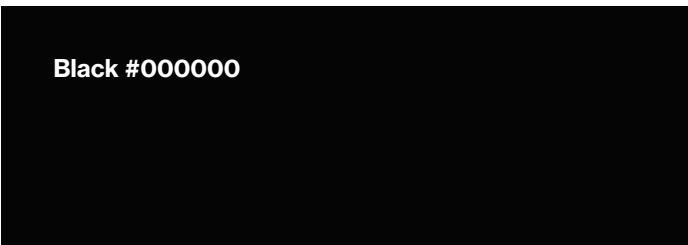
The screenshot shows the Verizon website with several examples of red usage:

- Global Navigation:** The "verizon" logo and "Shop", "Support", "My Verizon" links are in red.
- Headlines:** The main headline "Lorem ipsum dolor sit del amet" is in red.
- Buttons:** A "Secondary button" is labeled in red.
- Subheads:** Subheadings like "Help with your account" are in red.
- Product Listings:** Product cards for "Samsung Galaxy S6" show the phone image, name, rating, and price (\$20.31/mo) in red.
- Labels:** Category labels like "Verizon Wireless", "Phones & devices", "Brands/OS", "Plans, deals & more", and "Service & support" are in red.
- Call-to-Action:** A "Sign up >" button is in red.
- Social Media:** Social media icons for Facebook, Twitter, Google+, LinkedIn, and YouTube are in red.

Color

Primary colors

Black #000000



Black is the color of our logo and supporting messaging.
We use black to balance out the red.

- x Do not use for body copy
- x Do not use for section headers except on mobile web

Do not use for
section headers

Do not use for
body copy

verizon  Shop Support My Verizon



I am looking for

Wireless Residential Business Irvine, CA Espanol Contact us Store locator Sign In/Register Cart 0

Secondary button >

~~Help with your account~~

Billing & Payments Plan, Account & Profile Services & Apps

Get help with your bill and common account transactions Get support about your plan, features, devices, and profile/account information Use services and apps to help you monitor your account usage, manage daily tasks, stay in touch with your family and friends, and more.



Galaxy S6 Galaxy S6 Galaxy S6

★★★ ⚡ (103) ★★★ ⚡ (103) ★★★ ⚡ (103)

\$20.31/mo \$20.31/mo \$20.31/mo

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By entering your email and submitting this form, you agree to receiving information, offers and promotional regarding Verizon Wireless products and services. You acknowledge being at least 13 years of age.

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f t g m p

Verizon Wireless  Phones & devices Brands/OS Plans, deals & more Service & support

Explore Verizon Shop My Verizon Support Smartphones Tablets Modem Hotspots Accessories Apple BlackBerry Droid HTC Cell Phone Plans Deals & Special Offers Free Phones Certified Pre-Owned Verizon Wireless Community 4G LTE Network & Coverage View Mobile Site Wireless Workshops

Color

Charcoal #333333

Gray #4B4B4B

Light Gray #959595

Lighter Gray#CCCCCC

Functional grays are used for various type treatments and as the color of various UI elements through out .com

- ✓ Use charcoal for all body copy
- ✓ Use gray for all legal copy
- ✓ Use light gray for all inactive type
- ✓ Use for circle icon backgrounds (most commonly light gray)
- ✓ Use light gray for idle input elements

Use for circle icon backgrounds

Use charcoal for all body copy

verizon
Shop Support My Verizon

I am looking for

Wireless Residential Business

Irvine, CA Espanol Contact us Store locator Sign In/Register Cart (0)

Functional gray

Starting at **\$27.08 /mo**

Secondary button >

Help with your account

Billing & Payments

Get help with your bill and common account transactions

Plan, Account & Profile

Get support about your plan, features, devices, and profile/account information

Services & Apps

~~Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem non rhoncus. Duis sed odio sit amet nibh.~~



Use light gray for all inactive type and idle input elements

Use gray for all legal copy

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Sign up >



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Explore Verizon
Shop
My Verizon
Support

Phones & devices

Smartphones
Tablets
Mobile Hotspots
Accessories

Brands/OS

Apple
BlackBerry
Samsung
HTC

Plans, deals & more

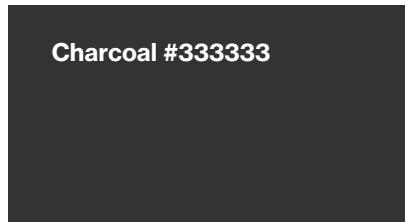
Cell Phone Plans
Deals & Special Offers
Free Phones
Certified Pre-Owned

Service & support

Verizon Wireless Community
4G LTE Network & Coverage
View Mobile Site
Workshop

Color

Functional gray



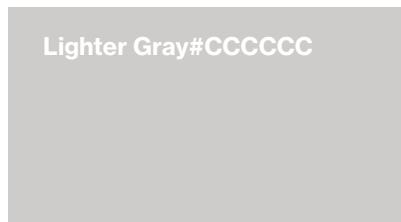
Charcoal #333333



Gray #4B4B4B

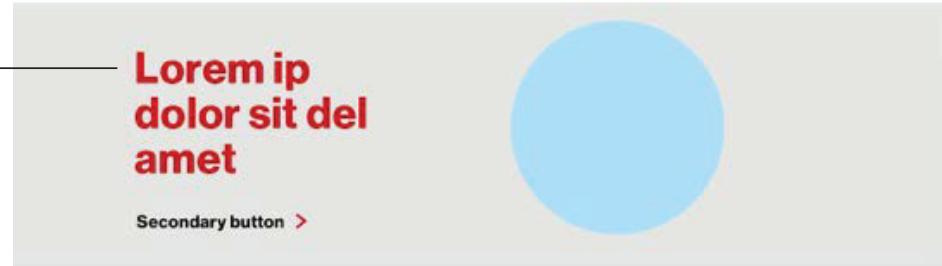


Light Gray #959595



Lighter Gray#CCCCCC

Do not use for
large headlines or
subheads



verizon Shop Support My Verizon

I am looking for

Wireless Residential Business Irvine, CA Espanol Contact us Store locator Sign In/Register Cart 0

Secondary button >

Help with your account

Billing & Payments

Get help with your bill and common account transactions

Plan, Account & Profile

Get support about your plan, features, devices, and profile/account information

Services & Apps

Use services and apps to help you monitor your account usage, manage daily tasks, stay in touch with your family and friends, and more.



Do not use
as large scale
backgrounds



Galaxy S6

★★★ ⚡ (103)

\$20.31/mo



Galaxy S6

★★★ ⚡ (103)

\$20.31/mo



Galaxy S6

★★★ ⚡ (103)

\$20.31/mo

Functional grays are used for various type treatments and as the color of various UI elements through out .com

- x Do not use for large headlines or subheads**
- x Do not use as large scale backgrounds**

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Signup >



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By entering your email and submitting this form, you agree to receiving information, offers and promotions regarding Verizon Wireless products and services. You acknowledge being at least 13 years of age.

Verizon Wireless

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Shop
My Verizon
Support

Phones & devices

Smartphones
Tablets
Mobile Hotspots
Accessories

Brands/OS

Apple
BlackBerry
Droid
HTC

Plans, deals & more

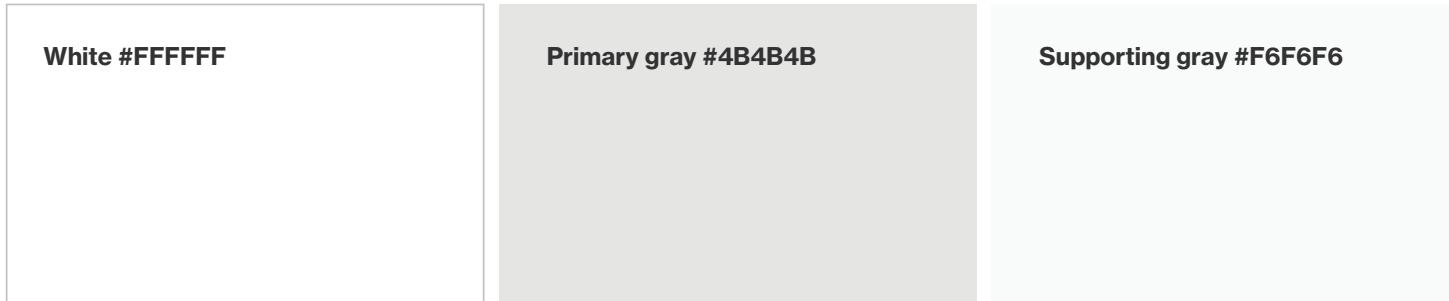
Cell Phone Plans
Deals & Special Offers
Free Phones
Certified Pre-Owned

Service & support

Verizon Wireless Community
4G LTE Network & Coverage
View Mobile Site
Wireless Workshops

Color

Background colors



These are the colors we leverage to color block backgrounds. Having three possible background colors will create a flexible system for separating content. The brand is synonymous with red on gray so whenever possible we should try to use a majority of gray as a background color.

- ✓ **Use white and BG gray 2 as your main background colors**
- ✓ **Use BG gray 1 as the color for marquee/ hero/feature backgrounds**
- ✓ **Use BG gray 2 as the background for product tiles**
- ✗ **Do not use any other colors as a color block background (this means no red or black backgrounds)**

Pops of color



Teal, sky, gold & salmon are used in special instances where a pop of color is needed. This includes illustrations, pricing and data.

- ✓ **Use to add joy to communications**
- ✓ **Use to help highlight and draw attention**
- ✓ **Only use sky blue when combined with red type**
- ✓ **Only use charcoal type on top of these colors**
- ✗ **Do not give priority over primary colors**
- ✗ **Do not use as main (large scale) background colors**
- ✗ **Do not use as color of type**

Secondary background colors



Green, blue, yellow & orange are used to add joy and playfulness.
They are used as accents and graphic elements.

- ✓ **Use to add joy to communications**
- ✓ **Use to help highlight and draw attention**
- ✓ **Only use sky blue when combined with red type**
- ✓ **Only use charcoal type on top of these colors**
- ✗ **Do not give priority over primary colors**
- ✗ **Do not use as main (large scale) background colors**
- ✗ **Do not use as color of type**

Typography.

Font

Welcome, Neue Haas Grotesk.

We are using two weights of the family:
Neue Haas Grotesk 55 Roman and Neue
Haas Grotesk 75 Bold.

**This is Neue
Haas Grotesk**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

[Go to fonts on Brand Central](#)

Font weight

75 Bold

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()

55 Regular

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()

Note

We use Neue Haas Grotesk **Display** for all type 18pt and over

We use Neue Haas Grotesk **Text** for all type under 18pt to increase legibility.

Tracking

We let our type breathe.

When setting our typography we encourage you to inject some air – not too much, just enough – a tracking value of 25 to be precise. This not only improves the legibility of our messaging but also keeps things friendly.

For larger sizing (above 18pt), we also plug a value of +2 of the type's point size into the leading. This helps avoid any nasty collisions between our ascenders and descenders.

tracking / 25

Ascender
and descender
do not touch.

If only
there were
a way
to prove
which
network
is best.

If only
there were
a way to
prove which
network
is best.

Typography

Font sizes

NOTE FOR DEVELOPERS - Anywhere “pt” sizes are used in this document or PSD layouts, developers should read as “px”

Headline 1

Disp. 75 Bold 60pt, 62 Leading

Red #CD040B

Headline 2

Disp. 75 Bold 48pt, 50 Leading

Red #CD040B

Headline 3

Disp. 75 Bold 36pt, 38 Leading

Red #CD040B

Headline 4

Disp. 75 Bold 30pt, 32 Leading

Red #CD040B

Typography

Font sizes (cont.)

NOTE FOR DEVELOPERS - Anywhere “pt” sizes are used in this document or PSD layouts, developers should read as “px”

Subhead 1

Disp. 75 Bold 24pt, 30 Leading _____ Black #000000

Subhead 2

Disp. 75 Bold 18pt, 24 Leading _____ Black #000000

Buttons

Text 75 Bold 16pt, 21 Leading _____ Black #000000

Label 1

Text 75 Bold 14pt, 21 Leading _____ Black #000000

Label 2

Text 75 Bold 12pt, 18 Leading _____ Black #000000

Typography

Font sizes (cont.)

NOTE FOR DEVELOPERS - Anywhere “pt” sizes are used in this document or PSD layouts, developers should read as “px”

Hero banners long form body copy

Text 55 Roman 24pt, 30 Leading _____ Charcoal #333333

Long form body copy

Text 55 Roman 16pt, 21 Leading _____ Gray #4B4B4B

Body copy

Text 55 Roman 14pt, 21 Leading _____ Charcoal #333333

Caption copy/Price legal

Text 55 Roman 12pt, 18 Leading _____ Gray #4B4B4B

Legal copy accompanying a price lock-up must be either 25% of the price font size or 12pt, whichever is larger

Legal

Text 55 Roman 10pt, 12 Leading _____ Gray #4B4B4B

Specific styles

	Section header	Section subhead	Marquee header	Body copy
Desktop	<p>Headline 3-Desktop</p> <p>Disp. 75 Bold 36pt, 38 Leading</p>	<p>Subhead 1</p> <p>Disp. 75 Bold 24pt, 30 Leading</p>	<p>Headline 1</p> <p>Disp. 75</p>	<p>Body copy</p> <p>Text 55 Roman 14pt, 21 Leading. Text 55 Roman 14pt, 21 Leading. Text 55 Roman 14pt, 21 Leading. Text 55 Roman 14pt, 21 Leading</p>
Mobile web	<p>Subhead 1</p> <p>Disp. 75 Bold 24pt, 30 Leading</p>	<p>Subhead 2</p> <p>Disp. 75 Bold 18pt, 24 Leading</p>	<p>Headline 4</p> <p>Disp. 75 Bold 30pt, 32 Leading</p>	<p>Body copy</p> <p>Text 55 Roman 14pt, 21 Leading. Text 55 Roman 14pt, 21 Leading. Text 55 Roman 14pt, 21 Leading. Text 55 Roman 14pt, 21 Leading</p>

Alternative font

When custom web fonts are not an option – email templates for example – we use Arial.

Arial

Arial - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()

Arial - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()

Navigation

Since we treat all navigation items with title case, it is important that we define what constitutes a navigation item on our page.

Any navigational item within our header, footer or sticky ribbons within a page that direct to another area on our site should use title case.

Note that elements like CTA buttons, hyperlinks within the page and filters do not qualify as navigational items, and should thus receive sentence case treatment.

Long forms

In cases where we feature articles or other instances of long form copy, we adjust our treatments for increased readability and a better overall site experience.

While headline and subhead treatments remain generally the same, we increase leading and larger typeface on body copy to decrease strain on the eye.

60px

24px

42px

**Integer maximus felis dictum,
mollis tortor non.** NHG 75 Bold 36/38

Etiam nunc nulla, varius sit amet. NHG 75 Bold 24/30

Integer maximus felis dictum, mollis tortor non, mattis diam. Phasellus ut gravida ex, eu rutrum enim. Etiam et orci malesuada, cursus odio in, egestas sem. Proin elementum pretium tellus condimentum bibendum. Morbi convallis ligula vel ultricies posuere. Mauris convallis mattis ante, sed mollis lacus placerat sit amet. Proin porttitor ullamcorper dictum. Mauris molestie egestas hendrerit. Proin **hendreit pharetra**. Vivamus maximus semper urna ac consectetur. Pellentesque vitae mattis mauris. Praesent porttitor viverra volutpat. Suspendisse ultricies ullamcorper nibh quis porta.

NHG 55 Roman
16/21 #4b4b4b

Bullet lists

Appropriate use of bullets is crucial for breaking up large blocks of copy and making lists more readable.

All instances of bullets should use standard bullet treatment, and should never substitute dashes, checkmarks, or any other shape for the standard bullet.

For increased ease, we should allow for considerable space between the bullet and first character of copy.

