

Verizon logos

March 30, 2017

Preferred logos:

Color positive



vz_pms_p.ai
vz_cmyk_p.ai
vz_rgb_p.ai
vz_150_rgb_p.png
vz_300_rgb_p.png

Color reverse



vz_pms_r.ai
vz_cmyk_r.ai
vz_rgb_r.ai
vz_150_rgb_r.png
vz_300_rgb_r.png

Limited special-use logos:

One-color, positive



vz_1c_pms_p.ai
vz_1c_cmyk_p.ai
vz_1c_rgb_p.ai
vz_1c_150_rgb_p.png
vz_1c_300_rgb_p.png

One-color, reverse



vz_1c_cmyk_r.ai
vz_1c_rgb_r.ai
vz_1c_150_rgb_r.png
vz_1c_300_rgb_r.png

Usage guidelines

Use the color positive and color reverse files for widths of 1"/100px (desktop)/150px (mobile) or wider. For widths smaller than these, use the small-scale logos on the next page.

Whenever possible, we prefer to use the color positive versions of our logos. For instances when a logo is required for one-color applications, limited special-use versions of the logo have been provided. Secure consent from the Verizon Brand Management team to use these marks.

Notes:

- Reverse artwork is shown on a background for demonstration only.
- Never extract artwork from this PDF file or alter the final artwork. Always use approved logo artwork.
- Clear space has been built into the logo files. Sizes indicated refer to the width of the actual artwork and do not include the clear space.

File nomenclature for vector files

vz_pms_p.ai

Identifier	Color	Version	File format
vz	pms	p	.ai
Verizon logo	spot color for print	positive	native Illustrator vector file
	cmyk	r	
	process color for print	reverse	
	rgb		
	RGB for on-screen		
	1c		
	one color		

File nomenclature for raster files

vz_150_rgb_p.png

Identifier	Version	File format
vz_150_rgb	p	.png
150ppi Verizon RGB logo	positive	PNG raster file for on-screen display
vz_300_rgb	r	
300ppi Verizon RGB logo	reverse	

Verizon small-scale logos

March 30, 2017

Preferred logos:

Color positive



vz_small_pms_p.ai
vz_small_cmyk_p.ai
vz_small_rgb_p.ai
vz_small_150_rgb_p.png
vz_small_300_rgb_p.png

Color reverse



vz_small_pms_r.ai
vz_small_cmyk_r.ai
vz_small_rgb_r.ai
vz_small_150_rgb_r.png
vz_small_300_rgb_r.png

Limited special-use logos:

One-color, positive



vz_small_1c_pms_p.ai
vz_small_1c_cmyk_p.ai
vz_small_1c_rgb_p.ai
vz_small_1c_150_rgb_p.png
vz_small_1c_300_rgb_p.png

One-color, reverse



vz_small_1c_cmyk_r.ai
vz_small_1c_rgb_r.ai
vz_small_1c_150_rgb_r.png
vz_small_1c_300_rgb_r.png

Usage guidelines

Use the small-scale logo files for widths between 0.5"/60px (desktop)/100px (mobile) or wider.

Whenever possible, we prefer to use the color positive versions of our logos. For instances when a logo is required for one-color applications, limited special-use versions of the logo have been provided. Secure consent from the Verizon Brand Management team to use these marks.

Notes:

- Reverse artwork is shown on a background for demonstration only.
- Never extract artwork from this PDF file or alter the final artwork. Always use approved logo artwork.
- Clear space has been built into the logo files. Sizes indicated refer to the width of the actual artwork and do not include the clear space.

File nomenclature for vector files

vz_small_pms_p.ai

Identifier	Color	Version	File format
vz_small	pms	p	.ai
Verizon small-use logo	spot color for print	positive	native Illustrator
	cmyk	r	vector file
	rgb		
	1c		
	process color for print		
	RGB for on-screen		
	one color		

File nomenclature for raster files

vz_small_150_rgb_p.png

Identifier	Version	File format
vz_small_150_rgb	p	.png
150ppi Verizon small-use	positive	PNG raster file for
RGB logo	r	on-screen display
300ppi Verizon small-use		
RGB logo		

Verizon logos overview

March 30, 2017

Primary logos

Use the primary logo files for widths of 1"/100px (desktop)/150px (mobile) or wider. For widths smaller than these, use the small-scale logos.

Clear space has been built into the logo files. Sizes indicated at right refer to the width of the actual artwork and do not include the clear space.

Clear space

Clear space is equal to the width of the checkmark.



Minimum size print



Minimum size digital: desktop



Note: logo is shown at 50% scale.

Minimum size digital: mobile



Note: logo is shown at 50% scale.

Small-scale logos

Use the small-scale logo files for widths between 0.5"/60px (desktop)/100px (mobile).

Clear space has been built into the logo files. Sizes indicated at right refer to the width of the actual artwork and do not include the clear space.

Clear space

Clear space is equal to the width of the checkmark.



Minimum size print



Minimum size digital: desktop



Note: logo is shown at 50% scale.

Minimum size digital: mobile



Note: logo is shown at 50% scale.

Using Verizon in text

When the name Verizon is written in body copy, it should always be capitalized, since it's a proper name.

Example:

You can count on great value and customer service with Verizon.

PANTONE logo

Use PMS artwork files for consistent color for print or premium items and communications.



PMS 485 C/U



PMS Black C

Color positive logo for print

Use the CMYK logo for printing communication pieces with images or when limited to 4-color process.



CMYK

Note: Verizon Red = 0/100/100/0

Color positive logo for screen

Use the RGB artwork files for screen, web and other digital applications such as Microsoft Office.



RGB

Note: Verizon Red = 213/43/30