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

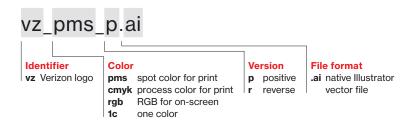
Use the color positive and color reverse files for widths of 1"/100px (desktop)/150px (mobile) or wider. For widths smaller than these, use the small-scale logos on the next page.

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.

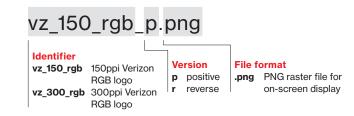
Notes:

- 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



File nomenclature for raster files



Verizon small-scale logos

March 30, 2017

Preferred logos:

Color positive

verizon /

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

verizon /

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

verizon/

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.

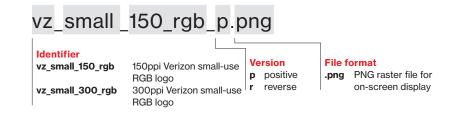
Notes:

- 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



File nomenclature for raster files



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



100px

Note: logo is shown at 50% scale.

Minimum size digital: mobile



150nx

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

verizon 0.5"

Minimum size digital: desktop

verizon 60px

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 Black C

Color positive logo for print

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



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.



Note: Verizon Red = 213/43/30