Brand Guidelines

Contents

Brand Vision

VeroNest/VeroCare is a company dedicated to creating user-friendly and sustainable systems for care homes. VeroNest is a system which allows elderly people to interact with and change properties of appliances within their rooms. VeroNest also allows managers and admins to have full control of the appliances and have an overview of energy usage.

VeroNest aims to focus on sustainability, collaborating with Tree Time Home, a non-profit to plant trees in Edinburgh.

Primary Logo

Made up of two distinct elements, the house and the wordmark.
Our logo is the visual heart of VeroNest and is unique to us and what we represent.

It's crucial we use it correctly and consistently across all communication channels. It should only ever be produced from the master artwork and applied in accordance with these guidelines to ensure a uniformed and congruent application.

Logo States

Our Primary Logo has three states:
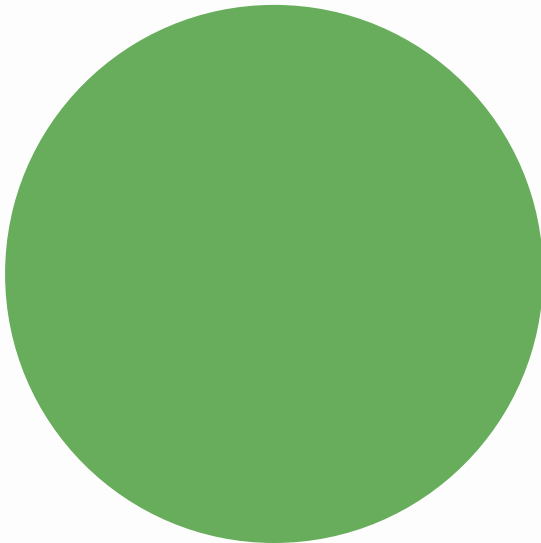1. Colour
2. Black
3. Invert to white

1.

2.

3.

Logo Positioning

The primary position for the logo is the top left-hand corner. However, in certain circumstances we understand that this might not be possible, so there is flexibility to position the logo as shown.
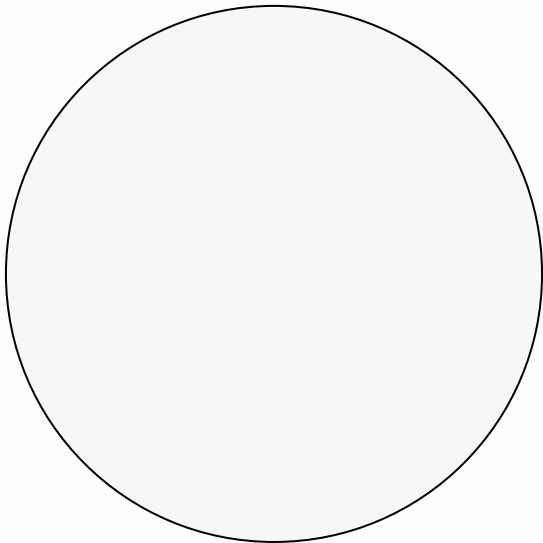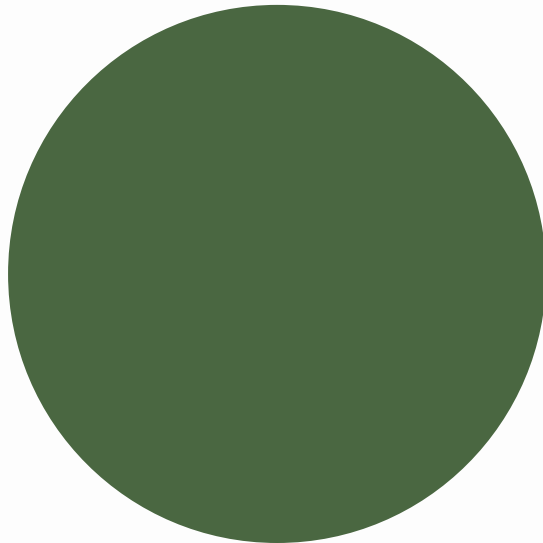
Colour Palette

#67ad5b

Light Grey

Background colour,
substitute for white

#f7f7f7

Light Grey

Background colour,
substitute for white

#4a6741

Forest Green

Deep green, invites a calming
nature sensation. Fitting for a
background.

<u>Primary Typography</u>

Our primary typeface is Helvetica World. Helvetica World is a highly popular and widely used sans-serif typeface, renowned for its clean, modern design and legibility, and is a cornerstone of the International Typographic Style.

Helvetica World Regular
Helvetica World Italics
Helvetica World Bold

<u>Secondary Typography</u>

Our secondary typeface is Arimo. Arimo was designed by Steve Matteson as an innovative, refreshing sans serif design that is metrically compatible with Arial™. Arimo offers improved on-screen readability characteristics and the pan-European WGL character set and solves the needs of developers looking for width-compatible fonts to address document portability across platforms.

Arimo Regular
Arimo Italics
Arimo Bold

<u>Backup Typography</u>

Our backup typeface is arial. Use this font if primary or secondary typefaces are unavailable.

Arial Regular
Arial Italics
Arial Bold

Brand Icons