veroNest

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 TREES EDINBURGH, a non-profit to plant trees in Edinburgh. For every amount of energy saved in the care home a tree is planted, this progress is shown on the system as an incentive to encourage users to save energy.

Primary Logo

Our logo is the visual heart of VeroCare and is unique to us and what we represent.
VeroNest logo is a

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:
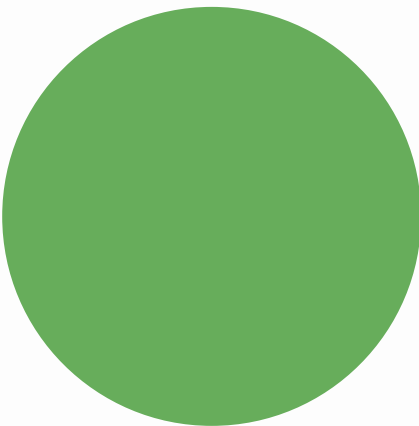1. Colour
2. Black
3. Invert to white

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.
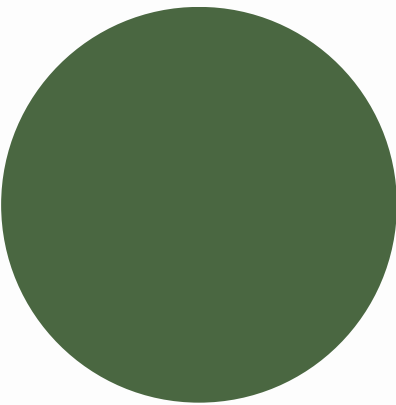
Colour Palette

#67ad5b

Light Green

Adds a lighter, more airborne feel, complementing the darker green for balance.

It is important to note that this green DOES NOT meet the WCAG AA or AAA standards and should only be used to complement the dark green.
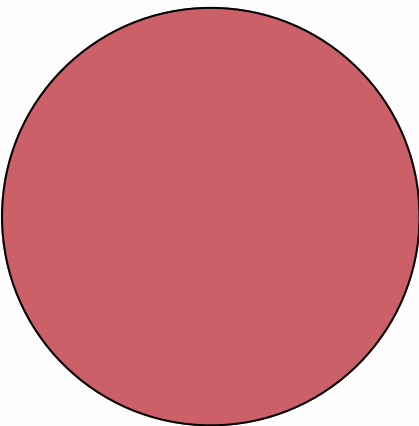
#4a6741

Forest Green

Deep green, invites a calming nature sensation. Fitting for a background.
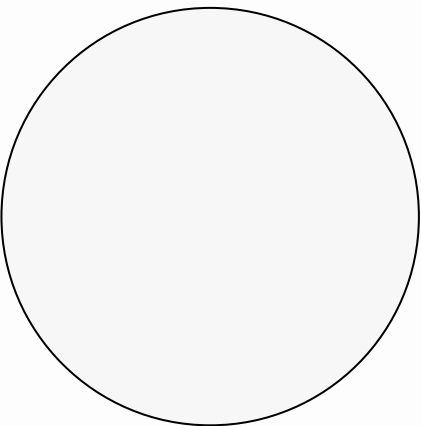
Represents energy, sustainability, and growth— core values of veroCare's mission. Adds a deeper, more grounded feel, complementing the lighter green for balance.

#CB6069

Light Red

A red, not too harsh on the eyes, that is used for graphs and other metric displays when inside the veroNest system.

#f7f7f7

Light Grey

Background colour, substitute for white

Used for clean, minimalistic design to maintain clarity and simplicity across the website

Primary Typography

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

Secondary Typography

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

Backup Typography

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

Arial Regular
Arial Italics
Arial Bold

Brand System Icons