

VERBATORIA

talent quotient



Instructions for use
the elements of corporate identity

ABOUT THE MANUAL

This document sets forth the rules to be followed when using elements of corporate style VERBATORIA.

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3 LOGOTYPE

Major version

***VERBATORIA** font Klinik

VERBATORIA

***VERBATORIA** font Klinik

talent quotient font Lato Bold

VERBATORIA
talent quotient

Geometry and security zone



Monochrome version

VERBATORIA

VERBATORIA

VERBATORIA

VERBATORIA

The monochrome version of the VERBATORIA logo is used when printing in a single color. It is used in black, white and major corporate identity colors.

4 FONTS

Major

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"№;%:?*()- — — /+

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"№;%:?*()- — — /+

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"№;%:?*()- — — /+

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"№;%:?*()- — — /+

Additional

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"№;%:?*()- — — /+

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"№;%:?*()- — — /+

Neris

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"№;%:?*()- — — /+

5 COLORS

Major

R46 G140 B82
#2E8C52
C80 M11 Y84 K22
PANTONE 348 C 100%

R64 G180 B105
#40B469
C77 M4 Y79 K4
PANTONE 354 C 100%

R123 G196 B121
#7BC479
C71 M0 Y76 K0
PANTONE 360 C 95%

R138 G204 B109
#8ACC6D
C65 M0 Y76 K0
PANTONE 360 C 80%

R46 G140 B82
#2E8C52
C80 M11 Y84 K22
PANTONE 348 C 100%

R64 G180 B105
#40B469
C77 M4 Y79 K4
PANTONE 354 C 100%

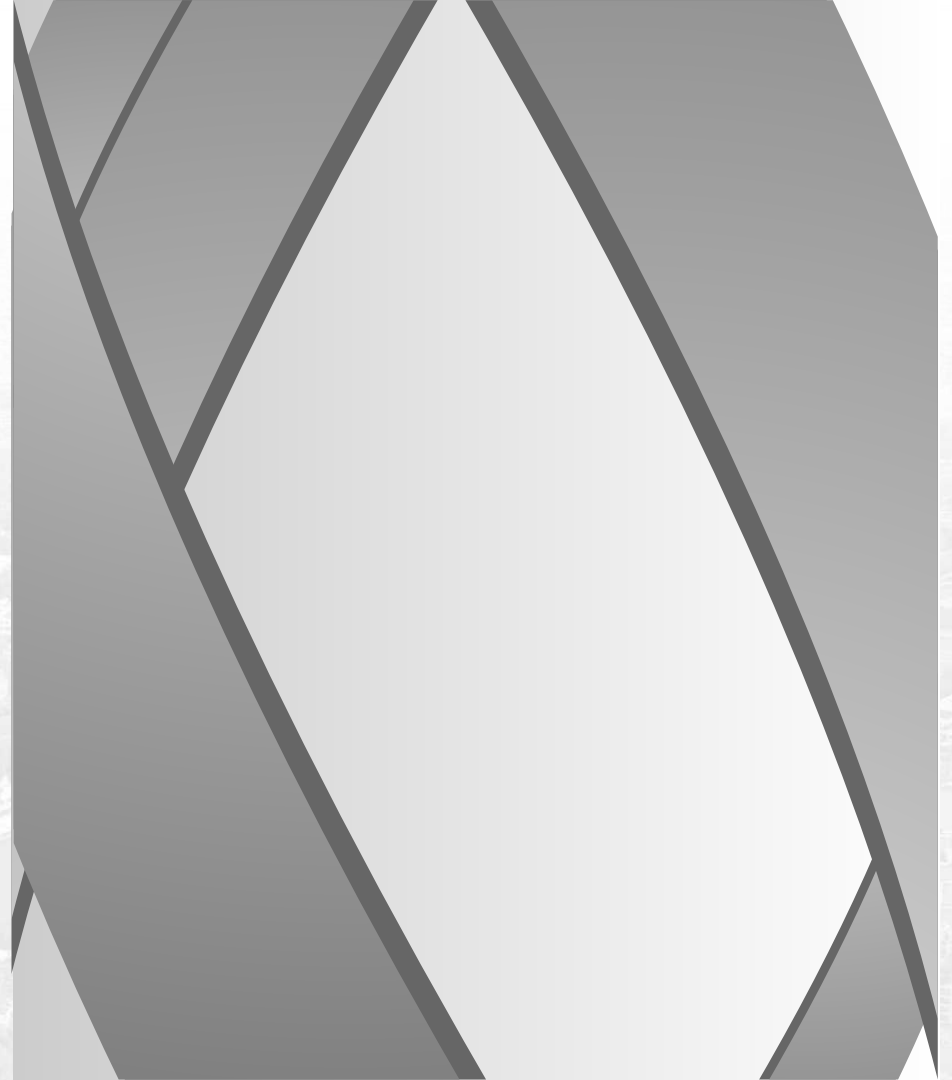
Additional

R255 G93 B24
#FF5D18
C0 M75 Y100 K0
PANTONE 1655 C 100%

R171 G207 B53
#ABCF35
C53 M0 Y100 K0
PANTONE 375 C 100%

R241 G204 B70
#F1CC46
C0 M20 Y87 K0
PANTONE 1225 C 100%

6 PATTERN



7 GRAPHIC ELEMENTS

Icons



Dies/buttons



Other graphic elements

