

BRAND LOGO GUIDELINES

VERSION 2.1 OCTOBER, 2011

BRAND LOGO GUIDELINES

• • • • • • • • • • basic logotype

The VERICO logo is synonymous with professional excellence, high ethics and leadership. To use it is to take part in a reputation that is envied by the industry. The VERICO logos, trademarks and service marks are owned by Verico Financial Group Inc. as deemed by the Canadian Intellectual Property Office.

Never produce the logo in a deviated manner as it impacts the ability of VERICO Canada to defend its trademarked assets. Any reproduction that is a deviation from the guidelines in this manual is strictly prohibited.



BRAND LOGO GUIDELINES

• • • • • • • • • • logo types

For Licensee use



When using the VERICO logo for your business cards, stationary, website, marketing materials or office signage, licensees and agents must use the above logo.

For Head Office use



In circumstances where it is not possible to use the VERICO Mortgage Brokers Network logo (Ex. promotional materials), special permission must be obtained from VERICO Canada to use the above logo.

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• • • • • • • • • • • logo ratio

A "12:9:2 ratio" formula has been designed to achieve maximum effectiveness and consistency whenever the VERICO Logo is reproduced and published. The three color chevron graphic is divided into 12 equal sections. The remainder of the logos proportions are mapped out in relation to this chevron graphic as follows.






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• • • • • • • • • • colour swatch

VERICO Licensees must use the approved VERICO logo colours when reproducing the VERICO logo. The logo must be reproduced only in strict accordance with the ratios, fonts, and colour schemes contained in this guide.



SCREEN (RGB)						PRINT (CMYK)			
1. VERICO Grey		R 132	G 134	B 137	#848689	C 0	M 0	Y 0	K 58
2. VERICO Blue		R 34	G 56	B 110	#22386E	C 100	M 89	Y 29	K 15
3. VERICO Black		R 35	G 31	B 32	#231F20	C 0	M 0	Y 0	K 100



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• • • • • • • • • • white reverse

An all black logo on a white or light background is not acceptable.

The logo may be reproduced in a reverse white on any colour background provided the text, font, spacing and geometric layout of the VERICO block letters and chevron design comply with this manual.



BRAND LOGO GUIDELINES

• • • • • • • • • • incorrect use of the logo

Any modification, including but not limited to ratio, text, font, spacing, and colour of the logo without an approval from VERICO Canada is not allowed. Following are some of examples of incorrect uses of the logo.



*USE of the logo as a button is not allowed.

BRAND LOGO GUIDELINES

• • • • • • • • • • disclaimers & approved affiliations

All marketing materials must be produced with the following disclaimers:

Each VERICO Broker is an independent owner and operator.

® & ™ : Trademark of Verico Financial Group Inc.

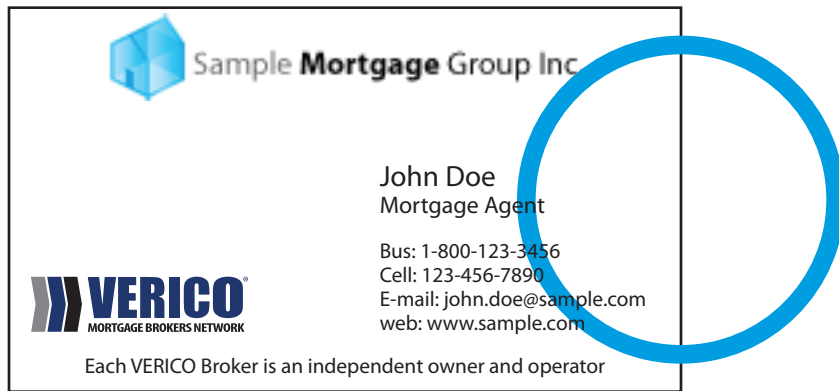
Licensee and their subagents may include their associations with trade, education or professional institutions. The placement of any other logo, symbol, designation or wording may not encroach on the body of the VERICO logo.



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• • • • • • • • • • business card

Each VERICO Licensee is responsible for ensuring that their agents remain in compliance with all terms contained in the grant of license, included in this manual.



Correct VERICO logo is used.

The full registered company name is included.

The disclaimer "Each VERICO Broker is an independent owner and operator." is included.



The VERICO logo is not legible.

Trademarks or logos of any third party company, franchise or network encroached the VERICO logo.

Disclaimers are missing.

BRAND LOGO GUIDELINES

• • • • • • • • • • flyer

Each VERICO Licensee is responsible for ensuring that their agents remain in compliance with all terms contained in the grant of license, included in this manual.



Correct VERICO logo is used.

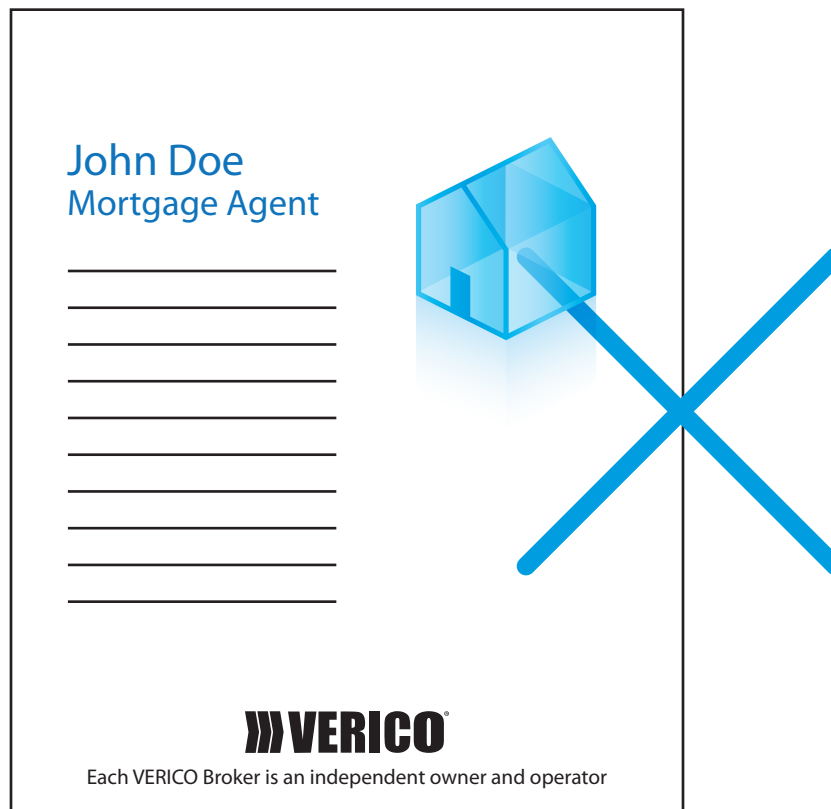
The full registered company name is included.

The disclaimers, "Each VERICO Broker is an independent owner and operator." and "& ™ : Trademark of Verico Financial Group Inc." are included.

BRAND LOGO GUIDELINES

• • • • • • • • • • flyer

Each VERICO Licensee is responsible for ensuring that their agents remain in compliance with all terms contained in the grant of license, included in this manual.



Incorrect VERICO logo is used with an incorrect colour combination.

The full registered company name is not included.

The disclaimer, "® & ™ : Trademark of Verico Financial Group Inc.", is missing.

BRAND LOGO GUIDELINES

• • • • • • • • • • website

VERICO Canada imposes no restrictions on the design of websites. Regardless, all websites must be approved by VERICO Canada in order to ensure that the basic standards of security and good taste are adhered to prior to VERICO Canada approving its trademark being used on the website.

All VERICO Licensee websites must include the VERICO mortgage broker network logo indicating the Licensees affiliation with the VERICO network.

The logo must have prominent placement on the website.



Link

- The banner should be linked to <http://www.verico.ca>.

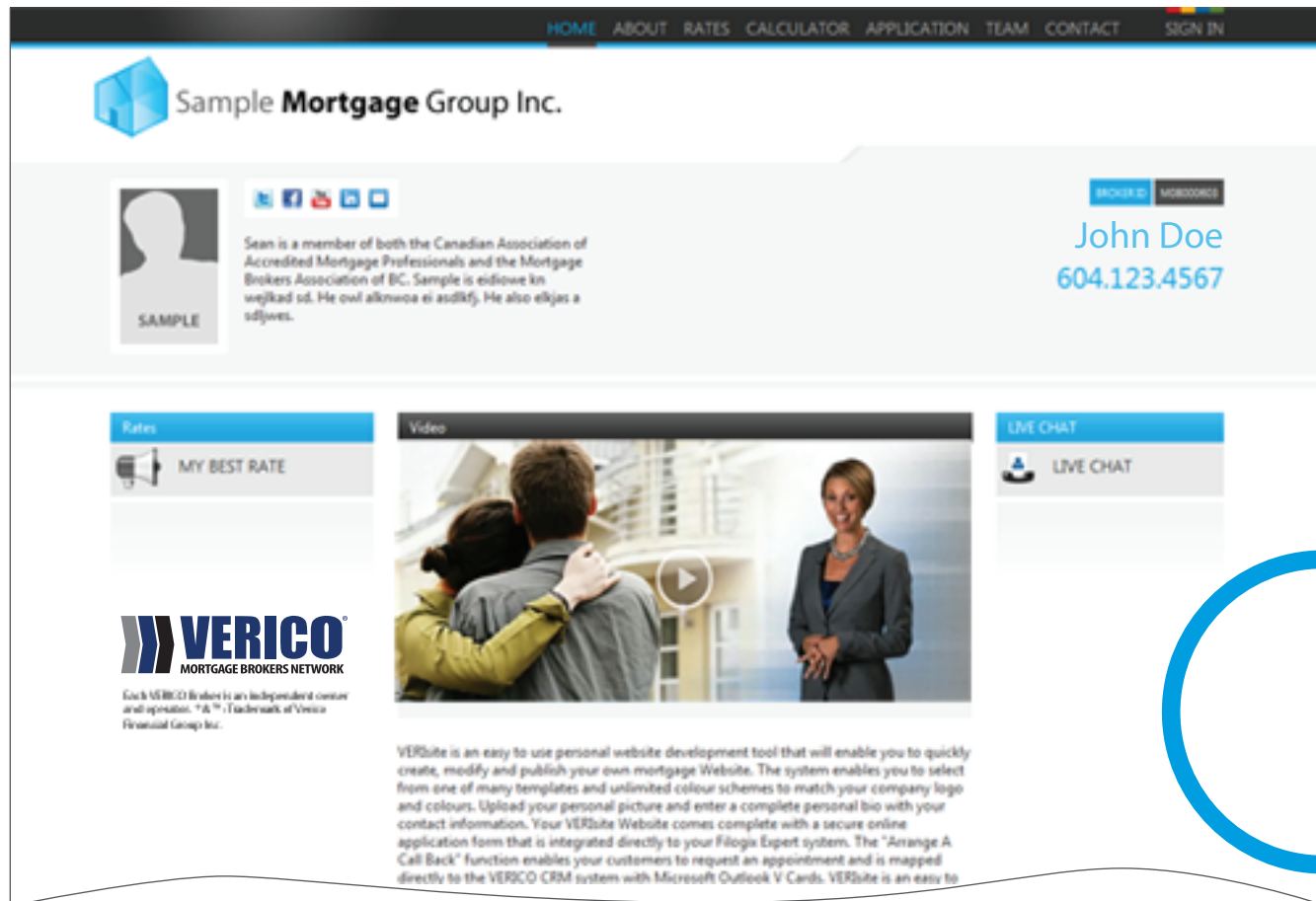
Disclaimers

- Full disclaimers must appear with the logo.

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• • • • • • • • • • website examples

An example of a correct use of the logo on a website.

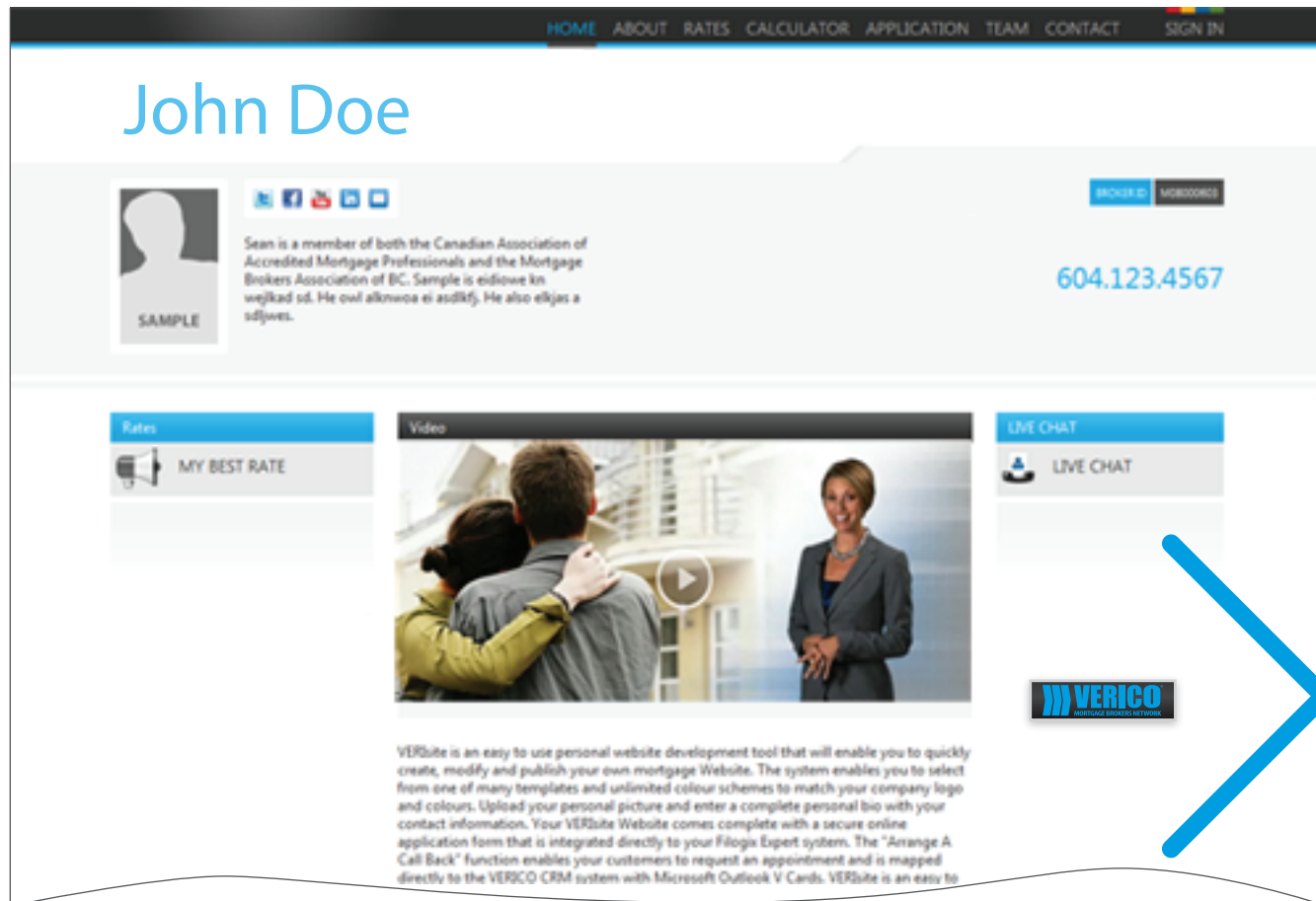


No modification is done on the logo.
Full disclaimers are displayed.
The full registered company name is included.

BRAND LOGO GUIDELINES

• • • • • • • • • • website examples

An example of an incorrect use of the logo on a website.



The logo is modified with incorrect use of colour and size.
Full disclaimers are not displayed.
The full registered company name is not included.



DOWNLOAD OFFICIAL LOGOS & BANNERS

[http://www.verico.ca/files/Logo/
VERICO_logo_MortgageBrokersNetwork.zip](http://www.verico.ca/files/Logo/VERICO_logo_MortgageBrokersNetwork.zip)

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INFORMATION
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