

BRAND STYLE GUIDE

2015

Logo

Fleet, websites, invoices, uniforms, business cards, presentations, apps. Each have a different size and scale, but often the same audience.

Consistent treatment of the logo reflects a professional experience across all channels, locations and countries.



There is a vertical and horizontal version of the Veritiv logo. The space in which the logo is to be placed dictates the proper version to be used. The minimum required amount of clear space around the entire logo is defined by the height and width of the "V" in Veritiv.

WHY THE TRADEMARK IS SO IMPORTANT

The Veritiv logo should always include the trademark symbol (™). It not only declares intellectual property, it shines a positive light on our products, services and company as a whole. It lets the customer know that what they are buying and who they are buying from is of a certain standard and quality.

Integrity

Knock-off brands are common in our consumer life and can be quickly identified by branding inaccuracies. Veritiv is an **authentic** brand.

Maintaining the integrity of our brand reinforces that there is only one Veritiv. The following are examples of how the logo should NOT be produced.



¹ We intend to build the trademark as an entity; however, until Veritiv is an established, recognized brand, use of the trademark alone is restricted.



Color

Visualize your favorite brand of detergent, soft drink or toothpaste. What do you see? Color? A logo? Both? **Color** is often noticed first,

vividly retained and implies authenticity. The accurate use of Veritiv's brand colors plays a big role in memory recall.

PREFERRED: TWO COLOR



COLOR	PANTONE	C	M	Y	K	R	G	B	WEB #
Primary Green	 356	96	26	100	15	0	121	52	007934
Secondary Green	 357	85	40	91	39	29	86	50	1d5632



ONE COLOR (PMS 356)
When ink colors are restricted



BLACK
When ink colors are restricted



REVERSED
With proper background contrast

Photography

Helping a customer see a part of themselves or something familiar and meaningful in an image can create an instant connection with a brand.

Our intent is to guide the customer with true-to-life images that reflect the changing face of the industry. Examples are shown below.



QUICK TIPS

- Veritiv photography should be natural, authentic and engaging.
- Imagery should express the personality of the brand — creating a positive, lasting impression.
- For requests and/or approvals, please contact brand@veritivcorp.com.

Typography

Royalty. Whimsy. Formality.

Typography reinforces a brand's personality, purpose and position.

For Veritiv, we chose sans serif fonts (typefaces without small lines at the ends of characters) that are professional and easy to read.

ABC
DEF

The primary brand typeface is **Avenir**. Avenir Book is most appropriate for text blocks, allowing for optimal results under varied printing conditions. Use all other weights listed for emphasis and contrast.

Avenir Light / *Oblique*

Avenir Roman / *Oblique*

Avenir Heavy / *Oblique*

Avenir Book / *Oblique*

Avenir Medium / *Oblique*

Avenir Black / *Oblique*

AB
CD

The alternate brand typeface is **Arial**. Materials created for electronic distribution (PowerPoint, Word, etc.) should use Arial in the event Avenir is not installed on the recipient's device.

Arial Regular

Arial Bold

Arial Italic

Arial Bold Italic

Grammar and Punctuation

When writing on behalf of a professional organization, correct and consistent grammar and punctuation sends a message of brand

integrity and attention to detail, and creates a positive experience for the reader. Here are some general rules to follow:

- Spell check, spell check, spell check.
- Segments should always be capitalized and used verbatim: Paper & Print, Logistics Solutions, Packaging, Facility Solutions.
- Periods and commas go inside quotation marks.
- Spell out city names and use postal abbreviations for states. Example: "Atlanta, GA."
- Spell out a word in its entirety on the first mention followed by its acronym, or abbreviation in parentheses. For each subsequent mention, only use the acronym or abbreviation. Example: Facility Solutions (FS).
- Use an em dash — instead of a semi-colon — within a sentence to indicate a change in thought or for emphasis. Include spaces on each side.
- When writing numbers, spell out one through ten or if a number is the first word of a sentence.
- Phone/fax numbers should not include dashes. Example: "012 345 6789"
- Remove www. before URLs. Wrong: www.veritivcorp.com Correct: veritivcorp.com.
- Use the Trademark (TM) the first time Veritiv appears in a document or communication.
- When referencing Veritiv (word or logo), trademark attribution language must be included.
- When materials include substantive content (text, design/layout, artwork, etc.) that we have created, copyright attribution language should be included.

VERITIV COPYRIGHT AND TRADEMARK ATTRIBUTION LANGUAGE

For Copyright: © INSERT YEAR DATE OF CREATION OF MATERIALS Veritiv Corporation. All rights reserved.

For Trademarks: Veritiv and the Veritiv logo are trademarks of Veritiv Corporation or its affiliates.

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Requests and Questions — We're here to help!

Please email Brand Marketing at brand@veritivcorp.com

