Very brand kit

The Very logo, the mark and the three brand colours, for partners and press.
Use the files in this folder as they are.



Logo



Mark, for small and square spaces

Two logo colours

The logo is only ever black or white. Black goes on off-white. White goes on off-black or forest green.



Black logo on off-white



White logo on off-black



White logo on forest green

Colour

Brand surfaces use these three colours and nothing else behind them.

Off-white

#F3F4F6

Background for the black logo.

Forest green

#2F4A28

Background for the white logo.

Off-black

#0C0D11

Background for the white logo. Our black is always this, never pure black.

Keep the colours

No green, grey, gradient or tinted versions of the logo.

Keep the background plain

No photos, patterns or gradients behind the logo.

Keep it whole

Don't stretch, rotate, outline or redraw it, or set "very" in another font.

Give it room

Leave clear space of at least half the mark's height around the logo.