



Brand Manual & Guidelines 2022

Brand Guidelines for VeriT X

to represent our identity and give a consistent visual look.

—

Volume 01

Brand Guidelines

2022



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We are VeriTX

Company Positioning



What we are

VeriTX is a trusted digital commerce marketplace for buying and selling digital and physical assets, and maintaining trusted maintenance and lease records.



Values

We value: Inclusion, Integrity, Intellectual Freedom, Free Speech, Service.

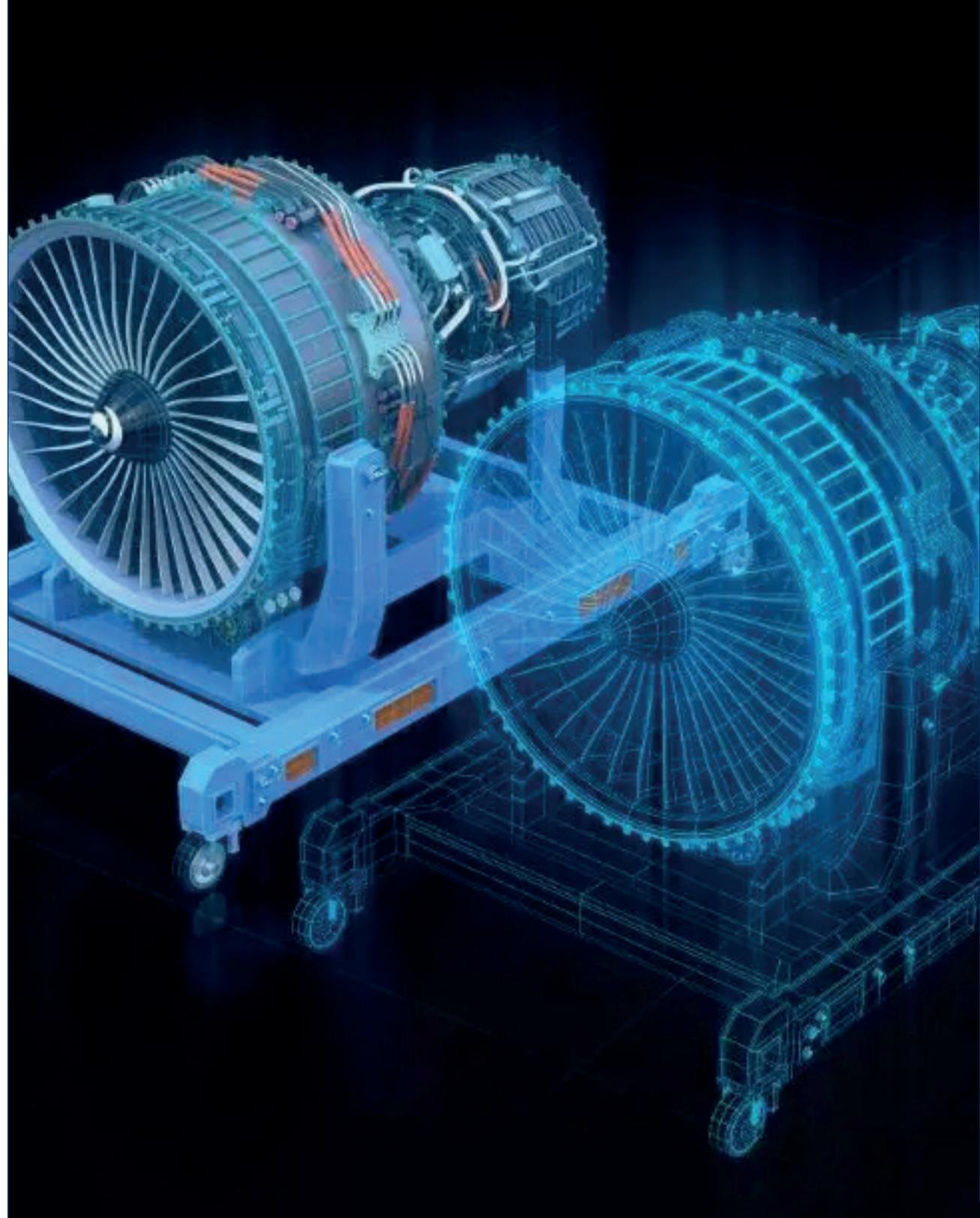
Introduction

Elevating the technology experience through dynamic, proactive and seamless support that energizes people's business and personal lives. The VeriTX brand guide has been created to help you build the VeriTX brand.

It is a reference for developing communications that are consistent with our brand identity, positioning and personality. It serves to position VeriTX in a consistent and professional manner, both internally and externally. It is critical to follow these guidelines at all times, in order to differentiate VeriTX in the technology solutions marketplace and deliver a unique individual experience that will engage our customers.

VeriTX identity.

Our brand
and
corporate
identity.



Identity

Corporate Identity How we are and want to be.

The VeriTX Team is made up of veterans and military dependents who understand the challenges facing our military today. We are mindful that our solutions impact National Security and as such trust both internally and externally is an absolute must. We listened to the voice of the customer and ideate in a collaborative environment with customers and partners to create solutions.

Design

Corporate Design How we want to look.

The VeriTX Team leverages design thinking and scenario based planning techniques as a frame for solution development. We solve real problems with our solutions.

Culture

Corporate Culture How we care about us and others.

VeriTX values diversity of opinion and thought. It is through diversity that our strength is realized. VeriTX also values collaboration with our customers and partners.

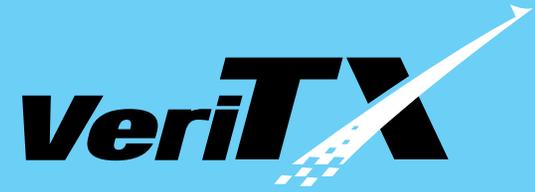
VeriTX Logo.

VeriTX logo and clearspace.

The VeriTX brand.

The origins of VeriTX: The name is derived from the Latin root veri which means trust & TX which represents transaction. VeriTX = trusted transaction. It is pronounced as 1 word. The colors selected pay homage to our roots as US Military Veterans. The red cross bar of the logo is built on blocks as depicted to represent our Blockchain foundational technology. The Movement represents growth...up and right trajectory. The slant to the text represents forward movement. The barb on the end represents an aerospace vehicle.





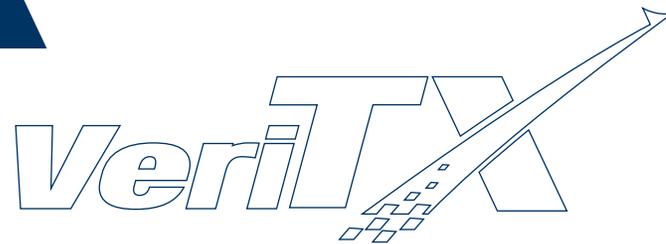
BLACK / WHITE



TONE on TONE

ONE COLOR

SOLID COLOR



OUTLINE



TWO COLOR

Xelerate Logo.

Xelerate logo and clearspace.

The Xelerate brand.

The Xelerate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of innovation services - the connection between the strength of communication and the different points that influence.





BLACK / WHITE



TONE on TONE

ONE COLOR

SOLID COLOR



OUTLINE



TWO COLOR

FORTIS Logo.

FORTIS logo and clearspace.

The FORTIS brand.

The Fortis symbol stands perfectly erect in the face of potential enemy attack. Fortis is the first layer of defense in our Logistics Under Attack solution framework.



FORTIS

FORTIS

BLACK / WHITE

FORTIS

TONE on TONE

ONE COLOR

SOLID COLOR

FORTIS

FORTIS

OUTLINE

FORTIS

TWO COLOR

MARKETPLACE Logo.

MARKETPLACE logo and clearspace.

The MARKETPLACE brand.

The MARKETPLACE brand comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of innovation services - the connection between the strength of communication and the different points that influence.



MARKETPLACE

MARKETPLACE

BLACK / WHITE

MARKETPLACE

TONE on TONE

ONE COLOR

SOLID COLOR

MARKETPLACE

MARKETPLACE

MARKETPLACE

OUTLINE

TWO COLOR

VeriNFT Logo.

VeriNFT logo and clearspace.

The VeriNFT brand.

The VeriNFT brand comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of innovation services - the connection between the strength of communication and the different points that influence.



VeriNFT

VeriNFT

BLACK / WHITE

VeriNFT

TONE on TONE

ONE COLOR

SOLID COLOR

VeriNFT

VeriNFT

OUTLINE

VeriNFT

TWO COLOR

VeriSPACE™ Logo.

VeriSPACE™ logo and clearspace.

The VeriSPACE brand.

The VeriSPACE™ brand comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of innovation services - the connection between the strength of communication and the different points that influence.



VeriSPACE™

VeriSPACE™

BLACK / WHITE

VeriSPACE™

TONE on TONE

ONE COLOR

SOLID COLOR

VeriSPACE™

VeriSPACE™

OUTLINE

VeriSPACE™

TWO COLOR

STEALTH Logo.

STEALTH logo and clearspace.

The STEALTH brand.

The STEALTH Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of innovation services - the connection between the strength of communication and the different points that influence.



STEALTH

STEALTH

BLACK / WHITE

STEALTH

TONE on TONE

ONE COLOR

SOLID COLOR

STEALTH

STEALTH

OUTLINE

STEALTH

TWO COLOR

VeriESG Logo.

VeriESG logo and clearspace.

The VeriESG brand.

The VeriESG brand comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of innovation services - the connection between the strength of communication and the different points that influence.



VeriESG

VeriESG

BLACK / WHITE

VeriESG

TONE on TONE

ONE COLOR

SOLID COLOR

VeriESG

VeriESG

OUTLINE

VeriESG

TWO COLOR

Corporate Typography.

Corporate Typography and Usage.

Roboto Font Family.

Font Description

[Roboto](#) has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, [Roboto](#) doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types. It includes Thin, Light, Regular, Medium, Bold and Black weights with matching oblique styles rather than true italics. It also includes condensed styles in Light, Regular and Bold, also with matching oblique designs.

The font was designed entirely in-house by Christian Robertson who previously had released an expanded Ubuntu-Title font through his personal type foundry Betatype. The font was officially made available for free download in 2012, on the newly launched Android Design website.

[Roboto](#) is a neo-grotesque sans-serif typeface family developed by Google as the system font for its mobile operating system Android, and released in 2011 for Android 4.0 "Ice Cream Sandwich". The entire font family has been licensed under the Apache license. In 2014, [Roboto](#) was redesigned for Android 5.0 "Lollipop".

VeriTX

VeriTX

Tracking set to -10

Styles

Roboto
Light

A pixel-perfect font
for our design.

*Roboto
Light Italic*

*A pixel-perfect font
for our design.*

Roboto
Regular

A pixel-perfect font
for our design.

*Roboto
Italic*

*A pixel-perfect font
for our design.*

Roboto
Medium

A pixel-perfect font
for our design.

**Roboto
Bold**

**A pixel-perfect font
for our design.**

Primary color system.

Corporate Color System.

Brand colors and usage.

Color plays an important role in the VeriTX Studio corporate identity program. The colors below are recommendations for various media.

A palette of primary colors has been developed, which comprise the "One Voice" color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the VeriTX brand identity across all relevant media.

Check with your designer or printer when using the corporate colors and that they will be always be consistent.

Corporate colors



Dark Blue
Primary Color A.



Light Blue
Primary Color B.



Red
Primary Color C.



Mid Blue
Primary Color D.



Accent Blue
Primary Color E.



Gradient
Primary Gradient F.

Color Tones



100%



80%



60%



40%



20%



10%

Color Tones



100%



80%



60%



40%



20%

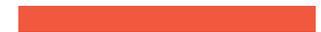


10%

Color Tones



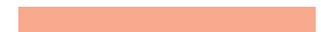
100%



80%



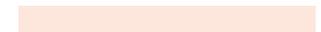
60%



40%



20%



10%

Color codes

Dark Blue

Primary Color A.

Primary Color
Dark Blue

Color Codes

CMYK : C100 M054 Y000 K058

Pantone : 00C

HSB : 213 100 42

RGB : R000 G049 B107

Web : #00316B

Mid Blue

Primary Color B.

Primary Color
Mid Blue

Color Codes

CMYK : C100 M050 Y000 K051

Pantone : 000C

HSB : 02K

RGB : R000 G062 B125

Web : ##003E7D

Light Blue

Primary Color C.

Primary Color
Light Blue

Color Codes

CMYK : C100 M054 Y000 K058

Pantone : 000C

HSB : 213 100 42

RGB : R000 G139 B201

Web : ##008BC9

Accent Blue

Primary Color D.

Primary Color
Accent Blue

Color Codes

CMYK : C100 M000 Y000 K000

Pantone : 000C

HSB : 213 100 42

RGB : R000 G159 B227

Web : #009fe3

Red

Primary Color E.

Primary Color
Red

Color Codes

CMYK : C000 M100 Y100 K000

Pantone : 000C

HSB : 356 006 019

RGB : R227 G006 B009

Web : #E30613

Gradient

Primary Gradient F.

Primary Gradient

Color Codes

Print communication.

Corporate Stationery System.

Stationery system.

Stationery is a primary means of communication and it is essential that every application be a consistent reflection of our corporate identity.

There is only one approved design format for all corporate and business unit stationery, although there are slight variations in size and content for different regions of the world. This section illustrates approved layouts for standard U.S. business stationery.

It includes specifications for typography, color, printing method, paper stock.

Letterhead

This shows the approved layout with the primary elements of the VeriTX stationery system for the frontside of letterheads.

Usage:

The corporate letterhead will be used for all official external communication of VeriTX.

Parameter

Dimensions:

8.5 x 11 in

Paper Weight:

Print:





Front Side



Back Side



Business Cards

This shows the approved layouts with the primary elements of the VeriTX stationery system for business cards.

Usage:

Corporate business cards will be used for all official contact and external communication of VeriTX.

Parameter

Dimensions:

3 x 2.5 in

Paper Weight:

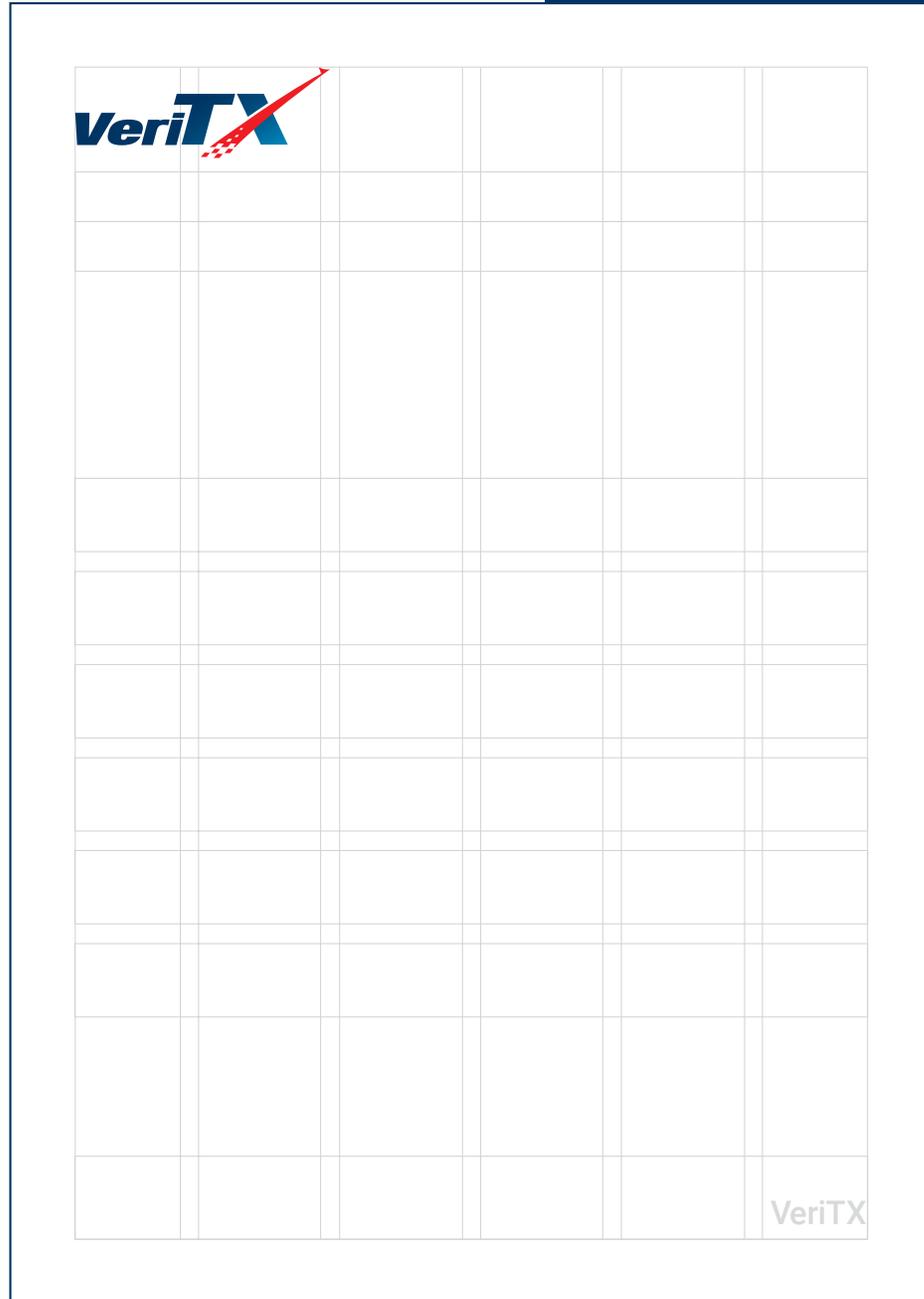
Print:

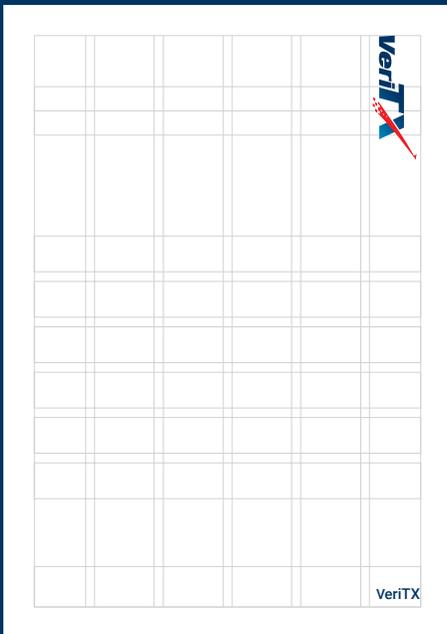
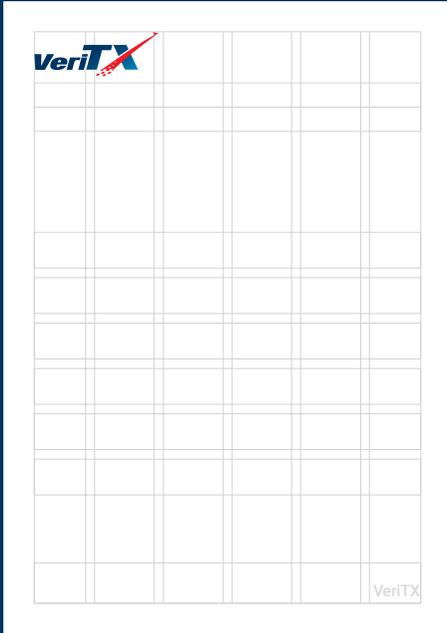
Visual basics.

Correct Logo Placement

Explanation.

To place the VeriTX logo in the correct way please use one of the approved styles that are shown on the right. To place the VeriTX logo in other ways is not allowed.





VeriTX

VeriTX is a trusted digital commerce marketplace for buying and selling digital and physical assets, and maintaining trusted maintenance and lease records.



Grid system.

Corporate Web Grid

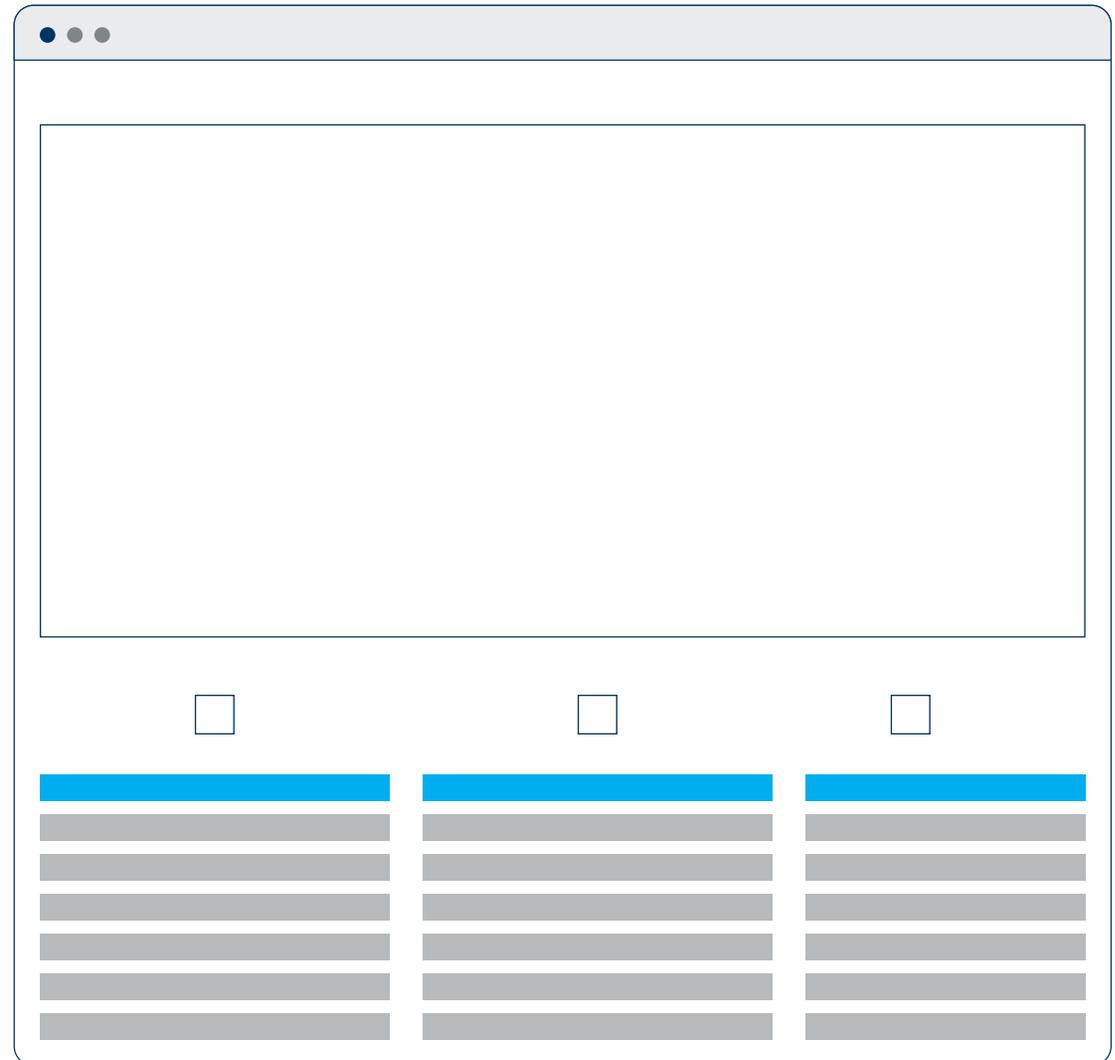
Web grid system.

Screen grid

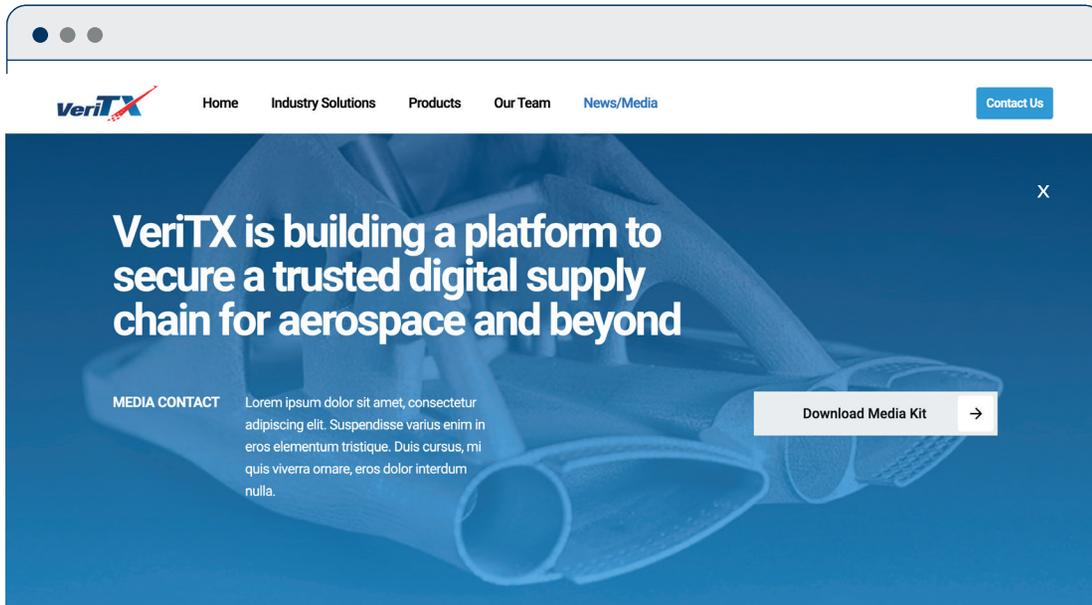
This shows approved layouts with a responsive grid for a 16:9 Screen of our website. This will be applicable for websites, landing pages etc.

Responsive screen grid

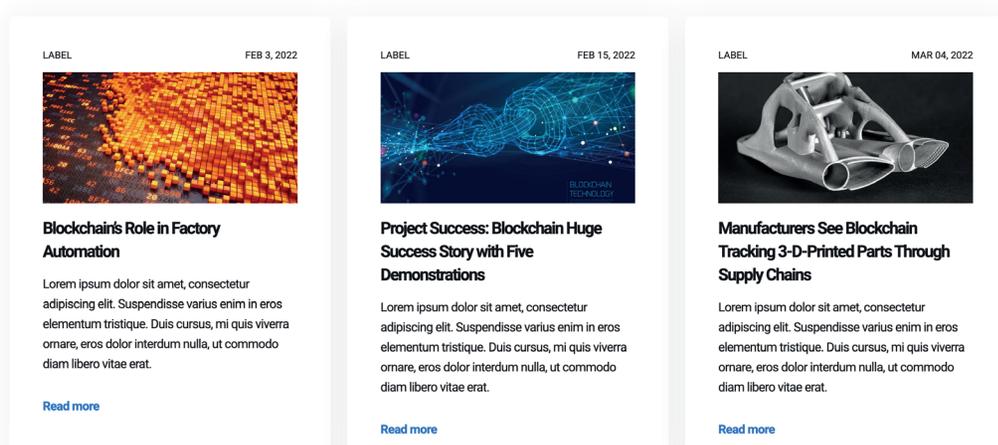
This is an example of a grid for mobile phones.



Website design



News



Mobile grid

Mobile grid example

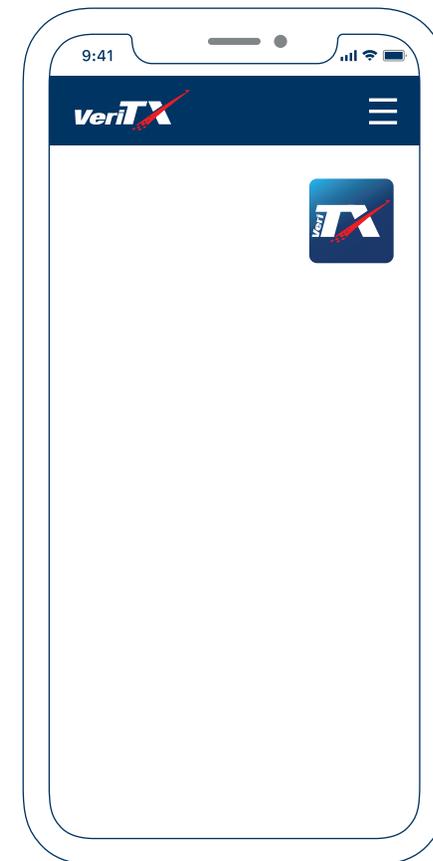


Image systems.

Brand Image System.

VeriTX image system.

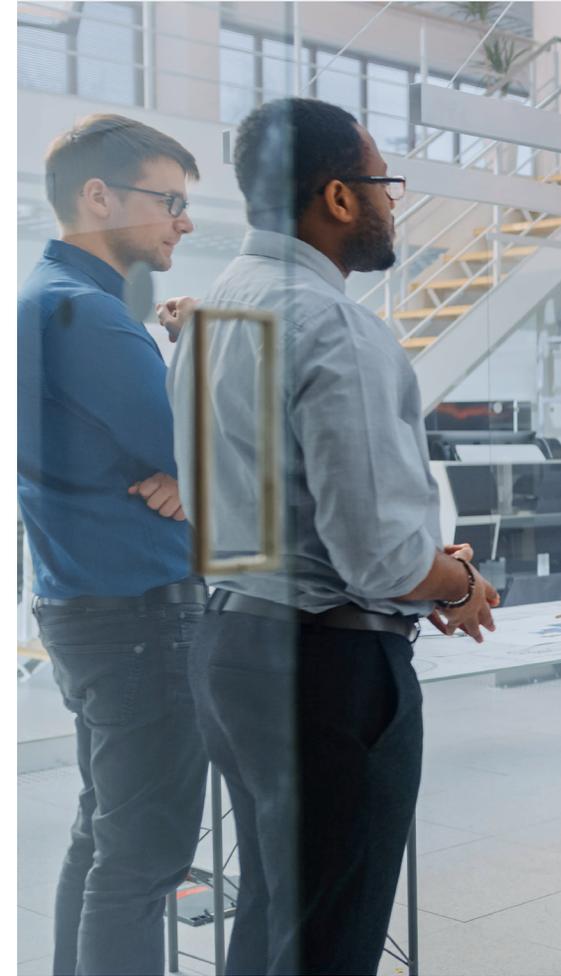
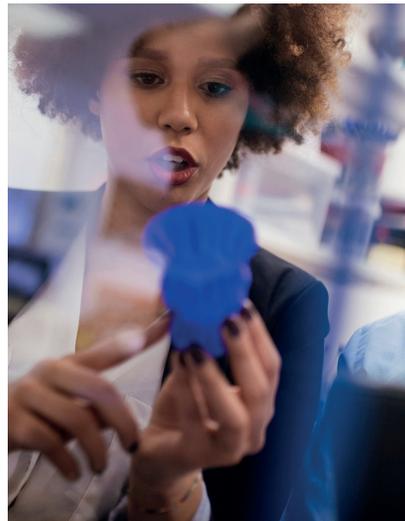
Corporate Images are responsible to transfer the values of VeriTX to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc.

VeriTX use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.

Colored Images.

Requirements for
VeriTX Corporate Image System

-
- desaturate colors
- high contrast
- sharp images
- minimalistic look



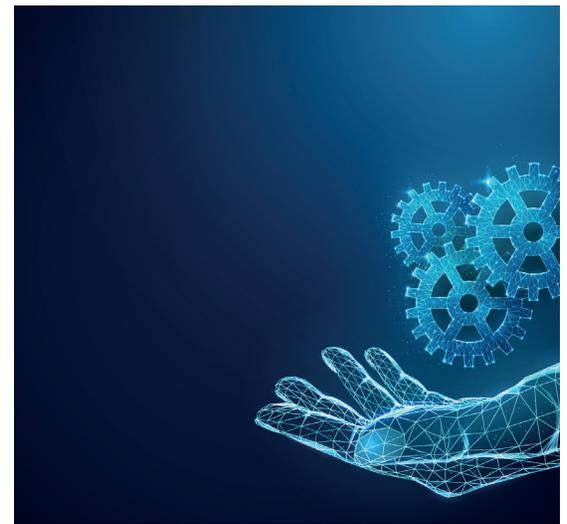
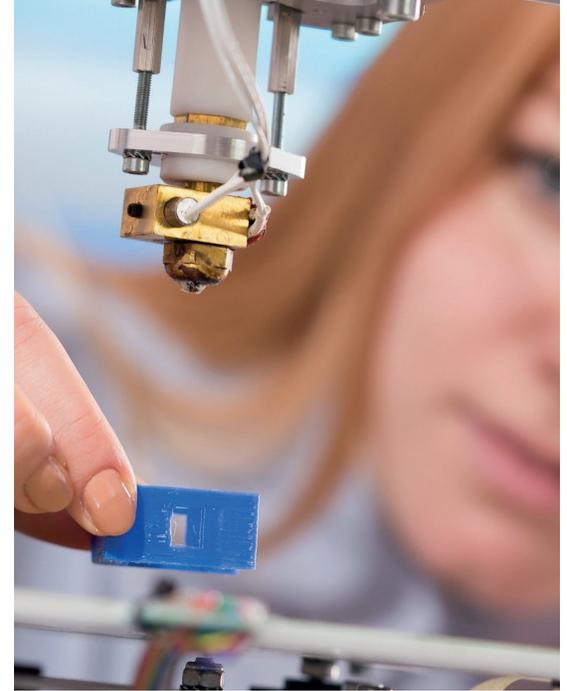


Image systems.

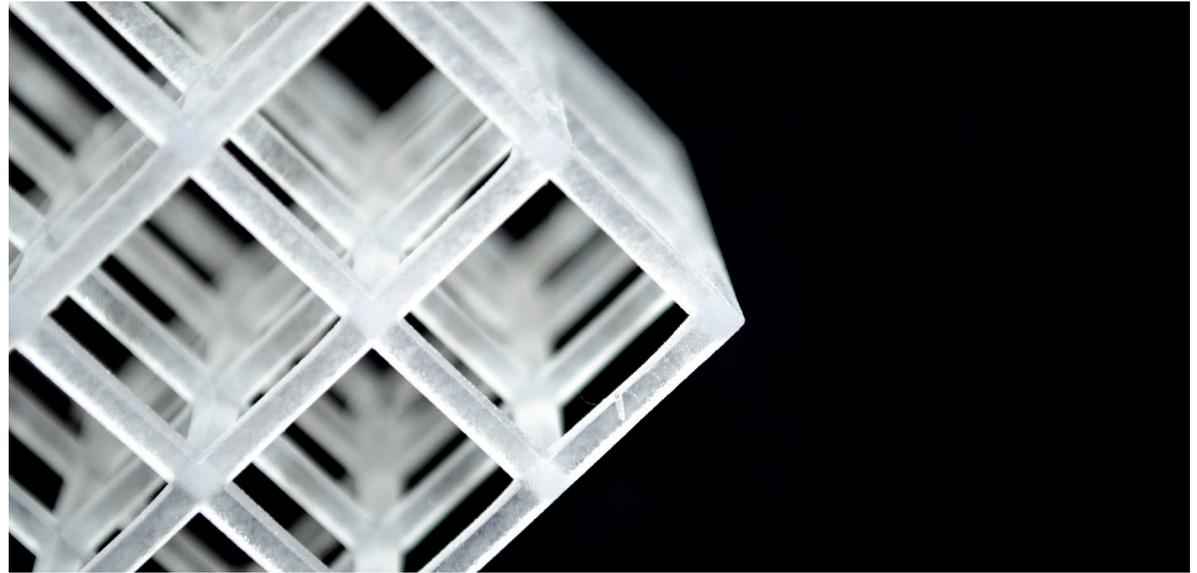
Brand
Image
System.



Black & White Images.

Requirements for VeriTX Corporate Image System

-
- no colors
- high contrast
- sharp images
- minimalistic look
- modern and businesslike

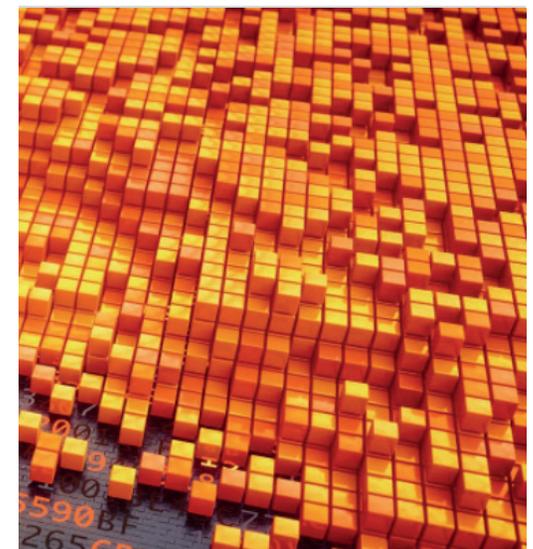
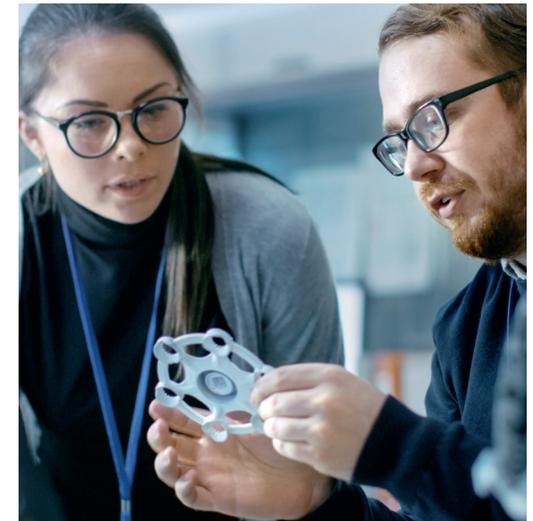


Mood board

Image Mood Boards

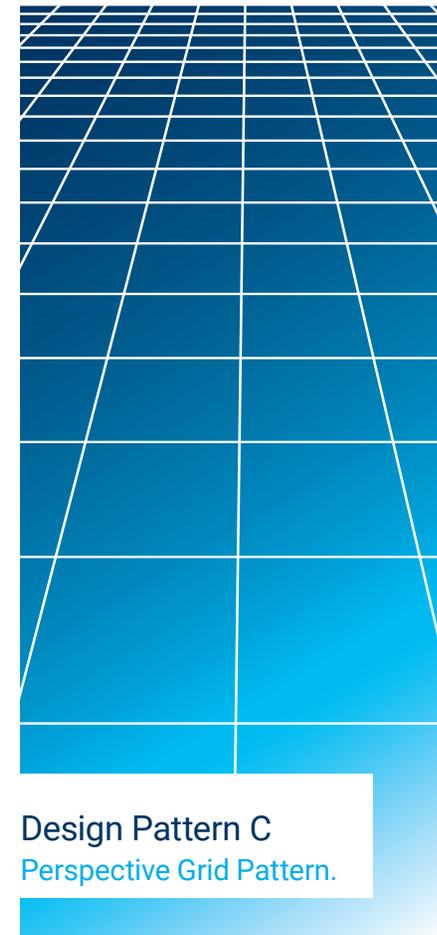
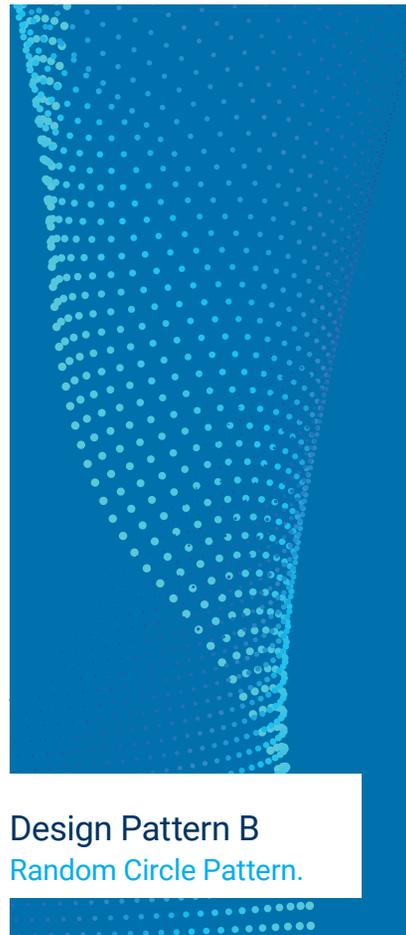
VeriTX mood
boards.

Mood boards and style elements are highly and extremely useful for establishing the aesthetic feel of a design structure. It usually fits into the process somewhere after wireframes and before design process and mockups. Things and designs that can be explored in the mood board include photography style, color palettes, typography, patterns and the overall look and feel.



Design Textures and Patterns.

A rough collage of colors, textures and pictures is all it takes to evoke a specific style or feeling.



Iconography system.

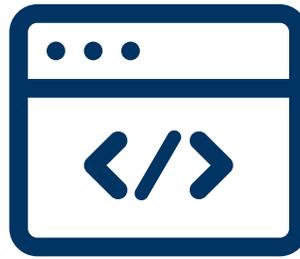
Iconography.

VeriTX Iconography.

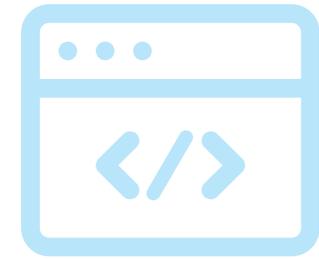
An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way.

The icon itself is a small picture or symbol serving as a quick, "intuitive" representation of a software tool, function, feature or a data file.

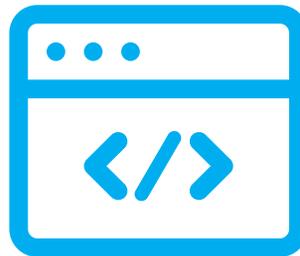
Icon types.



Dark Blue Icon
No Background



Accent Blue Icon 25%
No Background



Accent Blue Icon
No Background

Use of VeriTX Icon Set.

You can use the approved icon set for your print and web design development.

If icons are missing or you need additional please contact your designer to create new icons in the corporate design style.

Icon Set Example



LINE WEIGHT = 1pt



Infographic system.

Info- graphics System.

VeriTX Infographics.

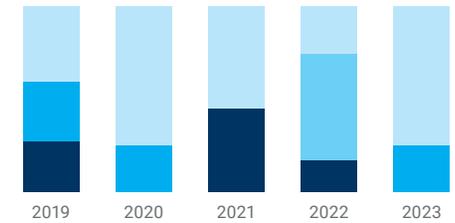
Infographics are graphic visual representations of information, data or knowledge intended to present information quickly and clearly. They can improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends.

Examples.

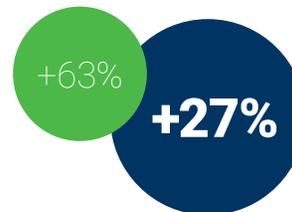
Round Diagram



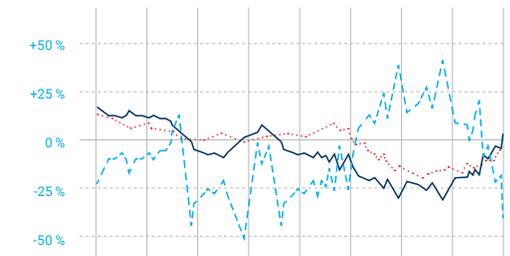
Bar Charts Thick



Comparison Round



Data with Icons



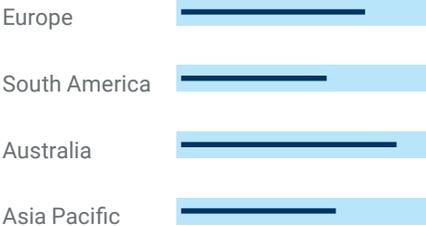
Infographic series.

Usage.

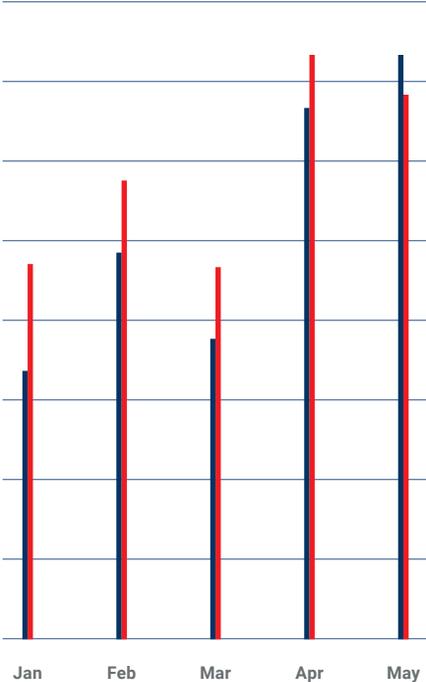
Data Tables

Expenses		2019
1.	Real Estate of Company	\$22,000
2.	Other Assets	\$22,000
Total Assets		\$522,000

Comparison Bar Chart



Bar Charts Thin



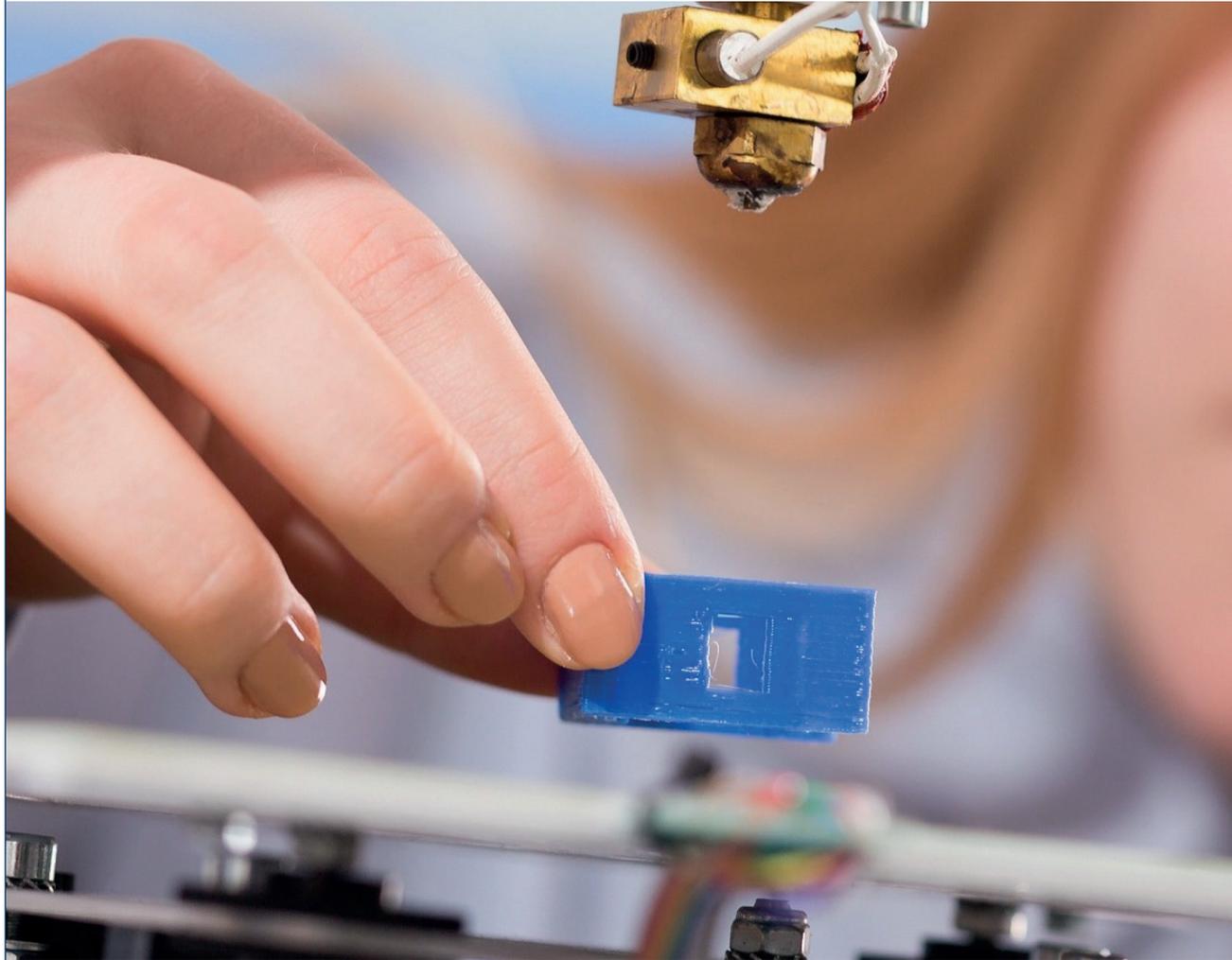
Important:

Please use the approved infographic set for your print, presentation and web design development.

If any infographics are missing or you need additional designs please contact your designer to create new icons in the corporate design style.

VeriTX

www.veritx.co





Brand Guidelines

2022

Contact

Headquarters:

1576 Sweet Home Rd
Suite 17A
Amherst, NY 14228

Mailing Address::

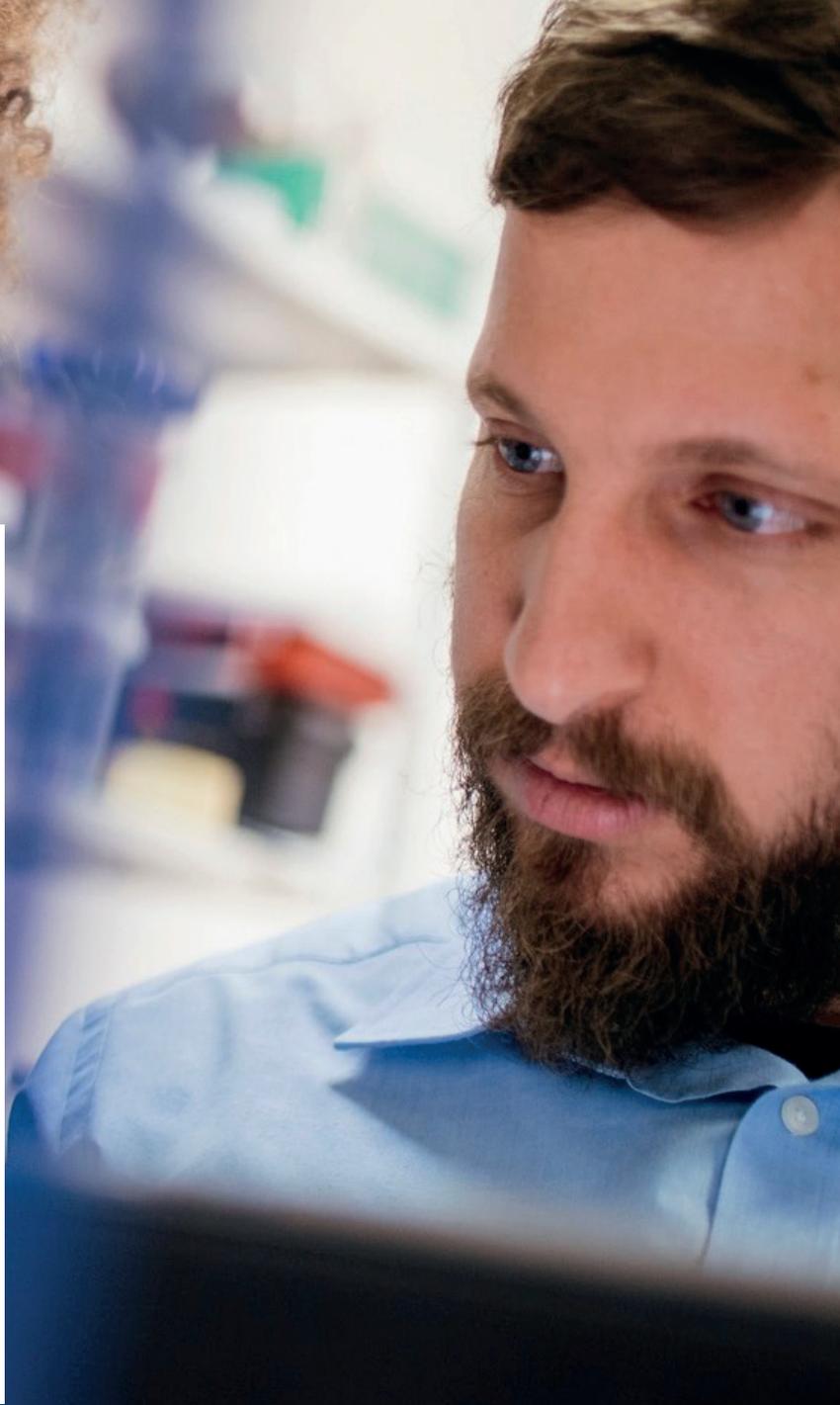
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Suite 130
East Aurora NY 14052

Phone:

Phone: + 1 716 239 6109

Online:

jim@veritx.co | rich@veritx.co
www.veritx.co



The VeriTX team is made up of industry experts in aerospace, supply chain, cloud and IOT, Blockchain, and business ops.



Our team.



Col. James Regenor (Ret)
Founder | President & CEO



Legrand Richard Groves
Founder | Chief Investor Relations
& Business Ops



Kristan "Kris" Horan
Project Manager



Keaton Regenor
Director, Business Development



Thomas Shelton
Dev Lead



Timothy Abbott
Collaboration Partner (Moog)

Design goals.

Project brief, goals and content.

Brief .

The enabling technologies are 3D Printing and Blockchain Provenance. By fusing technologies, VeriTX will enable production to move beyond the traditional four walls of a factory to a distribute network.

VeriTX will push the conversion of bits to atoms to the point of consumption and drive the nonvalue-added costs out of supply chains...packaging, shipping, warehousing, inventory management, customs fees.

Goal.

VeriTX increase uptime for your mission critical platforms in the aerospace, defense and industrial verticals. VeriTX leverages the technology convergence of advanced manufacturing, Blockchain, AI, VR, and IOT to create web3 tools to power Industry 4.0.



Design Principle.

The design process, at its best, integrates the aspirations of art, science, and culture.

Col. James Regenor (Ret)

Founder | President & CEO



FOR MORE INFORMATION PLEASE CONTACT
VeriTX Creative Services department at jim@veritx.co

www.veritx.co