



E-Verify Trademark Style Guide

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Introduction

This style guide defines the visual standards of the E-Verify brand. It provides a framework for consistent application of the E-Verify brand identity. This style guide is intended for use by external designers and marketing professionals.

A consistent presentation of the E-Verify brand is important to creating a quality experience for every E-Verify customer/client. Consistent reproduction across all types of applications (print materials, presentations, advertisements, websites, signage, etc.) will result in a greater awareness of E-Verify.

Any questions regarding the use/application of the brand should be directed to:

uscis.verlogo@dhs.gov



The Logo

The 'E' has been combined with a graphically styled representation of the American flag. This design element helps reinforce the fact that this is a government sponsored system. This element should never be separated from the logo and used on its own. Ideally the logo will be presented on a white background to maximize impact and legibility. The logo should never be re-drawn or altered in any way. The logo should always be displayed with the ® mark. This has been included in the master logo artwork.



Note: When referring to E-Verify within the text of a document, it should be written as follows: E-Verify®.



The Logo :: Clearspace (Exclusive Zone)

When using the E-Verify logo nothing else should appear within the clearspace (exclusive zone) around the logo. This is done to assure that the E-Verify logo is not crowded by other visuals that diminish the impact of the E-Verify brand. The diagram below shows the clearspace that should be observed. The clearspace is defined by the height of the capital letter E. As the logo is made larger/smaller the clearspace will scale up/down proportionately.





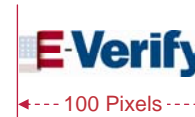
The Logo :: Minimum Acceptable Size

The E-Verify logo must never appear smaller than shown in the examples below. The minimum size will assure that the E-Verify logo is clearly legible in all forms of reproduction. These minimum sizes have been tested to assure quality.

Minimum acceptable size for use in print is 1.25 inches.



Minimum acceptable size for use in digital format is 100 pixels



A master logo has been created at this minimum size. Do not resize this logo. It is intended to be used only at its actual dimensions. Additional logos are available for use at larger dimensions.



The Colors :: The E-Verify Logo Colors

The diagram below explains how the E-Verify colors are applied to the logo.

