Brand Guidelines
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Overview

The Verra logo takes the form of wordmark in a rectangular container, with the V suggesting a checkmark that breaks out of the bounding box.

In full color, the Verra logo is two colors, teal and navy. The logo can be used in white on a dark color or dark photographic background.

The Verra logo should be given sufficient clear space around the mark to visually separate the logo from brand content. Use the bounding box as a measuring tool; leave at least half the box height of clear space around the Verra logo in most applications.
Tagline Lockups

The Verra logo is also available paired with the tagline to use when appropriate:

- **Use the logo with the tagline** in introductory or key uses to provide context to the organization logo and subsequent materials.
- **Use the plain (no tagline) logo** in uses where the context is clear or Verra is well-known.

The tagline logo is available in two orientations:

- **Use the long horizontal logo/tagline lockup** in applications with horizontal/landscape space.
- **Use the stacked vertical logo/tagline lockup** when a squarer space is available.

Use the half bounding box height as a measurement to ensure enough clear space beyond the logo and tagline in all directions.
**Placement**

The Verra logo, when possible, should be left aligned in the upper left.

In some use cases, the Verra logo should be left aligned to the left edge of the content column.

In others, where the Verra logo will live on a different field of color or is visually separated from the rest of the content, the Verra logo should be left aligned to the composition’s edge, with the content forming a second left-aligned column.
The Verra brand includes a suite of nature-inspired colors to be used in Verra materials and throughout the organization’s subbrands to both unify and differentiate.

### Palette

<table>
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<tr>
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<td><strong>Turquoise</strong></td>
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<td>#00aec6</td>
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<td><strong>Gold</strong></td>
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<td>16 • 30 • 100 • 0</td>
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<td>#d9ad27</td>
</tr>
<tr>
<td><strong>Green</strong></td>
<td>362 C / 2424 U</td>
<td>66 • 9 • 99 • 0</td>
<td>102 • 173 • 71</td>
<td>#66AD47</td>
</tr>
<tr>
<td><strong>Dark Gray</strong></td>
<td>425 C / 433 U</td>
<td>65 • 56 • 57 • 34</td>
<td>79 • 81 • 80</td>
<td>#4f5150</td>
</tr>
<tr>
<td><strong>Medium Gray</strong></td>
<td>Cool Gray 8 C / U</td>
<td>47 • 39 • 39 • 3</td>
<td>142 • 142 • 142</td>
<td>#8e8e8e</td>
</tr>
<tr>
<td><strong>Light Gray</strong></td>
<td>Cool Gray 1 C / U</td>
<td>3 • 2 • 0 • 0</td>
<td>244 • 255 • 251</td>
<td>#f4f5fb</td>
</tr>
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</table>
**Color Use**

The primary brand colors of the Verra umbrella brand are navy, teal, and turquoise. They can be used for text and rule lines in various combinations to achieve a range of visual hierarchy.

Shades of gray should be used with areas of dense content only, not as a graphic accent color.

- **Dark gray** should be used for body text.
- **Medium gray** should be used for tertiary text elements.
- **Light gray** can be used as a background to define the edge of white content container.

**Most applications of the Verra and subbrand styles should be primarily white,** with color and photographic accents. Full areas of color should be reserved for title slides/pages, or callout areas intended to draw focus.

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**Encouraging Innovation**

An effective methodology is the cornerstone of any project that delivers real and verified greenhouse gas (GHG) emission reductions and credits.

**WHAT IS A METHODOLOGY?**

While a robust standard establishes high-level principles and requirements for reducing GHG emissions, a methodology sets out detailed procedures for assessing a project’s eligibility, determining baseline emissions and measuring emission reductions from specific activities.

To that end, methodologies must be thoroughly examined to verify they are fair, accurate, transparent, and consistent. The development process must also grant transparency and allow for a rigorous peer review to ensure the development of high-quality methodologies.

**SPURING METHODOLOGY INNOVATION**

The VCS methodology approval process promotes bottom-up innovation by giving project proponents the flexibility to develop new and innovative methodologies. These methodologies are then submitted to VCS for approval.

VCS project proponents may apply methodologies approved by VCS, project proponents may also develop new methodologies and submit them to VCS for approval. Alternatively, proponents may apply methodologies developed by other proponents to benefit from VCS approval. This process ensures innovation while maintaining a high level of transparency and accountability.

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**Teal used for emphasis and dividing lines, with navy text, on the business card.**

**Teal headline, navy section headers, gray body text, and turquoise rule line in the Verra fact sheet.**
**Overview**

Verra and its subbrands use two typefaces.

*Quasimoda*, available via [Typekit](https://www.typekit.com), is the primary brand font and should be used for headers, subsection headers, and all body text.

*Zilla Slab*, available via [Google Fonts](https://fonts.google.com), is a secondary brand font that should be used sparingly — mostly for secondary headlines and callouts.

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**Standards for a Sustainable Future**

Verra develops and manages standards that help countries, the private sector and civil society achieve their sustainable development and climate action goals.
**Type Styles**

Quasimoda and Zilla Slab should be used consistently across brand applications to maintain easy readability and a recognizable brand look. The brand uses a mix of weights, capitalization, and fonts to establish a hierarchy of text styles.

The suggested hierarchy here can be used to provide visual structure to brand materials, and can be modified and adapted for specific content needs. Brand colors can be used to differentiate bold header text, but be mindful of legibility when choosing colors.

**Standards**

Verra develops and manages standards

**Verified Carbon Standards**

HOW IT WORKS

Learn More

This program supports land use projects in addressing climate change, supporting local communities and smallholders and conserving biodiversity.
Backup Fonts

When Verra brand fonts are not available to use in design/viewing of brand materials, use Arial and Rockwell:

- **Arial** should be used in Bold and Regular and at various sizes and colors to mimic the hierarchy of styles achieved with the brand font Quasimoda.
- **Rockwell Regular** should be used in place of Zilla Slab for secondary headlines and callouts.

Emails, PowerPoints, and other documents that will be edited by multiple users without access to the brand fonts should be designed with Arial to avoid design degradation as files change hands and viewers.

Standards

Verra develops and manages standards

Verified Carbon Standards

HOW IT WORKS

This program supports land use projects in addressing climate change, supporting local communities and smallholders and conserving biodiversity.
Overview

Photos in Verra or subbrand materials can be used either as a background (to add visual interest, depth, and context) or as a feature image (to highlight and emphasize some aspect of the content).

Background photos can be used for title pages, divider slides, website headers, and other similar moments of importance. The dark imagery provides an impactful contrast against the bulk of brand content, which should feel much lighter with plentiful white space, light gray and color accents, and fields of text.

Content areas can include a feature image within or alongside fields of text to illustrate noteworthy points of content.

Navy color treated photographs add emphasis to the title and subsection slides of a Verra Powerpoint.

Navy color treated photos fill the title areas of the website’s interior pages to add a contextual backdrop for content.

Lightly overlayed featured photos illustrate the work of each program on the homepage.
**Color Treatment**

There are two overlay treatments for photos in Verra materials, depending on whether the image is being used as a background behind logo/text content or as a featured visual.

Background images should be darkened to provide sufficient contrast against overlaid content. Ideally, photographs used for this purpose should not be too overly busy or high contrast.

**To darken and stylize background images:**
- Add a layer of brand teal set to Multiply at 40% opacity
- Add a Normal layer of navy 50% opacity.

A series of color-treated background images are available for use in Powerpoints and other brand materials.

**Featured images should be tinted slightly** to give diverse photos a more unified brand feel. To adjust the color of featured images:
- Add a layer of brand teal at 20% opacity.
Overview

Different weights and lengths of lines are used throughout Verra and subbrand designs to add visual interest, emphasis, and organization to content.

There are two styles of line used: full width rules and short bars.

For both full width rules and short bars, they should typically be a lighter brand color than the text paired with it. For example, teal or navy text should be accompanied by a turquoise, green, or yellow line.

The world's leading voluntary GHG program

The VCS Program is the world’s most widely used voluntary GHG program. More than 1300 certified VCS projects have collectively reduced or removed more than 200 million tonnes of GHG emissions from the atmosphere.

Individuals and corporations around the world are recognizing the importance of reducing their GHG emissions. As a result, many of them are reducing their carbon footprints through energy efficiency and other measures. Quite often, however, it is too expensive for these entities to meet their targets or eliminate their carbon footprints entirely through internal reduction and conservation actions.

By using the carbon markets, entities can neutralize, or offset, their emissions by retiring carbon credits generated by projects that are reducing GHG emissions elsewhere. Of course, it is critical to ensure, or verify, that the emission reductions generated by projects are real and permanent.

Enter the carbon markets. These flexible instruments allow entities to print entirely with internal reductions, and they need a mechanism to achieve these aspirational goals. Enter the carbon markets.

VCS projects cover a diverse range of sectors, including forestry, agriculture, and other land use activities. These projects are designed to reduce or avoid GHG emissions, and they are independently verified to ensure that the emission reductions are real, permanent, and verified.

Once projects have been certified against the VCS Program’s rigorous set of rules and requirements which all projects must follow in order to be certified, VCUs. To register with the program, projects must show that they have met all standards. The VCS Standard lays out the rules and requirements which all projects must ensure that standards are met and methodologies.

Accounting Methodologies:

- Jurisdictional and Nested REDD+ (Español | Français)
- Standardized Methods (Español | Português)
- Project Development (Español | Português)
- Independent Auditing:
- Methodology Approval Process (Español | Português)

On this interior page of the website, thick, full width rule separates the header area of the page from the bulk of the content. A thin, short bar acts as emphasis between the section title and content that follows.
Full Width

Full width rules should be a thick stroke, mimicking the scale of the Verra logo border, and serving as a primary dividing line.

Use a thick full width rule to:
- Separate distinct categories of content.
- Underline section titles, grouping similar content under it.
- Isolate the header or footer from the main body of a document.

On this interior page of the website, thick, full width rule separates the header area of the page from the bulk of the content.

On the fact sheet, a thick rule line runs along the bottom of the content container to separate the content from footer information.

In the Powerpoint’s interior pages, full width rules are used to offset both the slide’s title and its footer information.
Short Bars

Thick and thin bars can also be used within a content section to emphasize headers or create a subtle change in topic. When used in this way, lines should not span the full width of the column, but should be a short, left aligned bar. The short bars should be about as long as half the width of the word “Verra” in the logo.

Like the full width bars, short bars can be a thick stroke, mimicking the scale of the Verra logo border. The thick stroke short bars can be used:

• As part of title content.
• To separate a title from proceeding content.

Short bars can also be a thin stroke, about 25% the weight of the thick stroke. These thin stroke short bars can be used:

• As subtle separators within content areas.

Verra business cards use a thick short bar to separate the cardholder’s name from proceeding contact information. A thin short bar makes a more subtle division between personal and organizational contact information.
Overview

Verra materials should all feel related by a consistent use of typography, photography, and color that come together in compositions with similar structures, regardless of medium.

Repeated compositional devices include:

• A generous left gutter
• A container/banner overlap
• A diagonal crop

Use these arrangements throughout materials when appropriate to lend a consistent design sensibility across Verra brand and subbrands.
Across media, Verra materials include a generous left margin of white space with the content column beginning about ¼ across the width of the application. This creates a narrower content column to fill with text, which is more readable than a wide content column.

In some applications, the space allotted in the left margin can be used for sidebar content, such as secondary website navigation or content notes. In others, the white space leaves room for the eye to rest, or for personal annotations.
Overlap

Online and in print documents, content can be introduced with a photographic banner area at the top of the composition. To bridge the photo area with the subsequent content, the white fill of the content column should overlap the photo banner.

The baseline of the first line of text in the white content column should align with the bottom edge of the photo banner area.

The specifics of the container/photograph overlap can be modified to suit particular content needs, such as in the PowerPoint slides, where a teal container overlaps the title slide’s photo background.

These compositional overlaps can be emphasized by placing white content containers on a light gray background, so the edges of the content area are always subtly defined.
**Diagonal Crop**

Images and color blocks can be *cropped at a diagonal that runs parallel to the slant of the checkmark V in the Verra logo* to add interest and dynamism to a composition. The image or color field should bleed on three sides, with either the left or right edge at a 65° diagonal.

Subsection title slides of the Verra Powerpoint show a diagonal sliver of photograph to add interest and context to the dividing slide.

On the website, featured photos are cropped diagonally to lend a more interesting visual transition from text to image.
Verra Subbrands

Verra’s work is comprised of several different programs and initiatives, each of which are treated as a subbrand of the Verra parent brand.

The majority of the subbrands have logos that reflect the sensibility and color palette of the Verra brand, including a meaningful illustrated symbol and the program’s name. The logos are available in a variety of formats to suit use in different contexts.

To establish the relationship between Verra and the subbrands, the subbrands should use all of the same visual language and brand styles previously outlined for Verra. Each subbrand has its logo symbol and an associated accent color to unify its materials.
Plain Logos

The plain subbrand logos simply include the program’s name and associated brand symbol. The **plain logos should be used when the relationship to Verra has already been established**, and/or where a simpler logo is desired.

The plain subbrand logos are available in full color, white, and black. The subbrand logos should be used in full color on a white background whenever possible.
**Verra Logos**

The Verra version of the subbrand logos includes the program’s name, illustrated program symbol, and a secondary line of text that presents the program’s relationship to Verra. The **Verra subbrand logos should be used in introductory or isolated applications where the added context of Verra is beneficial.**

The Verra subbrand logos are available in full color, white, and black. The subbrand logos should be used in full color on a white background whenever possible.

JNR does not have a version of the logo with a Verra secondary line.
**Short Logos**

The short version of the subbrand logos uses their acronyms, rather than their full name, and **should be used in applications where the logo will be very small, or where the audience is already familiar with the program by its full name and acronym.**

The short subbrand logos are available in full color, white, and black. The subbrand logos should be used in full color on a white background whenever possible.
**Color Palette & Use**

The same Verra color palette is used across all subbrands, with emphasis given to different colors for each subbrand. The full suite of Verra colors can be used in each subbrand, but *each subbrand has a distinct primary color that should be used to subtle differentiation of each subbrand’s materials:*

- VCS should emphasize turquoise, as should COPR.
- CCBS should emphasize green.
- SDVista should use gold prominently.
- JNR should heavily use green.

Like Verra, all subbrands brands can use navy and the spectrum of grays to add weight and contrast to content and compositions.

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