

Logo suite overview	EPS	PNG	SVG
This is a list of the file types included in a standard logo suite, along with descriptions and file nomenclature.	A vector (scalable) file format best suited for printing as well as high-quality, high-resolution communications and docs. logoname-2_RGB_p.eps logoname-2_RGB_r.eps logoname-2_1c_RGB_p.eps logoname-2_1c_RGB_r.eps logoname-2_CMYK_p.eps logoname-2_CMYK_r.eps logoname-2_1c_CMYK_p.eps logoname-2_1c_CMYK_r.eps logoname-2_PMS_p.eps logoname-2_PMS_r.eps logoname-2_1c_PMS_p.eps logoname-2_1c_PMS_r.eps	A raster file format suitable for web and digital use. PNG files are provided with transparent backgrounds. RGB format only. logoname-2_RGB_p.png logoname-2_RGB_r.png logoname-2_1c_RGB_p.png logoname-2_1c_RGB_r.png	A vector (scalable) file format that can be manipulated with code and is best suited for the web. RGB format only. Single full color file only. logoname-2_RGB_p.svg
logoname-2_1c_RGB_p.eps Version Color mode File extension Identifier Color version Positive (p) Reverse (r)			

Clearspace guidelines

This example showcases the minimum requirements for clear space to ensure legibility. These guidelines are applicable to all logo assets.



The clear space is equal to the width of the checkmark. Use this measurement for all logos containing checkmarks. For wordmarks, see individual guidelines.

Logo usage guidelines

Our logos represent the Verizon brand and what it stands for. By using our guidelines consistently and holding ourselves to the highest standards, we can strengthen and protect our most valuable brand assets.

The following examples are applicable to all logo assets.

Own the responsibility

Before applying our logos, marks and any branding elements, please make sure you're aware of our [logo policies and guidelines](#) on Brand Central. Email brandidentity@verizon.com if you have any questions.

Have proper quality control process in place and submit artwork for [brand compliance review](#).

Common mistakes to avoid



Don't use low resolution logos for any purpose.



Maintain the integrity of our logo and watch for image distortion.



Don't alter the color of the logos or checkmark. Only use the color variations provided in the artwork files.



Don't create alternate versions of our logos or move the checkmark.



Don't create your own custom logos or lock up words or graphics with the logo.



Don't use our logos in ways that devalue its meaning