VERRA

Brand Guidelines

Table of Contents

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.

Plain Verra logo, full color

Plain Verra logo, black on a light background

Plain Verra logo, white on a dark background

Plain Verra logo with half-logo-height measurements to establish clear space around the mark.

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.

Logo with Tagline, horizontal lockup

Logo with Tagline, vertical lockup

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.
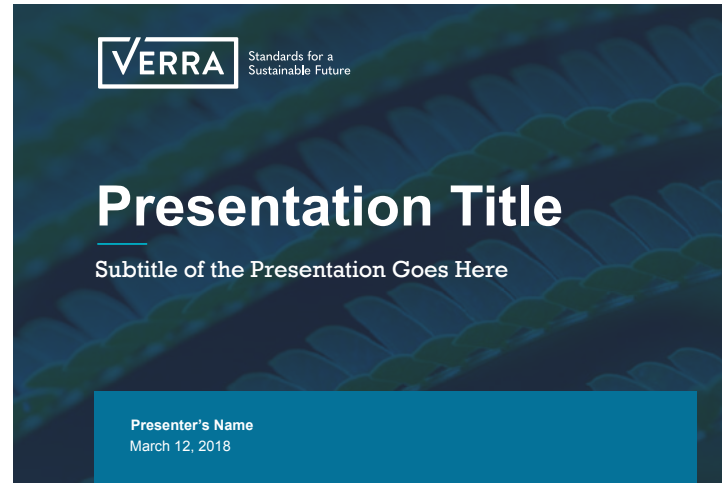
Verra logo, left aligned with content column in PPT title slide
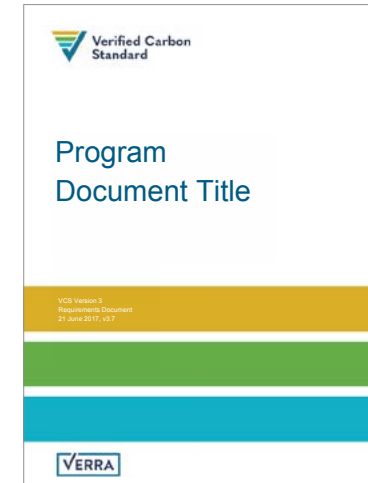
Verra logo, left aligned with content column in VCS document

Verra logo, left aligned to the composition, with content in a second overlapping column

Verra logo, left aligned with content column in PPT interior slide

Palette

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.

Navy
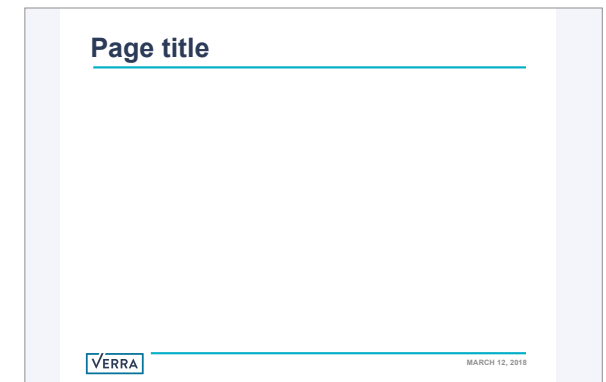|	
PMS	295 C / 295 U
CMYK	89 • 78 • 41 • 33
RGB	43 • 57 • 87
HEX	#2b3a57

Teal
PMS	7460 C / 7460 U
CMYK	89 • 49 • 24 • 3
RGB	6 • 113 • 152
HEX	#057299

Turquoise
PMS	2199 C / 2199 U
CMYK	75 • 10 • 20 • 0
RGB	0 • 173 • 197
HEX	#00aec6

Gold
PMS	110 C / 7405 U
CMYK	16 • 30 • 100 • 0
RGB	218 • 174 • 40
HEX	#d9ad27

Green
PMS	362 C / 2424 U
CMYK	66 • 9 • 99 • 0
RGB	102 • 173 • 71
HEX	#66AD47

Dark Gray
PMS	425 C / 433 U
CMYK	65 • 56 • 57 • 34
RGB	79 • 81 • 80
HEX	#4f5150

Medium Gray
PMS	Cool Gray 8 C / U
CMYK	47 • 39 • 39 • 3
RGB	142 • 142 • 142
HEX	#8e8e8e

Light Gray
PMS	Cool Gray 1 C / U
CMYK	3 • 2 • 0 • 0
RGB	244 • 255 • 251
HEX	#f4f5fb

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 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.
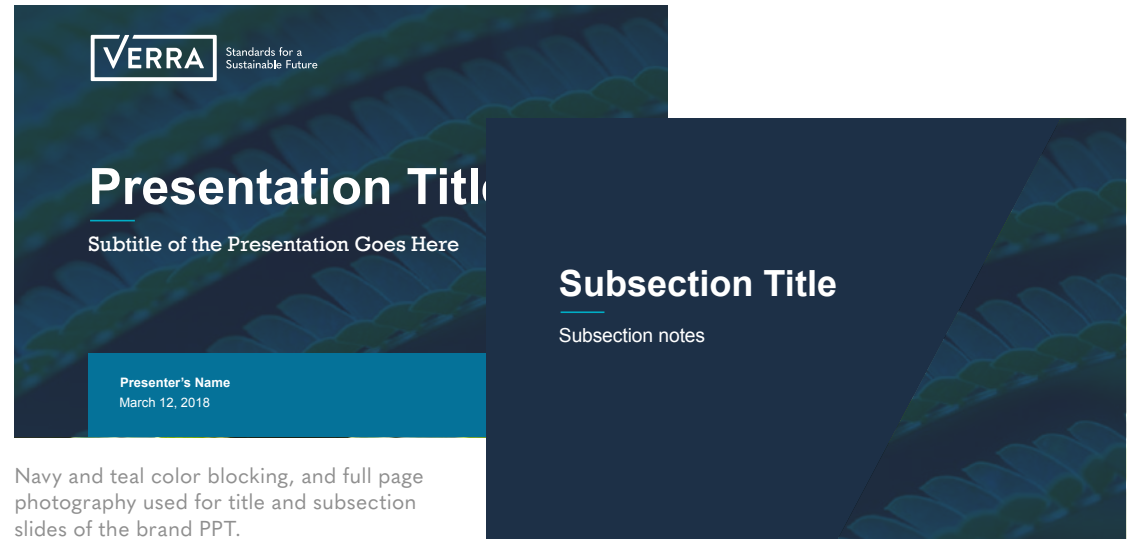
Navy and teal color blocking, and full page photography used for title and subsection slides of the brand PPT.

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

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

Overview

Verra and its subbrands use two typefaces.

Quasimoda, available via Typekit, is the primary brand font and **should be used for headers, subsection headers, and all body text.**

Zilla Slab, available via Google Fonts, is a secondary brand font that **should be used sparingly — mostly for secondary headlines and callouts.**

Quasimoda

Standards for a Sustainable Future

Zilla Slab

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.

h1 (primary header): Quasimoda Bold

Standards

h2 (subheaders and callouts): Zilla Slab Regular

Verra develops and manages standards

h3 (secondary headers): Quasimoda Bold

Verified Carbon Standards

h4 (tertiary headers): Quasimoda Bold

Verified Carbon Standards

h5 (tertiary headers): Quasimoda Bold, uppercase

HOW IT WORKS

h6 (lesser headers/buttons): Quasimoda Bold, uppercase

LEARN MORE

p (body text): Quasimoda Regular

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.

h1 (primary header): Arial Bold

Standards

h2 (subheaders and callouts): Rockwell Regular

Verradevelopsandmanagesstandards

h3 (secondary headers): Arial Bold

Verified Carbon Standards

h4 (tertiary headers): Arial Bold

Verified Carbon Standards

h5 (tertiary headers): Arial Bold, uppercase

HOW IT WORKS

h6 (lesser headers/buttons): Arial Bold, uppercase

LEARN MORE

p (body text): Arial Regular

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.
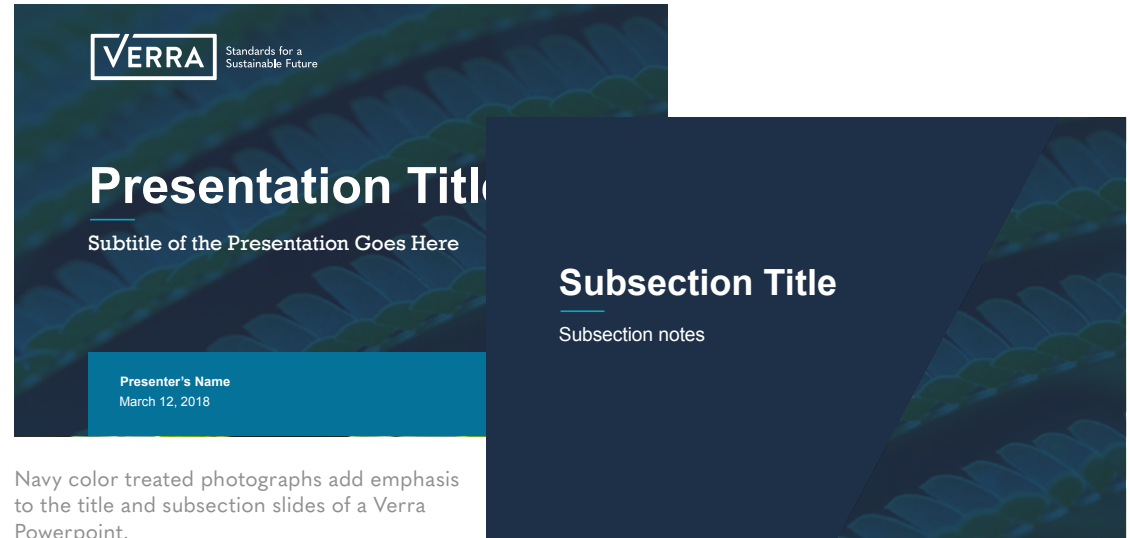
Navy color treated photographs add emphasis to the title and subsection slides of a Verra Powerpoint.
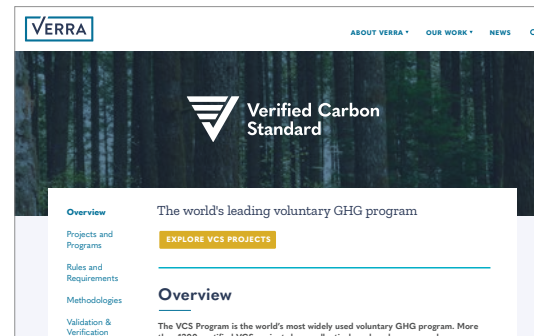
Navy color treated photos fill the title areas of the website's interior pages to add a contextual backdrop for content.
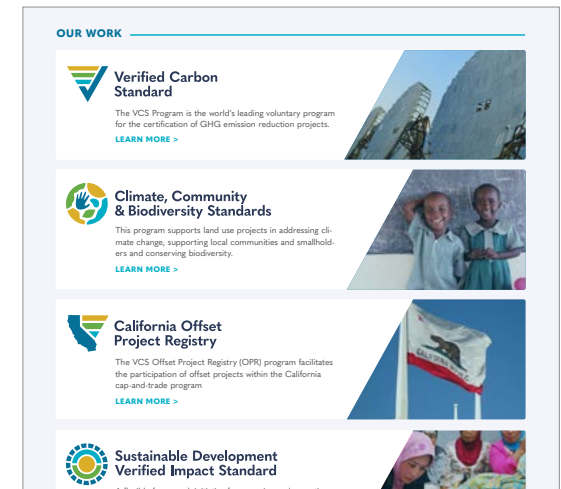
Lightly overlayed featured photos illustrate the work of each program on the homepage.

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.
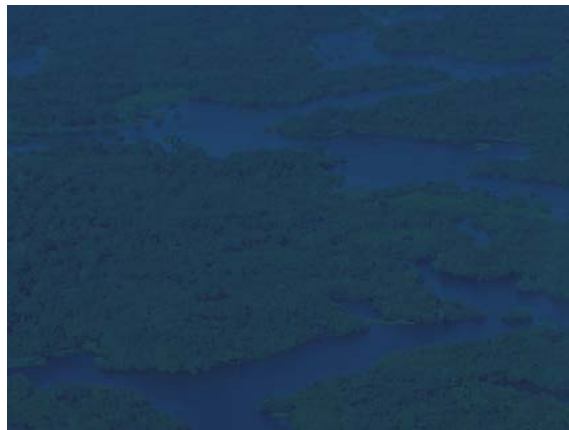
Overview

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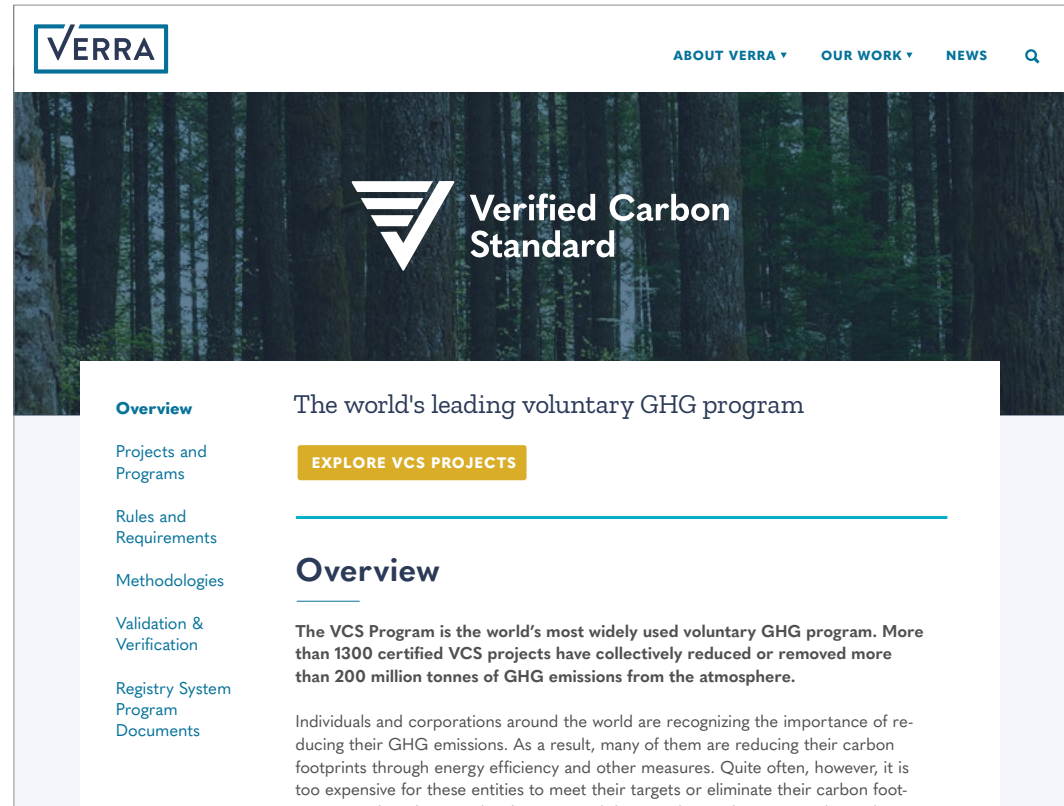
On this interior page of the website, thick, full width rule separates the header area of the page from the bulk of the content. A thin, short bar acts as emphasis between the section title and content that follows.

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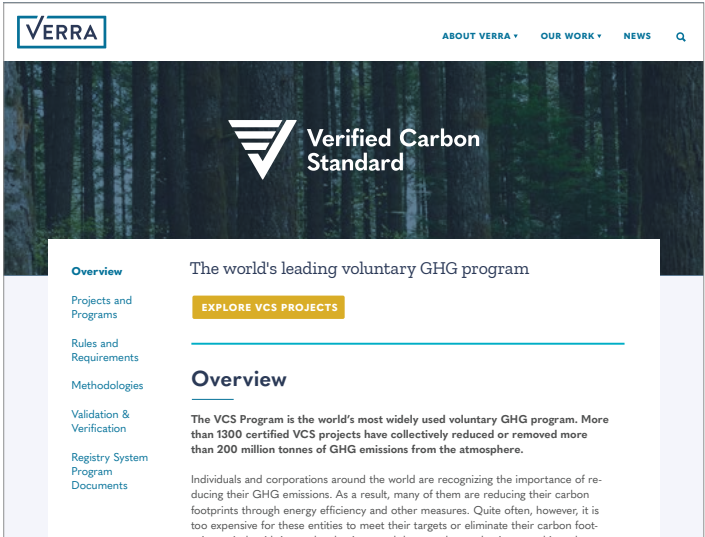
On this interior page of the website, thick, full width rule separates the header area of the page from the bulk of the content.

On the fact sheet, a thick rule line runs along the bottom of the content container to separate the content from footer information.
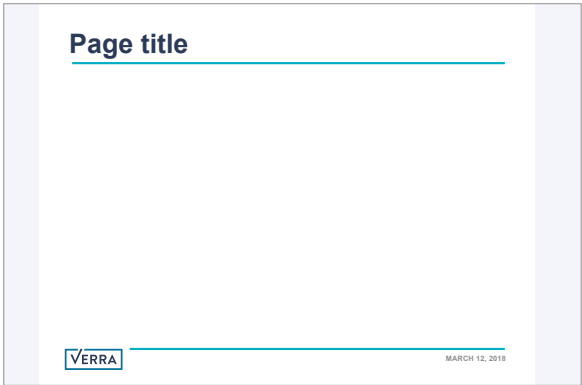
In the Powerpoint's interior pages, full width rules are used to offset both the slide's title and its footer information.

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.

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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.

Presentation Tit[le]
Subtitle of the Presentation Goes Here

Presenter's Name
March 12, 2018

A thin short bar lives between the main title and the subtitle in the Powerpoint title slide.

A thin short bar underscores a section title (VCS Factsheets) on the website.

Independent Auditing: All VCS projects are subject to desk and field audits by both qualified independent third parties and VCS staff to ensure that standards are met and methodologies are properly applied.

Accounting Methodologies: Projects are assessed using a technically sound GHG emission reduction quantification methodology specific to that project type.

Registry System: The VCS registry system is the central storehouse of data on all registered projects, and tracks the generation, retirement and cancellation of all VCUs. To register with the program, projects must show that they have met all standards and methodological requirements.

While VCS projects typically include a discrete set of activities, governments are now establishing policies and programs to mitigate GHG emissions across entire national or subnational jurisdictions. In the forest sector, these programs (called REDD+ programs) can be accounted for and credited using the world's first jurisdictional-scale framework, the VCS Jurisdictional and Nested REDD+ (JNR) framework. JNR integrates government-led and project-level REDD+ activities and establishes a clear pathway for subnational- and project-level activities to be incorporated within broader REDD+ programs.

VCS Factsheets

• Project Development (Español | Português |中文)
• Agriculture Forestry & Other Land Use (Español | Português |中文)
• Methodology Approval Process (Español | Português |中文)
• Standardized Methods (Español | Português |中文)
• Jurisdictional and Nested REDD+ (Español | Français)

VCS NEWS

24 JANUARY 2016
Launching Colombia's Voluntary Carbon Market

Last Thursday, August 18th, in front of a standing-room only crowd of more than 500...

21 JULY 2016
VCS Recognized as Offset Mechanism under Draft South African Carbon Tax Regulation

On June 20th, The South African Government published a draft regulation for its new carbon...

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.
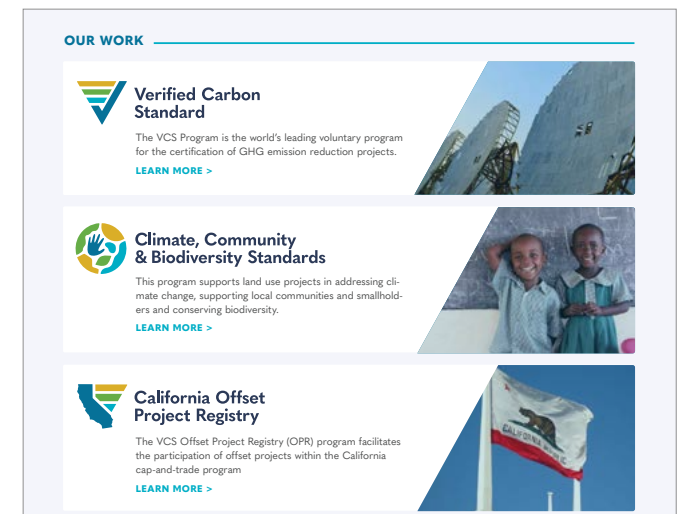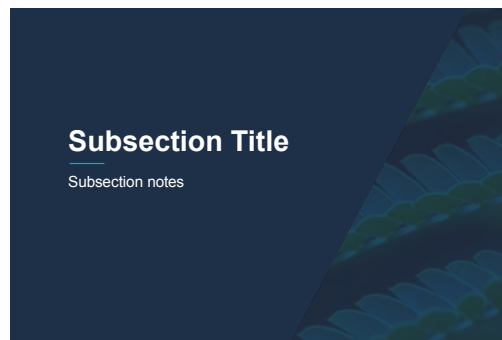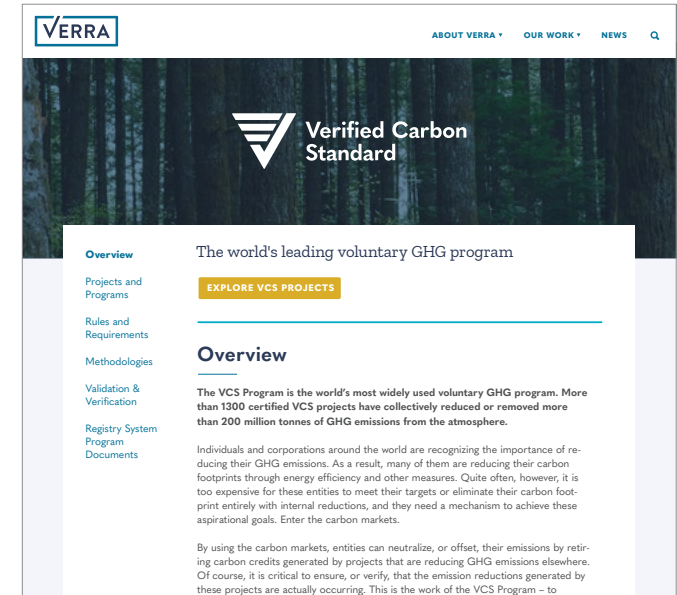
Left Gutter

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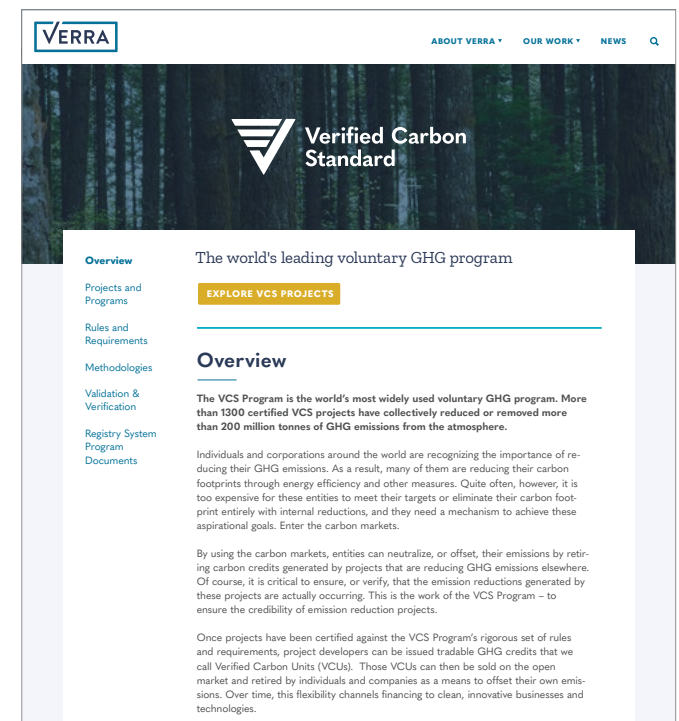
In some applications, the space alotted in the left margin can be used for sidebar content, such as secondary website navigation or content notes. In others, the white space leaves room for the eye to rest, or for personal annotations.

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The content of the business card is left aligned, but given a wide left margin.

VERRA FACTS   VCS METHODOLOGY DEVELOPMENT

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 assessed to certify they are both environmentally sound as well as practical. VCS offers a rigorous approval process to ensure the development of high-quality methodologies.

Project proponents are free to use any methodologies approved by VCS. Project proponents may also develop new methodologies and submit them to VCS for approval. Alternatively, projects may apply methodologies developed by programs approved by VCS like the UN Clean Development Mechanism or the Climate Action Reserve, provided the project fits the terms of that methodology.

SPURRING METHODOLOGY INNOVATION

The VCS methodology approval process promotes bottom-up innovation by giving project proponents the flexibility to develop new approaches to GHG abatement. The process moves methodology development to the front lines of climate action, allowing practitioners to use their hands-on knowledge and experience to develop tools best suited to their project needs.

Project developers may submit methodologies for any sector or project type eligible under the VCS Program. These options can range from energy production and distribution, to waste handling and disposal, to forestry and agricultural land management.

Any proposed methodology is first posted on the VCS website for public comment. This process lasts 30 days. Next, the methodology is audited independently by two independent

VERRA.ORG

The main content column of the factsheet fills about ¾ of the page, leaving white space in the left margin.

VERRA   ABOUT VERRA ▾   OUR WORK ▾   NEWS   🔍

Verified Carbon Standard

Overview

Projects and Programs

Rules and Requirements

Methodologies

Validation & Verification

Registry System Program Documents

The world's leading voluntary GHG program

EXPLORE VCS PROJECTS

Overview

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 footprint entirely with internal reductions, and they need a mechanism to achieve these aspirational goals. Enter the carbon markets.

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 these projects are actually occurring. This is the work of the VCS Program – to ensure the credibility of emission reduction projects.

Once projects have been certified against the VCS Program's rigorous set of rules and requirements, project developers can be issued tradable GHG credits that we call Verified Carbon Units (VCUs). Those VCUs can then be sold on the open market and retired by individuals and companies as a means to offset their own emissions. Over time, this flexibility channels financing to clean, innovative businesses and technologies.

The content container of this website page leaves the first ¼ area to be used for subnavigation.
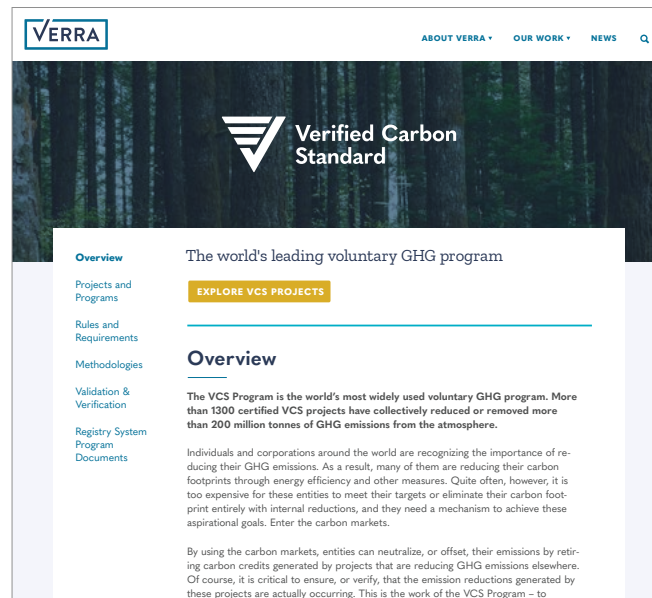
Overlap

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.

On this interior page of the website, the content container overlaps the photographic hero section.
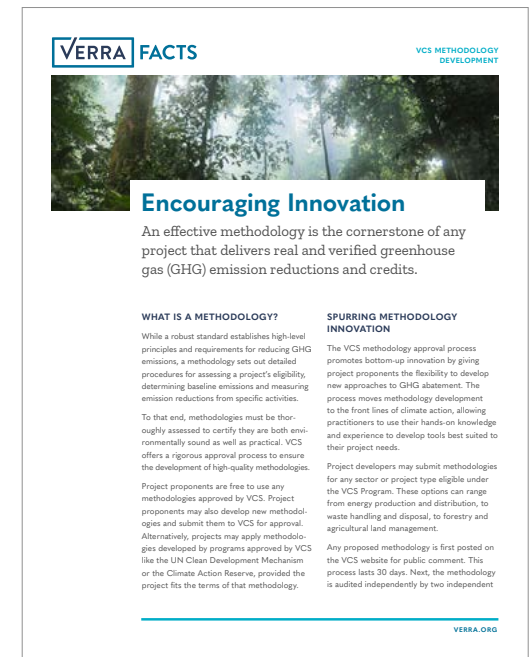
The factsheet's content column subtly overlaps the image banner, suggesting the continued definition of the edge of the column even without the use of a light gray background.

The Powerpoint title slide uses a teal overlapping content area to house presentation information. A teal content area (instead of white) makes this secondary content area less of a focal point.
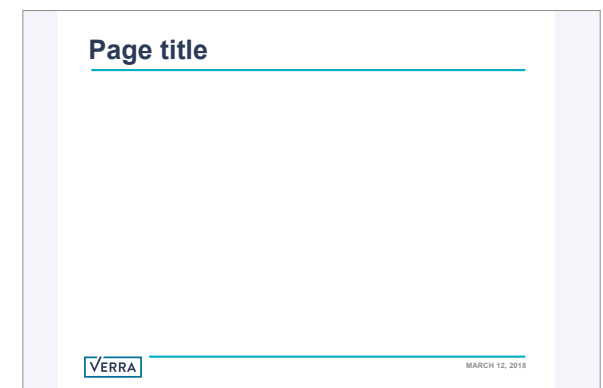
The Powerpoint interior slides subtly suggest the container overlap by creating a white column flanked by light gray background.
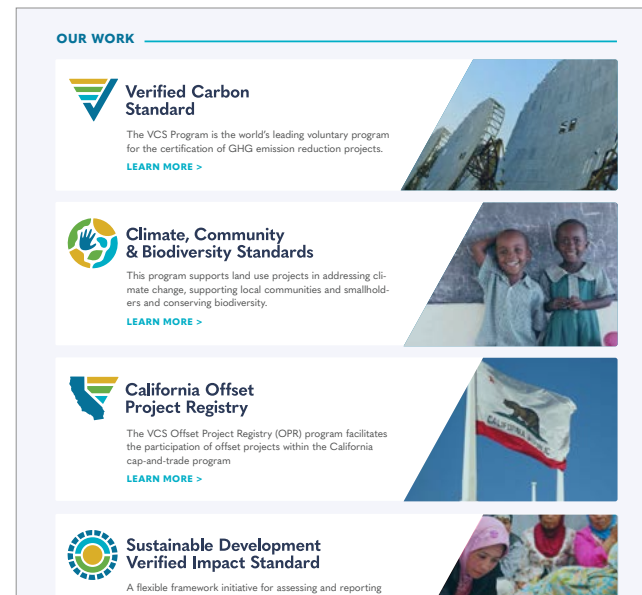
Diagonal Crop

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

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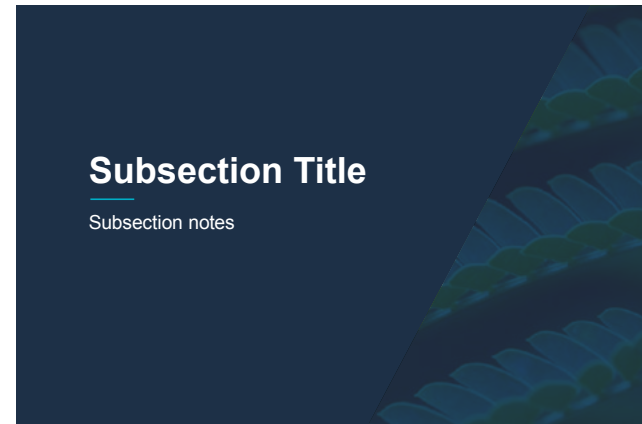
Subsection title slides of the Verra Powerpoint show a diagonal sliver of photograph to add interest and context to the dividing slide.

OUR WORK

Verified Carbon Standard

The VCS Program is the world's leading voluntary program for the certification of GHG emission reduction projects.

LEARN MORE >

Climate, Community & Biodiversity Standards

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

LEARN MORE >

California Offset Project Registry

The VCS Offset Project Registry (OPR) program facilitates the participation of offset projects within the California cap-and-trade program

LEARN MORE >

Sustainable Development Verified Impact Standard

A flexible framework initiative for assessing and reporting

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.

OUR WORK

Verified Carbon Standard

The VCS Program is the world's leading voluntary program for the certification of GHG emission reduction projects.

LEARN MORE >

Climate, Community & Biodiversity Standards

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

LEARN MORE >

California Offset Project Registry

The VCS Offset Project Registry (OPR) program facilitates the participation of offset projects within the California cap-and-trade program

LEARN MORE >

Sustainable Development Verified Impact Standard

A flexible framework initiative for assessing and reporting on the sustainable development benefits of project-based activities.

LEARN MORE >

Jurisdictional & Nested REDD+

This program drives private investment in REDD+ at multiple

LEARN MORE >

Initiative for Climate Action Transparency

Supporting land use projects in addressing climate change, supporting local communities and smallholders and conserving biodiversity.

LEARN MORE >

Landscape Standard

The Landscape Standard initiative scales up the sustainability of productive landscapes.

LEARN MORE >

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.

Verified Carbon Standard

Climate, Community & Biodiversity Standards

California Offset Project Registry

Sustainable Development Verified Impact Standard

Jurisdictional & Nested REDD+

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.

Verified Carbon Standard
A **VERRA** STANDARD

Climate, Community & Biodiversity Standards
A **VERRA** STANDARD

California Offset Project Registry
OPERATED BY **VERRA**

Sustainable Development Verified Impact Standard
A **VERRA** STANDARD

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.

Navy
PMS	295 C / 295 U
CMYK	89 • 78 • 41 • 33
RGB	43 • 57 • 87
HEX	#2b3a57

Teal
PMS	7460 C / 7460 U
CMYK	89 • 49 • 24 • 3
RGB	6 • 113 • 152
HEX	#057299

Turquoise
PMS	2199 C / 2199 U
CMYK	75 • 10 • 20 • 0
RGB	0 • 173 • 197
HEX	#00aec6

Gold
PMS	110 C / 7405 U
CMYK	16 • 30 • 100 • 0
RGB	218 • 174 • 40
HEX	#d9ad27

Green
PMS	362 C / 2424 U
CMYK	66 • 9 • 99 • 0
RGB	102 • 173 • 71
HEX	#66AD47

Dark Gray
PMS	425 C / 433 U
CMYK	65 • 56 • 57 • 34
RGB	79 • 81 • 80
HEX	#4f5150

Medium Gray
PMS	Cool Gray 8 C / U
CMYK	47 • 39 • 39 • 3
RGB	142 • 142 • 142
HEX	#8e8e8e

Light Gray
PMS	Cool Gray 1 C / U
CMYK	3 • 2 • 0 • 0
RGB	244 • 255 • 251
HEX	#f4f5fb