

Brand guide

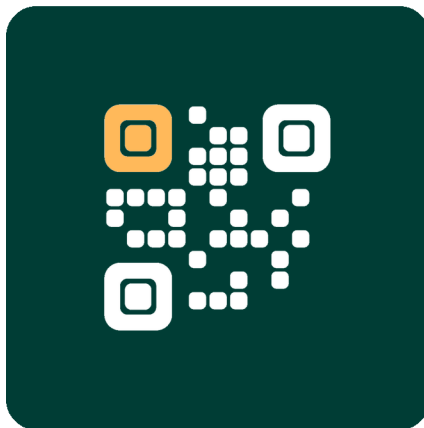


Verdetto

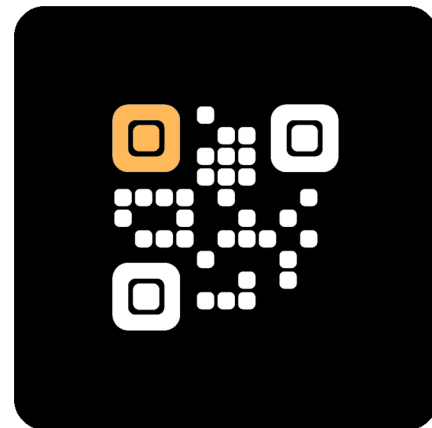
The mark keeps its colors



On light: body #003D35, accent #B8650A



On dark: body white, accent #FFB95A



On black: the same as dark

Never tinted, never inverted, never recolored by a theme or a season, never given effects. The single-color mark exists only for engraving and one-color print.

Palette



Mint page
#E9F5F1



Mint icon ground
#D5E8E3



Deep teal
#003D35



Teal (light primary)
#006B5E



Teal (dark primary)
#54DBC8



Amber on light
#B8650A



Amber on dark
#FFB95A



Ink
#191C1B



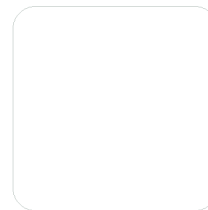
Ink variant
#3F4946



Dark surface
#0F1312



Pure black
#000000



White
#FFFFFF

Warning colors (red for danger, amber fills for caution) belong to the app's verdicts and never to the brand. Never red, pink or gold as a brand accent.

Typography: Roboto

Verdetto sees the link before it opens.

Wordmark and headlines: Roboto Medium

Verdetto sees the link before it opens.

Body: Roboto Regular

Verdetto sees the link before it opens.

Emphasis, sparingly: Roboto Bold

Apache-2.0, embeddable in print and web. Sentence case everywhere; American English; numbers as figures. The copy diet: what happened, then what it means, one idea per line.

Lockups



The mark stands at the wordmark's cap height with a gap of a third of it; stacked, the mark is two and a half caps tall. The wordmark never appears without the mark on a first use.

The Verdetto code, and the voice



The app's own codes share one family: rounded runs, rounded finder rings, the amber top-left eye. It is Verdetto's signature on a card, a poster, the share screen. It is never offered to people as a style for their own codes, and the portrait mark, not a code, is the logo.

Voice: plain, specific, unhurried. Say what happened, then what it means. The absolutes we state: no accounts, no ads, no analytics, no tracking by Verdetto, nothing about you kept by us. Never "safe" or "verified" about a code, a site or a check, never "nothing collected", never "donate" or "tip", never a founder's name, never a mascot.



Contact block and trademark

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