

Veris Style Guide

BRAND VALUES

PEOPLE FIRST

The diverse residents of our multifamily communities, the larger communities, team members & investors: Empowering people is our primary goal.

EXCELLENCE ALWAYS

We deliver amenities and living experiences of the highest quality, and hold ourselves to the highest standards of achievement, behavior & accountability.

FORWARD THINKING

We welcome what-ifs and reward curiosity. We embrace environmental and social awareness and action, invest with discipline & always take the long view.

INCLUSIVE DOING

Together, we can do great things. We value diversity and find strength in different viewpoints. Great results come through collaboration, cooperation & community.

LOGOS

PRIMARY

The primary logo lockup should be used in most cases, and be clearly visible on all tactics.



V MARK

The abbreviated logomark should be used where Veris Residential's brand is highly recognizable and the full primary logo appears nearby.



PMS 4287 C
HEX #3B393C
CMYK 69 64 59 51
RGB 59 57 60

PMS 724 C
HEX #934D11
CMYK 30 72 100 25
RGB 147 77 17

PMS Metallic 10353 C
HEX #A69478
CMYK 36 37 55 3
RGB 166 148 120

PMS 4048 C – 32%
HEX #EDEAE2
CMYK 6 5 9 0
RGB 237 234 226

PMS 4233 C
HEX #C0BC00
CMYK 29 16 100 0
RGB 192 188 0

PMS 418 C
HEX #444A40
CMYK 67 54 67 43
RGB 68 74 64

Utile Display Book
ROBOTO MEDIUM
Mulish Regular.
0,000 (Utile Display Book)
ROBOTO
ROBOTO

Header
Subhead
Body Copy
Stat
Descriptor
Call to Action

Utile Display Book
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Mulish Regular.
0,000 (Utile Display Book)
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