



Brand guidelines



Confidential

The following document contains confidential and proprietary information, please do not share outside the present audience.



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Introduction



Who is Verily?

Verily is an Alphabet company focused on precision health.

[go/verily-messaging](https://www.verily.com/go/verily-messaging)



Data-driven, people-first

The Verily brand relies on data and evidence to inform, but never forgets that healthcare is all about real people and that what we are doing is both important and hard.

human

kind

courageous

objective

We're closing the gap between research and care to make safe, effective health solutions available faster to everyone who needs them.

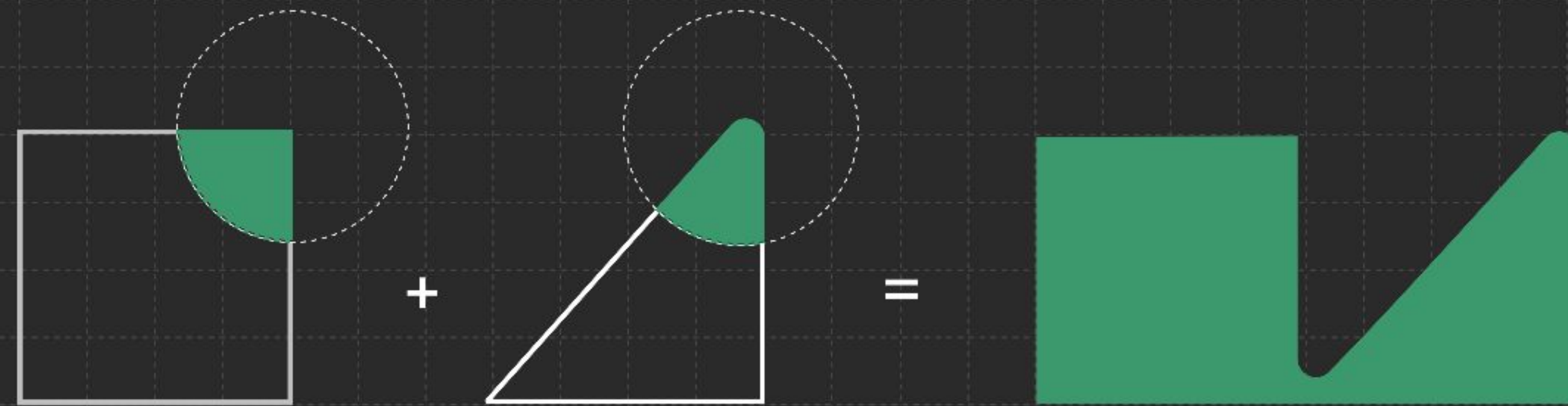


Precision through Gestalt

The Verily mark uses the Gestalt (German for “unified whole”) principles of organization and perception to create a unified brand expression that is comprehensible and accessible to our users. The mark brings together opposing elements, which combined create something greater and more refined.

At its core, our identity should telegraph that **Verily is the health tech company unifying research and care with mutually reinforcing solutions that deliver value greater than the sum of the parts to bring the promise of precision health to everyone, every day.**

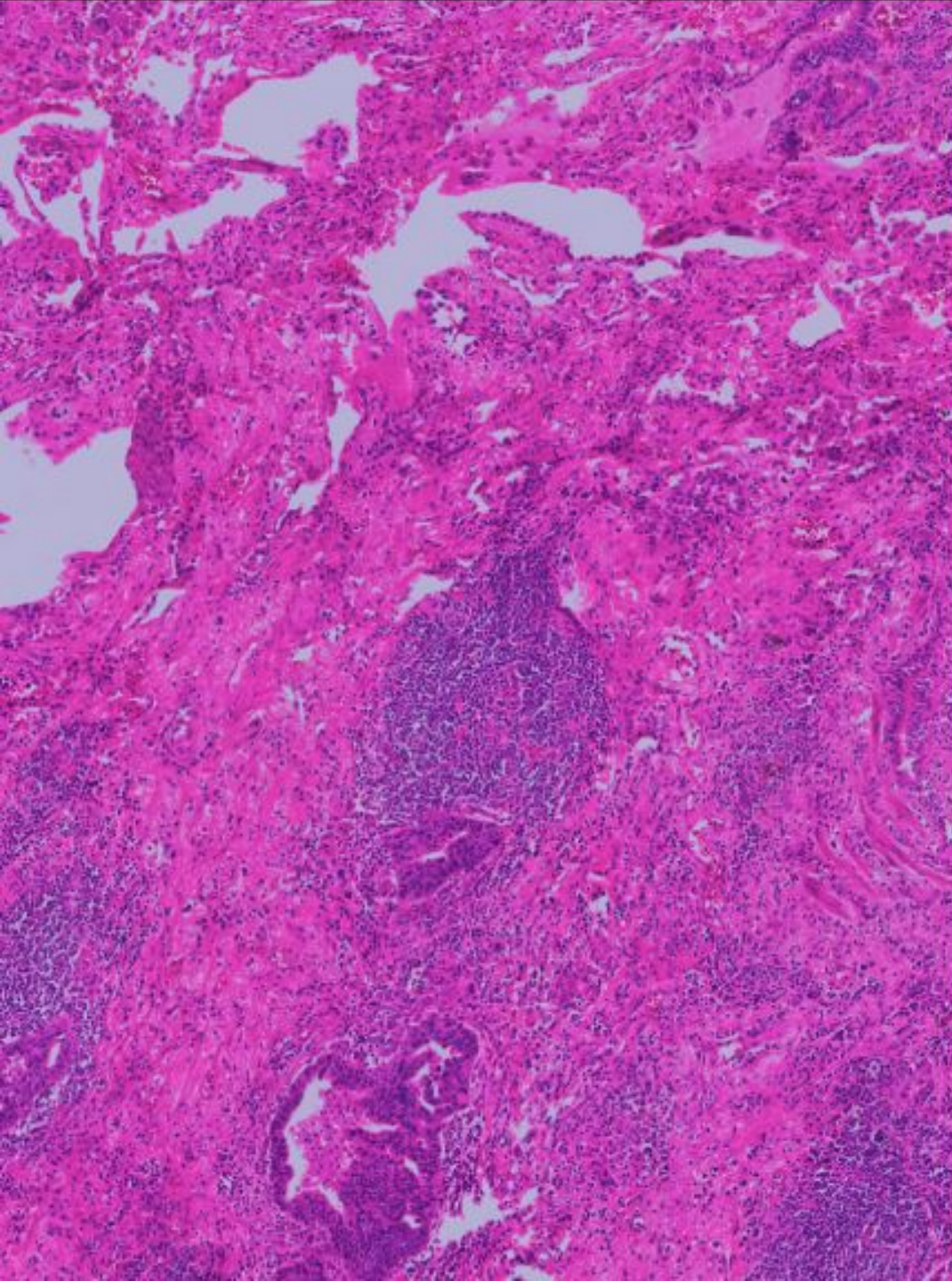




Hard edges of the square represent the precise nature of the data/evidence married in unified self to the rounded/softened corners of the triangle which represents the humanity.

Logos & lockups





A kind & warm
optimism

Primary logo

This is the primary logo for the Verily brand.
The components of the logo, for reference throughout this document, are shown on the right:

- Icon
- Wordmark

Whenever possible, use the “preferred lockup” of the logo for both digital and print applications.

Primary logo components



Preferred lockup



Plain text usage

In plain text, the name “Verily” should always be capitalized, even in instances of a web url such as Verily.com

Verily

In cases where the full legal name is required, it should be “Verily Life Sciences LLC”

Verily Life Sciences LLC



Tagline lockup

A precision health company

This is an alternate lockup where the icon and wordmark are paired with the tagline.

The lockup shown on the right is the preferred lockup for most use cases. This version may be used in materials when additional context about the company’s mission and focus is needed.

designer note

Use of this lockup should always be vetted with Verily Creative team prior to usage.



Tagline lockup

Preferred usage

The icon & wordmark (shown below) is always the preferred version of the logo. However, in cases where the layout is narrow, the icon-only logo can be used and adjusted for scale. The full logo must be used somewhere in the layout as an additional element for brand recognition when possible.



Preferred Lockup

Preferred in most context.



Icon-only

Can be used in small execution where full size logo isn't possible or necessary, i.e in-product, in-app, footers and product lockups where scale and legibility is an issue.

Exclusion zones & scale

The area around a logo that must remain empty in all layouts and applications is known as an exclusion zone. For Verily logo, this area (shown below) is equivalent to the height of lowercase letter “r” in the wordmark and surrounds the mark on all four sides. No typography, logos, or any other content elements should be placed any closer to the logo than this.



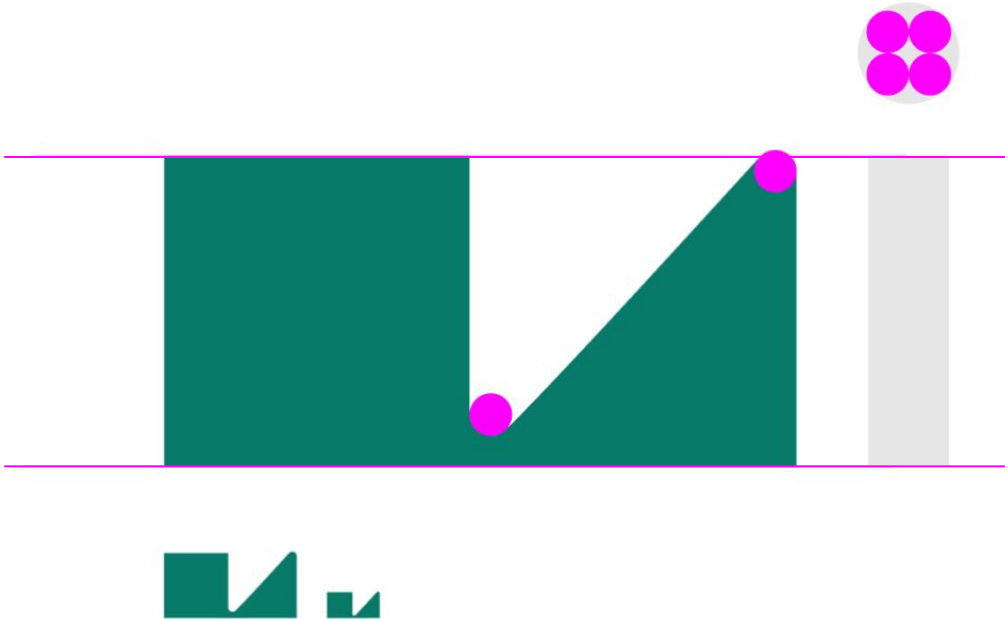
No smaller than
2.125” or 150 px



No smaller than
0.50” or 32 px

designer note

The triangle shape (shown right) ascends beyond the topline of the square. This is for optical alignment. Please do not crop or adjust.



Alternate use cases

Logotype only

In certain cases the Verily logotype can be used solo without being locked up next to the mark. In this instance it should always be accompanied by the primary mark, somewhere within the layout/design. Large, small or abstracted, it must be present.

Vertical logo

Horizontal layouts are always preferred but in certain use cases the logotype can be turned vertically but must always appear reading upwards and on the left with the letter 'V' and 'Y' clearly visible, with no definitive obstruction. No more than **an 4-8% cut-off** is advised. Aligned on the left edge only.



4-8% cut-off max



Alternate logo stacks and color

In some instances (in digital and physical products) where spacing constraints are an issue, an alternate version of the logo stack can be used.

Color, black and white logos are provided and can be used for all use cases and where appropriate per color guidelines & approved specifically for the above use cases.

When allowed by device classifications, physical Verily products (for example the **Verily Numetric Watch**) should use grey, black, white versions of the logo. These logos help translate the same kind, warm and welcoming approach to our physical products that match the industrial design of the devices themselves and must always be used in such logic unless otherwise instructed by our brand studio team.



Partnership lockups

When using the Verily icon & wordmark with a partner, the preferred lock up should be in color. If additional restrictions of color apply, then a black or white logo may be used.

Logos should be separated by a vertical bar or an empty space. Never use “&” or “+” as a connector. Space between the logos and the connecting element (or between each other if there is no connector) should be ample.

The scale of the Verily logo should always be visually equivalent to the partner logo.

Logo order is determined by the use case and relationship with the partner but when possible, the Verily logo should lead.



Verily + partner brand – Preferred lock-ups with appropriate space padding between lockups



Verily as the partner – Preferred lock-ups with appropriate space padding between lockups



DO NOT Apply colors to the logos, other than those shown in the approved logo colorways.



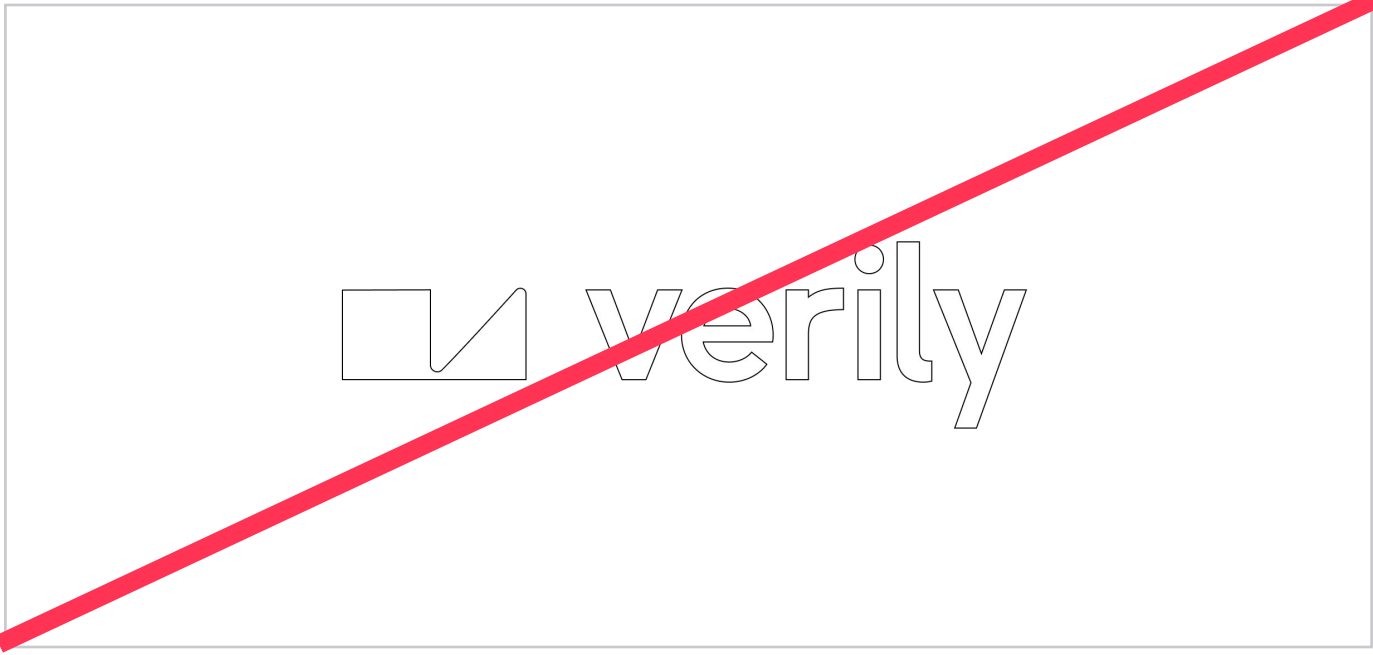
DO NOT Scale the logos horizontally or vertically so that it loses its original proportions.



DO NOT Skew the logos or distort the shape in any way.



DO NOT Flip or rotate the logos.



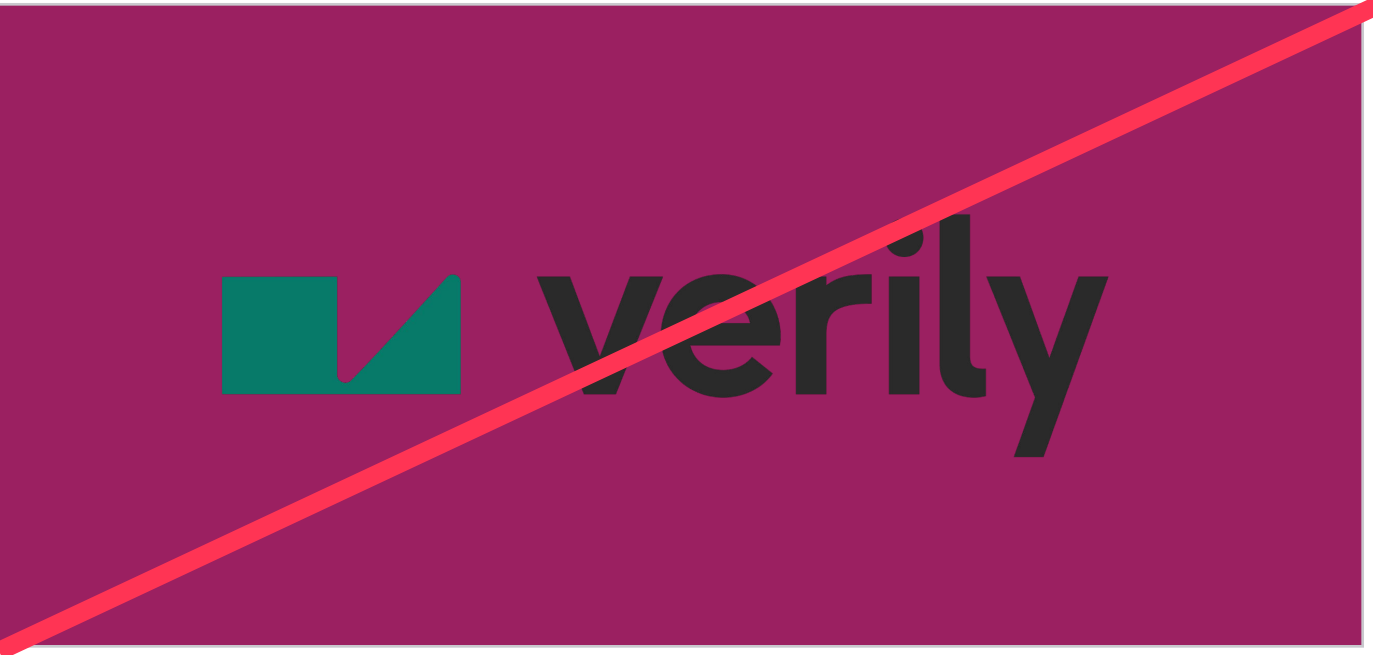
DO NOT Outline the logos.



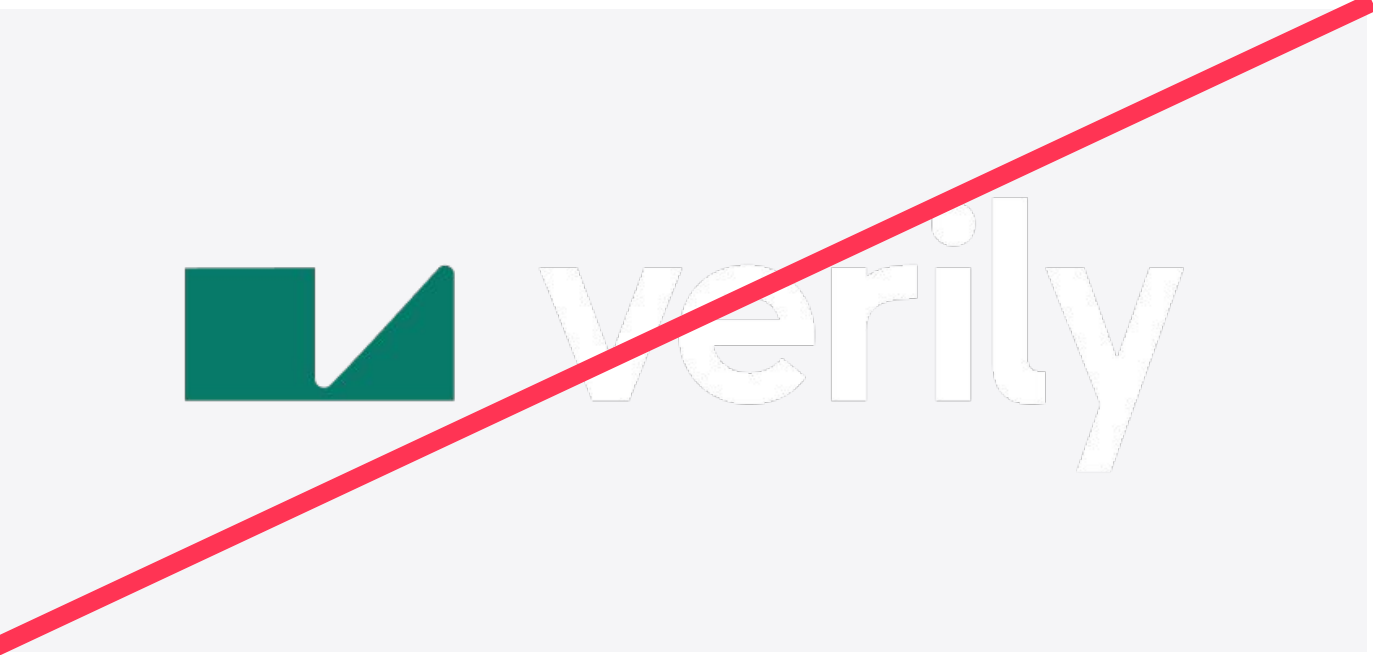
DO NOT Apply drop shadows to the logo.



DO NOT Use other typefaces to spell out “Verily” with the symbol.



DO NOT Place the color logo and dark type logo on dark backgrounds or colors outside the brand color system



DO NOT Place the color/light logo and light type logo on light backgrounds.



DO NOT Place any verdant green color versions of the logo on colors other than white/light grey or brand canvas colors.



DO NOT Place the logo on complex patterned backgrounds.



DO NOT Place the logo on complex photographic backgrounds. A flat color overlay must be applied to mute the photos.

Portfolio Naming



Clinical Research

 **verily** viewpoint

Seeing more evidence with greater depth and generalizability over time

Precision Measures

 **verily** numetric

Generating novel insights through precision measurement

Care Management

 **verily** lightpath

Generating novel insights through precision measurement

Individual Health

 **verily**me

Tailoring care and research to the needs of every user

Precision Risk

granular

Population Health

debug
wastewater SCAN



Naming structure

When locking up the product name with the preferred lockup, exclusion zones apply. Each lockup has a preferred use case. Separation between name and lockup should be equal to the space of one letter 'r'.

Never separate the solution suite name with the product name.



Logo usage

Lockup

For brand recognition, the Verily logo in full (icon & wordmark) should always be used together with the product name. In instances where scale and size are an issue (in-product, etc.) the icon-only variant may be used as an alternative.

Color

Product solution lockups should always be in black or white.



Preferred product name lockups



Alternative product name lock-up

(only to be used when scaling will not allow for the preferred lockup)

In copy content

Suite name

In plain text, our suites (Verily Viewpoint, Verily Numetric, and Verily Onduo) must always include the name Verily. They may not be shortened to “Viewpoint” or “Numetric”.

First mention vs. throughout content

Per content deliverable, when referring to a product for the first time, always use the full suite and product name together (ie. Verily Viewpoint Site CTMS). After the first mention, you may shorten to the product name on it’s own (ie. Site CTMS). Both suite names and product names, should always be capitalized.

✔ Verily Viewpoint

✘ Viewpoint

Suite name in plain text

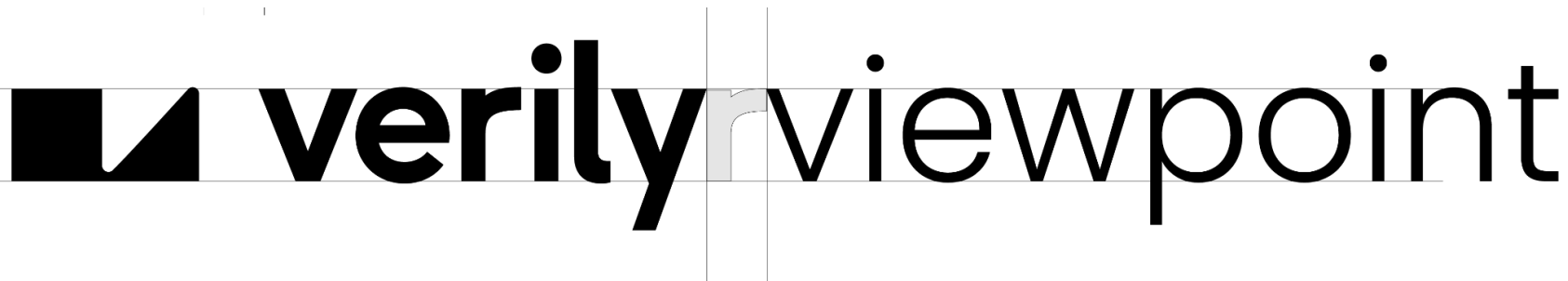
Verily Viewpoint Site CTMS is changing the game for CTMS solutions because it’s been designed by researchers, for researchers. By removing the burden of juggling multiple files and systems, Site CTMS optimizes research site operations with visibility and tracking, enabling high-quality data collection that can power more precise research analyses.

First mention in content vs. throughout content

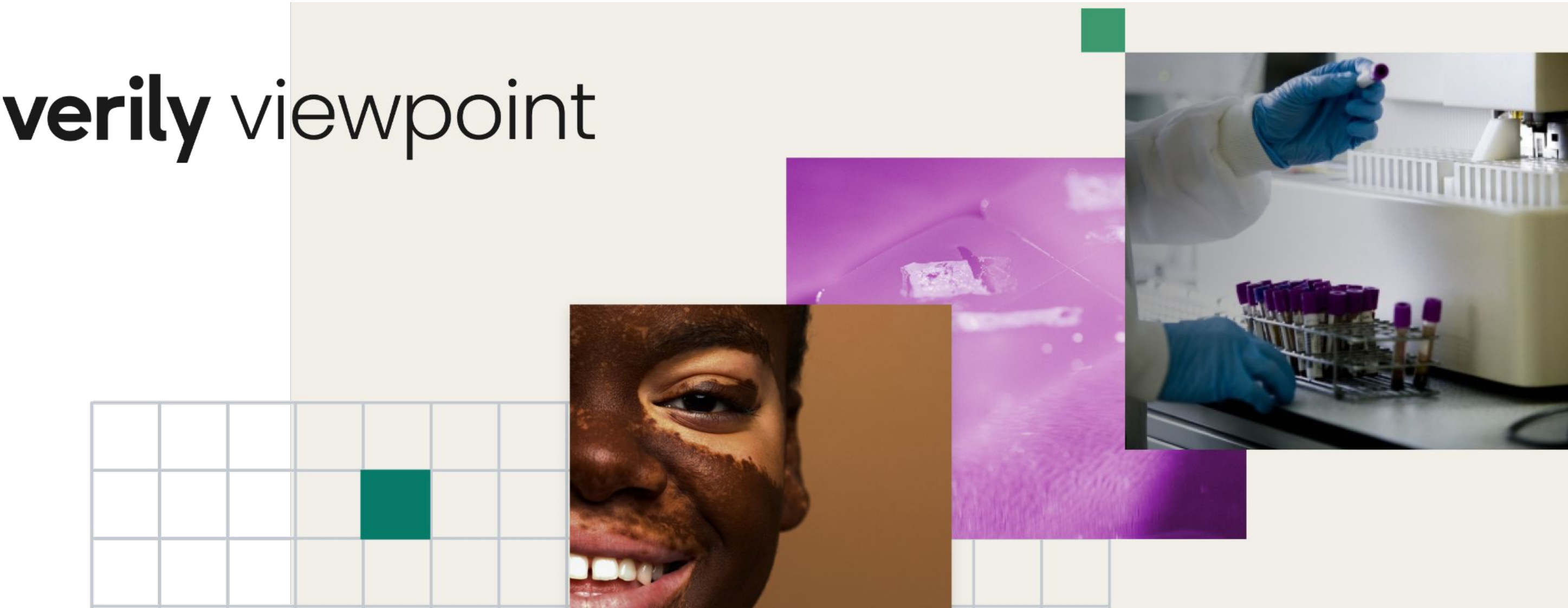


B2B

Clinical Research

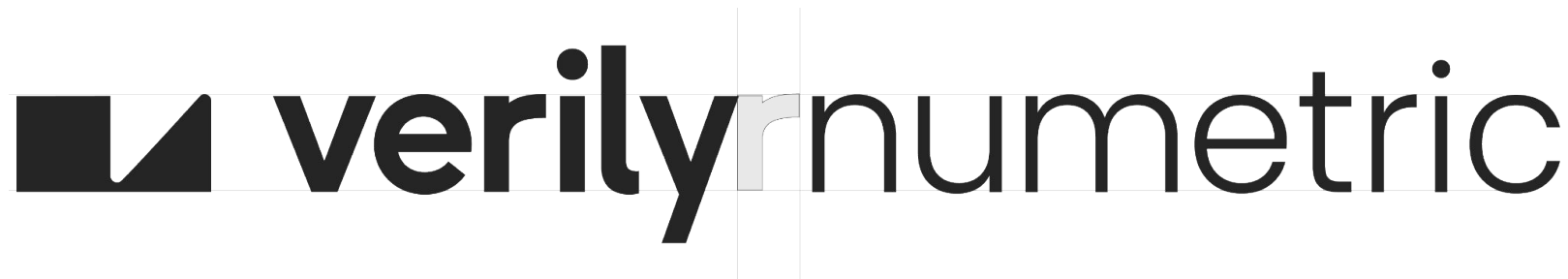


Seeing more evidence with
greater depth and
generalizability over time.



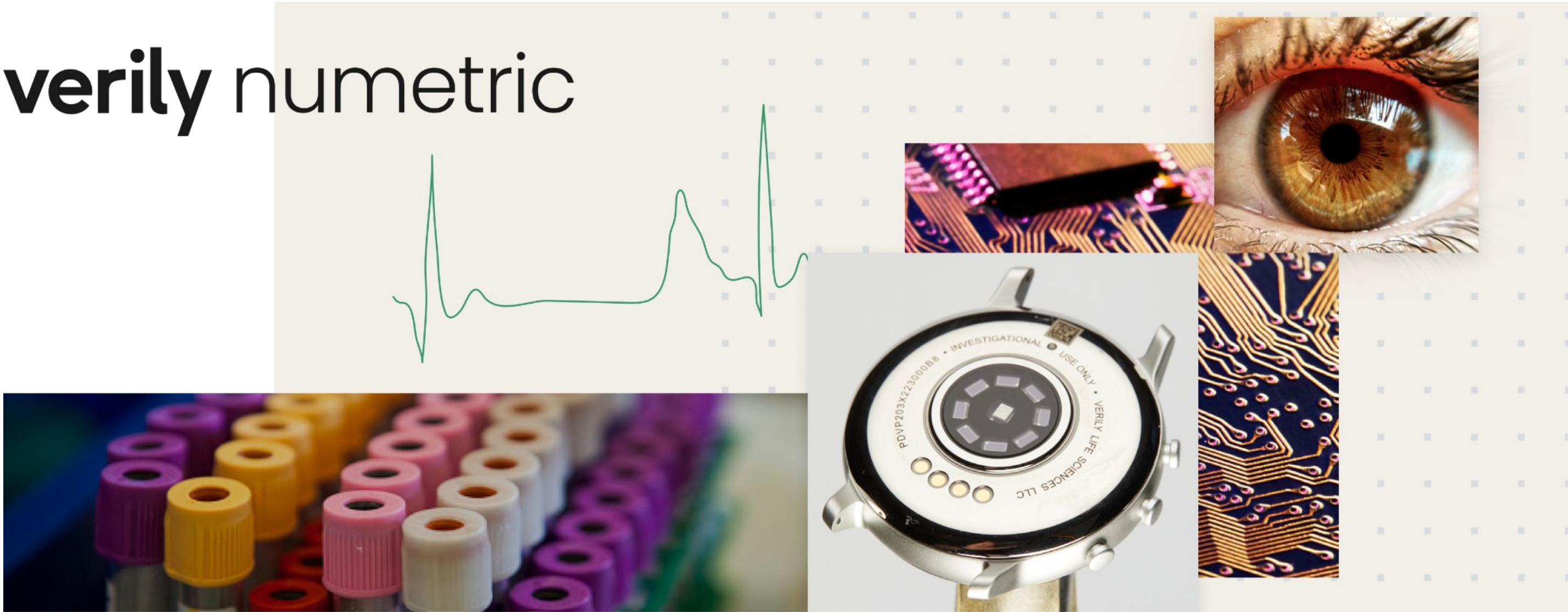
B2B

Precision Measures



Illuminating better care
decisions at the moments that
matter.

verily numeric



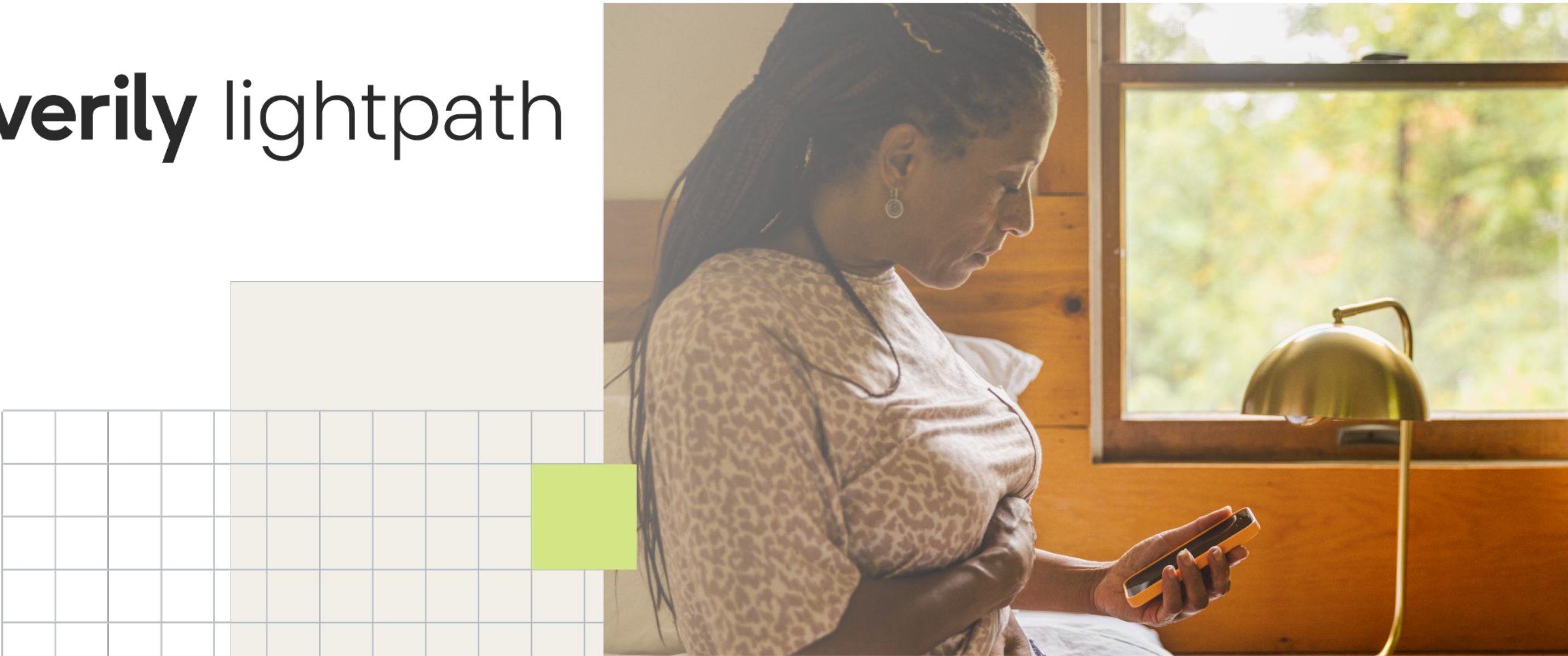
B2B

Care Management

 **verily** lightpath

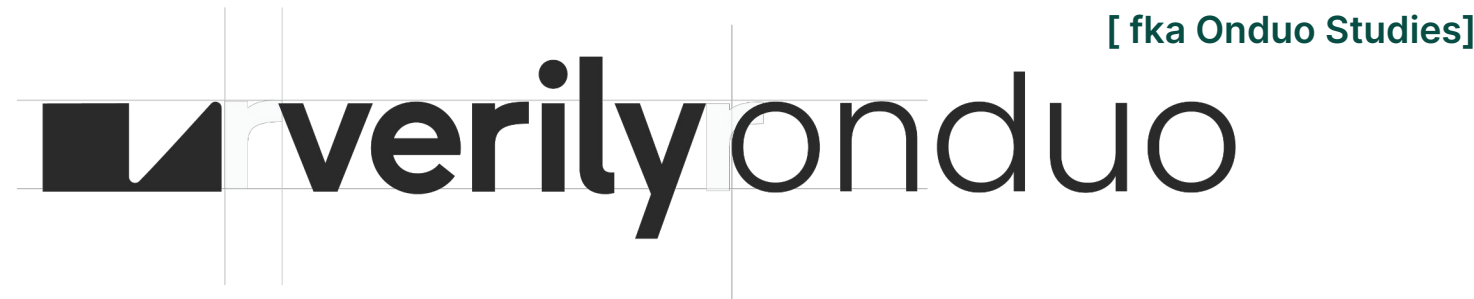
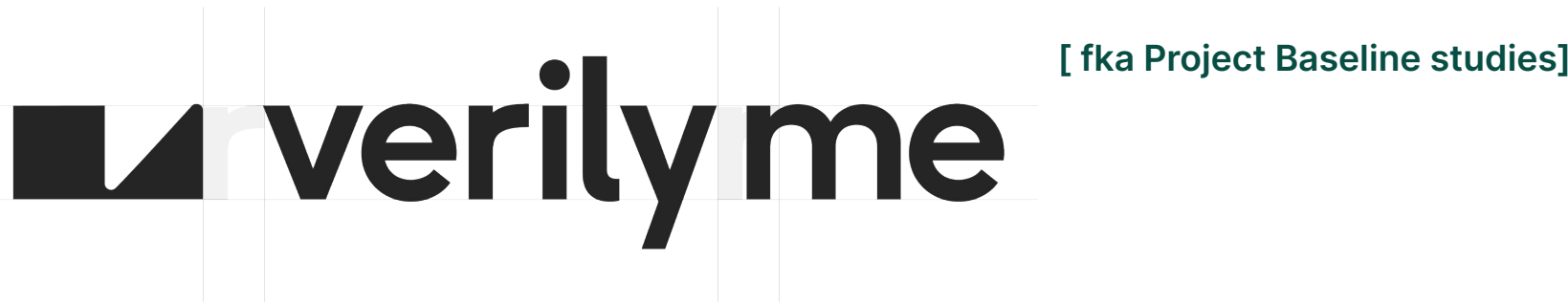
Generating novel insights
through precision measurement.

verily lightpath



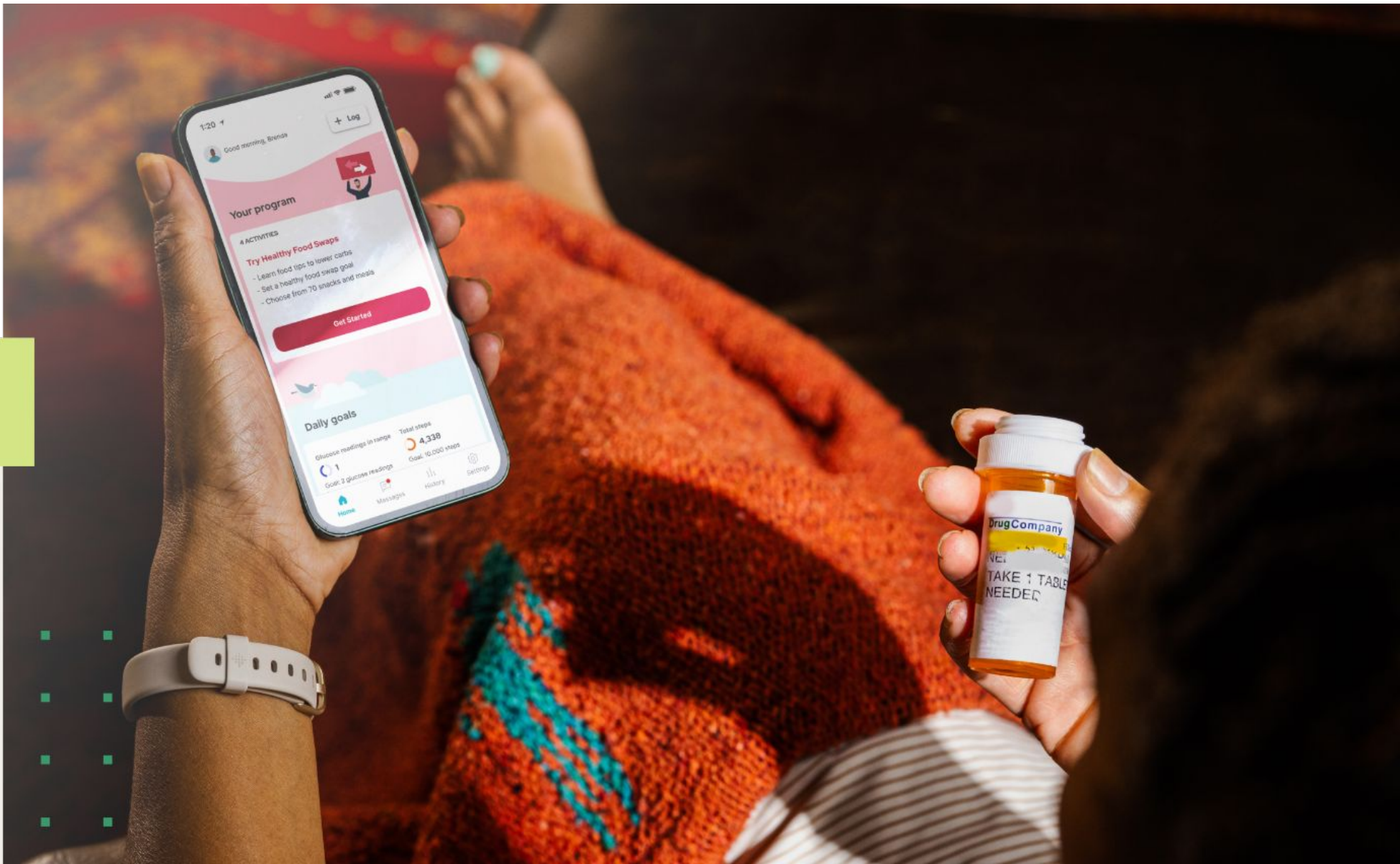
B2C

Individual Health



Tailoring care and research to
the needs of every user

verily onduo



verily me



Naming & usage

When locking up the Verily me logo lockup, exclusion zones apply. Separation between name and lockup should be equal to the space of half letter 'r'.

Lockup

For brand recognition, the Verily logo in full (icon & wordmark) should always be used together with the name. In instances where scale and size are an issue (in-product, etc.) an alternative 3 story lockup is available.

Color

Preferred logo is in color but a knocked out white and black version is available.



Preferred lockups



Alternative lock-up

(only to be used when scaling will not allow for the preferred lockup)



Color



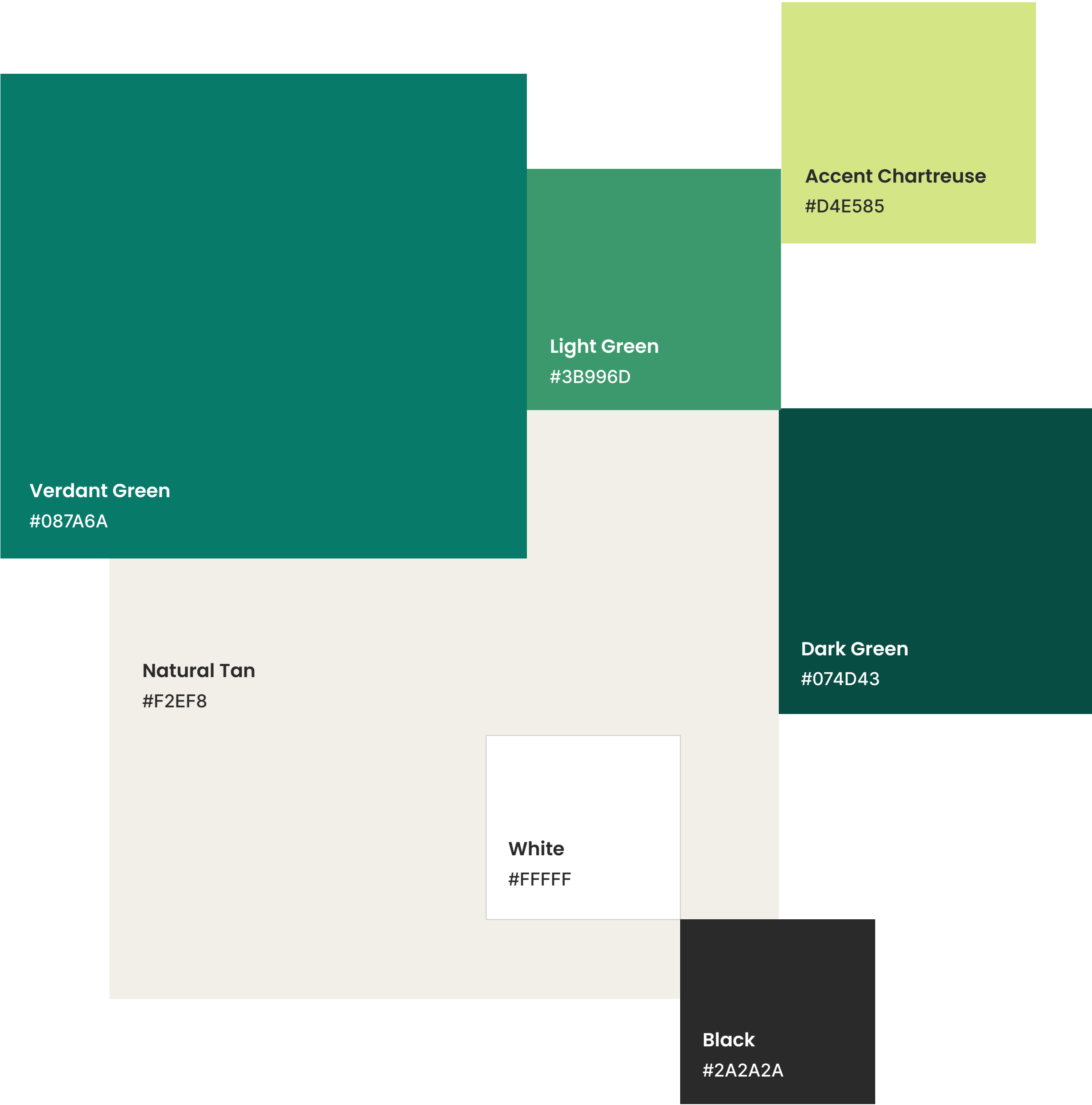
Color system attributes

The Verily color system exudes energy & symbolizes renewal—standing in stark contrast to the traditional players in healthcare. It's roots originate in the verdant color space which is synonymic for concepts like: renewal, growth and forward movement. These are all signals of a new change for the Verily brand.

vibrance
growth
health
awakening
safety
compassion
calm
hope
comfort

Primary color palette

Our **Verdant** color palette is **Kind, Warm and Welcoming**. The visual scale of usage is represented on the right with appropriate scaling.



Scale of color

Canvas.background

#2A2A2A #FFFFFF #F2EFE8

Tertiary.highlight

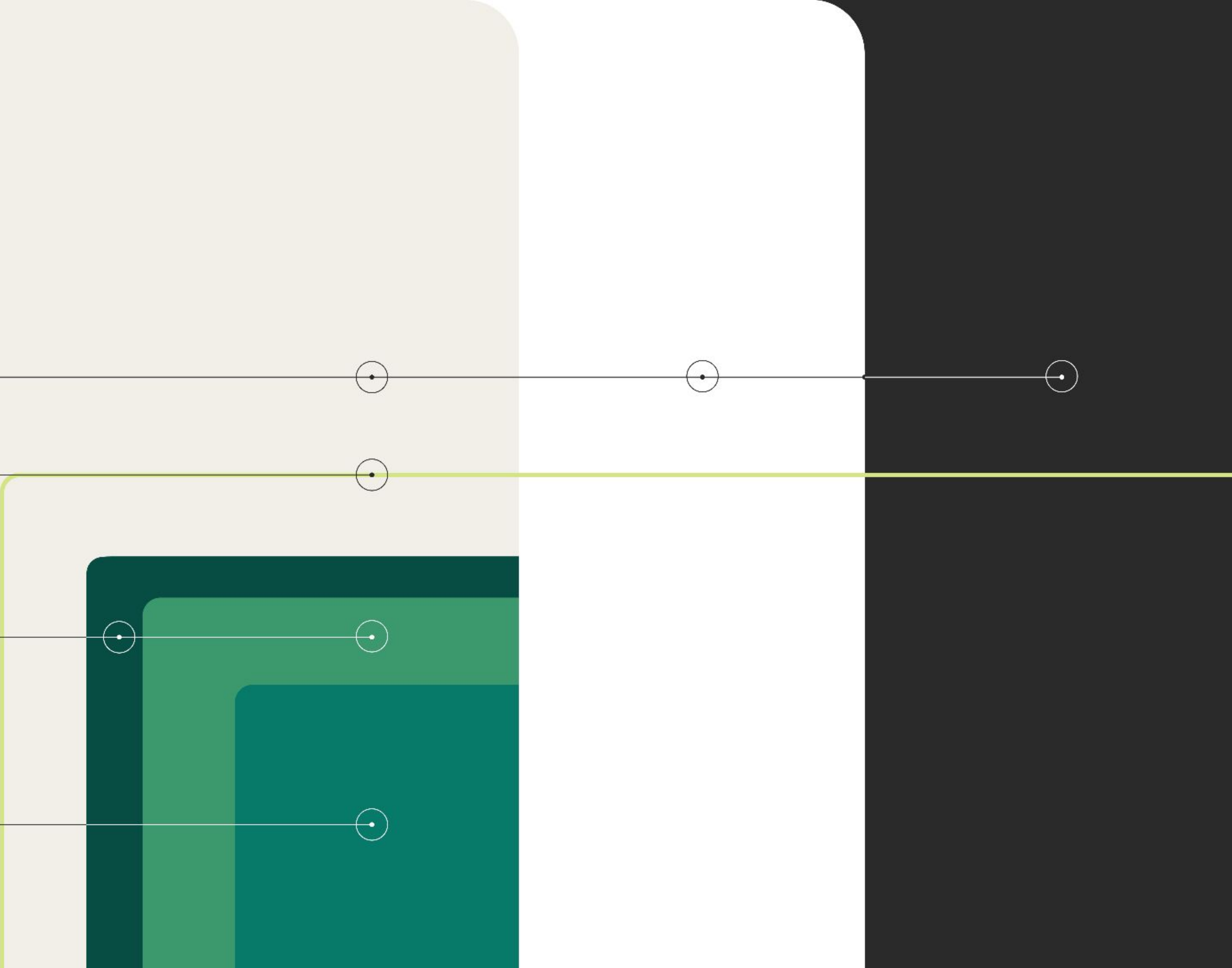
#D4E585

Secondary.supporting

#3B996D #074D43

Primary.brand

#087A6A

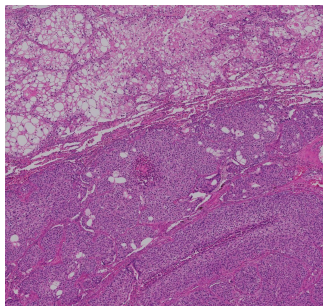
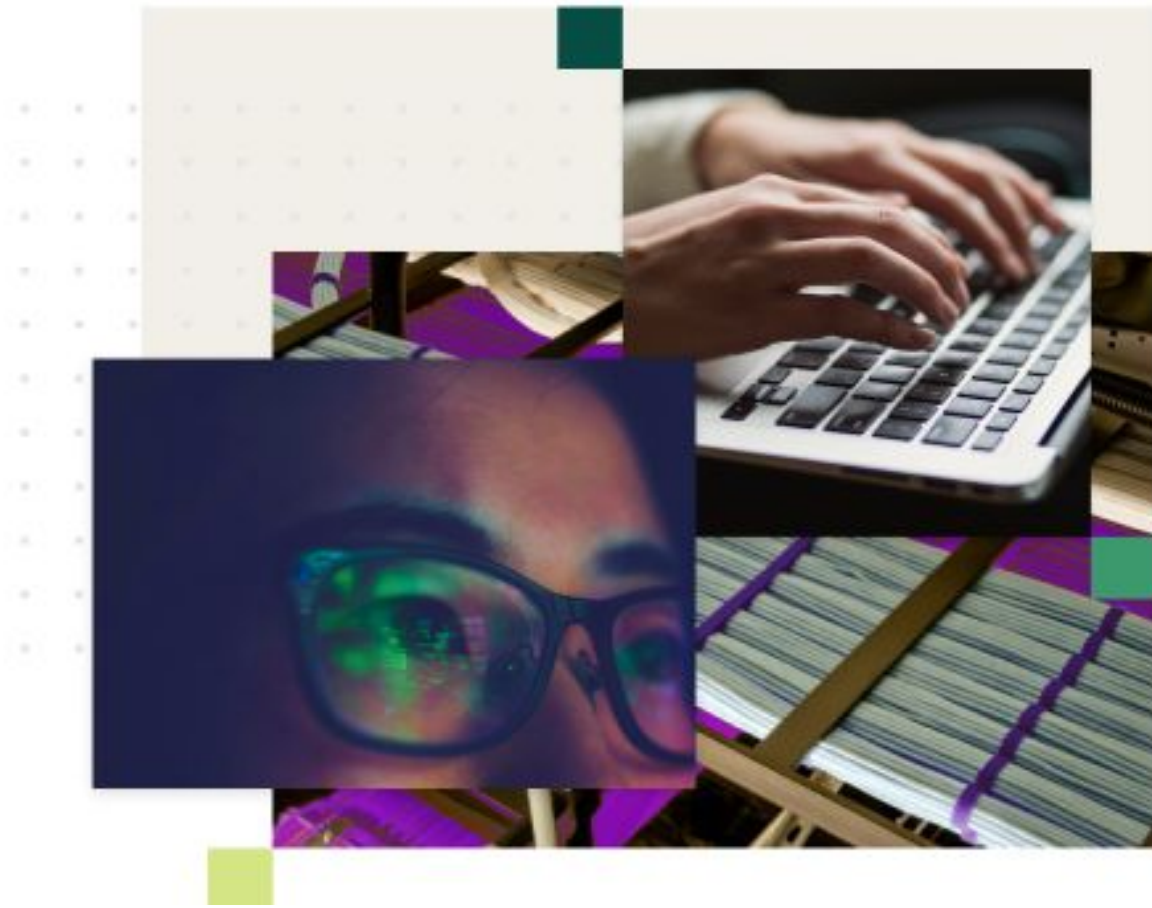
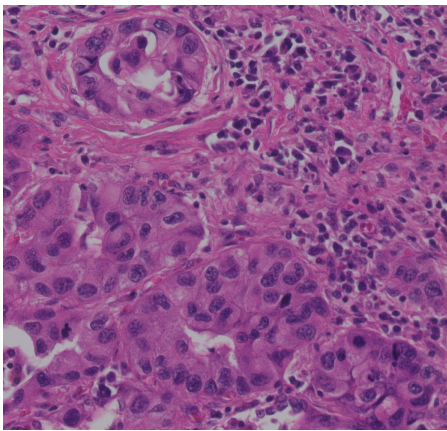


Secondary color palette

We refer to our to our underlying data and technologies as ‘**Verily Violet**’. It is the connecting thread to our core tools, solutions and products. Some creative executions can have a certain amount of violet/purple tone to help land the metaphor of the AI and ML foundation.

The secondary color palette (verily violet) can only be used as a thematic and photographic element for B2B executions where science or technology is the focus.

Humanity or consumer first creative should never reflect this secondary thematic of infused violet/purple.



Measuring health more completely and precisely

verily numetric

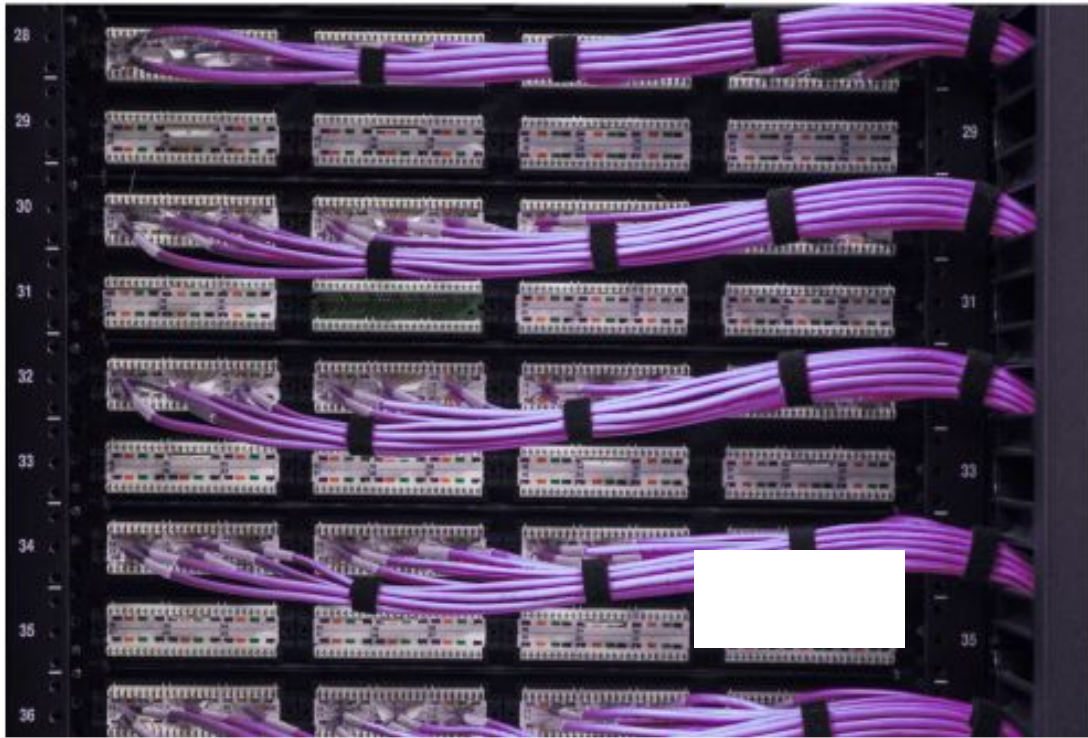
Precision measurement solutions that sharpen our views of health and disease to create richer, more diverse datasets for fueling medical discoveries.

[Request more info →](#)

Data management

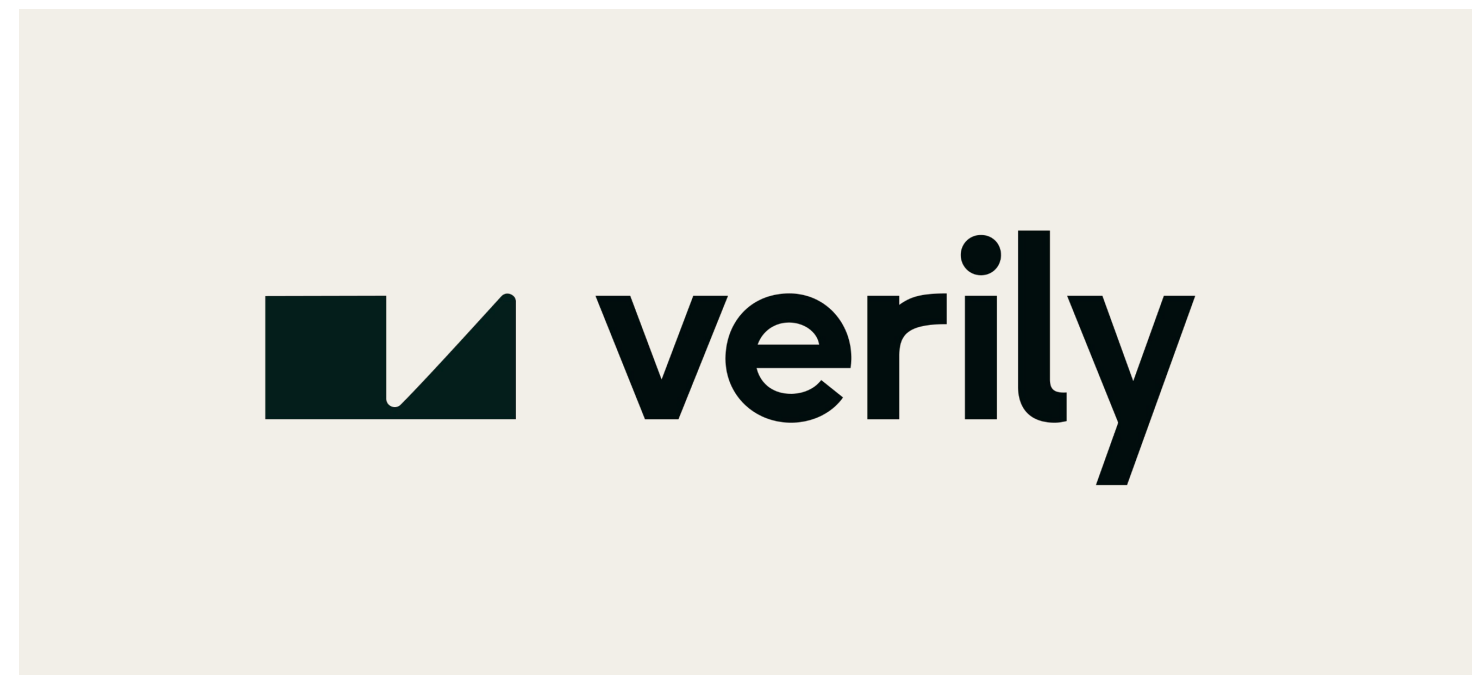
Driving speed with cloud-based analytics and Alphabet DNA

Our cloud-first approach, advanced analytics and AI expertise enable us to collect, organize, enrich, and activate petabytes of data aligned with our customers' unique needs, and delivered at just the right time.

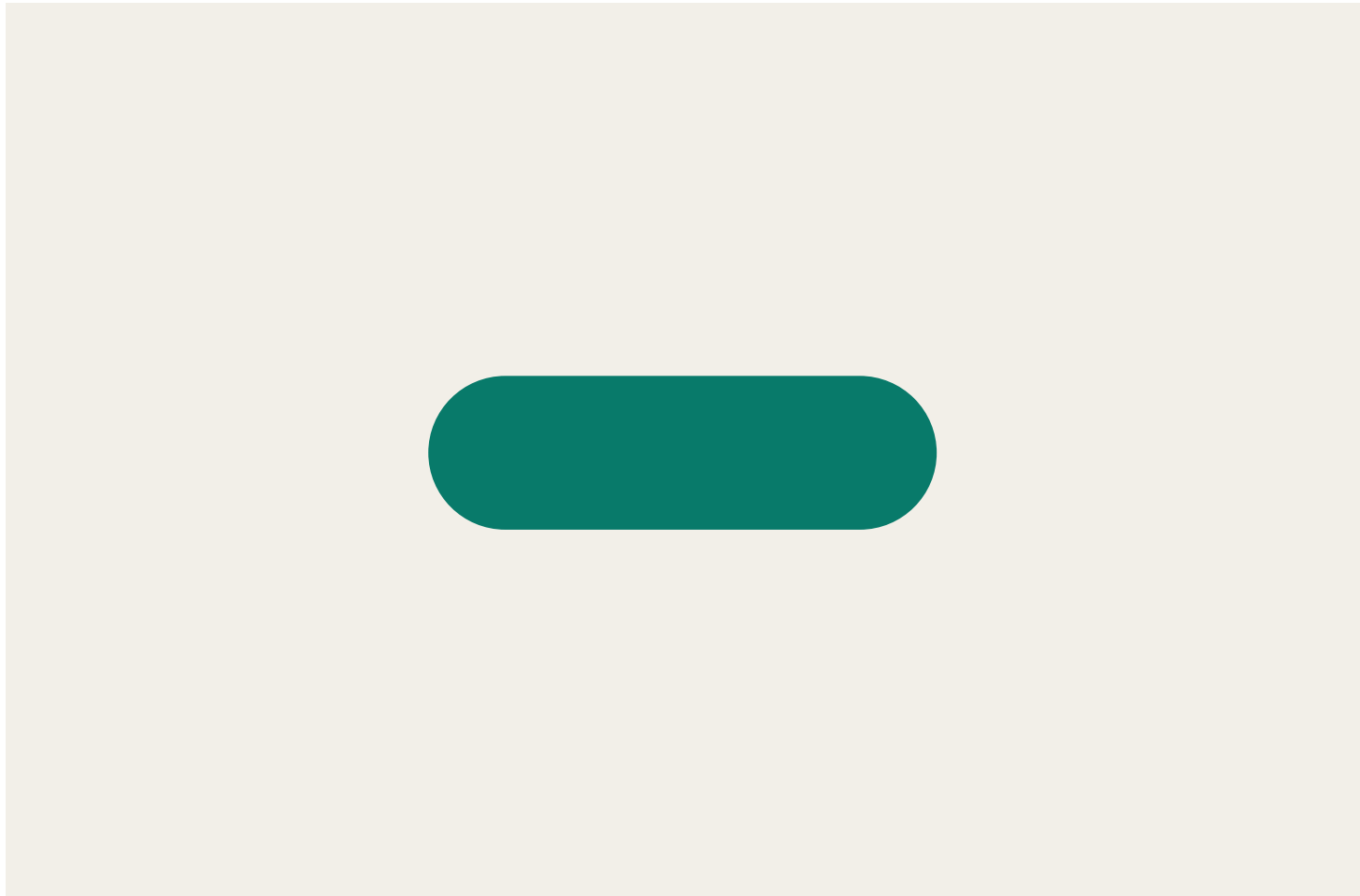


Color for logo usage

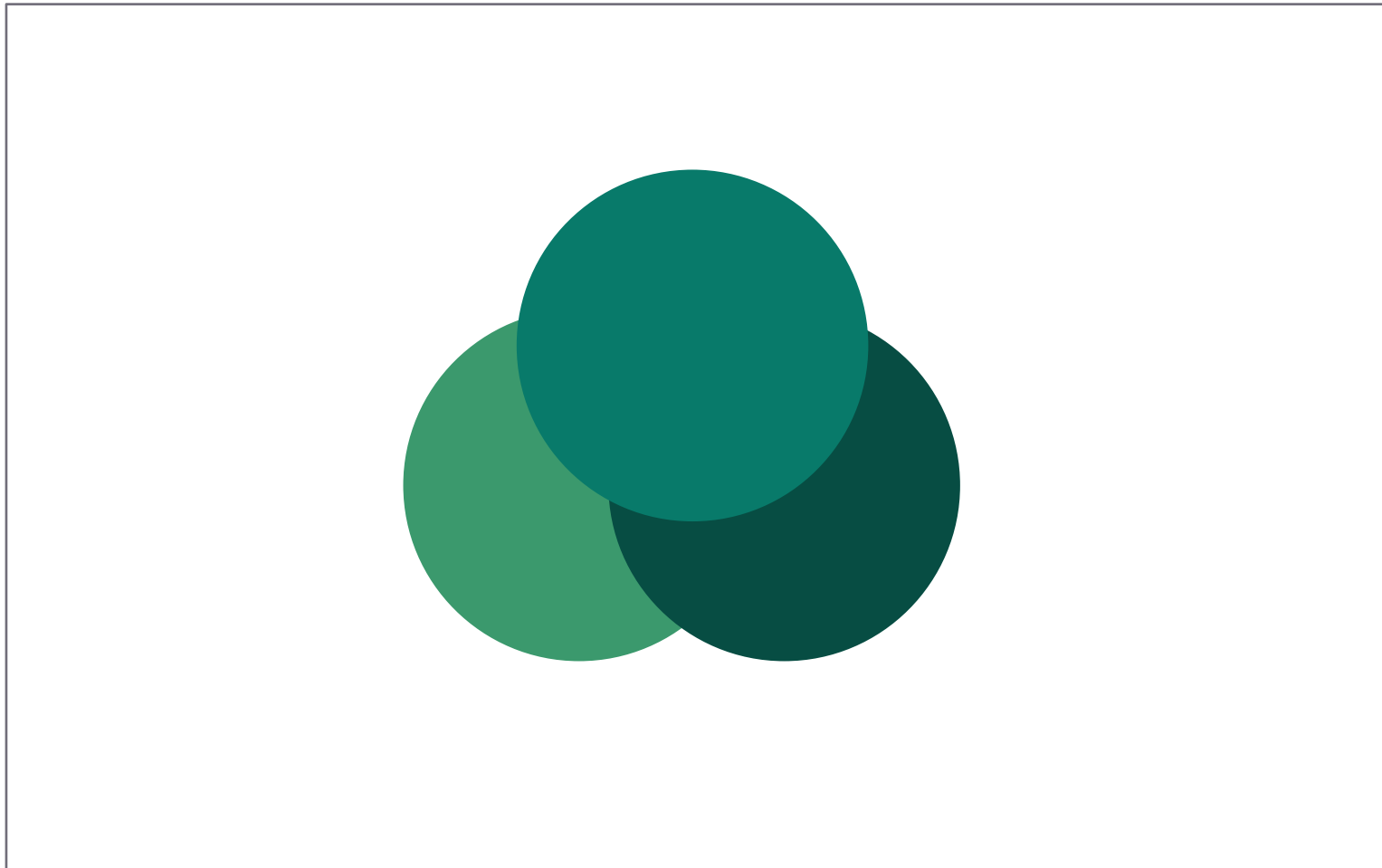
Color logos are always preferred on lighter backgrounds with black and white as secondary executions when on darker backgrounds.



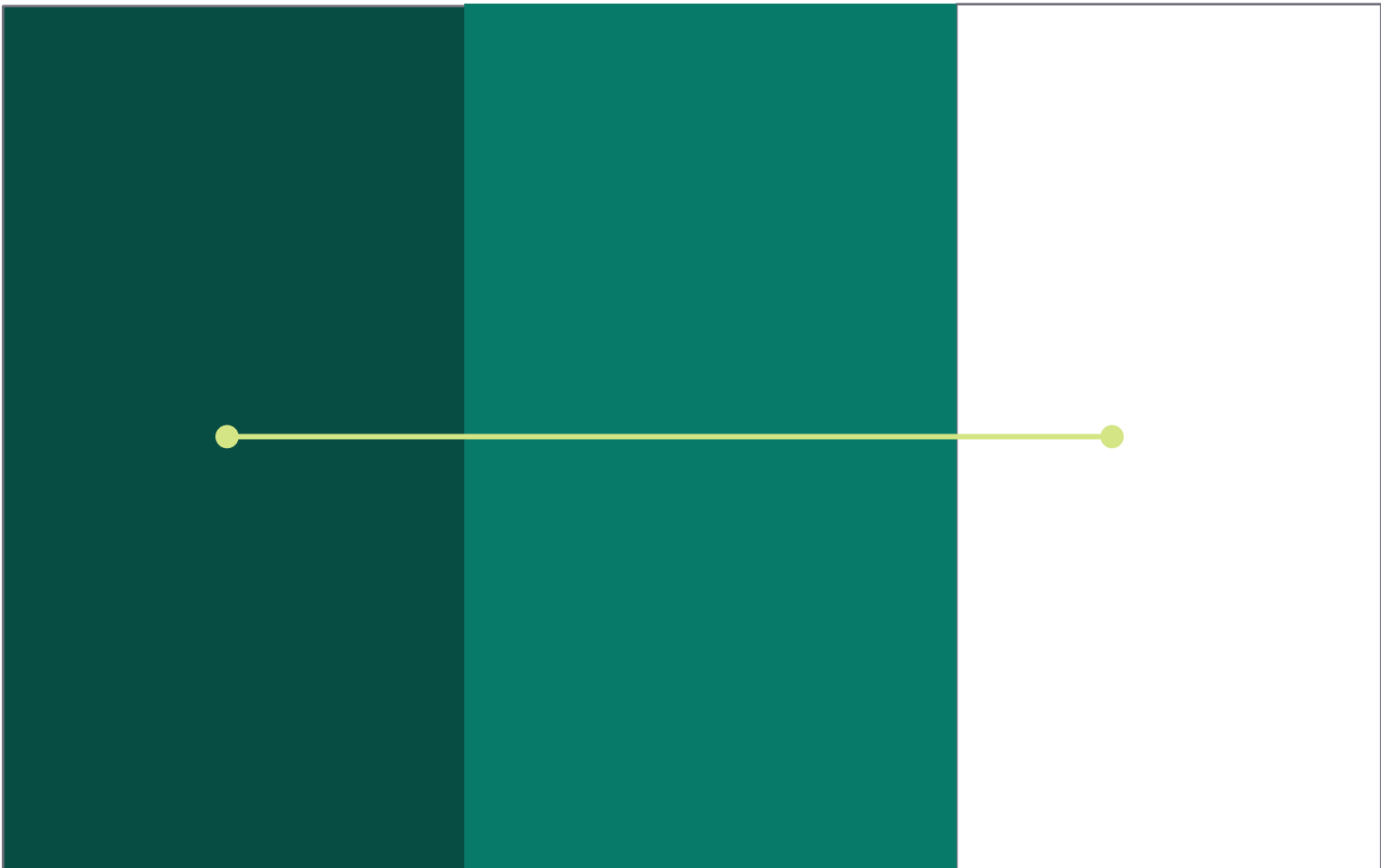
General usage



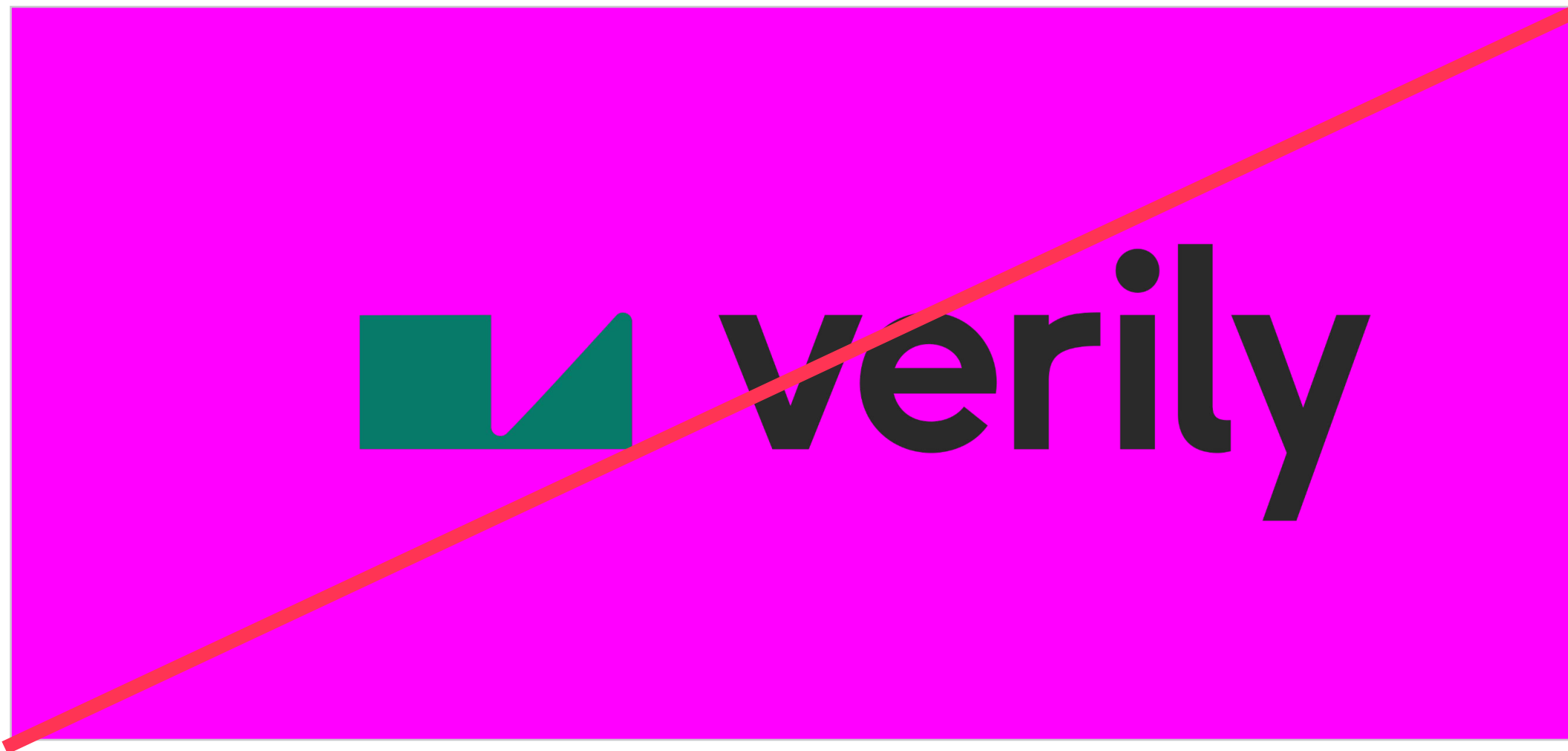
Verdant green should only be used on light backgrounds such as tan or white with reserved scale. Large washes and canvas colors are reserved for Natural Tan and for specific marketing executions only guided by the creative studio



Shades of the Verdant green primary green are provided in order to help create complimentary color palettes.



#D4E585 Accent Chartreuse should only be used for highlights, or pop of color.



DO NOT Create new colors unless otherwise noted in specific secondary and tertiary palettes.



DO NOT Mix Core brand colors to create gradients unless otherwise noted in specific secondary and tertiary palettes.

Typography



Poppins

Headlines

The promise of precision health.

Inter

Body copy, buttons, eyebrows

Precision health leverages data from a wide variety of clinical and non-clinical sources to arrive at the best intervention for a person or community.

H1 **Poppins** is our headline and display font.

H2
A geometric sans serif typeface with
rounded & pleasant letterforms.

designer note

Headline.
↓
Headline.

Whenever possible an alt version of the lowercase **a**
must be used to help with legibility & accessibility for
smaller use-cases and digital executions.

Poppins matches well with our new
logotype and is a powerful yet friendly
headline option with accessibility built
into character variants for both
marketing and products for when we
really need to tell that up-front
message.

Inter is our go-to workhorse typeface.

Selected to support **Poppins** in more functional moments from everything like body copy to small eyebrows.

Chosen for the most detail and focus on accessibility and affordance of awareness. Editorial long form reading and other accessibility requirements. Inter is the preferred choice when meeting string UX/UI guidelines across a variety of digital, web, print and product applications.

Arial

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz0123&#

System safe alternative font for the rest of us.

Arial Arial may ONLY be used in cases where the Primary Typeface Poppins is not available for such cases. Examples may be: main body copy of a letter, email where a default system font or browser font is rendered, etc.



Tone of voice



Guidelines for achieving a brand voice that is **human, kind, courageous and objective.**



Hello all.

Human

A brand that never loses sight of the fact that we are working to help real people facing real health challenges.

Center connection, dialogue and community — show the people behind the tech — lead with real-life stories — understand customer pain points

Kind

An ethos that respects and honors the individual life journey of everyone.

Be ethical + transparent — be humble don't over promise — we are not a savior, we are an enabler — educate, empower, add value — understand lived experience of living with chronic conditions

Courageous

A spirit that embraces focused disruption to innovate new, better health solutions.

Share possibilities vs. limitations — don't shy away from hard problems — use simple, focused language

Objective

A point of view rooted in evidence & data that reflects truth.

Lead with data not subjective opinion — editorialize + be provocative only with supportive data — don't politicize



Providers & Payers

Who need better evidence and tools to tailor care to individuals and better data on which to base care and coverage.

Researchers & innovators

Who are seeking better tools to generate evidence, develop products and speed their time to market.

Participants & Patients

Who can trust Verily with their data to learn more about their health and have an impact on accelerating better treatments for everyone.

Our employees

Our extraordinary mission requires extraordinary people.



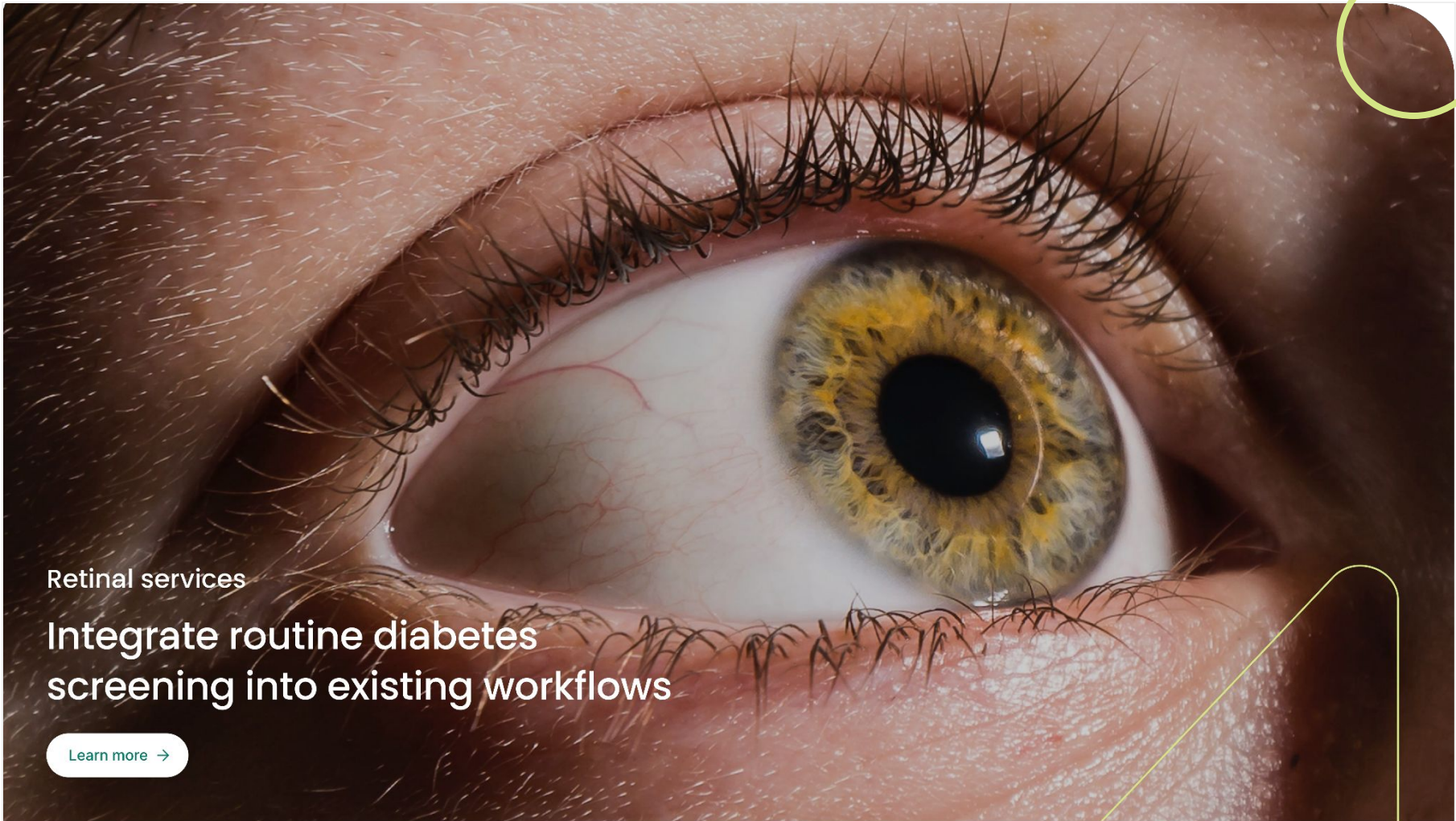
Brand expression



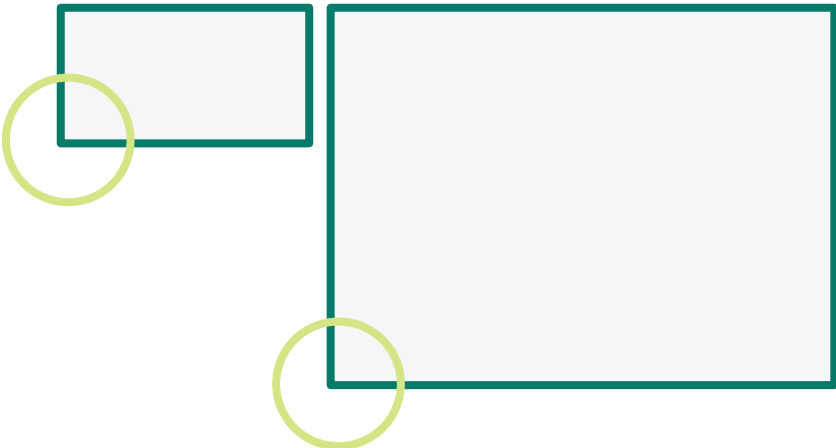
Framing is everything

When cropping images, please only round one corner of the image and leave the others hard edged to represent the hard edges of our technology and solution tools; while paying attention to the soft round edges of the humanity aspect of our brand.

Round edges are mostly reserved for hero images and full bleed applications.



Inside sightline



Latest innovation



Onduo
Lorem ipsum dolor sit amet
consectetur.
[Learn more ->](#)



Studywatch
Lorem ipsum dolor sit amet
consectetur.
[Learn more ->](#)



Brand expression

Abstractions of the mark

Outlines of the mark can be used to visualize the intersection of humanity and technology.

Lines and outlined segments of the mark can be used to draw a literal connection between two elements or to add visual interest to a layout.



Abstractions of the mark

The ‘point’ or negative “v” segment of the mark can be used to draw focus or indicate something in a layout.

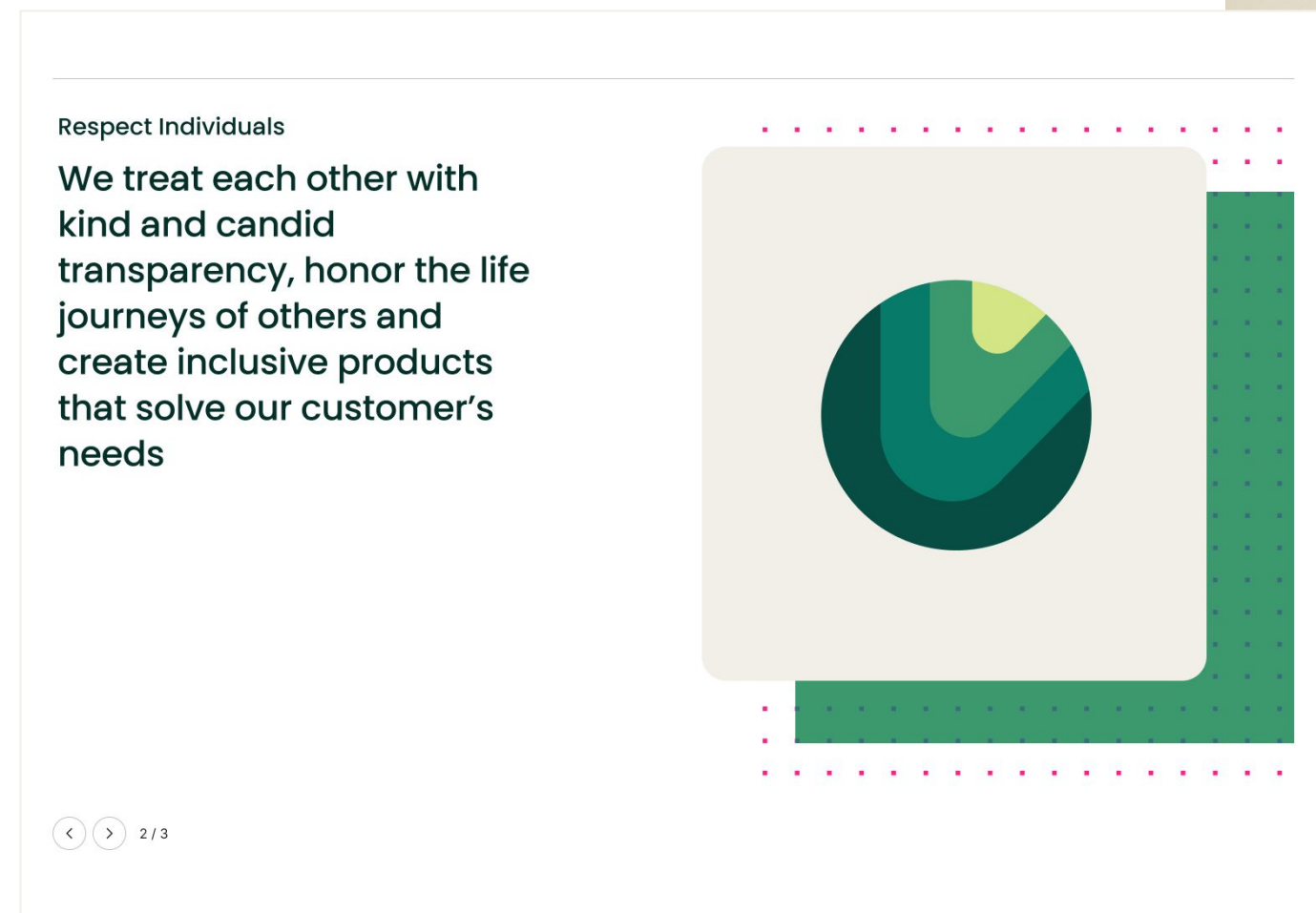
The point can also be used to denote conversation or communication, similar to the point in a speech bubble.



Abstractions of the mark

The Verily mark can be used to create patterns, textures or clipping masks.

When exploring these uses of the mark, approach with caution. Ensure that the mark is still recognizable when cropped. Soft edges and round shapes should remain, so as to preserve the creative outputs approachability.



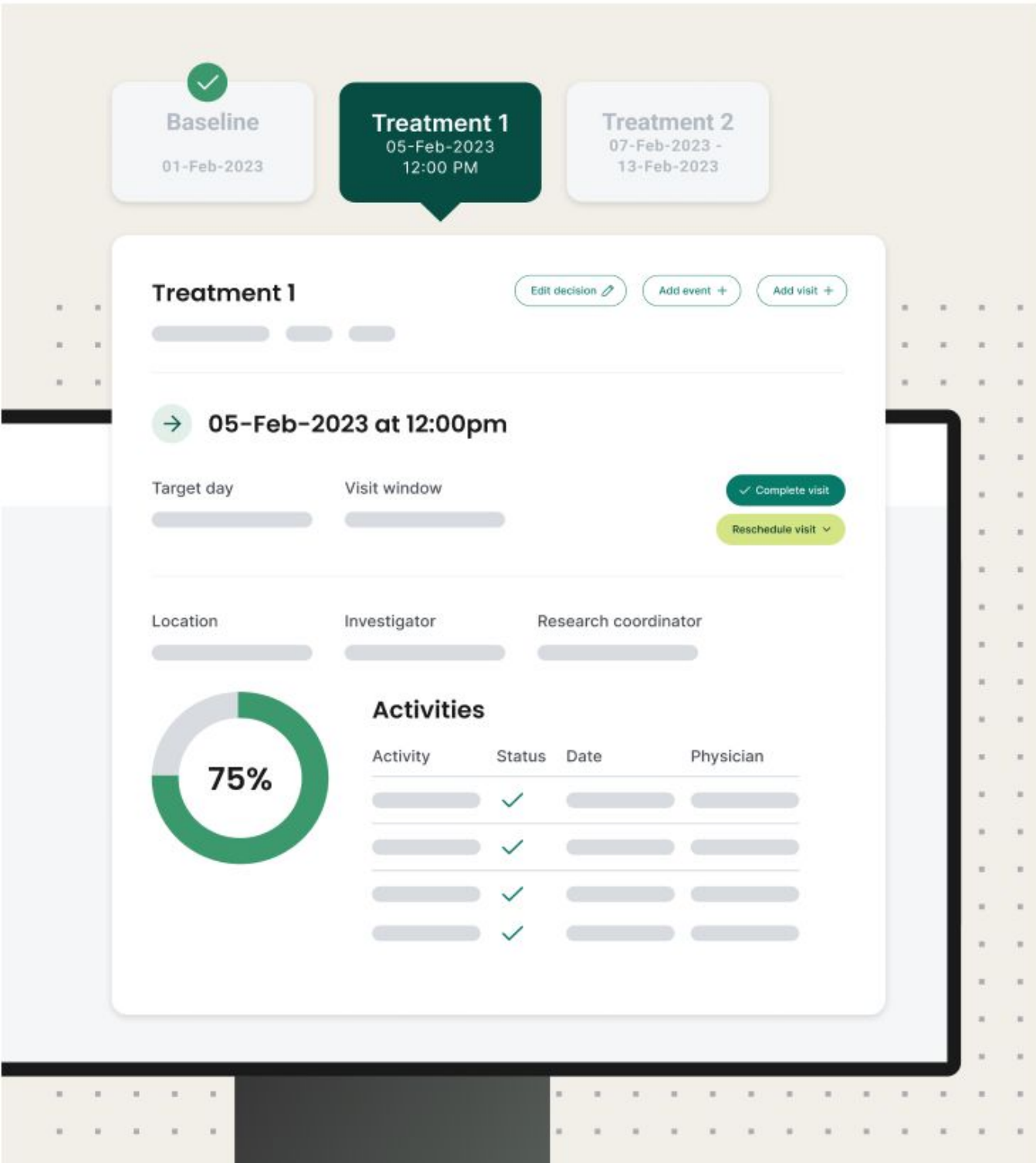
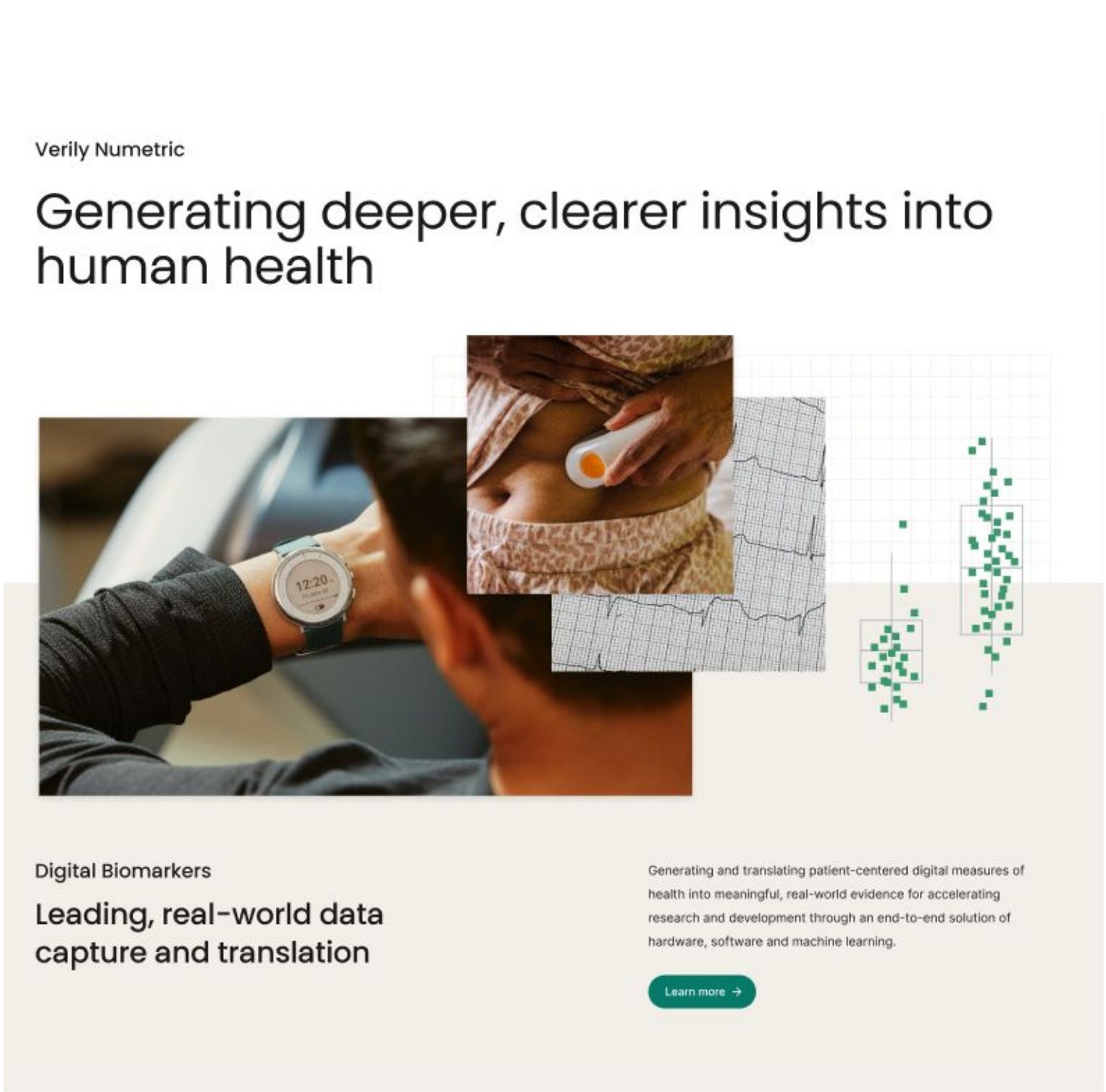
Brand expression

Texture & Patterns

Combining the Verily mark in a set of patterned textures can often provide a subtle yet sophisticated canvas. This can be leveraged for brand elements such as packaging, large scale banners or digital displays.

Dot grid patterns in small, medium and large scales can also tell the right story.

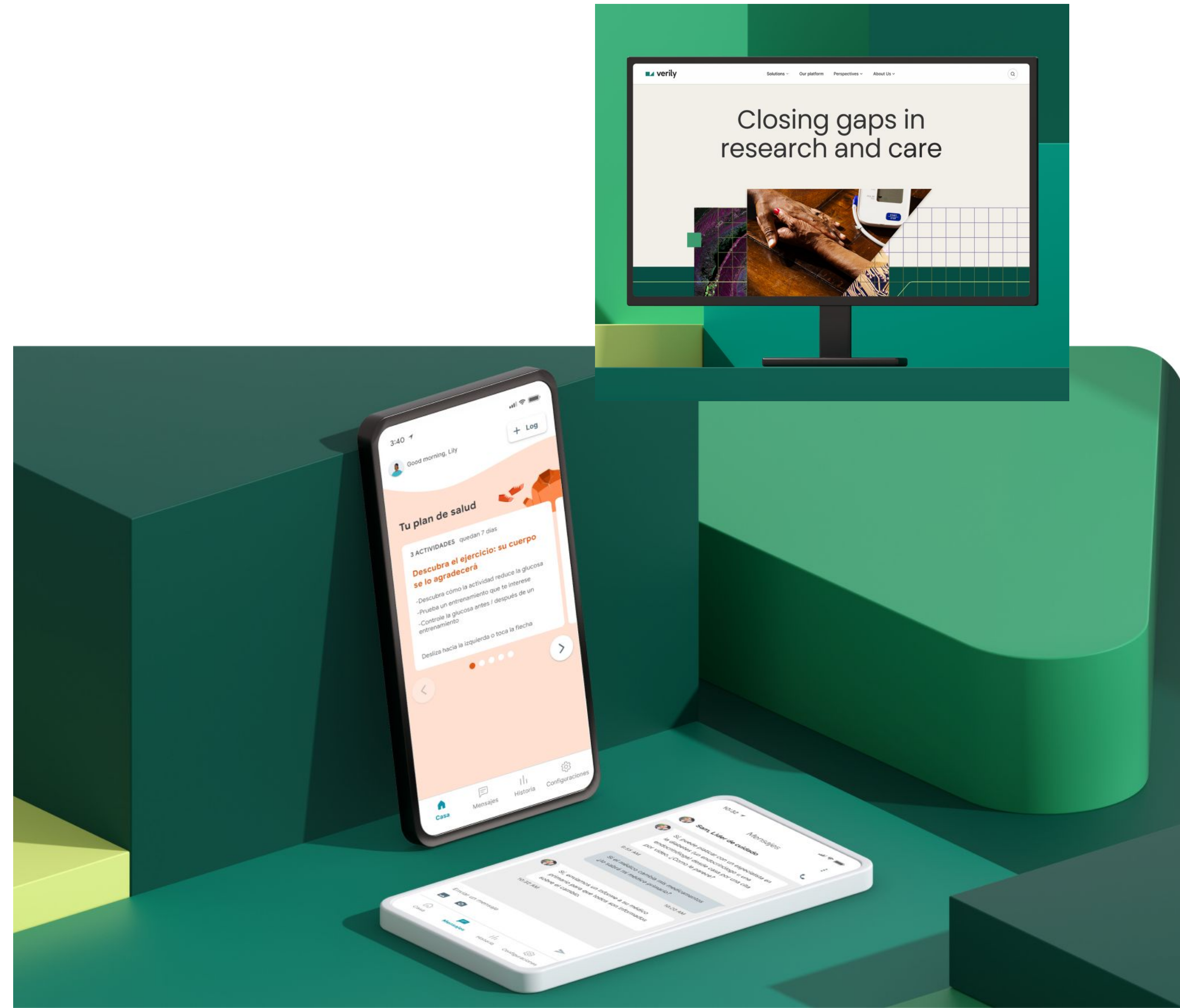
Always refer to the provided vector files for scale and style of patterns.



3D Environments

For carefully crafted marketing executions of our product in full color 3D environments, a set of spatial environments can be used to help bring the digital into the tangible world.

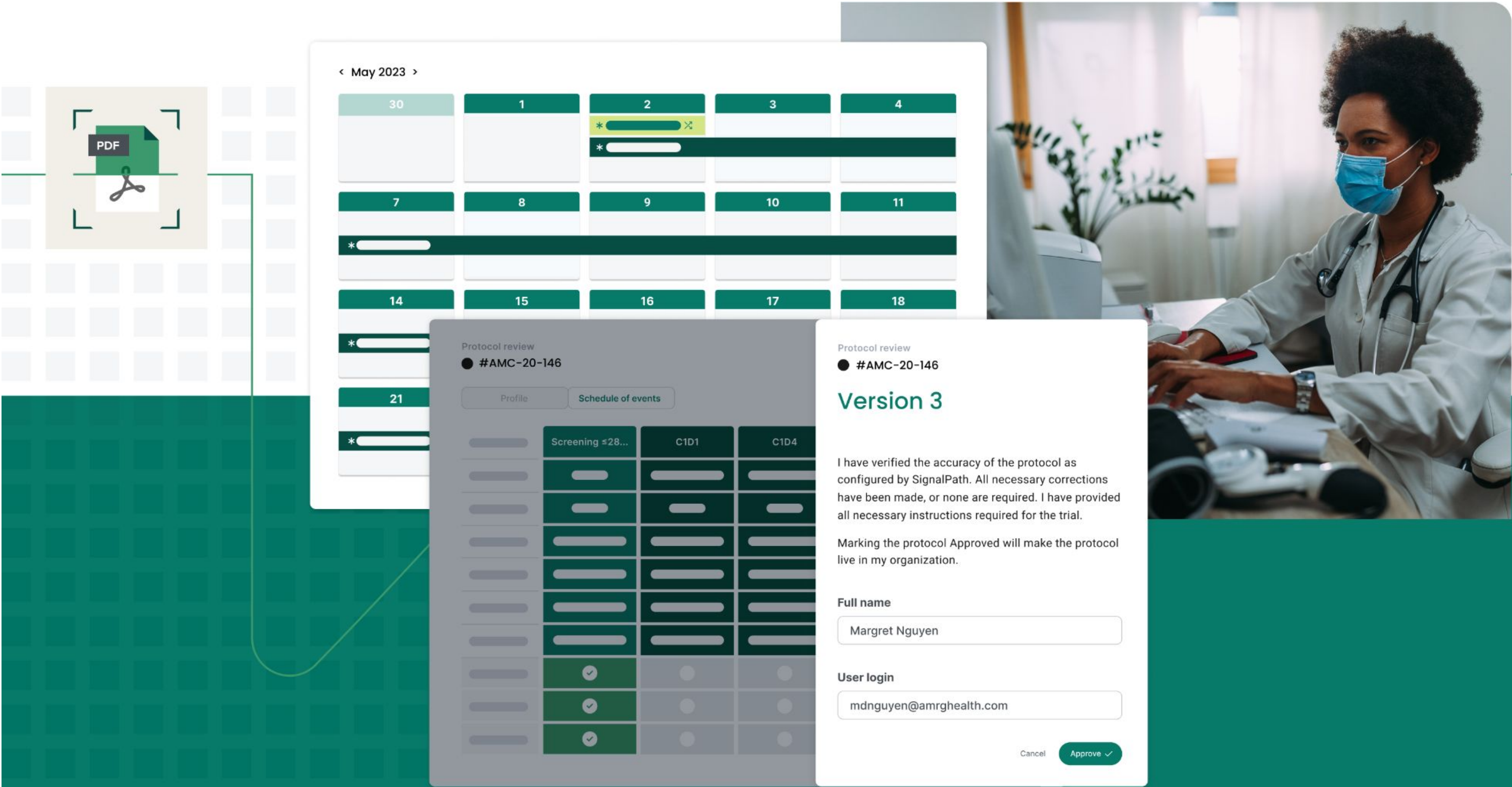
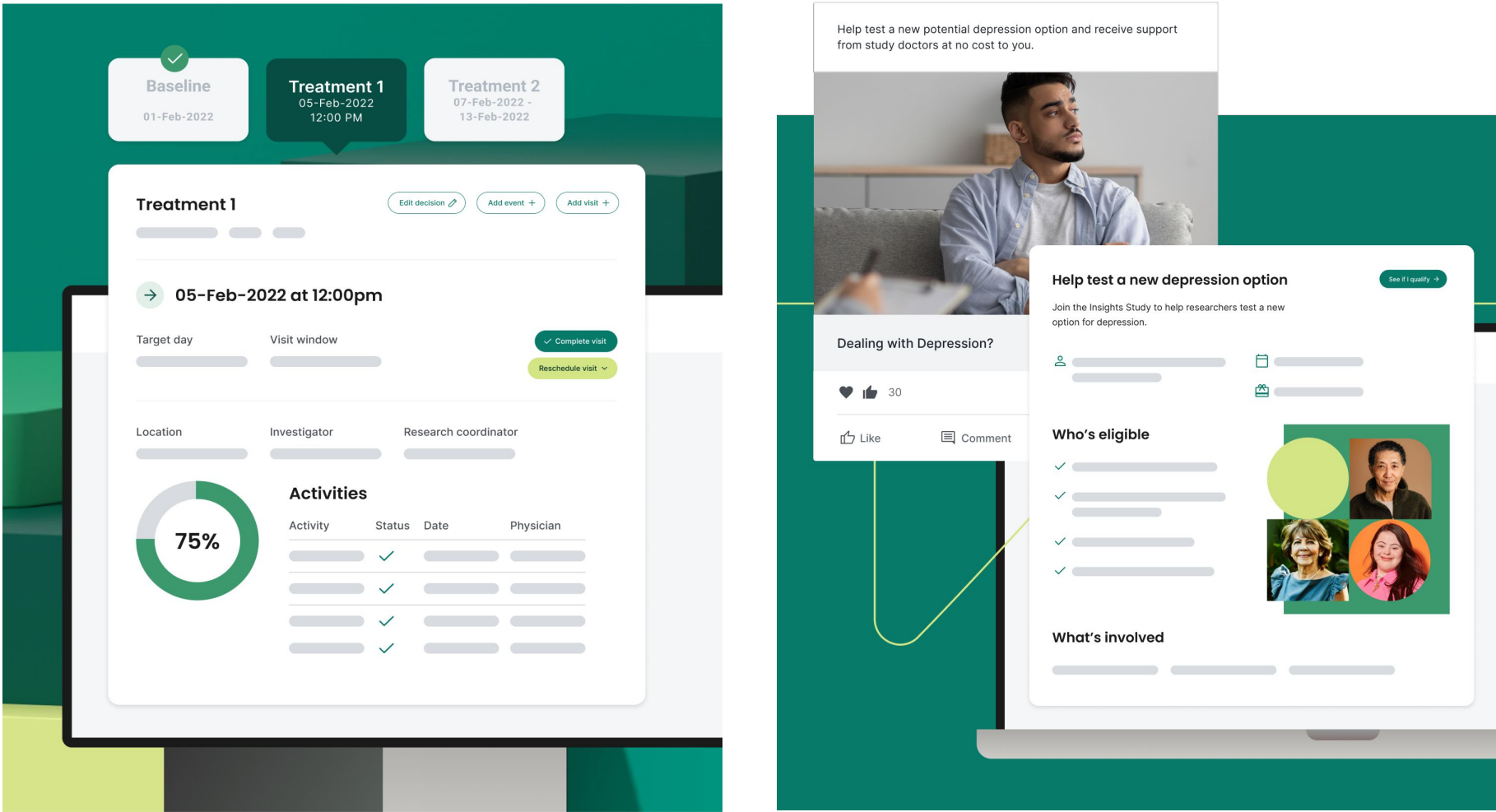
Round edges of the Verily mark and 'V' notch, stacked with more angular hard edges can form a fun and whimsical landscape to help inject full color of the system.



UI elements

When showing our product UIs in marketing executions, condensing the content into features of the product are preferred where the design system can be expanded and focused. The ‘V’ notch and stroke line can be used in combination with these UI elements to connect the broader design system. Photographic elements help tell the user story without overcomplicating the visual landscape.

For detailed UX component libraries within the product itself, we’ve dedicated figma libraries to help utilize the system in the correct way.



CGI & 3D renders

Early-stage Verily products may not be available for photography and can instead be represented using CGI or 3D renders.

The art direction for these should be the same as with any other product photography (see previous page).

designer note

For generation of CGI or 3D content, please work directly with the Verily Creative team.

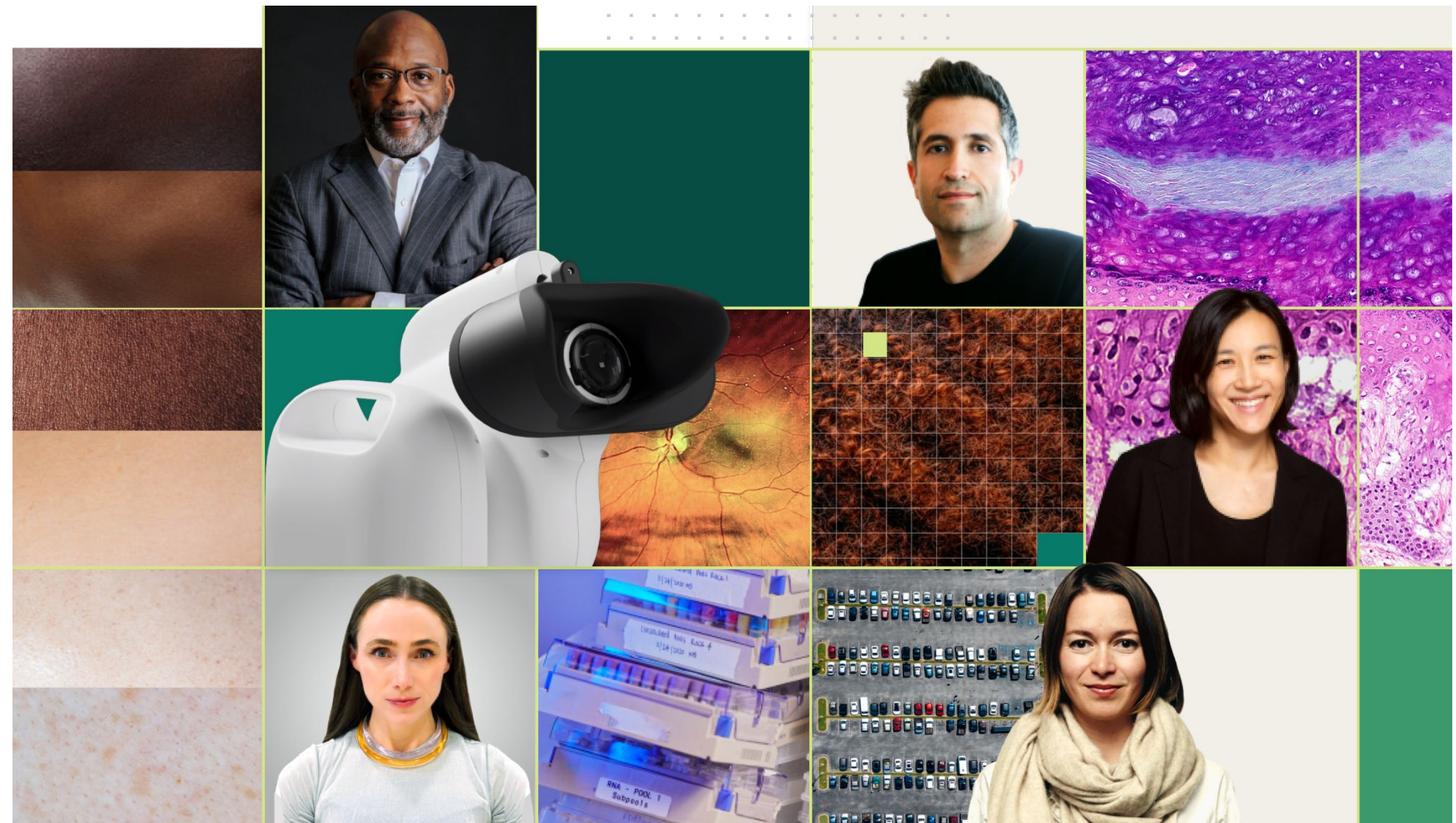


Brand expression

Collage visuals

For editorial visuals that tell a multi-layer story or complex concepts, a collage visual esthetic can be leveraged to create depth and intrigue with a modern approach. Our editorial stories on our Perspectives blog are a great place to expand upon this visual language.

Grid systems in varying sizes can be used in composition with photographic elements to help tell the broader story.



Photographic textures

Verily products and services can be visually represented with 3 photographic thematics:

Human textures. Macro human skin tones and elements of the human body such as retinal textures tell the human story.

Micro technology. Fiber Optic cables, stacks of servers and microchip components translate the top tier technological capabilities.

Biological textures. Microscoping organic textures such as traditional h&e stains, connect us to the rigorous scientific pursuit.



Photography



End users & consumers

When capturing people in photography, show a diverse set of users—diversity of age, skintones, health status, and beyond. Partners and patients alike should be shown interacting with our products in the context of everyday life experiences. Image styling should be candid, suggesting they may have been user-generated. Subject and environment should be relatable. We want to give viewers a sense that they are seeing directly into the lives of our users.

Verily people photography should reflect these fundamental attributes:

Authentic, ownable, accessible & inclusive



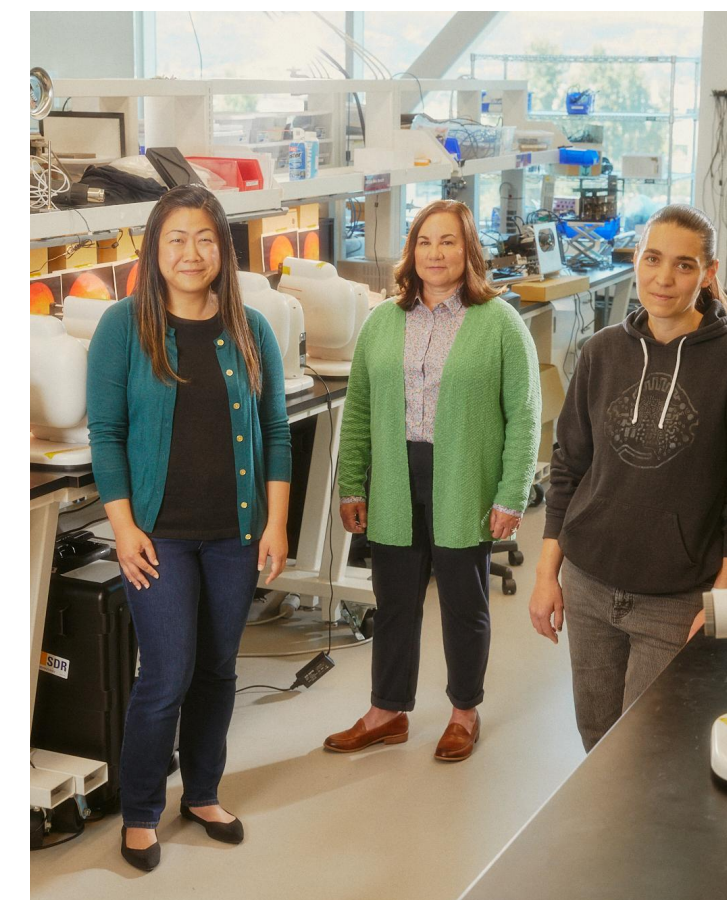
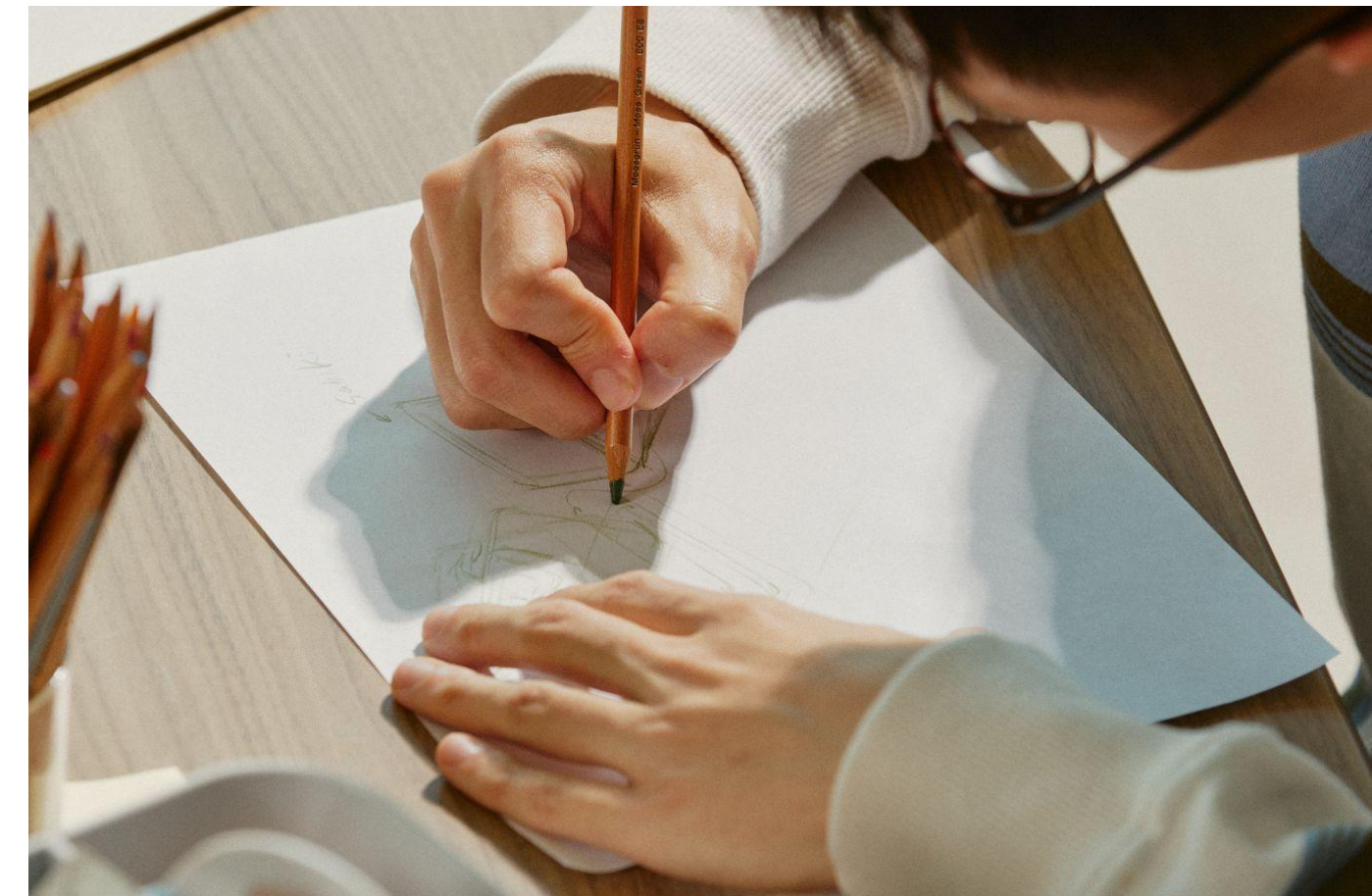
Photography

People behind the tools

Capturing the essence of our Verily employees through a lifestyle/editorial approach that focuses on everyday life of Verily employees. People collaborating on work, socializing, highlights of our fun campus features and capturing the many details of campus life and architecture.

Verily people photography should reflect these fundamental attributes:

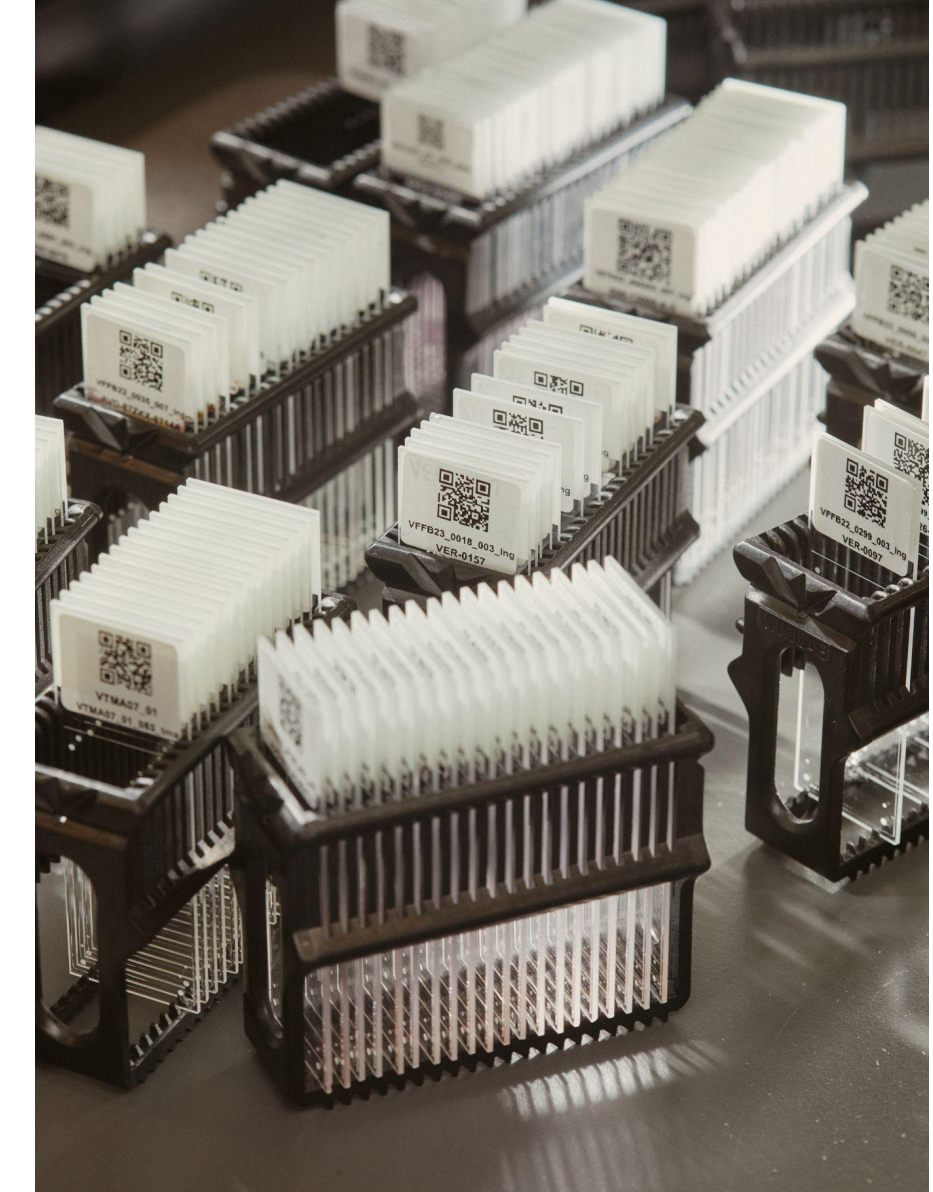
Editorial, warm, inviting, hyperfocal, patterns, rich in color, educational in tone, wondrous in reveal, exhibiting excellence in industry



Technology & science

When photographing the science and technology behind our products, we give a nod to the focus on precision healthcare by using a deep focus approach. The Labs and R&D development - The people behind the tools.

Capturing the essence of our Verily employees through a lifestyle/editorial approach that focuses on everyday life at our South San Francisco campus. People collaborating on work, socializing highlights of our fun campus features and capturing the many details of campus life and architecture.



Product in photography

Whenever possible Verily products should be photographed with neutral backgrounds like greys or our canvas natural tan. Subtle verdant green from the brand palette may be incorporated as a tertiary background element. Again, always strive to show diverse users interacting with the products.

Verily product photography should reflect these fundamental attributes:

Clean, calm & kind



Business System

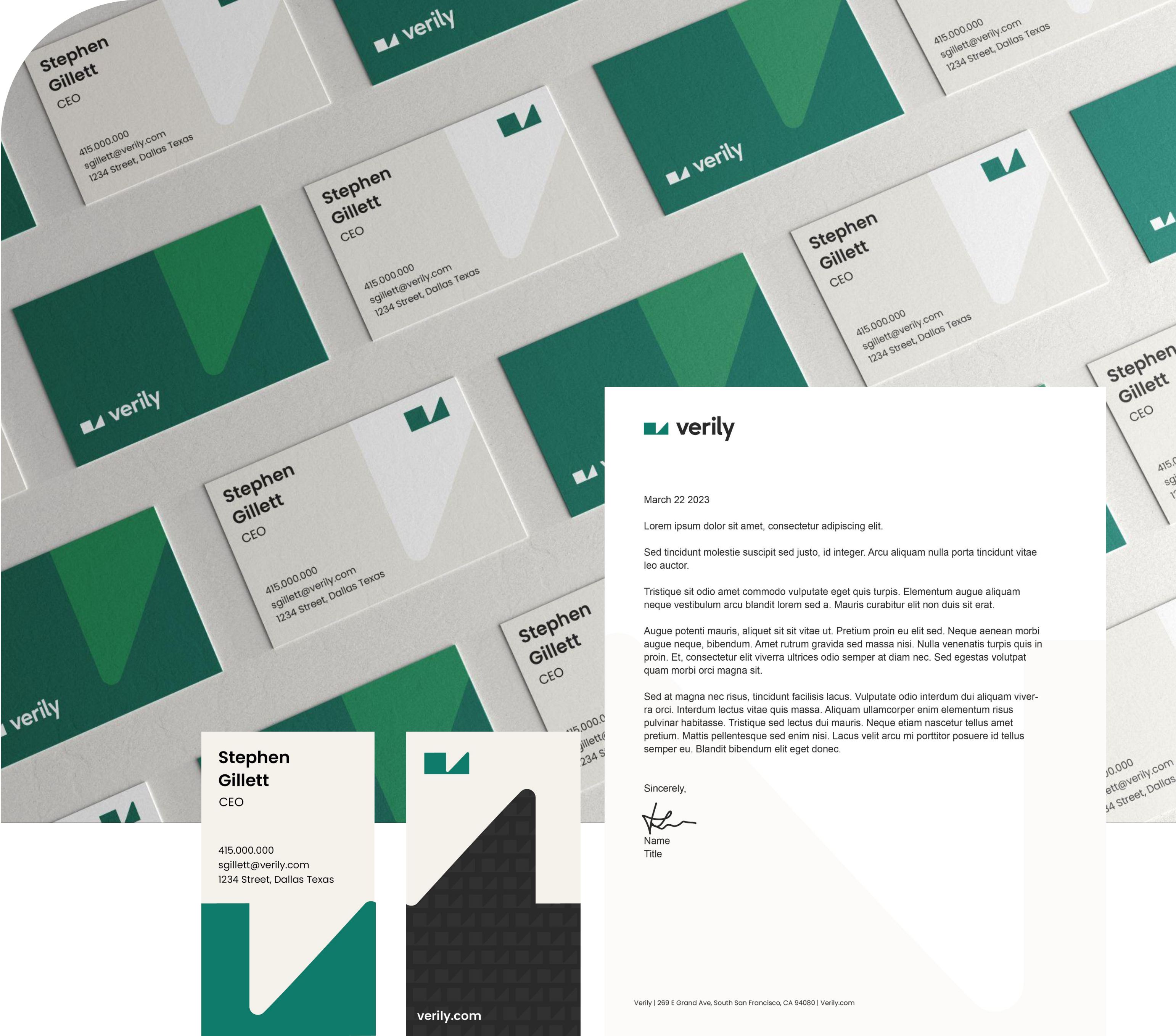


Business cards & letterhead

For traditional execution, trade shows and events, there’s still an opportunity to cement an expression of our brand.

In these use cases, there are variations available for business cards, letterhead and one-pager documents.

Refer to the resources section of these guides for links to specific templates.



Accessibility



The promise of precision health

Join the team →

Color & type

Still & Moving image & audio

Content & structure

We want to deliver products and services that help the most people possible. That includes people with disabilities. As a healthcare company, we are required to comply with Section 508 for our government-partnered services. Section 508 requires a strict level of accessibility features.

As communication trends and platforms continue to evolve, we must be mindful of accessibility across the entire range of media. The choices we make, such as colors and fonts, are not simply aesthetic decisions; they are important to usability.

Accessibility affects everyone.

Color & typography are the background and foreground of visual media. Whether you are creating a PDF, designing a webpage or creating a deck, it's important to make choices with readability in mind.

Color Contrast

Web Content Accessibility Guidelines (WCAG) requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text to achieve a level of AA compliance.

To achieve Level AAA compliance requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text. Large text is defined as 14 point and bold or larger, or 18 point or larger.

Use a color contrast checker to assure that your work meets minimum WCAG AA compliance.

Type Consideration

Typefaces are the foundation of accessible visual reading experiences. When choosing Poppins and Inter, Verily took into consideration typeface that enhances legibility and readability for people with poor vision, learning disabilities, visual discomfort (migraines), aphasia, dyslexia or low adult literacy.

Still & moving images should be made accessible. Follow effective photography & Video guidelines and be example of inclusivity. Feature people with disabilities, of various age group and cultural backgrounds.

Digital images

Every non-decorative image must be accompanied by a written description known as alternative text. Alt text is a description in the HTML that is read aloud to users who are using assistive technology. Visit [go/verily-accessibility](https://go.verily-accessibility) to learn about ALT text best practices.

Audio & Video

The content of our audio and video media, such as social posts, must be made accessible to individuals with disabilities. This includes providing captions, transcripts and audio descriptions.

To meet ADA guidelines, videos are required to have captioning available for viewers.

Visit go/verily-accessibility to learn more.



Well **structured content** is not only essential for people with disabilities, it ensures that information is easy to process and navigate for every user.

Structure your design and copy with semantic HTML in mind.

For more defined information on a diverse and equitable content approach, revisit the **Tone of Voice** section of this guideline.

Visit [go/verily-accessibility](https://go.verily-accessibility) to learn more.



