

Brand Guidelines

Roboto, the primary Certiverse typeface, is a Google font that is available for any digital or print application. The exact point sizes and leading are not prescriptive and should be adapted to the size of the materials and layouts for which they're being designed.

[Download Roboto >](#)

Raleway is the secondary Certiverse typeface, and is used specifically for preheadings, and buttons (website only).

[Download Raleway >](#)

SPECIMEN

Primary: Roboto
Usage: Headings & body copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Secondary: Raleway
Usage: Preheadings & buttons

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Alternative: Roboto Condensed
Usage: Use when horizontal space is limited (table headings, captions, etc.)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

EXAMPLE USAGE

Roboto Regular / 16 pt / 1.575 line height

Raleway Extra Bold / 13 pt / 100 kerning

Roboto Bold / 45 pt

Roboto Medium / 35 pt

Roboto Regular / 25 pt

Roboto Medium / 14 pt / 10 kerning

Roboto Condensed Regular / 12 pt

Paragraph/Body Text

PREHEADING

WEB BUTTONS

H1

H2

H3

H4 - Subheading

H5 - Subheading

PRIMARY LOGO: HORIZONTAL LOCKUP



SECONDARY LOGO: STACKED LOCKUP



ICONS



PRIMARY LOGO: HORIZONTAL LOCKUP
REVERSED



SECONDARY LOGO: STACKED LOCKUP
REVERSED



ICONS REVERSED





DO NOT use the logo or icon on top of complex backgrounds.



DO NOT disproportionately scale the logo or icon.



DO NOT use a drop shadow on the logo or icon.



DO NOT outline the logo or icon.



DO NOT use any colors (including brand accent colors) other than the official logo colors, unless the usage requires a black or grayscale-only version.



CERTIVERSE PINK

hex: #eb2466

PINK GRADIENT

hex: #eb2466

hex: #ff5b40

BLUE GRADIENT

hex: #5c61f0

hex: #09c0cb

VIOLET GRADIENT

hex: #6a02c0

hex: #b431ff

DARK GRAY 1

hex: #141418

DARK GRAY 2

hex: #23232D

DARK GRAY 3

hex: #3d3d4a

LIGHT GRAY 1

hex: #f2f5fb

LIGHT GRAY 2

hex: #f7f9fa

LIGHT GRAY OUTLINE

hex: #bfc2c3