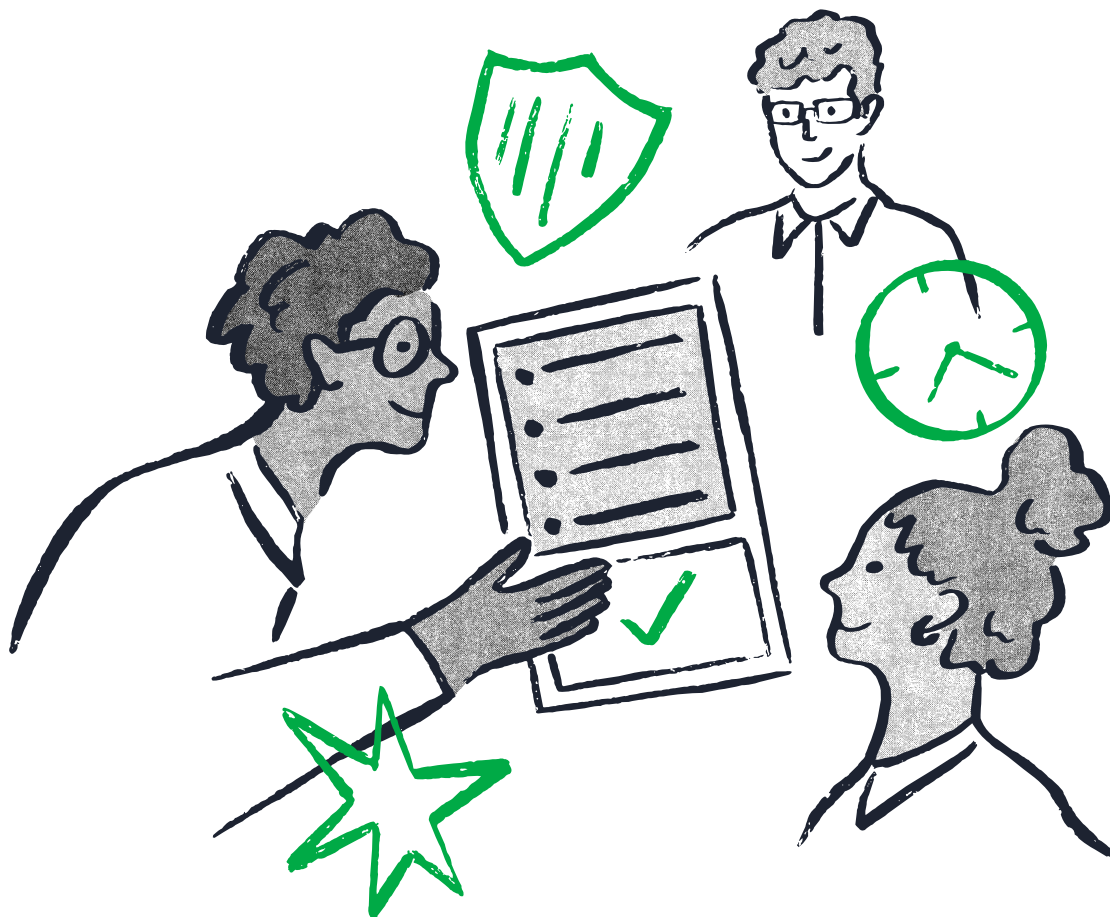




Guidelines for everyone

Certiverse brand identity guideline. Updated June 2026



Our Logo

Horizontal logo lockup

The horizontal lockup is our primary logo format, used across the majority of digital and print touchpoints. Its proportions suit the widest range of layouts and contexts, making it the default choice wherever space allows.

Stacked logo lockup

The stacked lockup is our space-conscious alternative, deployed where horizontal space is limited and the primary lockup would be compromised. Typical applications include narrow digital formats, mobile interfaces, and constrained print placements where legibility and balance need to be preserved.

CV Icon

The symbol is our most compact brand mark, used in contexts where a full logo lockup would be impractical or too small to read clearly. Its primary home is the mobile website, where it serves as a recognisable and resolved brand presence within the tight constraints of a browser tab, app icon, or similar small-scale touchpoint.

HORIZONTAL LOGO LOCKUP



STACKED LOGO LOCKUP



CV ICON





Our Logo - Usage



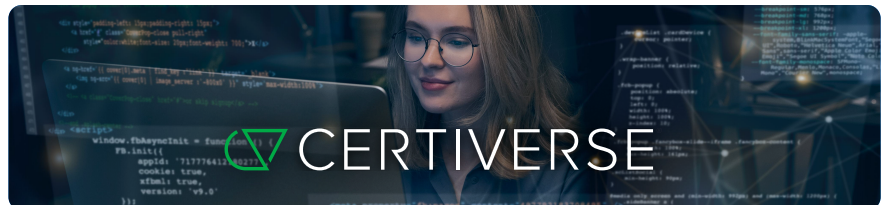
DO NOT use the logo or icon on top of photography and complex backgrounds.

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®

CERTIVERSE®

CERTIVERSE®

CERTIVERSE®

Our Typography

Headline typeface – Syne Medium

Syne is a modern geometric sans-serif with subtle, distinctive details that give our headlines genuine character and set us apart from the generic type choices common across the category. Its contemporary edge signals innovation and forward-thinking, reinforcing the brand's position as a credible, progressive product without sacrificing clarity or impact.

Body typeface – Roboto Regular

Roboto brings legibility and quiet confidence to all body copy, working fluidly across digital and print communications. Crucially, it is also the typeface used within our product itself – creating natural cohesion for customers as they move between brand touchpoints and the product experience.

HEADLINE TYPEFACE

Aa

Syne Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@£\$%¨&*()

BODY COPY TYPEFACE

Aa

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@£\$%^&*()

Unleash growth

Syne Medium
for headlines

What once took 6-12 months can now be done in weeks – with the same psychometric rigor legacy vendors provide.

Roboto regular
for body copy

Our Typography - Usage

Primary (brand) green highlights

When setting headlines on white backgrounds, we use brand green to lift key words and messages – drawing the eye to what matters most and injecting energy into the typographic hierarchy. Used with intention and restraint, this technique becomes a recognisable brand signature rather than decoration.

Tint green Highlights

On neutral (non-white) backgrounds, we shift to our dark tint green for highlighted words and phrases, ensuring sufficient contrast and tonal harmony with the background. This distinction keeps our typographic system considered and consistent – the right green in the right context, ensuring legibility and brand coherence.

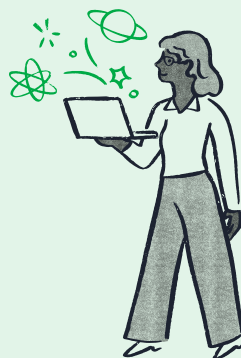
TYPOGRAPHY – USING PRIMARY (BRAND) GREEN HIGHLIGHTS

Launch your
next certification
in hours.

Certiverse takes you from idea to psychometrically valid exam – no expertise required.



TYPOGRAPHY – USING TINT GREEN HIGHLIGHTS



Built by testing experts
sharing a mission.

Certiverse was designed by PhD psychometricians who have spent their careers building and validating high-stakes certification programs. Their expertise is embedded in every workflow, every algorithm, and every validation check in the platform.

The entire Certiverse team of scientists, developers, designers, support providers, and certification experts shares the belief that credentials should be accessible to everyone who wants to validate real skills.

Our Colours

Primary colour palette

We use a modern, light and simple colour palette which reflects our open, accessible approach to business and gives us maximum brand recognition in our category.

Primary green is the main brand highlight, representing positivity and progress. It's used across illustrations and to emphasize key messaging, supported by generous white space for an open, innovative feel. Tint green adds depth, variety, and hierarchy across digital and print materials, and is also used for smaller typographic details and illustration accents.

Text

Our Text colour is used for all body text and most headline text.

Neutrals

Our Neutrals are used to add structure to our designs in backgrounds and in call-out panels.

PRIMARY



Primary (brand) green
#00AA46



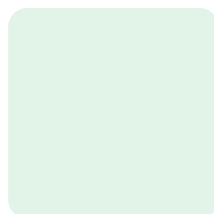
Tint green
#005235

TEXTS

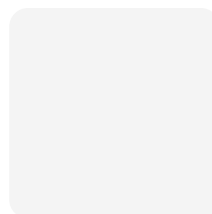


Text
#1E2332

NEUTRALS



Neutral-01
#E3F5E8

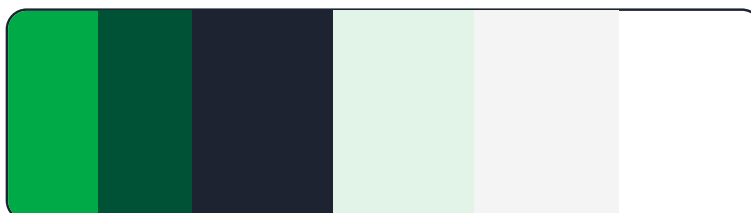


Neutral-02
#F4F4F5



White
#FFFFFF

COLOUR BALANCE



Our Illustrations

Our unique illustration style creates a sense of uniqueness and helps to reinforce the innovative 'self-serve' aspect of our product and experience.

Hero illustrations

We use hero illustration in key hero areas of our website and digital and print communications.

Scene illustrations

We use scene illustration to create small narratives in web pages and digital and print communications.

Hand illustrations

We use hand illustration to explain our 3 key steps within our product in web pages and digital and print communications.

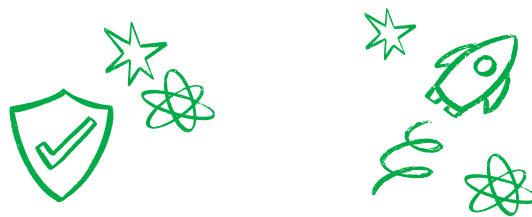
Icons

We use icons to highlight key product benefits, 'reasons to believe' and add impact and clarity to bullet points in our product in web pages and digital and print communications.

HERO ILLUSTRATION



SCENE ILLUSTRATION



HAND ILLUSTRATION



ICONS

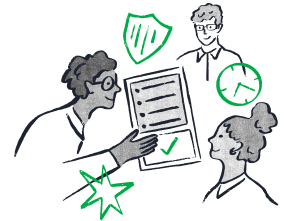


Communication Examples



Built by PhD
psychometricians
**Defensible
methodology
at every step.**

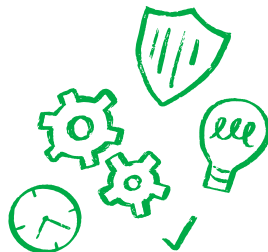
 CERTIVERSE



One platform.
Infinite validation.

 CERTIVERSE

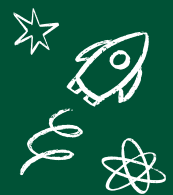
Unlock potential.
**One credential
at a time.**



Launch real
certifications.
Fast.



Launch real
certifications.
Fast.



Launch real
certifications.
Fast.

