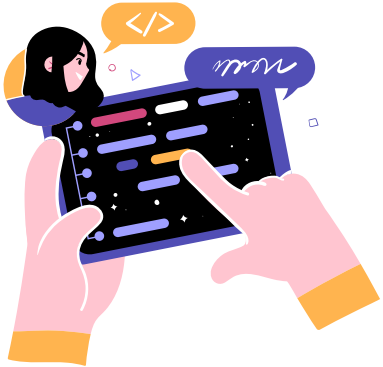


Verta

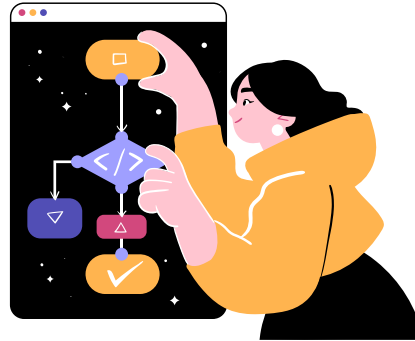
Brand Guidelines

The future is intelligent.



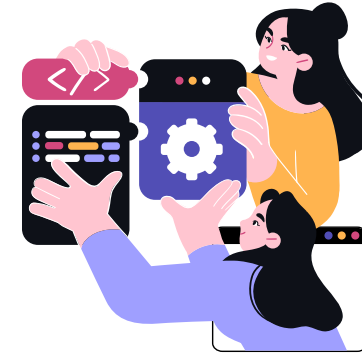
Increasingly, our everyday digital experiences — from image-recognition software that helps diagnose cancer to voice-assistants that let us operate devices hands-free — rely on artificial intelligence and machine learning models to function.

Models are the new code.



But while the tools to build useful AI & ML models are increasingly mature, scalable, and robust, the tools and processes to operationalize these models in production are relatively new and brittle. Between the difficulty of managing model and metadata versions, packaging and deployment of models within existing CI/CD systems, and maintaining model observability throughout the model lifecycle, operating AI & ML in production (especially at scale) is a frustrating struggle for small and large companies alike.

We build software for data science and machine learning teams.



We started by addressing the problem of model management: how to track, version, and audit models used across products, based on our research at MIT CSAIL building ModelDB –an open-source model management system deployed at multiple Fortune 500 companies – to create the Verta platform. Today, Verta provides model management and operations solutions for the entire AI & ML model lifecycle, from experiment tracking and production registry to deployment, inference & serving, and monitoring.

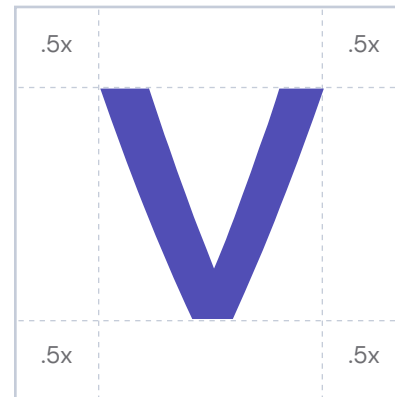
Logo Construction

The logo contains the wordmark and logomark. Make sure that when using the logo you provide enough space for it to breathe.

WORDMARK



LOGOMARK



Primary Logo

Full color Verta purple on white background

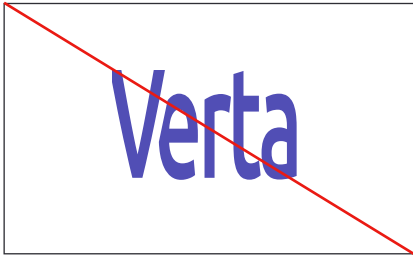


Mono Color Logo

When necessary, use a light background with a dark logo, or a dark background with a light color logo.



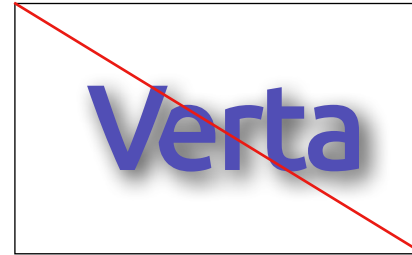
Things to Avoid



Do not stretch, skew, or alter the logo's proportions



Do not use the logo in colors other than white, black, or Blue Violet



Do not apply effects to logo, such as drop shadow or 3D bevels



Do not outline the logo



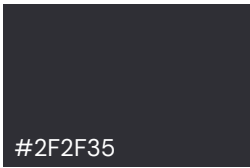
Do not use outdated logos

Primary Color Palette

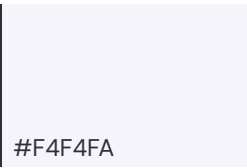
Verta Purple



Black



Off White

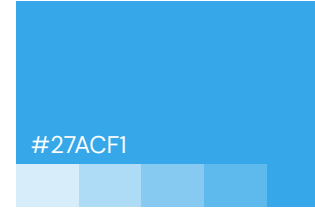


Complementary Colors

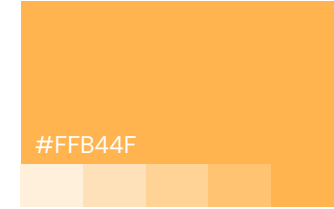
Green



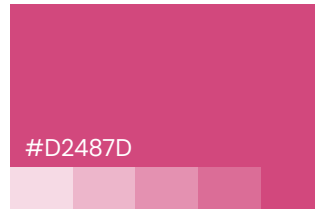
Blue



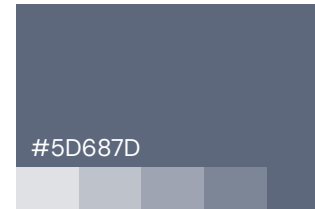
Yellow



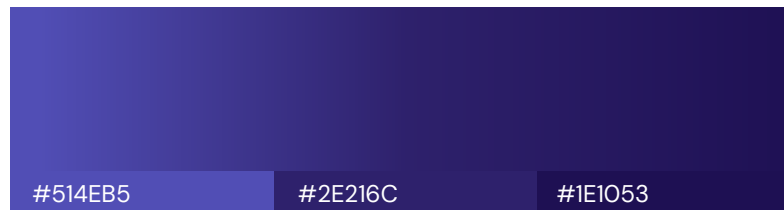
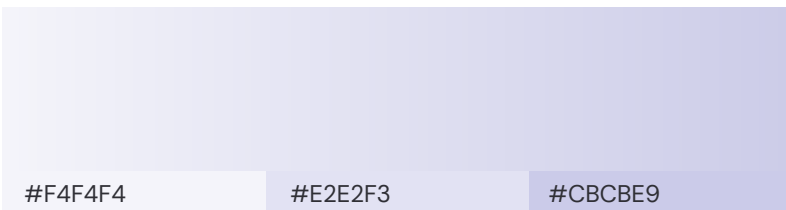
Pink



Storm Gray



Gradients



DM Sans

We utilize DM Sans on all of our marketing materials, and is the primary font used on Google Docs & Slides.

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!?\$%^&*()

Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!?\$%^&*()

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!?\$%^&*()

Italic *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
 abcdefghijklmnopqrstuvwxyz
 123456789!?\$%^&()*

Pairing Type

It's important to use hierarchy when styling your text. Below are some useful examples.

SUBHEAD LINE EXAMPLE

Headline Example

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Headline Example

Subhead Line Example

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

How We Use Illustrations

Website

Our marketing website utilizes a cohesive illustration style that speaks to our top-level features and benefits. To increase effectiveness, we developed condensed versions for mobile users.



Examples of Illustration Style

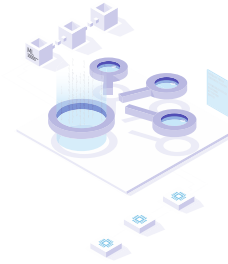
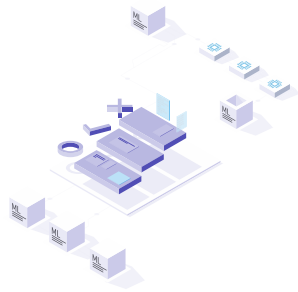
Register

Experiment

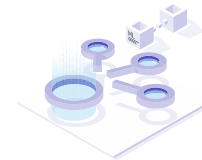
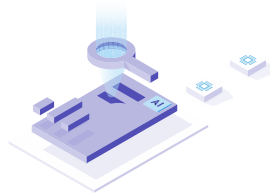
Deploy

Monitor

Website



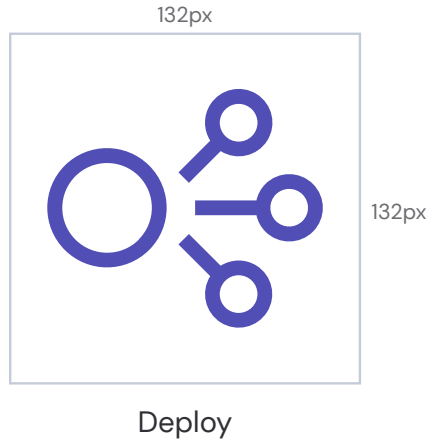
Mobile












Single Color Icon Style

Verta icons consist of 4px stroke weight designed on a 132px art board. Elements are constructed with geometric grids and primary shapes such as circles, squares and triangles. These provide a precision and technical feel.

Iconography should be thought of as the top-most layer in a composition, sitting on above other content and never obscured by text. Display them purple or black (on light backgrounds) or white (on dark backgrounds).



		
Experiment	Manage	Operate
		
Register	Monitor	Security
		
Fit Workflow	Monitor	Analytics

Photography Use and Style

Verta uses photography minimally, but with specific intention. Common uses are to illustrate specific concepts, benefits, features, or customers through documentary-style photography.

Images can cover a broad array of specific content based on communication needs, but in general are focused on people, client outcomes or specific product attributes. The images should depict authentic moments as they happen, rather than being staged or posed.

The images are full-color, but can also use a specific color overlay with Verta purple at 40% opacity.

Full Color Image



Verta Purple Overlay



Photography Misuse

To ensure our photography fulfills its specific role in our brand communication, usage should be limited to the uses described on the preceding pages. This page depicts images to avoid and some of the ways our photography should not be used.



Do not use images that are overly staged



Do not use images in a sterile, cold, or unwelcoming environment



Do not turn the color overlay up so much that you cannot see the image



Do not use images from a laboratory; we are data scientists, not lab scientists.

Resources

Logo Artwork

The Verta logo artwork in formats for print and digital use can be downloaded from our Google Drive.

[Logo Files](#)

Fonts

The DM Sans family is an open-source, widely supported font that can be downloaded from Google Fonts.

[DM Sans \(Google Fonts\)](#)

Presentation Template

The Verta presentation template can be accessed from the Google Slides homepage (slides.google.com).

[Google Slides Presentation](#)

Color Palette

The Verta color palette in Adobe Creative Cloud-compatible .ASE file formats can be downloaded below.

[Color Swatches](#)