

Verizon Up Guidelines

Septmber 12, 2017



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Brand compliance review

All teams and agencies are required to submit their work for compliance review to ensure alignment with our brand standards.

The information below outlines the process for how to submit your work. If you have any questions or are having difficulty making a submission, please email BrandIdentity@VerizonWireless.com

To submit your work for compliance review, follow the steps on the right.

A few things to keep in mind:

The goal of brand compliance review is to drive brand consistency. Make sure your work is on-brand and on-voice based on the information outlined in this document before submitting.

Work is reviewed on a first-come, first-served basis. Feedback will be delivered 2–3 business days upon receipt of your submission, unless otherwise noted.

Step 1

Go to verizon.com/brandcompliance, fill out the submission form and attach your creative. You can also ask a brand-related question. Then click “Submit.”

Step 2

Look for an email confirming receipt with your submission reference number.

Step 3

Receive a direct link to view consolidated feedback when ready.

The screenshot shows the 'Submission for brand compliance review' form. It includes a 'About you' section with fields for Name, Email, and Agency or Verizon Client. The 'About your submission' section has fields for Work Submission URL, Asset, Submission title, and a description. There is a 'Attach asset(s)' section with a file upload button. A 'Submit' button is at the bottom right.

The screenshot shows a confirmation page titled 'We've received your work'. It displays the submission details: Submission Reference Number (123456789), Submission Title, and Submission Date. It also includes a link to view the submission and a 'Thank you' message.

The screenshot shows a completion page titled 'Your review is complete'. It displays the Submission Reference Number (123456789) and a link to view the consolidated feedback. It also includes a 'Thank you' message.

Creative approval process

Both Agency 140 and Verizon's brand compliance team should review creative before launch.

The 140 team will review for creative consistency across the program.

Please submit to Oscar Martinez, oscar.martinez@verizon.com.

**Prefer to review earlier iterations to avoid launch delays.
140 will respond with feedback within 48 hours.**

The Brand Compliance team will review the creative against the style guide.

Please submit to verizon.com/brandcompliance and email BrandIdentity@verizonwireless.com with any issues or questions.

Please share in-situ creative after the concept has been executed and approved by the team but before senior leadership sees it for final approval so that we can address any off-brand elements.

Any creative utilizing partner assets will need to be shared with the partnership team for approval. Depending on the partner, this can take anywhere between 3 - 10 days.

Assume 10-day turnaround for Disney, NFL and Apple.

Account for one review and one approval round.

Campaign manifesto

For going with Verizon, we want to give you a little something.

Because, you trust us with your devices and data.

Because, you're one of us.

Really, just because.

It's why we turned your phone into the ultimate VIP pass.

Because nothing says thanks like incredible surprises and once-in-a-lifetime experiences.

It's why we created a whole new way to do rewards.

Because we want you to do nothing, but get everything.

This is Verizon Up.

The rewards you really, really want.

Because, they're awesome.

Because, you deserve them.

Because, thanks.

Logo analysis

The Verizon Up logo is featured prominently in marketing communications. It introduces and unifies our new Verizon Up reward offerings.

The logo consists of the word "verizon" in a bold, black, sans-serif font, followed by the word "up" in a bold, red, sans-serif font. The "up" is positioned slightly higher than the "verizon" text.

verizonup

Logo analysis

Note: This application applies to all variations and uses of the Verizon Up logo.

Primary full-color

The primary full-color logo is preferred for most applications. Use the positive version (black and Verizon red) on light-colored backgrounds. Use the reverse version (white and Verizon red) on dark-colored backgrounds.



Full-color positive on a light background



Full-color reverse on a dark background

Limited-use one-color

When we can't use our full-color logo due to reproduction constraints, use the one-color versions as shown on the right.

Please obtain approval from the Brand Management team prior to using one-color logos by contacting BrandIdentity@VerizonWireless.com



One-color positive on a light background



One-color reverse on a dark background

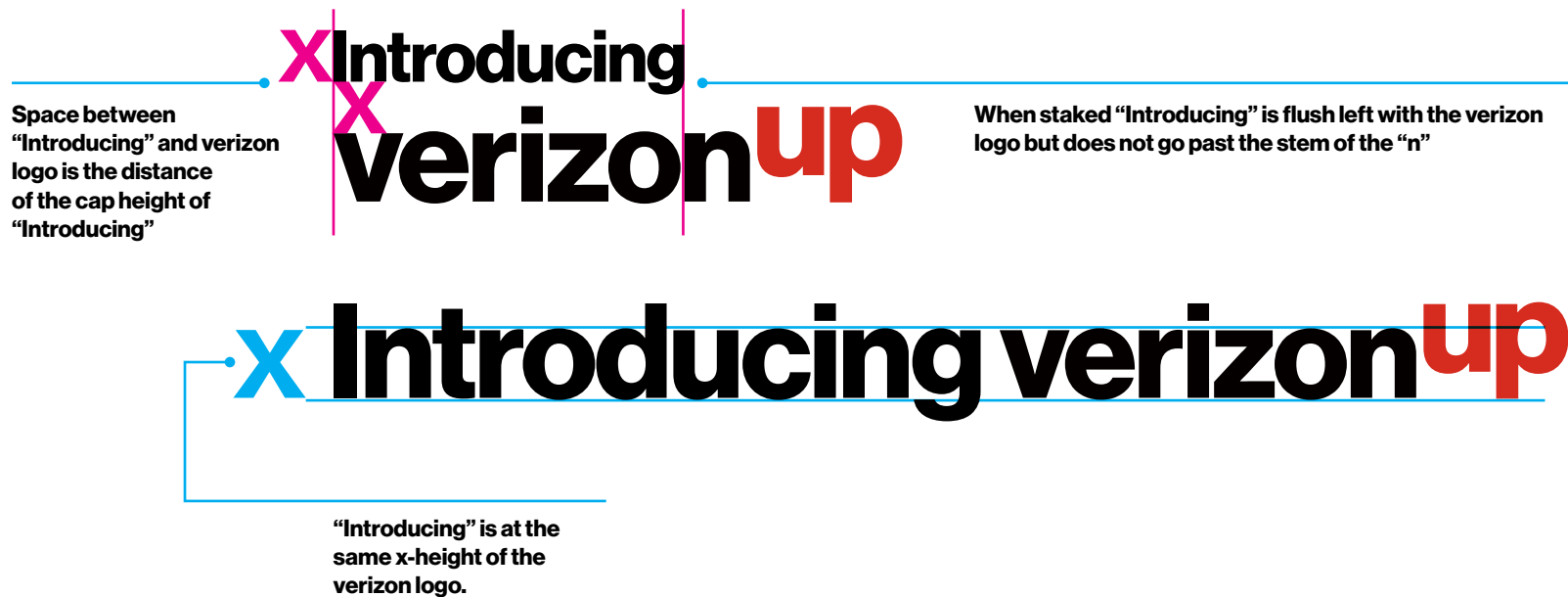
Logo analysis

The Introducing Verizon Up lockup is featured prominently in marketing communications. It introduces and unifies our new Verizon Up reward offerings.

As of launch, this is the only logo lockup permitted. The Verizon Up logo should otherwise be treated separately from other headlines and body copy.

**Introducing
verizon^{up}**

Introducing verizon^{up}

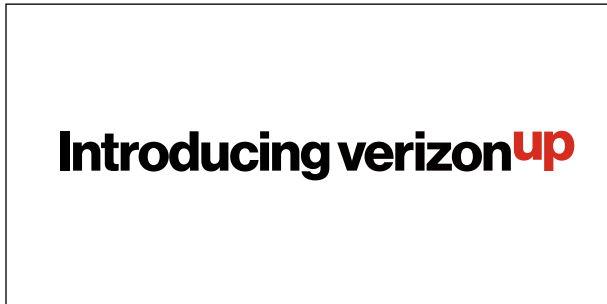


Logo analysis

Only use the logos on backgrounds that ensure maximum legibility.

Note: This rule applies to all Unlimited plan logos, including horizontal and secondary logos and those optimized for use at small sizes.

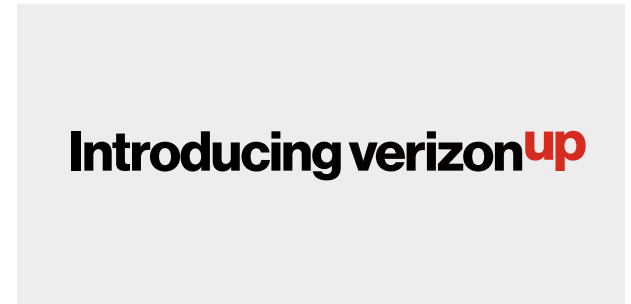
Correct logo usage



Use any positive logos on white.



Use any reverse logos on black.

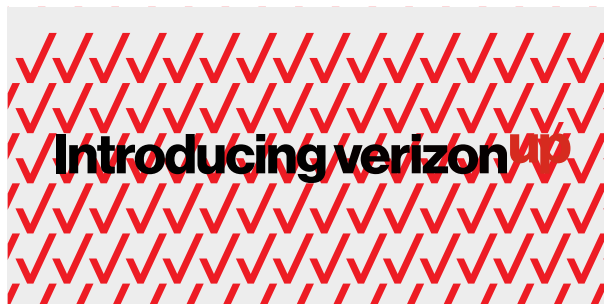


Use any positive logos on Cool Gray 1.

Incorrect logo usage



Don't use any of our logos over any tone of red.



Don't use any of our logos over patterns.



Don't use any positive logos on Cool Gray 10.

Logo analysis

Only use the logos on backgrounds that ensure maximum legibility.

Note: This rule applies to all Unlimited plan logos, including horizontal and secondary logos and those optimized for use at small sizes.

Correct logo usage



Use any positive logos on white.



Use any reverse logos on black.



Use any positive logos on Cool Gray 1.

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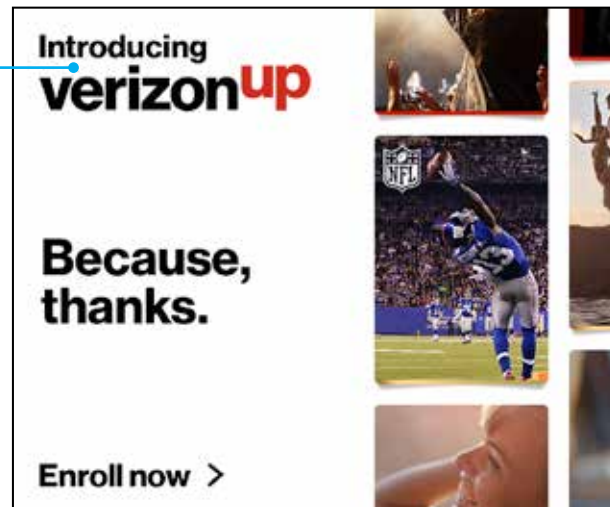


Don't use any of our logos over patterns.



Don't use any positive logos on Cool Gray 10.

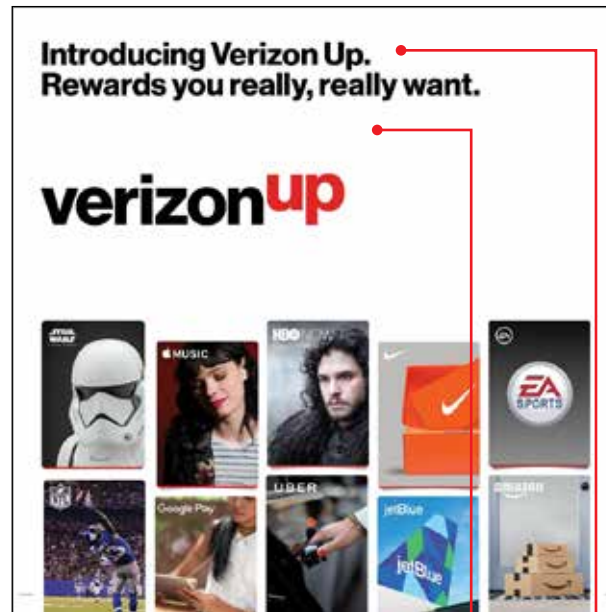
Do



When there isn't enough room for the introducing lockup to be on one line the stacked version of the logo comes into play

Note that as standard guidelines state the size of the logo is to be the same size as the body copy.

Don't



Don't break the “Introducing Verizon Up” lockup when applicable.

Don't have “Introducing Verizon Up” typed in copy. When in copy ONLY use the logo lockup.



Don't unevenly space “Introducing” and “Verizon Up” where it is no longer flush left.

Don't change the size relationship of “Introducing” and “Verizon Up.”

Guidelines overview

Overall, follow the Verizon brand guidelines unless otherwise clearly stated within this deck.

Campaign voice

Overall consumer-facing voice

The voice of Verizon Up is

Simple:	straightforward, friendly language
Playful:	be evocative & fun, paint a picture for readers
Human:	talk like people talk, in-person or on social media
Honest:	be upfront and focus on the benefits

The focus of that voice is to generate excitement around two things:

- 1) The opportunity to reward our customers for their loyalty and patronage.
- 2) The quality and range of the reward partners available.

Magic Collection of Words (MCOW):

The overall program description should stick to a simple hierarchy that's flexible to the communication.

Standard hierarchy:

Introducing Verizon Up.
Rewards you really, really want.
Like exclusive concert access, NFL tickets and so much more. (optional)
Just because you're with Verizon. (optional)
Because, thanks.

Short hierarchy:

Introducing Verizon Up.
A rewards program like no other.
Just because you're with Verizon.
Because, thanks. (optional)

Using the “Because, _____.” tagline

Let’s communicate consistently around the “Because, thanks.” campaign idea by following these copy structure guidelines.

Keep it short & simple for impact, readability and appeal to social media vernacular.

Preferably one word, no more than two or three.

Each “Because, _____.” should either:

1) distill each reward down to why people love them, i.e. “vacay” for JetBlue flights

or

2) clarify the nature of the reward itself, i.e. “front row” for concerts

Every mnemonic series must payoff with “Because, thanks.”

Do

General program:

Introducing Verizon Up.
Rewards you really, really want.
Because, front row.
Because, end zone.
Because, dragons.
Because, thanks.

In one or two words, each “Because” ranges from practical to emotional to depict the breadth of reward options.

Partner specific:

Because, vacay.
Because, Cancun.
Rewards you really, really want.
Like discounts on Jetblue flights.
Introducing Verizon Up. Because, thanks.

A pair of “Becauses” works to highlight both human and practical benefit of the reward. For JetBlue, it’s a dream vacation to one of it’s specific destinations.

The “Because, thanks.” payoff can be separated, so long as it ends the thought.

Don’t

General program:

Introducing Verizon Up.
Rewards you really, really want.
Because, tickets.
Because, rides.
Because, shows.

No “Because, thanks.” payoff leaves the thought hanging.

Partner specific:

Because, you love to travel.
Because, discounts.
Because, thanks.

The first “because” is too long and dull. The second, too utilitarian. They should be evocative.

Using Verizon Up within text

Let's communicate consistently about our Verizon Up program by following these name, copy and context guidelines.

Do

Verizon Up

The program name is always two words, each starting with a capital letter.

**Want stage-side access on Lady Gaga's
World Tour? Introducing Verizon Up.
Rewards you really, really want.**

Typeset each full plan name as separate words using initial capital letters and without service, trade or registration marks.

**Enroll now with the My Verizon app.
Download or open the app and enroll in
Verizon Up today.**

Match the type style and color to the native font chosen for the design execution.

Don't

VerizonUp
verizon up
Join Up.
Verizon Up.
Verizon Up®
Verizon Up™

Don't typeset program name as a compound word or in lowercase. Never use Up on its own. When used alone or to end a headline, do not use a period. The name does not include ® or TM.

**Want stage-side access on Lady Gaga's
World Tour? Introducing Verizon Up.
Rewards you really, really want.**

Don't use a different font for a program name; only use the same font as the text block in which it appears.

Enroll in VERIZON UP today.
Enroll in **Verizon Up** today.
Enroll in Verizon Up today.
Enroll in Verizon Up today.
Enroll in Verizon Up today.

Don't use special type styling or coloring to set a plan name apart from accompanying copy.

Basic program overview

Use this as a base reference for describing how the program works in basic terms:

It's simple. With every \$300 you spend on your Verizon Wireless monthly bills, you earn 1 credit that can be redeemed on any 1 reward—no matter what it is—from once-in-a-lifetime experiences like front-row tickets to offers on brands you love like Apple Music, Uber, JetBlue and more. All integrated into the My Verizon app.

Rewards program vs loyalty program

Always refer to Verizon Up as a rewards program and never as a loyalty program.

Credits vs coin

Always use “credit” or “credits.” Never be refer to them as coins, tokens, points, etc.

Super Tickets & Dream Tickets

Super Tickets are rarer rewards, like event tickets, that become available after an in-app countdown clock expires. They are limited in quantity, first-come, first-serve and refreshed regularly.

Dream Tickets are ultra-rare reward experiences—completely unique and difficult to come by.

“Super/Dream Tickets” are proper names and always capitalized.

Everyday perks

These are smaller, always available rewards that do not require a credit to get. “Everyday perks” is not a proper name and should not be capitalized.

When in doubt, refer to the landing page

For any question of how to use specific language or nomenclature, use the Verizon Up landing page as consistent reference point.

www.verizonwireless.com/rewards/verizon-up/

Campaign look

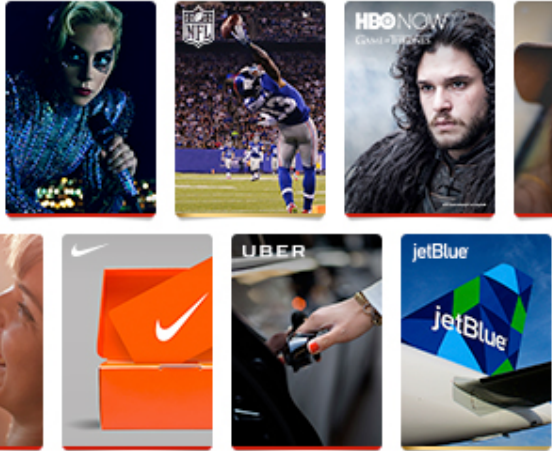
System snapshot

Below are digital assets across the campaign, ranging from banner ads to desktop web pages. This is to show how typography and brand system is used overall.

Introducing
verizon^{up}

**Because,
thanks.**

Learn more >



verizon[✓]

Because,
**the
countdown
begins.**

Available to the limited number of users. Find out more about the program at [verizon.com/up](#). Rewards are subject to change without notice. © 2015 Verizon Wireless. All rights reserved.


Get started >

**STAR
WARS**
IN THEATERS DECEMBER 18

09:52:32

**Because,
thanks.**

Introducing **verizon**^{up}



**Because,
oh my Gaga.**

Introducing **verizon**^{up}



**Because,
dragons.**

Introducing **verizon**^{up}

HBO NOW
Game of Thrones



Rewards you
really, really want.



Video direction

All footage should feel consistent in aesthetic and tone, befitting the premium quality of both the Verizon brand and our reward partner experiences. Rich, dynamic lighting. Unique, emotionally resonant imagery. Aspirational people and fashions.

In-experience POVs

Where possible, all footage should feel as though we're seeing it from the perspective of someone experiencing the reward, e.g. standing amongst a concert crowd. sitting in a movie theater with a friend; sideline at a football game.

It's not necessary to see the arms or body of the POV "person", but simply to give the impression that we're there amongst them, that these rewards put you right in the thick of the action.



Supporting photography

All imagery should feel consistent in aesthetic and tone, befitting the premium quality of both the Verizon brand and our reward partners. Rich, dynamic lighting. Unique, emotionally resonant moments. Aspirational people and fashions. Always capture the energy of the experience itself: moments of excitement, relaxation, joy, etc.

Using photography within reward cards

If a reward card's provided imagery is cropped off or unable to retain the image within the card itself, alternate lifestyle/experience photography can be leveraged.

These images shouldn't feel overly posed and should attune to the directions above.



Typography breakdown

Headlines of the “Because, thanks.” campaign should always be used to showcase reward experiences in bold, simple and direct ways. This applies to OLA, video titles, websites and more.

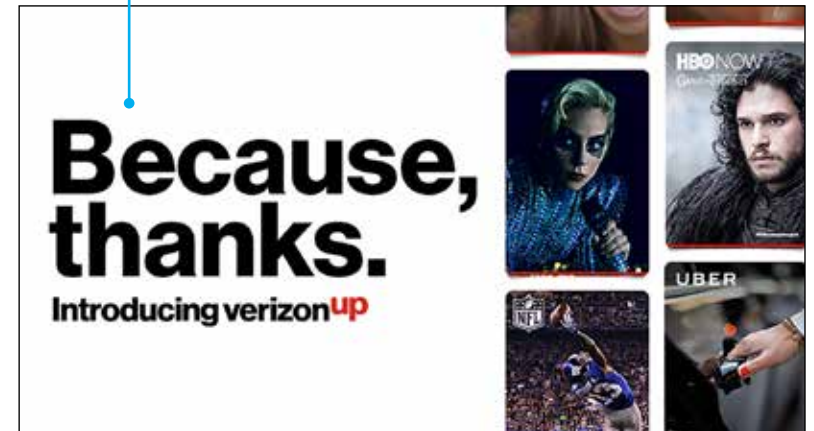
For more information, see the “Using the ‘Because,____.’ tagline” page in the Campaign Voice section.

Example social posts

Note “Because” typography takes up larger presence than normal Verizon guidelines.



Subheader is 1/3 size of main header.



Example 300x250px

Sub headers are 2/3
X-height of header.

X x

Space between top
header and mid copy is
3x the cap height of point
size of header.

Margins are set up by the
X-height of header.

X

Introducing **x**
verizon **up**

Because,
thanks.

Learn more >



Rewards card

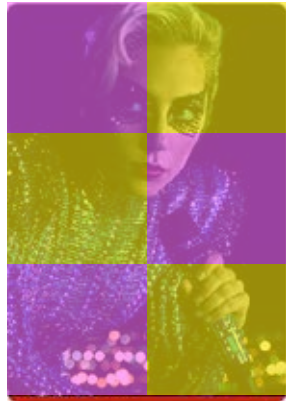
Each reward card is a snapshot encapsulation of the reward partner (brand/celebrity/event) and the experience they offer.

Every card must align to a strict, yet simple design system to ensure consistency and recognizability.

The size of the tile is set at 2:3 with a band on the bottom equal to 1/50 of the tile height.


2x

3x



Bottom band is 1/50 of total image


Total size ratio at 2:3



Red used on product rewards.

Color as follows

R 213
G 43
B 30



Edges on cards are rounded.

Shadows are applied directly below cards & made with a bend upward in the middle.

Gold used on super tickets.

Gradient as follows

R 169
G 138
B 69

R 254
G 210
B 115

R 136
G 89
B 17

Location of gradient

6%

58%

85%

50%

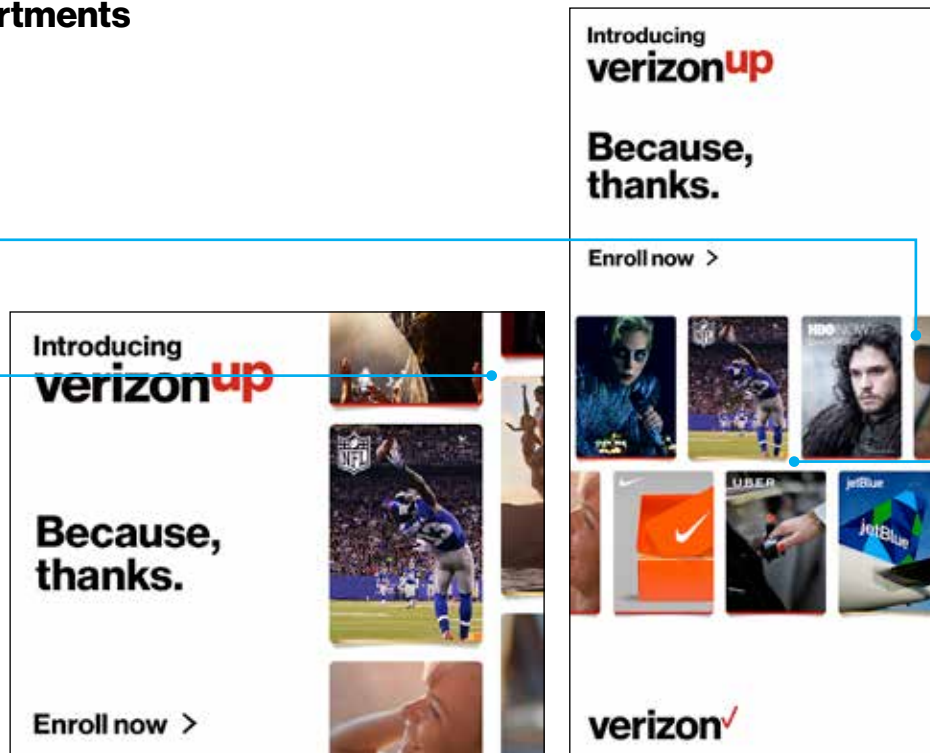
99%



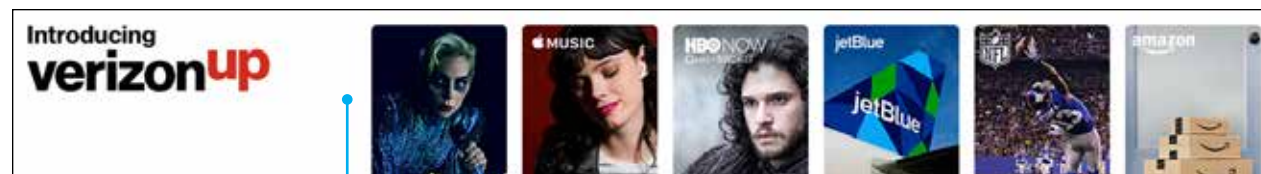
Example OLA assortments

Tiles shown moving horizontally bleed off from left and right.

Tiles shown moving vertically bleed off from the top and bottom and right side.

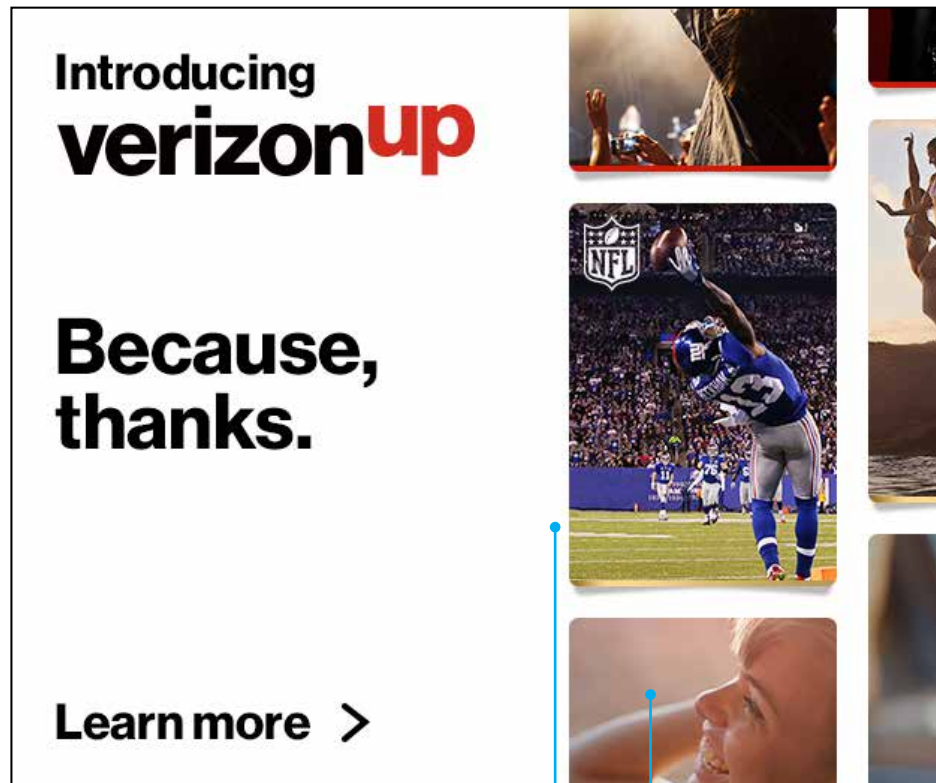


Spaces in between reward cards are equidistant.



Tiles depicted in extreme horizontal dimensions are cropped off from the bottom. However at least 1:1 portions of offer image must be shown.

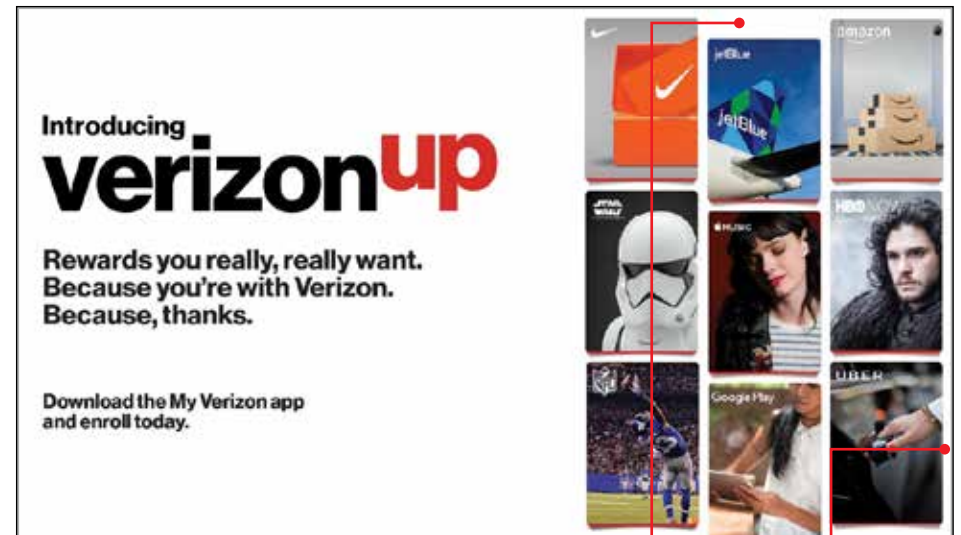
Do



Only feature offers when full tile card is in view.

Tile cards cropped off are lifestyle photography and NOT partner visuals.

Don't



Don't add space on top or bottom of cards. Rewards cards should bleed off layout.

Don't add space to the right of the rewards cards. Only one side should not bleed off.

Thank you.