

## It's up to you.

If you want to display the VerifiedHuman™ Label on your work, here are some things to keep in mind.

Using the VerifiedHuman™ Label (the wordmark or logo) does NOT necessarily mean you or your work complies with the standard. However, using the label is the same as *telling others* you comply with the standard.

Be sure you're a VerifiedHuman™ Artist, Writer, or Musician before using the VerifiedHuman™ label. We only grant usage permission to those who have accepted the applicable standard agreement. *If you arrived at this page from the Welcome email we sent you, you're good to go.*

### WRITING OR TYPING "VerifiedHuman™"

- > **VerifiedHuman™** < this is a font called **Proxima Nova Bold**. If you have it installed, it's the original font. This is best.
- > **VerifiedHuman™** < this is a font called **Helvetica Bold**. It works almost as well.
- > **VerifiedHuman™** < this is a font called **Arial (in bold)**. It works almost as well.
- > If you're typing using a typewriter, writing by hand, or working with text in ways where **font selection is difficult**, we appreciate that. Just represent the letters as closely as you can.
- > You *can* use fonts with serifs **VerifiedHuman™** < like this, but *only* do so if necessary.
- > You *can* use all-caps **VERIFIEDHUMAN™** < like this, but *only* do so if necessary.

### THE "TM"

- > There are several ways to get most computers to write the trademark symbol > the little TM or ™.
- > **These work MOST of the time.**
  1. Type (tm) or (TM) to display the trademark ™ symbol.
  2. On a mac, type Option + "2".
- > **These work EVERY time.**
  1. Find the TM in your symbols font(s). Copy and paste.
  2. If you're using a computer, use the mouse to highlight this > ™ < symbol, copy and paste it around in several different places you frequent, then it's just hanging out, waiting to be useful.
  3. You can go to sites like [Copy and Paste Symbols](#) to get ™'s and other symbols.

### COLORS

- > You can represent VerifiedHuman™ in **BLACK, WHITE, or any shade of GRAY.**
- > The only *color* approved for use in the VerifiedHuman™ Label is **Burnt Orange**
- > Hex **#CC5500** | RGB 204, 85, 0

#cc5500  
RGB 204 85 0

Click to button to **DOWNLOAD ALL LABELS**, or use the images below as needed.

**DOWNLOAD ALL LABELS**

## LABEL IMAGES FOR YOUR USE

### WORDMARK

These PNGs have transparent backgrounds. We put a gray box behind the white PNG so we can see it against the white background.

**VerifiedHuman™**

**VerifiedHuman™**

**VerifiedHuman™**

**VerifiedHuman™**

### LOGO

Copy image or right click and Save image as...

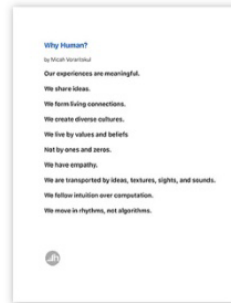


## USAGE EXAMPLES

**Again, it's up to you.** If you want to display VerifiedHuman™ on your work, here are some ideas. **Let it breathe.** Try to keep about 1/2 a word or image width of space between the label and the edges of your work. It just needs a little air.



light wordmark option



logo option on written work

dark wordmark option

light logo option



light logo option



light wordmark option

**"The human spirit must triumph over technology."**

—Albert Einstein