

VERACITY WORLDWIDE LAUNCHES NEW LOGO AND LOOK



FOR IMMEDIATE RELEASE

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Veracity has introduced a new logo and look to better support its work as the premium strategic advisor on political, corruption, and reputation risks in challenging markets. The new brand system is anchored by a strong red “V” logo, designed to connote the firm’s commitment to providing truly actionable analysis.

Bold colors and tonal grays pair with sharp and sophisticated typography to distinguish Veracity’s unique offering within the broader risk advisory market. “A distinctive and bespoke brand signals our highly analytical and tailored approach to complex markets,” said Managing Partner, Steven Fox.

A strong brand empowers the firm to be clear about its positioning and values. Veracity’s focus on providing credible insight is brought to life through use of a branded map, inspired by Buckminster Fuller’s Dymaxion map projection, that displays the world from multiple perspectives with minimal distortion and without regional bias.

The new brand identity will span all channels of communication and will launch across Veracity’s network of offices in New York, London and Singapore throughout May. It was designed and produced by Objective Subject, a brand and design consultancy headquartered in New York.

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