



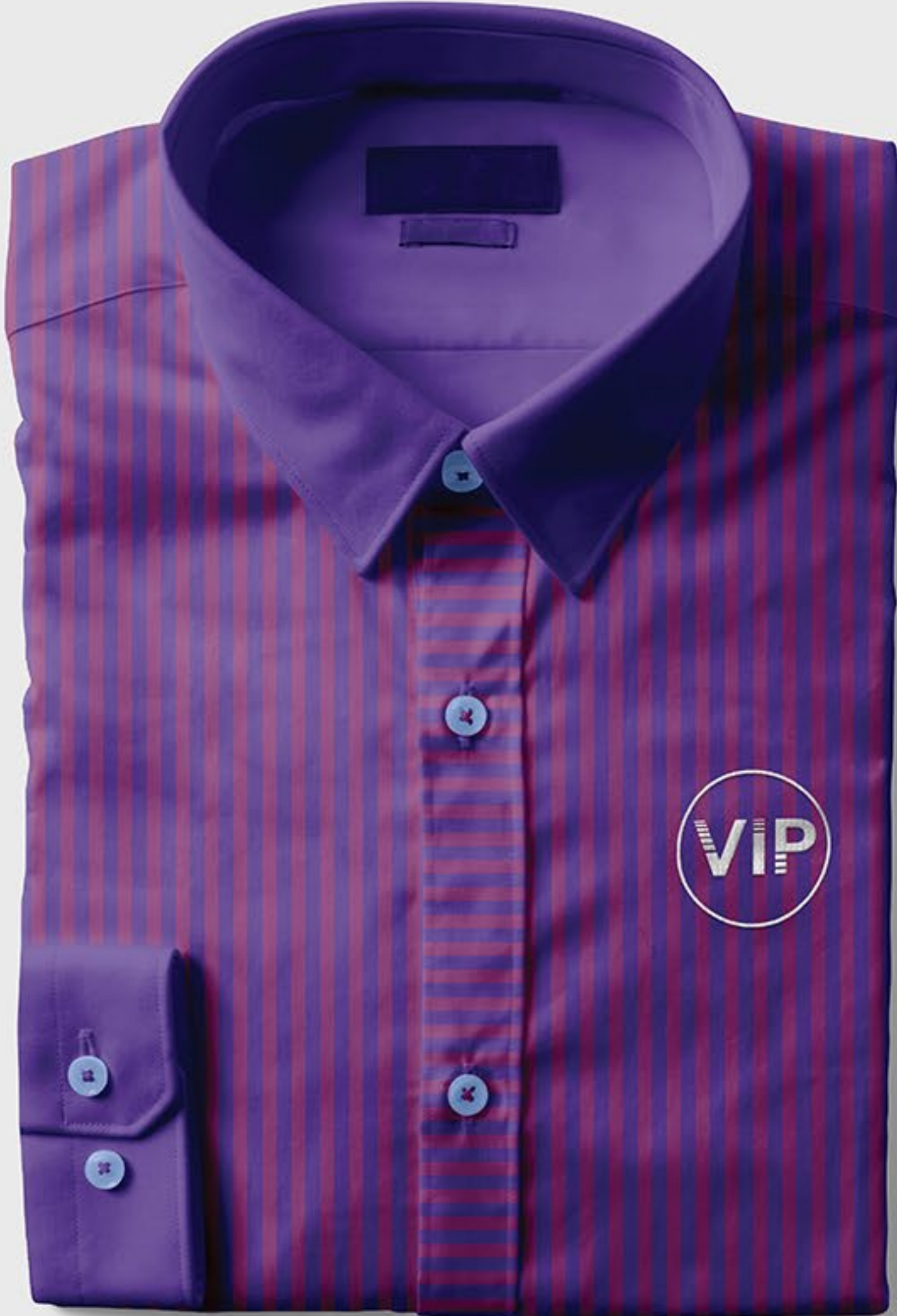
# We Do It Right

Verification &  
Inspection &  
Professionals Inc.



VERIFICATION &  
INSPECTION  
PROFESSIONALS INC.

# Uniform Branding



WAVE  
IT  
PRIORITY

## Brand Tagline

We specialize in metering inspection and verification services, and our commitment to precision and accuracy is unwavering.

We understand that reliable metering is the backbone of day-to-day life and numerous industries, and any inaccuracy can lead to significant consequences. That's why we've taken it upon ourselves to ensure that measurements are correct, systems function optimally, and data is dependable, always.

With cutting-edge technology, a team of seasoned experts, and a passion for excellence, VIP is your trusted partner in making things right within the world of metering; so that you can live your lives to the fullest.

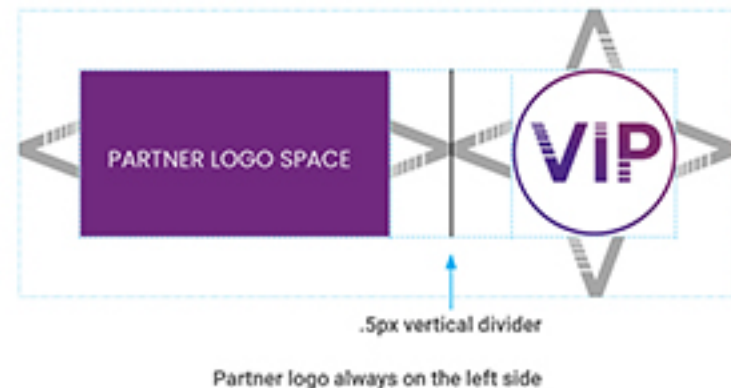
**We Do  
It Right**

## Logo | Co-branding

As a reliable partner, VIP will find many co-branding opportunities with other brands. During those moments, consistency will play a very important role to instill trust and reinforce professionalism.

The VIP logo must always occupy the right position, and a .5px vertical divider between both the logos should act as a distinct separator.

When using partner logos with our VIP logo for collaterals, please consider that the height of both the logos are in sync. The height must be proportionate to the partner logo and vice versa.



## Logo | Configurations

We recommend using the full-color logo on white whenever possible, as it best represents VIP.

The variations can be used when the situation demands. The filled-background color logo can be used if there's artwork where the preferred logo will not be clearly visible. The black and white logo configurations can be used for printing when the need arises.



Preferred



For special use

## Shapes | Overview

VIP inspects and verifies everything from small to big; and ensures the smooth connection of utilities below and above ground. This philosophy is truly embodied in the logo.

Each element can be used as design cues to bring to life the visual identity of the brand and instill familiarity across collaterals.



## Shapes | Configurations

Depending on the design, colors of the background and intent, the core shape can be used in a variety of ways.

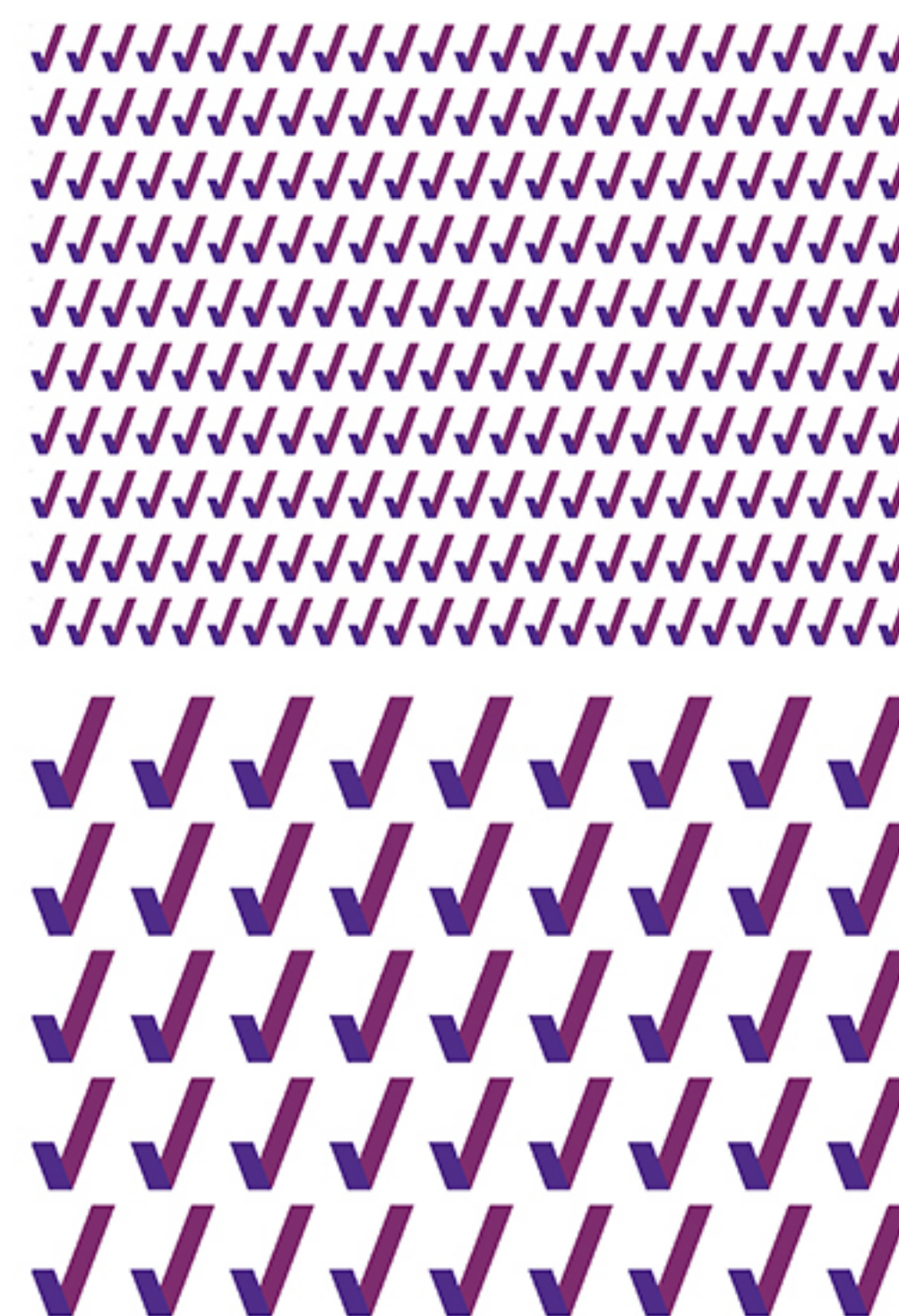
From gradient and solid fills of the primary colors, to outlines. The variations in black, white, and gray are apt in many use cases, for example, when color printing is unavailable.



# Shapes | Patterns

Since childhood, the tick mark symbol represents the seal of good and reliable work. This VIP graphical element assures VIP customers the promise of accredited verification that one can completely rely on. It is the green signal to proceed confidently.

It can be used in varying patterns depending on the need of the asset.



# Shapes in Use





## Photography | Shape Overlay

To enhance the aesthetics of photography used in VIP collaterals, we recommend adding visual interest through shapes. This will create brand identity and recall, and you can draw attention to a specific area or object within the image too.

The tick mark shape overlay is a consistent visual identity that incorporates VIP's colors, shapes, and patterns. This reinforces VIP's brand recognition and cohesiveness.





**VIP**

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# We Do It Right

Call us:  
**+ 1 123 456 789**

[www.vipmeterservices.com](http://www.vipmeterservices.com)

**Verification & Inspection Professionals Inc.**

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# Trade Show Booth

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# We Do It Right

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Verification &  
Inspection  
Professionals



# Logo | Overview

When we're onboard, there's not a single element left unchecked.

From the smallest to the biggest utility that needs inspection and verification, we've got you covered in every nook and corner. In fact, we go a notch higher, by covering considerations above land and much deeper as we verify below land too.

## Above Land:

- Strategically installing meters for easy accessibility for residential, commercial retail, commercial office, institutional utilities distributions
- Protective measures to shield meters from sunlight, extreme weather conditions, and potential vandalism
- Covering electricity, water, natural gas, hydronic thermal energy

## Below Land:

- Designing pathways for cables and wiring that connect the meters to the main utility systems
- Ensuring access points for technicians to reach the meters for reading, inspection, and repairs
- Guaranteeing compliance with regulatory bodies (Measurement Canada, Electrical Safety Authority, Technical Standards & Safety Authority, Municipality)

Through this connected, holistic approach we ensure accurate measurements, efficient maintenance, and reliable utility metering systems. Our logo brings to life these significant details through every letter.

