

visier

Logo Basics

Primary Logo

The Visier wordmark is our preferred brand expression. It should always be used in black or white. The logo is just the wordmark, there is no icon with the logo.

Aside from special cases, the first instance of the logo in any branded collateral should incorporate the registered symbol. Subsequent instances of the logo in the same piece of collateral do not include the registered symbol. This also applies to usage of the word “Visier” in copy.



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Logo Don'ts

Our logo should always appear clearly and consistently. Avoid altering the logo in ways that affect recognition, readability, or brand integrity. The examples below show common misuses to avoid.



Don't recolor.



Don't rotate, reflect, or display the logo at any angle other than horizontal.



Don't adjust the wordmark scale or remove any part of the logo.



Don't place images or icons behind or in front of the logo.



Don't distort, skew, or transform the logo.



Don't stack or rearrange any elements of the logo outside of what has been provided.



Don't add 3D treatments, gradients, or image fills to the logo.



Don't use color combinations that create low contrast and lack of legibility.

Logo Clear Space

We like our logo how we like our personal space... uncluttered. Clear space keeps the Visier wordmark crisp, recognizable, and balanced across every application. Maintaining proper separation prevents competing elements from compromising brand recognition.

The clear space around the logo should be half of the distance between the two outside points of the 'V' of Visier, shown below as $\frac{1}{2} V$.



Visier Workforce AI

The Visier Workforce AI logo comes in both stacked and horizontal formats to adapt across digital and print applications. Always use the black or white version depending on background contrast.

PRIMARY LOGO



SECONDARY LOGO



Visier Workforce AI Logo Don'ts

The Visier Workforce AI logo should always appear clearly and consistently. Avoid altering the logo in ways that affect recognition, readability, or brand integrity. The examples below show common misuses to avoid.



Don't recolor logo elements.



Don't rearrange logo elements.



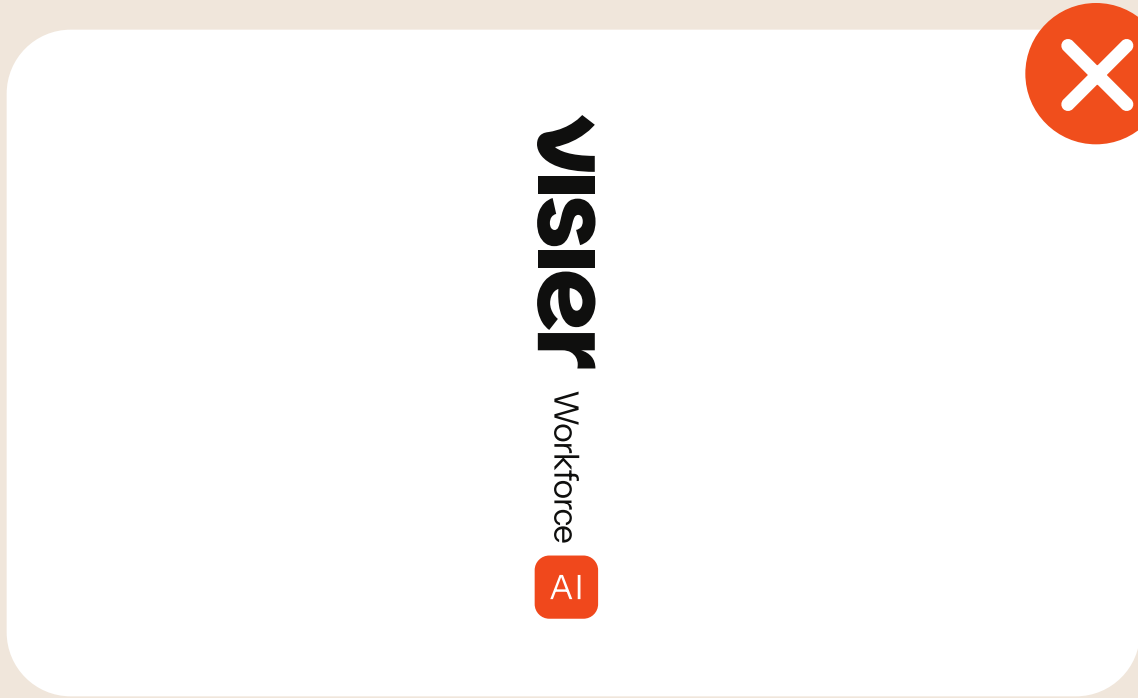
Don't rescale elements within the lockup.



Don't remove logo elements.



Don't distort, skew, or transform the logo.



Don't rotate, tilt, or angle the logo.



Don't add 3D treatments, gradients, or image fills to the logo.



Don't use color combinations that create low contrast and lack of legibility.

Visier Workforce AI Logo Clear Space

Clear space keeps the Visier Workforce AI logo crisp, recognizable, and balanced across every application. Maintaining proper separation prevents competing elements from compromising brand recognition.

The stacked logo minimum clear space is $\frac{1}{4}$ the width of the 'V' ($\frac{1}{4} V$). The horizontal logo minimum clear space is $\frac{1}{2}$ the width of the 'V' ($\frac{1}{2} V$).



Visier Icon

The Visier icon features our standalone "V" mark. It is essential to differentiate the icon (used to identify Visier applications, browser favicons, social media profiles, and compact UI) and the Visier logo (which represents the company overall).

Use this icon across product interfaces, browser tabs, and social profile assets.

Always use the provided asset files. Don't think about altering, recoloring, or adjusting the brand colors of the icon.



Additional Branded Properties

Branded property lockups combine the primary Visier logo, the property name, and its corresponding feature icon.

Always use official, pre-built lockup files from the brand kit. Never attempt to recreate them by retyping text or swapping icon tiles.

Each property features a dedicated icon tile color. Do not recolor, swap, or modify these color pairings. Do not rearrange, rescale, or alter the spacing between the logo, text, and icon tile.

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Embedded 

Visier Embedded Analytics™

Visier Embedded Analytics brings our workforce analytics to third-party SaaS products and other software solutions.

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University 

Visier University

Visier University is our learning and certification arm, offering courses to customers, developers, and the public.

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Docs 

Visier Docs

Visier Docs provides comprehensive technical documentation, guides, and API references for building and integrating with Visier.

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Partners 

Visier for Partners

Visier for Partners offers resources, enablement materials, and support for co-selling, integrating, and growing with Visier.

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