



Brand guidelines



Customer @ Heart



INDEX

Visual identity

Logo

- Architecture
- Positive/negative
- Don't
- Background colors
- Background images

Visual elements

- Favicon/app icon
- Color Pallete



Visual identity

Logo

The logo is the core of a brand's identity.

Find out about the logo's elements, variations and how to apply it in a consistent way.



Architecture

The logo is a graphic comprised of the **wordmark (logotype)** and **figurative mark (symbol)**.

The lettering is created using the Danube typeface, and the artist made some improvements. The vibrant color palette chosen for symbol heart to evokes a sense of vivacity and vigour.

The logo should be always produced from the master artwork.

Use the complete logo. The only time you should use the symbol alone is on the Virtuos products or social media channels where there are other elements to help the user recognise the brand.

The logo can also be accompanied by a slogan.





Positive & Negative

The figurative mark must remain multicolor in positive and negative versions of the logo. This ensures the logo is recognisable.

The wordmark varies between blue and white depending on its application.

The grayscale and the monocromatic version have been specifically designed to meet some specific visual requirements.

They should not be used in other circumstances.

Positive version



Negative version



Positive grayscale version



Negative monocromatic version





✘ Move elements



✘ Remove elements



✘ Stretch or transform



✘ Change colors



✘ Outline



✘ Adding shadow



✘ Change font



Don'ts

It is not allowed to alter the structure, color, proportions, elements or the direction of the logo.



Application over plain color

Blue Background



White Background



Background Colors

You should always try to use the **positive (main) version of the logo**. However, when the background is the same colour as an element of the logo you can use the negative version.

Avoid using the logo on a plain blue background. If this cannot be avoided, use the monochromatic version to ensure legibility.



Application over image backgrounds

Dark Background



Light Background



Complex Background



Background Images

Use the main (positive) version on light backgrounds.

Use the negative version on dark backgrounds which do not contrast with the blue part of the logo.

If the background picture is too complex, and it is difficult to read the logo, we strongly recommend using a different image.

Use a solid corporate color label behind the logo if there is no other option.



Favicon and app icon

The Virtuos favicon graphic is linked with the Virtuos website. It is a smaller representation of the brand for the **browser** and for the **mobile interfaces**.

Take into account that the favicon is not the brand logo and should never replace the logo.

It can be used as **32x32px**.



Visual identity

Visual elements

Elements such as the colour palette, typography and iconography help to build a consistent brand environment.

These elements help customers recognise our brand even if the logo is not present.



Color palette

Primary colours

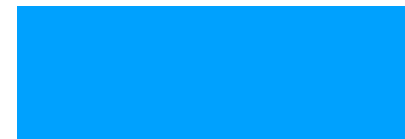
Virtuos Blue is the main color of the Virtuos identity so it has the strongest presence on our brand.

Virtuos Pink, Green and Red (Or gradient shades) complements the Virtuos Blue color, creating balance and making the palette more distinctive and sophisticated.

Virtuos White balances the other colors and gives space to the elements.

Secondary colours

These colours provide flexibility when you need to present a large variety of elements. They should be used to accent the primary palette, never dominate the piece.



CMYK C100 M3 Y0 K0
RGB R0 G160 B255
Hex #00a1fe



CMYK C0 M96 Y8 K0
RGB R240 G28 B134
Hex #F01C86



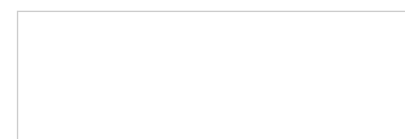
CMYK C82 M17 Y100 K5
RGB R40 G150 B170
Hex #289646



CMYK C82 M17 Y100 K5
RGB R40 G150 B170
Hex #289646



CMYK C6 M0 Y96 K0
RGB R247 G236 B25
Hex #F7EC19



CMYK C0 M0 Y0 K0
RGB R255 G255 B255
Hex #FFFFFF



CMYK C0 M0 Y0 K100
RGB R0 G0 B0
Hex #000000



Do you have any doubts?
Let's talk :)

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