



Brand guidelines



**Customer @ Heart**



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# 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.

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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.





# 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.

## Application over image backgrounds

### Dark Background



### Light Background



### Complex Background





## 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**.

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# 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

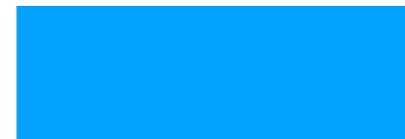
Virtuos Blue is the main color of the Virtuos identity so it has the strongest presence on our brand.

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



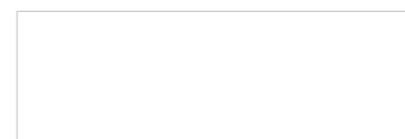
**CMYK** C82 M17 Y100 K5  
**RGB** R40 G150 B170  
**Hex** #289646



**CMYK** C3 M10 Y95 K0  
**RGB** R230 G30 B40  
**Hex** #E61E28



**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 :)

[info@virtuos.com](mailto:info@virtuos.com)