



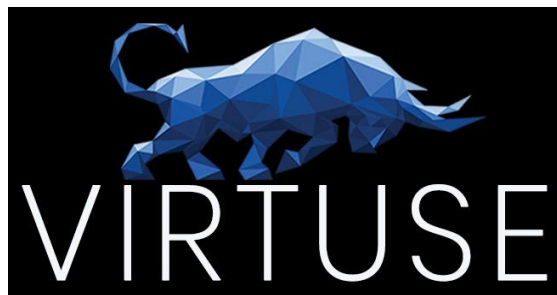
VIRTUSE

Design Manual

## Logo - default



Default (transparent)



Inverse (dark background)



Inverse (transparent)

## Logo - horizontal



Horizontal (transparent)



Inverse (dark background)



Inverse (transparent)

# Bull & favicon



**Bull default**



**Bull alternative**

# Favicon for web & social media

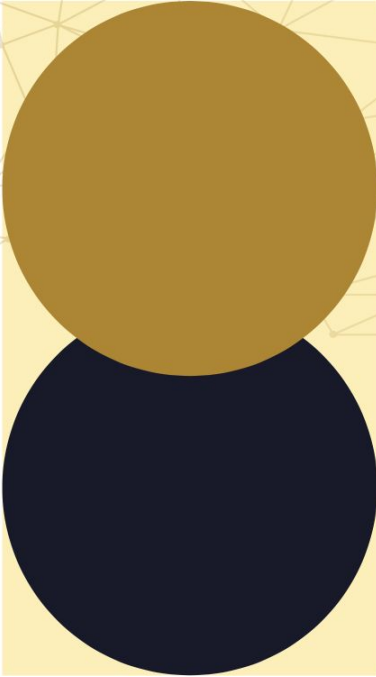


version for SM



web version

# Main Corporate Colors



Corporate Gold

RGB: 181, 142, 57

CMYK: 28, 41, 93, 5

Corporate Dark Blue

RGB: 24, 27, 59

CMYK: 95, 90, 45, 54

## SECONDARY CORPORATE COLORS

(BLUE GRADIENT SCALE)



Light

RGB: 152, 178, 238  
CMYK: 28, 24, 0, 0

Medium Light

RGB: 99, 135, 212  
CMYK: 62, 43, 0, 0

Medium Dark

RGB: 58, 98, 177  
CMYK: 84, 65, 0, 0

Dark

RGB: 24, 27, 59  
CMYK: 95, 90, 45, 54

# Fonts

## WEBSITE & PPT

Poppins Regular

abcdefghijklmnopqrstuvwxyqzABCDEFGHIJKLMNoprstuvWXYQZ  
!"#\$%&'()\*+,-./0123456789:;<=>?@[ \ ] ^ \_ ` { | } ~ £ § © « ® ° 123 » × − € †

Playfair Display

abcdefghijklmnopqrstuvwxyqzABCDEFGHIJKLMNoprstuvWXYQZ  
!"#\$%&'()\*+,-./0123456789:;<=>?@[ \ ] ^ \_ ` { | } ~ £ § © « ® ° 123 » × − € †

## NEWSLETTER

Roboto

abcdefghijklmnopqrstuvwxyqzABCDEFGHIJKLMNoprstuvWXYQZ  
!"#\$%&'()\*+,-./0123456789:;<=>?@[ \ ] ^ \_ ` { | } ~ £ § © « ® ° 123 » × − € †