

Brand Style Guide

Virtue 
for Good
Ethics Consultancy

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Introduction



- The logo consists of three elements:
 - The Brand name
 - The icon, which carries the brand acronym
 - The Brand Tagline
- According to specific needs and print method, the logo can be displayed or used in different colour variations (See examples on page 4).
- For dark backgrounds, it is appropriate to display the logo in negative/white. Note that altering the logo is against our copyright law.

Primary Logo: Variatons



Virtue **VfG**
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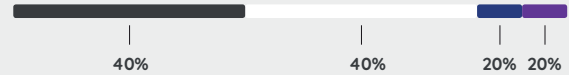
Breathing Space



The logo is made under proper proportion that includes clear white space and golden ratio

Colour Palette

Colour usage recommendation:



BLACK

RGB 00, 00, 00

CMYK 0, 0, 0, 90

HEX #000000



MIDNIGHT BLUE

RGB 27, 41, 126

CMYK 100, 96, 19, 7

HEX #1B297E



WHITE

RGB 255, 255, 255

CMYK 0, 0, 0, 0

HEX #FFFFFF



INDIGO

RGB 111, 0, 159

CMYK 71, 100, 0, 0

HEX #6F009F

Brand Typeface

A typeface plays an important role in creating a distinct identity. The fonts for all VFG are Raleway and Roboto.

RALEWAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

RALEWAY SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

RALEWAY MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

QUICKSAND REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

Logo do's & Dont's



Imagery





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