



DESIGN & BRAND GUIDELINES



Version 1.0



Virtus Mortgage Broking Services
Corporate Brand Guidelines

Version: v1.0 / 2020

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SECTION 1

INTRODUCTION



The Company and Corporate Design Guidelines

The Design Guidelines

These guidelines describe the visual and verbal elements that represent **Virtus**' corporate identity. This includes our name, logo and other elements such as colour, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect

Virtus's commitment to quality, consistency and style.

The **Virtus** brand, including the logo, name, colours and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **Virtus** name and marks.

SECTION 2

CORPORATE LOGO

The Logo Introduction
The Logo Application
The Logo Elements
Clearspace
Incorrect Variations

02

Logo Introduction

Our Logo is the key building block of our identity, the primary visual element that identifies us. It is a combination of graphic elements and our company name.

The Full Logotype

The Virtus Masterbrand or Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image displaying the transition from financial stress, of the straight edge, (left part of the V), into a relaxed state of financial freedom, (reflected in the right corner of the V).

The Logo Type has been carefully chosen for its modern style, which has been further enhanced by the use

of upper case letters. The typeface is Butler Medium and has also been chosen to compliment and balance perfectly with the logo symbol.

The logo is presented through the use of colour as well as shape and form. The three corporate colours are Navy Blue, Red and Grey. It is a modern and appealing blend of colours chosen for their strong combination for the meaning behind VIRTUS - "manliness, excellence, courage, character and worth".

The Logotype



1) The general Logo

The main logo is navy, red and grey used on a white background. Where coloured backgrounds such as photographs are being used, the logo must be positioned in a white box or the logo type and tagline converted to white as per the below (b)

1) The Logo Symbol

Consists of a 'V', a powerful element - symbolising financial stress transistioning to financial freedom.

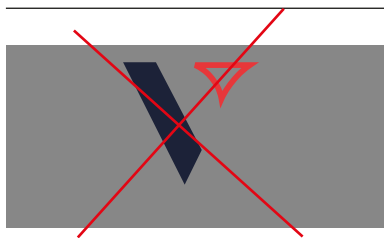
2) The Logo Type

Carefully chosen for its professional style, all in capitals with the font Butler Medium.

3) The Logo Tagline

The use of Uppercase compliments the surrounding V and VIRTUS word and in grey, softens the corporate style.

a) Logo on Grey



b) Logo Dark Background



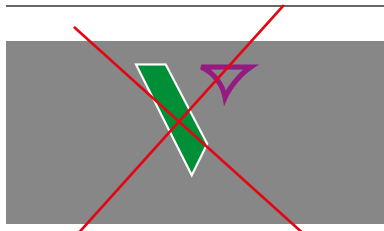
a) Logo on Grey

The logo must never be positioned on a Grey background.

b) Logo Dark Background

The white and red version of the logo may be used on a dark background.

c) Do no edit logo colours



d) Logo White Background



c) Do not edit the logo

Refer to page 9 for further examples of incorrect use.

d) Logo White Background

A white background ensures the logo stands out against the artwork in it's true colours of navy and red.

Recommended formats are:

.eps | .ai | .png | .jpg

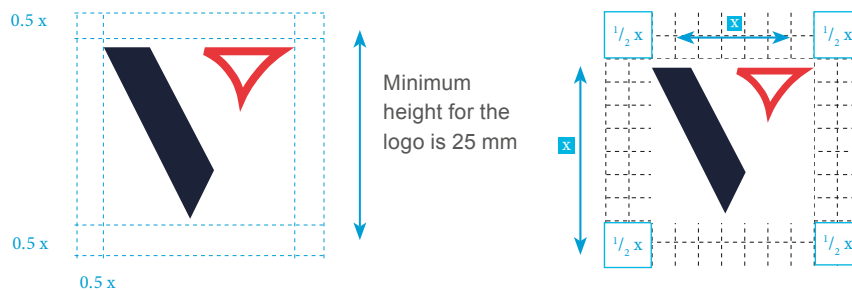
SECTION 2

CORPORATE LOGO

The Logo Introduction
The Logo Application
The Logo Elements
Clearspace
Incorrect variations

Logo Construction and Clearspace

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest that any other graphic element or message is positioned in relation to the mark of the symbol itself. E.g. A partner logo.



To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).

Clearspace

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

The Virtus Wording

The Virtus wording may be incorporated on external advertising media such as posters, presentation folders and business cards.

VIRTUS
MORTGAGE BROKING SERVICES



~~**VIRTUS**
MORTGAGE
BROKING
SERVICES~~

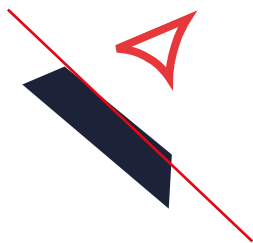
Do not restack, rotate, skew, recolour, add other elements or edit the logo in any way.

~~**VIRTUS**
MORTGAGE
BROKING
SERVICES~~

~~**VIRTUS VIRTUS**
MORTGAGE BROKING SERVICES MORTGAGE BROKING SERVICES~~

Other Incorrect Variations

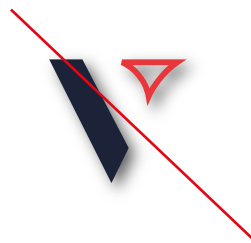
Use of any stylized, hand drawn or other versions of an unofficial logo is not permitted. This undermines the brand consistency. Please consult with Virtus marketing if you have any questions or need further assistance.



Do not alter the angle of the landmark



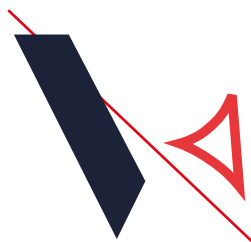
Do not repeat elements



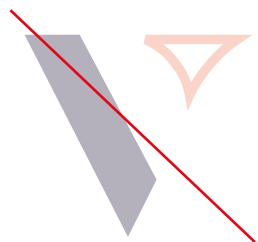
Do not add a drop shadow



Do not reposition any logo elements



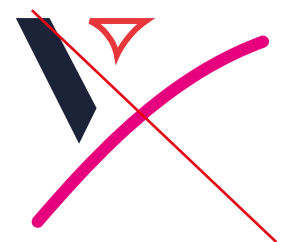
Do not stack or reposition the logo



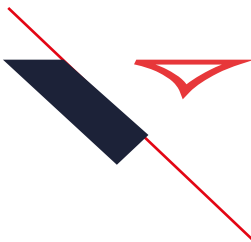
Do not fade the logo colours



Do not create background shapes



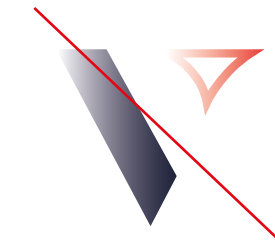
Do not add new elements



Do not stretch the logo



Do not alter the colours of the logo



Do not use gradients in the logo



Do not remove logo elements

SECTION 3

CORPORATE TYPOGRAPHY

The Corporate Fonts
Primary Font
Secondary Font
Font Hierarchy

03

The Corporate Fonts and Typography

The Corporate Typography

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Virtus communications. We have

selected Montserrat, which helps reflect trust and professionalism, as well as reinforcing the meaning of the Virtus brand - manliness, excellence, courage, character and worth, into the entire Virtus communications.

Primary Corporate Font

Primary Font: Montserrat

The font

Chose to represent Virtus because of its wide range of weights, clarity and friendly aesthetic.

Body copy should be 80% black where possible. Or white reversed out of a coloured background and sized at 11pt. Headings can appear as a mix of brand colours.

Type Examples Montserrat

MONTSERRAT

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Light

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § \$ % & / () = ? ` ; :
ı “ ¶ ¢ [] | { } ≠ ¿ ‘
« » € ® † Ω “ ” / ø π • ± ‘
æ œ @ Δ ° ª © ¢ ð , å ¥ ≈ ¢
√ ~ μ ∞ … – ≤ < > ≥ ~ › ‹ ◇

SECTION 3

CORPORATE TYPOGRAPHY

The Corporate Fonts
Primary Font
Secondary Font
Font Hierachy

Secondary Fonts

Primary Font
Arial

A R I A L

When creating emails or standard documents, use Arial.

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Type Examples
Arial

Numbers

0 1 2 3 4 5 6 7 8 9 0

Special
Characters

! “ § \$ % & / () = ? ` ; :
i “ ¶ ¢ [] | { } ≠ ¿ ‘
« Σ € ® † Ω ” / ø π • ± ‘
æ œ @ Δ ° ª © ¢ ∂ , å ¥ ≈ ¢
√ ~ μ ∞ ... – ≤ < > ≥ ~ > < ◇

Typography and Text Hierarchy

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan

text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Virtus layouts.

Context Text
and inner Headlines

Caption Text

Virtus Typo
-
Montserrat Bold
9 pt Type /11 pt Leading

Copy Text

Virtus Typo
-
Montserrat Regular
10pt Type / 11 pt Leading

Headlines
Copy Text

Virtus Typo
-
Montserrat Light- Capital Letters
11pt Type / 10pt Leading

Headlines and
Typobreaks

Sublines
Sections

Virtus Typo
Montserrat Bold - Capital Letters
16pt Type / 16pt Leading

Big Headlines
and Title

VIRTUS
Montserrat - bold Capital Letters
34pt Type / 30 pt Leading

SECTION 4

CORPORATE COLOUR SYSTEM

The Corporate Colours
Primary Colour System

04

The Primary Colour System and Colour Codes

The Colour System

Colour plays an important role in the Virtus corporate identity program. The colours listed must be used whenever the logo appears. This is a

representation of the brand and will ensure consistency and a harmonious look of the Virtus brand identity across all relevant media.

Primary Colour system

-

Explanation:

The Virtus Company has three official colours: Navy, grey and red. These colours have become a recognizable identifier for the company.

Usage:

Use them as the dominant colour palette for all internal and external visual presentations of the company.



VIRTUS
MORTGAGE BROKING SERVICES

Primary Colour Navy

Colour Codes

CMYK : C97 M85 Y46 K57

RGB : R11 G28 B57

Web : #0B1C39

Primary Colour Red

Colour Codes

CMYK : C0 M89 Y75 K0

RGB : R105 G181 B65

Web : #EF4345

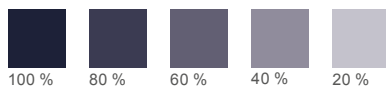
Primary Colour Grey

Colour Codes

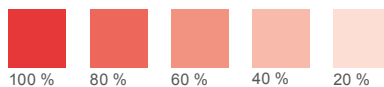
CMYK : C53 M44 Y44 K8

RGB : R126 G127 B127

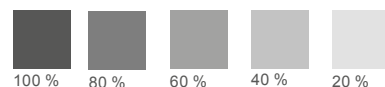
Web : #7E7F7F



100 % 80 % 60 % 40 % 20 %



100 % 80 % 60 % 40 % 20 %



100 % 80 % 60 % 40 % 20 %

SECTION 4

CORPORATE COLOUR SYSTEM

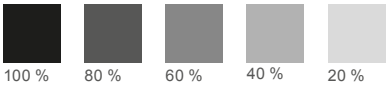
The Corporate Colours
Primary Colour System
Colour Gradients

Text Colour

Explanation:
All word processing text is to be 80% black however lighter shades may also be combined if black and white documents have been created e.g. internal forms.

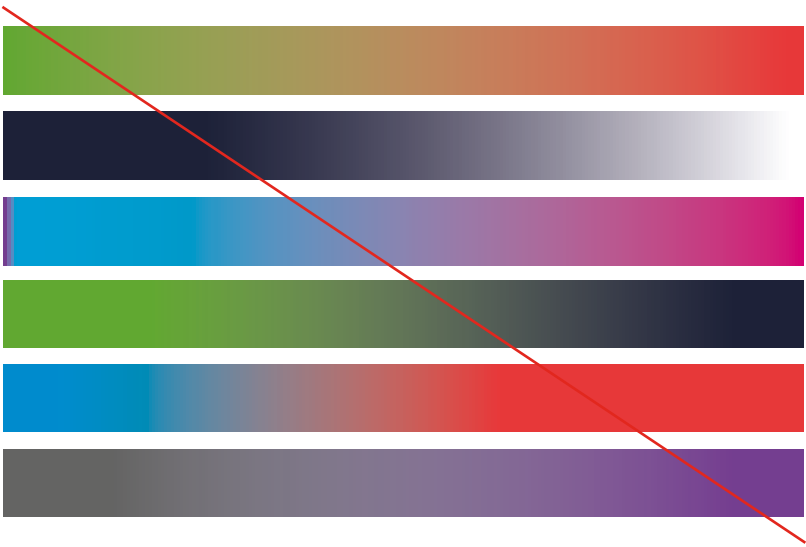
Primary Colour Grey

Colour Codes
CMYK : C0 M0 Y80 K0
RGB : R88 G89 B91
Web : #58595b



Colour Gradients

Explanation:
To ensure the Virtus branding remains strong and recognisable, gradients of any kind must not be used.





Block Colour

-

Explanation:

Combinations of any of the three corporate colours may be used as block colour such as backgrounds, footers or text boxes.



SECTION 5

CORPORATE STATIONERY

The Company Letterhead
The Company Business Cards
With Compliments Slip
Presentation Folder

05

The Virtus Stationery

The Virtus Stationery System

Stationery is a primary means of communication and it is essential that every application be a consistent reflection of our corporate identity.

There is only one approved design format for all corporate and

business unit stationery. It includes specifications for typography, colour, paper stock and word processing.

Stationery brand management guidelines do not include invoices, credit letters or other business forms.

The Company Letterhead

The Company Letterhead

-

Explanation:

This shows the approved layouts with the primary elements of the Virtus stationery system for the front of the letterheads. The back must not be printed on.

Usage:

The letterhead will be used for all official communication that is going out of Virtus company.

Parameter

Dimensions

297 x 210mm (A4)

Weight

120gsm Uncoated white



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COMMERCIAL LOANS
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PRIVATE FINANCE
www.vmb.com.au

SECTION 5

CORPORATE STATIONERY

The Company Letterhead
The Company Business Cards
With Compliments Slip
Presentation Folder

Business Cards

The Company Business Cards

-

Explanation:

This shows the approved layouts with the primary elements of the Virtus stationery system for business cards.

Usage:

The business cards will be used for all official contact and communication of Virtus.

Parameter

Dimensions

90 x 55 mm

Weight

300gsm Uncoated white

Print

CMYK



Front



Back

With Compliments Slip

The Company
With Compliments Slip
-

Explanation:
This shows the approved layout
with the primary elements of the
Virtus with compliments slips.

Parameter

Dimensions
220 x 110 mm

Weight
120gsm
Uncoated white

Print
CMYK



SECTION 5

CORPORATE STATIONERY

The Company Letterhead
The Company Business Cards
With Compliments Slip
Presentation Folder

The Presentation Folder



Explanation:

This shows the approved layouts with the primary elements of the Virtus stationery system for presentation folders.

Usage:

- Welcome packs for new clients
- Contracts and supporting documents

Parameter

Dimensions

To fold to A4

Weight

220g/m Coated white

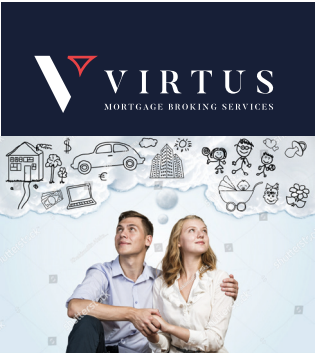
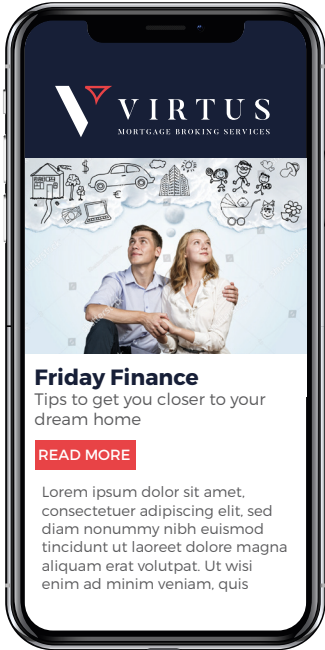
Print

CMYK

E-Newsletter

Explanation:
This shows the approved layouts with the primary elements of the Virtus stationery system for newsletters. Use the branding colours with a secondary bright colour.

Usage:
Supplied monthly in a digital format. Where printed, please see Parameter



Dimensions
e-newsletter
limited text.

Screen:
RGB

SECTION 6

LOGO PLACEMENT

The Correct Logo Placement

06

The Correct Logo Placement

Why this is important?

Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced so that each element is able to speak clearly. If you give the logo a distinct presence in the design, it will have greater impact and won't distract from other messages you wish to communicate.

Clear area around the Virtus logo:
When using the V logo on its own or

with "Virtus" leave at least 4 stroke widths on either side and at least 2 stroke widths above or below so that it does not appear connected to other elements.

In some cases, you may need to adjust the space for visual balance. Avoid bold backgrounds when writing a lot of text. The more white space - the easier on the eye!

Correct Logo Placement

Parameter

The Logo Placement

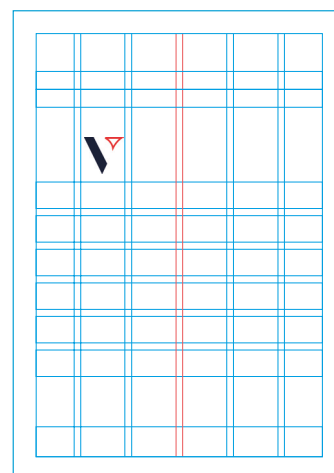
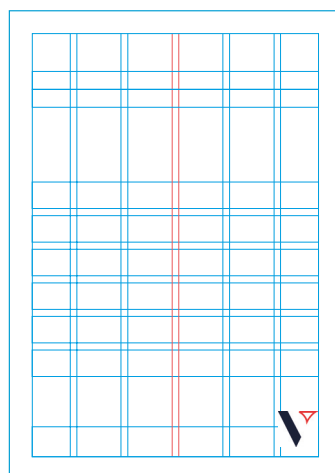
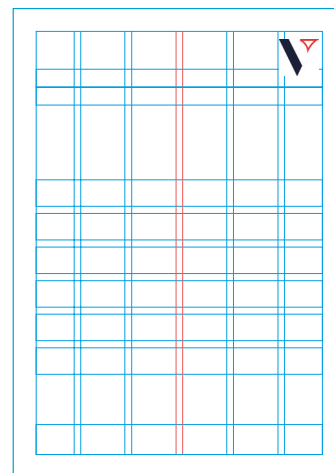
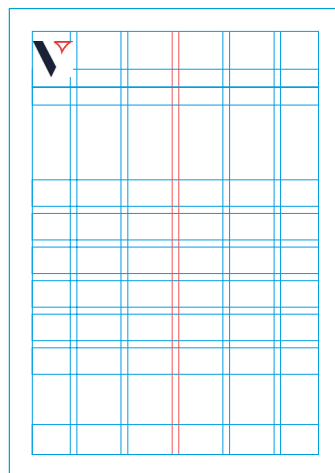
-

Explanation:

To place the Virtus logo in the correct way please use one of the approved styles that are shown on the right.

Example

297 x 210mm
DIN A4



SECTION 7

GRID SYSTEMS

Grid Systems

Vertical Grid Systems A4

Vertical Poster Grid System A3

07

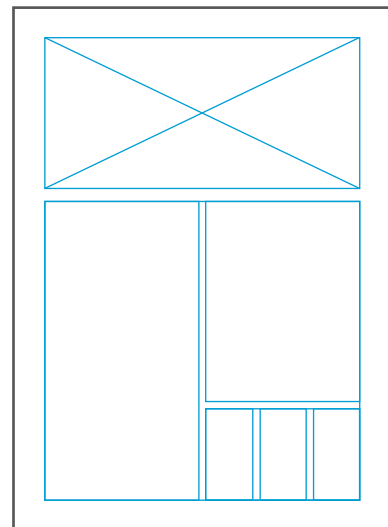
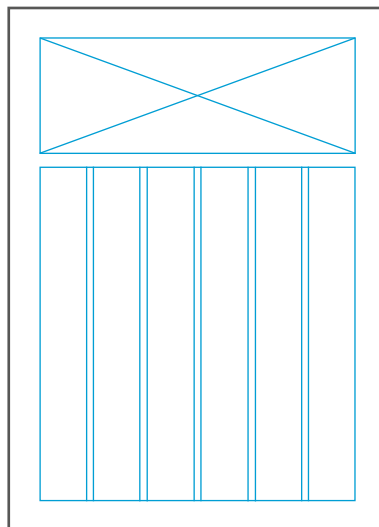
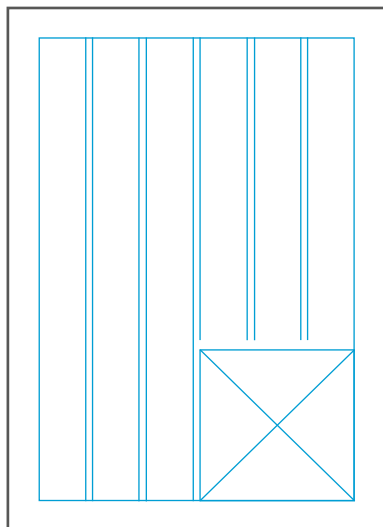
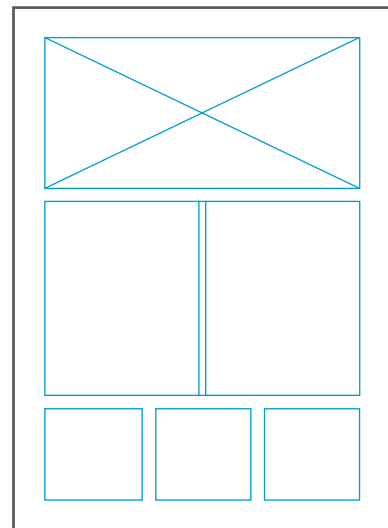
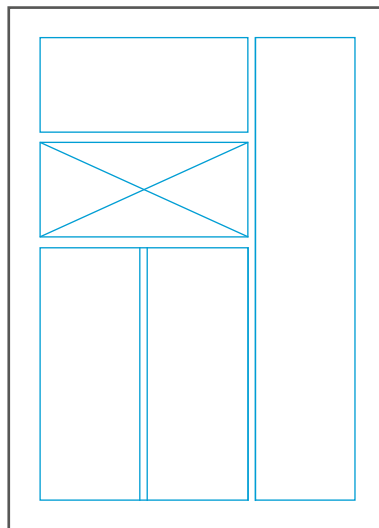
The Virtus Grid Systems

The Grid System

In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to structure content. The grid serves as an armature on which a designer can organize graphic elements (images,

glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.

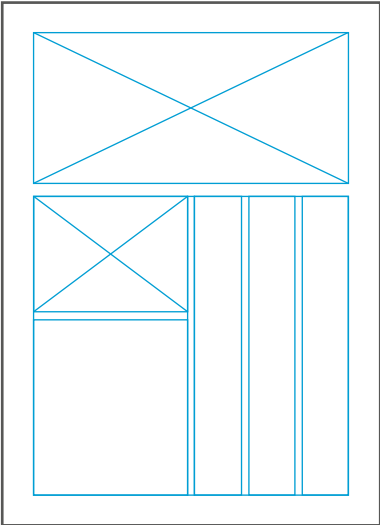
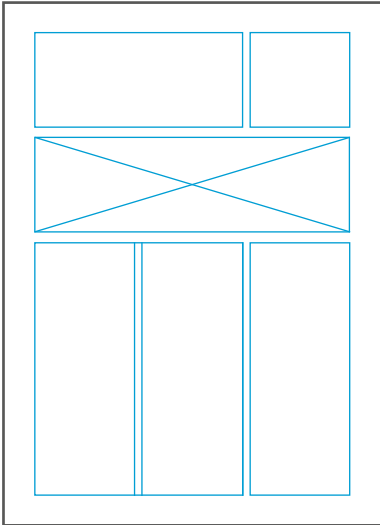
A4 Vertical Grid System Examples



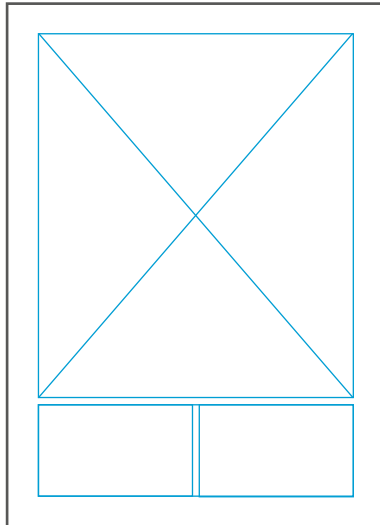
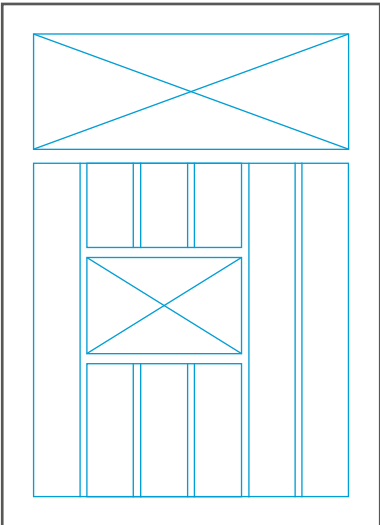
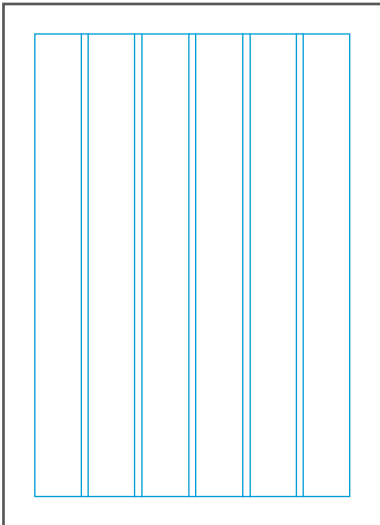
SECTION 7

GRID SYSTEMS

Grid Systems
Vertical Grid Systems A4
Vertical Poster Grid System A3



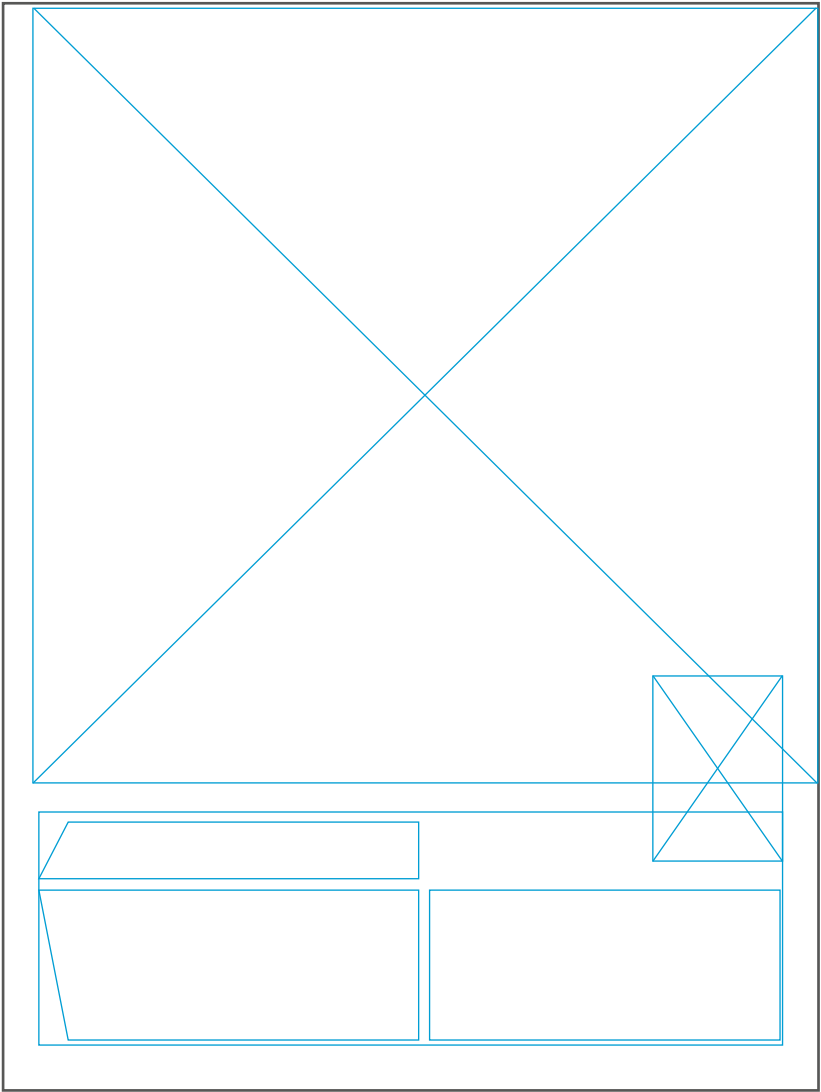
A4 Vertical Grid System
Examples



A3 Vertical Grid System Examples

Explanation:
This shows an approved layout with a typography grid for an A3 Poster of Virtus.

Example:
Poster A3



SECTION 8

IMAGES

Corporate Image
Corporate Image Colour
Mood Boards

08

The Virtus

Corporate Image: Coloured Images

The Corporate Image System

Professional images are responsible in transferring the values of Virtus to our customers.

Images should be vibrant with a strong focus on happiness and lifestyle and

ensure they relate to the story being told. Using images which highlight one of the three corporate colours can help if you're unsure of where to start with your design.



Examples for Virtus Imagery

Requirements:

- high contrast
- sharp images
- modern
- smiling
- enjoyment
- holidays
- relaxing



SECTION 9

MOOD BOARDS

Corporate Image
Corporate Image Colour
Mood Boards

MOODBOARD BLUE AND BRIGHT





MOODBOARD HAPPY COUPLES





VIRTUS
MORTGAGE BROKING SERVICES

 [virtus_mbs](#)
 [Virtus-Mortgage-Broking-Services](#)

SPECIALISING IN :
RESIDENTIAL MORTGAGES
COMMERCIAL LOANS
ASSET / EQUIPMENT FINANCE
PRIVATE FINANCE