



# 5G VIRTUOSA

Brand guidelines



VIRTUOSA 5G

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## Logo usage

The Virtuosa 5G logo is at the core of our visual identity. When using the logo there are some simple rules to follow.

The Virtuosa 5G logo should appear either in black or white out.

The logo should only be reproduced from master artworks and should not be redrawn or altered in any way.

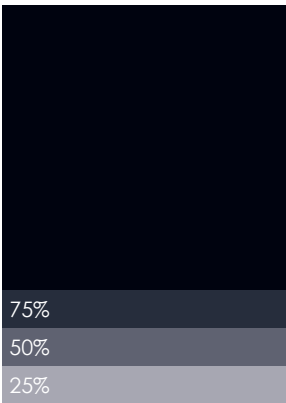
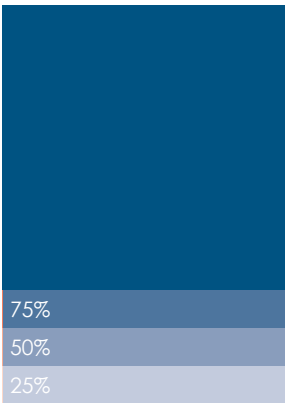
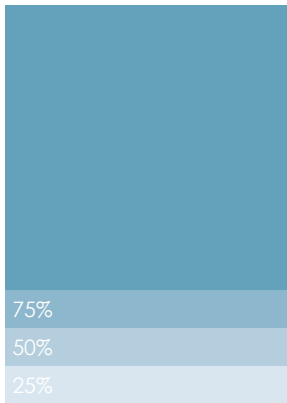
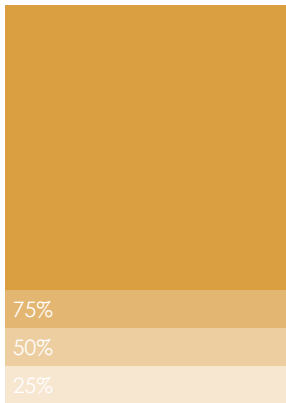
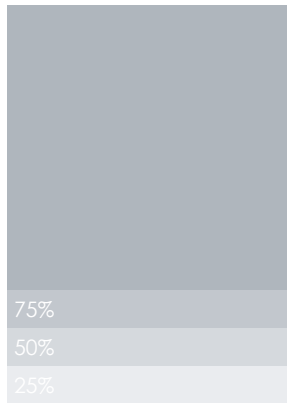
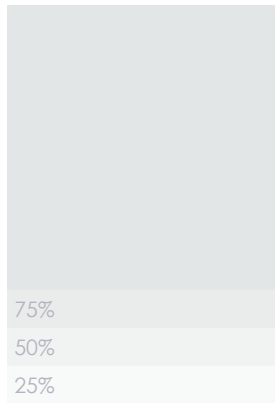


## Exclusion zone

To protect the integrity of our logo an exclusion area ensuring adequate clear space around it is essential. For the vertical logo the clear space top and bottom is equivalent to  $1\frac{1}{2}$  x the height of the letter T and left and right is 1x the height of the T. For the horizontal version the clear space is 1 x the height of the T to all sides.. This is the minimum space allowed around the logo and no other elements should fall within this area when used in any design.

This area is a minimum and should be increased wherever possible.

# Colour palette

					
Pantone Black 6 <b>C 100 M 79 Y 44 K 93</b> <b>R 16 G 24 B 32</b> #101820	Pantone 2161 <b>C 93 M 55 Y 16 K 25</b> <b>R 40 G 87 B 128</b> #285780	Pantone 7696 <b>C 56 M 9 Y 9 K 21</b> <b>R 99 G 153 B 174</b> #6399AE	Pantone 7407 <b>C 6 M 36 Y 79 K 12</b> <b>R 203 G 160 B 82</b> #CBA052	Pantone 429 <b>C 21 M 11 Y 9 K 23</b> <b>R 162 G 170 B 173</b> #A2AAAD	Pantone 427 <b>C 7 M 3 Y 5 K 8</b> <b>R 208 G 211 B 212</b> #D0D3D4

## The Virtuosa 5G colour palette

The corporate primary colours provide a definite, solid and professional base for the Virtuosa 5G identity. The colour palette should be used consistently across all brand communications as flat colours and never a gradient. Tints of the base palette colours may be used and can be especially useful for designing information graphics, charts and tables.

# Typography

Century Gothic Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*()

*Century Gothic Italic*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890!@£\$%^&\*()*

**Century Gothic Bold**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!@£\$%^&\*()**

***Century Gothic Bold Italic***  
***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890!@£\$%^&\*()***

# Typography

## Primary typeface

Century Gothic is the primary font for Virtuosa 5G literature. The font complements the Virtuosa 5G logo with the geometric forms, and the symmetry of its characters.

Fresh and modern in it's look, it conveys a professional feel. The two weights; regular and bold – and the italicised versions – provide versatility of use.

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If you have any questions or require any clarification on the contents of these guidelines, please contact the Marketing Department by email.

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