

Virtuozzo Logo Guidelines

Logo

Isologotype

Clear Spaces

Minimum and Maximum Size

Colors

Monochromatic Logo

Proper use

DON'Ts

Font

Product Names

Logotype

The logotype consists of the word "Virtuozzo" in a bold, black, sans-serif font. The letter "z" at the beginning of the word is highlighted in red.

Symbol



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Isologotype

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Minimum and Maximum Size

Colors

Monochromatic Logo

Proper use

DON'Ts

Font

Product Names

Isologotype

This is our logo. This is our preferred logo. It should be used whenever possible and never be altered.

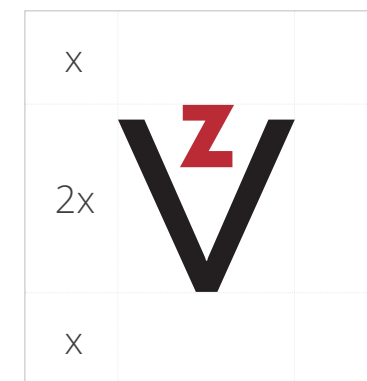
Morphologically it's a monochromatic composition made with a sans serif geometrical typography and an accent color in one of the characters.

The preferred usage of the isologotype is meant to be the horizontal orientation.

Clear Space

To measure the minimum space surrounding the Virtuozzo isologotype use as reference the height of the logo.

This applies to image edges, page trim or box edges.



Logo

Isologotype

Clear Spaces

Minimum and Maximum Size

Colors

Monochromatic Logo

Proper use

DON'Ts

Font

Product Names

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Should the size of the isologotype need to be increased or decreased, this should be done while maintaining a constrained ratio. The size of all elements of the isologotype should change proportionately to each other.

Horizontal: 30 mm / 85 px



Vertical: 7 mm / 20 px



Vertical: 30 mm / 85 px



Logo

Isologotype

Clear Spaces

Minimum and Maximum Size

Colors

Monochromatic Logo

Proper use

DON'Ts

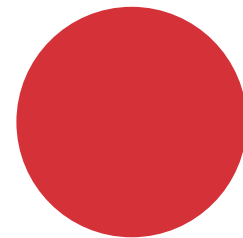
Font

Product Names

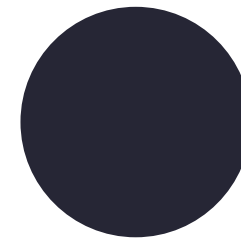
Hero Color

Our primary colors are white and Virtuozzo Red, with touches of accent colors. Virtuozzo Red is used to highlight the brand, while the accent colors are used to support, and give additional character to our identity.

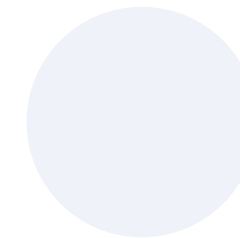
Primary colors



Virtuozzo Red
CMYK: C2 M97 Y85 K7
PANTONE: 1797 C
RGB: R203 G51 B59
HEX: #CB333B



Virtuozzo Dark Gray
CMYK: C0 M0 Y0 K100
PANTONE: Process Black C
RGB: R40 G39 B53
HEX: #282735



Virtuozzo Light Gray
CMYK: C0 M0 Y0 K0
PANTONE: Brilliant White
RGB: R237 G241 B254
HEX: #EDF1FE

Logo

Isologotype

Clear Spaces

Minimum and Maximum Size

Colors

Monochromatic Logo

Proper use

DON'Ts

Font

Product Names



Virtuozzo



Virtuozzo



V^z



V^z

Logo

Isologotype

Clear Spaces

Minimum and Maximum Size

Colors

Monochromatic Logo

Proper use

DON'Ts

Font

Product Names

Proper use

Always place the isologotype on backgrounds that provide good contrast and legibility to ensure that it is clearly recognizable.

Use the alternative white and gray logo variants only for specific instances where the preferred logo cannot be used due to production limitations.



Preferred Version –
Black / White Background

Virtuoizzo isologotype should appear in the full color standard version wherever possible.



Preferred Version –
White / Black Background

If the isologotype must appear in a dark background like black, the word should appear in 100% white.



One-Color Version

If the isologotype must appear in one color, it should be reproduced in 90% black.



Grayscale Version

If the isologotype must appear in one color, it should be reproduced in 90% black.

Logo

Isologotype

Clear Spaces

Minimum and Maximum Size

Colors

Monochromatic Logo

Proper use

DON'Ts

Font

Product Names

Do not alter the proportions of the logo in any way. Should the size of the pictorial or word mark need to be increased or decreased this should be done while maintaining a constrained ratio. The size of all elements of the logo should change proportionately to each other.

× 

DO NOT use any color combination other than those defined in this guide for the reproduction of the logo.

× 

DO NOT reproduce the logo with any frames or borders.

× 

DO NOT print the logo as an enlarged bitmap image.
DO NOT add any elements, including drop shadows, to the logo.

× 

DO NOT rearrange any of the logos elements.

× 

DO NOT stretch or condense the logo. The horizontal and vertical scales should always change equally.

Logo

Isologotype

Clear Spaces

Minimum and Maximum Size

Colors

Monochromatic Logo

Proper use

DON'Ts

Font

Product Names

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Open Sans

Download font files

Open Sans [here](#).

When Open Sans is not available, Calibri Light can be used as fallback font.

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!"#\$%&/()=?

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!"#\$%&/()=?

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!"#\$%&/()=?

Logo

Isologotype

Clear Spaces

Minimum and Maximum Size

Colors

Monochromatic Logo

Proper use

DON'Ts

Font

Product Names

Product logos

Virtuozzo Storage

Virtuozzo Storage

for Kubernetes

Virtuozzo Storage

for Docker

Virtuozzo ReadyKernel

Virtuozzo Platform