

Brand and Style Guidelines

Introduction

At Virtuozzo, we know the importance of branding. We know that our employees, partners, customers and other stakeholders get to know us in many ways and their visual impression of us is an integral part of their familiarity with our brand.

This guide provides a consistent visual identity and voice that are critical to Virtuozzo brand recognition; online, in print, and at trade shows.

Read on to learn more about how our visual identity and the way we talk about ourselves reflects who we are.

If you are working with the Virtuozzo brand, please follow the instructions and guidelines in here closely as consistency in everything we do is important to our collective success.

Questions? Please contact our [marketing](#) department and we'll be happy to help.

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Creative Guidelines

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A quick overview

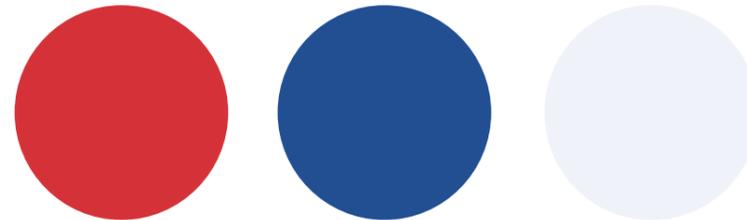
Primary logo

Virtuozzo

Secondary logo



Color scheme



Typography

Open Sans Light

Open Sans Regular

Open Sans Semibold

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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.

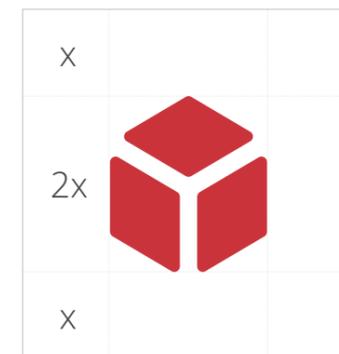
The preferred usage of the isologotype is meant to be the horizontal orientation.

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.

Download [Virtuozzo](#) logos.



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Minimum and Maximum Size

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

Virtuozzo

Vertical: 7 mm / 20 px



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Proper use

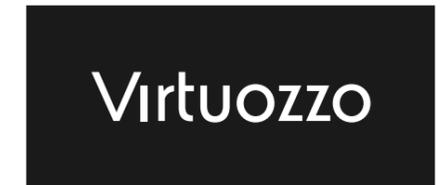
Always place the isologotype on backgrounds that provide good contrast and legibility to ensure that it is clearly recognizable.

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

Virtuozzo 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.

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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.

× **Virtuozzo**

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

× **Virtuozzo**

DO NOT reproduce the logo with any frames or borders.

× **Virtuozzo**

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

× **VIRTUOZZO**

DO NOT rearrange any of the logos elements.

× **Virtuozzo**

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

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Applying hierarchy

Open Sans Light in 34pt with a line height of 46pt

Introductions and short intro texts should use Open Sans Light 18 pt with a line spacing of 26 pt. Keep in mind that the introduction should be closer to the body than the headline, so they are clearly separated. The font size relationship between the headline, introduction and body text should be maintained. This means that the size of the texts may vary.

Open Sans Semibold in the title, 18pt

Open Sans Regular is used for body text. This text is 16 pt with a line spacing of 22 pt. The recommended size for the body of Value Sans for print is a minimum of 9 pt. In ads, the body may be varied between 9-11 pt according to needs and space. The general rule is to have a line spacing of 6-8 pt bigger than the font size.

Open Sans Semibold in the title, 18pt

Long line lengths require larger line spacing for optimum readability while short lines require tighter spacing. Use 35-60 characters (including spaces) or 7-10 words to create a reader-friendly column.

All texts should be left aligned as default. Avoid hyphens, especially in all types of headers.

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Typographic don'ts

Below are type principles in all Virtuozzo communication.

Do not use Merriweather in headlines

~~Sample Headlines~~

~~Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.~~

Do not right align text

~~Sample Headlines~~

~~Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.~~

Do not true justify body copy text

~~Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.~~

Do not center align text paragraph longer 4 lines

~~Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.~~

Do not use too little line height

~~Example Headline with bad spacing in between lines~~

Do not use too little space between image and text



~~Sample Headlines~~

~~Lorem ipsum dolor sit amet, consectetur adipiscing elit.~~

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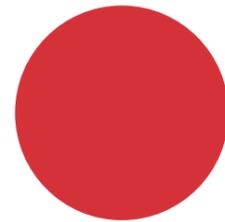
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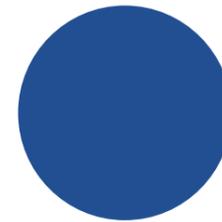
Hero Color

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.

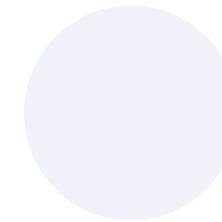
Primary colors



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



Virtuozzo Dark Blue
CMYK: C100 M80 Y13 K0
PANTONE: PANTONE 293
RGB: R38 G78 B144
HEX: #254d90



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

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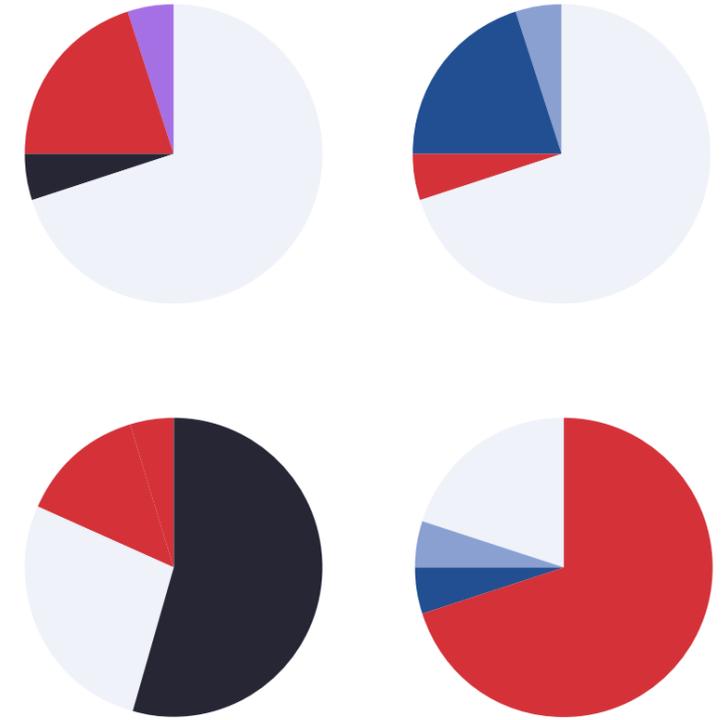
Resources

Brand Color Palette

Every color in our brand color palette complements our hero color, Virtuozzo Red.

Do not use more than four brand colors (Virtuozzo Red) within one design.

Here are a few examples of aesthetic color combinations in varied palettes that will work whether in schema or illustration.



Purple
CMYK: C46 M61 Y0 K0
RGB: R166 G112 B229
HEX: #a670e5

Dark Purple
CMYK: C71 M89 Y0 K0
RGB: R107 G57 B167
HEX: #6b38a6

Emerald
CMYK: C17 M76 Y35 K0
RGB: R206 G95 B122
HEX: #5bc397

Dark Emerald
CMYK: C80 M17 Y72 K3
RGB: R43 G152 B110
HEX: #2b986e

Blue
CMYK: C46 M31 Y0 K0
RGB: R134 G162 B237
HEX: #86a2ed

Dark Blue
CMYK: C95 M78 Y13 K2
RGB: R38 G78 B144
HEX: #254d90

Crimson
CMYK: C17 M76 Y35 K0
RGB: R206 G95 B122
HEX: #ce5f7a

Dark Crimson
CMYK: C32 M96 Y58 K23
RGB: R145 G38 B71
HEX: #902546

Personality, Voice, & Tone

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In general, Virtuozzo follows the Chicago Manual of Style for the Editorial Style Guide for VZ.

Below are a few sample recommendations.

1. Use your, you, we, ours whenever possible instead of more passive language. “We heard your requests and are including several improvements in our latest release.” Instead of “Virtuozzo is including several improvements most often requested by its user base.”

2. Use American versus British English. Visualization not Visualisation.

3. Write out numbers one through nine, use numbers for anything higher.
We released three functional improvements and 12 bug fixes in Virtuozzo 7.0 .

4. Capitalize titles prior to names, anything after someone’s name should be in lower case
Vice President of Sales, John Smith
John Smith, vice president of sales

The exception to using lower case is when there is an external instance, an online interview for example.

5. Website and email are both one word

Additional style guidelines

Business casual. Professional and polite. Not overly formal and stiff but not too informal.

“Do you want to learn more?” not “May I provide you with additional details?” and not “Hey, wanna’ check it out?”

Neat and tidy. Grammatically correct. Short and to the point. Clear and concise. Action oriented.

“You can migrate containers without re-booting.” not “Its entirely possible to migrate containers in a re-bootless fashion.”

Write the way you speak.

“I’ll tell you how the console works.” Instead of “At this time I will explain the technical approach we take when we attempt to operationalize the console.”

Honest and open. Never derogatory towards a competitor. Use compare and contrast. Focus on your strengths. Admit pros and cons.

“Virtuozzo provides you the ability to run Linux and Windows on the same machine. However, we do not have the management tools found in pre-packaged application containers like XYZ Company”

Instead of “XYZ Company did not have the foresight to architect a solution that allows you to run multiple operating systems, only Virtuozzo has provided you with those benefits.”

Avoid complex sentence structure and technical jargon.

The only exception to this rule is when you are writing materials targeted at developers. Even then, make only the most obvious assumptions about their level of familiarity with technical terms, especially given global audience.

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[The set of Virtuozzo logos](#) (.SVG, .PNG)

[Virtuozzo fonts](#)