



### **Basics**

The basic logotype variant consists of the blue inscription: "viaGood".

The basic icon variant consists of the blue inscription: "vG" in a blue square with rounded corners.







## Shape

If a logotype with a background needs to be used, the variant of a blue text on white rectangular background, with rounded corners is preferred.

The background shape is part of the icon and the icon cannot be used without it. The preferred variant is a square with rounded corners.











# Size and space

The logotype must be displayed in such a size so that clear readability is preserved. In changes of size, the proportions must be preserved.

No further texts or graphic elements should be placed in the immediate vicinity of the logotype.



20 px vioGood®

Minimum size of logotype and icon





### Colors

Blue is the basic color of the viaGood brand, symbolizing stability, trustworthiness and emphasis on a quality technical online solution.

#### Blue

#03A9F4 R65 G162 B214 C70 M21 Y0 K0

#### Grey

#8E8E8E R142 G142 B142 C50 M41 Y38 K3 Black

#04030F R4 G3 B15 C92 M82 Y58 K91 White

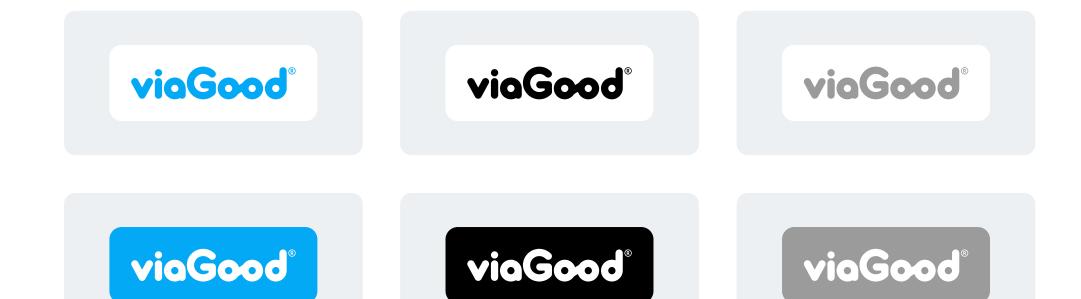
#FFFFF R255 G255 B255 C0 M0 Y0 K0



# **Logotype variants**

The viaGood logotype has multiple variants, suitable for use under different conditions and different types of backgrounds.

If the logotype is inserted on a colorful background, it is necessary to use the variant with the background rectangle.





### **Icon variants**

The vG icon has multiple variants that are suitable for use under different conditions and different types of backgrounds.

The background shape is part of the icon and the icon cannot be used without it.





### Misuse













On not deform the logo

















Do not use any animation or effects on the logo

Do not add drop shadows

Do not apply outlines













On not change colors of the logo



Do not fill with multiple colors or patterns