



**Brand assets manual**



# Basics

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

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.

20 px 

20 px 

Minimum size of logotype and icon

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





# 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

#FFFFFF  
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

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⊗ Do not deform the logo

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⊗ Do not rotate the logo

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⊗ Do not modify the background shape

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⊗ Do not use any animation or effects on the logo

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⊗ Do not add drop shadows

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⊗ Do not apply outlines

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⊗ Do not change colors of the logo

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⊗ Do not change colors of the background shape

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⊗ Do not fill with multiple colors or patterns