



VIRTUALLY TESTING FOUNDATION

Brand Identity Guidelines

November 2022
Version 1.1

Welcome



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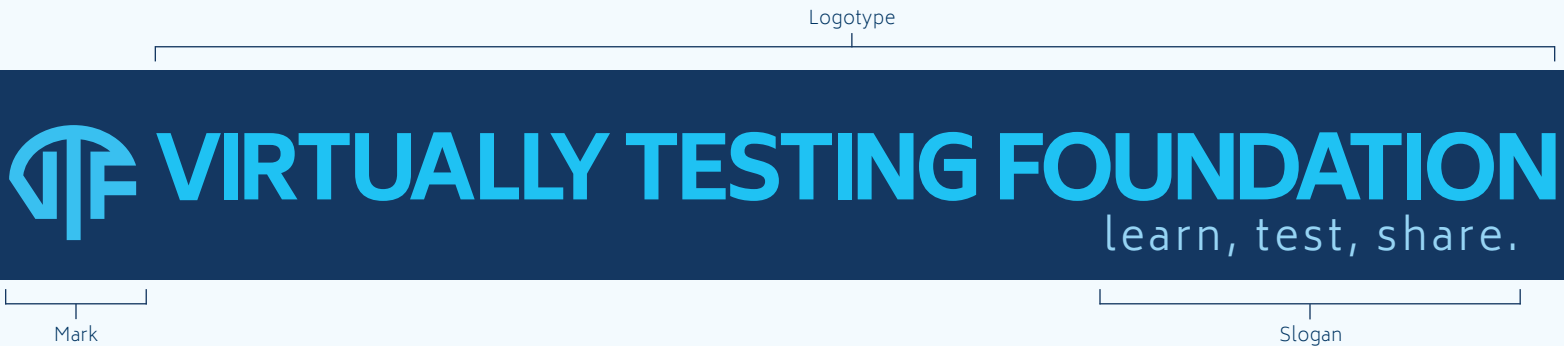


VTF Logos



Our Logo

The Virtually Testing Foundation logo represents our like-minded values, and our outreach into different communities and the world as a whole. The curved and elongated upper bar of the T conveys a feeling of synergy and interconnectedness within our organization. The aqua blue color of the logo embodies a sense of loyalty, trustworthiness, and intelligence.



Logo Formats

There are two main formats that the Virtually Testing Foundation logo is available in: full-length and condensed. Full-length logos should be used when there is enough horizontal space to fit the whole logo. Condensed logos should be used when horizontal space is limited.

VTF Caps Logo



VTF Caps Logo with Slogan



VTF Condensed Logo



VTF Condensed Logo with Slogan



Variants

There are four color variations available for each of our logos: aqua, grayscale, white, and black. Be sure that the logo color you choose is clearly visible on its background.



Our Badges and Marks

The Virtually Testing Foundation's badges and marks should be used sparingly. They are meant to be supplementary to our full-size and condensed logos, so be sure to use them sparingly. These are also available in full color, grayscale, white on black, and black on white.



Margins and Scale

Margins

When placing any of our logos, make sure that there is enough space around it so its presence is properly conveyed. A minimum of a quarter inch for print or 18 points for digital of white space around the logo should be used to ensure legibility at any size.

Scale

When scaling any of our logos be sure to keep its clarity in mind. For condensed logos, the height of the VTF mark should be no smaller than a half inch for print or 36 points for digital. For full length logos, the height of the VTF mark should be no smaller than a quarter inch for print or 18 points for digital.



There should be a 1/4 inch margin for print or 18 point for digital around all sides of the VTF logo.



For condensed logos, the VTF mark's height should be no smaller than 1/2 inch for print or 36 points for digital. For full length logos, the VTF mark's height should be no smaller than 1/4 inch for print or 18 points for digital.

Incorrect Use

Our logo has been hand crafted to represent the attributes and values of Virtually Testing Foundation. Respect what it stands for by only using the formats that have been provided to you.



Do not use the logotype without the mark.



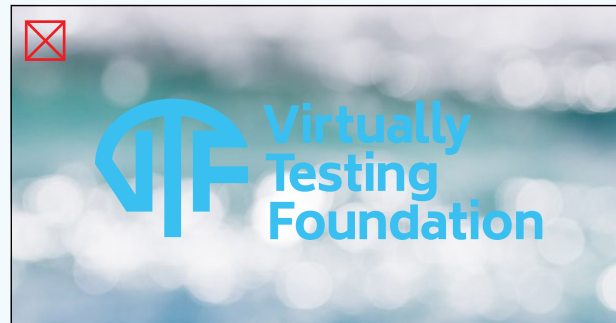
Do not alter the placement of any elements in the logo.



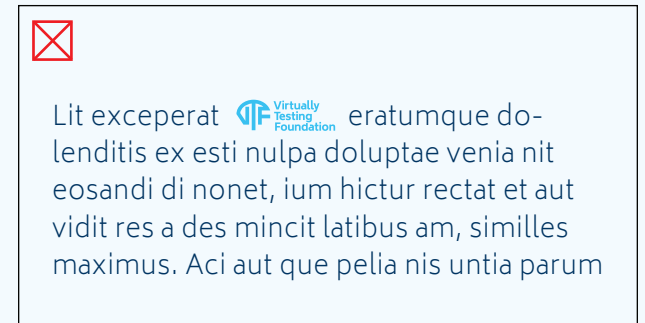
Do not stretch or distort the logo.



Do not alter colors or use different marks in the logo.



Do not place the logo on a background that does not offer significant contrast.



Do not place the logo within bodies of text.

Brand Attributes



Color Pallete

The Virtually Testing Foundation color pallete consists of both a dark blue and aqua scheme. These are used in conjunction to create a visually appealing color harmony while consistently maintaining strong and legible contrast.

Dark Blue Colorscheme

Pantone P 108-16 U C100 M52 Y0 K60 R0 G52 B98 #003462	Pantone P 108-15 U C83 M43 Y0 K50 R1 G73 B118 #014976	Pantone P 108-14 U C69 M36 Y0 K41 R50 G94 B137 #325e89	Pantone P 108-13 U C57 M30 Y0 K34 R79 G113 B154 #4f719a	Pantone P 108-12 U C48 M25 Y0 K29 R100 G130 B167 #6482a7	Pantone P 108-11 U C40 M21 Y0 K24 R121 G145 B180 #7991b4	Pantone P 108-10 U C31 M16 Y0 K19 R145 G164 B194 #91a4c2	Pantone P 108-9 U C22 M11 Y0 K13 R172 G187 B210 #acbbd2
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Aqua Colorscheme

Pantone P 115-8 U C100 M0 Y0 K0 R0 G174 B239 #00aeef	Pantone P 115-7 U C83 M0 Y0 K0 R0 G183 B241 #00b7f1	Pantone P 115-6 U C68 M0 Y0 K0 R0 G194 B243 #00c2f3	Pantone P 115-5 U C51 M0 Y0 K0 R106 G207 B246 #6acff6	Pantone P 115-4 U C37 M0 Y0 K0 R151 G218 B248 #97daf8	Pantone P 115-3 U C25 M0 Y0 K0 R185 G229 B251 #b9e5fb	Pantone P 115-2 U C13M0 Y0 K0 R217 G241 B253 #d9f1fd	Pantone P 115-1 U C4 M0 Y0 K0 R241 G250 B254 #f1fafa
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Typography

Biryani

Biryani Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Biryani Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Biryani Ultralight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Biryani was chosen for its sleek and sophisticated appearance. Its various weights allow for the creation of strong typographical hierarchy, as well as clear legibility at any size.

Typographic Hierarchy

Virtually Testing Foundation utilizes a strong hierarchical system with its typography. It has been developed to guide the reader through our publications with ease.

The typeface chosen to represent Virtually Testing Foundation's aesthetic is Biryani. This typeface is used for both display and body copy type.

For titles on cover pages and section dividers utilize Biryani Bold in 72pt. Titles should be impactful and draw the viewers attention.

Biryani Bold is also used in headers when there is no title on the page. If a header is being placed on a page with a title, use Biryani Regular instead. Headers should be in 36pt.

Body copy is Biryani Ultralight in 10pt. Leading should be 14pt, and tracking should be adjusted to 20. Text should be set to align left.

For other small attributes such as page numbers, use Biryani Bold in 9pt with a tracking of 50.

Set Titles in Biryani Bold.

Set headers in Biryani Regular when a title is present.

Set body copy in Biryani Ultralight with a size of 10pt, leading of 14 points, tracking of 20, and text should be aligned left.

Set smaller detail type in Biryani Bold in 8pt with a tracking of 50.

