

 VIRTUS

Brand Book

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Mission Statement & Values

Virtus was founded in 2013 with the intent of developing an industry leading, professional brokerage and consulting firm. The organizational growth has and will continue to be achieved through the identification, acquisition, and integration of top tier firms, teams, and individuals. This focus on identifying and acquiring top talent is supplemented with strong operating discipline, professional development, and continuous improvement to achieve extraordinary results.

Primary Logo:

(01)



(02)



Logo (01) should be used if the background is light. Logo (02) should be used against dark backgrounds.

Secondary Logo:

(01)



(02)



(03)

Secondary Logo (01) is to be used as the primary icon against a light background. Secondary Logo (02) is to be used against a dark background. Secondary Logo (03) is to be used when referring to the Circle V group.

Social media badges

(01)



(02)



Color Palette



Prussian Blue

RGB 41, 55, 76

CMYK 86, 73, 47, 41

HEX #29374C

Red

RGB 232, 72, 62

CMYK 00, 69, 73, 09

HEX #E8483E

Bud Green

RGB 110, 183, 102

CMYK 61, 05, 80, 00

HEX #6EB766

Gainsboro

RGB 217, 217, 217

CMYK 14, 10, 11, 00

HEX #D9D9D9

White Smoke

RGB 247, 247, 247

CMYK 02, 01, 01, 00

HEX #F7F7F7

Brand Typeface

NUNITO - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*!?

NUNITO - SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*!?

ROBOTO - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*!?

Typeface sample

ROBOTO - BOLD

**Cium labo et ariassun-
tia vellaccus rem eium
venestium**

NUNITO - SEMIBOLD

Sed quia. Lorruntion perspernam, eles eiciam
faceper chillorem que qui omnis accullis moloria
sam repta dolore el eium volores nam, venimin
non nossus ea volo quaspis aut aut lat illacia aut
mo con cor accat re voluptius eicipsum sunte et
volupta tionessunt.

NUNITO - REGULAR

Id estius. Mo vent, sedipsapit, consequid que non
consed ma dolest, que dellendae nullaut omnimus
daectatem quam, cuptaspe voluptae versper
uptamendae versperchil millorum ex excepe qui
nobissi blab iumque veliberrum num quis maxim
aut es erchillutet et ulpa diti re plabo. Nam aut es

“Dundistatios
quo quas du-
cipid eriorum
rem fugit ut
aut eumquia!”

Brand Tone & Voice

Target Audience

Company Name

000 Street Name
City/State/00000
(000)-000-0000
you@example.web
www.example.web