



# Virtru Brand Guidelines

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# Brand Identity

# Brand Foundations

**Founded by John and Will Ackerly, Virtru was born of an observed necessity: to give people a consistent, secure way to control, share and collaborate around data.**

As a White House policy advisor, John saw how it could have helped connect the dots and save lives during 9/11. Will saw it in the intelligence community's frustrating data silos. He created the Trusted Data Format so organizations could confidently share and collaborate around their data.

These experiences spurred the creation of Virtru, a company built on the belief that data control is as much an imperative for business performance as it is for national security.

The Virtru brand was built on the idea that in the sources of the data – people and

organizations – lies both the key to that control, and the barrier: complacency. And Virtru exists to respond.

For too long, people have resigned themselves to a world where the loose, inconsistent, disrespectful treatment of their data is not only unsurprising, but expected. Virtru proposes a reclamation of control, and through that, respect.

**Respect the people.**

**Respect the data.**

**There really is no difference.**

## Brand Idea

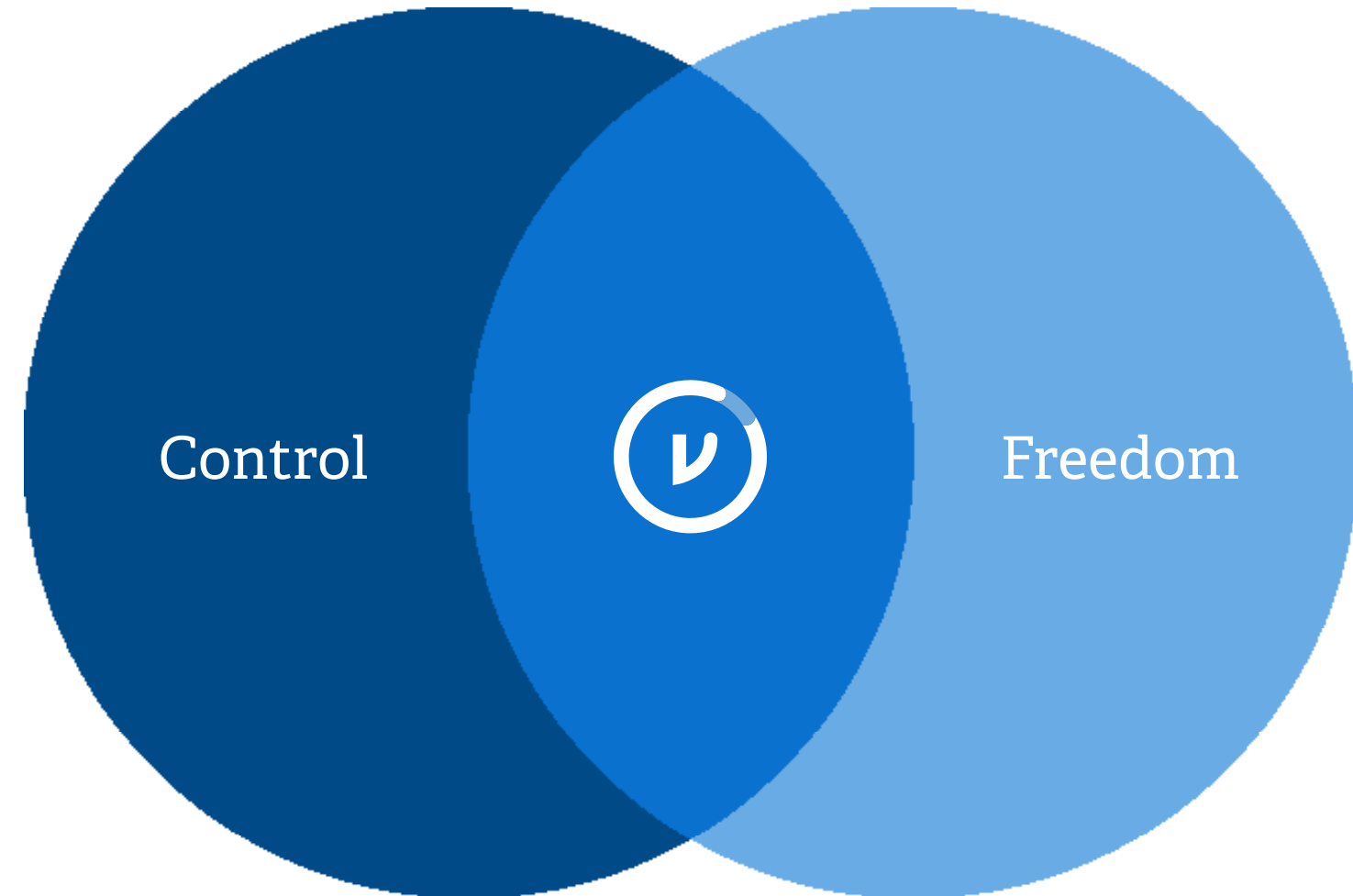
At Virtru, we believe the only way to respect human achievement is to respect the data it creates.

So we enable security for the data.  
Which enables agency over the data.  
Which indicates respect of the data.  
And its source: people and the value they're creating.

**Respect the Data**

## Freedom and Control Can Coexist

**Virtru lives at the intersection of control and freedom.** We are inspired by people who share that space: people whose rigorous efforts to hone their craft have lent them a framework strong enough for master-level creativity.



# Brand Personality

A brand's personality comprises the human characteristics people would ascribe. They affect all brand expression, both visual and verbal.

**TRUSTWORTHY**

**"These are experts."**

---

**FOCUSED**

**"They understand and prioritize what's most important."**

---

**DETERMINED**

**"The Virtru team is committed to helping their customers succeed."**

---

**INSPIRING**

**"They're not just selling software, but a point of view."**

---

**EMPOWERING**

**"Virtru helps me work smarter and faster."**

---

**PERSONAL**

**"Virtru understands – and cares about – the people behind the data."**

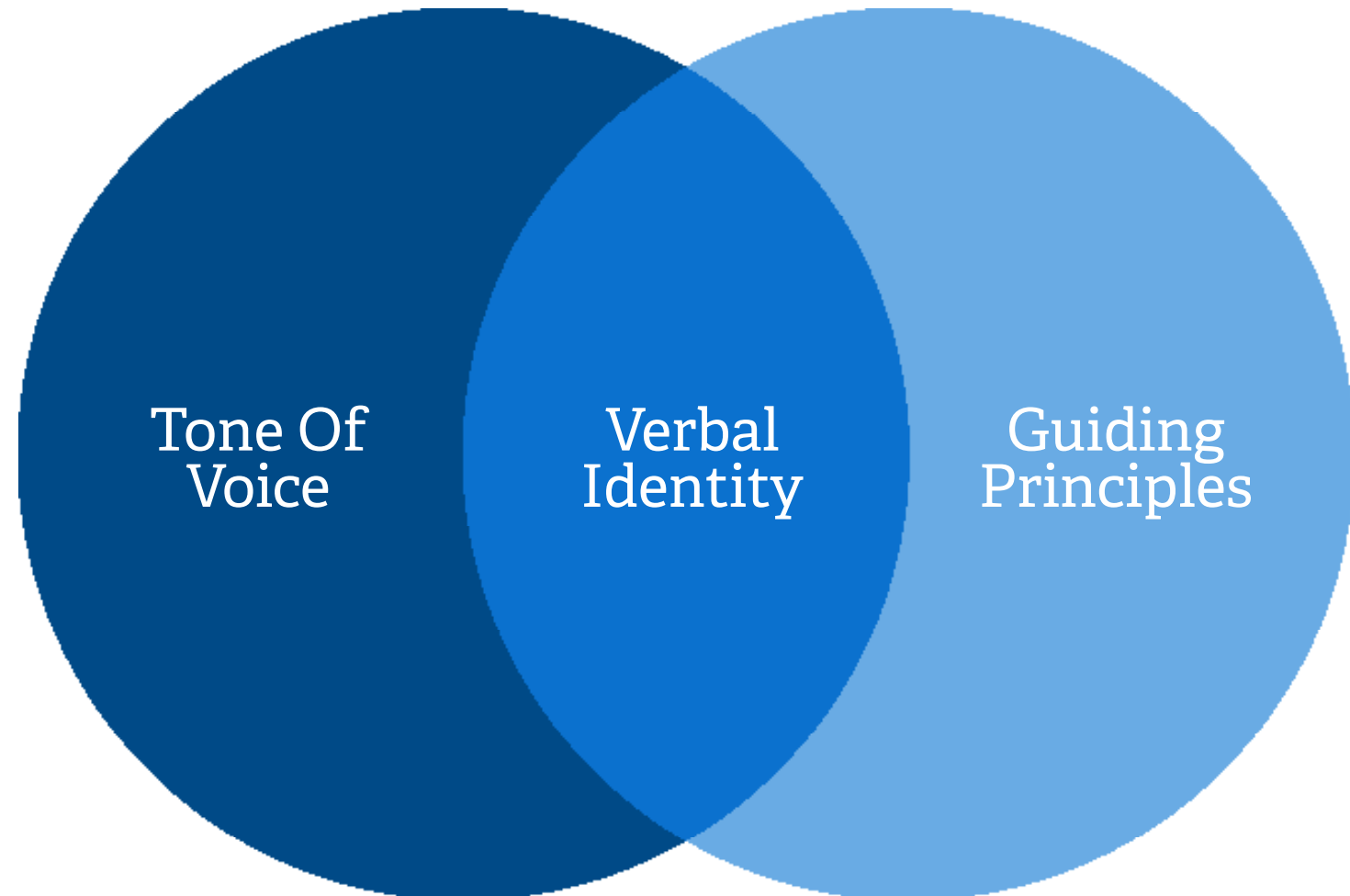
# Verbal Identity

# What Is Verbal Identity?

Just as fonts, imagery and color palette are elements of a brand's visual identity, **tone of voice** and **principles of messaging** contribute to a brand's verbal identity.

A verbal identity allows you to

- establish a recognizable, replicable voice
- convey meaning and mood
- be unmistakably Virtru



# Tone Of Voice

Our tone of voice reflects our brand personality:

WE ARE	SO OUR TONE OF VOICE IS	BUT NEVER
<b>TRUSTWORTHY</b>	<b>Forthright</b>	<b>Arrogant</b>
<b>FOCUSED</b>	<b>Detailed</b>	<b>Confounding</b>
<b>DETERMINED</b>	<b>Steadfast</b>	<b>Alarming</b>
<b>INSPIRING</b>	<b>Optimistic</b>	<b>Implausible</b>
<b>EMPOWERING</b>	<b>Enthusiastic</b>	<b>Wacky</b>
<b>PERSONAL</b>	<b>Conversational</b>	<b>Folksy</b>

# Guiding Principles

We can ensure our tone of voice by adhering to a few key principles.

**Detail is good. So is brevity.**

Be precise and consistent with word and terminology choices.

**There can be too much tech in tech**

Don't be technical when plain language will do.

**Easy-to-digest paragraphs**

Keep it readable. Avoid unconventional sentence and paragraph structures.

**Confidence is key**

Virtru is warm, yes, but unapologetic in its expertise.

**Stay active**

Keep the copy energetic. Verbs and calls-to-action should lift heavy.

**Be warm**

We may be talking about data but we're talking to people.

**Evoke Empathy**

Relate to the reader by finding common ground in the subject matter.

**Touch of fun**

Humor and wit are good, in small doses.

**Write with a smile.**

Positivity makes even dry material more compelling.

**Encourage imagination**

Where appropriate, include the higher-order benefits of a product or feature.

# Commonly Used Terms

## **Attribute-Based Access Controls**

Use in sentence case when not in headers. ABAC abbreviation can be used on second reference. ABAC allows users to delineate access rights based on more granular attribution details, like being a stakeholder on a certain project for a specified amount of time, or needing access to a certain subset of sensitive data rather than the entire dataset.

## **Cyber attacks**

Two words.

## **Cybersecurity**

One word. Do not capitalize S.

## **End-to-end encryption**

Hyphenate.

## **Fintech**

Financial technology.

## **OpenTDF**

Always capitalize. No space. Never abbreviate. Virtru's open source project to provide TDF to the developer community.

## **Trusted Data Format**

Capitalize. Abbreviate to TDF on the second reference. TDF is an open standard for object-level encryption that keeps data protected and under the data owner's control, wherever it's created or shared.

## **Virtru Secure Share**

Secure Share always two words. Secure Share on second reference. Secure Share is Virtru's encrypted file-sharing service that allows users to securely send and receive encrypted files of nearly any size with individuals inside and outside their organization.

## **Zero Trust**

Capitalize. Do not hyphenate. Zero Trust security is a policy of maintaining zero trust toward all users, providers and network traffic—even those inside the network.

# Common Acronyms

<b>ABAC</b>	Attribute-Based Access Controls
<b>CJIS</b>	Criminal Justice Information Services
<b>CKS</b>	Customer Key Server
<b>CMMC</b>	Cybersecurity Maturity Model Certification
<b>CRM</b>	Customer Relationship Management
<b>CSE</b>	Client-Side Encryption
<b>CUI</b>	Controlled Unclassified Information
<b>DEK</b>	Document Encryption Key
<b>DIB</b>	Defense Industrial Base
<b>DLP</b>	Data Loss Prevention
<b>DHS</b>	Department of Homeland Security
<b>DoD</b>	Department of Defense
<b>EKM</b>	External Key Management

<b>FCI</b>	Federal Contract Information
<b>FINRA</b>	Financial Industry Regulatory Authority
<b>GLBA</b>	Gramm-Leach-Bliley Act
<b>GCP</b>	Google Cloud Platform ( <i>Avoid. Google now prefers the use of "Google Cloud."</i> )
<b>GDPR</b>	General Data Protection Regulation
<b>HSM</b>	Hardware security module
<b>IAM</b>	Identity and access management
<b>IoT</b>	Internet of Things
<b>ISO</b>	International Organization for Standardization
<b>ITAR</b>	International Traffic in Arms Regulations
<b>NIST</b>	National Institute of Standards and Technology

<b>ODNI</b>	Office of the Director of National Intelligence
<b>PCI</b>	Payment Card Industry
<b>PII</b>	Personally identifiable information
<b>PHI</b>	Protected health information
<b>RBAC</b>	Role-based access control
<b>SaaS</b>	Software as a Service
<b>SASE</b>	Secure Access Service Edge
<b>SIEM</b>	Security Information and Event Management
<b>TDF</b>	Trusted Data Format
<b>ZTDC</b>	Zero Trust Data Control
<b>ZTNA</b>	Zero Trust Network Access

# Writing Basics

Write for everyone. Some people will read every word you write. Others will just skim. Help everyone read better by grouping related ideas together and using descriptive headers and subheaders.

## **Use the inverted pyramid.**

In journalism, this means starting with the most important information first. Create a hierarchy of information. Lead with the main point or the most important content, in sentences, paragraphs, sections and pages.

## **Use plain language.**

Use short words and sentences. Avoid unnecessary modifiers. Frivolous language can affect readability and accessibility to your audience. You'll want to shoot for an 8th-grade reading level, jargon aside.

## **Be specific.**

Avoid vague language. Cut the fluff.

## **Be consistent.**

Stick to the copy patterns and style points outlined in this guide.

# Visual Identity

# Logo Overview

The Virtru Visual Identity is more than a badge or logo: it stands for who we are. It is a visual representation of our brand, our values and our commitment to be the best in the world of data privacy and Zero Trust.

The relationship between each element of our visual identity has been carefully considered: the letters have been specially drawn and colors have been chosen to create a unique, distinctive mark.

The relative size and position of the elements is fixed and should not be changed.

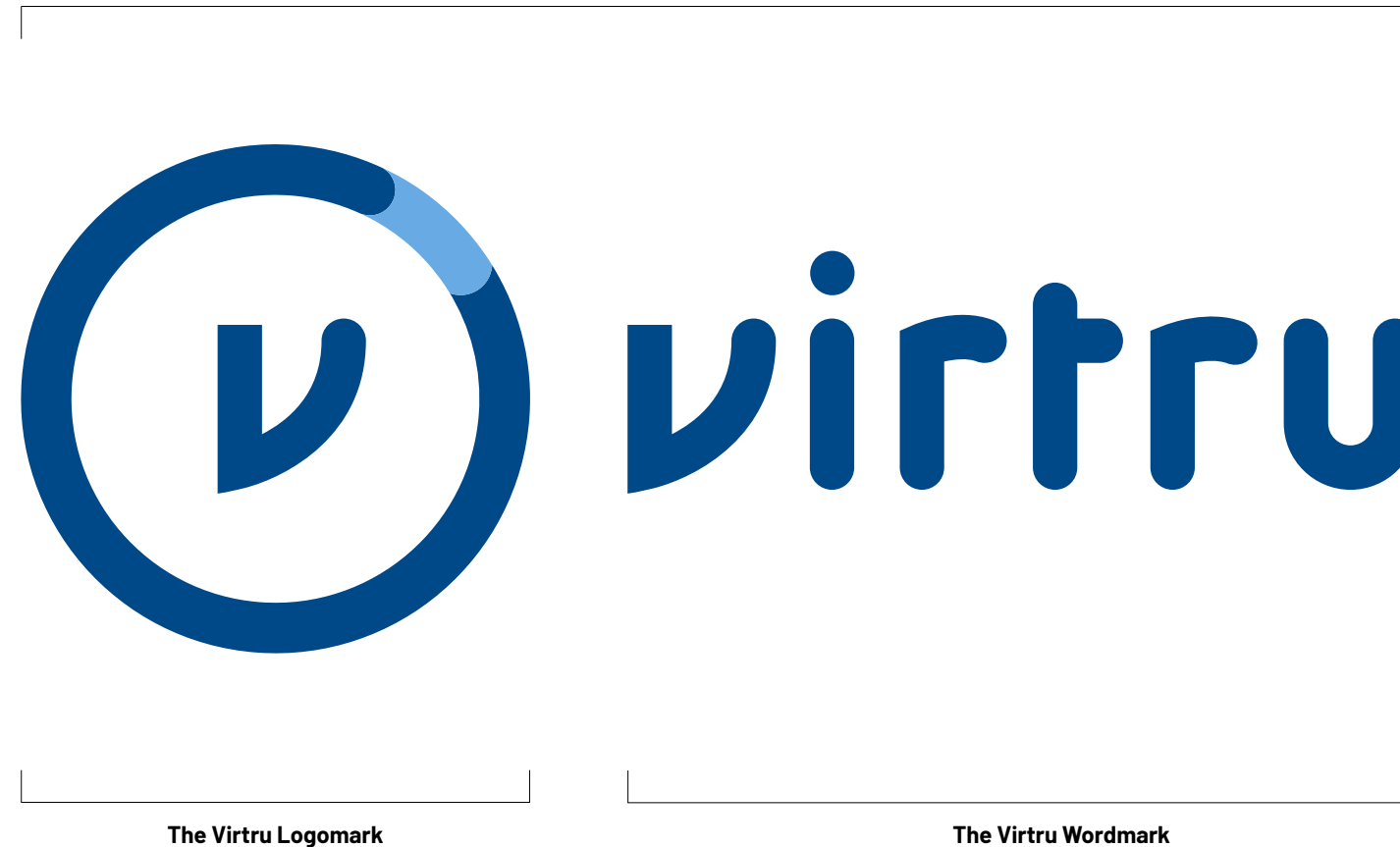
There are three variations of the Virtru Visual Identity:

*The Virtru Logo Lockup*

*The Virtru Logomark*

*The Virtru Wordmark*

## The Virtru Logo Lockup



# Logo Lockup

The Virtru Logo lockup is our primary logo and should be used in most cases. The Logo Lockup includes the Virtru Logomark and Wordmark. The size ratios and spacing between the two should NEVER change.

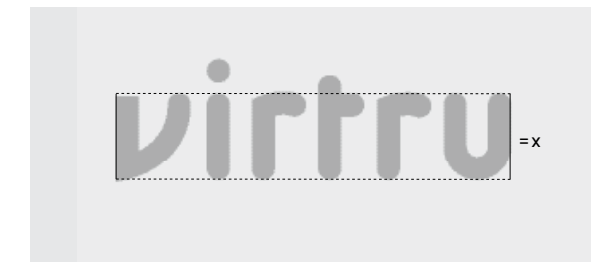
To determine Clearspace, use the x-height of the Wordmark on all four sides of the Logo Lockup. The minimum height of the Lockup is 18px for screens or 1/4" when printing. Follow these guidelines to avoid distorting or crowding the logo and to ensure legibility.

Use of the Virtru logo alongside any other brand or logo in any promotional application (digital, print, signage, etc.) must be pre-approved in writing or electronically by Virtru.

## Construction and Clearspace:



## Key:



## Minimum Size:



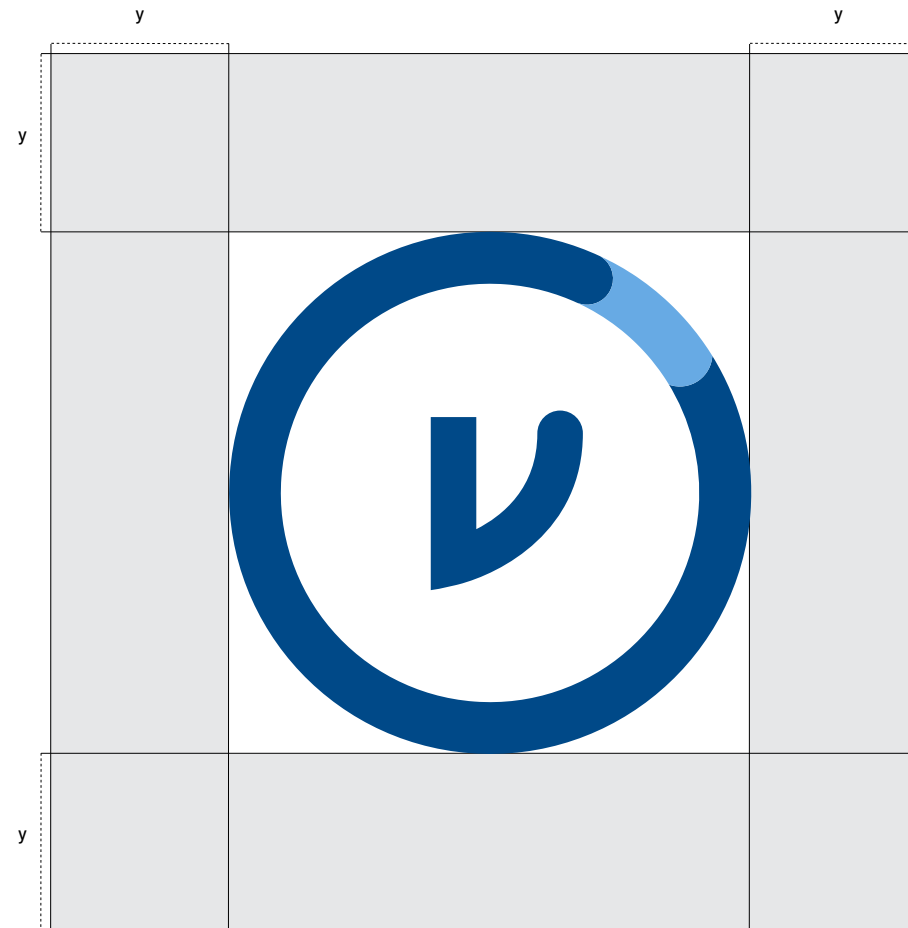
# Logomark

The Virtru Logomark is our official mark and can be used alone without the Logotype to represent our company.

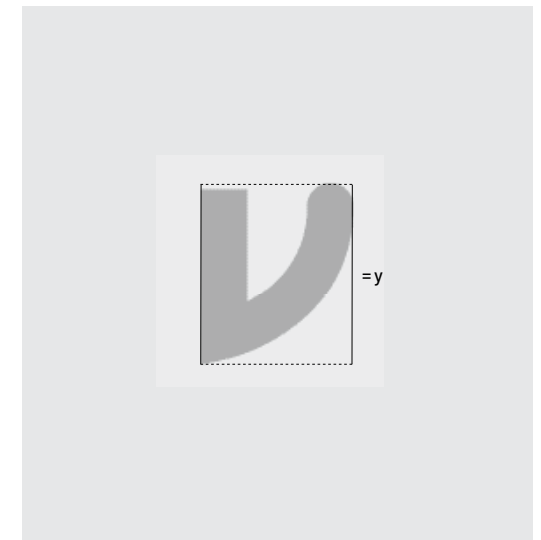
The Logomark is the most recognizable asset of the Virtru brand and works at both large and small scales.

Each element represents a specific concept: Our central “V” stands for the company and its Virtru-Grade offerings, which sit at the core of everything we do. The “surrounding circle” stands for the data protection we deliver on all your data throughout its life cycle. The “access bar” represents the variable control we provide, giving you agency over your data down to the most granular level.

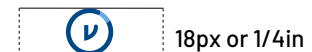
## Construction and Clearspace:



## Key:



## Minimum Size:



# Primary Logo Lockup Use

On solid neutral backgrounds, the Virtru Logo Lockup is ideally depicted in “Virtru Blue,” though can also be used in black, white, white-blue and grey.

The Logo Lockup can be used over imagery or video, but when doing so, make sure there is enough contrast so that the logo always remains legible.

To maintain Level AA compliance in all digital executions, keep a contrast ratio of at least 4.5:1 between foreground art and background colors.

## Acceptable Usage:

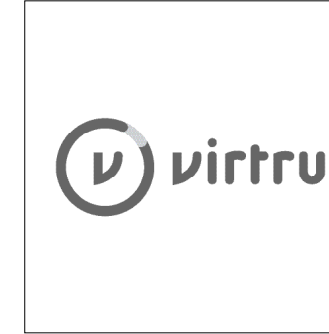
‘Virtru Blue’ Logo Lockup



Black Logo Lockup



Grey Logo Lockup



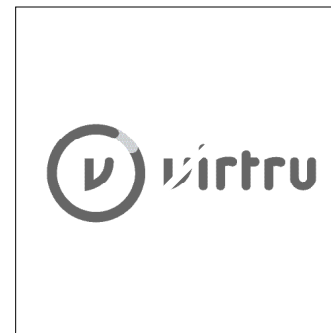
White Logo Lockup



White-Blue Logo Lockup



## Unacceptable Usage:



# Primary Logomark Use

On solid neutral backgrounds, the Virtru Logo Lockup is ideally depicted in “Virtru Blue,” though can also be used in black, white, white-blue and grey.

Additionally, the Logomark can be used over imagery or video, but when doing so, make sure there is enough contrast so that the logo remains legible.

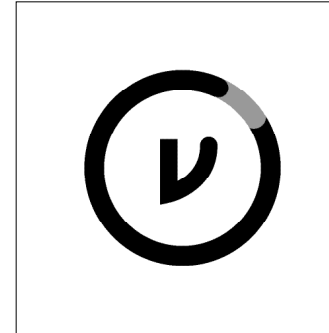
To maintain Level AA compliance in all digital executions, keep a contrast ratio of at least 4.5:1 between foreground art and background colors.

## Acceptable Usage:

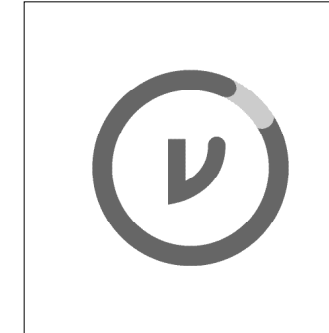
‘Virtru Blue’ Logomark



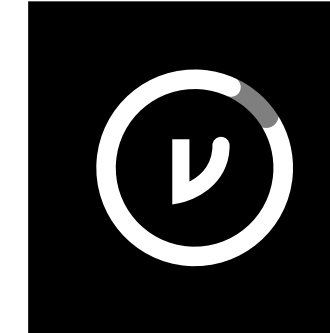
Black Logomark



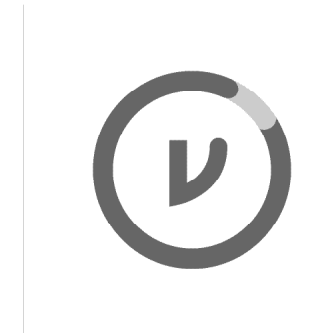
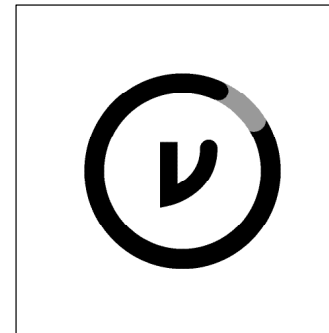
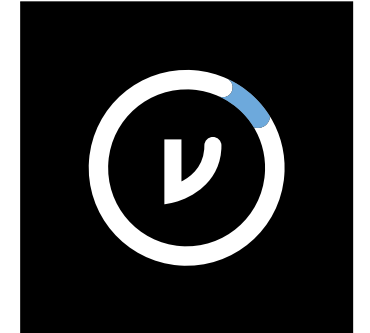
Grey Logomark



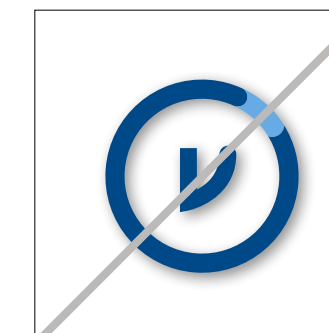
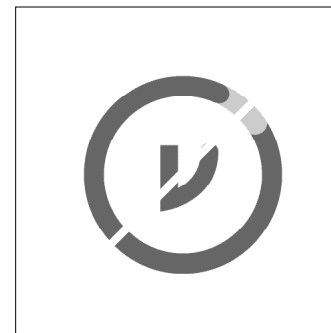
White Logomark



White-Blue Logomark



## Unacceptable Usage:



# 1-Color Logo Use

The Virtru Logo Lockup and Logomark 1-color variations include an outline of the control bar, so that any background color will appear as the color within the control bar. We have both a black and white version available.

Refrain from using any previous versions of the Virtru logo and any variation of the logo that does not include a color or outline for the control bar.

## Acceptable Usage:

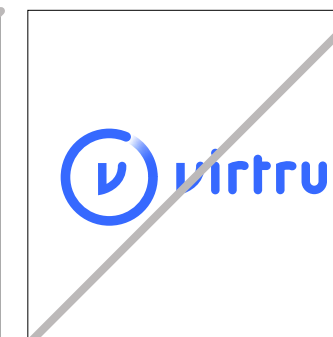
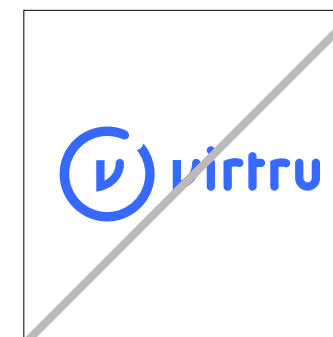
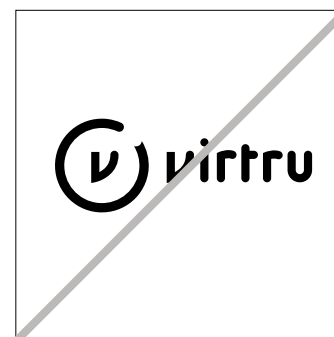
1-Color Black Logo Lockup



1-Color White Logo Lockup



## Unacceptable Usage:



## Tagline Overview

The Virtru tagline speaks to the core truth of the brand: our belief that the only way to respect human achievement is to respect the data it creates, and the only way to do that is through the agency that security provides. This set of words stands as a simple reminder to all of us.



# Tagline

**The relationship between the Virtru Logo Lockup and our tagline is fixed.**

No other versions may be used and you may not alter the artwork or the relationship between the elements in any way.

The tagline may be used by itself in certain instances, but never without first establishing the presence of the Virtru brand via the Logo Lockup or Logomark.

***The tagline version of the logo should only be used in cases where the tagline is large enough to be legible. In all other cases, the standard version, without tagline, should be used.***

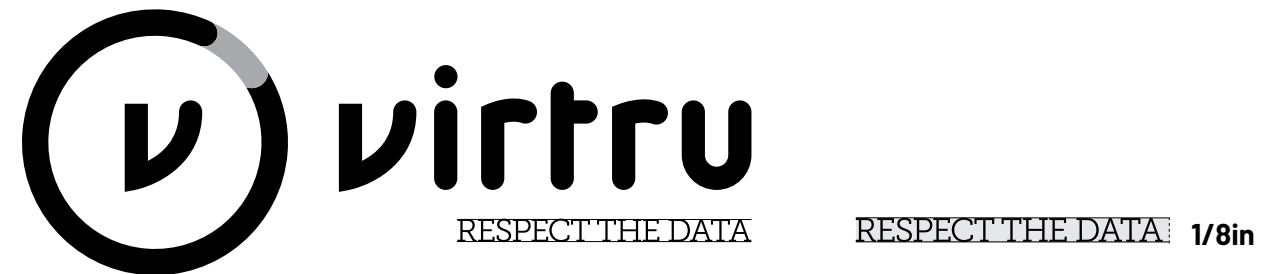
**Construction and Clearspace:**



**Key:**

RESPECT THE DATA

**Minimum Size:**



# OpenTDF

Virtru's Data Security Platform and products are powered by the Trusted Data Format (TDF), an open standard designed to enforce object-level access control.

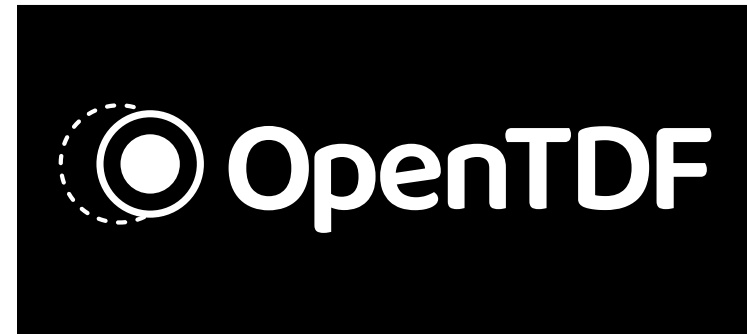
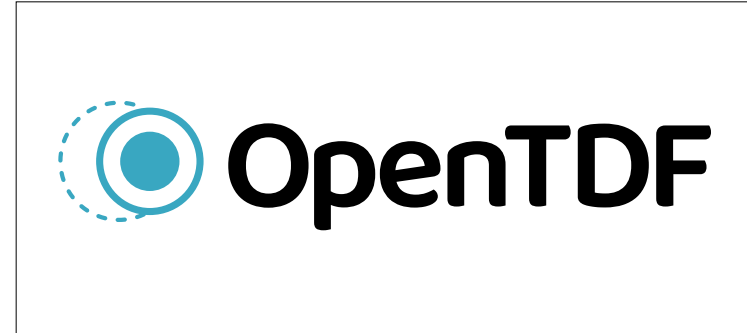
OpenTDF is an open source system for implementing data centric security. It is sponsored by Virtru.

TDF is visualized by specific icons. A separate logo is used when speaking specifically about OpenTDF.

TDF Icons



OpenTDF Logomark



# Primary Color Palette

Our color palettes reflect a rich, compelling, multi-dimensional brand. More importantly, they reflect the natural world in which we live, and from which our data emerges.

Blue is our core color and should be used as a default. It represents the brand not only because it connotes trust and integrity, but because it's the color of the sea and sky: a real-world representation of freedom.

We use both dynamic and neutral colors that complement each other and can be used in any combination as long as the integrity of the brand is not diminished.

It's an open system with both primary and secondary color palettes.

When pairing colors together, feel free to use a combination of dynamic and neutral colors, not all dynamic or all neutral.

## Color Values:

<b>CMYK</b> 100/79/20/5 <b>RGB</b> 0, 73, 135 <b>HEX</b> 004987 <b>PMS</b> 301	<b>CMYK</b> 55/22/0/0 <b>RGB</b> 106, 170, 228 <b>HEX</b> 6aaae4 <b>PMS</b> 284	<b>CMYK</b> 40/14/0/0 <b>RGB</b> 146, 192, 233 <b>HEX</b> 92c0e9 <b>PMS</b> 283	<b>CMYK</b> 22/9/1/0 <b>RGB</b> 194, 213, 237 <b>HEX</b> c2d5ed <b>PMS</b> 2707
<i>Virtru Blue</i>			
<b>CMYK</b> 100/90/37/45 <b>RGB</b> 0, 30, 74 <b>HEX</b> 001e4a <b>PMS</b> 2768 c	<b>CMYK</b> 77/68/55/54 <b>RGB</b> 45, 50, 59 <b>HEX</b> 2d323b <b>PMS</b> 426 C	<b>CMYK</b> 62/53/48/19 <b>RGB</b> 99, 100, 105 <b>HEX</b> 636469 <b>PMS</b> Cool Gray 10 C	

# Secondary Color Palette

Our color palettes reflect a rich, compelling, multi-dimensional brand. More importantly, they reflect the natural world in which we live, and from which our data emerges.

We use both dynamic and neutral colors that complement each other and can be used in any combination as long as the integrity of the brand is not diminished.

**The secondary color palette should be used sparingly as accent colors and in partnership with the primary color palette.**

## Color Values:

CMYK 74/15/100/2 RGB 76, 156, 46 HEX 4c9c2e PMS 362	CMYK 92/51/43/18 RGB 0, 96, 114 HEX 006072 PMS 3155	CMYK 48/91/18/2 RGB 0, 73, 135 HEX 933b80 PMS 7656	CMYK 27/98/66/18 RGB 159, 34, 65 HEX 9f2241 PMS 7420	CMYK 13/75/100/3 RGB 209, 94, 20 HEX d15e14 PMS 159	CMYK 7/36/100/0 RGB 235, 169, 0 HEX eba900 PMS 124
CMYK 61/0/96/0 RGB 106, 191, 75 HEX 6abf4b PMS 360	CMYK 89/43/34/7 RGB 0, 117, 141 HEX 00758d PMS 3145	CMYK 39/77/11/0 RGB 0, 73, 135 HEX a55a95 PMS 7655	CMYK 25/82/56/8 RGB 177, 76, 89 HEX b14c59 PMS 7419	CMYK 3/66/99/0 RGB 138, 118, 35 HEX ee7623 PMS 158	CMYK 0/23/92/0 RGB 255, 198, 41 HEX ffc629 PMS 123

# Color Gradients

Color gradients are to be used throughout collateral to add dimension and color to backgrounds and overlays.

They should be used throughout both web and print material, and incorporate colors throughout our palette to convey a more modern tone.



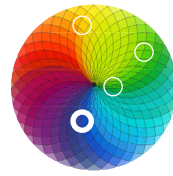
# Color Use

When developing color palettes for advertising, marketing materials, internal and external communication and any customer touchpoints, remember our key personality traits of **FREEDOM** and **CONTROL**.

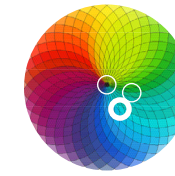
You have the color wheel at your disposal and should take advantage of the FREEDOM it provides for your creative exploration.

But It is also vital to maintain a sense of CONTROL. Avoid overly brash or jarring visual expressions.

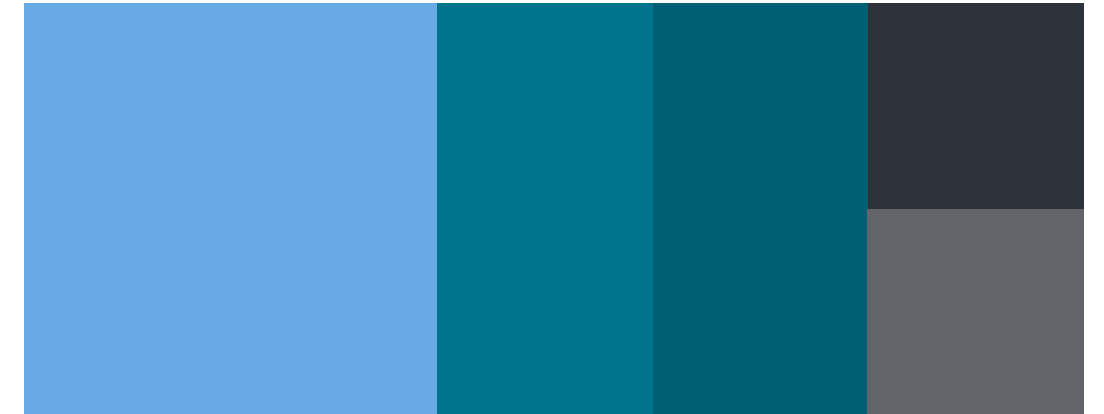
On this page you will see a number of initial color template examples built directly from our Primary and Secondary color libraries. As stated before, go forth and be creative.



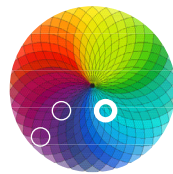
Expression 1



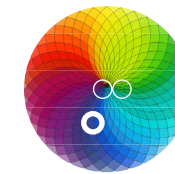
Expression 2



Expression 3



Expression 4



# Typography

The use of our company typefaces have two functions:

- To create a distinctive and consistent look across all our communications.
- To help the reader navigate our touchpoints and, deliver messages with impact and clarity.

**Our primary body typeface is Barlow.**

**This font is used throughout our website and digital marketing material. Barlow is an open-source font, available through Google Fonts.**

**For headlines, titles and pull-out's you may use our primary header typeface, which is Adelle. This is available through Adobe Fonts.**

**For print and long form editorial pieces, we use an additional typeface, the Google font Barlow, as it is a bit more legible by giving more space between letters. (ex. Printed one sheets, case studies, etc.)**

## Primary Body Typeface

Barlow // Light

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

Barlow // Regular

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

Barlow // Semibold

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

Barlow // Bold

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

## Primary Header Typeface

Adelle // Light

Abcdefghijklmnopqrstuvwxyz  
Abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Adelle // Regular

Abcdefghijklmnopqrstuvwxyz  
Abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

# Typography

When working with Google apps and Google Workspace, we have identified two Google fonts for our core company fonts. Barlow should continue to be used for body fonts. Roboto Slab Light and Bold should replace Adelle for headers.

For certain digital applications, it is important to use a typeface that is installed as a standard on all PC and Macs. In this case, **Arial should replace Barlow in electronic applications.**

## Substitute Primary Typeface

Barlow // Light

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

Barlow // Regular

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

Barlow // Semibold

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

Barlow // Bold

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

## Substitute Secondary Typeface

Roboto Slab // Light

Abcdefghijklmnopqrstuvwxyz  
Abcdefghijklmnopqrstuvwxyz  
1234567890!@#%^&\*()

**Roboto Slab // Bold**

**Abcdefghijklmnopqrstuvwxyz**  
**Abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%^&\*()**

# Typography Hierarchy

In order for our typography to remain consistent throughout the brand, we have some general type style guidelines and hierarchy to follow.

This should be followed as much as possible - font sizes may vary but general styles and typeface usage should remain consistent when appropriate.

**Title**

Adelle

**Lead**

Barlow SemiBold

**Paragraph/body**

Barlow Regular

Aximenis et electem as iuscipis  
mint reri officab oriossinte nusa  
ducidelitate od molupiet volupta  
volupit inctaer spedio quiam  
dipsae et quation

**CTA**

Learn More Today

**Button**

Get Started

Get Started

# Accessibility

We are committed to creating accessible web experiences for our customers and prospects. **We maintain a contrast ratio of 4.5:1** for foreground text against background colors and visuals, with an aim to make our content as easy as possible to read. If you're not sure whether something is accessible, use this [contrast checker](#).

## Primary Color Palette

		Text								
		#004987	#6AAAE4	#92COE9	#C2D5ED	#001E4A	#2D323B	#636469	#FFFFFF	#000000
Background	#004987		Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
		✓ 3.68	✓ 4.75	✓ 6.09	✗ 1.79	✗ 1.41	✗ 1.54	✓ 9.12	✗ 2.30	
	#6AAAE4	Aa		Aa	Aa	Aa	Aa	Aa	Aa	Aa
		✓ 3.68	✗ 1.29	✗ 1.65	✓ 6.60	✓ 5.20	✗ 2.38	✗ 2.48	✓ 8.48	
	#92COE9	Aa	Aa		Aa	Aa	Aa	Aa	Aa	Aa
		✓ 4.75	✗ 1.29		✗ 1.28	✓ 8.52	✓ 6.71	✓ 3.07	✗ 1.92	✓ 10.94
	#C2D5ED	Aa	Aa	Aa		Aa	Aa	Aa	Aa	Aa
		✓ 6.09	✗ 1.65	✗ 1.28		✓ 10.93	✓ 8.60	✓ 3.95	✗ 1.50	✓ 14.03
	#001E4A	Aa	Aa	Aa	Aa		Aa	Aa	Aa	Aa
	✗ 1.79	✓ 6.60	✓ 8.52	✓ 10.93		✗ 1.27	✗ 2.77	✓ 16.35	✗ 1.28	
#2D323B	Aa	Aa	Aa	Aa	Aa		Aa	Aa	Aa	
	✗ 1.41	✓ 5.20	✓ 6.71	✓ 8.60	✗ 1.27		✗ 2.18	✓ 12.88	✗ 1.63	
#636469	Aa	Aa	Aa	Aa	Aa	Aa		Aa	Aa	
	✗ 1.54	✗ 2.38	✓ 3.07	✓ 3.95	✗ 2.77	✗ 2.18		✓ 5.90	✓ 3.56	
#FFFFFF	Aa	Aa	Aa	Aa	Aa	Aa	Aa		Aa	
	✓ 9.12	✗ 2.48	✗ 1.92	✗ 1.50	✓ 16.35	✓ 12.88	✓ 5.90		✓ 21.00	
#000000	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa		
	✗ 2.30	✓ 8.48	✓ 10.94	✓ 14.03	✗ 1.28	✗ 1.63	✓ 3.56	✓ 21.00		

Compliance level:

- ✓ AAA Pass (7+)
- ✓ AA Pass (4.5+)
- ✓ AA18 Pass, Large Text Only (3+)
- ✗ DNP Does Not Pass

Source: <https://abc.useallfive.com/>

# Accessibility

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## Secondary Color Palette

		Text									
		#004987	#6ABF4B	#00758D	#A55A95	#9F2241	#D15E14	#FFC629	#001E4A	#000000	#FFFFFF
Background	#004987		Aa ✓ 3.98	Aa ✗ 1.71	Aa ✗ 1.95	Aa ✗ 1.21	Aa ✗ 2.31	Aa ✓ 5.80	Aa ✗ 1.79	Aa ✗ 2.30	Aa ✓ 9.12
	#6ABF4B	Aa ✓ 3.98		Aa ✗ 2.33	Aa ✗ 2.04	Aa ✓ 3.30	Aa ✗ 1.72	Aa ✗ 1.46	Aa ✓ 7.14	Aa ✓ 9.17	Aa ✗ 2.29
	#00758D	Aa ✗ 1.71	Aa ✗ 2.33		Aa ✗ 1.14	Aa ✗ 1.41	Aa ✗ 1.35	Aa ✓ 3.40	Aa ✓ 3.06	Aa ✓ 3.93	Aa ✓ 5.34
	#A55A95	Aa ✗ 1.95	Aa ✗ 2.04	Aa ✗ 1.14		Aa ✗ 1.62	Aa ✗ 1.18	Aa ✗ 2.97	Aa ✓ 3.50	Aa ✓ 4.50	Aa ✓ 4.67
	#9F2241	Aa ✗ 1.21	Aa ✓ 3.30	Aa ✗ 1.41	Aa ✗ 1.62		Aa ✗ 1.91	Aa ✓ 4.81	Aa ✗ 2.16	Aa ✗ 2.78	Aa ✓ 7.56
	#D15E14	Aa ✗ 2.31	Aa ✗ 1.72	Aa ✗ 1.35	Aa ✗ 1.18	Aa ✗ 1.91		Aa ✗ 2.51	Aa ✓ 4.14	Aa ✓ 5.32	Aa ✓ 3.95
	#FFC629	Aa ✓ 5.80	Aa ✗ 1.46	Aa ✓ 3.40	Aa ✗ 2.97	Aa ✓ 4.81	Aa ✗ 2.51		Aa ✓ 10.40	Aa ✓ 13.36	Aa ✗ 1.57
	#001E4A	Aa ✗ 1.79	Aa ✓ 7.14	Aa ✓ 3.06	Aa ✓ 3.50	Aa ✗ 2.16	Aa ✓ 4.14	Aa ✓ 10.40		Aa ✗ 1.28	Aa ✓ 16.35
	#000000	Aa ✗ 2.30	Aa ✓ 9.17	Aa ✓ 3.93	Aa ✓ 4.50	Aa ✗ 2.78	Aa ✓ 5.32	Aa ✓ 13.36	Aa ✗ 1.28		Aa ✓ 21.00
	#FFFFFF	Aa ✓ 9.12	Aa ✗ 2.29	Aa ✓ 5.34	Aa ✓ 4.67	Aa ✓ 7.56	Aa ✓ 3.95	Aa ✗ 1.57	Aa ✓ 16.35	Aa ✓ 21.00	

Compliance level:

- ✓ AAA Pass (7+)
- ✓ AA Pass (4.5+)
- ✓ AA18 Pass, Large Text Only (3+)
- ✗ DNP Does Not Pass

Source: <https://abc.useallfive.com/>

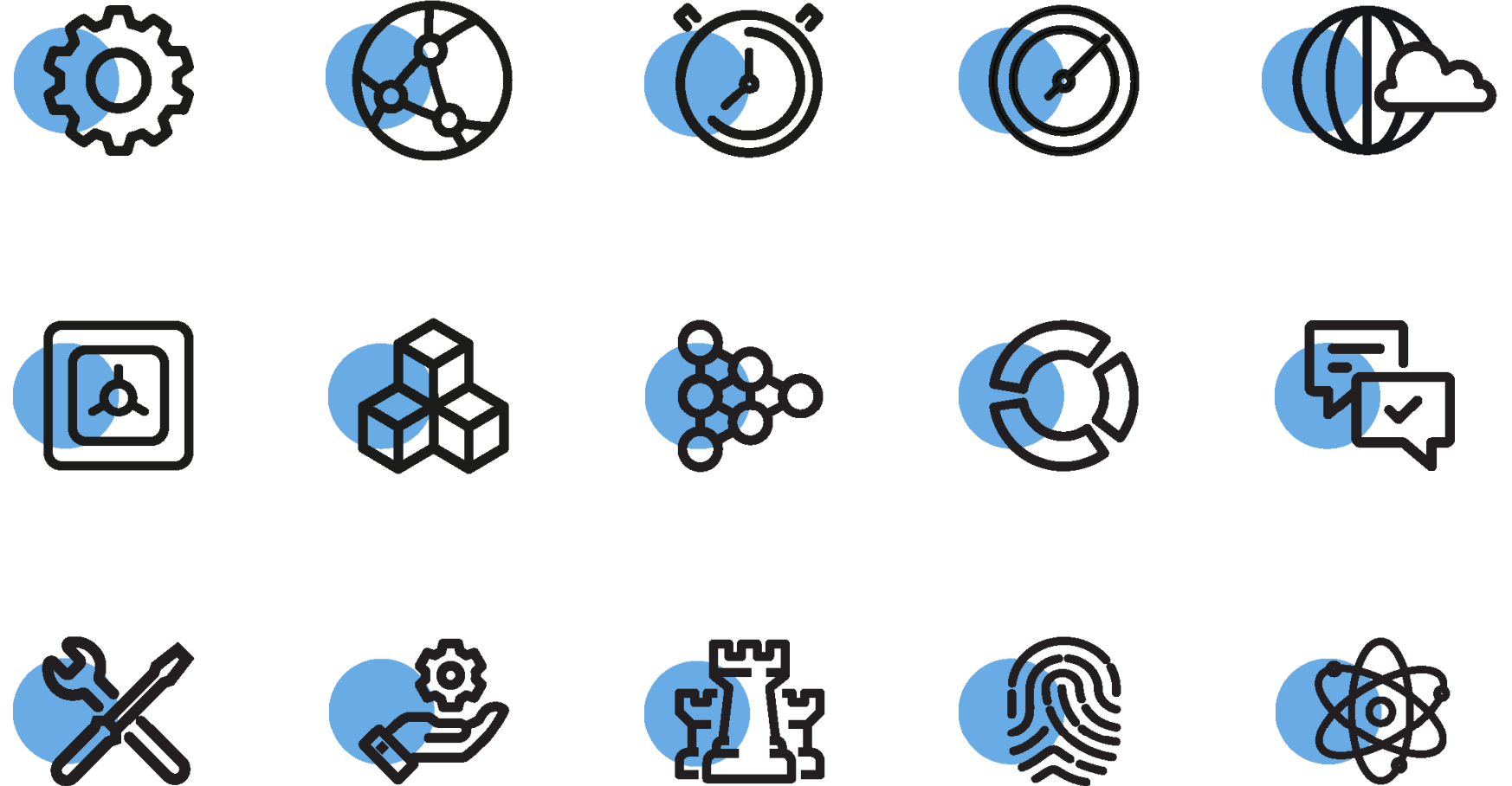
# Iconography

**Icons exist everywhere, and our brain is trained to understand them without thinking.** For example, when we see an icon illustrating an envelope, we know it represents an email.

**Our icons are minimalistic and reductive,** allowing us to create straightforward, memorable meaning. They are composed of two elements:

- **The object:** a simple representation of an abstract concept in simple line art
- **The background circle:** the simplest representation of the Virtru Logomark circle, used in a way that brands the icon without getting in the way of its purpose. The circle is shown in one of our Primary Brand colors, but you have the freedom to choose any color that provides good contrast with the object.

The background circle shape is meant to be representative of the Virtru Logomark circle, but used in a manner that doesn't impede its importance.



Our full icon library can be viewed and downloaded [here](#).

# Photography Guidelines

# Overview & Style

Photography is a crucial element to our brand because it represents the origin of data: the world of people.

## The Virtru Photographic Brand System

allows for the combination of honest, aspirational, human imagery as well as dynamic lifestyle photography that is authentic, meaningful, and immersive.

Follow these guidelines when producing and using photography in marketing materials.

### INTRIGUE US

Tell a story, but not the whole story. Let the rest of the communication fill in the gaps.

### BE HUMAN

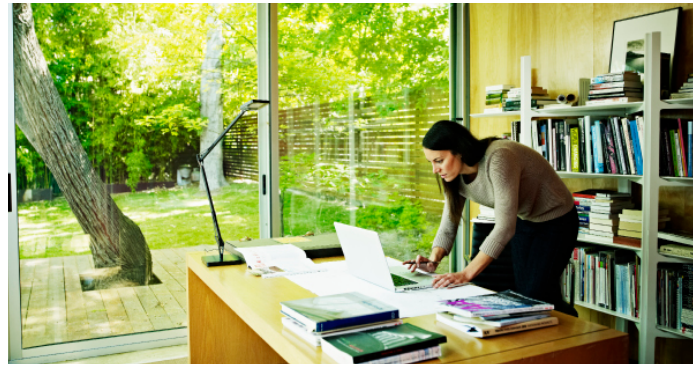
Always showcase some part of humanity in an image. Could be a figure, or a crowd, or just a finger.

### EMBRACE THE ATYPICAL

Avoid all clichés. If you've seen it in a category communication, it shouldn't be in our work.

### DRAMA IN DOSES

Use variations in cropping, lighting and scale to make the work feel dramatic and ownable.



# Photography No's

Careful consideration to what photography we produce and use is **vital to our visual style.**

## DONT'S

Avoid AI generated images when possible or ask for review on AI generated photography

Don't unrealistically composite or Photoshop imagery

No saccharine imagery

No metaphors

No imagery without humanity

No category stereotypes

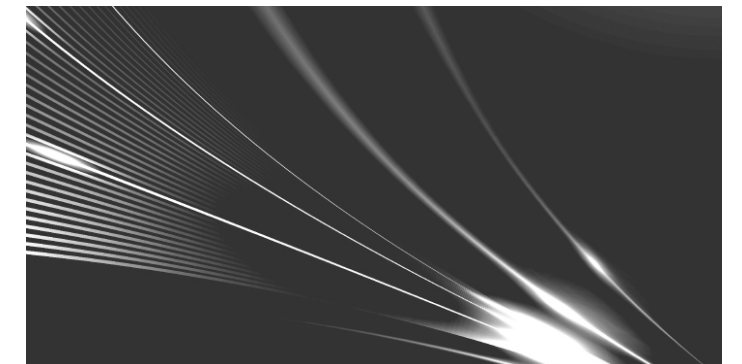
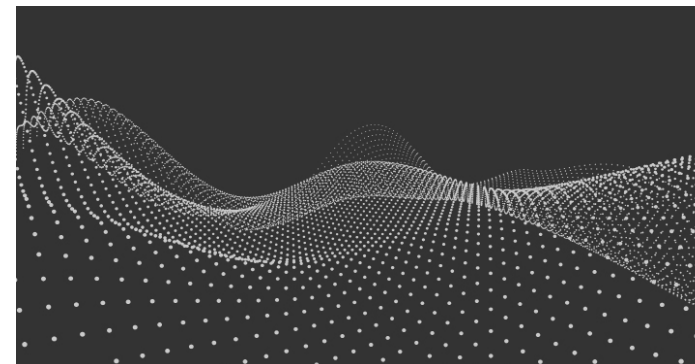
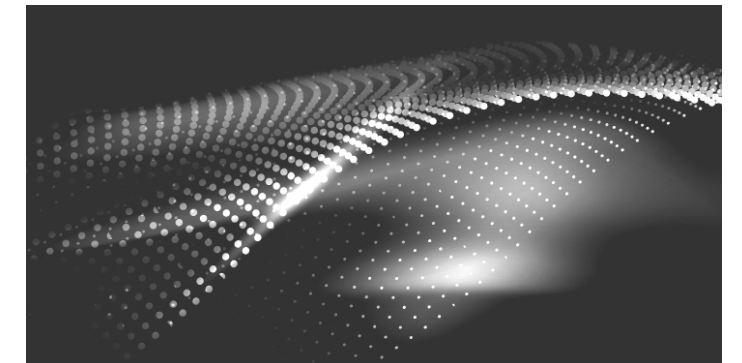
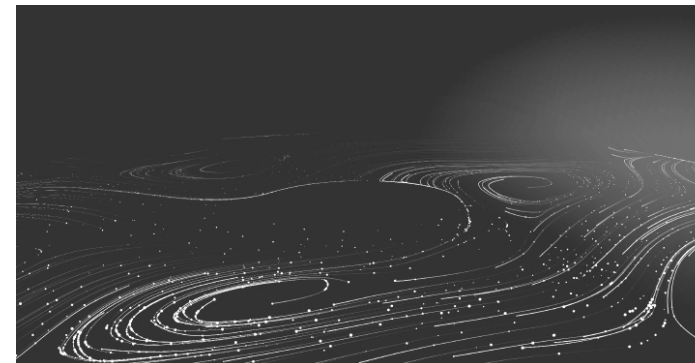
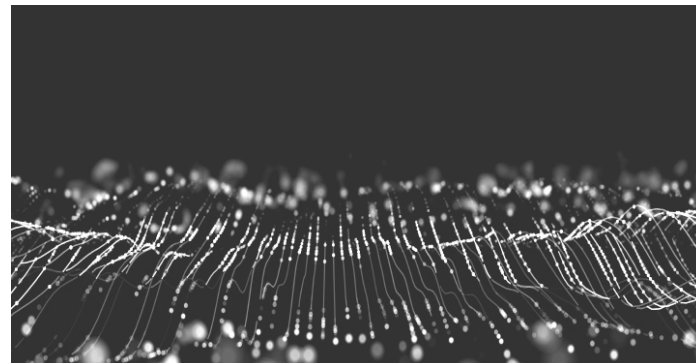
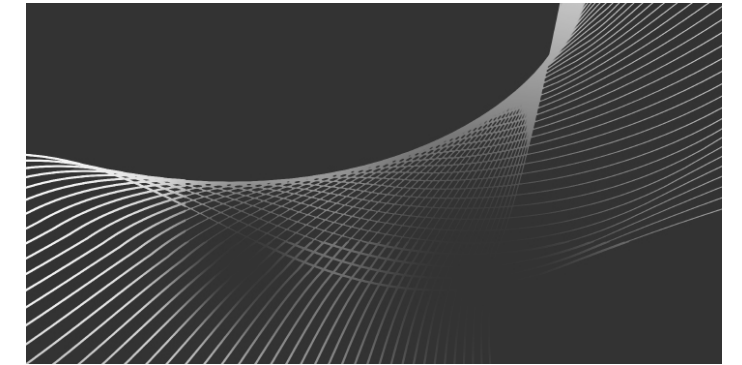
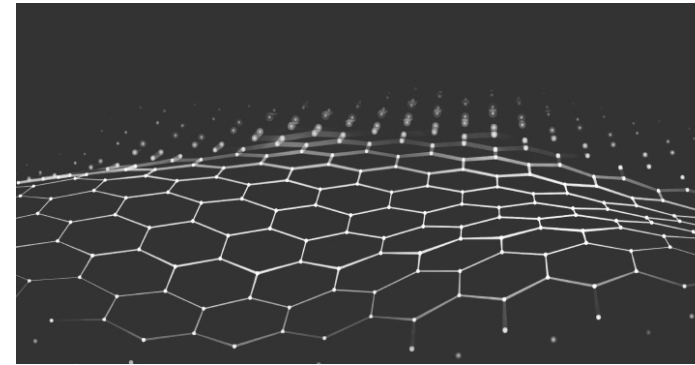
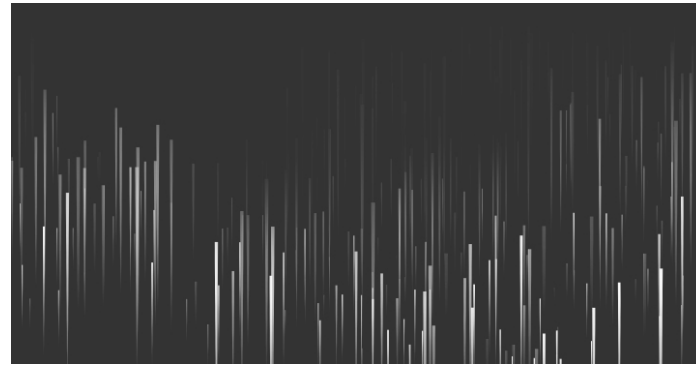


# Illustration Guidelines

# Overview / Data Energy

## The Virtru Illustration Brand System

also includes "Data Energy," the representation of the information itself. Be creative in choosing the elements of each depiction: base them on the subject matter. For example, musical notes might represent the data from an audio recording or a hex pattern might represent genetic data.

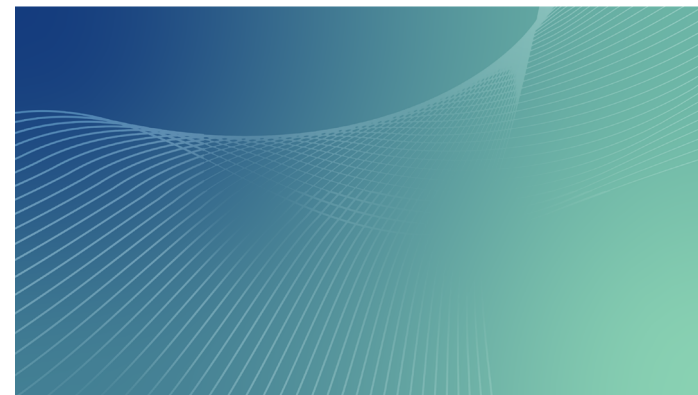


# Overview / Organic Energy

Combining our gradient colors with textured “Data Energy” provides more interest and depth to material, and helps further recognition of our unique brand.

## **The Virtru Illustration Brand System**

is a original and powerful part of our story. When used correctly it allows us to be rich, bold and colorful while also representing the world of data that we protect. The gradients and illustrations represent a world at the macro level, as if we’ve immersed ourselves in the data itself.





virtro

RESPECT THE DATA