

virtusa

Brand guidelines

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Introduction

Use this document as a guide for Virtusa's brand identity. It defines our brand, design elements, and design principles, as well as our messaging pillars and content guidelines.

Virtusa is agile in nature, and our design and communications are, too. Our guidelines are in place to maintain consistency and vision, but we flex when the piece benefits from it.

welcome

This document will help tell the unique story of **Virtusa that inspires employees and positions us, through our **Engineering First** mindset, as the best partner to help businesses transform now and in the future.**

Brand platform

The Virtusa brand platform

Authenticity and consistency are the keys to building a strong brand. Making it clear to employees, clients and anyone that is touched by your business who you are, what you do, and what you stand for. This will make people want to work for you and work with you.

Brand platform

We create business transformation that lasts by putting **Engineering First.**

Brand story

We are **Engineering First**.

Credibility

We've attracted, trained, and enabled over 35,000 employees who have the vision and skills, and the flexibility and creativity, to build solutions that move companies to the forefront of their industry.

Actions

We will partner with our clients to reimagine enterprises and industries by:

- Providing best-in-class digital engineering services
- Developing proprietary in-house technology solutions
- Bringing deep domain expertise to every engagement
- Creating an engineering-led culture of builders, makers and doers

Beliefs

We believe that engineering is a way of looking at the world, not just a technical approach.

We believe that with relentless curiosity no business problem is too big or too complicated.

We believe the future belongs to those that can see around the corner to build business models and solutions that work for today and tomorrow.

We believe that every business can transform...

Purpose

We create business transformation that lasts by putting **Engineering First.**

Context

In the 21st century, the pace of disruptive technological innovation went from linear to parabolic. The relentless advance of progress, from Big Data to artificial intelligence, machine learning, robotics and the cloud, means new opportunities, but also new challenges, for business leaders. When each innovation seems to enable a hundred new ones, the advantage rests with those that embrace this disruption to become builders, makers, and doers.

Imperative

Too many companies, particularly in traditional industries, risk being left behind because they lack the ability to see ahead and harness the full value of digital technologies.

Content guidelines

Capitalization

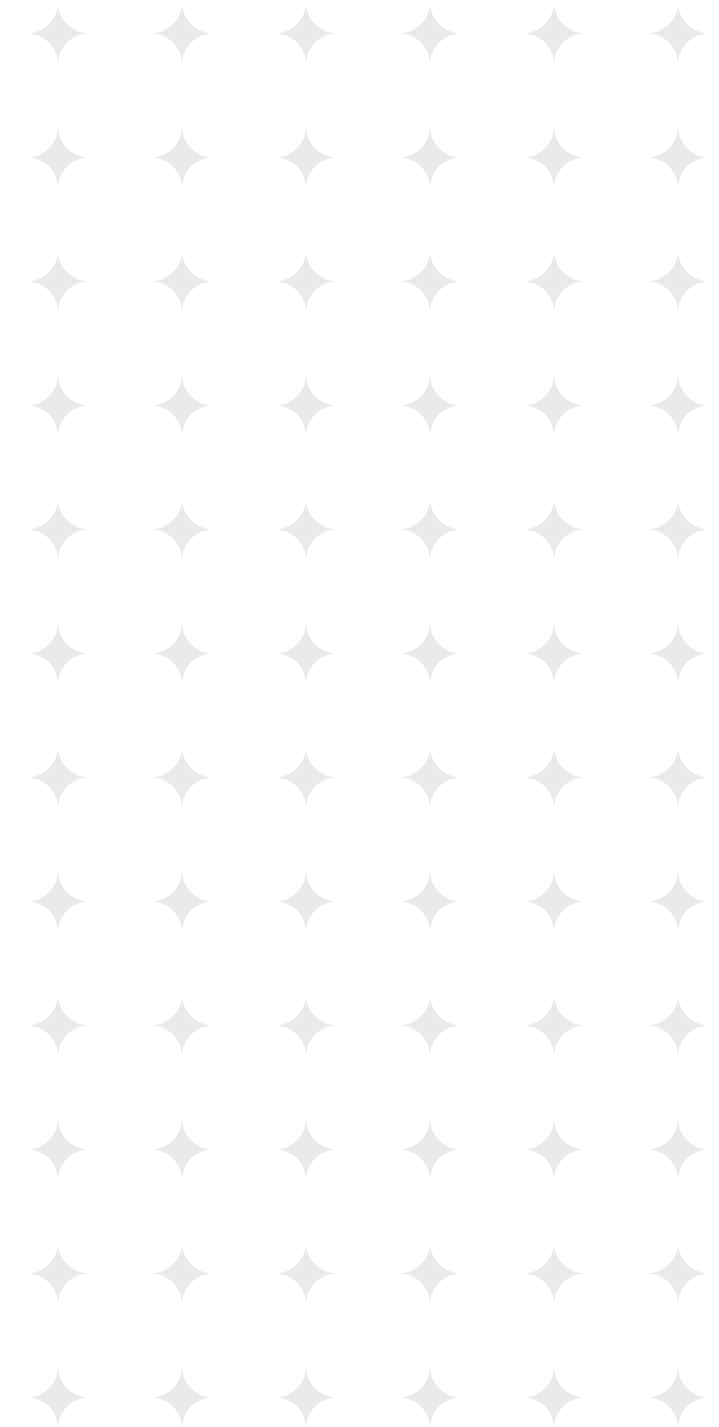
- We use sentence case in all communications except press releases.
- Only proper nouns are capitalized
 - Job titles are capitalized only when referencing a specific person
 - The names of departments are always lowercase

Citations & references

- Virtusa follows AP Style for in-text citations
- PDFs will also include an additional Chicago-style footnote
- All work that is not original thought must be cited
- Analyst firm information has to be approved by the firm before publishing

Additional guidelines

- Global events default to American date structure and spelling
- Ampersands can only be used in headlines
- Abbreviations must be spelled out at the first mention
- Abbreviations should be universally understood or brand approved



Messaging pillars

Our **Engineering First** mindset sets us apart from the competition.

We bring our mindset to life through our messaging pillars. This content personifies what we stand for as a brand and communicates our fundamental value as an organization to the world.

Fostering the engineering mindset

We attract, train and empower the best talent in the world. Our engineering-led culture encourages Virtusans to be creative and curious, build fulfilling careers and perform meaningful work.

Engineering beyond tomorrow

We engineer for the enterprise and build the digital future through world-class, differentiated solutions. We solve the toughest engineering challenges of today and prepare for those of tomorrow.

Engineering from within

When we build with you, we become indispensable advisors for your team. We don't impose a solution from the outside. We go inside to engineer it.

What we say

**At Virtusa, we are builders,
makers, and doers.**

Engineering is in our DNA.

**What we say—
elevator pitch**

At Virtusa, we are builders, makers, and doers.

Digital engineering is in our DNA. It's at the heart of everything we do.

Each day, we help clients engage with new technology paradigms, creatively building solutions that move them to the forefront of their industry.

In a digital landscape that's in a constant state of change, we know that for transformation to last, it requires a mindset that is Engineering First.

**What we say—
employee rally cry**

At Virtusa, no matter what you do, you're an **Engineer First.**

Because engineering is a way of thinking. That's what makes us unique.
Where others just see the problem, we see the solution.

We combine logic, creativity, and curiosity to solve, build, and create.
It's a special skillset that allows everyone, at every level, in every department, to thrive.

To all builders, makers, and doers, we say: You've found your home.
Because here, everything starts with engineering.

Here, engineering comes first.

**What we say—
society rally cry**

At Virtusa, **Engineering First means that you don't just do digital engineering right you also do it with purpose.**

We are using our digital creativity, logic, and curiosity to solve challenges for the world at-large in an environmentally sustainable way.

Built on the premise of our core values of passion, innovation, respect, and leadership, we invest in the communities where we work and live, and are committed to achieving positive change through digital engineering using less.

We are engineering with a purpose. Engineering a better world. Engineering First.

How we behave and sound

**We don't impose a solution
from the outside.**

We go inside and engineer it.

Brand experience principles

These principles inform how the brand looks, feels, behaves, and sounds when we bring it to life through activations, communications, and touchpoints. By defining the brand presence through these principles we can make every experience meaningful.

Be an expert

- Know our clients' business as well or better than they do
- Become an indispensable part of the team
- Bring solutions

WYSIWYG

- Truthful and transparent
- Show don't tell
- Responsive in real time

Boundless & limitless

- Seeing beyond the today and now
- Agnostic and adaptive
- A relentless pursuit of better

Tone of voice

Inviting

When engineering is in your DNA you're about solving problems. We invite you to bring us your problems so we can solve them together.

Knowledgeable

We are continuously investing in our employees, so they are always learning and prepared for what's next. Whether it's knowing our clients inside out or being able to stay one step ahead of the changing digital landscape.

Forward thinking

Stagnation is the enemy of business transformation. Virtusa will always try to stay many steps ahead of change so we can be ready to react and keep moving forward.



Visual identity

The visual identity system

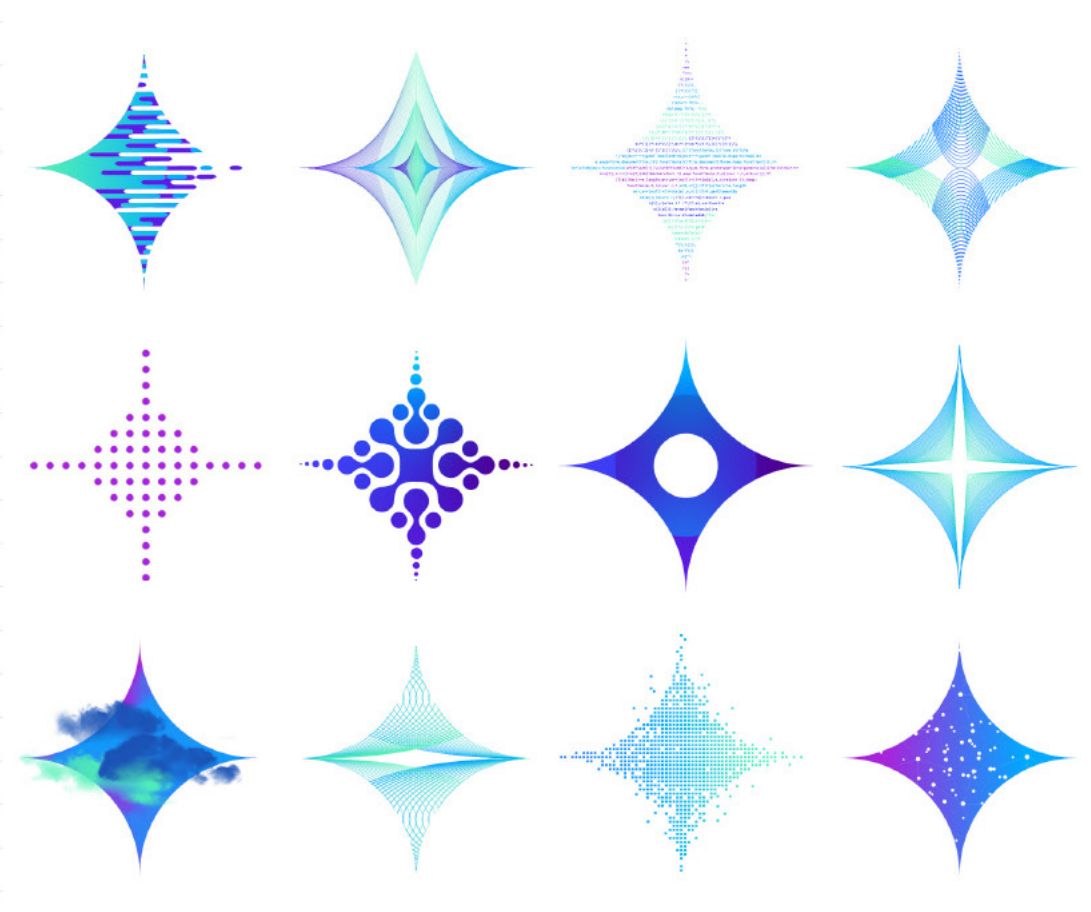
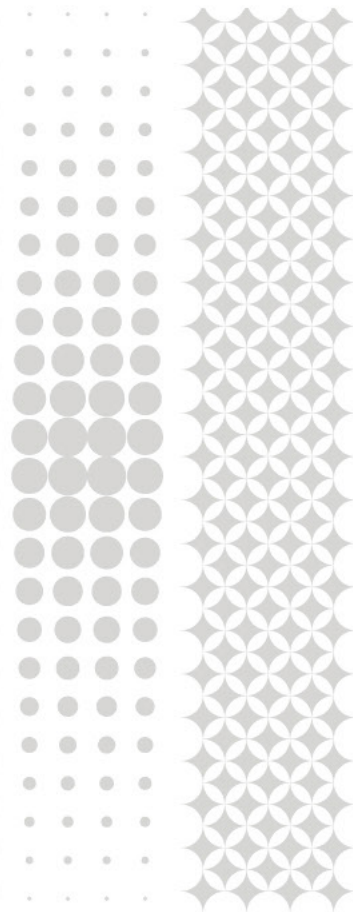
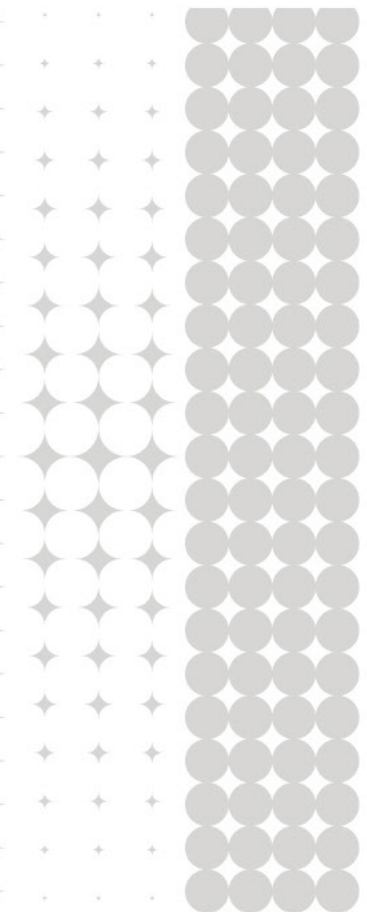
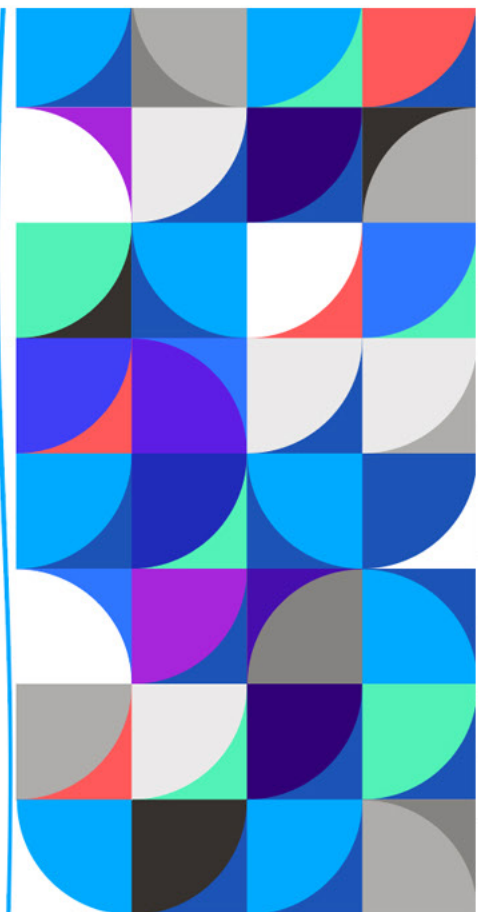
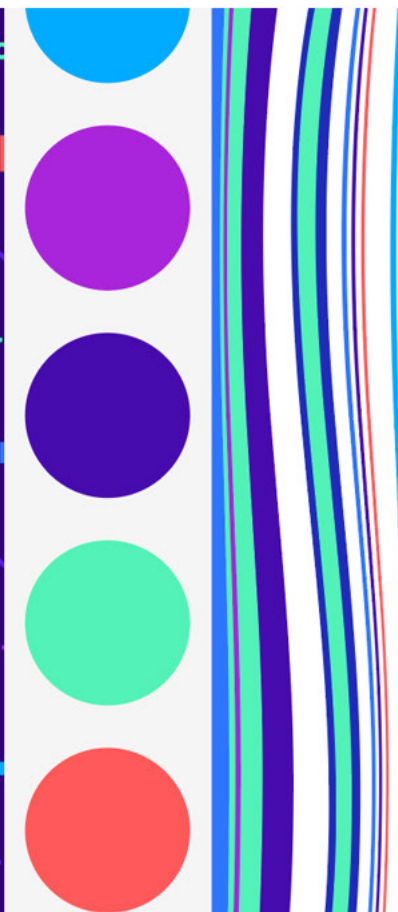
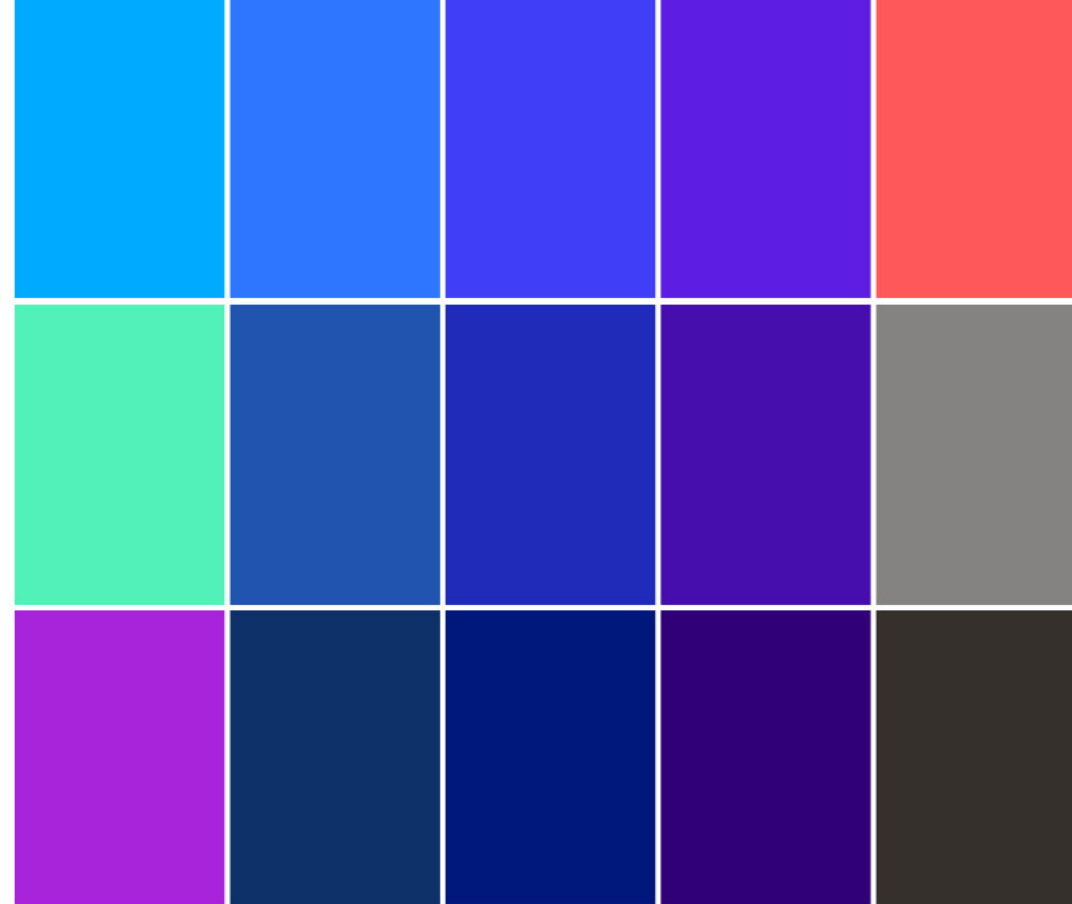
Our visual identity has been carefully crafted to express who we are. It communicates our bold point of view and the meaningful impact we can make. It does this through an interconnected system of design elements that create Virtusa's distinct visual identity.

As engineers, Virtusa has a holistic view that reveals opportunity, sparking potential and innovation. These moments are the catalysts of discovery and breakthroughs. This is conveyed through the spark, our primary graphic element, patterns created from the spark, our bright color palette, our logo, and other system elements that complement the idea.

Together, these create the visual foundation for our visual identity system and a unique point of view with purpose and meaning.

Visual identity system

virtusa



Logo

Logo

The Virtusa logo is an important asset for our brand. It is the unifying visual element that appears across all our communications. Consistent application of the Virtusa logo is vital to building and reinforcing a cohesive brand image. It was intentionally created to pair well with our graphic elements. The “i” and “r” create a negative space that mimics our spark.

Please never recreate or alter the logo in any way, as it is a crucial part of our visual brand. Please always use the original logo asset.



virtusa

Logo clear-space

To preserve the integrity and visual impact of the logo, always maintain clear-space around it as defined on this page. Please also observe the minimum-size logo and never scale the logo below this size.

Our logo is designed to work against both light and dark backgrounds. The primary logo, shown on the top far right, should always be used in the defined color. When using our color-reverse logo on any of the brand colors, be aware of legibility and visibility. The logo must have enough contrast at all times.



virtusa

minimum size = 65 px

Primary use logo

virtusa

RGB **134, 131, 129**
HEX **#868381**
CMYK **49, 43, 44, 7**
PANTONE **403 C**

Color reverse logo

virtusa

RGB **255, 255, 255**
HEX **#FFFFFF**
CMYK **0, 0, 0, 0**
PANTONE **WHITE C**

1-Color, black

virtusa

When production limitations require, a black 1-color version of our logo can be leveraged.. This logo option is approved for use only when gray or white option is not available.

Logo

Logo with Engineering First tagline

This is an alternate Virtusa logo that includes the Engineering First tagline. This alternate logo is best used with external audiences who are unfamiliar with the Virtusa brand.

virtusa
Engineering First

Default layout

Focus on larger Virtusa logo. Best for brand building and external audiences with no knowledge of who Virtusa is.

Secondary option

**Engineering
First** **virtusa**

Focus on tagline first. Best for audiences with knowledge of Virtusa, where viewers can focus on the tagline.

Side by side

virtusa **Engineering
First**

Use on items with limited vertical space. Use when legibility is impacted by the height of the target area. For example, footer of a collateral item or web page.

Single line

Engineering First **virtusa**

Use on smaller items with limited space to maximize legibility. For example, the side of a pen.

Logo

Tagline color options

There are several approved layouts and color options for utilizing the Engineering First logo lockups; please only use the approved lockups and color combinations shown.

Default color

The tagline can be gray on a light background.

For dark backgrounds, a 1-color white, or white logo with green tagline are acceptable.

virtusa
Engineering First

Gray - #868381

Multi-color (2-color tagline)

Each word can be a different color. On light backgrounds, use violet and blue, as shown. On dark backgrounds, use blue and green, as shown.

virtusa
Engineering First

White - #FFFFFF | Violet - #403FF6 | Blue - #00AAFF

Multi-color (gradient tagline)

Each word can be a different color. On light backgrounds, use a violet-to-blue gradient, as shown. On dark backgrounds, use a blue-to-green gradient, as shown.

virtusa
Engineering First

White - #FFFFFF | Violet - #403FF6 | Blue - #00AAFF

virtusa
Engineering First

White - #FFFFFF | Green - #51F2B8

virtusa
Engineering First

White - #FFFFFF | Blue - #00AAFF | Green - #51F2B8

virtusa
Engineering First

White - #FFFFFF | Blue - #00AAFF | Green - #51F2B8

⊗ **DO NOT** modify logo colors. (Do not use other brand colors.)

⊗ **DO NOT** stretch or distort the logo.

⊗ **DO NOT** resize parts of the logo.

Incorrect usage

Here are some examples of how not to treat our logo. Avoiding these mistakes will help build consistency and recognizability for our brand.

Do not alter the logo in any way. Always use the original logo asset. Never recreate your own version of the logo.

⊗ **DO NOT** add effects to the logo.

⊗ **DO NOT** outline the logo.

⊗ **DO NOT** place logo on a background with low contrast.

⊗ **DO NOT** remove parts of the logo.

⊗ **DO NOT** add anything to the logo.

⊗ **DO NOT** place the logo on a busy area of a photo or patterned background.

⊗ **DO NOT** use the logo as a word in a statement or sentence.

PLEASE NOTE: There may be exceptions for transitional effects within motion graphics or video. For example, a color wipe using a brand color ending with white or gray. Please contact brand@virtusa.com for approval to discuss possible exceptions.

Logo lockups

Logo lockups may be used for Virtusa services, Virtusa solutions, external corporate partnerships and associations used in marketing materials.

PLEASE NOTE: There may be preferred lockups suggested by partners, or a legal requirement to receive approval from partners before using their logo with Virtusa’s logo. Please contact brand@virtusa.com or the Virtusa partner alliances team for approval.

Co-branded logo lockups

Co-branded lock-ups may be used for external corporate partnerships and associations for use in marketing materials.

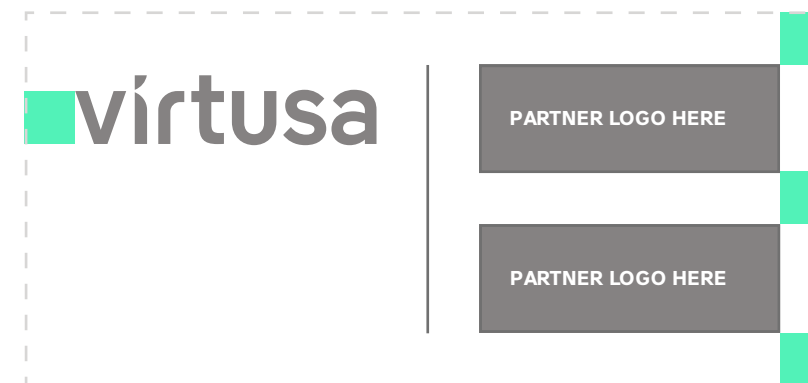
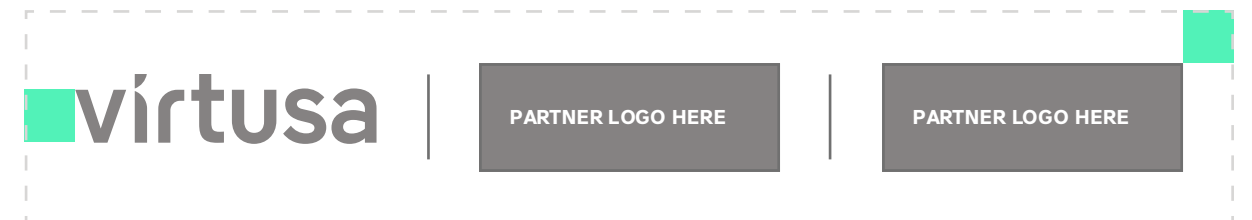
Single partner lockup


It is preferred that the Virtusa logo and the partner logo lockup be presented side by side, with the Virtusa logo positioned on the left. The logos should be visually equal in weight, follow clear-space rules, and use a vertical rule (line) to separate the logos.

Multiple partner lockup

There may be cases in which multiple logos must appear together. If horizontal space allows, the logos can appear next to each other, following the same rules as the partner logos and utilizing the dividing rule and clear-space guidelines.

Alternatively, the partner logos can appear stacked on top of each other, using a vertical rule to the left of the partner logos and following clear-space guidelines.



 "V" height = minimum clear-space

Brand typefaces

Words define us. What we say is who we are. Typography gives personality and nuance to what we say. Our typography works through the combination and balance of two typefaces.

Publico Headline Bold, a modern serif font, is our primary typeface. It exudes approachable authority and looks established. It is sophisticated and confident but conversational. Synthese, our secondary typeface, is a strong supporting face that is modern, clean, and efficient.

PLEASE NOTE: Typography is mainly represented in charcoal or white.

PRIMARY TYPEFACE

Publico Headline Bold

Publico Headline Bold Italic

SECONDARY TYPEFACE

Synthese Light

Synthese Light Oblique

Synthese Book

Synthese Book Oblique

Synthese Regular

Synthese Oblique

Synthese Bold

Synthese Bold Oblique

Publico

Synthese

Typography in use

Clear and consistent use of our typographic style strengthens our message and creates familiarity with our brand. The examples here show how to use our primary and secondary typefaces while reinforcing our brand voice and personality.

Publico Bold, set in sentence case, is used for all featured headlines. Headlines should be significantly larger than sub-headlines and usually set in graphite (#36312D) or knocked out of a color field or image.

Synthese is used for most other copy aside from headlines. Please refer to the breakdown below for the recommended type styles within layouts.

Typography should have a hierarchy to lead the viewer through the content. The contrast between styles will help organize content allowing for a better user experience.

PLEASE NOTE: Synthese is always set at -10pt tracking unless it is treated as a chapter head in which case it's always capped and set at 100 pt tracking.

Chapter header
Synthese Bold, Tracking: 100pt,
All-capped

Headline
Publico Headline Bold

Sub-headline
Synthese Book, Tracking: -10pt

Call to action
Synthese Bold, Tracking: -10pt

Section headline
Publico Headline Bold

Body headline
Synthese Bold, Tracking: -10pt

Body copy
Synthese Book, Tracking: -10pt

Link
Synthese Bold, Tracking -10 pt
Use #403FF6, underline on hover

CHAPTER HEADER

This is your headline.

This is your sub-headline. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut.

Call to action

This is your section headline.

This is your body headline.

This is body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

This is a link

Secondary system typefaces

When our primary typefaces are not available for use, please refer to the secondary typefaces.

For certain applications (Word, PowerPoint, email), where the files may be shared with users without the primary typefaces, secondary typefaces, such as Georgia Bold and Arial, are an ideal substitute.

Serif typeface

Georgia Bold

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopq

rstvwxyz

1234567890!@#\$%^&*

Georgia Bold

Georgia Bold Italic

Sans-serif typeface

Arial

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopq

rstvwxyz

1234567890!@#\$%^&*

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Primary color

Our primary color palette is a big part of the way we represent ourselves as it distinguishes us from our competitors. We use color to express our brand idea and to support or emphasize key messages across our communications.

Our primary palette uses a color chord of blues and purples.

PLEASE NOTE: For best results, use RGB or HEX colors for all digital experiences. For print, use CMYK or PANTONE colors.

<p>RGB 54, 49, 45 HEX #36312D CMYK 63, 60, 64, 65 PANTONE BLACK 7 C</p>	<p>RGB 0, 170, 255 HEX #00AFFF CMYK 91, 17, 0, 0 PANTONE 2995 C</p>	<p>RGB 47, 118, 255 HEX #2F76FF CMYK 100, 49, 0, 6 PANTONE 285 C</p>	<p>RGB 64, 63, 246 HEX #403FF6 CMYK 80, 73, 0, 0 PANTONE 2726 C</p>	<p>RGB 94, 29, 228 HEX #5E1DE4 CMYK 65, 73, 0, 0 PANTONE 2725 C</p>
		<p>RGB 28, 84, 182 HEX #1C54B6 CMYK 100, 65, 26, 7 PANTONE 287 C</p>	<p>RGB 32, 43, 185 HEX #202BB9 CMYK 92, 87, 0, 0 PANTONE 2736 C</p>	<p>RGB 71, 14, 174 HEX #470EAE CMYK 86, 94, 0, 0 PANTONE 2735 C</p>
		<p>RGB 9, 50, 109 HEX #09326D CMYK 100, 19, 10, 72 PANTONE 296 C</p>	<p>RGB 0, 24, 124 HEX #00187C CMYK 100, 96, 19, 15 PANTONE 2746 C</p>	<p>RGB 49, 0, 120 HEX #310078 CMYK 95, 100, 15, 16 PANTONE 2745 C</p>

The charcoal gray color is effective for creating contrast, and used by default for typography on light backgrounds.

SHADES

Shades of 3 primary colors can be used to help create contrast.

Secondary and tertiary color

SECONDARY PALETTE

Green is our action color. It is a saturated and highly artificial color, used to exude energy and represent our digital ethos. It should be used to draw interest in buttons, words on dark fields that may be emphasized, or design elements such as sparks or patterns.

Light neutral gray tones are used to create subtle backgrounds for content.

Magenta can be used as an accent color to draw interest when other color options are present.

TERTIARY COLOR

Red should be used sparingly only as an accent color utilizing no more than 10% of a design. Do not use red for a base color in digital, printed, or manufactured items (apparel, mugs, etc.). Also consider semantics when using red as it can identify statuses such as stop, error, busy, or critical.

 <p>RGB 81, 242, 184 HEX #51F2B8 CMYK 55, 0, 45, 0 PANTONE 3385 C</p>	 <p>RGB 133, 131, 129 HEX #858381 CMYK 50, 42, 43, 7 PANTONE 403 C</p>	 <p>RGB 175, 173, 171 HEX #AFADAB CMYK 32, 27, 29, 0 PANTONE WARM GRAY 5 C</p>	 <p>RGB 215, 214, 213 HEX #D7D6D5 CMYK 14, 11, 13, 0 PANTONE WARM GRAY 3 C</p>
 <p>RGB 168, 37, 219 HEX #A825DB CMYK 41, 77, 0, 0 PANTONE 2592 C</p>	 <p>RGB 235, 234, 234 HEX #EBEAEA CMYK 7, 5, 5, 0 PANTONE WARM GRAY 2 C</p>	 <p>RGB 245, 245, 245 HEX #F5F5F5 CMYK 3, 2, 2, 0 PANTONE WARM GRAY 1 C</p>	
 <p>RGB 255, 89, 90 HEX #FF595A CMYK 0, 75, 57, 0 PANTONE 178 C</p>			

Color

RGB 81, 242, 184 HEX #51F2B8 CMYK 55, 0, 45, 0 PANTONE 3385 C	RGB 0, 170, 255 HEX #00AFFF CMYK 91, 17, 0, 0 PANTONE 2995 C	RGB 0, 170, 255 HEX #00AFFF CMYK 91, 17, 0, 0 PANTONE 2995 C	RGB 28, 84, 182 HEX #1C54B6 CMYK 100, 65, 26, 7 PANTONE 287 C	RGB 28, 84, 182 HEX #1C54B6 CMYK 100, 65, 26, 7 PANTONE 287 C	RGB 0, 24, 124 HEX #00187C CMYK 100, 96, 19, 15 PANTONE 2746 C

Gradients

Gradients can be used in place of solid color to create visual interest or guide the viewer from one part of the design to another.

Elements interacting with gradients should follow legibility and contrast standards.

RGB 0, 170, 255 HEX #00AFFF CMYK 91, 17, 0, 0 PANTONE 2995 C	RGB 47, 118, 255 HEX #2F76FF CMYK 100, 49, 0, 6 PANTONE 285 C	RGB 47, 118, 255 HEX #2F76FF CMYK 100, 49, 0, 6 PANTONE 285 C	RGB 28, 84, 182 HEX #1C54B6 CMYK 100, 65, 26, 7 PANTONE 287 C	RGB 0, 24, 124 HEX #00187C CMYK 100, 96, 19, 15 PANTONE 2746 C	RGB 49, 0, 120 HEX #310078 CMYK 95, 100, 15, 16 PANTONE 2745 C

RGB 64, 63, 246 HEX #403FF6 CMYK 80, 73, 0, 0 PANTONE 2726 C	RGB 32, 43, 185 HEX #202BB9 CMYK 92, 87, 0, 0 PANTONE 2736 C	RGB 32, 43, 185 HEX #202BB9 CMYK 92, 87, 0, 0 PANTONE 2736 C	RGB 0, 24, 124 HEX #00187C CMYK 100, 96, 19, 15 PANTONE 2746 C	RGB 215, 214, 213 HEX #D7D6D5 CMYK 14, 11, 13, 0 PANTONE WARM GRAY 3 C	RGB 133, 131, 129 HEX #858381 CMYK 50, 42, 43, 7 PANTONE 403 C

RGB 168, 37, 219 HEX #A825DB CMYK 41, 77, 0, 0 PANTONE 2592 C	RGB 94, 29, 228 HEX #5E1DE4 CMYK 65, 73, 0, 0 PANTONE 2725C	RGB 94, 29, 228 HEX #5E1DE4 CMYK 65, 73, 0, 0 PANTONE 2725C	RGB 49, 0, 120 HEX #310078 CMYK 95, 100, 15, 16 PANTONE 2745 C	RGB 133, 131, 129 HEX #858381 CMYK 50, 42, 43, 7 PANTONE 403 C	RGB 54, 49, 45 HEX #36312D CMYK 63, 60, 64, 65 PANTONE BLACK 7 C

Accessibility

For digital experiences, the Web Content Accessibility Guidelines AA suggest visual presentation of text have a contrast ratio of at least 4.5:1 for small text and 3.0:1 for text 18pt or larger. See the following chart of accessibility scores to consider for font colors used based on the background color (HEX colors used for reference testing).

BASE COLOR	SAMPLE TEXT	FONT COLORS			
		A	B	C	D
		#51F2B8	#36312D	#858381	#FFFFFF
#51F2B8	B C D	1.00	9.02	2.65	1.42
#00AAFF	A B C D	1.80	5.01	1.47	2.56
#2F76FF	A B C D	2.86	3.16	1.08	4.07
#403FF6	A B C D	4.53	1.99	1.71	6.44
#5E1DE4	A B C D	5.33	1.70	2.01	7.58
#A825DB	A B C D	3.74	2.42	1.41	5.31
#2155B0	A B C D	4.94	1.83	1.86	7.02
#202BB9	A B C D	7.01	1.29	2.64	9.96
#310078	A B C D	10.54	1.17	3.97	14.98
#0E3269	A B C D	8.80	1.03	3.31	12.51
#00187C	A B C D	10.39	1.15	3.91	14.77
#310078	A B C D	10.54	1.17	3.97	14.98
#36312D	A C D	9.04	1.00	3.40	12.85
#858381	A B D	2.66	3.40	1.00	3.78
#AFADAB	A B C D	1.57	5.75	1.69	2.24
#D8D7D5	A B C D	1.01	8.94	2.63	1.44
#EBEAEA	A B C D	1.18	10.70	3.15	1.20
#F5F5F5	A B C D	1.30	11.79	3.46	1.09
#FFFFFF	A B C	1.42	12.85	3.78	1.00
#FF595A	A B C D	2.16	4.18	1.23	3.08



USE colors with scores 4.50 or higher for all text options



USE colors with scores 3.00 - 4.49 for larger fonts



DO NOT use for fonts smaller than 18pt



DO NOT use colors with scores below 3.00

Photography

Photography is a tool for storytelling and aids the content or juxtaposes with it. Our photos should always look modern, natural and well composed, drawing in the viewer.

The content of our photography is divided into three key themes—Structures, Context, and Enablers—outlined here:

Structures: Metaphorical images of systems and structures that represent how we think and how we work.

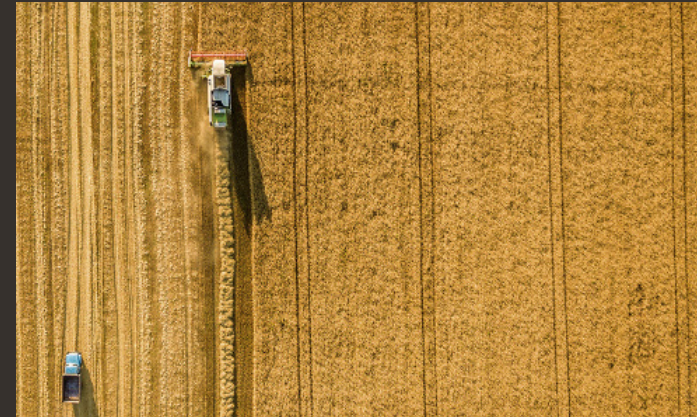
Context: Topical images that are content driven and show what our services can provide. This category shows clear intent and a point of view.

Enablers: Feature our people—our heroes of change—candid and in the moment.

PLEASE NOTE: Our photos must always be:

- High quality, professionally shot
- Well cropped or properly retouched
- Well composed
- Honest and believable
- Capture candid moments
- Either naturally lit or white, artificial light

STRUCTURES



CONTEXT



ENABLERS



The spark

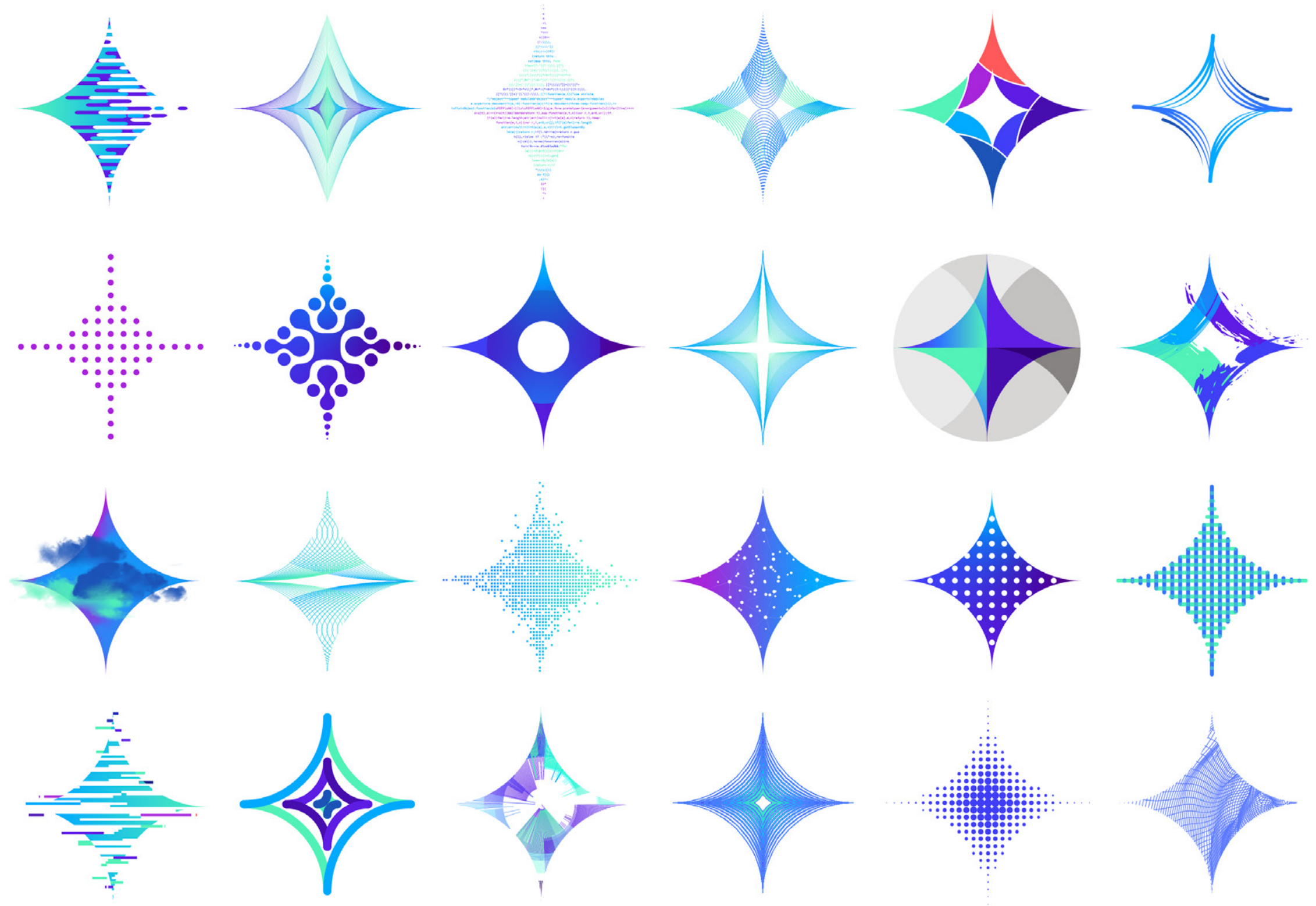
The Virtusa spark represents the potential, discovery, innovation, and breakthroughs that are fueled by collaboration among talented engineers. It is the signature graphic device that symbolizes our ethos. With its distinctive shape, it serves as the ground upon which we build our visual identity.

The spark is used throughout our system in various forms: as a large graphic field of color, holding shapes for photography, uniquely illustrated versions of itself, or patterns.

Graphic elements

Spark library

These are some illustrated interpretations of the spark. The idea is that these should be fun, colorful, and unique.



Graphic elements

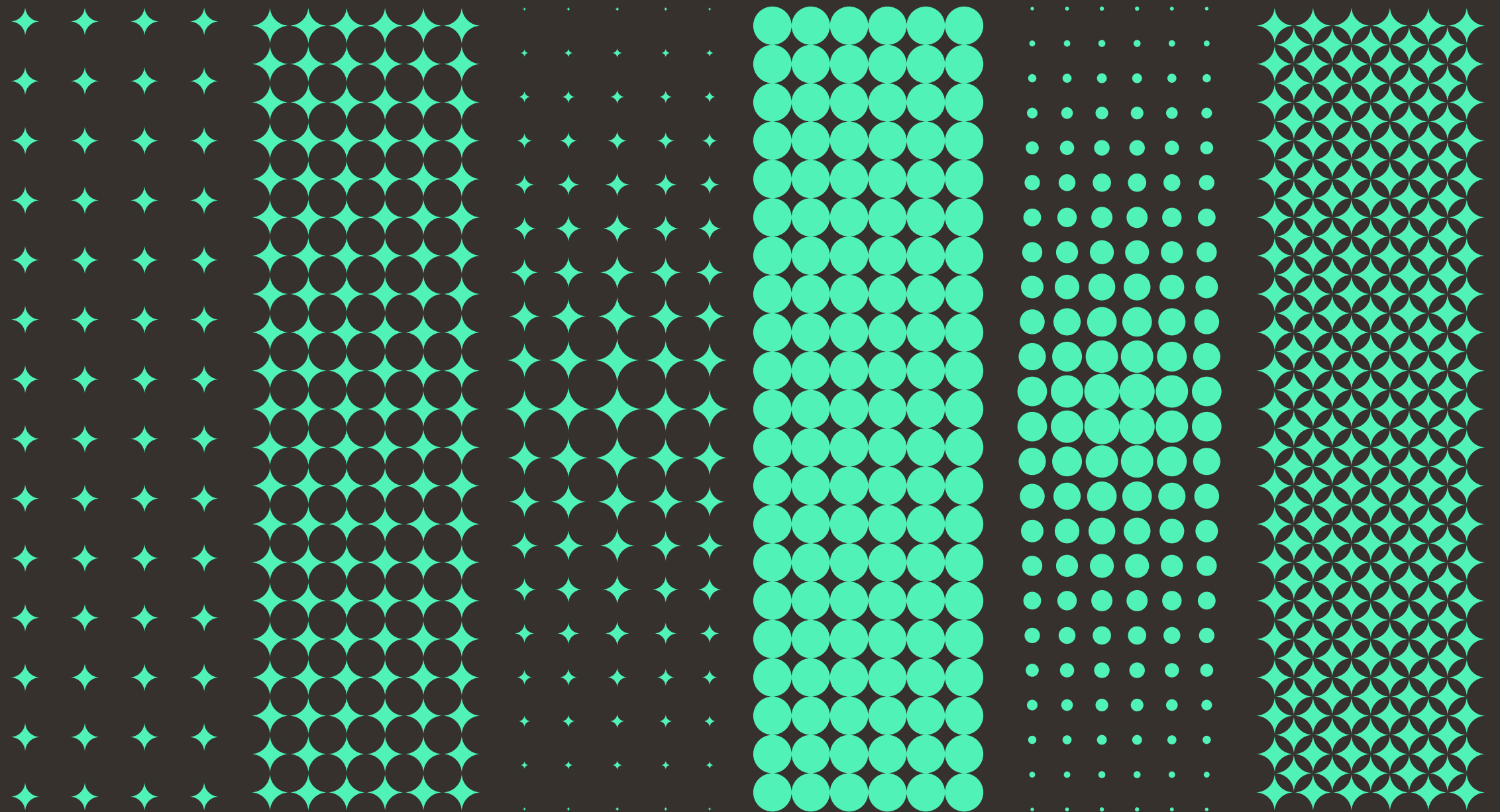
Spark patterns

All of our patterns are based off of the spark and used throughout our system in varying ways. The following page outlines the differing patterns in our system.

Spark patterns

These are patterns used in our visual system in varying densities and forms. Choose a pattern that is appropriate for your graphic needs.

These are assets available from our brand center. Please do not alter our patterns or create new patterns that have not been approved by the marketing team.



SPACED

REPEAT

GROWTH

REVERSE REPEAT

REVERSE GROWTH

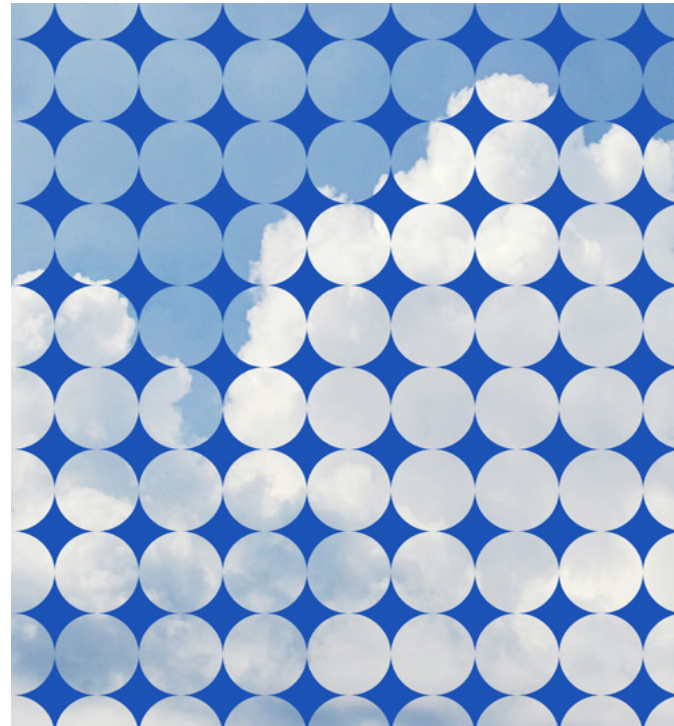
OFFSET SPARK

Spark patterns on images

Patterns are used in combination with images for certain applications that require additional texture and context. The examples on this page demonstrate how this can be done.

We recommend these options for adding patterns with images.

OVERLAY



A simple overlay can be achieved by placing one of the approved pattern styles over an image with opacity adjusted to optimize focus and legibility.

MASKED OVERLAY



To create a masked overlay, add an approved pattern to the image, masking out key areas of the subject to allow the pattern to help create a visual hierarchy by adding emphasis on the subject of the photo.

FADED OVERLAY



To create a faded overlay, add an approved pattern to the image with a gradient mask. Use on images that may have large areas of white or negative space to give a subtle suggestion of the brand patterns.

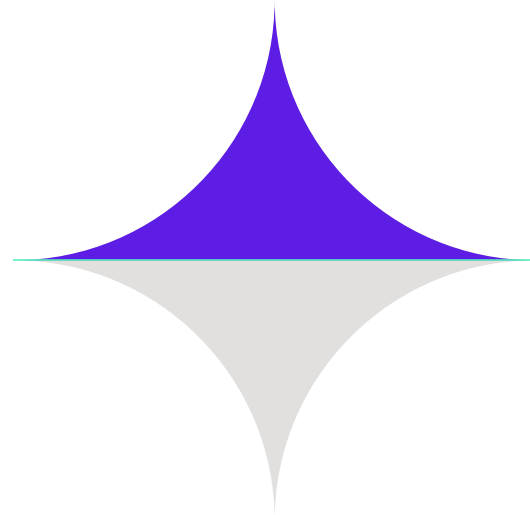
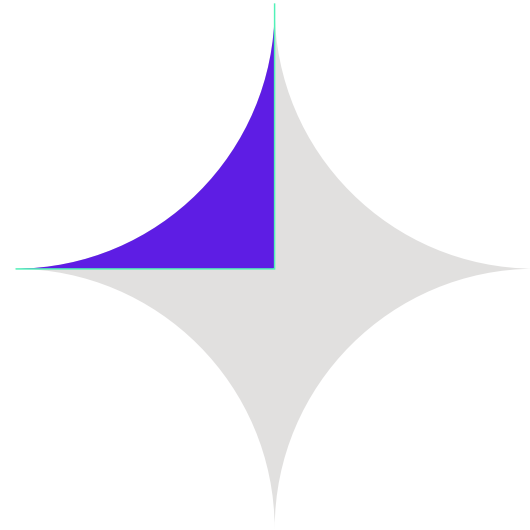
PLEASE NOTE: Combining a masked and faded overlay is also an approved option. It is recommended to use separate layer/group masks to allow flexibility to edit if needed.

Design patterns

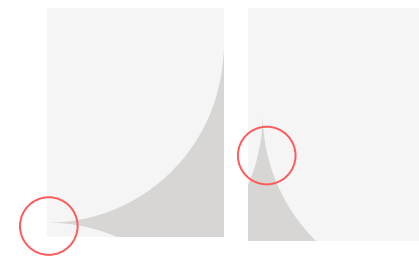
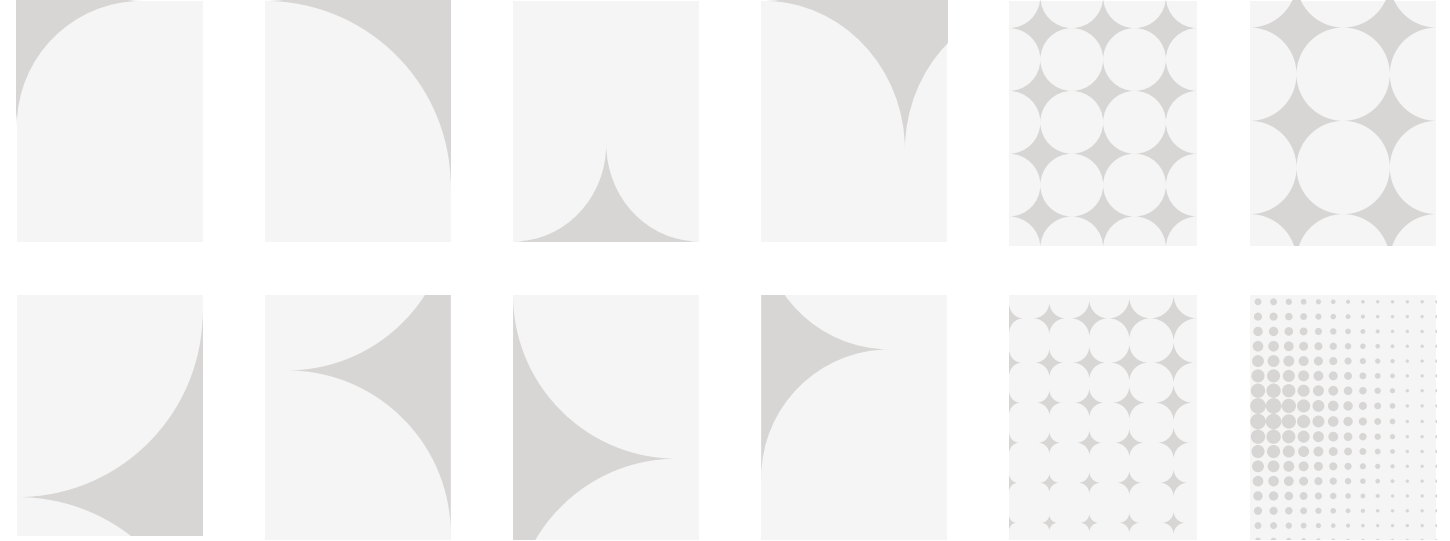
When working with the spark and patterns, cropping may help with visual variety and enable more unique compositions. The spark can be cropped in halves or quarters. When placing them in composition, at least two points of the spark must be seen on any given art board. Avoid cropping the spark where not enough of the shape is shown or where the negative shape is awkward.

When cropping patterns, please also do not create awkward crops with awkward negative spaces. When scaling the pattern to fit an art board, try to either contain an entire spark or circle. Try to crop the spark or circle in halves when possible.

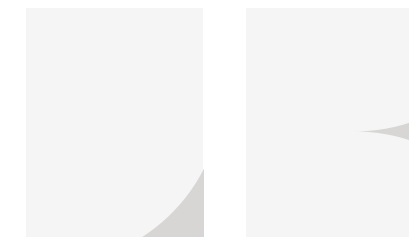
CROP



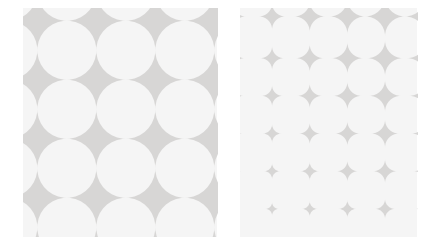
SAMPLE COMPOSITIONS



DO NOT create compositions with awkward negative shapes.



DO NOT crop where not enough of the shape is shown. At least two points of the spark must be seen on any given art board.



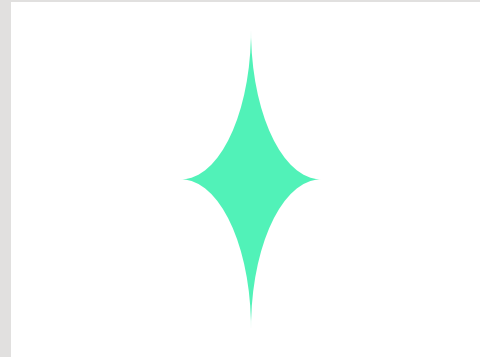
DO NOT create awkward crops.

Incorrect spark usage

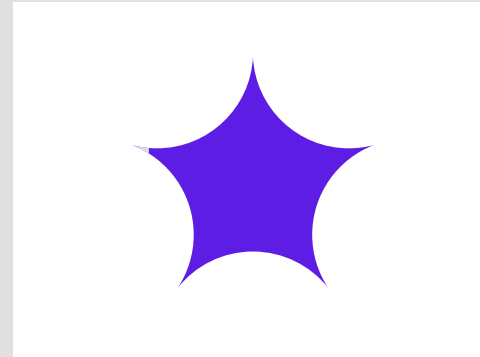
Like all elements of our visual identity, the spark must be used in a consistent way to create a clear connection to the rest of our brand.

Here some are examples of how NOT to use the spark or spark pattern.

SPARKS



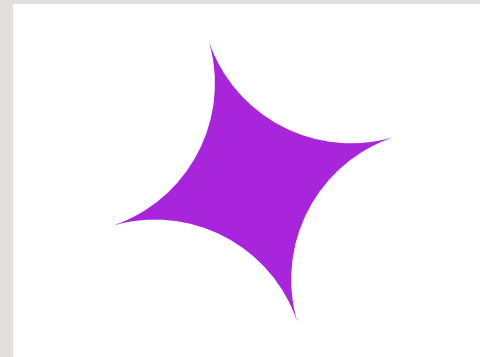
❌ **DO NOT** distort the spark.



❌ **DO NOT** change the shape of the spark.



❌ **DO NOT** change the orientation of the spark.



❌ **DO NOT** alter the angle of the spark.



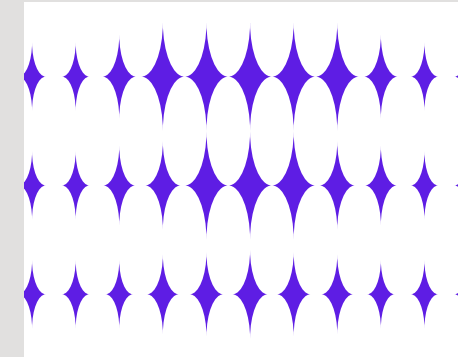
❌ **DO NOT** use colors outside of our color palette.

Headline
Subheadline. Lorem ipsum do sadipscing.

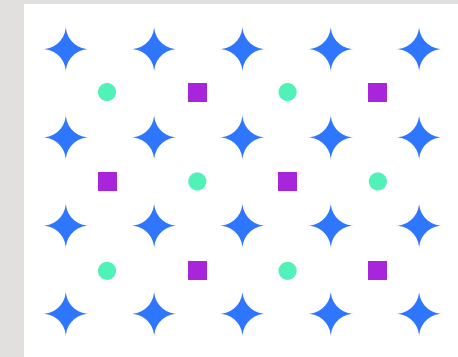
- ◆ Bullet 1
- ◆ Bullet 2
- ◆ Bullet 3

❌ **DO NOT** use sparks as bullets.

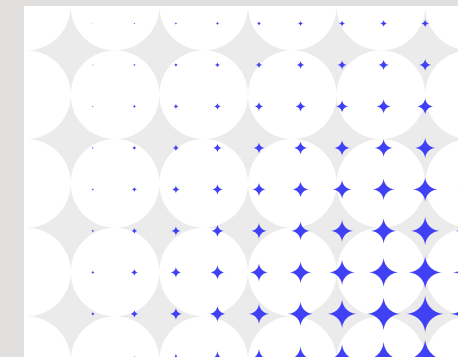
SPARK PATTERN



❌ **DO NOT** distort the pattern.



❌ **DO NOT** create new patterns.

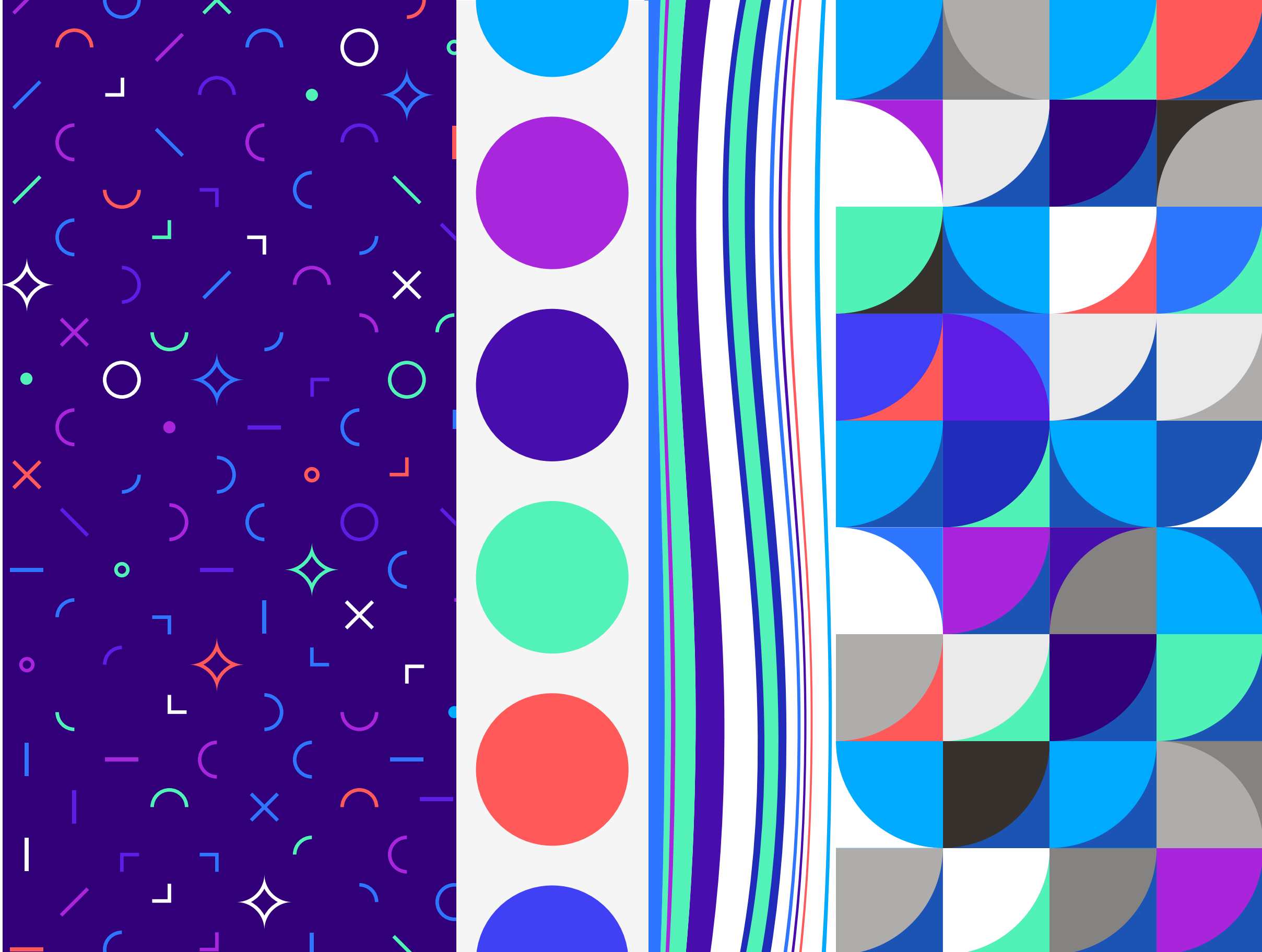


❌ **DO NOT** use multiple patterns in the same layout.

Graphic elements

Design patterns

These patterns add personality to our brand and visual interest when there's too much negative space. Animating these patterns brings a creative energy that highlights the innovative nature of our work.

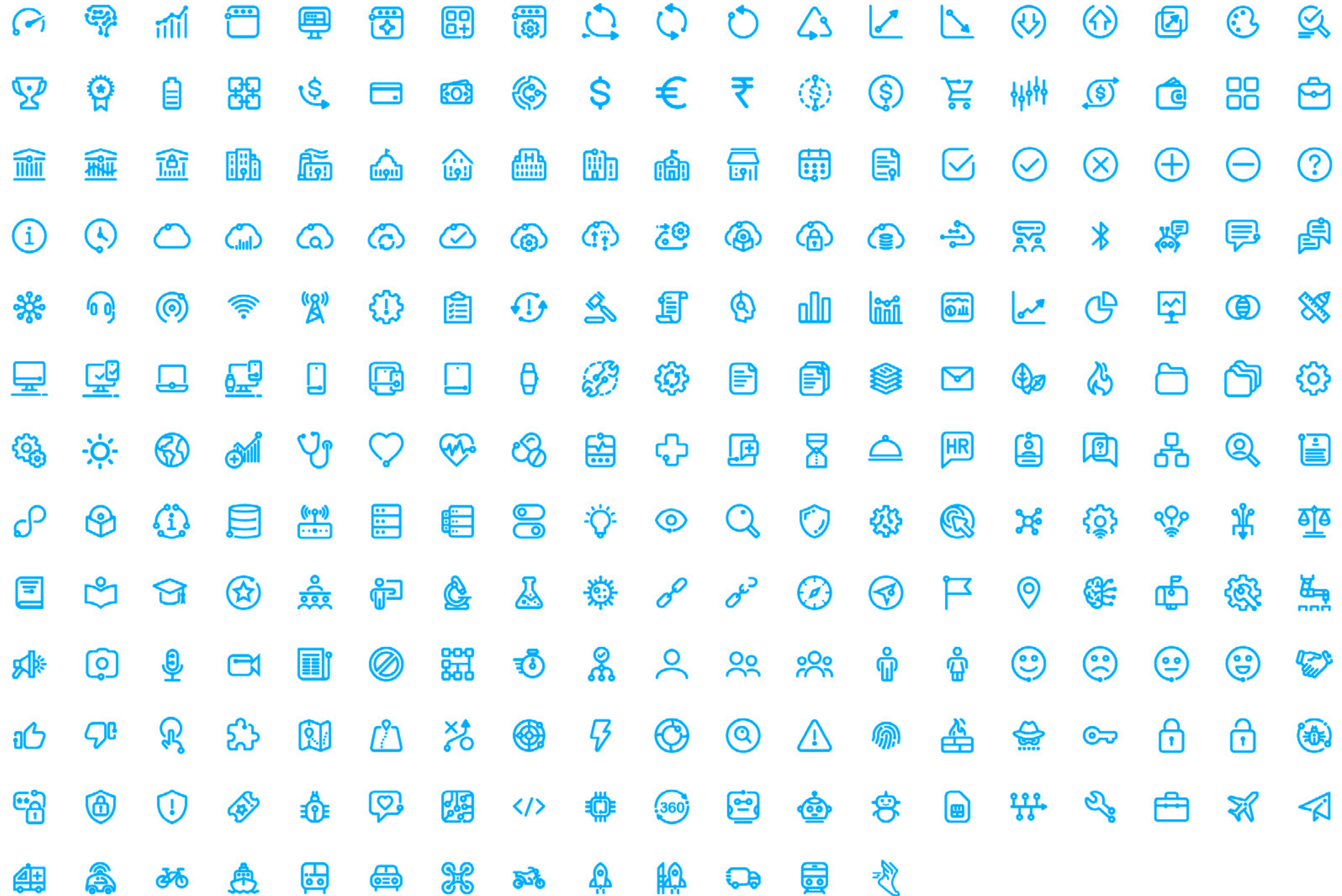


Icons

Supporting content with icons is highly functional and necessary for the buildout of our visual system. Icons should be simple and with just enough information to quickly convey what they stand for.

The marketing designers have created a custom set of icons to use in our visual identity. For the full library of these icons, download them in [The Brand Center](#).

If there are access issues, or additional icons not included in the set are needed, email the team at brand@virtusa.com.

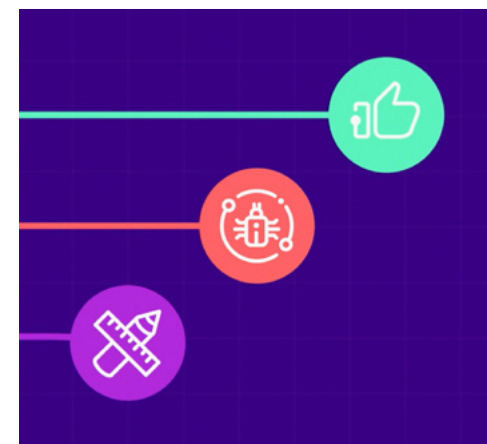
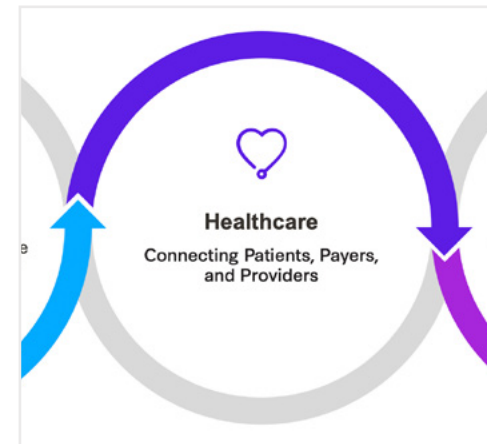
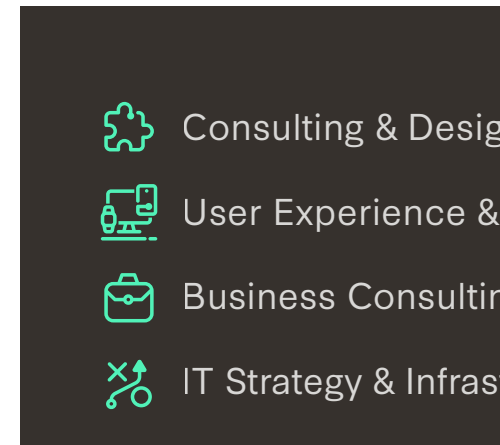


Icon use cases and size options

Icons can be used in lists, infographics, and motion graphics. Icons should be limited in use to avoid too many focal points for viewers, impacting visual hierarchy.

Icon colors should be limited to white, or the approved brand colors.

USE CASES



Lists

Icons can be used as graphic enhancement to lists in presentations, data sheets, white papers, or brochures.

Infographics

Icons can give structure to your chart, graph, or infographic to highlight key pieces of information in a complex content item.

Motion Graphics

Icons can be used in motion graphics to help tell stories by adding animation in addition to other elements to create interest in the content item.

SIZE OPTIONS

Virtusa's icons have two sizing options.

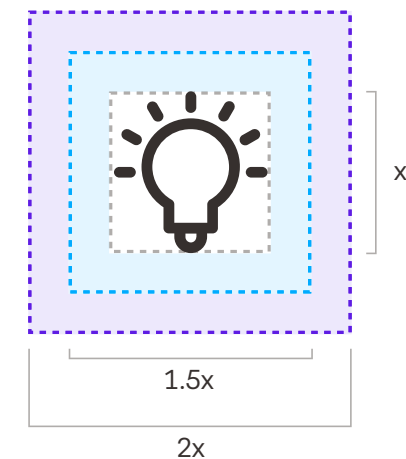


Default

The default is designed to work well between 30 to 150 pixels and should be used for most use cases.

Large

If the icon size is above 150 pixels, a thinner weight is available for optical balance to prevent the icon from being too dominant when displayed.



Clear-space

Adequate space should surround icons to allow legibility and interaction. Clear-space is determined by other elements interacting with the icon(s).

Clear-space for icons paired with text should be at least 1/4 of the icon size. Clear-space for icons within or near other objects should be at least 1/2 of the icon size.

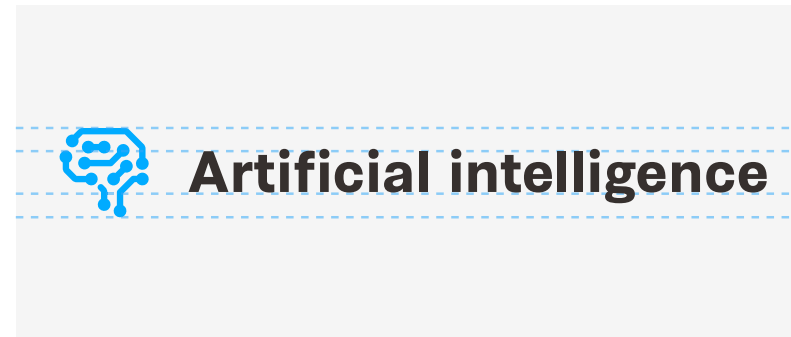
Icon positioning

Positioning of the icon should be determined by the other elements used in collaboration with the icon.

POSITIONING WITH TEXT

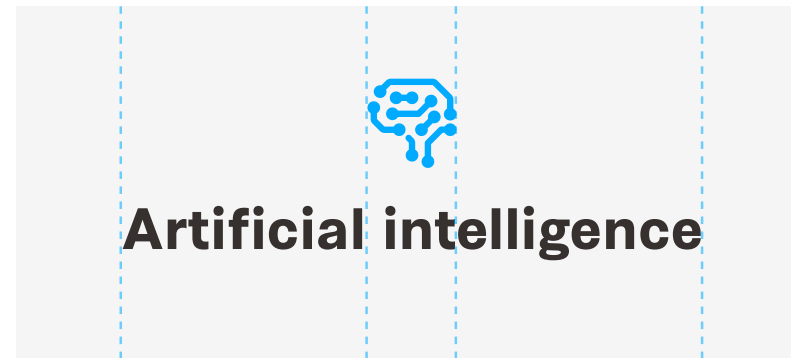
Next to a word or line of text

Icons placed next to a line of text should be aligned centered vertically based on the line-height of the text box.



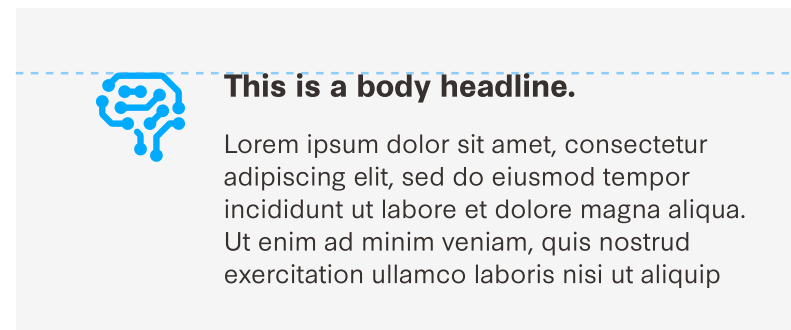
Above a word or line of text

Icons placed above a single line of text should be aligned centered horizontally based on the width of the text box.



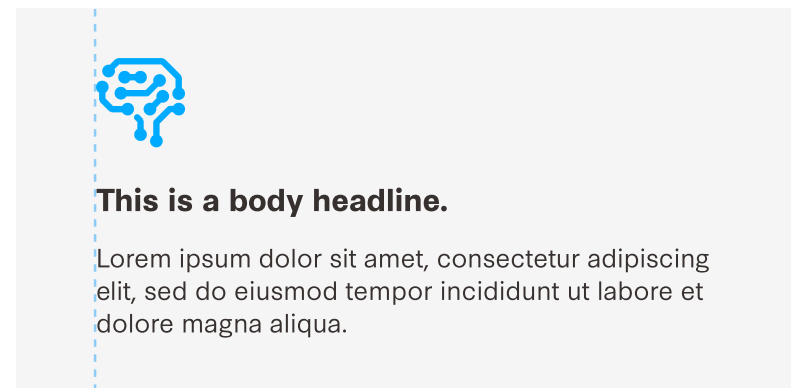
Next to a section of text

Icons placed next to a section of text should be aligned top vertically based on the height of the text box.



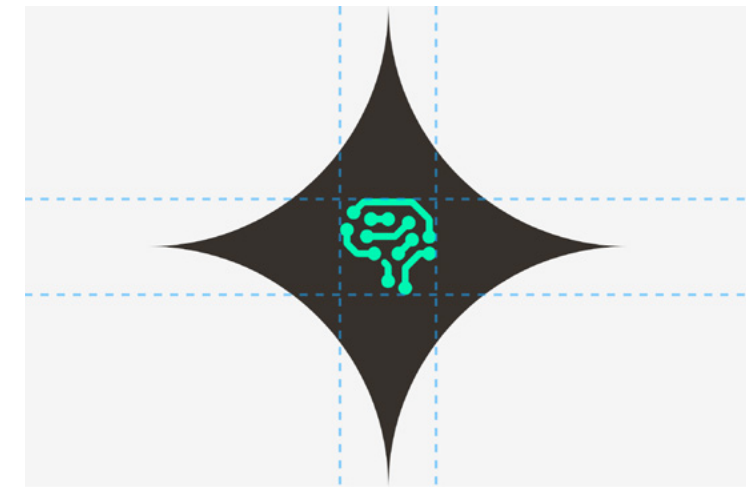
Above a section of text

Icons placed above a section of text should be positioned based on the paragraph alignment of the text box.



POSITIONING WITHIN SHAPES

Icons placed inside of shapes should be aligned centered both horizontally and vertically.



DESIGN TIP: Some icons within shapes may feel off center when mathematically aligned because the shaping of the icon is not balanced. Slight adjustments may be made to compensate for the shape to make the icon optically centered. For example, a triangle shaped icon might need to be moved by a few pixels to feel balanced.

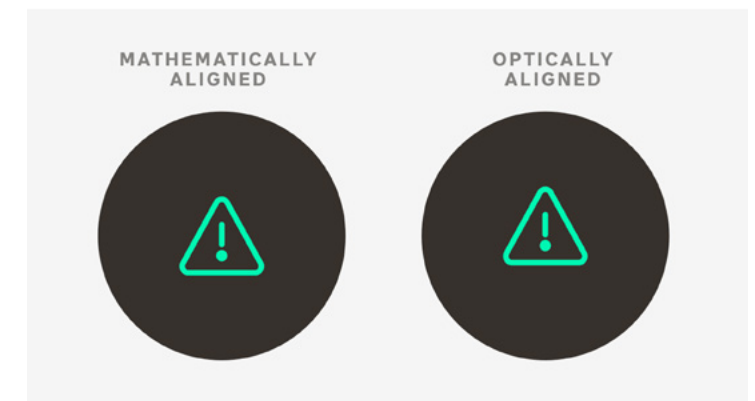


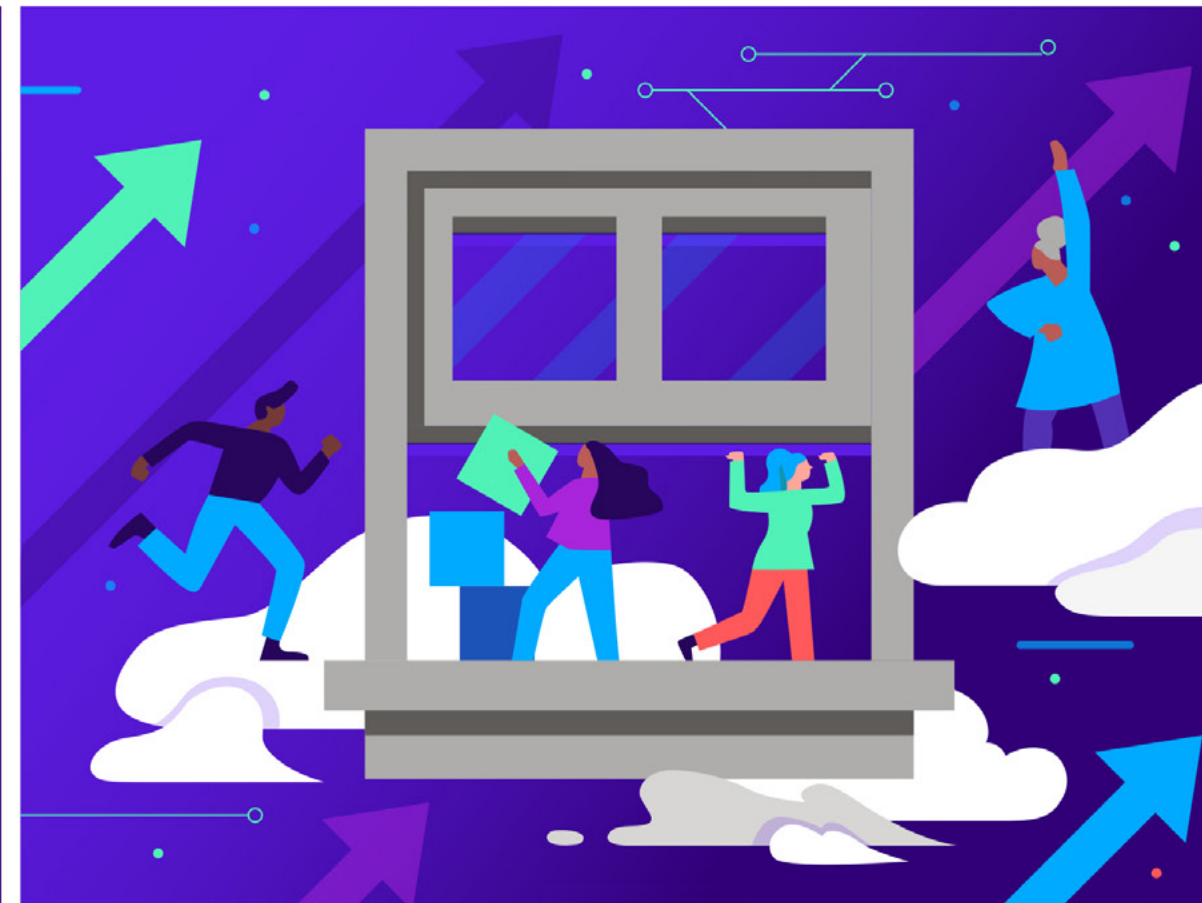
Illustration system

Illustration system

The Virtusa illustration system is an extension of the brand's visual language, working harmoniously and holistically with photography, patterns, infographics, data, and text.

PLEASE NOTE: Illustration is only approved by brand marketing for specific use cases such as thought leadership publications, infographics, or reports. Please connect with the team at brand@virtusa.com to discuss using illustration.

Do not create your own illustrations or use images from online or stock sources.



Within the overall visual system, illustrations have a unique purpose: to use strong visual metaphor and key graphic elements to communicate complex ideas with clarity, energy, and humanity.

Illustration types

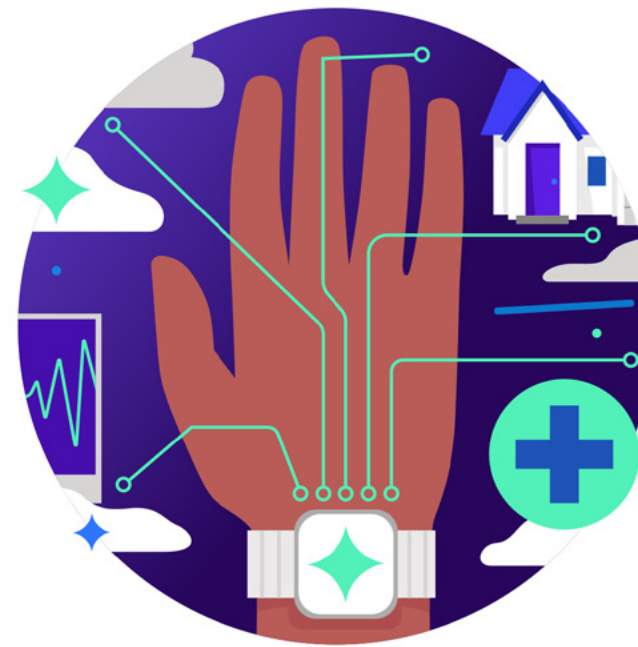
Hero illustrations

Hero illustrations are large and bold, designed to be displayed prominently. They are in landscape format and full bleed, meant for display in a primary position. They are rich with imagery and detail, communicating complex ideas with excitement and imagination.



Vignettes

Vignettes present images to a smaller circle, extending the circular motif creating by the negative space of the brand spark. Vignettes are simpler in nature, cropping out supplemental detail to focus on the key concept.



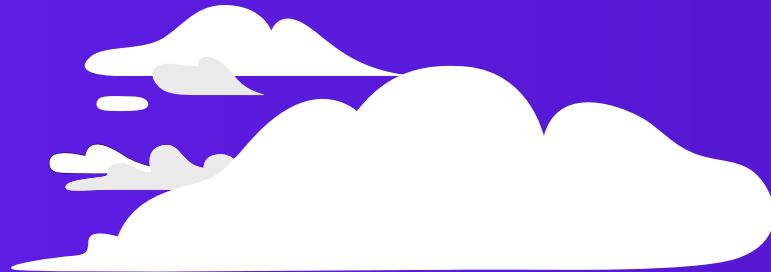
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Illustration elements

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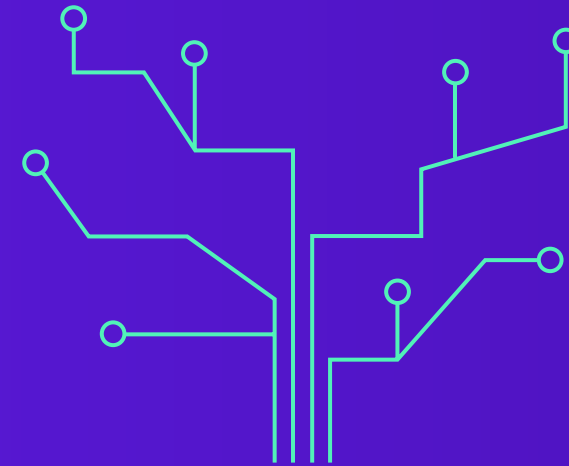
Do not create your own illustrations or use images from online or stock sources.



Clouds

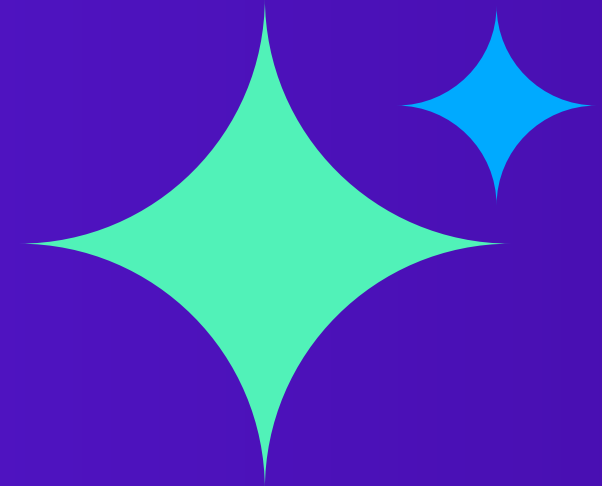
The primary graphic elements of the illustration system are clouds. While clouds have the literal interpretation of the cloud computer and infrastructure, they also function as a metaphor for speed, energy, optimism, and aspiration.

Clouds are also used liberally to guide compositions, situate characters, and support topic specific imagery.



Connections

To balance the wide amorphous shapes of the clouds, we use connections. These literally represent circuit board wiring and node points, but act as a way to connect disparate ideas and elements. They communicate interconnectedness, a way of using technology to solve problems and bridge the gap between clients and solutions.



Sparks

The spark is the logomark of the Virtusa brand, and its most prominent symbol. The spark's usage is twofold. It acts as a subtle callback to Virtusa, a way to brand the illustration system that is completely unique and custom. It is used as a particle effect, acting as a symbol for the magic and wonder behind the services, which can only be provided by Virtusa.

The human element

Perhaps the most important elements of the illustration system are the people. The hard work and ingenuity of the people behind Virtusa are the real drivers of the progress. We want to highlight the human element of Virtusa and celebrate the diversity and strength of the people who make it happen.

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Do not create your own illustrations or use images from online or stock sources.



Collaboration

Primarily, Virtusa's illustration is used to convey concepts. This requires a wide angle lens to capture the complexity of the topics. In this format, people are shown smaller and within the context of the topic, most often working collaboratively. We are highlighting the power of teamwork and collaboration: Anything can be accomplished when we work together.



People

For other topics, we want to focus in and highlight individual people. This is especially effective for topics that have a stronger personal element. In this format, it is important to give the character personality and specificity. We celebrate and highlight the diversity of our team, and the power of the individual.

Branded examples

Design in action

The following pages show what Virtusa's identity looks like when all of our design elements come together. There are a lot of elements that contribute to our brand. We have a wide range of colors, gradients, graphic elements, and patterns. Please do not overuse any one element or color. Visual variety is necessary to optimize our brand presence and prevent our brand from looking one dimensional.

When using the spark, please don't use too many sparks on any given application unless it is a pattern. The Virtusa spark is our signature graphic device so please use with care and consideration. It should always be used purposefully and never as a decorative element.

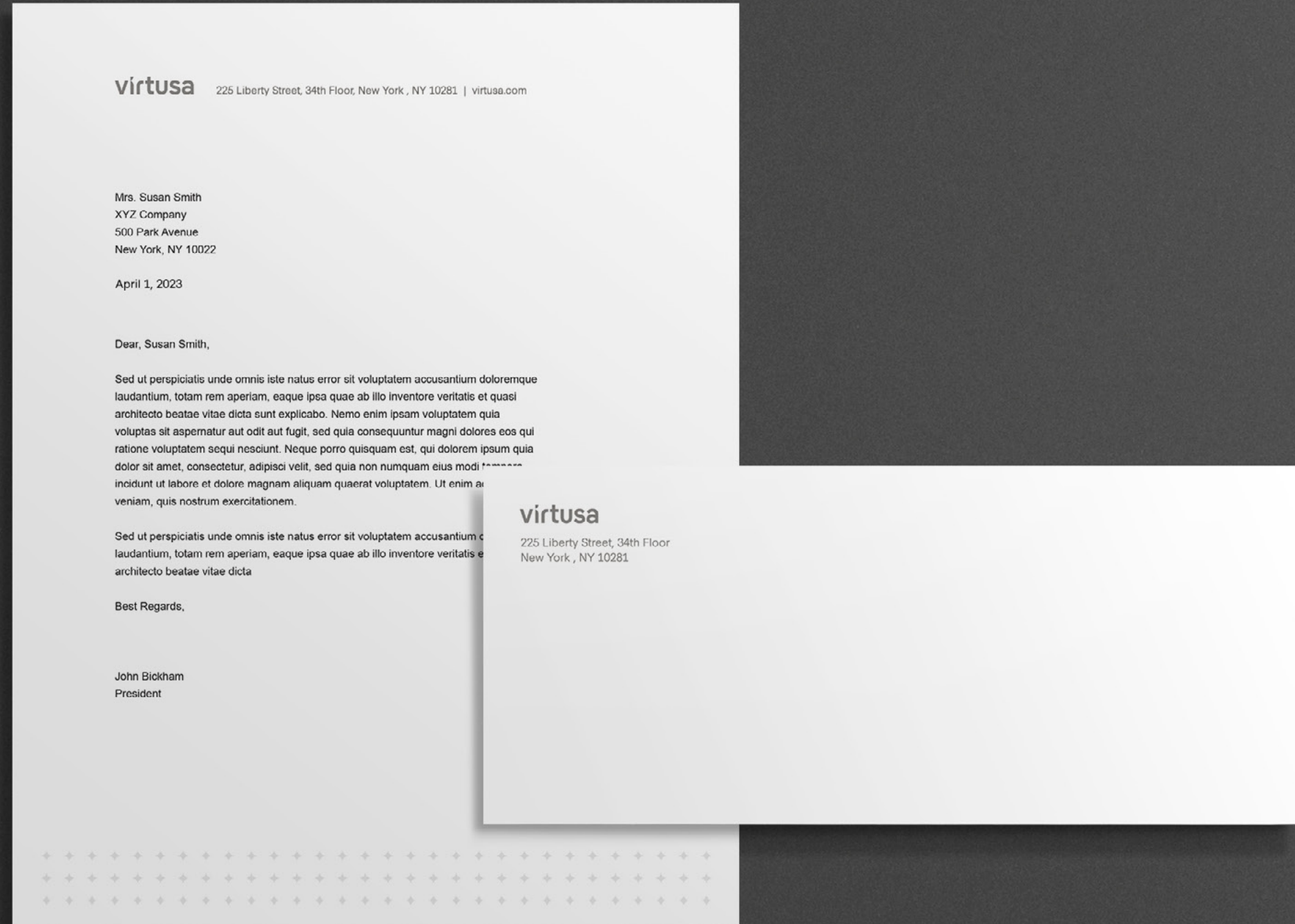
Branded examples

Signage



virtusa

Stationery



Branded examples

Business card



Branded examples

Email signature

vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore suscipit lclaritatem insitam; est usus legentis in iis facit eorum claritatem. Investigationes demon diam unt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus laoreet tur mutationem consuetudium lectorum. Mirum est notare quam littera gothicaquam putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima tincidunt quis quinta decima. Eodem modo typi, qui nunc videntur fiant sollemnes in futurum.

Sincerely,



John Doe

Title | Role | Department

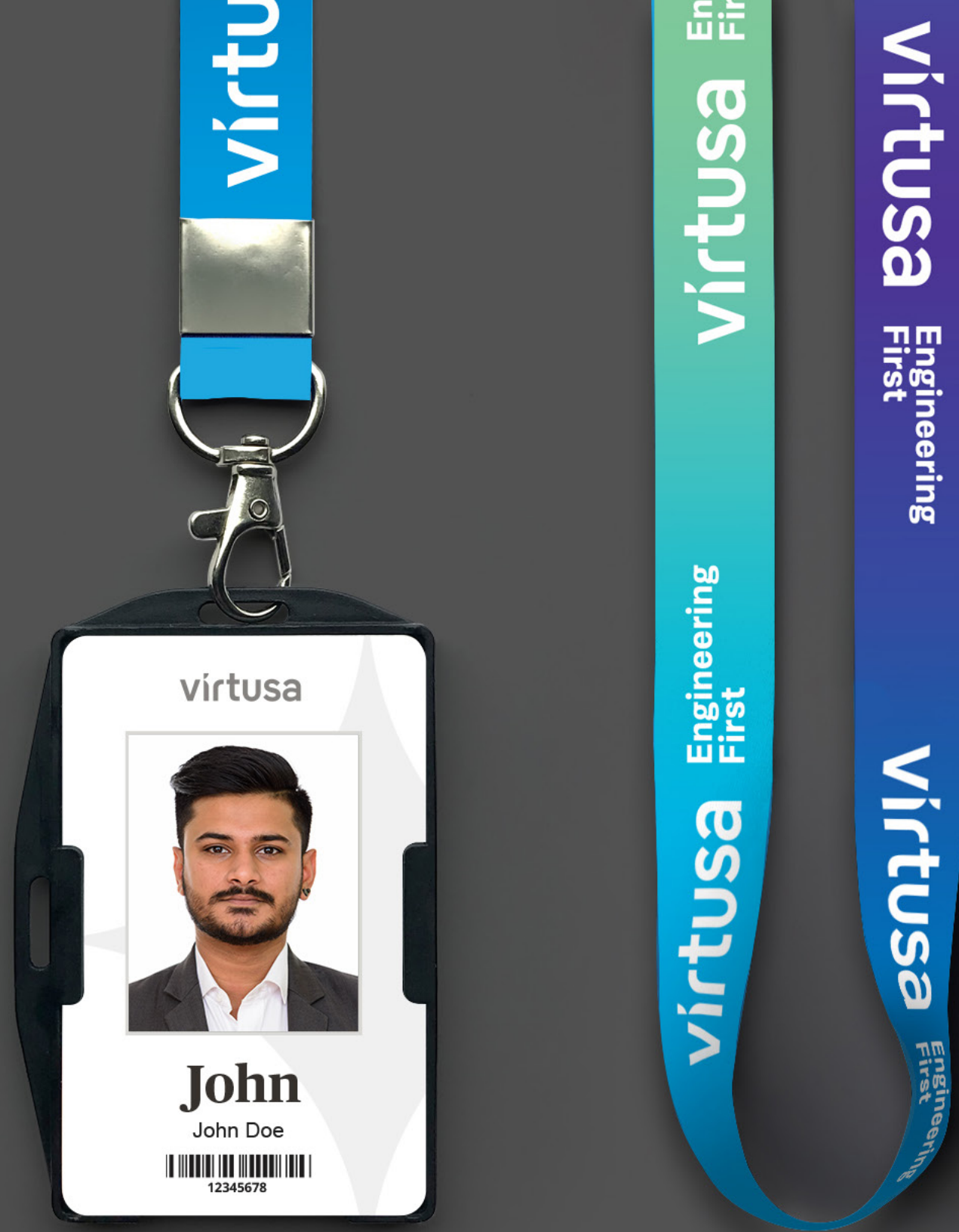
225 Liberty St 34th Floor, New York, NY 10281
+1 123 456 7890 | jdoe@virtusa.com

virtusa
Engineering First

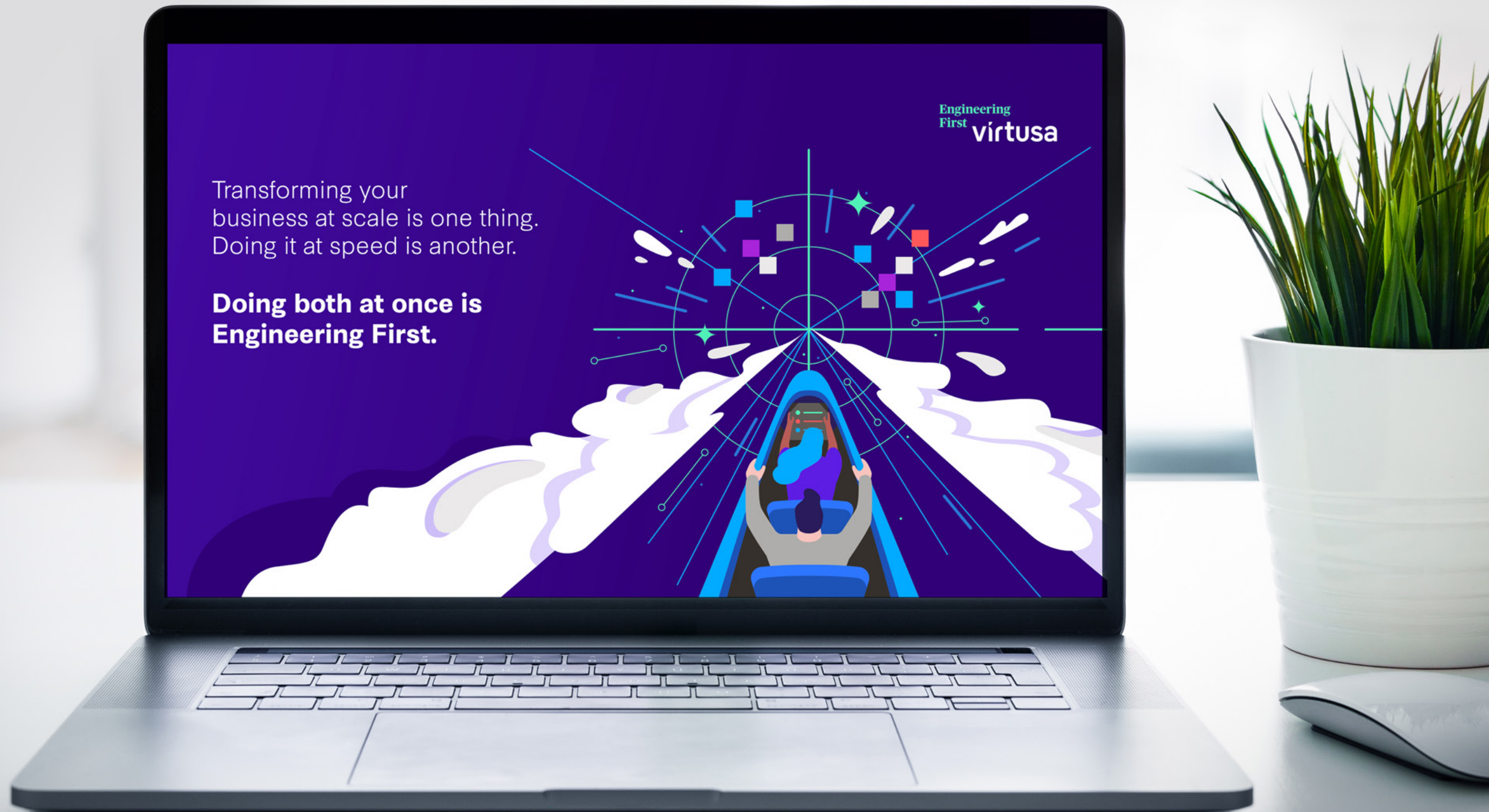


Branded examples

Employee ID badge



Screensaver

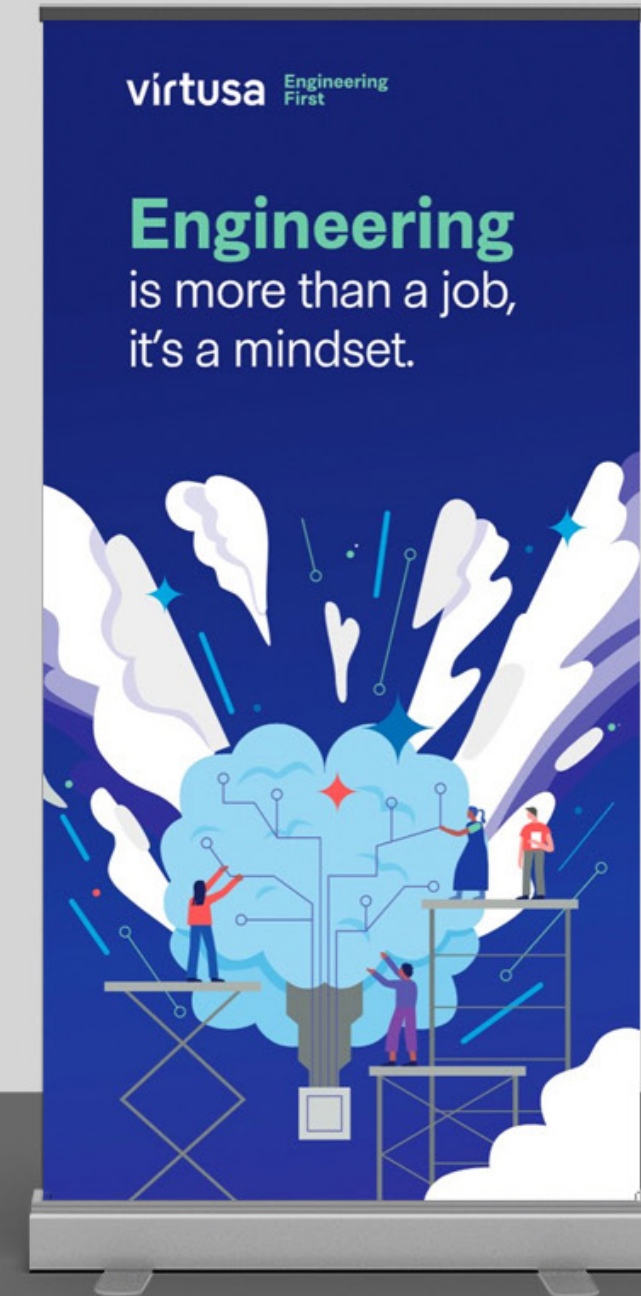
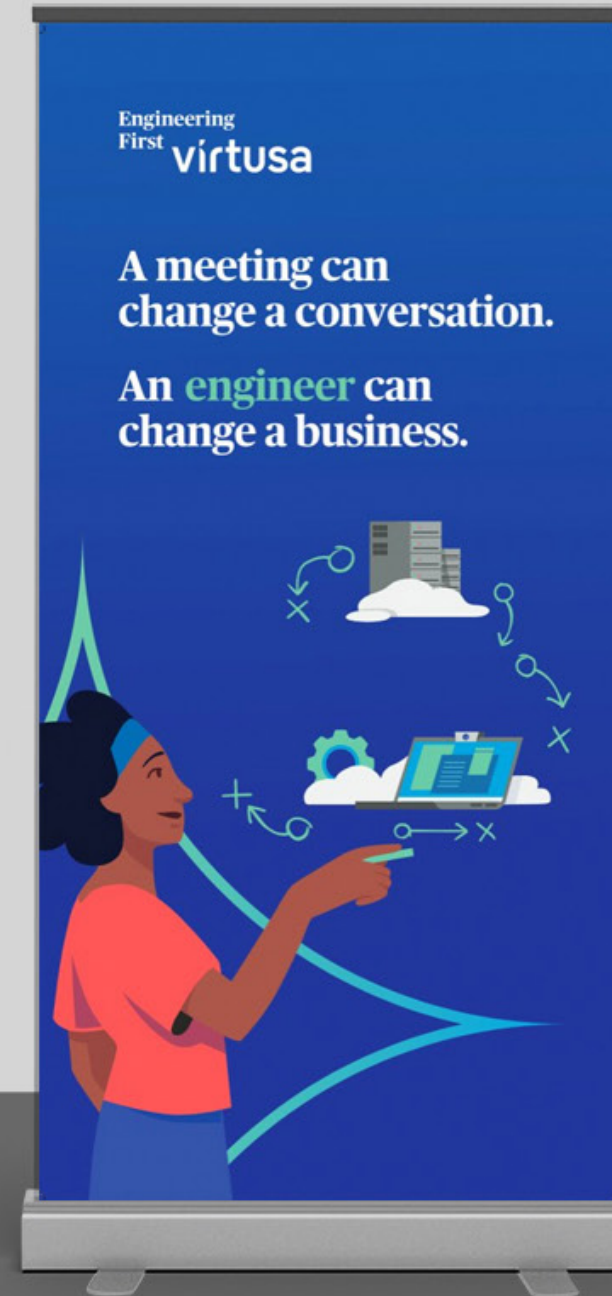


Branded examples

T-shirt



Banner stands



For information about these guidelines please contact
the brand marketing team at: **brand@virtusa.com**

virtusa