

Virgin Money Foundation Identity Guidelines

January 2023

Branding – a guide for grant recipients

Congratulations on your successful bid to the Virgin Money Foundation. We hope you will benefit from both the financial support and the association with one of the world's best known brands.

Virgin Money established the Foundation to support organisations with the vision to change their communities for the better. We're proud to be part of the Virgin family and we want to keep our brand consistent and credible so that everyone we fund can benefit from it too.

As a grant recipient, there are some simple guidelines for using our brand. To make it even easier we will supply you with electronic copies of our logo for you to use on your website/ e-communications and for any printed publications you produce.

All that we ask in return is that you show us a copy of how you propose to use the Virgin Money Foundation logo before you go ahead, so we can give you the thumbs up.

A couple of important points to remember are:

Minimum size

Never reproduce the logo less than 25mm wide

Colours

When it comes to colour white on Virgin Red is definitely our favourite combination but depending on the background colour of your communications, positive logotypes are also available.

If you have any questions or you want to submit your material with our logo on it, please email info@virginmoneyfoundation.org.uk

Virgin Money Foundation logo

MONEY FOUNDATION

Protecting the Virgin Money Foundation Logo

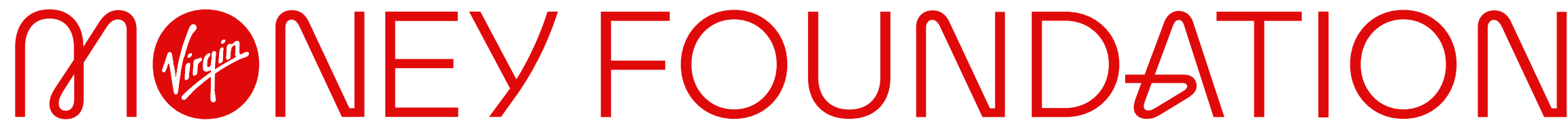
Clear zones

Avoid placing text or any other graphic elements near the logo. The minimum amount of room to leave around the logo is indicated by the clear zone.

The dimensions shown are based on the cap-height of the logotype.

Minimum size

Never reproduce the logo less than 25mm wide.



Minimum size – 25mm/100px



Virgin Money Foundation logo suite – Red



MONEY
FOUNDATION

Stacked

MONEY FOUNDATION

1 line

MONEY
FOUNDATION

2 line

Virgin Money Foundation logo suite – White



MONEY
FOUNDATION

Stacked

MONEY FOUNDATION

1 line

MONEY
FOUNDATION

2 line

