VIFM Brand Kit

Virginia Institute of Finance and Management

| Off-White | Dark Blue | Primary Blue | Accent Blue | Navy Blue |
| #FEFFF9 | #111232 | #010131 | #5391D5 | #121140 |

Logo Usage & Variations

Primary Color Logo   Monochrome Logo

- Maintain clear space around the logo equal to the height of the letter 'V'.

- Do not stretch, skew, or distort the logo.

- Use the primary color logo on light backgrounds.

- Use the monochrome logo on dark or busy backgrounds.

- Never apply effects such as drop shadows or outlines.

Color Palette & Typography

Off-White
#FEFFF9

Dark Blue
#111232

Primary Blue
#010131

Accent Blue
#5391D5

Navy Blue
#121140

Typography

Primary Font: Open Sans
- Use Open Sans for headings and body text for a clean and modern look.
- Heading size: 32 pt; Subheading: 24 pt; Body: 12–14 pt.
- Avoid excessive letter spacing or line height.
- Use bold weights for headings and regular for body text.
If Open Sans is unavailable, use a similar sans-serif font such as Arial or Helvetica.