

BRAND GUIDELINES

Last reviewed:

07.02.2025

LOGO



VIRTUAL WALLET

LOCK-UP

Our primary logo consist of 2 elements.
The wordmark 'Virtual Wallet' and the Logomark.



SECONDARY

The secondary logo is a simplified version of the primary logo. This design eliminates the logomark and enlarges the Virtual Wallet text to improve readability when space is limited or when resizing the logo to small formats.

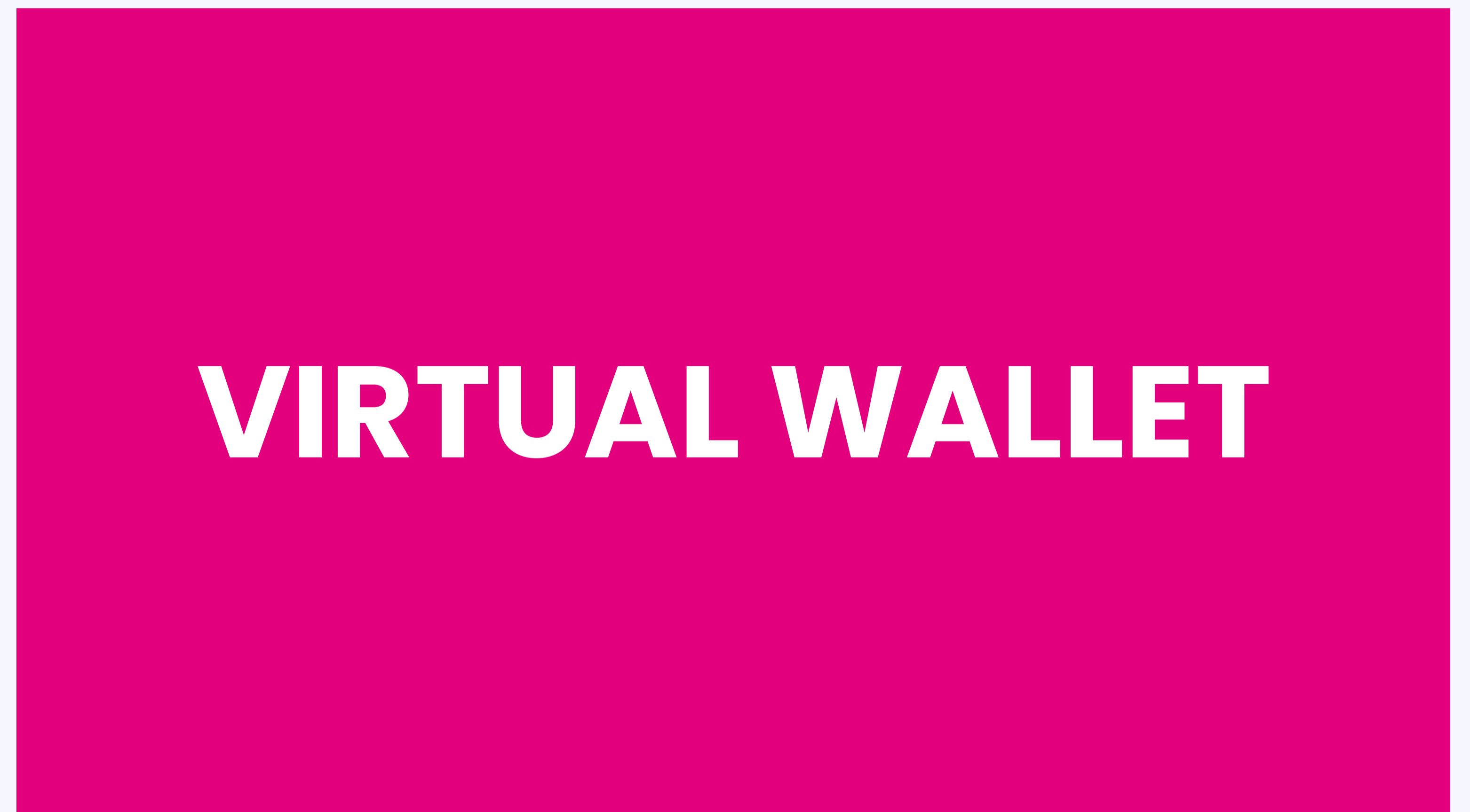
VIRTUAL WALLET

LOGO ALTERNATIVES

It may be necessary to substitute for an alternate version of the logo.



Alternate logo



LOGO DON'T

Do not alter the logo. Avoid the following common mistakes.



Do not stretch



Do not scale logomark



Do not scale people



Do not outline



Do not use unapproved colours



Do not position on an angle

PARTNERSHIPS LOCK-UPS

For partnerships, we make sure that both logos have a similar visual weight, and respect the clear space of each logo. Use the one of the heads from our logo as a spacing guide. The horizontal version usually looks best, though this varies with different partner logos.



COLOUR

PRIMARY

Our primary colours form the base of our look and feel throughout Virtual Wallet.

Use only white text as shown below as these colour combinations are specifically approved for accessibility.

Blue
#1E25AD

Pink
#E2007D


SECONDARY

Our secondary colours have been chosen to complement our primary colours and should be used in moderation.

Use only white or our aubergine text as shown below as these colour combinations are specifically approved for accessibility.



Yellow
#FBB500



Indigo
#B191FF



Dark Blue
#171B77



Dark Pink
#A00257



Teal
#00CECB

NATURAL

The neutral colours balance out the bold primary and secondary colours whilst being easy on the eye.

White
#FFFFFF

Light Grey
F6F6FF

Aubergine
#170C47

TYPEFACE

Poppins Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz 0123456789

Bold

The Quick Brown Fox Jumps Over The Lazy Dog

Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz 0123456789

Regular

The Quick Brown Fox Jumps Over The Lazy Dog

Semibold

The Quick Brown Fox Jumps Over The Lazy Dog

Bold

The Quick Brown Fox Jumps Over The Lazy Dog

HIERARCHY

Use this as a general guide for creating hierarchy in typography. Our preference is to use Poppins bold for headers only and is never used as body text.

Open Sans should be used in all other cases including sub-headers and body.

H1
Poppins

Our Products

H2
Open Sans

**Our Products Have Been Designed With Care
And Communities In Mind.**

P
Open Sans

In order for you or your loved one to simply get on living and enjoying your self-directed life, we provide tools designed specifically to support personalised care & support. Our suite of tools meet most social care and health scenarios, delivering a one-stop-shop for self-directed care & support.

CALL TO ACTION

Whilst you will have local calls to action (e.g. speak to the DP team), it is good practice to always encourage people to go to myvirtualwallet.co.uk to view the resources and videos there to find out more as these are kept up-to-date.

PROMOTIONAL COLLATERAL

There are lots of resources and templates on the Virtual Wallet Marketing Hub that you can use to promote and explain Virtual Wallet to individuals & their families, care providers & PAs, your colleagues and other stakeholders – go to myvirtualwallet.co.uk