



Virtu Financial

Design & Brand Guidelines



DESIGN GUIDELINES

Introduction

Brand is a vital connection with (and promise to) our customers, employees and the rest of the world—as well as **a powerful source of growth and value.**

Our new brand captures our true essence and evolution. It hints at our disruptive, fintech nature but also manages to capture our relaxed and practical spirit. **It is innovative, grounded and bold.**

To maintain our distinct personality in the market, all of our visual communications should have a consistent look and feel—ensuring to our clients and stakeholders that **we are one company.**

These guidelines introduce you to the elements of our visual identity system and will help you apply them in ways that represent who we are and what we stand for.

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1 Logo

Our logo comprises two elements, the logo symbol and logotype.

The symbol conveys its message through two strong components:

- The shape obviously represents V for Virtù.
- And the rising bars—the kind you might see in a chart or data visualization—create a feeling of growth.

The logotype has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of uppercase letters.

Together, they produce a powerful branding tool, communicating a clear and concise message with minimal detail.

Logo configurations



Configurations

We have three configurations of our logo: primary, alternate and symbol.

1) Primary

Use the primary version whenever possible in all applications, on white or light backgrounds. For darker backgrounds, [see alternatives on page 8](#).

2) Alternate

Use the alternate version when the amount of horizontal space is limited and in places where the preferred logo would not stand out prominently.

3) Symbol

Use the symbol version when the amount of vertical space is extremely limited, such as in application banners or repeating headers in presentations.

[See the following pages](#) for application examples of both configurations. All references to logo in these guidelines apply to all configurations.



VIRTU
FINANCIAL



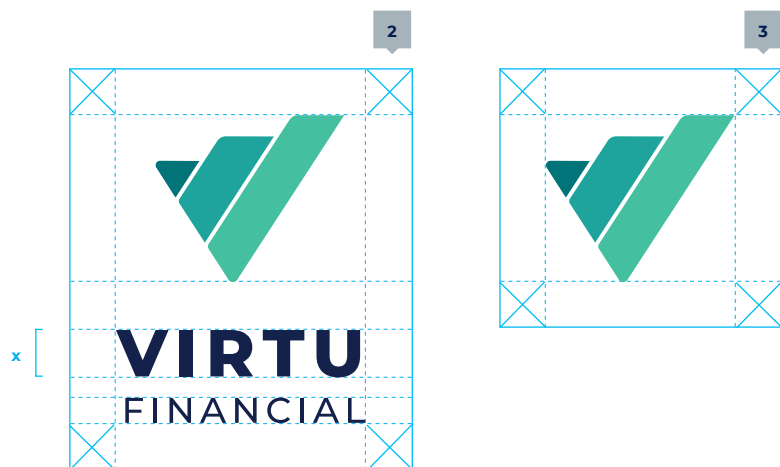
Logo construction, clear space and minimum size



Clear space

Clear space is the area around the logo that allows it to stand out clearly and distinctly in any environment—shown here by the blue lines around the logo.

The clear space of our logo is a factor of “x”—the height of our “V”. Wherever possible, increase the amount of clear space.



25 mm

VIRTU
FINANCIAL

15 mm



6 mm

Minimum size

To ensure legibility, our logo should not be reproduced smaller than the designated minimum size.

1) Primary

The minimum size for the primary logo is 25 mm wide. For on-screen use, the minimum size is 72 pixels at 72 ppi.

2) Alternate

The minimum size for the alternate logo is 15 mm wide. For on-screen use, the minimum size is 45 pixels at 72 ppi.

3) Symbol

The minimum size for the symbol is 6 mm wide. For on-screen use, the minimum size is 16 pixels at 72 ppi.



Logo color variations and backgrounds

Variations

Our logo comes in four variations: navy, white, monochrome and grayscale. The background and context determine which variation of the logo to use.

1) Navy

Use the navy logotype on a white or light color background.

2) White

Use the white logotype on a navy or dark color background.

Exceptional usage

3) Photographs

Use the navy or white logo on the light area of a photograph, avoiding overly colorful or complex photos to avoid detracting from the logo.

4) Monochrome

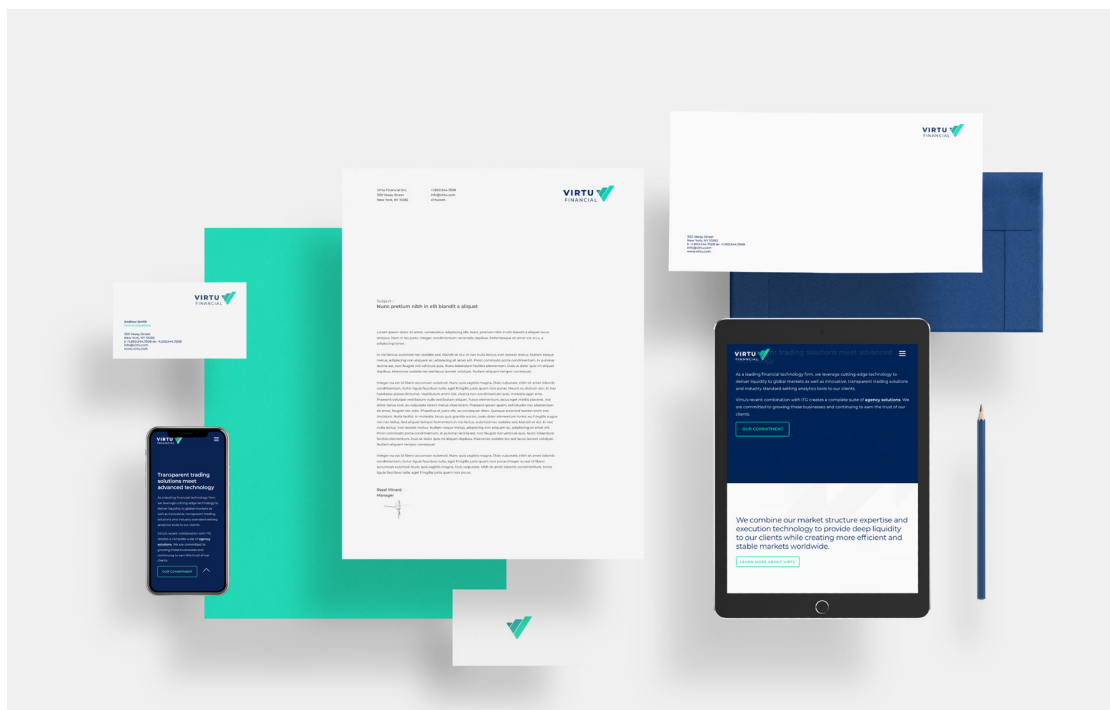
Use the monochrome logo on bright colored backgrounds or whenever a full color logo is not possible.

5) Grayscale

Use the grayscale logo only when a full color print is not possible.



Logo usage



Primary

The primary logo should be used in most applications where there is sufficient space for it to be used at a prominent size.

Some examples include:

Collateral
Environmental and signage
Email template



Logo usage

2) Alternate

The alternate logo should be used only when the amount of horizontal space is limited and in places where the preferred logo would not stand out prominently.

Some examples include:

Promotional items

Event signage and sponsorships

3) Symbol

The symbol should be used only when the amount of vertical space is extremely limited.

Some examples include:

Application banners and icons

Favicons

User interface elements

Repeating headers in presentations



Logo incorrect usage



1

Attention

Use of any distorted, stylized, hand-drawn or other versions of the logo is not permitted.

1) Color/pattern backgrounds

Do not place the logo on a background color that does not provide sufficient contrast or on a background pattern that makes it difficult to read.

2) Distorting the logo

Do not distort the aspect ratio of the logo or use deprecated resolutions.

3) Altering the logo

Do not place any text or graphic elements inside the clear space of the logo.

Do not create new logos for Virtu products, business entities or partnerships.

2



3



2 Typography

Typography is a distinguishing characteristic of our identity system. When used correctly and consistently, it provides an immediate visual connection with our brand.

Our typeface is Montserrat, a modern sans serif typeface that works equally well for display and body text. Just like Virtu, our typeface is bold and modern. It has a technical yet rounded feel that makes our brand look new and unique.

Corporate typeface: Montserrat

Virtu Financial

Transparent trading solutions
meet advanced technology

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

0 1 2 3 4 5 6 7 8 9 0

Figures

! " § \$ % & / () = ? ` ; : ; " ¶ ¢ [] | { } ≠ ¿ ‘
« » € ® † Ω ¨ / ø π · ± ‘ æ œ @ Δ ° ª © ¢ ð , å ¥ ≈ ¸

Special Characters

Weights

Montserrat is available in a wide range of weights, but we use only regular, medium, semibold and bold. The italic weights should be used sparingly.



Alternate typeface: Lato | Arial

Virtu Financial

Transparent trading solutions meet
advanced technology

Lato
For user interface design, Lato is a highly legible when displayed in tabular form and small sizes.

Arial
Use only in situations where Montserrat may not be available, such as with Microsoft® Office applications.

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

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**Body text
and subtitles**

Captions

Lorem ipsum dolor amet

-

Montserrat Medium
6 pt Type / 9 pt Leading

Body

Lorem ipsum dolor amet

-

Montserrat Regular
8 pt Type / 11 pt Leading

Subtitles

Lorem ipsum dolor amet

-

Montserrat SemiBold
8 pt Type / 11 pt Leading

**Headlines and
titles**

Headlines

Lorem ipsum dolor amet

-

Montserrat SemiBold
16 pt Type / 16 pt Leading

Titles

Lorem ipsum dolor amet

-

Montserrat Regular
34 pt Type / 30 pt Leading

Big Titles

Lorem ipsum

-

Montserrat SemiBold
48 pt Type / 48 pt Leading



3 Color

Color plays an important role in our brand identity, ensuring a cohesive and harmonious look across all relevant touchpoints.

A palette of primary and secondary colors, as well as tints, have been developed for use across a wide range of media.

Primary color palette

Explanation

Our primary colors are green, navy and white.

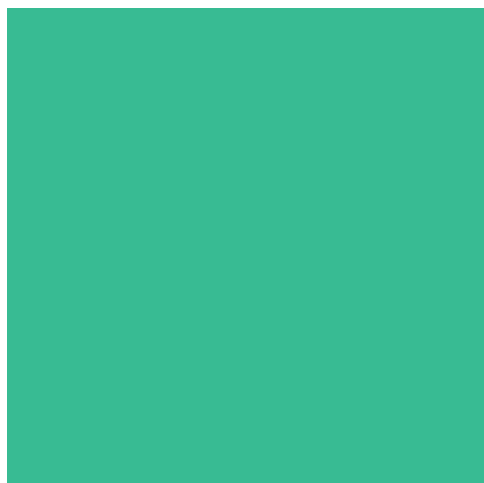
Usage

Use them as the primary color palette for all internal and external visual touchpoints.

Virtu Green

-

HEX **00CC99**
RGB **0 204 153**
CMYK **66 0 48 0**
Pantone **3395 C**



Virtu Navy

-

HEX **002554**
RGB **0 37 84**
CMYK **100 79 12 59**
Pantone **655 C**



Secondary color palette

Explanation

We use the secondary color palette for information graphics such as charts, graphs and diagrams.

Usage

Use them sparingly to accent and support the primary color palette.



Virtu Blue

HEX 009FDA
RGB 0 159 218

CMYK 100 0 0 0
Pantone Proc. Cyan



Virtu Yellow

HEX FFC200
RGB 255 194 0

CMYK 0 14 100 0
Pantone 116 C



Virtu Magenta

HEX E51394
RGB 229 19 148

CMYK 4 88 0 0
Pantone 225 C



Virtu Orange

HEX FF7436
RGB 255 116 54

CMYK 0 51 77 0
Pantone 1575 C



Virtu Gray

HEX 485156
RGB 72 81 86

CMYK 20 0 0 80
Pantone 432 C





















Color shades

Explanation

We have an expanded range of shades available as additional colors for complex information graphics, where data may need to be differentiated.

Usage

Shades are restricted to complex graphics, such as charts, tables, and graphs. Don't use these tints for backgrounds.

		CMYK	RGB	HEX
Virtu Blue		100 0 0 0	0 159 218	009FDA
		80 0 0 0	51 178 225	33B2E1
		60 0 0 0	102 197 233	66C5E9
		40 0 0 0	153 217 240	99D9F0
		20 0 0 0	204 236 248	CCECF8
Virtu Yellow		0 14 100 0	255 194 0	FFC200
		0 10 81 0	255 207 51	FFCF33
		0 6 62 0	255 217 102	FFD966
		0 4 40 0	255 232 153	FFE899
		0 1 19 0	255 242 204	FFF2CC
Virtu Magenta		4 88 0 0	229 19 148	E51394
		3 73 0 0	235 66 168	EB42A8
		2 52 0 0	240 112 191	F070BF
		1 34 0 0	245 161 212	F5A1D4
		0 16 0 0	250 209 239	FAD1EB
Virtu Orange		0 51 77 0	255 116 54	FF7436
		0 39 64 0	255 143 99	FF8F5E
		0 29 47 0	255 171 135	FFAB87
		0 19 30 0	255 199 176	FFC7B0
		0 9 14 0	255 227 214	FFE3D6

		CMYK	RGB	HEX
Virtu Green		66 0 48 0	0 204 153	00CC99
		50 0 40 0	51 214 173	33D6AD
		36 0 30 0	102 224 194	66E0C2
		25 0 20 0	153 235 214	99EBD6
		11 0 8 0	204 245 235	CCF5EB
Virtu Navy		100 79 12 59	0 37 84	002554
		83 57 23 26	51 82 117	335275
		63 42 22 9	102 125 153	667D99
		44 27 18 1	153 168 186	99A8BA
		22 12 9 0	204 212 222	CCD4DE
Virtu Gray		20 0 0 80	72 81 86	485156
		16 0 0 65	109 116 120	6D7478
		12 0 0 50	145 151 154	91979A
		7 0 0 35	181 185 187	B5B9BB
		3 0 0 20	218 220 221	DADCDD



Reserved color palette

Explanation

The reserved color palette is used to imply meaning and adhere to industry standards (i.e., positive/negative).

Usage

To be used with caution and only in the scenarios specified below.



Virtu Blue: Buy | Info

HEX	009FDA	CMYK	100 0 0 0
RGB	0 159 218	Pantone	Proc. Cyan



Virtu Negative: Sell | Error

HEX	cb1517	CMYK	12 100 100 4
RGB	203 21 23	Pantone	18-1664 TCX



Virtu Positive: Success

HEX	E51394	CMYK	4 88 0 0
RGB	229 19 148	Pantone	225 C



Virtu Orange: Warning

HEX	FF7436	CMYK	0 51 77 0
RGB	255 116 54	Pantone	1575 C

4 Visual System

Bold and dynamic, our visual identity system is designed to break through the more typical corporate identities, showcasing our true disruptive nature.

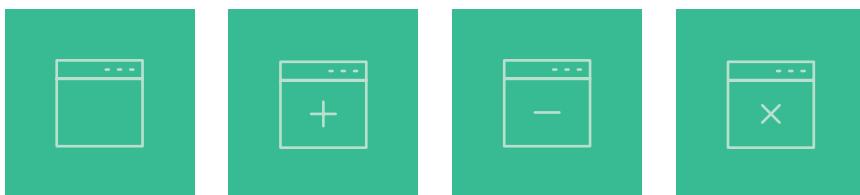
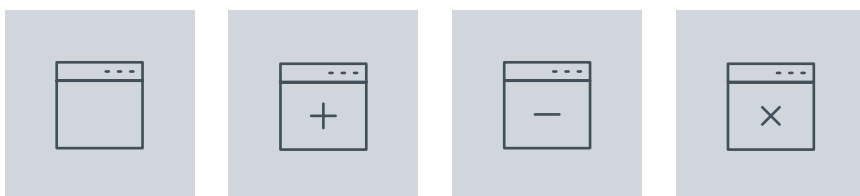
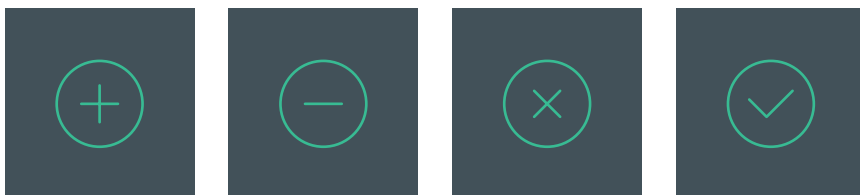
A series of abstract patterns depicting core concepts we stand for has been created and should be used to enhance the key messaging in our communication pieces.

Patterns



Abstract patterns are constructed by using elements of our logo to represent an idea or concept.

In our communications, these metaphors should relate to our business and represent core values such as transparency, innovation, commitment, speed, growth, cutting-edge or expertise.



Iconography

Our icons are delightful, beautifully crafted symbols for common actions and concepts, designed to help the user navigate through the content in an easier way.

Metaphor icons

Use these icons as a quick, "intuitive" representations of a concept, theme, action or function.

For user interface design, adhere to [Google's material design standards](#).



5 Voice

Transparency, innovation & commitment

We are a leading financial firm that leverages cutting-edge technology to deliver liquidity to the global markets and innovative, transparent trading solutions to our clients.

What we write about the firm and our products and services should reflect those traits.

#1

Speak directly to clients and any other target readers, including fellow employees in internal material.

- Recognize their needs and goals.
- Respect what they know (jargon's OK when the audience has the same understanding).
- Tell them what they can find out only from Virtu (e.g., via our analysts and other thought leaders) and what they can do only with Virtu products and services.

#2

Get to the point quickly and make it clear.

- Conversational English beats formal, academic language for clarity. Use strong verbs, active voice and vibrant examples. Avoid being cheesy, salesy or cute.
- Be credible by backing up what you write with specifics: Who says we're the #1 whatever? In what region? When? (Don't wait for compliance to require it.)
- That goes for charts and graphs, too: Do they illustrate an important point? Does the title say in words what the charts show? Is the data presented so its meaning is clear at a glance?
- Take advantage of alternative formats over wordy narratives. For example, bulleted text tells the reader, "These are the key points," and it lets you elaborate concisely.

#3

Have some fun when it's appropriate.

- We take our work—but not ourselves—seriously. We think our clients do, too.
- Innovation is at the heart of Virtu, and brainstorming often provides the spark. It's a fun and productive collaboration that can lead to seriously good results.





Virtu Financial

Transparent trading solutions meet advanced technology



Virtu Marketing Team

For more information about our brand
identity system, please email us:

marketingteam@virtu.com