

Brand GUIDE



“Treat people with respect,
value their opinion, provide
an environment where they
can feel safe and they will
repay you by being
the best version
of themselves.”

DAVE CARNEY, CEO
VIRTUAL BUSINESS PARTNERS

FOREWORD

Please take the time to read through our brand guidelines. We are not going to punish you if you don't but we are going to judgmentally mother-stare you with arms crossed.

This guide is created to help us communicate to our clients and business partners and to ensure that the professionalism of our brand is consistent all throughout.

If you have any questions our marketing team is always available to help.

Virtual Business Partners was established to help Financial Planners build an offshore team to reduce the cost of doing business and make more profit.

We offer expert advice and customised solutions for the management of the non-client facing activities of a planning firm which reduces time, capacity, costs and improve client experience and relationship marketing.

Our passion is to help adviser firms be more profitable by working smarter not harder.

Our purpose is to drive flexibility and freedom for business owners by systemising, processing and focusing on leverage resources they have available.

Our clients are owners of progressive advice firms who are seeking to organically grow revenue and improving net profit margin.



WELCOME

Hi!

We are VBP,
a culture-lead financial
planning business.
We are fun and caring,
yet distinct and professional
in financial advising.

This guide is created to help ensure
the VBP brand is communicated
consistently across the world.

These pages contain all the necessary
elements for the visual components that
make up VBP. Have a read, it will
help you get to know us a little better.

VBP IN A NUT SHELL

DD and DC met in a bar after a conference in Sydney. DD was already doing outsourcing in India and Philippines whilst DC was a business coach for SME's in Australia. They grabbed a bottle of beer and VBP was created.

What were in those bottles of beer?

Virtual Business Partners' goal is to positively impact people we interact with by providing an environment for them to flourish.

To do this we need to become indispensable to our clients by reducing their work.

PURPOSE

To change how the financial planning advice is delivered in the Australian market.

To be the best place to work in the Philippines.

IDEAL CLIENT

A financial service business that seeks the expert advice of an outsourcing partner to improve their back office operations and are willing and able to invest in the relationship.



DD and DC

OUR CORE VALUES

Our company lives and grows through these core values. This is our culture and our brand, from which we develop our business strategies.



Integrate Work & Life

We don't think work as work and play as play, it's all living



No Big WOW

Anything worth doing is worth doing with WOW.



Release your INNER CHILD

We encourage you to have fun and reduce your inhibitions.



Your Opinion Matters

We encourage you to contribute your thoughts on how things can be done better.



Be HUMBLE & GRACIOUS

Life is not just about being the best in the world but being the best for the world.

Build OPEN & HONEST Relationships

People do not care how much you know, until they know how much you care.



One World & Family Spirit

We embrace diversity, respect each other and treat each other like family.



Find a BETTER WAY

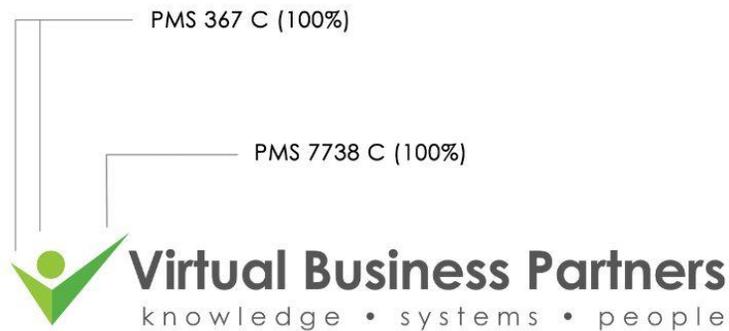
Have the courage and resourcefulness to spark change – to make better our service offering, our people, our place.



Old Logo - Trajan Pro



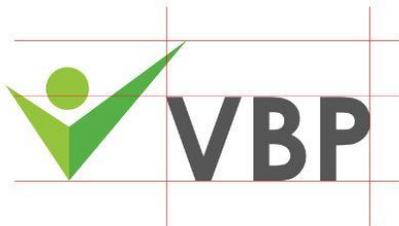
Subsequent Logo - Century Gothic



Current Logo



Proper alignment and measurement of elements



OUR LOGO

This is our mark representing our people, and our services. This also shows the proposed refresh of the Virtual Business Partners logo.

The VBP brand is represented graphically by the three elements:

THE CHECK ICON

Represented by the green and chartreuse check shape to the left of the type. Like a happy team member with his arms in the air.

THE VBP TYPEFACE

Century Gothic - cool, modern and casual typography style compared to the Trajan Pro's more traditional look.

THE TAGLINE

Knowledge - We are deep in the business not just like any BPO.

Systems - We always find ways to innovate.

People - Our talented and skilled team members, help our clients save time and money by effectively helping them with their tasks.

Previous Logo - Trajan Pro

VIRTUAL

Current Logo - Century Gothic

VBP

Previous Font Color

Black

Current Font Color

Charcoal Grey

WHY THE CHANGE?

We felt the need to adapt with the modern changes that is happening around us. We need to modernize our look and be more effective in communicating our brand identity. Nobody wants to look like "granny" when you're going to the party right?

THE FONT

Serif, like Trajan Pro, our previous logo typestyle is the most commonly used typestyle in the world. It is usually used for corporate projects, lengthy texts like books and newspapers.

Sans serif, on the other hand like Century Gothic, is simplified and easier to recognize. It allows for a more modern and liberal design approach.

THE COLOR

Black, our current font color, is a color of seriousness, professionalism and independence. Unfortunately, since its a very powerful color, pitch black can seem lonely and negative.

Cooler and softer colors are used by modern websites and graphic collaterals because it is better for mental activity and make time seem to fly by thus the change from pitch black to a softer shade of it - **Charcoal Grey**.

These changes are only for the logo font. You don't need to change every font color for emails, letters, powerpoint templates, etc.

Logo



Logo reversed



Mono Logo



Mono Logo reversed



LOGO VARIATIONS

The Logo may be reproduced in its full colour form, reversed form or in mono (charcoal and white only).

Where possible the core logo shortened should always be considered first before selecting the mono logos.

Where possible the logo should always appear in full colour.

The mono logo shortened should only appear on backgrounds where it isn't legible to use the full colour core logo shortened.



These are the correct color format for our Check Icon. It can stand by itself and be used on any VBP related print, post or presentation.

Our Check Icon should only be secondary if the full name logo and the shortened logo feels large on the canvas you are using e.g. paper, slide, tarp, shirt, video, etc.



100mm



50mm



LOGO SPACE

Our logo must always have a clear space around it to ensure maximum eligibility just like your girlfriend when she's on her period.

The minimum clear vertical space is shown here by the size of the bold capital P (Century Gothic) from the typefont of the logo. For the horizontal space, it only needs the bowl (upper part) of the capital P.

Our logo must be free from clutter at all times. It should not appear over a busy background, overlapped by anything or be positioned too close the corner edge of the page.

MINIMUM SIZE

All reproductions of the Virtual Business Partners logo must be:

50mm or over (for the core logo shortened)

and 100mm or over (for the core logo) in width to ensure clarity and consistency of the brand.

And you thought VBP was not strict.

TRAJAN PRO

AABBCC
012345

AABBCC
012345

TYPOGRAPHY

Trajan Pro is a serif font and is the previous Virtual Business Partners logo typeface.

It can be used as headings and titles for any collateral.

It is available in Regular and Bold.

TRAJAN PRO REGULAR

TRAJAN PRO BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKL
MNOPQRSTU
VWXYZ
1234567890
!@#\$%^&*()_+

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKL
MNOPQRSTU
VWXYZ
1234567890
!@#\$%^&*()_+

ABCDEFGHIJKLMNOPQR
STUVWXYZ
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
1234567890
!@#\$%^&*()_+

ABCDEFGHIJKLMNOPQR
STUVWXYZ
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
1234567890
!@#\$%^&*()_+

Century Gothic

AaBbCc
012345

AaBbCc
012345

Century Gothic Regular **Century Gothic Bold**

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
MNOPQRSTU
VWXYZ
1234567890
!@#\$%^&*()_+

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
MNOPQRSTU
VWXYZ
1234567890
!@#\$%^&*()_+

abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
1234567890
!@#\$%^&*()_+

abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
1234567890
!@#\$%^&*()_+

TYPOGRAPHY

Century Gothic is a sans serif font and the current typeface for Virtual Business Partners' logo typeface.

It is the preferred typeface to be used for the logo and all collateral applications including headings, subheadings, wordings, charts, tables and diagrams.

It is available in Regular, Italic, Bold and Bold Italic.

Tahoma

AaBbCc
012345

Tahoma Regular

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
MNOPQRSTU
VWXYZ
1234567890
!@#\$%^&*()_+

abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
1234567890
!@#\$%^&*()_+

AaBbCc
012345

Tahoma Bold

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
MNOPQRSTU
VWXYZ
1234567890
!@#\$%^&*()_+

abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
1234567890
!@#\$%^&*()_+

TYPOGRAPHY

Tahoma can be used to substitute Century Gothic when unavailable especially in Google Workspace programs such as Gmail, Sheets, Docs, and Slides.

Andhibath

AaBbCc

012345

TYPOGRAPHY

Cursive writing fonts can give design projects a more personal feel and approach.

So in case we need to write straight from the heart or greet someone, we can use this font.

Andhibath Regular

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890
!@#\$%^&*()_+

abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
1234567890
!@#\$%^&*()_+

It can be used in projects such as Christmas collaterals, lettering effect graphic and web design, photo design etc.

A

Virtual Business Partners
knowledge • systems • people

B



INCORRECT LOGO USE

We love our logo.

So always be careful when using or reproducing it. Do not recolor, stretch, skew, or use in a manner not outlined in these guidelines. Treat it like your own child, or your pet or yourself if you're alone and your crush doesn't like you back.

#loveyourself #VBPfamilyishereforyou

C



D



E



A Our logo typeface by itself.

B Change the proportions or shape in any way. (e.g. stretch or warp)

C Recreate in colour other than those specified in these guidelines.

D Create our logo in different typeface.

F



G



H



E Place words, images or tag-lines in the logo's clear space.

F Place our logo over an image without enough contrast and readability. Better use our boxed or white version logos.

G Cut the logo off for letterheads, mails, emails and banners.

H Reduce the logo smaller than the minimum size especially for stationaries.

I



J



I Apply too much drop shadow, stroke or too colorful gradient overlay.

J Create a photowall or wallpaper with our logo without enough spacing.

Main Colour Palette

VBP DARK CYAN

CMYK (182, 21, 46, 1)
RGB (15,150,146)
HEX #0f9692

VBP CHARCOAL GREY

CMYK (64, 56, 55, 30)
RGB (86, 86, 86)
HEX #565656

VBP CHARTREUSE

CMYK (47, 2, 99, 0)
RGB (149, 197, 61)
HEX #95c53d

Gradient Colour Palette

VBP CHARTREUSE

CMYK (47, 2, 99, 0)
RGB (149,197,61)
HEX #95c53d

VBP SHAMROCK GREEN

CMYK (68, 0, 64, 0)
RGB (58,199,136)
HEX #3ac788

COLOUR PALETTE

As the colour of leaves grow darker green as they mature, so is the VBP's colour palette.

Virtual Business Partners' primary colours are **Dark Cyan**, **Charcoal Grey** and **Chartreuse**.

Some shades of green can also be used as accent or gradient partner colour for our main colour.

The RGB and/or CMYK colour codes should be specified wherever possible in print or visual applications. These colour codes are to be followed on all collaterals.

VBP CYPRUS GREEN

CMYK (89, 39, 62, 22)
RGB (0,104,96)
HEX #006860

VBP PEAR GREEN

CMYK (70, 7, 80, 0)
RGB (84,174,102)
HEX #54ae66

ICONS

Another way we can communicate better to our people and to our clients is by using icons.

Icons can simplify the topic we're discussing and can make it easily understandable for the readers.

Here are some sample icons we can use for corporate presentations or website.

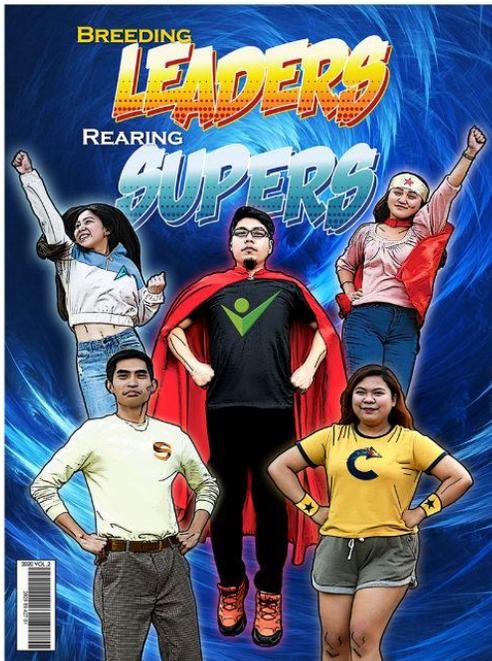
The icon's colours can be changed as long as it follows the colour palette guide seen on page 18.

Color-filled Icons



Line Art Icons





BRAND PERSONALITY

Virtual Business Partners' personality defines our voice and image. We described it in words so that everyone can easily understand our brand's personality.

DIVERSE FLOURISH CASUAL
 THE RELATIONSHIP
 Z CULTURE BALANCE
 PROFESSIONAL
 F A M I L Y YOUTHFUL
 MOTHERLY COOL
 G ACKNOWLEDGMENT
 GREEN COMFORT
 Z PASSION
 RESPECT ACCEPTANCE

OUR IMAGERY

Virtual Business Partners' images are fun, casual but professional. Our images include people, still life and it could also be cartoony. As long as we're being creative portraying the VBP that we love. Release your inner child remember?

OUR TONE OF VOICE

CASUAL:

natural, approachable, straight

CARING:

friendly, warm, respectful

POSITIVE:

optimistic, idealistic, appreciative

“We sound like your cool aunt that gives you a ride home when you’re drunk and tells your parents you were in a group study then winks at you as you go safely into your room”.

(We don’t condone underage drinking.)

When we talk, our voice is human. We’re approachable. We talk to people casually and treat them as if they are our friend.

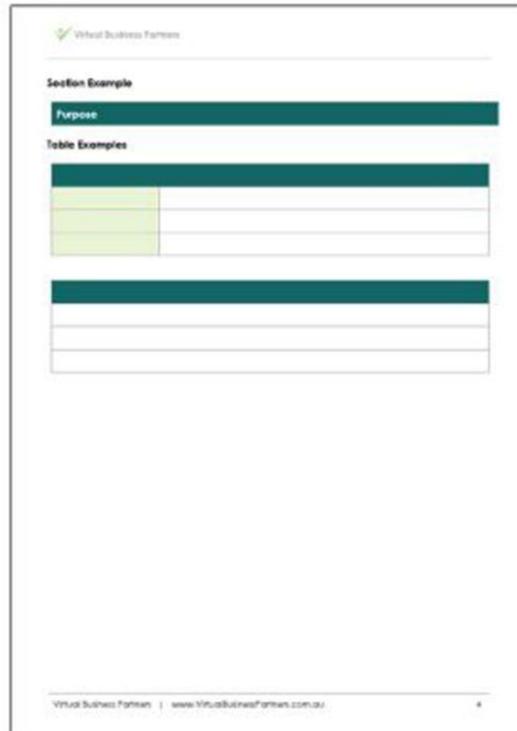
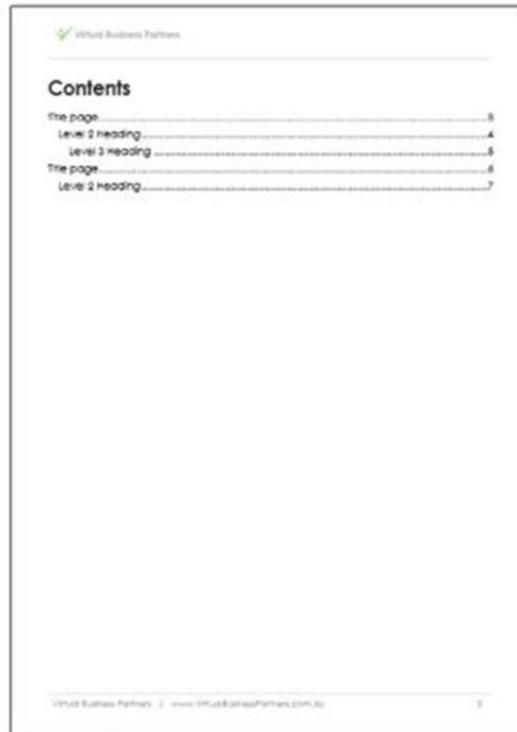
Because that’s what we should be to each other. And that’s no matter if they are “clients”, “business partners”, “members” or “colleagues”. We at VBP is surely one of those and we don’t want to be talked down to or sucked up to.

We want it straight in a nice but respectful way. No matter if you are writing marketing copies, or emails.

Think about these:

“Do I sound like a robot?”

If you do, try again.



WORD DOCUMENT AND LETTERHEAD

Our word document is produced in A4 8.27 x 11.69 inches in size. It

Our letterhead is produced as a word template 8.5 x 11 inches in size. Our logo in letterhead should have a 0.50 inch space above and beside it.



BUSINESS CARDS



- A** Name of person
- 8pt Century Gothic bold
- B** Title - 8pt Century Gothic regular
- C** Contact details
- 6pt Century Gothic regular
- D** Website - 6pt Century Gothic bold
- E** 10pt Century Gothic bold
- F** 8pt Century Gothic regular
- G** Handsome guy huh.
- Top, sides and bottom margins are .20 inch.

EMAIL SIGNATURE

Our company's email signature was made to act as an additional touch point to the VBP brand identity.

The email signature should be created as shown and should include links to email address/website.

The email signature might contain images relating to VBP events or Holidays.

Standard Email Signature

New Message

To |

Subject

Regards,

VBP Marketing
VBP Marketing Team

(02) 8999 9696
marketing@virtualbusinesspartners.com.au
www.virtualbusinesspartners.com.au



Virtual Business Partners
knowledge • systems • people

Great Place To Work
Certified
JUN 2021 - JUN 2022
PH

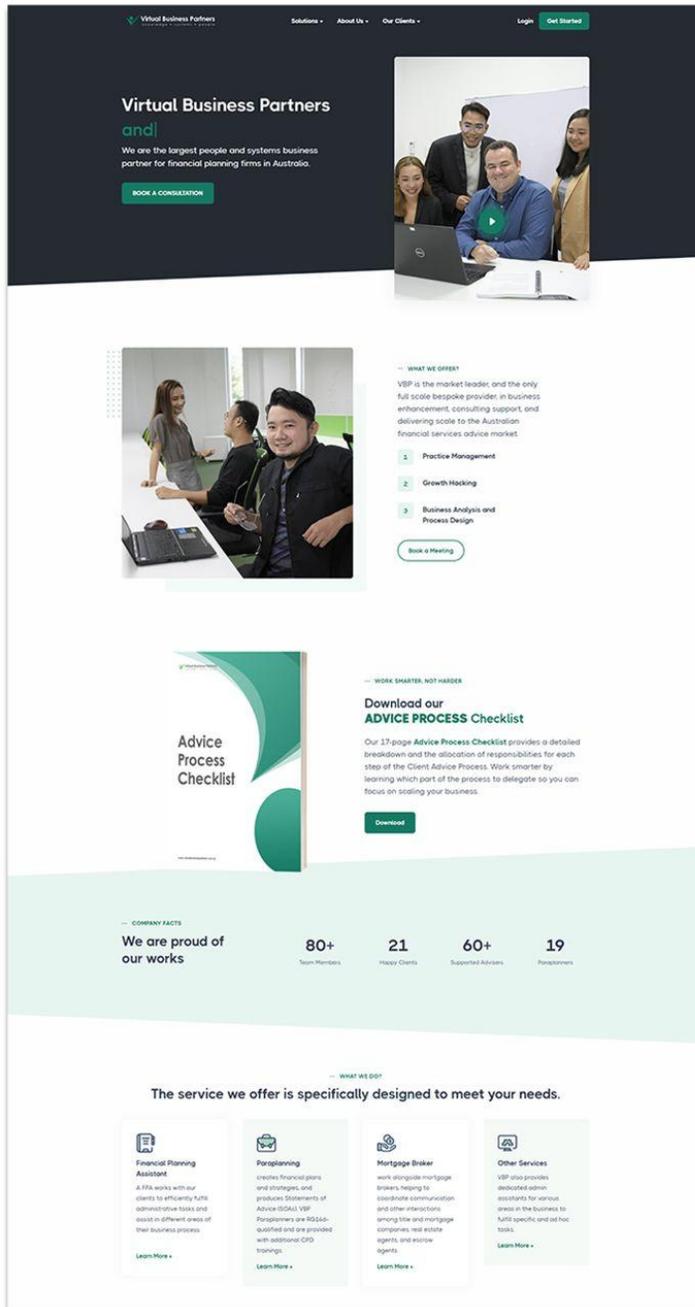


If you have a team member worthy of a special recognition, visit the Greenhouse!

Greenhouse
VBP Gifts and Rewards

DISCLAIMER: This email is confidential and is for the intended recipient only. If you are not the intended recipient do not use or rely on this information. Please contact us at 02 8999 9696 and delete all copies of this email. If you do not want to receive any more emails from us please let us know by return email

CLIENT HOME PAGE



WEBSITE

Our websites are our face-first salesman for our company so we filled it with photos of our people because that's how proud we are of our team.

We are smart and skilled (**knowledge**), and when we work, we always find ways to be great at what ever we do (**systems**), but we don't forget to have fun (**people**).

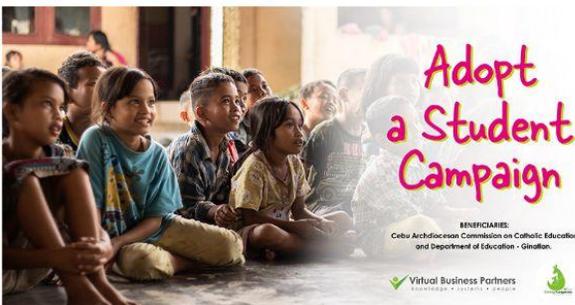
STAFF HOME PAGE





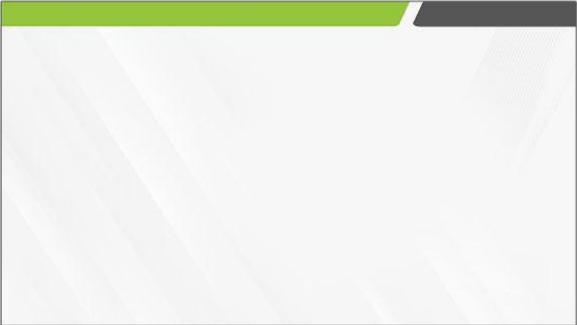
BANNERS & POSTERS

Our visuals have been designed to bolster the Virtual Business Partners brand. It can be fun and colorful but should not forget to incorporate our font and of course our VBP logo. We're open minded like that.



SLIDES TEMPLATE

A - for formal presentations



Use these examples as a guide for layout, type positioning and type sizes. You can cover the whole template with photos if it serves the purpose for your discussion.

Just right-click your photo and send forward or front.

B - for all-hands meeting; just have fun with the layout



A



B



SOCIAL MEDIA POSTS

Use these examples as a guide for layout, type positioning and type sizes.

- 1 Credits to the owner - Always put "CTTO" or "photo by" to any photo not purchased by VBP.
- 2 Logo - Use the shortened logo for small sized posts. Use the boxed logos if the background has insufficient contrast for readability.
- 3 Teary-eyed. You reached this part of the brand guide. You truly are a VBPeep.

Just make sure there is enough space for readability of the logos on its top, sides and bottom part of your posts.



Note: This is the current brand guide that you can use as reference material.

A brand new one is in the works. Kindly stay tuned for the completion of the brand refresh project.

