



VGS Design System

**Usage guidelines for core
brand elements.**

Department:
Marketing

Last Updated:
April 2024

Very Good Core Values

Security

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Mission Oriented

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Simplicity

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Flexibility

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Authenticity

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Empowerment

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Primary logo usage and guidelines.


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VGS primary logo



VGS primary logo with tagline





Graphic element usage and guidelines.

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VGS color palette

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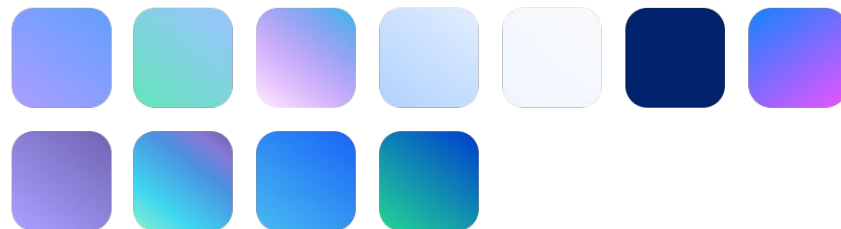
Flat Colors

Typography and design accent colors.



Gradient Colors

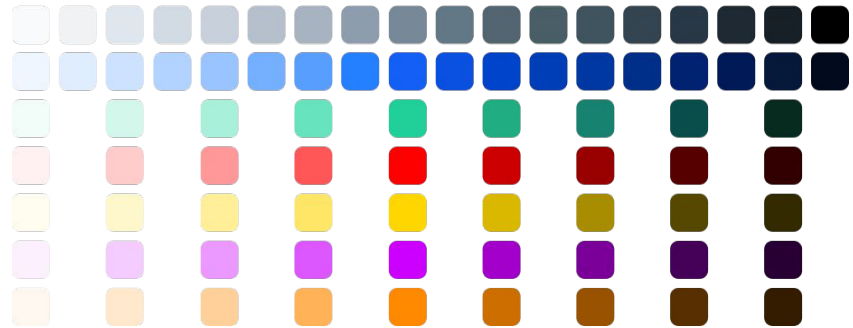
Background and design accent colors.



VGS color palette cont.

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ut iaculis lectus, sit amet posuere elit.**
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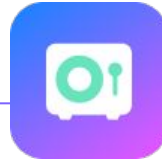
Expanded Palette



VGS icon style



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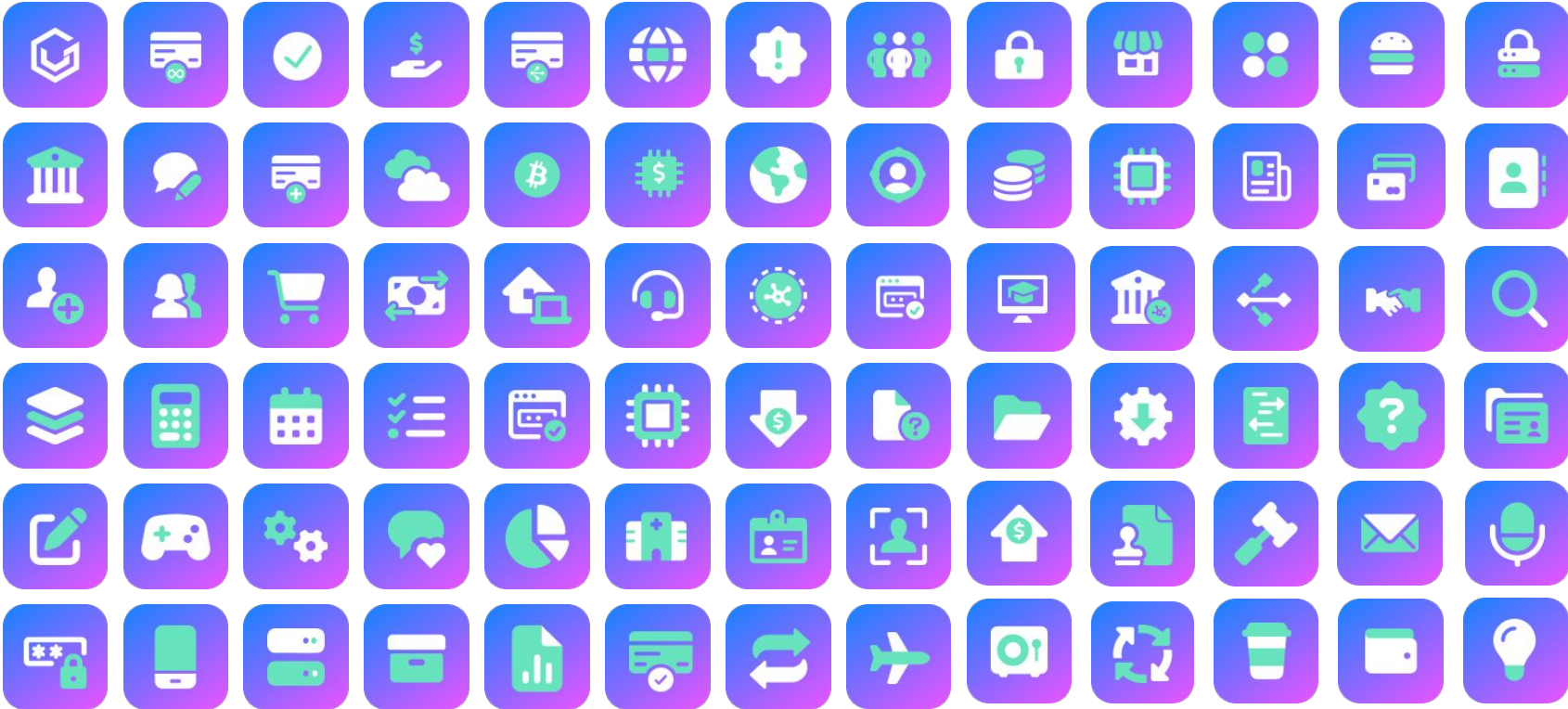
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Icon gallery



Line art illustration

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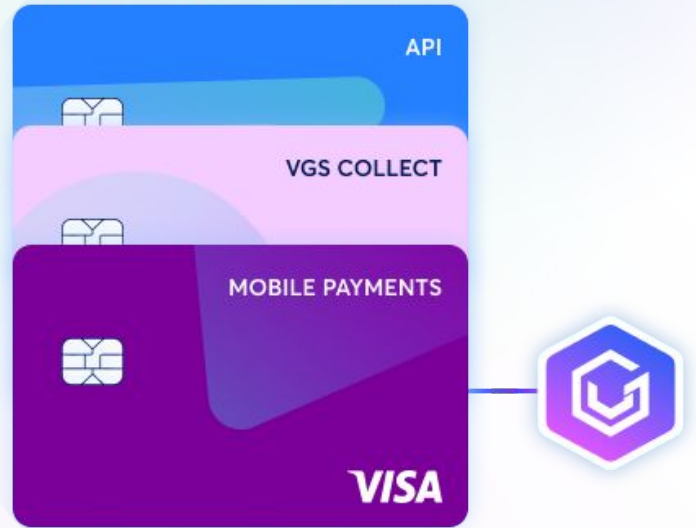
Payment graphics style

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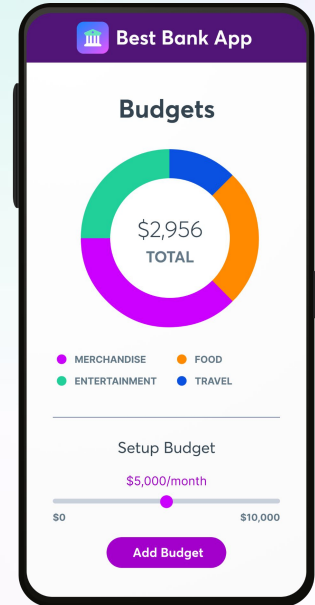
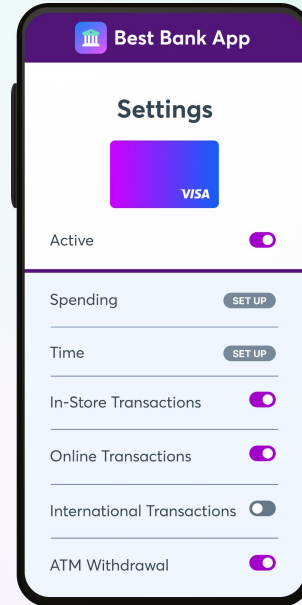
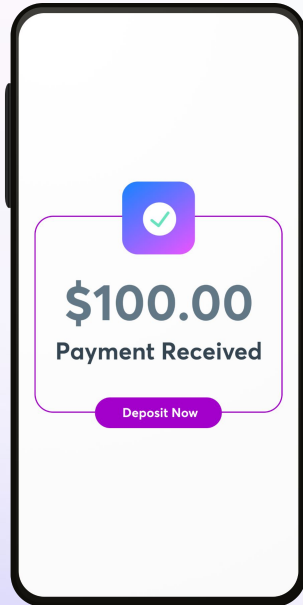
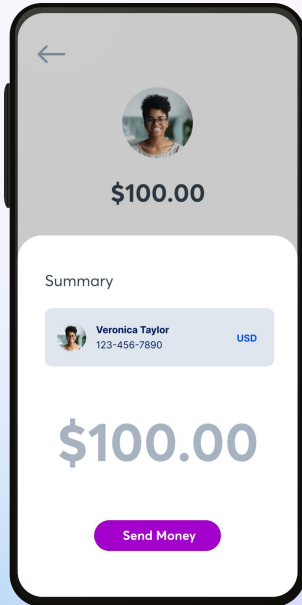
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Payment graphics style examples





Typography usage and guidelines.

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Typography Colors

Navigation Averta Bold #002270

Averta Extrabold #002270

Averta Bold #002270

Averta Bold #0044CC-#2480FF

Averta Bold #145FF5

Inter Bold #002270

Inter Regular #40545F

Typography Styles

HEADER 1	Header 2	Subheader	Text	Code	LABEL	LABEL TINY			
H1	H2	H3	H4	H5	S1	S2	S3	S4	S5
Body – Regular/B1	Body – Regular/B2	Body – Regular/B3	Body – Regular/B4						
Body – Semi-Bold/BS1	Body – Semi-Bold/BS2	Body – Semi-Bold/BS3	Body – Semi-Bold/BS4						
Body – Bold/BB1	Body – Bold/BB2	Body – Bold/BB3	Body – Bold/BB4						
Link – Static/L1	Link – Static/L2	Link – Static/L3	Link – Static/L4						
<u>Link – Hover/LH1</u>	<u>Link – Hover/LH2</u>	<u>Link – Hover/LH3</u>	<u>Link – Hover/LH4</u>						