

## Visual elements

### Overview

These are the visual elements that form our brand identity.

### Logos



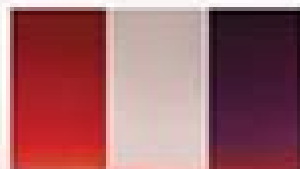
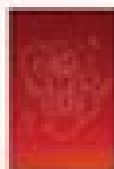
### Typography

Gotham

### Colour palette



### Imagery



Imagery

Imagery

Imagery

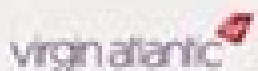
## Logos

### Using

As well as the large and small versions, we also have an extra large version for large scale use such as on our aircraft.

### Extra large use

For use on aircraft and other large scale applications.



## Logos

### Respect the logo

You break the rules - only use the official master graphics. Never alter or distort or re-create the logo in any way. Don't distort it, rotate it, stretch it, skew it, bend it, colour it or draw it. Don't even think about doing anything other than using it.

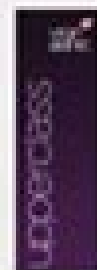
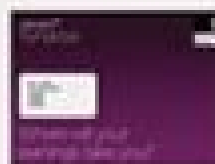


## Logos

### When to use tail-ups

The logo and word mark can also work as separate elements. Use both or separate? Here's how to decide.

Consider the context and the message you want to convey. The logo and word mark can work as separate elements. Use both or separate? Here's how to decide.



Use the logo and word mark as separate elements when the context allows for it. This is a good way to create a strong visual identity.

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# Virgin Atlantic Brand Manual

**F Rizvi**



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