

BRANDING & GUIDELINES



TABLE OF CONTENTS

3	VE LOGO MARK
4	VE WORD MARK
5	LOGO LOCKUP
6	CLEAR SPACE
7	SECONDARY COLORS
8	SECONDARY COLOR VALUES
9	COLOR RATIOS
10	PROPER USAGE
13	IMPROPER USAGE
15	BRAND FONTS
16	CO-BRANDING
18	IMAGE BRANDING
20	VE-JV BRANDING
21	VE-JV LOGO
22	VE-JV FONTS
23	VE-JV COLORS
24	VE-JV OVERLAYS
25	VE-JV IMAGERY
26	VE-JV EXAMPLES IN-USE

The primary part of the logo is the logo mark. This is now the heart and soul of what represents VE. The logo mark consists of two main parts - the VE letters joined together and a circle surrounding them, which we'll refer to as "the globe." The logo mark can be used by itself wherever possible, and we can further embrace referring to the brand as simply "VE."



The second half of the logo is the “logo type.” This is set in the brand typeface Montreal and adjusted to look good alongside the mark. No one should ever type out this text by simply using the font next to the logo, but rather always use an approved logo lockup or file.



**VIRTUAL
ENTERPRISES
INTERNATIONAL**

If the logo type has to appear without the logo mark, one can use either the vertical lockup, as seen to the right, or the horizontal lockup, as seen below. Try to always use the logo mark alongside this whenever possible.

VERTICAL

**VIRTUAL
ENTERPRISES
INTERNATIONAL**

HORIZONTAL

VIRTUAL ENTERPRISES INTERNATIONAL



VIRTUAL ENTERPRISES INTERNATIONAL

The spacing of the logo mark and logo type is important. The VE type in the logo mark is the same distance from the globe as the logotype is from the other edge the globe. This helps the logo feel structured and solid. The height of the logo type also lines up with the height of the VE in the logo mark. None of these proportion should ever change.



Main Logo

Clear space is important to make sure the brand always stands out and feels clean and clear. The VE clear space is dictated by the height of the VE in the logo mark. Make sure all text is at least clear from any other text or imagery or graphic by the height of one of the VE marks.



This is an example of an appropriate minimum amount of clear space. More is better, but it should be no less than this.



The secondary colors reaffirm the diversity of the VE ecosystem. They are meant to be bright and hold good contrast against not only the main logo colors but against other design elements and photography as well.

Certain colors, such as the yellow, tie to other VE branches, such as VE JV. Again this is to emphasize the cohesiveness of the VE universe.

Main Logo

R 42
G 55
B 131

R 7
G 171
B 138

Copy Text Color

R 38

90% Black

G 38

B 38

Secondary Colors

R 85
G 70
B 155

R 247
G 206
B 19

R 57
G 168
B 113

R 238
G 124
B 54

R 191
G 56
B 56

R 14
G 134
B 152

COLOR RATIOS



PROPER USAGE

The logo should be used along with the main logo colors whenever possible. The globe is always green, and the VE and logo type are always blue, cementing the logo in place and drawing your eyes to what's important.

If need be for legibility, such as on dark colors, you can use a white VE and logotype, while maintaining one of the brand color for the globe.

Use your judgment as to what look best and try to preserve the spirit of the logo.



VIRTUAL
ENTERPRISES
INTERNATIONAL



VIRTUAL
ENTERPRISES
INTERNATIONAL



VIRTUAL
ENTERPRISES
INTERNATIONAL

PROPER USAGE

One can even use secondary colors if appropriate for the globe. These are fun and bright and will keep the brand looking fresh.

The main logo colors are definitely preferred, but we don't want those to become too limiting.

If need be, one can also use what we are referring to as the stamp. This is a single color knockout of the globe - where the VE letters are transparent. Feel free to use the main logo colors, secondary colors, or white for the stamp.

You can also use the secondary colors for the globe in the logo mark if it is appearing by itself. One thing to note is to never use anything but the white VE for this kind of usage.



PROPER USAGE

For legibility one can also use the secondary colors alongside the body text black for the VE logo. Use your best judgment for what looks appropriate.



IMPROPER USAGE

Do not use the secondary colors with the main colors. Only use the secondary colors with white or the body copy dark gray.

You can also use the main colors with the white or dark gray.

Do not change the color of the globe unless you are using white or dark gray for the rest of the logo mark.

Do not invert how the main colors appear in the logo mark or logo type.

Do not change the color of the logo type by itself.

Do not use two colors together in the filled in version of the logo mark - even if they are brand colors. Only use one color with the VE transparent.



IMPROPER USAGE

Do not squish or stretch any part of the logo.

Do not replace the globe with another shape.

Do not replace any other part of the logo with another shape or design.

Do not replace the logo type with any other font.

Do not remove the globe from the logo mark.

Do not change the ratios of the logo type or logo mark or how they work together. Always use an approved lockup when in doubt.



Brand Fonts

MONTREAL REGULAR

Montreal Bold

Aleo Regular

Aleo, along with Montreal, are open-source free fonts - easily available for download and distributable free of charge. The goal of this is for ease of entry into using the new VE brand guidelines. Though they are not default Windows or Mac fonts, one can easily find and install them if they were not included with the brand materials.

The above are examples of usage. Montreal is a clear, legible and modern looking sans-serif font. Don't be afraid to go large with it. It should be avoided as a text for bodies of text, but rather used a titles, headers, and call-outs.

Aleo is the preferred font for larger bodies of text. It pairs nicely with Montreal and has a scholarly legibility while still preserving some fun modernistic characteristics.

CO-BRANDING

Partnerships are important to VE. We want to provide clear usage guidelines for these partnerships to ensure that both VE and the partner look their best and have their space to shine. The logo type is dropped for partnership branding and the logo mark is allowed to have enough clear space to not compete with other brands. A simple line, the height of the logo mark separates the two logos.



CO-BRANDING

A few more intricacies exist with laying out co-branded logos. No partner logo should be taller than the height of the inside of the globe. For longer horizontal logos - the height should not go beyond the height of the VE. The reason for these being to reduce competition between the two logos and create a balanced logo that reflects



IMAGE BRANDING

When used as a watermark on imagery, once again just the logomark is used. The white knockout version of the logomark is preferred but other versions may be used at your discretion. Alternatively, though not preferred, one can use the VE without the globe to watermark images if totally necessary.



IMAGE BRANDING

Alternate watermarks below.





The VE-JV brand has a slight adjustment as well to ensure alignment with the VE brand overall going forward.

LOGO

Horizontal



Vertical



On Yellow



Smaller Lock-Up



FONTS

PROGRAM OBJECTIVES

Finlek is used as a graphical accent to pieces. Can be used as a headline, or just to add flavor to elements. It can be large and even can spill off the page or into other elements (if legibility is kept).

SUMMER BUSINESS LEADERSHIP CAMP

Museo Sans (900 Weight) is used as a headline font. Bold, with slightly loose tracking is preferred. Center alignment can be used where appropriate.

Novel Pro (Regular weight) is used for body text. Slightly larger than normal and left justified text makes it easy to read.

The VE-JV Career Academy will begin in the 7th grade with a Technology Applications and Graphic Arts class. Students will work in teams to start a business and use technology to create the projects and materials needed for their new business venture. Projects are designed to develop skills in technology, communications, problem solving, and critical thinking.

Students will use a variety of Microsoft Office and Adobe software applications to produce accounting, financial, marketing, and presentation materials as well as other documents. The class will engage in several writing competitions and culminate in a business pitch competition.

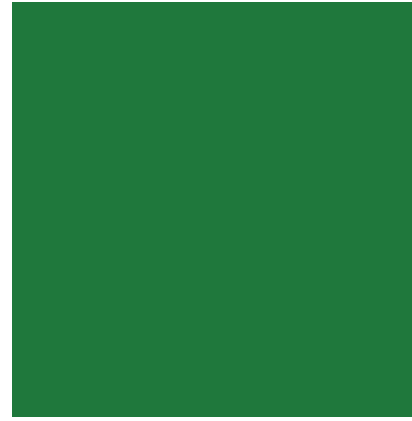
COLORS



R: 248 G: 207 B: 16
C: 3 M: 16 Y: 99 K: 0
#f8cf10



R: 33 G: 71 B: 154
C: 98 M: 84 Y: 4 K: 0
#21479a



R: 38 G: 119 B: 60
C: 3 M: 16 Y: 99 K: 0
#26773c



R: 33 G: 33 B: 33
C: 72 M: 66 Y: 65 K: 73
#212121

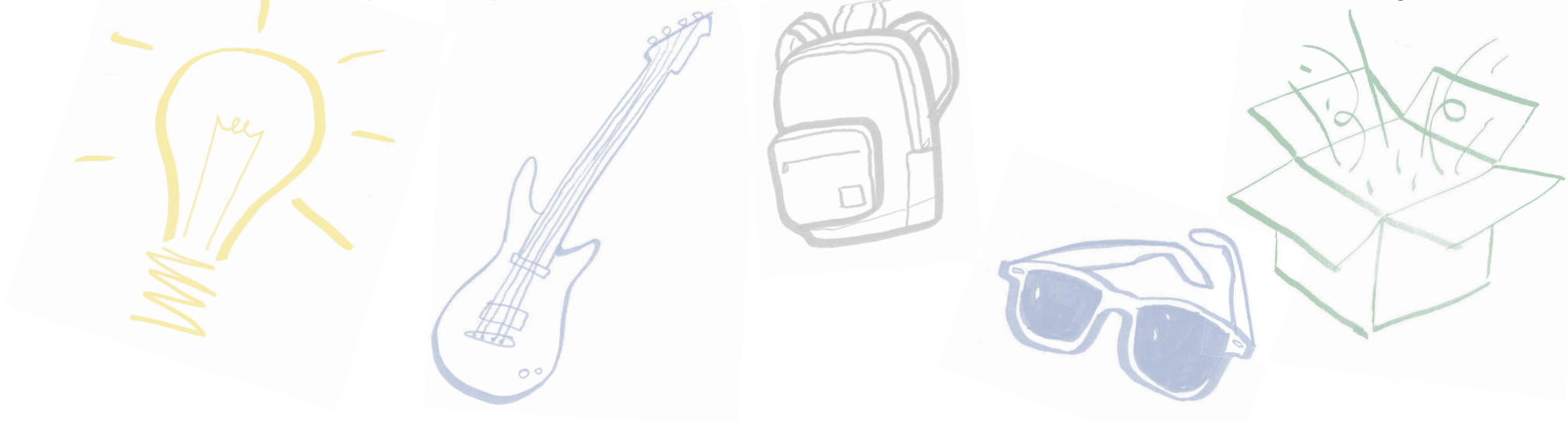
COLOR RATIO



White and yellow are the primary colors of the VE JV Brand, white blue and green are accent colors. Blue is preferred, and used more often. Dark grey is used for copy.

OVERLAYS

Overlay artwork can be used wherever appropriate to add interest or flavor to elements. They are transparent and based on the main colors of the VE JV brand. Feel free to adjust opacity wherever necessary to preserve legibility. When used over color they are always white and transparent as well, to let the color underneath come through.



IMAGERY



Photographic imagery can be used where appropriate. Should show off kids being proud of their work, working hard at something, collaborating

EXAMPLES

WHAT DID YOU DO IN SCHOOL TODAY?



I STARTED A BUSINESS

BET YOUR OTHER FRIENDS CAN'T SAY THAT.

ve JV

The VE-JV Career Academy is a two-year program that will enable 7th and 8th graders to develop technology and entrepreneurial skills by starting and managing business ventures. The Career Academy will also engage students in fun and exciting competitions and after-school and summer activities that build 21st Century skills in business, communication and technology.

FUNDED BY



VIRTUAL ENTERPRISES JUNIOR VENTURES CAREER ACADEMY

VIRTUAL ENTERPRISES JUNIOR VENTURES CAREER ACADEMY

PROGRAM OBJECTIVES

- 1 To build awareness about a variety of careers and occupations.
- 2 To convey the expectations of the workplace and develop professional behaviors.
- 3 To develop skills in entrepreneurship, problem-solving, decision-making, time management, public speaking, financial literacy, teamwork and technology.
- 4 To connect academic content to real-world projects.
- 5 To enable students to use and interact with technology as applied in business.

7TH GRADE PROGRAM

The VE-JV Career Academy will begin in the 7th grade with a Technology Applications and Graphic Arts class. Students will work in teams to start a business and use technology to create the projects and materials needed for their new business venture. Projects are designed to develop skills in technology, communications, problem solving, and critical thinking.

Students will use a variety of Microsoft Office and Adobe software applications to produce accounting, financial, marketing, and presentation materials as well as other documents. The class will engage in several writing competitions and culminate in a business pitch competition.


8TH GRADE PROGRAM

The VE-JV program in the 8th grade will challenge students to collaborate with their class to launch and manage a business. They will be involved in all aspects of running the business, from marketing, sales, and human resources to accounting, finance and IT. Students fill different positions within the company including department managers and a CEO. Running all aspects of a company, VE-JV students learn about business and develop professionalism, self-confidence, teamwork and an entrepreneurial mindset.

The 8th grade program is designed to provide students with hands-on experience in a variety of careers—experience that will enhance their motivation to learn and inform their decisions about future educational and career options.

SUMMER BUSINESS LEADERSHIP CAMP

This one-week experience, hosted at a local college, will provide students with active learning opportunities. Students will be involved in team-building and public-speaking exercises and take part in field trips to corporate offices and a business incubator, where they will hear from and network with industry professionals.



EXAMPLES

ADVANTAGES OF VEJV TO OTHER PROGRAMS

REAL LIFE EXPERIENCE

With an emphasis on college and career readiness, VEI is an in-school, live, global business simulation that offers students a competitive edge through project-based, collaborative learning and the development of 21st-century skills in entrepreneurship, global business, problem solving, communication, personal finance and technology.



THE PROGRAM YOU WISH YOU HAD IN MIDDLE SCHOOL

With an emphasis on college and career readiness, VEI is an in-school, live, global business simulation that offers students a competitive edge through project-based, collaborative learning and the development of 21st-century skills in entrepreneurship, global business, problem solving, communication, personal finance and technology.



JOHN CRISTON
Director

Virtual Enterprises International, Inc.
122 Amsterdam Avenue
New York, NY 10023

P: 212-769-2710
F: 212-799-7528

**VIRTUAL ENTERPRISES
JUNIOR VENTURES**
CAREER ACADEMY



ADDITIONAL OVERLAYS

