VQA Brand Guidelines External Partner Edition

October 2026

Logo & Favicon

Use approved artwork only. Select the version that provides the best contrast and legibility.

Primary

Reverse

VQA Orange

Learning Courses

Favicon

Key Principles

- ✓ Use approved artwork only
- ✓ Prioritise legibility
- ✓ Maintain clear space
- ✓ Use the favicon for small digital applications
- ✓ Do not alter colours or proportions

Download Logos

Logo Usage

Always maintain clear space around the logo and ensure it remains legible at all sizes.

Do

- ✓ Maintain exclusion zone
- ✓ Scale proportionally
- ✓ Keep sufficient contrast

Don't

- ✗ Stretch
- ✗ Rotate
- ✗ Crowd the logo
- ✗ Reduce below minimum size

Colour Palette

Our colour system combines confidence, clarity and energy.

Primary

VQA Orange
R255 G93 B16
C0 M78 Y98 K0
Pantone 021 C
#FF5D10

VQA Navy
R1 G12 B67
C74 M65 Y0 K70
Pantone 2766C
#010C43

Secondary

VQA Red
R204 G18 B10
C14 M100 Y100 K5
Pantone 186 C
#CC1200

VQA Beige
R255 G250 B233
C0 M1 Y8 K0
#FFFAE9

VQA Blue 1
R132 G211 B248
C44 M2 Y0 K0
#84D3F8

VQA Blue 2
R62 G116 B204
C80 M56 Y0 K0
#3E74CC

Usage

Primary colours should lead all communications. Secondary colours are used for support and variety.

Typography

Use Inter for branded communications and Segoe UI for Microsoft applications.

Primary Typeface

Inter Typeface
Inter Typeface
Inter Typeface
Inter Typeface
Inter Typeface
Inter Typeface
Inter Typeface
Inter Typeface
Inter Typeface

Microsoft Alternative

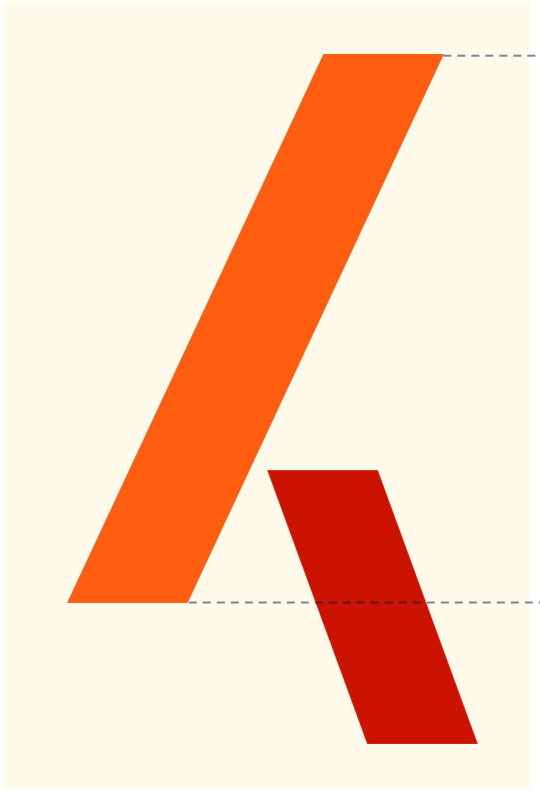
Segoe Typeface
Segoe Typeface
Segoe Typeface
Segoe Typeface
Segoe Typeface
Segoe Typeface

Download Inter

Graphic Devices

Distinctive angular shapes help create a recognisable and consistent VQA visual identity.

Principal Shapes



Cropping Example

Image Mask Example

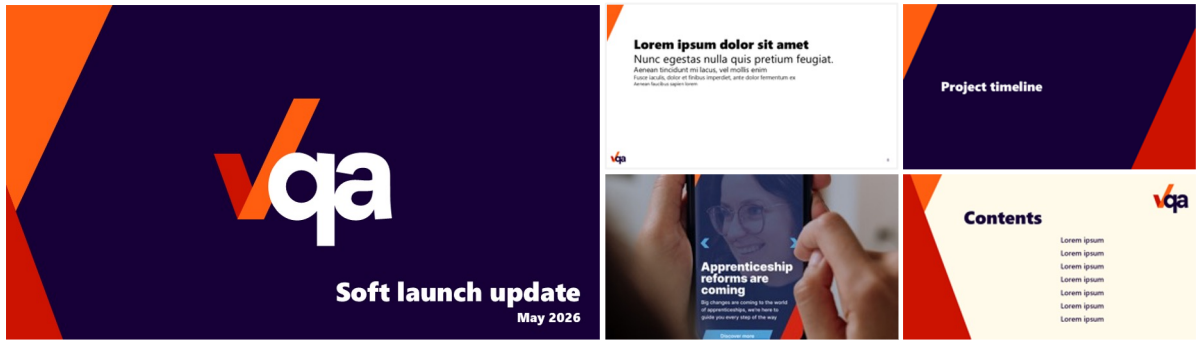
Key Principles

- ✓ Anchor to edges and corners
- ✓ Maintain the original angle
- ✓ Use intentional cropping
- ✓ Create visual hierarchy

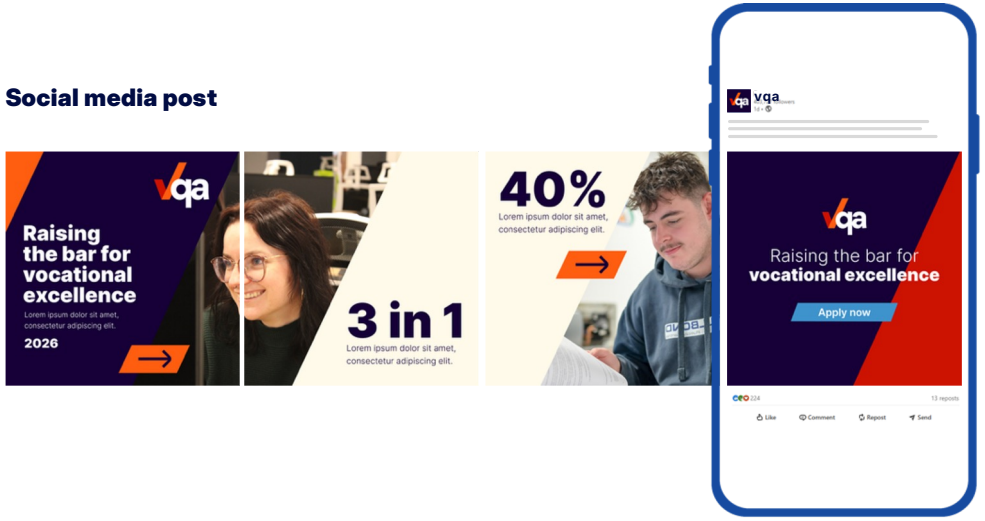
Brand Applications

Use these examples as a guide for layout, colour balance and graphic device usage.

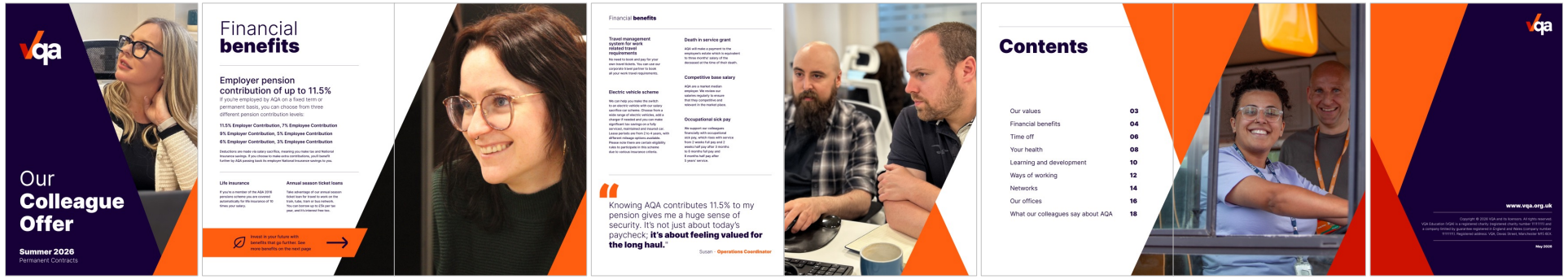
PowerPoint



Social media post



Brochure



Assets & Support

Need assets or brand guidance?
Contact marketing@vqa.org

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