



VISUAL IDENTITY GUIDELINES

The VEX V5 style guide is designed to help anyone create “on brand” promotional, marketing, or web content for the VEX V5 brand. It is important to refer to this document before, during, and after the creation of any materials or content that mentions or utilizes VEX V5 products or assets. Following this guide not only ensures that the VEX V5 brand is represented correctly, but also lends legitimacy to the message, promotion, or content that you have created within the VEX V5 community.

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All trademarks are the property of their respective owners.

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Copy Rules

One of the important (but often overlooked) aspects of VEX brand management is the usage of VEX V5 branded titles, products and terms when written. These guidelines should be used for website content, marketing promotions, and any other communications that are both internally and publicly released.

All caps, two words " VEX V5"

Incorrect: "Vex", "VEX Version 5", "VEX 5"

VEX is not an acronym.

V5 is not an acronym.

"V5 Robot Brain"

Incorrect: "Processor", "Control Center", "Control Hub", "Connector"

Also incorrect: "v5", "V 5", "Version 5"

"V5 Smart Motor"

Incorrect: "Super Motor", "Powertrain", "Gear Motor," "Motor V5"

Also incorrect: "v5", "V 5", "Version 5"

"V5 Controller"

Incorrect: "Controller", "Gamepad", "Joystick", "Remote Control"

Also incorrect: "v5", "V 5", "Version 5"

"V5 System Bundle"

Incorrect: "V5 Pack", "V5 Combo", "Group Pack", "V5 Set"

Also incorrect: "v5", "V 5", "Version 5"

"V5 Robot Battery"

Incorrect: "Power Unit", "Power Source", "Power Pack", "VEX Battery"

Also incorrect: "v5", "V 5", "Version 5"

Never "Metal VEX", "VEX 5", "new VEX", etc.

In casual conversation, phrases like "metal kits" can be acceptable, but never in print.

Logo Application Rules

VEX Robotics logos & other resources are made freely available for promotional and private use if proper VEX branding is upheld per this style guide. Resources should not be used in any non-educational or non-robotics context. Any commercial use must receive written permission and credit VEX Robotics, Inc. unless otherwise agreed upon.

Assuming proper style is upheld, examples of acceptable use would be:

- Local team recruitment or fundraising
- Classroom posters
- Competition team apparel

Examples of unacceptable use would be:

- Any unofficial product available for commercial sale
- VEX-branded weapons or illegal items
- Any violations of visual style, even in an educational or robotics-related setting

Feel free to contact **branding@vex.com** with any questions or to request permission for usage.

Logo Spacing

The VEX V5 logo must have a visible space between it and other design elements. The proper minimal spacing is the height of the “E” crossbar from VEX.

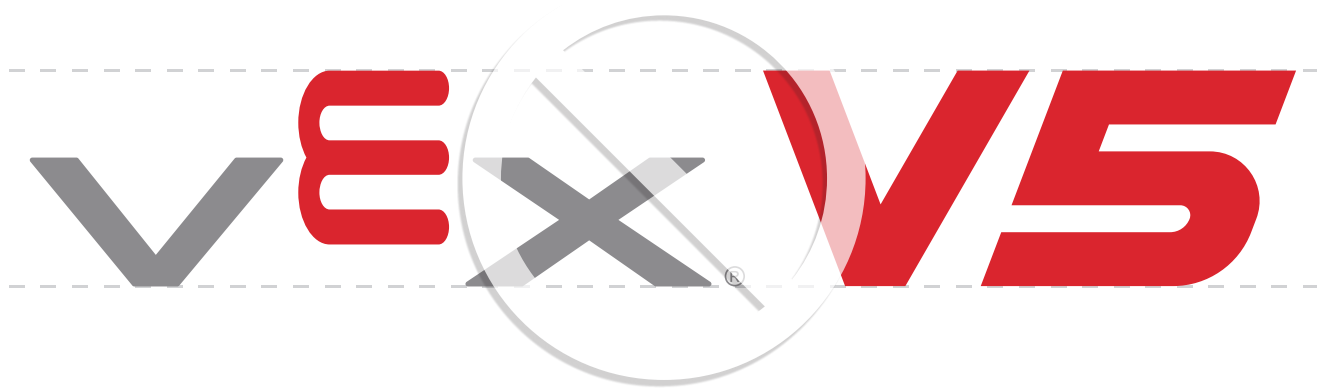


When the VEX V5 logo is placed **next to other logos** it must have a visible space between it and all other design marks. The proper **minimal** spacing when used with other logos is TRIPLE the height of the “E” crossbar from VEX.



Logo Usage

The "V5" wordmark next to the VEX logo should always match the height of the "V" and "X".



The VEX V5 logo should never be stacked or altered from its landscape form.



Avoid Mistakes

The VEX V5 logo should never be altered, edited, animated, or colored in a manner not included in this guide. This includes additional visual effects such as drop shadows and gradients.

X DO NOT add drop shadows.



X DO NOT use colors other than those outlined in this guide.



X DO NOT use outlines.



X DO NOT use gradients.



X DO NOT rotate.



Logo Usage

When used in design layouts or with photo assets, the VEX V5 logo should never be split up or altered to accommodate a design.

Proper "E" spacing should be used around the perimeter of the logo.



X The VEX V5 logo should never be split up or altered to accommodate a design.



Logo Colors

The VEX V5 logo should be shown in its two color palette wherever possible and only on white backgrounds.



There are instances when the VEX V5 logo needs to be reproduced in grayscale. This should be relegated to **print reproduction only**. This grayscale option should **never be used in an RGB color space or a print document that is two or more print colors**.



Secondary Colors

There are layouts where the preferred two color palette will not work. Here are secondary color options that can be used.



The VEX V5 logo should be shown in one color only when limited imprinting is necessary.

The VEX V5 logo should be PMS 1795 C red when displayed one color, such as on black or gray backgrounds.



The VEX V5 logo should be white or black when displayed one color on a background that is visually incompatible with PMS 1795 C red, such as yellow or pink.



The VEX V5 logo should be white when on a red background.



The VEX V5 logo should be white when placed over a dark, multi-colored background.



X DO NOT use a PMS 1795 C logo on a visually incompatible background such as pink.



Multiple Logos

Since there are five robotics platforms represented under the VEX brand, there are instances when multiple VEX brand logos will be used together in marketing, web or print executions. Here are some guidelines for those instances.

The VEX logos should always be sized equally, and the “E” should be used to universally size all logos.



Multiple Logo Usage

Here are some examples of how a multi-branded marketing piece should be executed in regards to logo scale.



Type

The VEX V5 brand uses various weights of Aktiv Grotesk for event, marketing, editorial content. Below are samples of what can be used, but all weights of this font may be used.

Aktiv Grotesk Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aktiv Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aktiv Grotesk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Type Usage

Various sizes and weights of Aktiv Grotesk may be used on the same piece, but no other fonts should be used.

VEX V5

Introducing VEX Robotics V5

We've designed a new line of electronics for your classroom and competitive robotics needs. We call it V5. The ultimate upgrade for your existing Cortex based robot, V5 is also a great place to start if you're new to VEX Robotics. We've made V5 simple, flexible, and powerful.

V5 Construction
includes metal structure, wheels, gears, and more

V5 Robot Brain
connects to motors, sensors, and runs programs

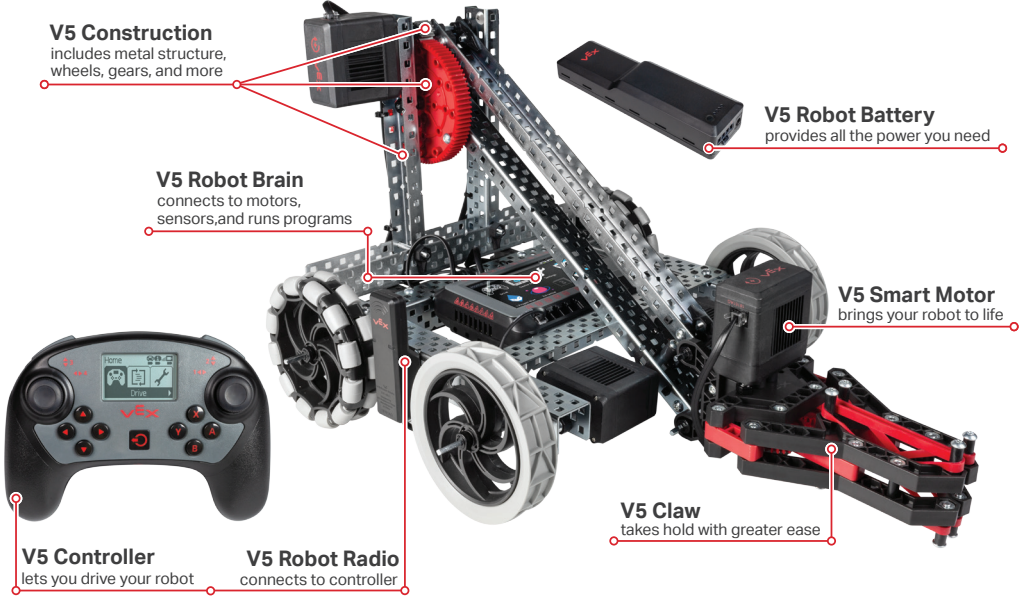
V5 Controller
lets you drive your robot

V5 Robot Radio
connects to controller

V5 Robot Battery
provides all the power you need

V5 Smart Motor
brings your robot to life

V5 Claw
takes hold with greater ease



V5 System Bundle 276-7000 / \$599
Intended for upgrading from Cortex

- Robot Brain, Controller, and Radio
- 4 Smart Motors
- Battery and Charger
- All the necessary cables

V5 Classroom Starter Kit 276-7010 / \$649
Everything needed to build a V5 Clawbot (above)

- V5 System Bundle
- V5 Clawbot robot parts
- Robot claw shown above
- Tools and printed instructions

v5.vex.com

 1-903-453-0802

Instant answers to almost any question at help.vex.com

