

VEX 123[®]

VISUAL
IDENTITY
GUIDELINES

The VEX 123 style guide is designed to help anyone create “on brand” promotional, marketing, or web content for the VEX 123 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 123 products or assets. Following this guide not only ensures that the VEX 123 brand is represented correctly, but also lends legitimacy to the message, promotion, or content that you have created within the VEX 123 community.

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Copy Rules

One of the important (but often overlooked) aspects of VEX brand management is the usage of VEX 123 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 123"

Incorrect: "Vex", "VEX123", "vex123"

VEX is not an acronym.

123 is not an acronym.

"123 Coder"

Incorrect: "Control Center", "Code Box", "Code Slider", "Card Coder"

Also incorrect: "1, 2, 3", "1 2 3", "One Two Three"

"123 Robot"

Incorrect: "Disk", "Robot Disk", "Circle Robot", "Coder Bot"

Also incorrect: "1, 2, 3", "1 2 3", "One Two Three"

"123 Programming Cards"

Incorrect: "Code Cards", "Programming Rectangles", "Coder Sticks", "Coder Tabs"

Also incorrect: "1, 2, 3", "1 2 3", "One Two Three"

"123 Field"

Incorrect: "Play Mat", "Robot Field", "Tile", "Robot Road"

Also incorrect: "1, 2, 3", "1 2 3", "One Two Three"

"123 Classroom Kit"

Incorrect: "123 Pack", "123 Combo", "Group Pack", "123 Set"

Also incorrect: "1, 2, 3", "1 2 3", "One Two Three"

Never "Coder VEX", "VEX Junior", "Beginner VEX", etc.

In casual conversation, phrases like "coding 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 123 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 123 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 "123" wordmark next to the VEX logo should always match the height of the "V" and "X".



The VEX 123 logo should never be stacked or altered from its landscape orientation.



Avoid Mistakes

The VEX 123 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 123 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 123 logo should never be split up or altered to accommodate a design.



Logo Colors

The VEX 123 logo should be shown in its two color palette wherever possible and only on white backgrounds.



There are instances when the VEX 123 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 123 logo should be shown in one color only when limited imprinting is necessary.

The VEX 123 logo should be white or black when displayed one color, such as on black or gray backgrounds.



The VEX 123 logo should be white when on a purple background.



The VEX 123 logo should be white when placed over a dark, multi-colored background.



The VEX 123 logo should be white or black when displayed one color on a background that is visually incompatible with PMS 7662 C purple, such as red or blue.



X DO NOT use a PMS 7662 C logo on a visually incompatible background such as red.



Multiple Logos

Since there are multiple 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.



Usage

Here are some examples of how a multi-branded marketing piece should be executed in regards to logo scale. The VEX "E" should be used to universally size all logos, and proper "E" spacing should be used around the perimeter of all logos.



Type

The VEX IQ 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 123

VEX 123

Coding as Easy as 123!

VEX 123 is an interactive, programmable robot that takes Computer Science and Computational Thinking off of the screen and brings them to life.



- 1 Touch and Go**
The 123 robot can learn sequences by simple touch. Control movements and sounds to learn basic logic and problem solving.



- 2 No Devices? No Problem!**
The 123 robot is programmable without a computer. Using the VEX Coder and physical cards, you can learn real programming away from screens.



- 3 Powered by Scratch Blocks**
VEXcode Blocks - available for tablets, Chromebooks, Mac and Windows devices - allows you to unlock the full power and capabilities of your 123 robot.



123.vex.com 1-903-453-0802 Instant answers to almost any question at help.vex.com

