



VISUAL IDENTITY GUIDELINES

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

©2023 VEX Robotics, Inc. All rights reserved.
All trademarks are the property of their respective owners.

Table of Contents

Section 1

VEX Robotics Competition (Overall)

Logo spacing - - - - -	1.0
Logo Usage - - - - -	1.1
Multiple Logos- - - - -	1.2
Logo Colors - - - - -	1.3
Secondary Colors- - - - -	1.4

Section 2

VEX IQ Competition

Logo spacing - - - - -	1.0
Logo Usage - - - - -	1.1
Multiple Logos- - - - -	1.2
Logo Colors - - - - -	1.3
Secondary Colors- - - - -	1.4

Section 3

VEX Robotics Competition

Logo spacing - - - - -	2.0
Logo Usage - - - - -	2.1
Multiple Logos- - - - -	2.2
Logo Colors - - - - -	2.3
Secondary Colors- - - - -	2.4

Section 4

VEX U Robotics Competition

Logo spacing - - - - -	3.0
Logo Usage - - - - -	3.1
Multiple Logos- - - - -	3.2
Logo Colors - - - - -	3.3
Secondary Colors- - - - -	3.4

Section 5

Type - - - - -	5.0
----------------	-----

Copy Rules

One of the important (but often overlooked) aspects of VEX brand management is the usage of VEX Competition 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.

VEX Competition should be used when referring to multiple programs as a collective group (ex: the VEX IQ Competition and the VEX Robotics Competition are both VEX Competitions).

Refer to the VEX V5 and VEX IQ style guides for their specific guidelines.

"VEX" should always be capitalized, "VEX IQ" should always be two words, etc.

Refer to the VEX V5 and VEX IQ style guides for their specific guidelines.

The official names for the competitions are the "VEX Robotics Competition", the "VEX IQ Competition", and "VEX U". When possible, full program names should always be spelled out.

Incorrect: VEX EDR Competition, VEX V5 Competition, VEX RC, VEX Robotics Challenge, VEX IQ Challenge, VEX College Challenge

If needed, "VRC" and "VIQC" are appropriate abbreviations.

"VEX U" should never be abbreviated.

Examples of appropriate uses of abbreviations would be:

- Team names
- File Names
- Promotional materials

When used in body copy, the full competition name must be spelled out in its first appearance.

Example: "Each year, teams participating in the VEX Robotics Competition design a robot to play a brand new game. This year's VRC game looks like the most exciting one yet!"

When possible, game names should include their associated program. Abbreviations are acceptable.

Correct: "VRC Spin Up", "VEX IQ Competition Slapshot"

Incorrect: "Spin Up", "Slapshot IQ"

The VEX Competition season's culminating event should always be referred to as the "VEX Robotics World Championship" in material which will be viewed by an outside audience.

Con conversationally and within the community this event may also be referred to as "VEX Worlds". However, the full name should be used whenever possible.

Incorrect: VEX World, VEX IQ Worlds, VEX Championship

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.

VEX Competition Program Introduction

The VEX Competition family consists of the following three programs operated by the Robotics Education & Competition Foundation:

VEX IQ Competition

The VEX IQ Competition is a robotics competition for elementary & middle school students (aged 8-14). Each year, VIQC participants design a robot to solve an engineering challenge presented in the form of game. These robots are built using the VEX IQ snap-together robotics construction platform. Teams can compete in individual Programming or Robot Skills trials or partner up with other teams in the Teamwork Challenge. Teams can also elect to participate in the STEM Research Project, an annual themed project that consists of a written or media presentation.



VEX Robotics Competition

The VEX Robotics Competition is a competition for middle & high school students (aged 11-18). Participants design a robot using the VEX V5 metal robotics construction platform to solve an engineering challenge presented in the form of game. Standard VRC matches follow a 2v2 format, though teams can also compete in individual Programming or Robot Skills trials.



VEX U Robotics Competition

The VEX U Robotics Competition is a version of the VEX Robotics Competition that has been modified for collegiate / university students. Teams build one robot using the VEX V5 platform to solve an engineering challenge presented in the form of a game. Each year's VEX U Robotics Competition game is typically similar in structure and rules to its corresponding VEX Robotics Competition game. However, a larger emphasis is placed on programming, sensors, and advanced build techniques such as 3D printing.



Note: The versatility of the VEX V5 and VEX IQ platforms have enabled a number of other educational robotics competitions to thrive using VEX control systems or components. These competitions (such as BEST Robotics) should refer to VEX Style Guides when applicable, such as copy guidelines for spelling out part names. However, these competitions are NOT part of the official VEX Competition programs listed above and are therefore neither bound by the VEX Competition-specific style rules nor permitted to use the VEX Competition-specific assets found in this guide.



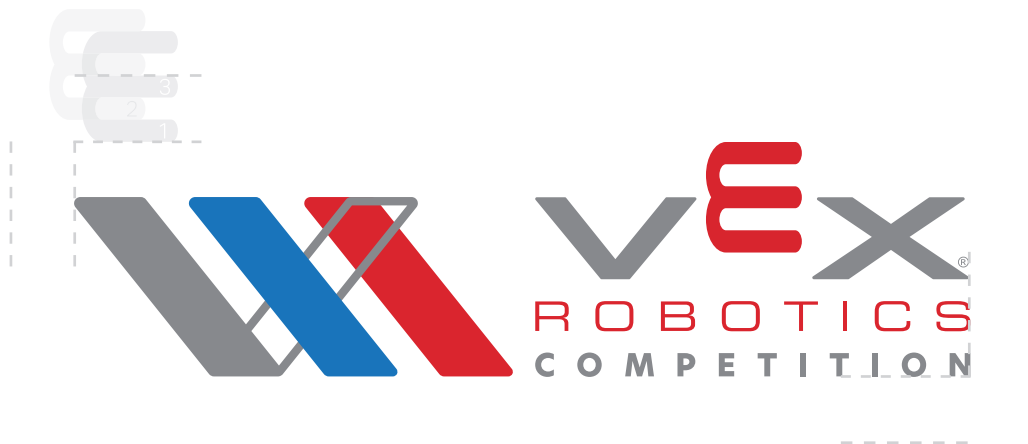
SECTION 1

Logo Spacing 1.0

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



When the VEX Robotics Competition logo and related assets are 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.

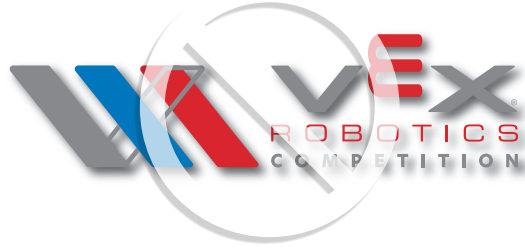


Logo Usage 1.1

The VEX Robotics Competition logo should never be altered, edited, animated or colored in a manner not recommended in this guide. This includes additional visual effects like drop shadows and gradients.



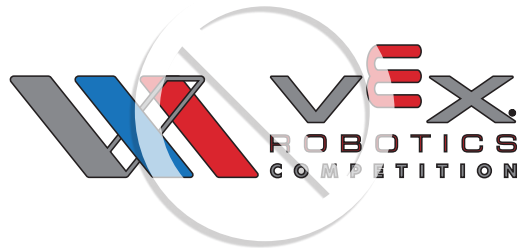
DO NOT add drop shadows.



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



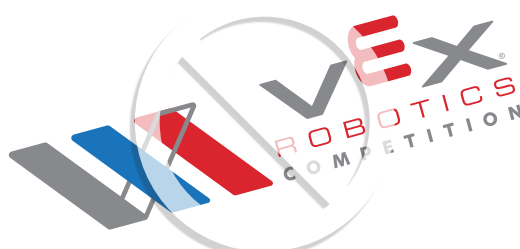
DO NOT use outlines.



DO NOT use gradients.



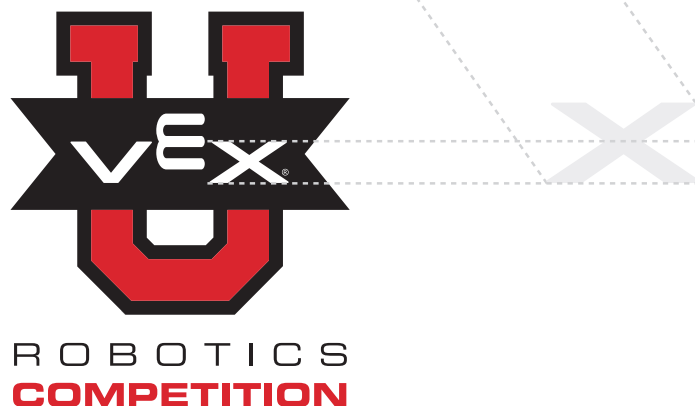
DO NOT rotate.



Multiple Logos 1.2

Since there are multiple robotics platforms and various VEX branded assets represented within the VEX Competitions 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. The VEX U Robotics Competition logo is sized so that the "X" is half the height of the "X" in the full VEX logo.



Logo Colors 1.3

The VEX Robotics Competition logo should be shown in its two color palette wherever possible and only on white or black backgrounds.

PMS Cool Gray 8 C	
CMYK	
(44, 34, 29, 10)	
RGB	
(136, 139, 141)	
HTML	
888B8D	
PMS 1795 C	
CMYK	
(0, 96, 82, 1)	
RGB	
(210, 39, 48)	
HTML	
D22730	
PMS 3005 C	
CMYK	
(100, 35, 0, 2)	
RGB	
(0, 119, 200)	
HTML	
0077C8	



There are instances when the VEX Robotics Competition 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.

VEX Light Gray	
CMYK	
(0, 0, 0, 50)	
RGB	
(147, 149, 151)	
HTML	
939597	
Black	
CMYK	
(0, 0, 0, 100)	
RGB	
(0, 0, 0)	
HTML	
000000	



Secondary Colors 1.4

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



The VEX Robotics Competition logo should be white when displayed one color, such as on blue or gray backgrounds.



The VEX Robotics Competition logo should be white or black when displayed one color on a background that is visually incompatible with PMS 1795 C red or 3005 C blue, such as orange or pink.



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

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



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



X DO NOT use a single color logo on a visually incompatible background such as dark gray.

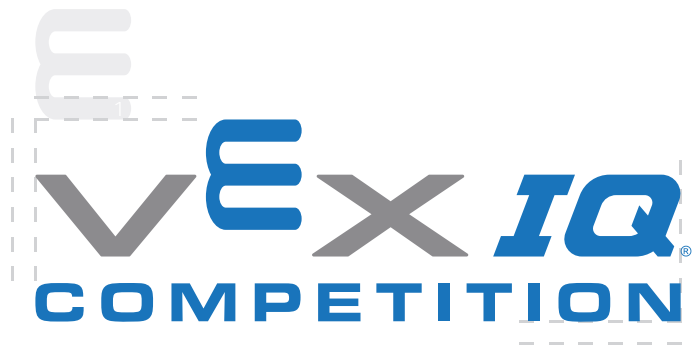


vex ***IQ***[®] **COMPETITION**

SECTION 2

Logo Spacing 2.0

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



Logo Spacing 2.0

When the VEX IQ Competition logo and related assets are 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 2.1

The VEX IQ Competition logo and related assets should never be altered, edited, animated or colored in a manner not recommended 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.



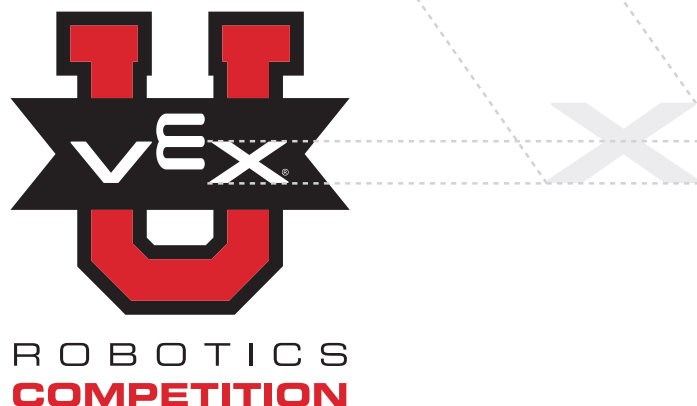
X DO NOT rotate.



Multiple Logos 2.2

Since there are multiple robotics platforms and various VEX branded assets represented within the VEX Competitions 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. The VEX U Robotics Competition logo is sized so that the "X" is half the height of the "X" in the full VEX logo.



Logo Colors 2.3

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



There are instances when the VEX IQ Competition 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.

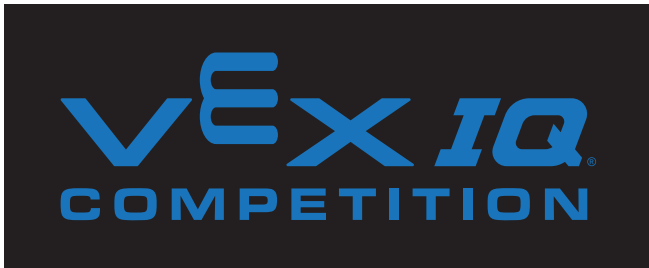


Secondary Colors 2.4

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



The VEX IQ Competition logo should be PMS 3005 C blue when displayed one color, such as on black or gray backgrounds.



The VEX IQ Competition logo should be white or black when displayed one color on a background that is visually incompatible with PMS 3005 C blue, such as purple or green.



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

The VEX IQ Competition logo should be white when on a blue background.



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



X DO NOT use a PMS 3005 C logo on a visually incompatible background such as green.





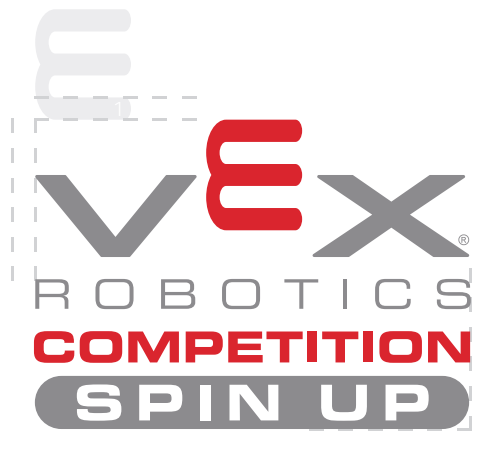
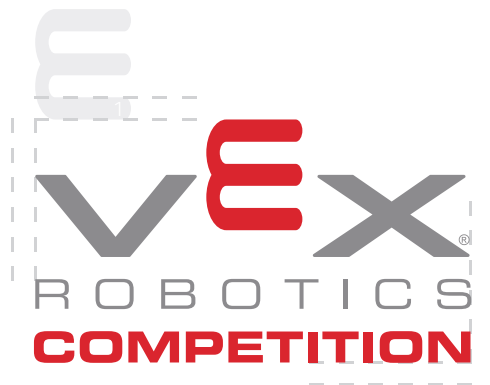
ROBOTICS

COMPETITION

SECTION 3

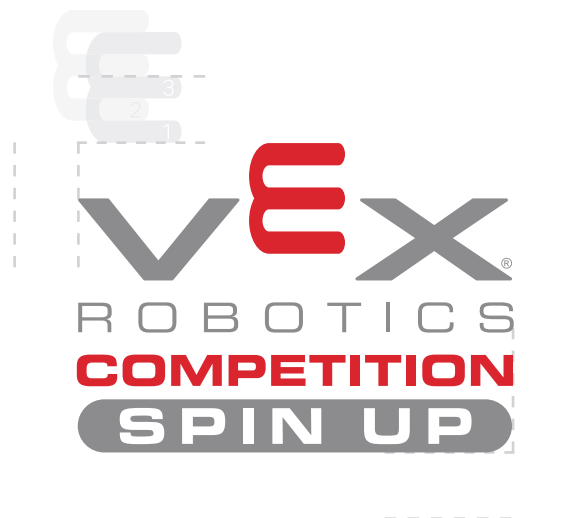
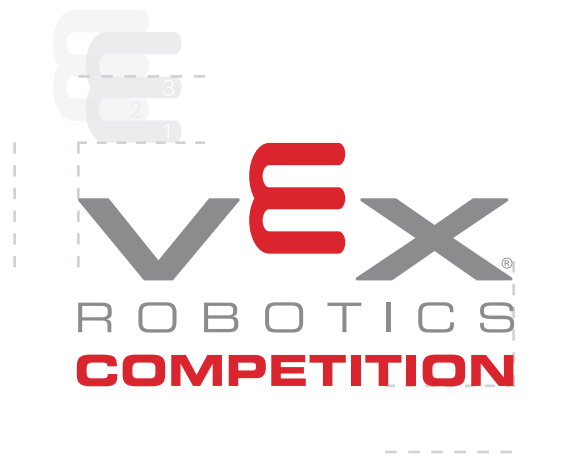
Logo Spacing 3.0

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



Logo Spacing 3.0

When the VEX Robotics Competition logo and related assets are 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.



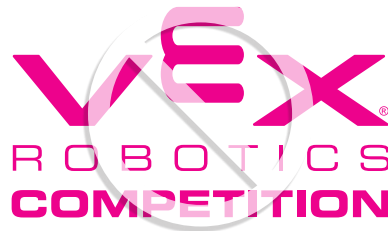
Logo Usage 3.1

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

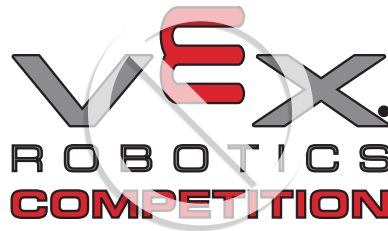
X DO NOT add drop shadows.



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



X DO NOT use outlines.



X DO NOT use gradients.



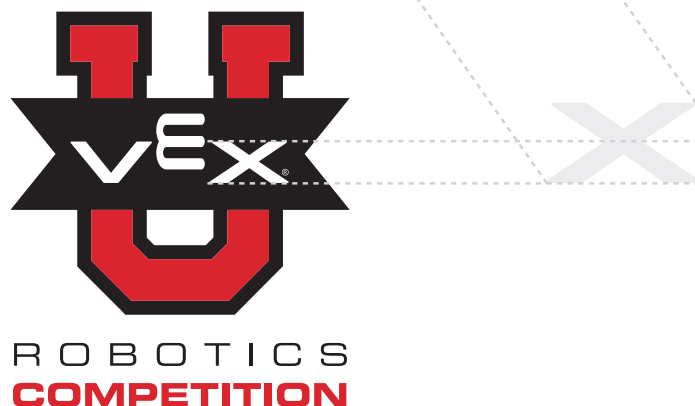
X DO NOT rotate.



Multiple Logos 3.2

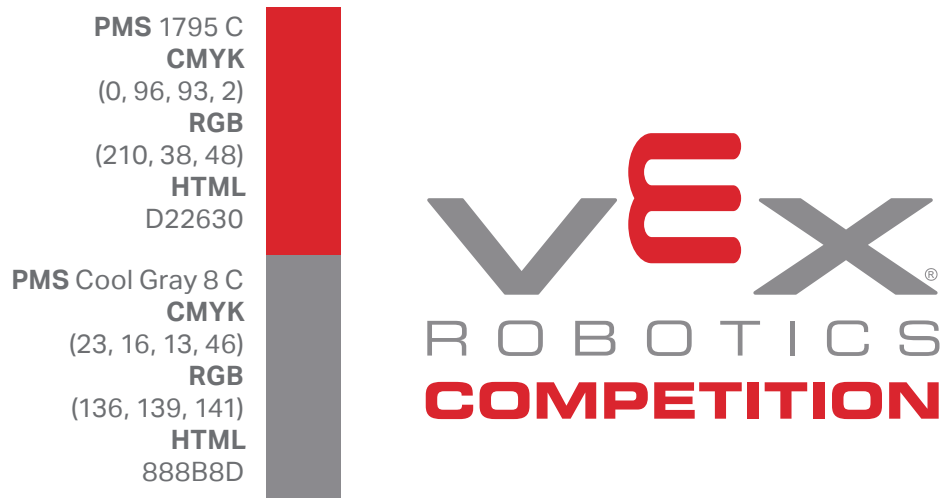
Since there are multiple robotics platforms and various VEX branded assets represented within the VEX Competitions brand, there are instances when multiple VEX brand logos will be used together in marketing, web or print executions. Here are some guidelines for those instances.

The VEX logos should always be sized equally, and the "E" should be used to universally size all logos. The VEX U Robotics Competition logo is sized so that the "X" is half the height of the "X" in the full VEX logo.

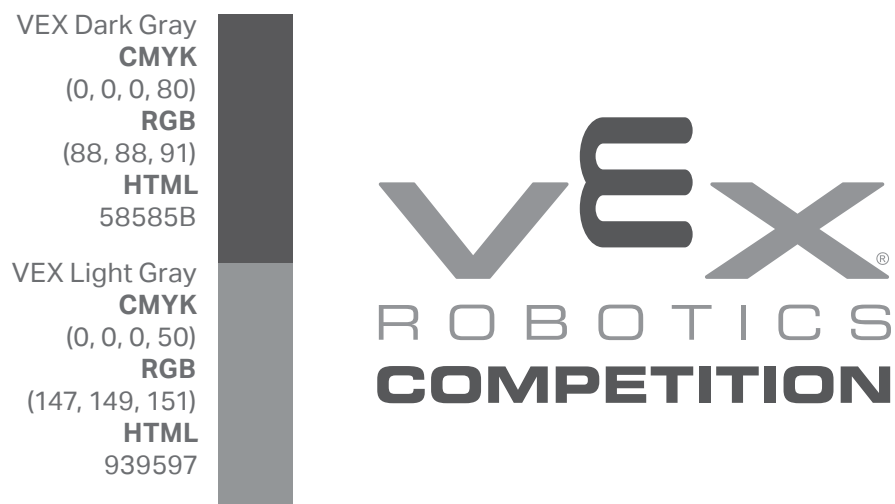


Logo Colors 3.3

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

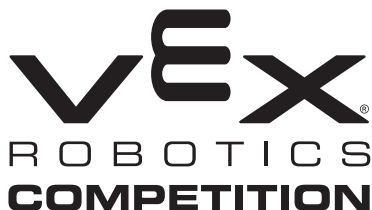


There are instances when the VEX Robotics Competition logo needs to be reproduced in grayscale. This should be relegated to print reproduction only. This grayscale option should never be used in an RGB color space or a print document that is two or more print colors.

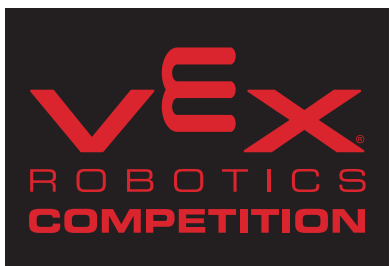


Secondary Colors 3.4

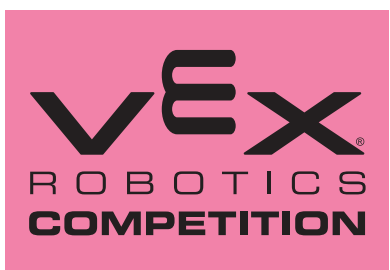
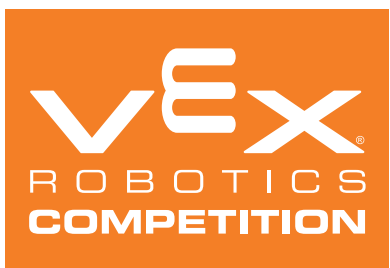
There are layouts where the preferred two color palette will not work. Here are secondary color options that can be used.



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

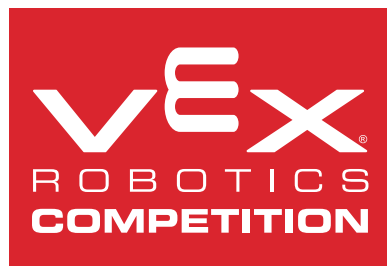


The VEX Robotics Competition logo should be white or black when displayed one color on a background that is visually incompatible with PMS 1795 C red, such as yellow or pink.



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

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



The VEX Robotics Competition 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.



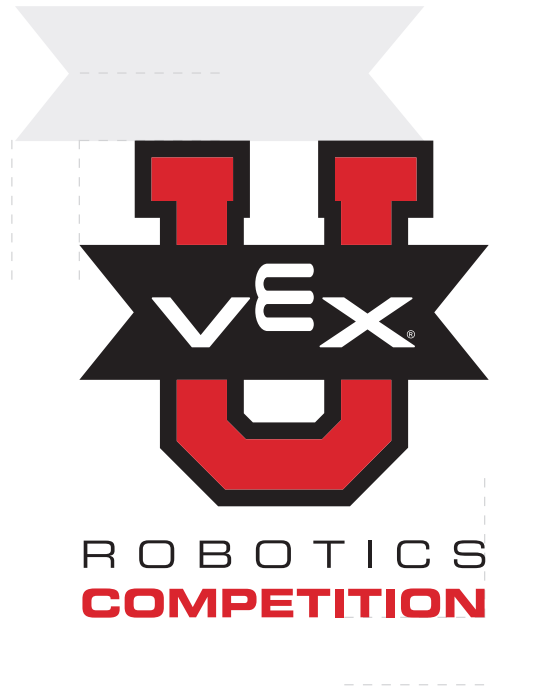


ROBOTICS
COMPETITION

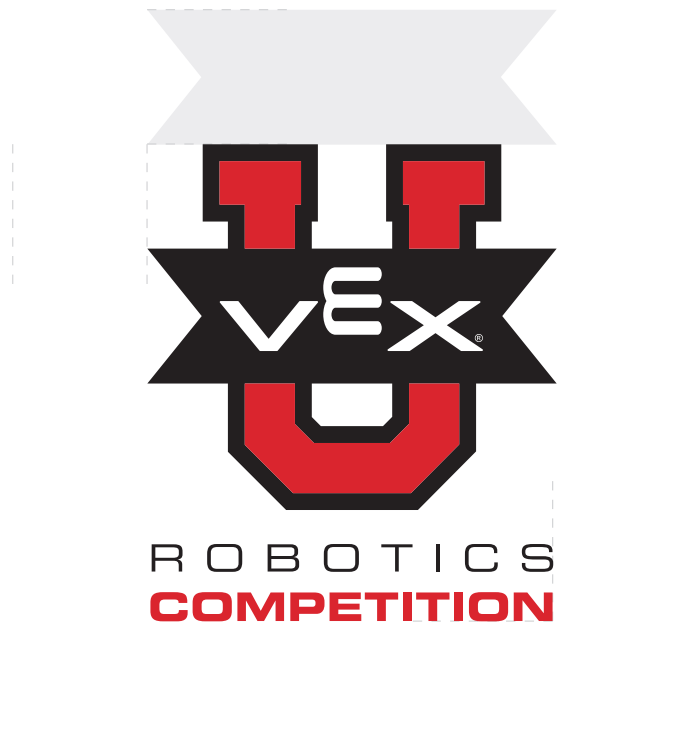
SECTION 4

Logo Spacing 4.0

The VEX U Robotics Competition logo must have a visible space between it and all other design elements. The proper minimal spacing is half the height of the banner from the VEX U Robotics Competition logo.



The VEX U Robotics Competition 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 the full height of the banner form the VEX U Robotics Competition logo.



Logo Usage 4.1

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



DO NOT add drop shadows.



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



DO NOT use outlines.



DO NOT use gradients.



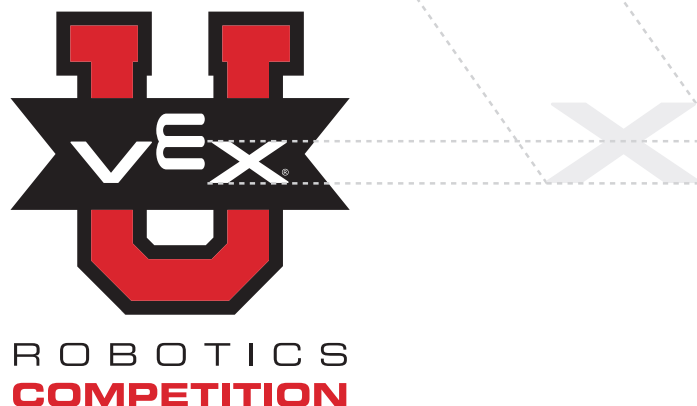
DO NOT rotate.



Multiple Logos 4.1

Since there are multiple robotics platforms and various VEX branded assets represented within the VEX Competitions 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. The VEX U Robotics Competition logo is sized so that the "X" is half the height of the "X" in the full VEX logo.



Logo Colors 4.3

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

PMS	1795 C
CMYK	(0, 96, 93, 2)
RGB	(210, 38, 48)
HTML	D22630
Black	
CMYK	(0, 0, 0, 100)
RGB	(0, 0, 0)
HTML	000000



There are instances when the VEX U Robotics Competition 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.

VEX Dark Gray	
CMYK	(0, 0, 0, 80)
RGB	(88, 88, 91)
HTML	58585B
Black	
CMYK	(0, 0, 0, 100)
RGB	(0, 0, 0)
HTML	000000



Secondary Colors 4.4

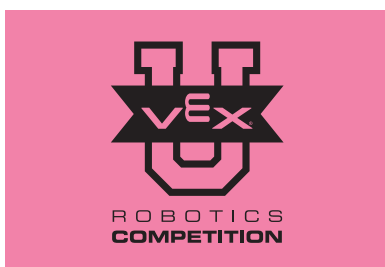
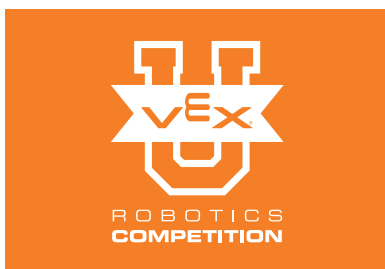
There are layouts where the preferred two color palette will not work. Here are secondary color options that can be used.



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

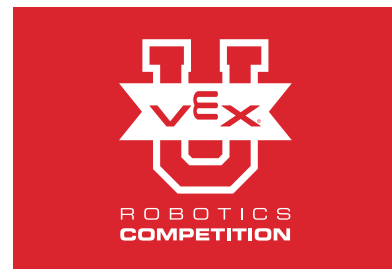


The VEX U Robotics Competition logo should be white or black when displayed one color on a background that is visually incompatible with PMS 1795 C red, such as orange or pink.



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

The VEX U Robotics Competition logo should be white when on a red background.



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



✗ DO NOT use a single color logo on a visually incompatible background such as dark gray.



TYPE

SECTION 5



The VEX Robotics Competition 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

The VEX Robotics Competition brand uses various weights of New Hero as a display font for event, marketing, editorial content. Below are samples of what can be used, but all weights of this font may be used.

New Hero Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

New Hero Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

New Hero Super

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

