The VEX Competition Style Guide is designed to help anyone create “on brand” promotional, marketing, or web content for 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 assets are represented correctly, but also lends legitimacy to the message, promotion, or content that you have created within the VEX Competition community.
# Table of Contents

## Section 1
### VEX Robotics Competition
- Logo spacing - 1.0
- Avoid mistakes - 1.1
- Logo usage - 1.2
- Usage examples - 1.3
- Logo colors - 1.4
- Secondary colors - 1.5
- Multiple logos - 1.6
- Usages - 1.7
- Assets - 1.8

## Section 2
### VEX U
- Logo spacing - 2.0
- Avoid mistakes - 2.1
- Logo usage - 2.2
- Usage examples - 2.3
- Logo colors - 2.4
- Secondary colors - 2.5
- Multiple logos - 2.6
- Usages - 2.7
- Assets - 2.8
Section 3
VEX IQ Challenge
  - Logo spacing - 3.0
  - Avoid mistakes - 3.1
  - Logo usage - 3.2
  - Usage examples - 3.3
  - Logo colors - 3.4
  - Secondary colors - 3.5
  - Multiple logos - 3.6
  - Usages - 3.7
  - Assets - 3.8

Section 4
VEX Worlds
  - Logo spacing - 4.0.1 - 4.0.4
  - Avoid mistakes - 4.1
  - Logo usage - 4.2
  - Usage examples - 4.3
  - Logo colors - 4.4
  - Secondary colors - 4.5
  - Multiple logos - 4.6
  - Assets - 4.7

Section 5
VEX Worlds 10 Year Anniversary
  - Logo spacing - 5.0.1
  - Avoid mistakes - 5.1
  - Logo usage - 5.2
  - Usage examples - 5.3
  - Logo colors - 5.4
  - Secondary colors - 5.5
  - Multiple logos - 5.6

Section 6
Type - 6.0
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 Competitions should be used when referring to multiple programs as a collective group (ex: the VEX IQ Challenge and the VEX Robotics Competition are both VEX Competitions). Refer to the VEX EDR 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 EDR and VEX IQ style guides for their specific guidelines.

The official names for the competitions are the “VEX Robotics Competition”, the “VEX IQ Challenge”, and “VEX U”. When possible, full program names should always be spelled out. Incorrect: VEX EDR Competition, VEX Robotics Competition, VEX College Challenge, VEX Robotics Challenge, VEX IQ Competition, VEX IQ Competition.

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 Nothing But Net”, “VEX IQ Challenge Add it Up” Incorrect: “Bank Shot”, “Bank Shot 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. Conversationally and within the community this event may also be referred to as “VEX Worlds” however the full name should be used wherever possible. Incorrect: VEX World, VEX IQ Worlds, VEX Championship. Incorrect: VEX World, VEX IQ Worlds, VEX Championship.

One can use the term “VEX Competitions” when referring to multiple programs as a collective group (ex: the VEX IQ Challenge and the VEX Robotics Competition are both VEX Competitions).
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 marketing@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 Challenge**
The VEX IQ Challenge 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 EDR 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**
VEX U is a version of the VEX Robotics Competition that has been modified for collegiate / university students. Teams build one robot using the VEX EDR platform to solve an engineering challenge presented in the form of a game. Each year’s VEX U 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 EDR 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 (such as the VEX Worlds gear logo).
Logo spacing

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.
Avoid mistakes

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.

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.
In marketing applications, the VEX Robotics Competition logo and related assets should never be split apart.

VEX Robotics Competition logo can be used “stacked” as shown here.

VEX Robotics Competition logo can be used “landscape” as shown here.

VEX Robotics Competition logo can be used “landscape” as shown here with sponsors.

The VEX Robotics Competition logo should never be split up or altered to accommodate a design.
Usage examples

When used with photo or graphical assets, the VEX Robotics Competition logo can be used stacked in a vertical layout or landscape in a horizontal layout. The VEX Robotics Competition logo should never be split up or altered to accommodate a design.

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

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

PMS Cool Gray 8 C
CMYK
(23, 16, 13, 46)
RGB
(136, 139, 141)
HTML
888B8D

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 Dark Gray
CMYK
(0, 0, 0, 80)
RGB
(88, 88, 91)
HTML
58585B

VEX Light Gray
CMYK
(0, 0, 0, 50)
RGB
(147, 149, 151)
HTML
939597
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 Robotics Competition logo should be shown in one color only when limited imprinting is necessary.

The VEX Robotics Competition logo should be PMS 1795 C red when displayed one color on any background besides red.

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

The VEX “E” should be used to universally size all logos.

The VEX U logo is sized so that the “X” is half the height of the “X” in the full VEX logo.
Usages 1.7

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.

Proper “E” spacing should be used around the perimeter of all logos.
The VEX EDR gear patterns are intended to add visual interest and communicate that this is an engineering-based product and event.

When the VEX EDR gear patterns are utilized within the VEX Competitions branding they should always be 100% opacity of white or PMS 1795 C.

VEX EDR gear pattern asset 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.

The VEX EDR gear patterns should be white when on a red background.

If VEX EDR gear patterns are visually combined be sure they do not create non-working gear patterns.

Here is an example of a non-working gear pattern. If powered, these gears would “lock up” and not move.

When combining VEX EDR gear patterns, make sure the gear teeth mesh without overlapping.

PMS 1795 C
CMYK
(0, 96, 93, 2)
RGB
(210, 38, 48)
HTML
D22630
Logo spacing

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

When the VEX U 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 from the VEX U logo.
Avoid mistakes

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.
Logo usage 2.2
In marketing applications, the VEX U logo should never be split apart.

Usage examples 2.3
When used with photo assets the VEX U logo should never be split up or altered to accommodate a design.

Proper banner spacing should be used around the perimeter of the logo.

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

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

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

The VEX U logo should be PMS 1795 C red and white when displayed on a black background.

The VEX U logo should be PMS 1795 C red and white when displayed on a red background.

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

The VEX U 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.

DO NOT use a PMS 1795 C red and white logo on a visually incompatible background such as pink.
Multiple logos

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.

The VEX “E” should be used to universally size all logos.

The VEX U logo is sized so that the “X” is half the height of the “X” in the full VEX logo.
Here are some examples of how a multi-branded marketing piece should be executed in regards to logo scale.

Proper banner spacing should be used around the perimeter of the logo.

The VEX U Stripes can only be used in a vertical orientation or rotated 45° as shown.
The stripe pattern is used only with the VEX U brand to add visual interest and communicate that this is a collegiate level competition.

The VEX U stripes can be used in various ways and on different background colors. Here are some guidelines that should be followed.

- **PMS 1795 C**: CMYK (0, 96, 93, 2) RGB (210, 38, 48) HTML D22630
- **10K**: CMYK (0, 0, 0, 10) RGB (136, 139, 141) HTML 8888BD
- **White**: CMYK (0, 0, 0, 0) RGB (230, 231, 232) HTML 000000
- **PMS Cool Gray 8 C**: CMYK (23, 16, 13, 46) RGB (136, 139, 141) HTML 8888BD

Example with PMS Cool Gray 8 C on white or PMS 1795 C background.
Example with 10K "Screen" blending mode, 20% opacity on PMS 1795 C background.
Example with white on PMS 1795 C background.
Logo spacing

The VEX IQ Challenge logo 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 IQ Challenge 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.
Avoid mistakes

The VEX IQ Challenge logo 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.

- **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.**
Logo usage 3.2

In marketing applications, the VEX IQ Challenge logo should never be split apart.

Usage examples 3.3

When used with photo or graphic assets the VEX IQ Challenge logo should never be split up or altered to accommodate a design.

Proper “E” spacing should be used around the perimeter the logo.

The VEX IQ Challenge logo should never be split up or altered to accommodate a design.
Logo colors

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

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

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

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

The VEX IQ Challenge logo should be PMS 3005 C blue when displayed one color on any background besides blue.

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

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

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

DO NOT use a PMS 3005 C logo on a visually incompatible background such as pink.
Multiple logos

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.

The VEX “E” should be used to universally size all logos.

The VEX U logo is sized so that the “X” is half the height of the “X” in the full VEX logo.
Usages 3.7

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.

Proper “E” spacing should be used around the perimeter of all logos.
The VEX IQ gear patterns are intended to add visual interest and communicate that this is an engineering-based product and event.

When the VEX IQ gear patterns are utilized within the VEX Competitions branding they should always be 100% opacity of white or PMS 3005 C.

VEX IQ gear pattern asset 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.

The VEX IQ gear patterns should be white when on a blue background.
Logo spacing 4.0.1

The VEX Robotics World Championship Date logo is intended for communication to the public, media and any other public facing application. This logo must have a visible space between it and all other design elements. The proper minimal spacing is the height of the “E” crossbar from the full VEX logo.
When the VEX Robotics World Championship Date 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 spacing

The VEX Worlds Date logo is intended for communication within events, and within the educational robotics community. This logo must have a visible space between it and all other design elements. The proper minimal spacing is the height of the “E” crossbar from the full VEX logo.
When the VEX Worlds Date 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 spacing

The VEX Robotics World Championship logo is intended for “evergreen,” non-dated communication to the public, media and any other public facing application. This logo must have a visible space between it and all other design elements. The proper minimal spacing is the height of the “E” crossbar from the full VEX logo.
When the VEX Robotics World Championship 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 spacing 4.0.4

The VEX Worlds logo is intended for "evergreen," non-dated communication within events, and within the educational robotics community. This logo must have a visible space between it and all other design elements. The proper minimal spacing is the height of the “E” crossbar from the full VEX logo.
When the VEX Worlds 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.
Avoid mistakes

The VEX Worlds logos 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.
Logo usage

In marketing applications, the VEX Worlds logo should never be split apart.

VEX Worlds logos can be used “stacked” as shown here.

VEX Worlds logos can be used “landscape” as shown here.
Usage examples

When used with photo or graphic assets the VEX Worlds logos can be used stacked in a vertical layout or landscape in a horizontal layout. The VEX Worlds logos should never be split up or altered to accommodate a design.

Proper “E” spacing should be used around the perimeter the logo.

The VEX Worlds logos should never be split up or altered to accommodate a design.

Proper “E” spacing should be used around the perimeter of both logos.
Logo colors

The VEX Worlds logos should be shown in their two color palette wherever possible and only on white backgrounds.

There are instances when the VEX Worlds logos need 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 Worlds logos should be shown in one color only when limited imprinting is necessary.

- The VEX Worlds logos should be PMS 1795 C red when displayed one color on any background besides red.
- The VEX Worlds logos should be white when on a red background.
- The VEX Worlds logos should be white when placed over a dark, multi-colored background.
- The VEX Worlds logos 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.

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

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.

The VEX “E” should be used to universally size all logos.

The VEX U logo is sized so that the “X” is half the height of the “X” in the full VEX logo.
Assets

The VEX Worlds assets are used only with the VEX Worlds brand to add visual interest and communicate that this is a global event. The VEX Worlds brand 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.

The VEX Worlds gear logos can be used in various ways and on different background colors. Here are some guidelines that should be followed.

When used in conjunction with different VEX Competition brands, the VEX Worlds gear color should match.

Example of VEX Robotics Competition coloring.

Example of VEX IQ Challenge coloring.

Example of Neutral coloring for when multiple VEX Competition brands are present.

Example of Neutral coloring on a colored background for when multiple VEX Competition brands are present. In this instance the background colors match the VEX Competition brands.
The VEX Worlds Globe logo can be used in various ways and on different background colors. Here are some guidelines that should be followed.

When used in conjunction with different VEX Competition brands, the VEX Worlds Globe color should match.

The VEX Worlds Wide Globe logo cannot be rotated.

The VEX Worlds Wide Globe logo cannot be recolored or placed on any color background besides white.
The VEX Worlds Robot logo should only be used in marketing to the general public outside of the event venue. Here are some guidelines that should be followed.

The VEX Worlds Robot asset can only be used in two colors.

Example of VEX Worlds Robot coloring on white background.

Example of VEX Worlds Robot coloring on red background.

Example of VEX Worlds Robot colored 1795 C red on a white background.

#VEXworlds

WELCOME TO
Louisville

COME SEE OVER
1,400 ROBOTS COMPETE

April XXXX - XX.XX
AT THE KENTUCKY EXPOSITION CENTER

2017
Example of the VEX Worlds Globe logo in white with "Screen" blending mode, 20% opacity on PMS 1795 C background.

Example of the VEX Worlds Globe logo in white with "Screen" blending mode, 20% opacity on PMS 3005 C background.

Example of the VEX IQ gear pattern combined with the VEX Worlds gear logo in white on PMS 3005 C background.
Style Guide
Section 5
Logo spacing 5.0.1

The VEX Robotics World Championship 10 Year Anniversary logo is intended for communication to the public, media and any other public facing application. This logo must have a visible space between it and all other design elements. The proper minimal spacing is the height of the “E” from the full VEX logo.
When the VEX Robotics World Championship 10 Year Anniversary 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 DOUBLE the height of the “E” from VEX.
Avoid mistakes

The VEX Robotics World Championship 10 Year Anniversary logo 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.

- 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.
Logo usage 5.2

There are two different color borders for the VEX Robotics World Championship 10 Year Anniversary logo. Please see the usage criteria as it pertains to each logo below.

The gray border versions of the logo should be used in marketing of this milestone in print, web and social media applications where applicable.

The red border versions of the logo can be used within the competition event where a more dramatic emphasis is needed, in such usages as signage, broadcast media, and event apparel.
There are three different layouts for the VEX Robotics World Championship 10 Year Anniversary logo. Please see the usage criteria as it pertains to each logo below.

1. The VEX Robotics World Championship 10 Year Anniversary logo with gears, should be used where the mention of key event partners is not necessary or where key event partner logos are prominently displayed in proximity to the logo and it would be visually redundant.

2. The VEX Robotics World Championship 10 Year Anniversary logo with REC Foundation, should be used where the mention of both key event partners is not necessary or where the event partner Northrop Grumman is prominently displayed in proximity to the logo and it would be visually redundant.

3. The VEX Robotics World Championship 10 Year Anniversary logo with the mention of both key event partners, Northrop Grumman and the REC Foundation, should be used where the mention of both key event partners is necessary.
The red border versions of the logo can be used within the competition event where a more dramatic emphasis is needed, in such usages as signage, broadcast media, and event apparel.

The gray border versions of the logo should be used in marketing of this milestone in print, web and social media applications where applicable.

Logo colors

The VEX Robotics World Championship 10 Year Anniversary logo should be shown in its two color palette wherever possible and only on white backgrounds.
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 Robotics World Championship 10 Year Anniversary logos should be shown in one color only when limited imprinting is necessary.

- The VEX Robotics World Championship 10 Year Anniversary 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 World Championship 10 Year Anniversary logo should be white when placed over a dark, multi-colored background.
- The VEX Robotics World Championship 10 Year Anniversary logos should be white when on a red or gray background.
- The VEX Robotics World Championship 10 Year Anniversary logo should be PMS 1795 C red when displayed one color on any background besides red.

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

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.

The VEX “E” should be used to universally size all logos.

The VEX Robotics World Championship logos is sized so that the numeral “10” is the height of the “X” in the full VEX logo.
The VEX Competitions brand primarily uses two typefaces for marketing and editorial applications, Eurostile and Aktiv Grotesk.

**Eurostile Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Eurostile Regular Oblique**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Eurostile Medium**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Eurostile Medium Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Eurostile Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Eurostile Extnd Medium**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Eurostile Extnd Black**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```
Aktiv Grotesk Hairline
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk XBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
The VEX Competitions brand has a serif typeface for longer form documents to aid in readability. This should be used for text heavy documents like contracts, research reports and any other non-marketing instance where needed. Guides and instructions should always use the sans-serif typeface Eurostile and Aktiv Grotesk.

**Garamond Pro Regular**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

**Garamond Pro Bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

**Garamond Pro Italic**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

**Garamond Pro Bold Italic**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0