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

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Copy rules

One of the important (but often overlooked) aspects of VEX brand management is the usage of VEX EDR 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 EDR”
Incorrect: “Vex,” “VEX RDS,” “VEX Educational Robotics”
VEX is not an acronym.
EDR is not an acronym.

“VEX ARM® Cortex®- based Microcontroller”
Incorrect: “Brain,” “Cortex,” “Controller”
“Microcontroller” is acceptable for colloquial use, so long as the context distinguishes it from the PIC Microcontroller.

“VEXnet Joystick”
Incorrect: “Controller,” “Gamepad,” “Joystick,” “Remote Control”
Also incorrect: “VexNet,” “VEXNET,” “VEXnet”

Never “Metal VEX,” “original VEX,” “old-style 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.
The VEX EDR 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 EDR 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 EDR 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

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

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

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

Proper “E” spacing should be used around the perimeter of both logos when in “landscape” orientation.

Landscape logos should be aligned along baseline.
Usage examples

When used with photo assets the VEX EDR logo can be used stacked in a vertical layout or side by side in a horizontal layout. The VEX EDR logo should never be split up or altered to accommodate a design.

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

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

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

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

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

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

Since there are three 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.

The VEX “E” should be used to universally size all logos.
Here are some examples of how a multi-branded marketing piece should be executed in regards to logo scale.

Proper “E” spacing should be used around the perimeter of all logos.

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

Proper “E” spacing should be used around the perimeter of all logos.
Tag line

The VEX EDR tag line is designed to sum up the VEX EDR experience. The tag line can be placed as the closing statement to any marketing piece.

Tag line is typeset with Bell Gothic Standard Bold. Kerning should be set to “Optical” in graphics program(s).

Think. Create. Build. Amaze. VEX.

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

Tag line can be white when reversed out of PMS 1795 C red.

Think. Create. Build. Amaze. VEX.

When tag line is used in conjunction with the VEX EDR logo, use a uppercase “T” from “Think” measuring from the baseline to the bar of the “E” graphic.

Think. Create. Build. Amaze. VEX.

When the tag line is directly adjacent to the VEX EDR logo it should be centered underneath respecting the logo’s space requirements and properly scaled.
The VEX EDR tag line is designed to sum up the VEX EDR experience. The tag line can be placed as the closing statement to any marketing piece.

If logo and tag line are separated but positioned on the same side of the layout, they should be aligned.

Think. Create. Build. Amaze. VEX.

The tag line does not have “E” spacing requirements unless adjacent to the VEX EDR logo.
The VEX EDR brand primarily uses two typefaces for marketing and editorial content: Bell Gothic Std and Aktiv Grotesk.

**Bell Gothic Std Light**

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

**Bell Gothic Std 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

**Bell Gothic Std Black**

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

Aktiv Grotesk Hairline

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

Aktiv Grotesk Light

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

Aktiv Grotesk Medium

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
The VEX EDR 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 typefaces Bell Gothic Std and Aktiv Grotesk.

Garamond Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Editorial type

The use of editorial type is an integral part of VEX EDR branding. It communicates its message clearly and has an identifiable visual rhythm. When setting editorial type for catalogs, web, or other marketing materials, there are a few guidelines that should be used.

Two weights of Bell Gothic Std are used in setting Editorial type.

When setting type for VEX EDR Editorial text, a 70% tint of Black should be used.

70K (Black)
CMYK (0, 0, 0, 70)
RGB (109, 110, 113)
HTML 6D6E71

Headline,
Bell Gothic Std Bold

Sub-head,
Bell Gothic Std Bold

Body text,
Bell Gothic Std Light

Type color is 70K on all copy, unless it over a non-white background. In instances where a colored background is used, all type should be 100K (Black) or solid white.
When setting Editorial text, start with the HEADLINE and size the SUBHEAD and BODY copy using those proportions as a guide.

**SUBHEAD sizing**
To determine the size of the SUBHEAD text, scale a SUBHEAD text uppercase “E” measuring from the cap height to the baseline until it spans the distance of the middle bar to the lower arm of a HEADLINE uppercase “E”.

**BODY sizing**
To determine the size of the BODY text, scale a BODY text lowercase “a” measuring from the x-height to the baseline until it spans the distance within the middle bar to the lower arm of a SUBHEAD uppercase “E”.

**SUBHEAD spacing**
To determine visual distance of SUBHEAD text from the HEADLINE text, use the distance from the cap height to the middle bar of a SUBHEAD uppercase “E” to measure from the baseline of the HEADLINE to the cap height of the SUBHEAD.

**BODY spacing**
To determine visual distance of BODY text from the SUBHEAD text, use the distance from the cap height to the middle bar of a SUBHEAD uppercase “E” to measure from the baseline of the SUBHEAD to the x-height of the BODY.

EXAMPLE of scaled versions for the same text.
Advertising 4.0

There is a style that should be used when promoting VEX EDR products. The goal is to create a branded voice that, even at a glance, communicates that this is an official VEX EDR branded message.
Headline

Advertising

Sub-head Advertising


Set line spacing at -3 of the HEADLINE type size.

Use EDITORIAL Text guidelines (3.1) for HEADLINE, SUB-HEAD and BODY text proportions and spacing.

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Body text line spacing (leading) at “Auto”.

Type color is 70K on all copy, unless it is over a non-white background.

In instances where a colored background is used, all type should be 100K or solid white.

VEX legal disclaimer should be set center justified at 5pt type size and colored 70K.

Whenever appropriate, VEX EDR robots should be accompanied by a VEXnet Joystick.

Vexrobotics.com should be 70K to match editorial type. It also should extend to the trim edge of the advertisement. In advertisements without bleed, the graphic block should extend to the edge of the ad space.

Vexrobotics.com should be the same type size as the VEX EDR tag line.

Please use LOGO space guidelines (1.0) when using the VEX EDR logo in relation to other graphic elements.
Photo use 5.0

When using photos featuring VEX EDR robots, products and/or accessories, it is important that relative scale and proportions are observed.
When sharing the same visual space, photos of VEX robots should share the same relative scale.

Some VEX EDR and VEX IQ gears are the same diameter and tooth count. In this instance, matching the scale of the 60 Tooth gear between the two Clawbots was the best choice.

When sharing the same visual space, photos of VEX EDR parts and accessories should share the same relative scale.

As a rule, find common sized details and scale the photos until they are approximately the same size visually.

When sharing the same visual space, photos of VEX EDR products should share the same camera angle.

As a rule, when VEX EDR product photography is composited to create a new photograph, it should utilize images that were photographed from the same approximate camera angle.

In the below example if all three photos were going to be included in a promotional visual, photos (a) and (c) would be acceptable. However, photo (b) was photographed at a dramatically different angle and would not be acceptable.
The VEX EDR gear patterns are intended to add visual interest and communicate that this is an engineering-based product. When used with marketing related imagery and materials there are specific guidelines that should be observed.
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.

When the VEX EDR gear patterns are utilized within the VEX EDR branding they should always be 20% opacity of PMS 1795 C and only on a white background.

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.

When applying the VEX EDR gear patterns they can underlay photography and tag lines, however they should not underlay the VEX EDR logo.