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

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Copy rules

One of the important (but often overlooked) aspects of VEX brand management is the usage of VEX IQ 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 IQ”
Incorrect: “vexIQ,” “VexIQ,” “Vex Iq,” “VEXiQ”

“Robot Brain”
Incorrect: “Brain,” “Microcontroller”

“Controller”
Incorrect: “Joystick,” “Gamepad”

“Quey”
Incorrect: “quey”

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 IQ 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 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 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 IQ logo should never be split apart.

Usage examples

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

Proper “E” spacing should be used around the perimeter of the logo.
### Logo colors

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

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK</th>
<th>RGB</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>VEX Dark Gray</td>
<td>(0, 0, 0, 80)</td>
<td>(88, 88, 88)</td>
<td>#58585B</td>
</tr>
<tr>
<td>VEX Light Gray</td>
<td>(0, 0, 0, 50)</td>
<td>(147, 149, 151)</td>
<td>#939597</td>
</tr>
<tr>
<td>PMS 3005 C</td>
<td>(100, 31, 0, 0)</td>
<td>(0, 119, 200)</td>
<td>#0077C8</td>
</tr>
<tr>
<td>Cool Gray 8 C</td>
<td>(23, 16, 13, 46)</td>
<td>(136, 139, 141)</td>
<td>#888B8D</td>
</tr>
</tbody>
</table>

There are instances when the VEX IQ 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.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK</th>
<th>RGB</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>The VEX IQ logo</td>
<td></td>
<td>(0, 119, 200)</td>
<td>#0077C8</td>
</tr>
<tr>
<td>PMS Cool Gray 8 C</td>
<td></td>
<td>(136, 139, 141)</td>
<td>#888B8D</td>
</tr>
</tbody>
</table>

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

- The VEX IQ logo should be white when on a blue background.
- The VEX IQ logo should be white when placed over a dark, multi-colored background.
- The VEX IQ 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.
- DO NOT use a PMS 3005 C logo on a visually incompatible background such as pink.
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.

Usages

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.
Tag line

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

Tag line is typeset with Aktiv Hairline. Kerning should be set to “Optical” in graphics program(s).

When tag line is used in conjunction with the VEX IQ logo use an uppercase “F” from “Flexible” measuring from the baseline to the bar of the “E” graphic.

When the tag line is directly adjacent to the VEX IQ logo it should be centered underneath respecting the logo’s space requirements and properly scaled.

When tag line is used in conjunction with the VEX IQ logo use an uppercase “F” from “Flexible” measuring from the baseline to the bar of the “E” graphic.

Tag line usages

The VEX IQ tag line is designed to sum up the VEX IQ 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.

The tag line does not have “E” spacing requirements unless adjacent to the VEX IQ logo.

Tag line can be white when reversed out of PMS 3005 C blue.
The VEX IQ brand primarily uses one typeface for marketing and editorial content, Aktiv Grotesk.

Aktiv Grotesk Hairline
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The VEX IQ 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 typeface 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
The use of editorial type is an integral part of VEX IQ 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.

Three weights of Aktiv are used in setting editorial type.

- **70K (Black)**
  - CMYK: (0, 0, 0, 70)
  - RGB: (102, 110, 113)
  - HTML: \#6D6E71

**Headline, Aktiv Bold**

**Sub-head, Aktiv Regular**

**Body text, Aktiv Light**

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

Type color is 70K on all copy, unless it's over a non-white background. In instances where a colored background is used, all type should be 100K (Black) or solid white.

**EXAMPLE of scaled versions for the same text.**

When setting Editorial text, start with the HEADLINE and size the SUBHEAD and BODY copy using these proportions as a guide.

**SUBHEAD sizing**

To determine the size of the SUBHEAD text, scale a SUBHEAD text lowercase “a” measuring from the x-height to the baseline until it spans the distance of the crossbar to the baseline of a HEADLINE lowercase “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 x-height to the baseline of a SUBHEAD lowercase “a” to measure from the baseline of the HEADLINE to the x-height of the SUBHEAD.

**BODY spacing**

To determine visual distance of BODY text from the SUBHEAD text, use the distance from the top of the bowl to the baseline of a SUBHEAD lowercase “a” to measure from the baseline of the SUBHEAD to the x-height of the BODY.


**Headline, Aktiv Bold**

**Sub-head, Aktiv Regular**

**Body text, Aktiv Light**

Advertising 4.0

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

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

**Headline Advertisement**

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

**Sub-Head Advertisement**

Set line spacing at -2 of the SUB-HEAD type size.


vexiq.com

Graphic block beneath vexiq.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.

vexiq.com should be the same type size as the VEX IQ tag line.

Whenever appropriate, VEX IQ robots should be accompanied by a controller.

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


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

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Photo use

When using photos featuring VEX IQ robots, products and/or accessories, it is important that relative scale and proportions are observed.

Some VEX IQ and VEX EDR 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.

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

As a rule, when VEX IQ 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 (b) would be acceptable. However, photo (c) was photographed at a dramatically different angle and would not be acceptable.
Quey is the official ambassador of VEX IQ. He is primarily applied in conjunction with curriculum and instructions. Here are some guidelines to observe when applying this asset.

For the most up-to-date Quey assets, scan this code or go to vexiq.com/quey-resources

Avoid mistakes

The Quey 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.

- Quey should never be flipped or rotated.
- Quey should never be edited or altered in any way.
- Quey should never be used to promote products, services, companies or non-VEX approved usages.
- Quey should never be shown relative to “photo-real” images. He exists in a 2D, flat graphic world.
The VEX IQ 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.

When the VEX IQ gear patterns are utilized within the VEX IQ branding they should always be 20% opacity of PMS 3005 C and only on a white background.

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.

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

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