

Visual Identity Guidelines

Using this Guide

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

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

Please contact **branding@vex.com** with any questions or to request permission for usage.

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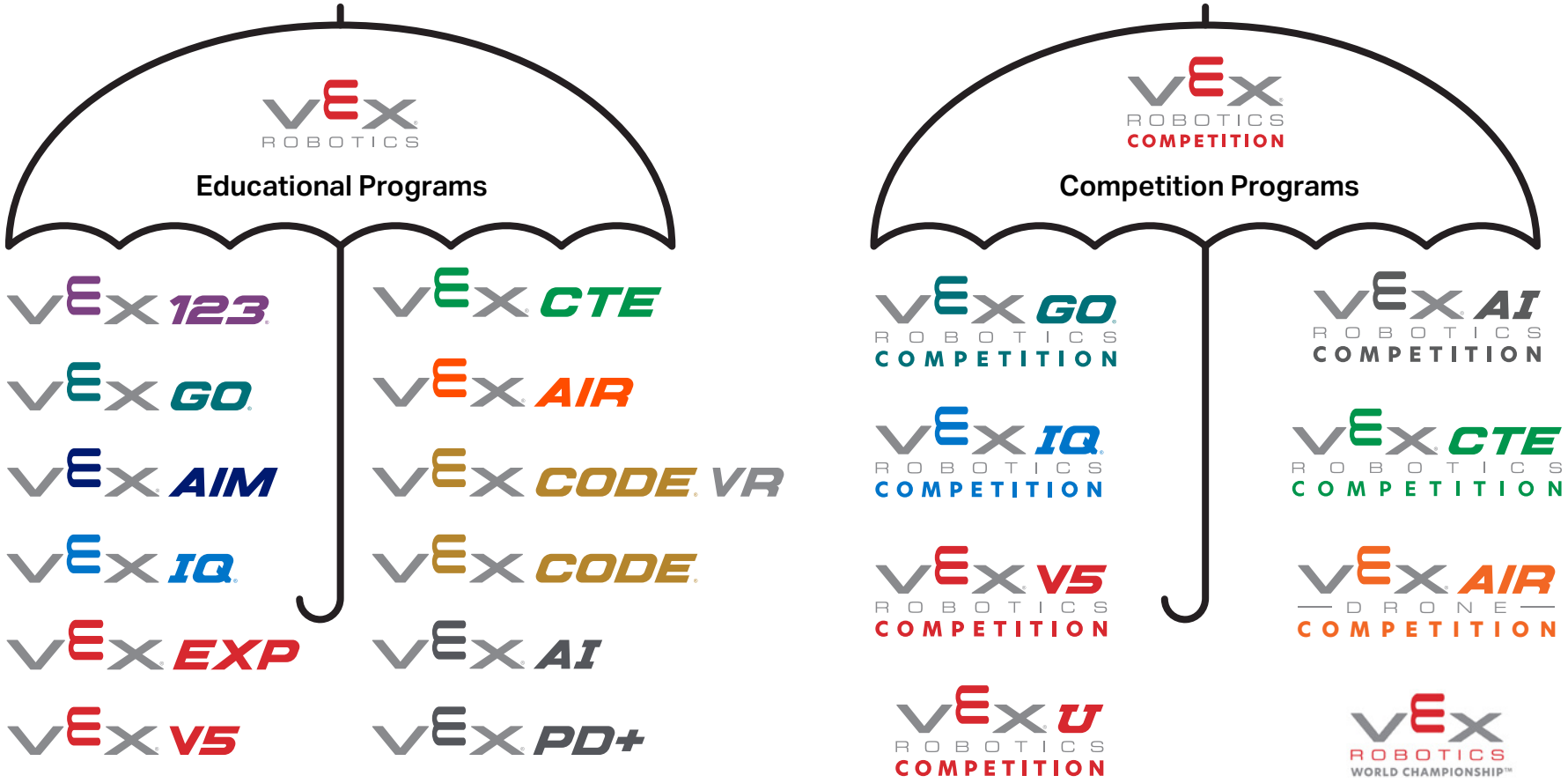
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VEX ROBOTICS



VEX Robotics®

VEX Robotics® is an educational robotics company that provides STEM Solutions for students of all ages.

The main VEX Robotics logo represents the brand as a whole.

Colors:

PMS 1795 C
CMYK (0, 96, 82, 1)
RGB (211, 39, 55)
HTML #D22630

PMS Cool Gray 8 C
CMYK (44, 34, 29, 10)
RGB (136, 139, 149)
HTML #888B95

Secondary brand colors can be found on page 23

Web Links:

vex.com
vexrobotics.com



Please see general guidelines for more branding information

VEX 123®

VEX 123® is the VEX Robotics program for the youngest learners. Designed to bring computer science to life, VEX 123 introduces students to robotics no matter what experience they have.

Colors:

PMS 7662 C
CMYK (56, 86, 0, 3)
RGB (123, 66, 138)
HTML #7A41A3

PMS Cool Gray 8 C
CMYK (44, 34, 29, 10)
RGB (136, 139, 149)
HTML #888B95

Secondary brand colors can be found on page 23

Ages/Grades:

Grades Pre-K+ (North America)
Ages 4+ (South America, Europe, Australia, Asia-Pacific)

Tagline:

Coding Starts Early

Web Link:

123.vex.com



Please see general guidelines for more branding information

VEX GO®

VEX GO® is a construction system that teaches the fundamentals of STEM through fun, hands-on activities that help young students perceive coding and engineering in a fun and positive way.

Colors:

PMS 322 C
CMYK (100, 0, 39, 33)
RGB (0, 115, 122)
HTML #007377

PMS Cool Gray 8 C
CMYK (44, 34, 29, 10)
RGB (136, 139, 149)
HTML #888B95

Secondary brand colors can be found on page 23

Ages/Grades:

Grades 3-5 (North America)
Ages 8+ (South America, Europe, Australia, Asia-Pacific)

Tagline:

STEM Starts Early

Web Link:

GO.vex.com



Please see general guidelines for more branding information

VEX® AIM

VEX® AIM is a game-changing coding robot that will transform computer science education in middle and high school classrooms with an immersive, hands-on learning experience.

Colors:

PMS 2748 C
CMYK (100, 86, 0, 35)
RGB (0, 23, 119)
HTML #001871

PMS Cool Gray 8 C
CMYK (44, 34, 29, 10)
RGB (136, 139, 149)
HTML #888B95

Secondary brand colors can be found on page 23

Ages/Grades:

Grades 4-12 (North America)
Ages 8+(South America, Europe, Australia, Asia-Pacific)

Tagline:

Bringing Computer Science to Life

Web Link:

AIM.vex.com



Please see general guidelines for more branding information

VEX IQ®

VEX IQ® is based on plastic, snap-together pieces specifically designed to build highly functional robots, and the wide variety of additional parts means that students can build anything they imagine.

Colors:

PMS 3005 C
CMYK (100, 35, 0, 2)
RGB (0, 119, 205)
HTML #0077C8

PMS Cool Gray 8 C
CMYK (44, 34, 29, 10)
RGB (136, 139, 149)
HTML #888B95

Secondary brand colors can be found on page 23

Ages/Grades:

Grades 5-8 (North America)
Ages 11+ (South America, Europe, Australia, Asia-Pacific)

Tagline:

Applied STEM Learning

Web Link:

IQ.vex.com



Please see general guidelines for more branding information

VEX EXP

VEX® EXP is a robotic construction system containing all the hardware needed for students to build high level robots in a collaborative setting.

Colors:

PMS 1795 C
CMYK (0, 96, 82, 1)
RGB (211, 39, 55)
HTML #D22630

PMS Cool Gray 8 C
CMYK (44, 34, 29, 10)
RGB (136, 139, 149)
HTML #888B95

Secondary brand colors can be found on page 23

Ages/Grades:

Grades 8-12 (North America)
Ages 14+ (South America, Europe, Australia, Asia-Pacific)

Tagline:

Real World STEM for Classrooms

Web Link:

EXP.vex.com



Please see general guidelines for more branding information

VEX® V5

VEX® V5 represents our fifth generation of education robotics systems developed with 20 years of experience using robotics to teach STEM principles.

Colors:

PMS 1795 C
CMYK (0, 96, 82, 1)
RGB (211, 39, 55)
HTML #D22630

PMS Cool Gray 8 C
CMYK (44, 34, 29, 10)
RGB (136, 139, 149)
HTML #888B95

Secondary brand colors can be found on page 23

Ages/Grades:

Grades 9 - College (North America)
Ages 14+ (South America, Europe, Australia, Asia-Pacific)

Tagline:

Real World STEM for Competition

Web Link:

V5.vex.com



Please see general guidelines for more branding information

VEX CTE

VEX® CTE, designed for Career and Technical Education, is a construction system for a robotic arm, conveyors, and sensors - brought together with our VEXcode coding software.

Colors:

PMS 355 C
CMYK (93, 0, 100, 0)
RGB (0, 151, 58)
HTML #008533

PMS Cool Gray 8 C
CMYK (44, 34, 29, 10)
RGB (136, 139, 149)
HTML #888B95

Secondary brand colors can be found on page 23

Ages/Grades:

Grades 9 - College (North America)
Ages 14+ (South America, Europe, Australia, Asia-Pacific)

Tagline:

Workforce Readiness

Web Link:

CTE.vex.com



Please see general guidelines for more branding information

VEX® AIR

VEX® AIR is an advanced educational tool designed to enhance STEM learning by integrating drones into classroom activities and competitions, allowing students and educators to explore robotics, technology, and aeronautics.

Colors:

PMS 1655 C
CMYK (0, 63, 75, 0)
RGB (252, 76, 2)
HTML #D1420A

PMS Cool Gray 8 C
CMYK (44, 34, 29, 10)
RGB (136, 139, 149)
HTML #888B95

Secondary brand colors can be found on page 23



Ages/Grades:

Grades 9 - College (North America)
Ages 14+ (South America, Europe, Australia, Asia-Pacific)

Tagline:

STEM Skills Take Flight

Web Link:

AIR.vex.com

Please see general guidelines for more branding information

VEX CODE VR

VEXcode® VR focuses on coding with a pre-built virtual robot with a drivetrain, object pickup, sensors, GPS and a pen.

Note: See VEXcode, the hub for all things coding, under extended branding

Colors:

PMS 7556 C
CMYK (4, 30, 95, 24)
RGB (183, 139, 38)
HTML #B78B26

PMS Cool Gray 8 C
CMYK (44, 34, 29, 10)
RGB (136, 139, 149)
HTML #888B95

Secondary brand colors can be found on page 23

Ages/Grades:

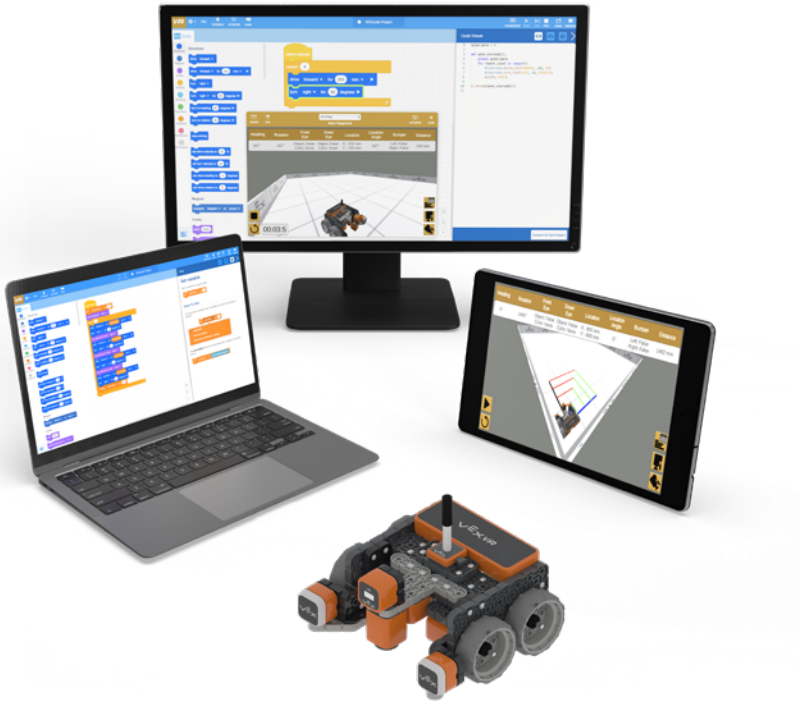
Grades 3+ (North America)
Ages 8+ (South America, Europe, Australia, Asia-Pacific)

Tagline:

Virtual Robot Coding

Web Links:

VEXcodeVR.vex.com
VR.vex.com



Please see general guidelines for more branding information

VEX CODE®

VEXcode® allows students to get started coding quickly and easily. VEXcode is consistent across Blocks, Python, C++ and all VEX Brands.
Note: See VEXcode VR, a branch of VEXcode.

Colors:

PMS 7556 C
CMYK (27, 46, 99, 7)
RGB (181, 133, 46)
HTML #B6872D

PMS Cool Gray 8 C
CMYK (44, 34, 29, 10)
RGB (136, 139, 149)
HTML #888B95

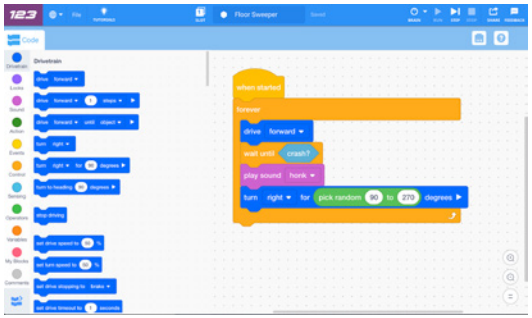
Secondary brand colors can be found on page 23

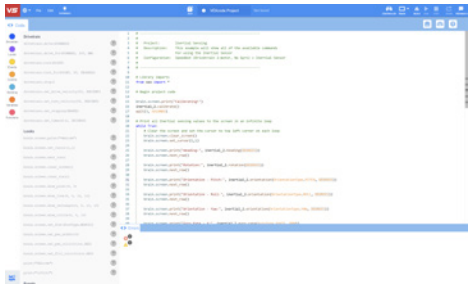
Ages/Grades:

Grades Pre-K+ (North America)
Ages 4+ (South America, Europe, Australia, Asia-Pacific)

Web Link:

code.vex.com







Please see general guidelines for more branding information

VEX PD+

VEX PD+® offers self-paced online courses that provide training on every VEX platform.

Colors:

PMS Cool Gray 11 C
CMYK (63, 52, 44, 33)
RGB (84, 88, 96)
HTML #545860

PMS Cool Gray 8 C
CMYK (44, 34, 29, 10)
RGB (136, 139, 149)
HTML #888B95

Secondary brand colors can be found on page 23

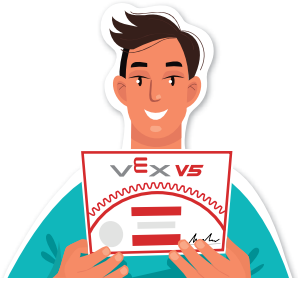
Tagline:

On-Demand, Expert-Led Professional Development

Web Link:

PD.vex.com







Please see general guidelines for more branding information

VEX AI

VEX® AI builds upon VEX V5 to include added artificial intelligence and GPS navigation.

Note: See VEX AI Robotics Competition in the Competition section

Colors:

PMS Cool Gray 11 C
CMYK (66, 57, 51, 29)
RGB (84, 86, 91)
HTML #54565B

PMS Cool Gray 8 C
CMYK (44, 34, 29, 10)
RGB (136, 139, 149)
HTML #888B95

Secondary brand colors can be found on page 23

Web Link:

AI.vex.com



Please see general guidelines for more branding information


VEX
ROBOTICS
WORLD CHAMPIONSHIP
VREC
62595A
EDS_PHOMIDABLE
From Vietnam to the World - We Stand Strong!
Edison Schools
Innovation For Life

VEX ROBOTICS COMPETITION

The VEX Competition family consists of the following programs:

VEX GO® Robotics Competition
The VEX GO Robotics Competition is a classroom competition for early students from grades 3+ (ages 8+).

VEX IQ® Robotics Competition
The VEX IQ Robotics Competition is a competition for elementary and middle school students (aged 8-14).

VEX® V5 Robotics Competition
The VEX Robotics Competition is a competition for middle and high school students (aged 11-18).

VEX® U Robotics Competition
The VEX U Robotics Competition is a version of the VEX V5 Robotics Competition that has been modified for collegiate students.

VEX® AI Robotics Competition
Open to high school students and college students alike, each team brings two robots designed and built to work as a team.

VEX® CTE Competition
The CTE Competition is a classroom-based competition designed for high school to workforce and beyond.

VEX® AIR Drone Competition
The VEX AIR Drone Competition is designed for students to advance their CTE skills through drone handling.

VEX Robotics World Championship™
The VEX Robotics World Championship is the season finale for teams competing in the VEX IQ Robotics Competition, VEX V5 Robotics Competition, and VEX U Robotics Competition.

Note: The versatility of the VEX platforms have enabled a number of other educational robotics competitions to thrive using VEX control systems or components. These competitions should refer to VEX Style Guides when applicable. 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.

VEX ROBOTICS COMPETITION

Colors:

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

PMS Cool Gray 8 C*
CMYK (44, 34, 29, 10)
RGB (136, 139, 149)
HTML #888B95

VEX GO ROBOTICS COMPETITION

Colors:

PMS 322 C
CMYK (97, 9, 39, 34)
RGB (0, 115, 119)
HTML #007377

PMS Cool Gray 8 C*
CMYK (44, 34, 29, 10)
RGB (136, 139, 149)
HTML #888B95

VEX IQ ROBOTICS COMPETITION

Colors:

PMS 3005 C
CMYK (84, 51, 0, 0)
RGB (37, 116, 187)
HTML #0076BB

PMS Cool Gray 8 C*
CMYK (44, 34, 29, 10)
RGB (136, 139, 149)
HTML #888B95

VEX V5 ROBOTICS COMPETITION

Colors:

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

PMS Cool Gray 8 C*
CMYK (44, 34, 29, 10)
RGB (136, 139, 149)
HTML #888B95

*On black backgrounds, PMS Cool Gray 8 C is replaced by white. All other general guidelines must be followed regarding logo usage.

Secondary brand colors can be found on page 23

VEX U ROBOTICS COMPETITION

Colors:

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

PMS Cool Gray 8 C*
CMYK (44, 34, 29, 10)
RGB (136, 139, 149)
HTML #888B95

VEX AI ROBOTICS COMPETITION

Colors:

PMS Cool Gray 11 C
CMYK (66, 57, 51, 29)
RGB (84, 86, 91)
HTML #54565B

PMS Cool Gray 8 C
CMYK (44, 34, 29, 10)
RGB (136, 139, 149)
HTML #888B95

On black backgrounds, this logo should ONLY use an all-white colorway.

VEX CTE ROBOTICS COMPETITION

Colors:

PMS 355 C
CMYK (93, 0, 100, 0)
RGB (0, 151, 58)
HTML #008533 **(WCAG)**

PMS Cool Gray 8 C
CMYK (44, 34, 29, 10)
RGB (136, 139, 149)
HTML #888B95

VEX AIR DRONE COMPETITION

Colors:

PMS 1655 C
CMYK (0, 63, 75, 0)
RGB (252, 76, 2)
HTML #D1420A

PMS Cool Gray 8 C*
CMYK (44, 34, 29, 10)
RGB (136, 139, 149)
HTML #888B95

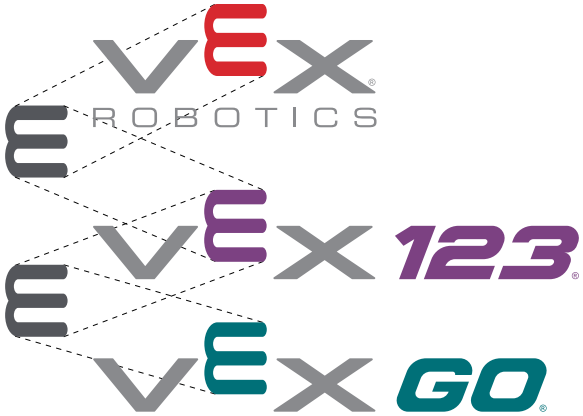
*On black backgrounds, PMS Cool Gray 8 C is replaced by white. All other general guidelines must be followed regarding logo usage.

Secondary brand colors can be found on page 23

Spacing & Scaling







Visible Spacing Rules

Any VEX Logo must have a visible space between it and any other design elements. The proper minimal spacing is the height of the "E" crossbar from VEX.

When a VEX 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.

Since there are multiple programs under the VEX brand, there are instances when multiple VEX logos will be used together. The VEX "E" should be used to universally size all logos, and proper "E" spacing should be used around the perimeter of all logos.

General guidelines apply to ALL VEX Logos

Secondary Brand Colors

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

Logos may be shown in one branded color on a white background when necessary. **Do not use one program's color for a different program's logo.**

Logos should be white when displayed on their program color.



An all white or all black version of the logo can be used when necessary on colored backgrounds. **Use the colored logo with the highest contrast to its' background.**

Always make sure that the chosen VEX Logo is of the highest contrast to its background.
It may be best to put the logo on a shape over the background to ensure maximum legibility.

VEX ROBOTICS

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

When there is only an option of printing black & white, a dual toned gray logo can be used. 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.**

General guidelines apply to ALL VEX Logos

Angles



When designing around a VEX Logo, if a diagonal is used, use one of these two noted angles. The 50 degree angle is parallel to the V in VEX, and the 69 degree angle is parallel to the program type.
Choose one or the other, but do not use both angles in a single design.





General guidelines apply to ALL VEX Logos

Best Practices

The VEX Robotics logos 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.

- DO NOT reverse colors



- DO NOT use gradients or patterns.



- DO NOT add drop shadows.



- DO NOT rotate.



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



- DO NOT split apart the logo



- DO NOT use outlines.



- DO NOT use on a low contrast background



General guidelines apply to ALL VEX Logos

Type Application

Aktiv Grotesk is the primary brand font for all educational programs. New Hero should be used as the primary font for competition program use.

EDUCATION USE ONLY

Aktiv Grotesk Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COMPETITION USE ONLY

New Hero Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

New Hero Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

New Hero Super
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold or regular weights are preferred to create consistency in communications and should be left aligned where possible. Headlines and supers may be centered over live action. Bold can be used for more emphasis and is primarily used for launch communications.

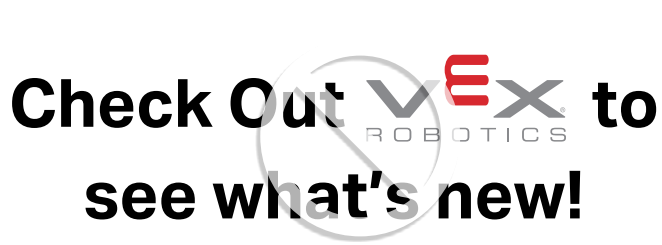
Copy Guidelines

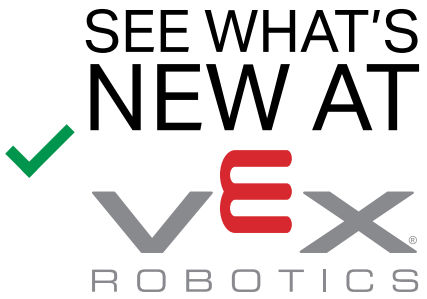
Type color

Limit use of colored type. Any body copy should be black on white or white on black for maximum legibility.

Using the logo with copy

When mentioning the name “VEX” or “VEX Robotics,” do not use the logo in the middle of a sentence. The logo can be used only in a lock up at the end of a sentence. If the company is being reference to in the middle of a sentence, the words “VEX Robotics” needs to be typed out. This applies to any VEX Program Logo.





Using “VEX Robotics” and other programs in copy

Refer to the program or company’s name in its entirety once before shortening it. Similarly, the registration mark after VEX Robotics only has to appear once on a page; afterwards it can be dropped in copy. Note that some programs’ registration marks are after the program name and some are after the word VEX. These rules also apply to the trademark symbol in the VEX Robotics World Championship™. See example below:

VEX Robotics® is the global leader in STEM education. Thousands of students and teachers use **VEX** solutions every day. We offer the only STEM education continuum from Kindergarten through College.

General guidelines apply to ALL VEX Logos

Brand Appendix

Refer to the Associated Press Stylebook or the Merriam Webster dictionary for answers to specific questions not found in this appendix.

A

Abbreviations and Acronyms Abbreviations and acronyms should be avoided for branded references when possible. If necessary, acronyms must be preceded with full context on first use. There is no need to explain well-known acronyms such as NASA, GPS or STEM. Acronyms should not contain periods between letters, with the exclusion of time notation such as a.m./p.m. or any acronym that becomes an unrelated word that might be confusing. Avoid using abbreviations and acronyms in headlines and titles, unless referencing well-known acronyms such as STEM.

Acronyms See Abbreviations and Acronyms

Ages See Numbers

AIM See VEX AIM

AIM Coding Robot Always refer to this completely before any references that drop the "AIM." Do not refer to this as anything other than "AIM Coding Robot" or "AIM Robot" or "robot." If this is the primary instance, include VEX. "VEX AIM Coding Robot." Note capitalization.

AIR See VEX AIR

AIR Drone Always refer to this completely before any references that drop the "AIR." If this is the primary instance, include VEX. "VEX AIR Drone." Note capitalization.

AI Vision Sensor Always refer to this completely before any references that drop the "AI." Note capitalization.

Ampersand (&) Avoid using ampersands within body text.

App Appropriate abbreviation for application.

AprilTag This is one word, not two. Note capitalization.

Artificial Intelligence Artificial Intelligence should be spelled out on first use unless referring to VEX AI. Artificial Intelligence is defined as having the capability to imitate intelligent human behavior. Refer to Merriam Webster for the complete definition.

B

Battery Only use this if you are referring to robot batteries in a general sense OR if you have already specified the brand.

Brain Only use this if you are referring to robot brains in a general sense OR if you have already specified the brand.

C

CTE When referring to the program VEX CTE, this is not an acronym. Otherwise, this stands for Career and Technical Education. See VEX CTE

Brand Appendix

CTE Workcell Always refer to this completely before any references that drop the "CTE." If this is the primary instance, include VEX. "VEX CTE Workcell." Note capitalization.

Classroom Bundle Only use this if you are referring to classroom bundles in a general sense OR if you have already specified the brand. See GO Classroom Bundle, IQ Classroom Bundle.

Coder see 123 Coder

Coder Cards See 123 Coder Cards

Contractions Contractions may be used, but avoid using them excessively.

Controller Only use this if you are referring to controllers in a general sense OR if you have already specified the brand. Note that VEX AIM uses a One Stick Controller, rather than just a controller.

D

Dimensions When writing about dimensions, use numerals and spell out words such as inches, feet, etc.

Disk Not Disc

Drone See AIR Drone

E

Education Kit Only use this if you are referring to education kits in a general sense OR if you have already specified the brand. See IQ Education Kit, EXP Education Kit.

Engineering Notebook Note capitalization

EXP See VEX EXP

EXP Controller Always refer to this completely before any references that drop the "EXP." Do not refer to this as anything other than "EXP Controller" or "controller." If this is the primary instance, include VEX. "VEX EXP Controller." Note capitalization.

EXP Education Kit Always refer to this completely before any references that drop the "EXP." This also distinguishes this from other Education Kits. Do not use any other terms (set, pack, etc.) to refer to the kit. If this is the primary instance, include VEX. "VEX EXP Education Kit." Note capitalization.

EXP Robot Battery Always refer to this completely before any references that drop the "EXP." This also distinguishes this from other batteries. If this is the primary instance, include VEX. "VEX EXP Robot Battery." Note capitalization.

EXP Robot Brain Always refer to this completely before any references that drop the "EXP." Do not refer to this as anything other than "EXP Robot Brain" or "EXP Brain" or "brain." If this is the primary instance, include VEX. "VEX EXP Robot Brain." Note capitalization.

F

Brand Appendix

G

Gender-neutral language Try and use terminology that can apply to any gender.

Generation This refers to the iteration of product. In product names, the word "generation" should be lower case and follow the numeral in parenthesis. "VEX IQ Robot Brain (2nd generation)." Avoid abbreviating the word.

GO see VEX GO

GO Battery Always refer to this completely before any references that drop the "GO." This also distinguishes this from other batteries. If this is the primary instance, include VEX. "VEX GO Battery." Note capitalization.

GO Classroom Bundle Always refer to this completely before any references that drop the "GO." This also distinguishes this from other Classroom Bundles. Do not use any other terms (set, pack, etc.) to refer to the bundle. If this is the primary instance, include VEX. "VEX GO Classroom Bundle" Note capitalization.

GO Education Kit Always refer to this completely before any references that drop the "GO." This also distinguishes this from other Education Kits. Do not use any other terms (set, pack, etc.) to refer to the kit. If this is the primary instance, include VEX. "VEX GO Education Kit." Note capitalization.

GO Power Switch Always refer to this completely before any references that drop the "GO." Do not refer to this as anything other than "GO Power Switch" or "Power Switch" or "switch." If this is the primary instance, include VEX. "VEX GO Power Switch." Note capitalization.

GO Smart Brain Always refer to this completely before any references that drop the "GO." Do not refer to this as anything other than "GO Smart Brain" or "Smart Brain" or "brain." If this is the primary instance, include VEX. "VEX GO Smart Brain." Note capitalization.

GO Smart Motor Always refer to this completely before any references that drop the "GO." Do not refer to this as anything other than "GO Smart Motor" or "Smart Motor" or "Motor." If this is the primary instance, include VEX. "VEX GO Smart Motor." Note capitalization.

Grade, Grader Generally hyphens are unneccesary, but may be used to avoid confusion.

Gray Not grey.

H

Hero Bot Refers to the robot build designed for a specific competition. This should be two words, not one.

I

IQ See VEX IQ

Brand Appendix

IQ Classroom Bundle Always refer to this completely before any references that drop the "IQ." This also distinguishes this from other Classroom Bundles. Do not use any other terms (set, pack, etc.) to refer to the bundle. If this is the primary instance, include VEX. "VEX IQ Classroom Bundle" Note capitalization.

IQ Competition Kit Always refer to this completely before any references that drop the "IQ." This also distinguishes this from other Competition Kits. Do not use any other terms (set, pack, etc.) to refer to the kit. If this is the primary instance, include VEX. "VEX IQ Competition Kit." Note capitalization.

IQ Controller Always refer to this completely before any references that drop the "IQ." Do not refer to this as anything other than "IQ Controller" or "controller." If this is the primary instance, include VEX. "VEX IQ Controller." Note capitalization.

IQ Education Kit Always refer to this completely before any references that drop the "IQ." This also distinguishes this from other Education Kits. Do not use any other terms (set, pack, etc.) to refer to the kit. If this is the primary instance, include VEX. "VEX IQ Education Kit." Note capitalization.

IQ Robot Battery Always refer to this completely before any references that drop the "IQ." This also distinguishes this from other batteries. If this is the primary instance, include VEX. "VEX IQ Robot Battery." Note capitalization.

IQ Robot Brain Always refer to this completely before any references that drop the "IQ." Do not refer to this as anything other than "IQ Robot Brain" or "IQ Brain" or "brain." If this is the primary instance, include VEX. "VEX IQ Robot Brain." Note capitalization.

IQ Smart Motor Always refer to this completely before any references that drop the "IQ." Do not refer to this as anything other than "IQ Smart Motor" or "IQ Motor" or "motor." If this is the primary instance, include VEX. "VEX IQ Smart Motor." Note capitalization.

IQ Smart Radio Always refer to this completely before any references that drop the "IQ." Do not refer to this as anything other than "IQ Smart Radio" or "Smart Radio" or "radio." If this is the primary instance, include VEX. "VEX IQ Smart Radio." Note capitalization.

J

K

Kit See Competition Kit, Education Kit

L

M

Machine Learning Machine learning is a field within artificial intelligence where a computer "learns" to perform tasks by analyzing a large dataset. Refer to Merriam Webster for the complete definition.

Motor Only use this alone if you are referring to motors in a general sense OR if you have already specified the brand. See Smart Motor.

Brand Appendix

N

Names Use a person's first and last name the first time they are mentioned, and then refer to them by last name every instance thereafter.

Numbers Generally speaking, numbers ten and less should be spelled out. Anything greater than ten should use numerals. Prices should use numerals. Ages should always use numerals. Do not begin a sentence with a numeral.

O

Omni-Directional Wheel Use this, not "Omni Wheel."

One Stick Controller Not joystick, AIM controller, etc. Note capitalization.

P

PD+ This stands for Professional Development Plus and should be referred to in its' entirety upon primary reference.

Pin Tool Note capitalization.

Professional Development Plus See PD+

Q

Q-E The VEX IQ mascot!

R

Robot Not a proper noun on its own. Should not be abbreviated to "bot."

Radio See Smart Radio

S

Smart Brain see GO Smart Brain

Smart Motor Note capitalization. See IQ Smart Motor, GO Smart Motor, V5 Smart Motor

Smart Port Note capitalization

Smart Radio Note capitalization. See IQ Smart Radio

STEM Not S.T.E.M.

STEM Labs Note capitalization

Switch see GO Power Switch

T

U

Brand Appendix

V

VEX This should always be all caps. VEX is not an acronym.

VEX AI This should always be all caps and two words. In the name of the brand, AI is not an acronym.

VEX AI Robotics Competition This should always be spelled out where possible. Avoid Acronyms.

VEX AIM This should always be all caps and two words. AIM is not an acronym.

VEX AIR This should always be all caps and two words. AIR is not an acronym.

VEX AIR Drone Competition This should always be spelled out where possible. Avoid acronyms.

VEX Classroom Note capitalization.

VEXcode This should always be one word where the VEX is all caps and the code is all lowercase.

VEX Cortex This is being sunset and migrated to VEX V5, but any mention should note capitalization.

VEX CTE This should always be all caps and two words. In the name of the brand, CTE is not an acronym.

VEX EXP This should always be all caps and two words. EXP is not an acronym.

VEX Factory Automation Competition This should always be spelled out where possible. Avoid acronyms.

VEX Forum Note capitalization

VEX GO This should always be all caps and two words. GO is not an acronym.

VEX GO Robotics Competition This should always be spelled out where possible. Avoid acronyms.

VEX IQ This should always be all caps and two words. IQ is not an acronym.

VEX IQ Robotics Competition This should always be spelled out where possible. Avoid acronyms, but if necessary, use VIQRC.

VEX U Robotics Competition This should always be spelled out where possible. Avoid acronyms.

VEX V5 This should always be all caps and two words. V5 is not an acronym or a version.

VEX V5 Robotics Competition This should always be spelled out where possible. Avoid acronyms, but if necessary, use V5RC.

VEX 123 This should always be all caps and two words.
V5 See VEX V5

Brand Appendix

V5 Controller Always refer to this completely before any references that drop the “V5.” Do not refer to this as anything other than “V5 Controller” or “controller.” If this is the primary instance, include VEX. “VEX V5 Controller.” Note capitalization.

V5 Robot Battery Always refer to this completely before any references that drop the “V5.” This also distinguishes this from other batteries. If this is the primary instance, include VEX. “VEX V5 Robot Battery.” Note capitalization.

V5 Robot Brain Always refer to this completely before any references that drop the “V5.” Do not refer to this as anything other than “V5 Robot Brain” or “V5 Brain” or “brain.” If this is the primary instance, include VEX. “VEX V5 Robot Brain.” Note capitalization.

V5 Smart Motor Always refer to this completely before any references that drop the “V5.” Do not refer to this as anything other than “IQ Smart Motor” or “V5 Motor” or “motor.” If this is the primary instance, include VEX. “VEX V5 Smart Motor.” Note capitalization.

V5 System Bundle Always refer to this completely before any references that drop the “V5.” This also distinguishes this from other system bundles. Do not use any other terms (set, pack, etc.) to refer to the kit. If this is the primary instance, include VEX. “VEX V5 System Bundle.” Note capitalization.

W

Watt Abbreviations for the watt and its variants include W, kW, MW, GW

X

Y

Z

#

123 see VEX 123

123 Classroom Kit Always refer to this completely before any references that drop the “123.” This also distinguishes this from other Classroom Kits. Do not use any other terms (set, pack, etc.) to refer to the kit. If this is the primary instance, include VEX. “VEX 123 Classroom Kit.” Note capitalization.

123 Coder Always refer to this completely before any references that drop the “123.” If this is the primary instance, include VEX. “VEX 123 Controller” Note capitalization.

123 Coder Cards Do not refer to this as “code cards” or by anything other than “123 Coder Cards” or “Coder Cards.” If this is the primary instance, include VEX. “VEX 123 Coder Cards.” Note capitalization.

123 Field Do not refer to this as anything besides “123 Field” or “field.” If this is the primary instance, include VEX. “VEX 123 Field.” Note capitalization.

123 Robot Do not refer to this as a disk or by anything other than the "123 Robot" or "robot." If this is the primary instance, include VEX. "VEX 123 Robot." Note capitalization.

6-Axis Robotic Arm The official name for the robotic arm in the VEX CTE Workcell kit. Note hyphen placement and capitalization.

External Use. Updated 06.03.2026