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

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

Capital "VEX," lowercase "pro," one word "VEXpro"
Incorrect: "vexPRO," "VEX PRO," "VexPro"

VersaWheel, VersaHub, etc.
Versa[x] is always capital "V" and capital first letter of [x], one word

The piloting hole pattern is called the "VersaKey system" or "VersaKey pattern"
Incorrect: "VersaPattern," "Versa Keys," "VersaKEYs"

Please refer to VEXpro products as compatible with “FRC” or “large-scale competitive robotics” only.

Product names should be used.
When referring to VEXpro products, please reference the product names as they appear on vexpro.com and in our official printed literature for the correct spelling and capitalization.
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 VEXpro 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 VEXpro 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 VEXpro 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 VEXpro logo should never be split apart.

VEXpro logo can be used "stacked" 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 VEXpro logo can be used stacked in a vertical layout or side by side in a horizontal layout. The VEXpro 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.

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

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

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

- The VEXpro logo should be PMS 355 C green when displayed one color on any background besides green.
- The VEXpro logo should be white when placed over a dark, multi-colored background.
- The VEXpro logo should be white when on a green background.
- The VEXpro logo should be white or black when displayed one color on a background that is visually incompatible with PMS 355 C blue, such as pink or blue.

DO NOT use a PMS 355 C logo on a visually incompatible background such as pink.
Multiple logos

Since there are three robotic platforms under the VEX brand, there are instances when multiple VEX brand logos will be used together, whether 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.

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

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

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

The VEXpro tag line is designed to sum up the VEXpro experience and can be used in conjunction with the VEXpro logo on all marketing, web and packaging.

The tag line is typeset with Eurostile Extended 2. Kerning should be set to “Optical” in graphics program(s).

DOES MORE. COSTS LESS.

PMS 355 C
CMYK
(91, 0, 100, 0)
RGB
(0, 150, 57)
HTML
009639

Tag line can be white when reversed out of PMS 355 C green.

DOES MORE. COSTS LESS.

Secondary tag line can be used where applicable.

Powered by VEXpro

When tag line is used in conjunction with the VEXpro logo, use an uppercase “D” from “DOES” measuring from the baseline to the bar of the “P” graphic.

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

The VEXpro tag line is designed to sum up the VEXpro 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 VEXpro logo.
The VEXpro brand primarily uses one typeface for marketing and editorial applications, Eurostile LT Std.

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 Extd Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
The VEXpro 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 Eurostile LT.

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 VEXpro 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 Eurostile are used in setting editorial type.

**Headline, Eurostile Medium**

**Sub-head, Eurostile Medium**

**Body text, Eurostile Medium**

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

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


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.
Advertising 4.0

There is a visual style that should be used when promoting VEXpro products. The goal is to create a branded voice that, even at a glance, communicates that this is an official VEXpro branded message.
Part description with specific call outs and information. Type size should be -4 point of BODY TEXT and justified to side that image is in relation to text.

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

Headline Advertising

Sub-Head Advertising


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

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

DOES MORE. COSTS LESS.
Photo use

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

As a rule, when VEXpro product photography is composited to create a new photograph, it should utilize photos 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 VEXpro 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 VEXpro gear patterns are utilized within the VEXpro branding they should always be 20% opacity of PMS 355 C and only on a white background.

VEXpro 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.

If VEXpro 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 VEXpro gear patterns, make sure the gear teeth mesh without overlapping.

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