



Style Guide

Sections 1-7

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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All trademarks are the property of their respective owners.



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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^{1.0}

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.^{1.1}

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.



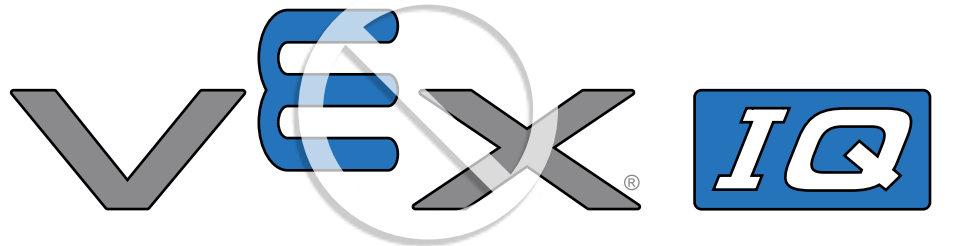
DO NOT add drop shadows.



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



DO NOT use outlines.



DO NOT use gradients.



DO NOT rotate.



Logo usage^{1.2}

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



Usage examples^{1.3}

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



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



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



Logo colors^{1.4}

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



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^{1.5}

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

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



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

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



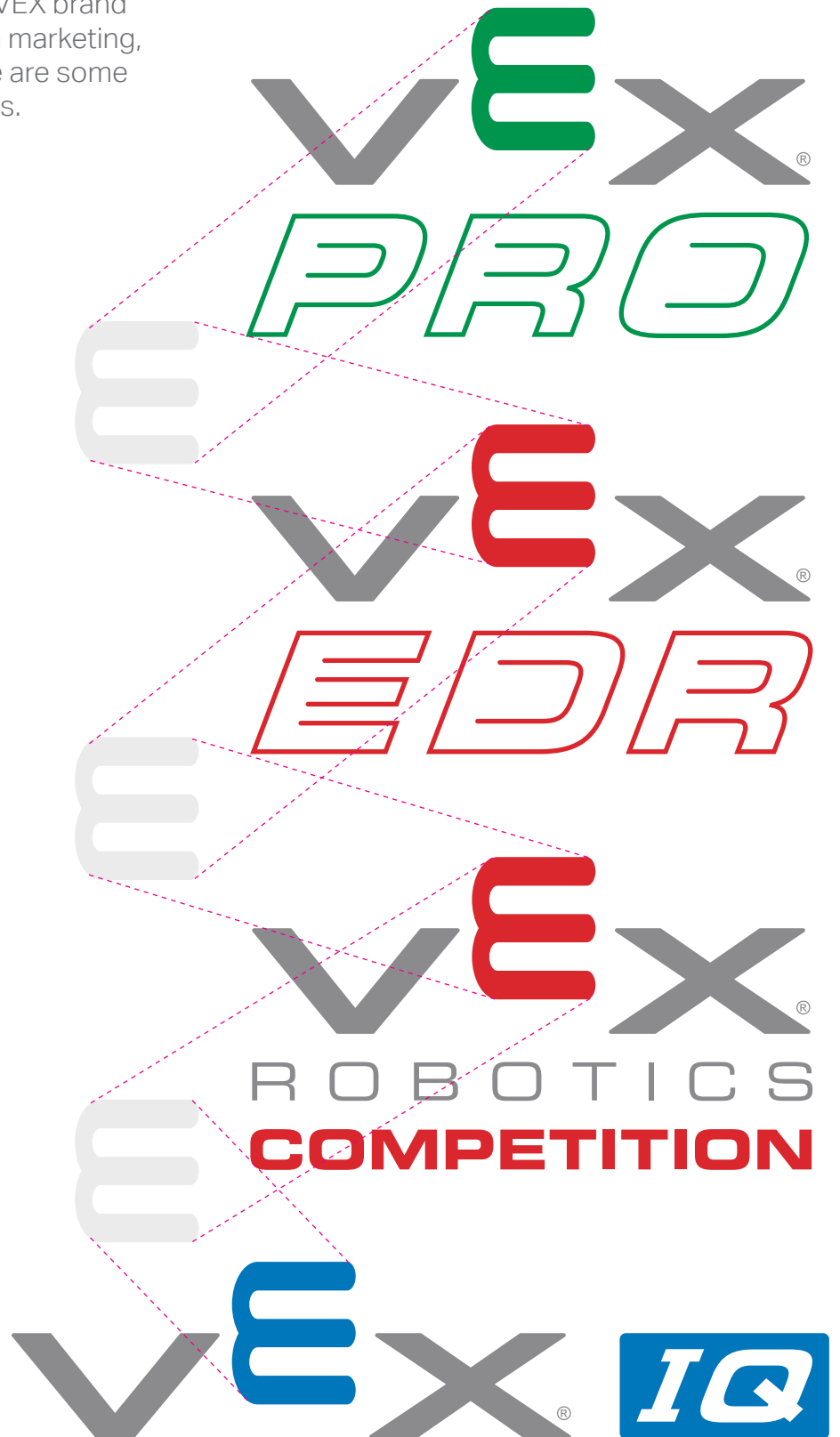
The VEX IQ logo should be white when placed over a dark, multi-colored background.

Multiple logos^{1.6}

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.

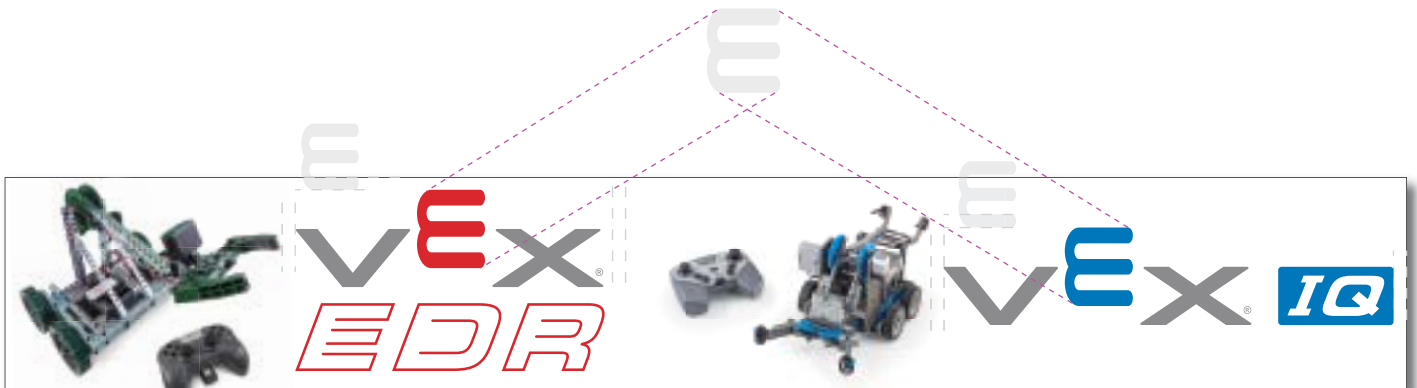


Usages_{1.7}

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.



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

Tag line_{2.0}

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).



Simple. Flexible. Powerful.

PMS 3005 C
CMYK
(100, 31, 0, 0)
RGB
(0, 119, 200)
HTML
0077C8

Tag line can be white when reversed out of PMS 3005 C blue.



Simple. Flexible. Powerful.

Secondary tag line can be used where applicable.

A STEM Education Revolution.

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.

Tag line usages^{2.1}

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.

Type_{3.0}

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

Aktiv Grotesk XBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aktiv Grotesk Black

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

Editorial type^{3.1}

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
(109, 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 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

Sub-head Editorial

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 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".

Body text editorial, lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis semper pellentesque fringilla. Vestibulum commodo tempus dolor, sit amet elementum dolor pretium ut. Nullam tempor metus quis sapien fermentum vehicula. Pellentesque porttitor risus vitae felis scelerisque, eu pretium nibh lacinia. Morbi quis faucibus nisl, nec molestie purus. Aliquam erat volutpat. Donec sodales molestie magna ac commodo. Suspendisse potenti. Integer vitae dolor a massa sagittis pretium consectetur sed ante. Integer condimentum justo justo, a fermentum ipsum tincidunt ut. Maecenas quis ante sit amet libero semper venenatis. Nam volutpat, justo a posuere interdum, nulla acus, vel dignissim leo risus sodales nisi.

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.

Headline Editorial

Sub-head Editorial

Body text editorial, lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis semper pellentesque fringilla. Vestibulum commodo tempus dolor, sit amet elementum dolor pretium ut. Nullam tempor metus quis sapien fermentum vehicula. Pellentesque porttitor risus vitae felis scelerisque, eu pretium nibh lacinia. Maecenas quis ante sit amet libero semper venenatis. Nam volutpat, justo a posuere interdum, nulla acus, vel dignissim leo risus sodales nisi.

EXAMPLE of scaled versions for the same text.

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 Editorial

Sub-head Editorial

Body text editorial, lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis semper pellentesque fringilla. Vestibulum commodo tempus dolor, sit amet elementum dolor pretium ut. Nullam tempor metus quis sapien fermentum vehicula. Pellentesque porttitor risus vitae felis scelerisque, eu pretium nibh lacinia. Maecenas quis ante sit amet libero semper venenatis. Nam volutpat, justo a posuere interdum, nulla acus, vel dignissim leo risus sodales nisi.

EXAMPLE of scaled versions for the same text.

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.



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

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.

Body text advertisement, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas condimentum sapien lacus, sodales porta arcu pellentesque tempus. Proin fermentum leo elit, nec semper lectus facilisis ac. Nam ac placerat mauris. In hac habitasse platea dictumst. Nullam id lectus lorem.

Set Body text line spacing (leading) to Auto.

vexiq.com

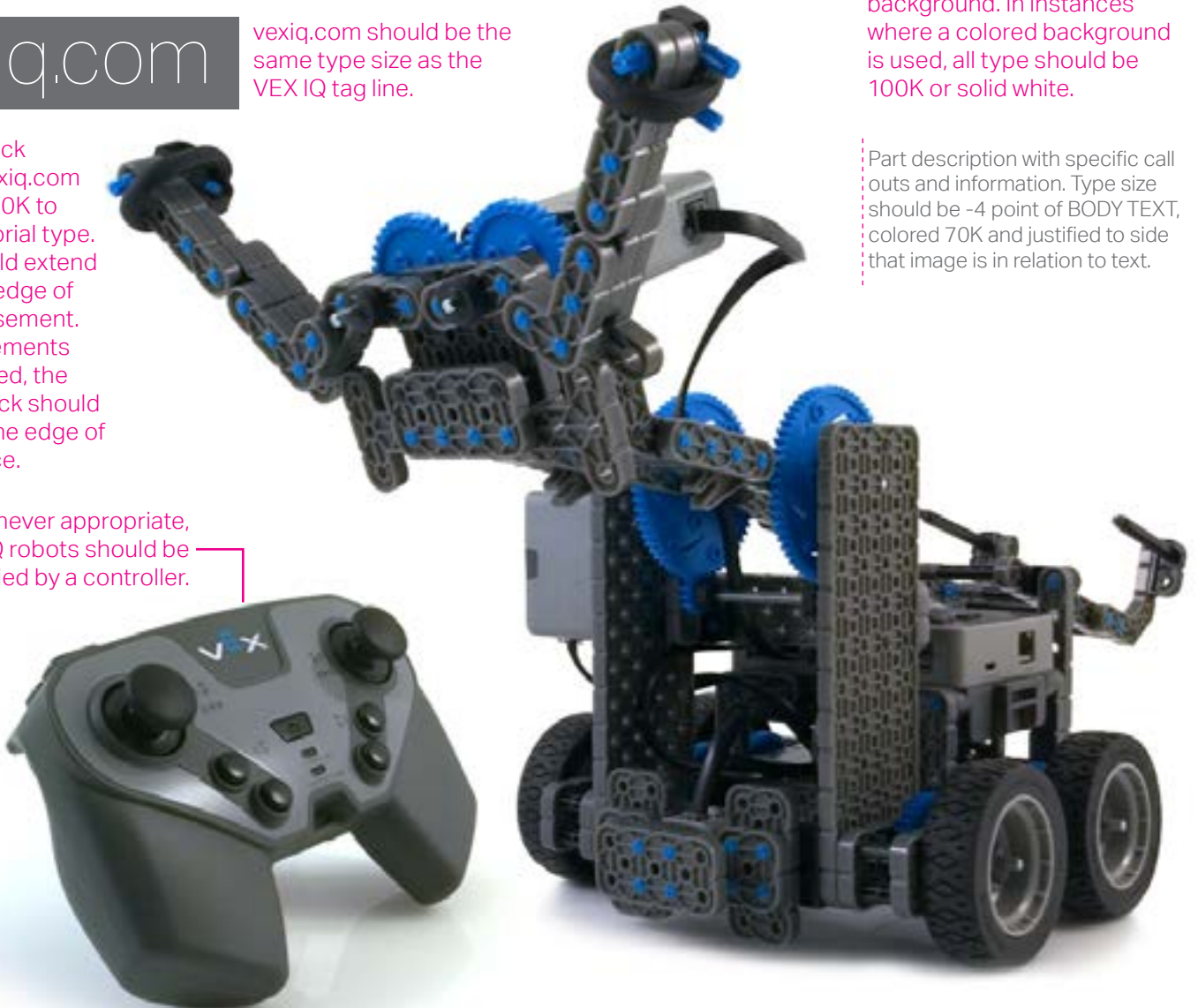
vexiq.com should be the same type size as the VEX IQ tag line.

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.

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

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.

Part description with specific call outs and information. Type size should be -4 point of BODY TEXT, colored 70K and justified to side that image is in relation to text.



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

Photo use^{5.0}

When using photos featuring VEX IQ 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.

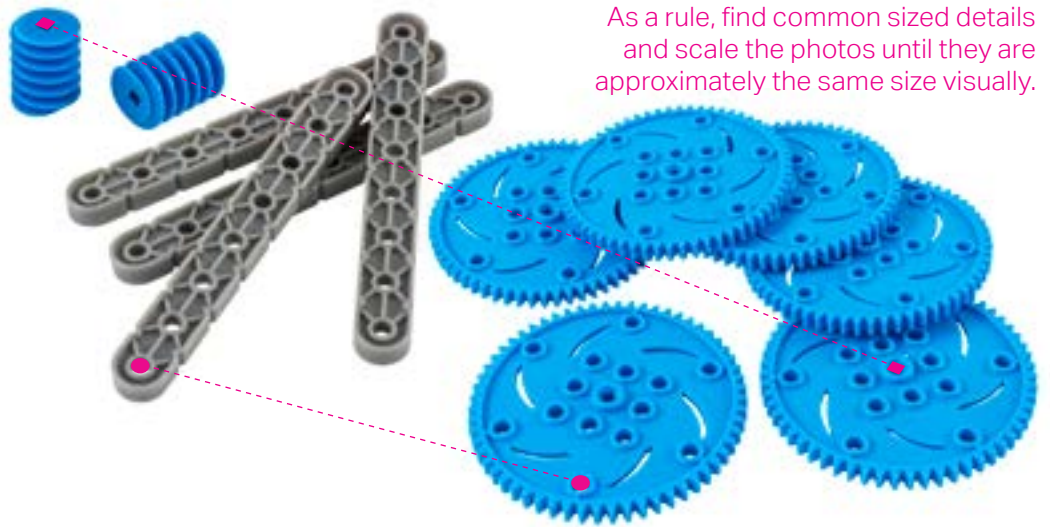
As a rule, find common sized parts and scale the photos until they are approximately the same size visually.



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.

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

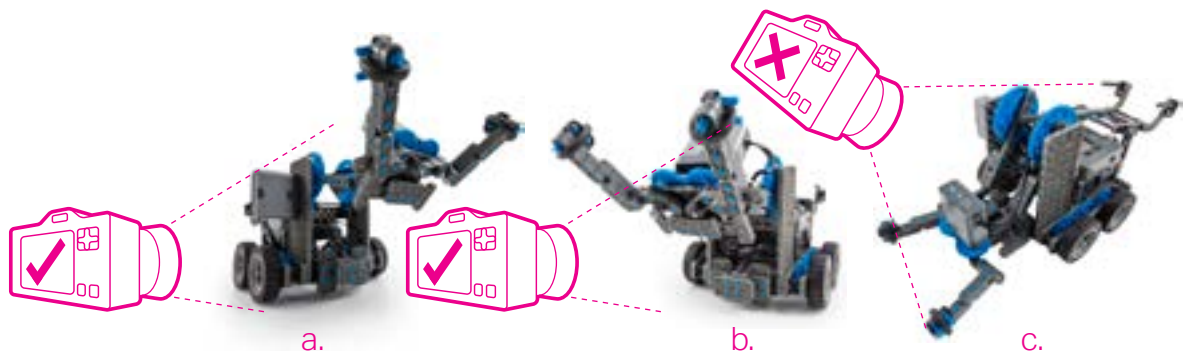
As a rule, find common sized details and scale the photos until they are approximately the same size visually.



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

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.



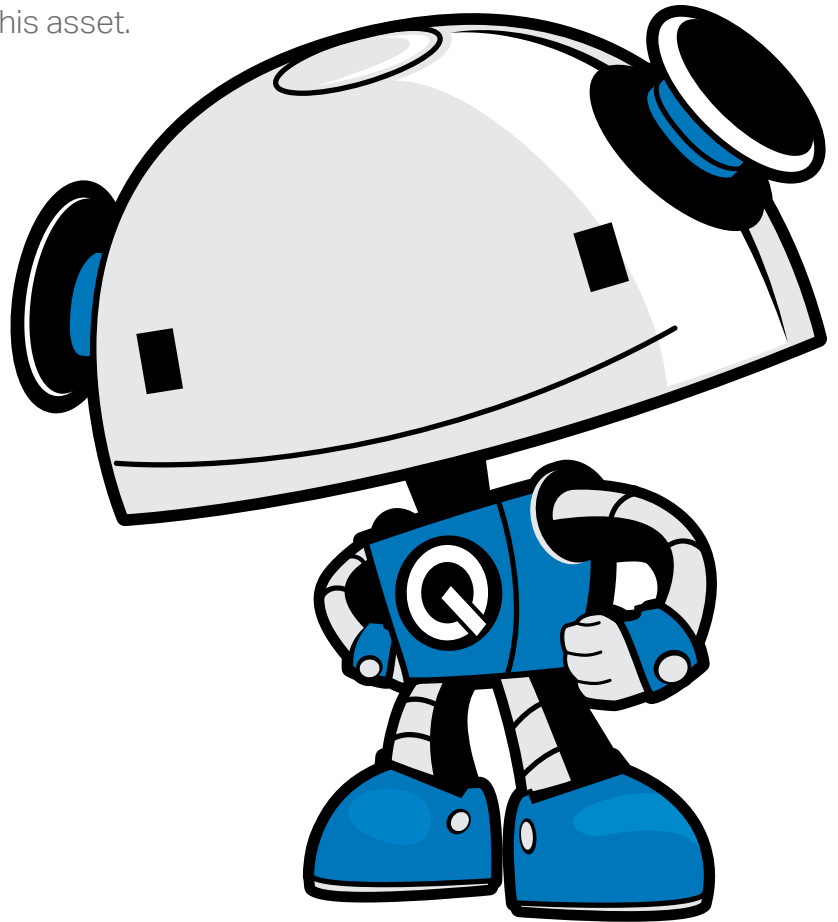
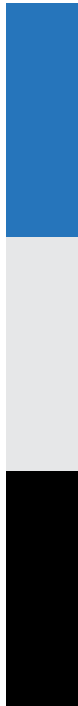
Quey_{6.0}

Quey (pronounced Q-E) 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.

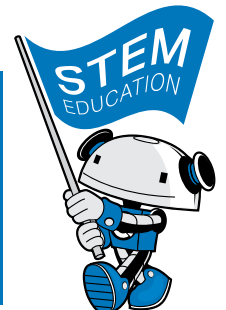
PMS 3005 C
CMYK
(100, 31, 0, 0)
RGB
(0, 119, 200)
HTML
0077C8

10k
CMYK
(0, 0, 0, 10)
RGB
(230, 231, 232)
HTML
E6E7E8

100k
CMYK
(0, 0, 0, 100)
RGB
(0, 0, 0)
HTML
000000



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

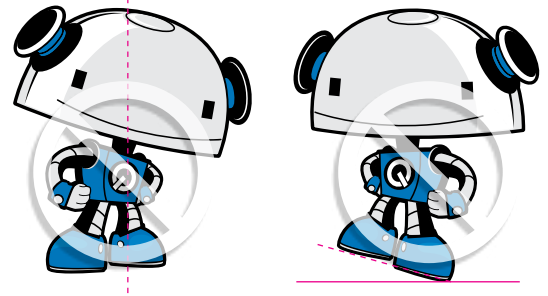


Avoid mistakes^{6.1}

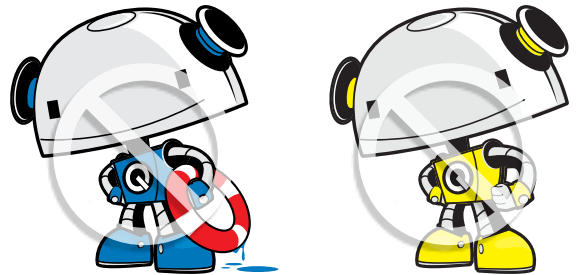
The Quey asset should never be altered, edited, animated or colored in a manner not recommended in this guide. This includes additional visual effects like drop shadows and gradients.



Quey should never be flipped or rotated.



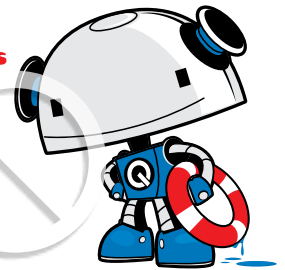
Quey should never be edited or altered in any way.



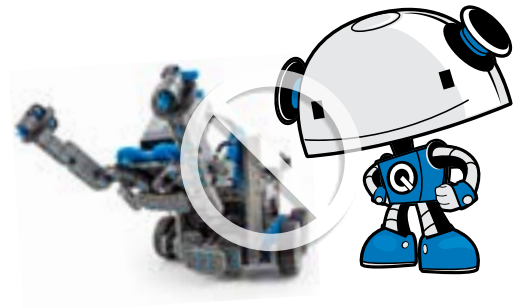
Quey should never be used to promote products, services, companies or non-VEX approved usages.

Kansas City School District's

ROBOT SUMMER CAMP



Quey should never be shown relative to "photo-real" images. He exists in a 2D, flat graphic world.



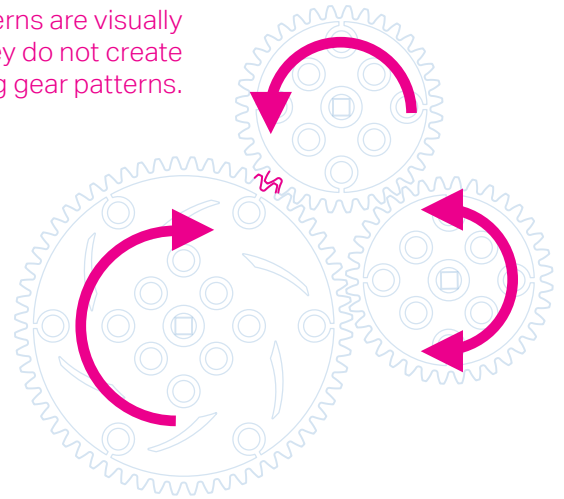
Assets_{7.0}

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.

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.

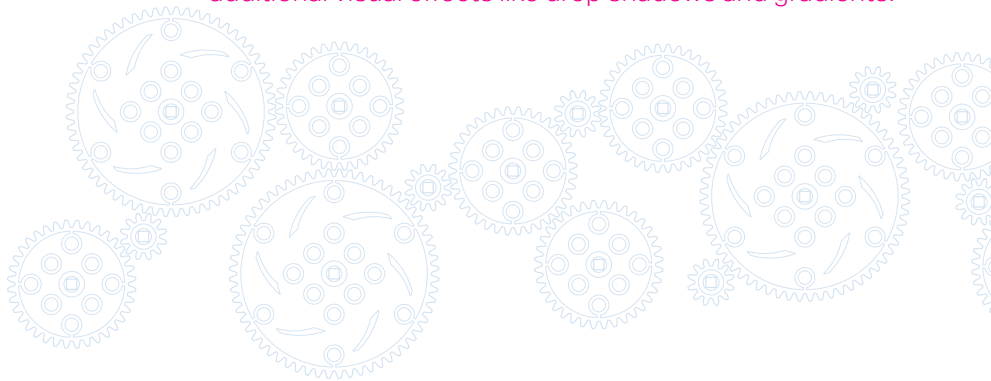
When combining VEX IQ gear patterns, make sure the gear teeth mesh without overlapping.



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.

PMS 3005 C
CMYK
(100,31,0,0)
RGB
(0,119,200)
HTML
0077C8



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

