

VisionWeb

Brand Guideline

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Welcome

Brand Guidelines ensure that the visual design elements of VisionWeb are applied correctly in every application in which the VisionWeb logo is identified. Published guidelines are essential for providing consistency in all communications. These guidelines should be followed to give VisionWeb a uniform identity, greater visibility, and powerful marketing possibilities.

The purpose of these guidelines is to create uniformity in the visual image of VisionWeb. It is important that the standards are strictly followed, especially in regard to those concerning the VisionWeb logo.

For questions and approval to use our logo, please contact the VisionWeb Marketing Department via email at [**marketing@visionweb.com**](mailto:marketing@visionweb.com).



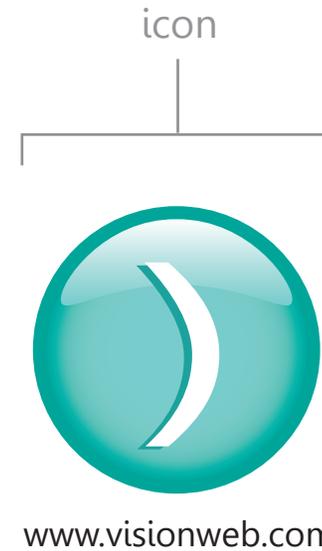
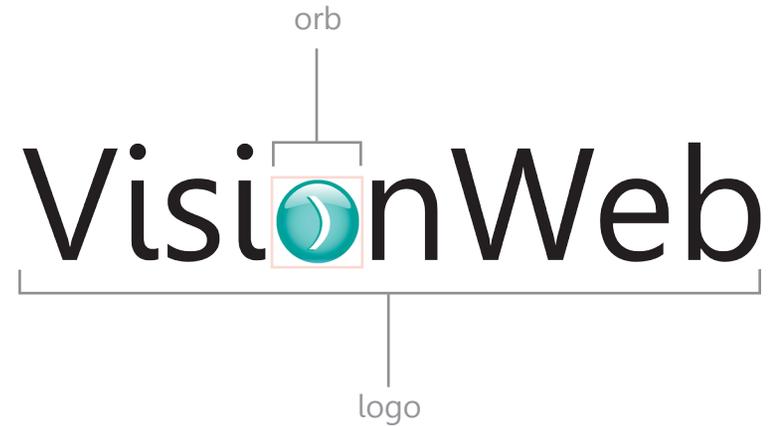
The Logo

The VisionWeb Logo and Icon

The VisionWeb Logo is a 3 color identity that has been specially designed as a unit, consisting of logotype and the teal "Orb".

The VisionWeb Icon consists of the teal "Orb" with the VisionWeb URL placed beneath.

Guidelines for using the VisionWeb Logo and Icon are included on the following pages.



The Logo

Logo and Icon Usage

In most instances, use of the VisionWeb Logo is desirable. The VisionWeb Icon is primarily reserved for use as a design element on VisionWeb branded media, except in special circumstances, which require approval by the VisionWeb Marketing Team.

When the VisionWeb Icon is used, it should be accompanied by the VisionWeb URL.

VisionWeb



www.visionweb.com

The Logo

VisionWeb Logo Guidelines



Logo Clear Space

As shown here, the logo should always have a minimum of clearance space around it. This ensures clarity of communication and prevents the logo from becoming lost or crowded.

The VisionWeb logo is flexible in regard to placement, making left, center, and right alignment acceptable.

Always separate our logo from competing graphic elements, surrounding our logo with clear space equal to the full height and width of the teal "orb".

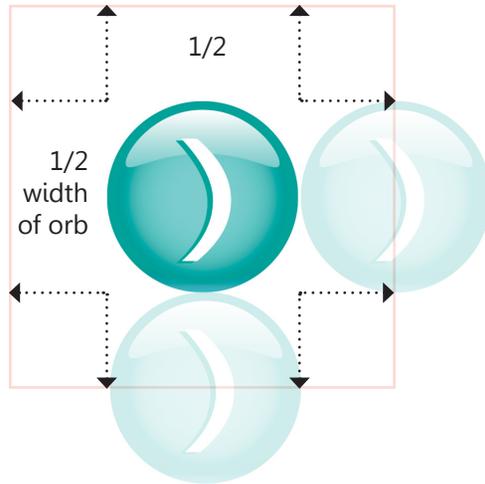
Logo Size

Don't use our logo any smaller than 150 pixels in width as the logo type and icon must be distinguishable at all times.

NOTE: *If placement requires that the logo will be smaller than 150 pixels in width, use of the VisionWeb Icon should be considered. VisionWeb Marketing Department approval is required, however guidelines for usage are listed on the following page.*

The Icon

VisionWeb Icon Guidelines



Icon Clear Space

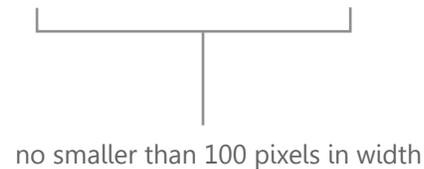
As shown here, the icon should always have a minimum of clearance space around it. This ensures clarity of communication and prevents the icon from becoming lost or crowded.

The VisionWeb Icon is flexible in regard to placement, making left, center, and right alignment acceptable.

Always separate our icon from competing graphic elements, surrounding our icon with clear space equal to $\frac{1}{2}$ of the height of the teal "orb".



www.visionweb.com



Icon Size

Don't use our icon any smaller than **100 pixels in width**, as the VisionWeb URL should always be visible at small sizes.

The Logo

Cobranding

When using our logo in co-branded applications, the full logo must be used.

Follow these guidelines when using the VisionWeb logo with a partner company logo:

- With VisionWeb as the **primary logo**, the partner logo should be 75% of our logo.
- For **equal partnership**, both logos should be equal in size.
- With VisionWeb as the **secondary logo**, our logo should never appear smaller than 75% of the partner's logo.

VisionWeb as the **Primary Logo**



VisionWeb as **Equal Partnership**



VisionWeb as the **Secondary Logo**



The Logo

Logo Variations, Color, and Background

The VisionWeb Logo should only be placed on the teal, white, and gray backgrounds as provided in the VisionWeb primary color palette. VisionWeb offers an alternate version of the logo with the logotype in white, which is appropriate for use on a black background.

The flat black and flat white versions of our logo and icon may also be used when following the background guidelines provided at right.

We will allow you to place the flat white logo and flat white icon on another background color in special instances; however, this will require VisionWeb Marketing Department approval.

Please email marketing@visionweb.com

Flat Logos



The Logo

Incorrect Use of the Logo

To protect the VisionWeb logo, we must not alter or distort it in any way. Changes, no matter how small, weaken our logo's impact and detract from the consistent image we want to project. Even well intentioned changes can have a negative impact. Illustrated here are common mistakes to avoid.



Do not stretch or resize proportions



Do not lock-up promotions slogans to the logo



Do not place the logo on distracting backgrounds



Do not use unauthorized artwork for reproductions, e.g., photocopied artwork or Internet downloads



Do not reproduce the logo in unauthorized colors



Do not use special effects such as drop shadows

Colors

Color Palette

The VisionWeb color palette consists of a primary and secondary palette of PMS colors. All colors may also appear in CMYK, RGB, and HEX, using the codes as provided at left.

Only colors in our primary color palette should be selected as the primary color on a page. Examples: filling large areas with color or backgrounds, main copy headings, etc.

Colors from the primary and secondary color palette, and the primary accent, are suitable for the secondary and tertiary accent colors used in a design composition. However secondary colors may only be used when the teal or gray are used as the primary color in the composition. No more than two secondary colors should be used in a single piece.

NOTE: VisionWeb does not count white or black against the 3-color maximum when white is used as the background and when black is used as color for body copy.

Primary

			
PMS Black C	PMS 320 C	White	PMS Cool Gray 9 C
C: 0 M: 0 Y: 0 K: 100	C: 80 M: 22 Y: 32 K: 0	C: 0 M: 0 Y: 0 K: 0	C: 55 M: 47 Y: 44 K: 11
RGB: 0, 0, 0	RGB: 16, 154, 169	RGB: 255, 255, 255	RGB: 119, 118, 121
HEX: #000000	HEX: #1b9aa9	HEX: #ffffff	HEX: #77777a

Primary Accent

PMS Warm Red U



PANTONE Warm Red C	C: 5 M: 98 Y: 100 K: 0	R: 240 G: 73 B: 62	HEX: #ff3300
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Secondary

		
PANTONE Blue 0821 C	PANTONE 374 C	PANTONE 106 C
C: 49 M: 0 Y: 5 K: 0	C: 26 M: 0 Y: 73 K: 0	C: 3 M: 5 Y: 85 K: 0
RGB: 117, 207, 235	RGB: 197, 220, 110	RGB: 252, 228, 66
HEX: #73cfec	HEX: #c5dc6e	HEX: #f8e641

Typeface

For continuity and simplicity, we use only two typefaces in our communications.

For headlines and important callouts:
Gisha Bold

ABCDEFabcdef
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
abcdefghijklmnopqrstuvw**xyz**
0123456789

For body copy and important callouts:
Gisha Italic

ABCDEFabcdef
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
*abcdefghijklmnopqrstuv**w**xyz*
0123456789

Because Gisha does not have a italic font you will need to use the italic feature or give the font itself a 10% slant.

For body copy and important callouts:
Gisha Regular

ABCDEFabcdef
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuv**w**xyz
0123456789

For body (ascii) copy on the web:
Arial

ABCDEFabcdef
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuv**w**xyz
0123456789

Trademarks

Proper Use of VisionWeb Name and Legal Disclaimer

Writing the VisionWeb Name

VisionWeb should always be written as one word, with the "V" and "W" capitalized. This format should be used anytime VisionWeb is written, regardless of where it appears in the sentence. The only exception to this rule is when the full VisionWeb URL is written, including the "www.". In this instance, the proper format is all lowercase.

Correct:

VisionWeb

Practices use VisionWeb to place orders online.

VisionWeb.com

www.visionweb.com

Incorrect:

Vision Web Visionweb Visionweb

Practices use visionweb to place orders online.

visionweb.com

www.VisionWeb.com

Legal Disclaimer

The following legal disclaimer footnote should be included when using the VisionWeb Logo or Icon.

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