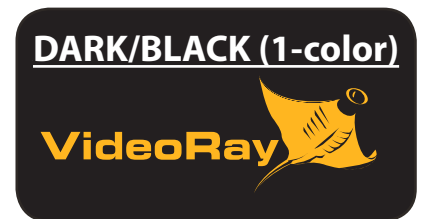VideoRay

LOGO USE GUIDELINES

Like all companies, VideoRay LLC takes great pride in its brand identity. We have developed these guidelines for our partners who may need to incorporate our logo into their own publications.

VideoRay has designed three versions of our logo for use on either white or dark backgrounds. These are the only acceptable renderings of the VideoRay logo. All other versions violate the trademark.

WHITE / LIGHT	DARK/BLACK (3-color)	DARK/BLACK (1-color)
VideoRay	VideoRay	VideoRay

The logo designed for white or light backgrounds is the preferred version and should be used whenever possible.

ELEMENTS

The two elements of the VideoRay logo must not be separated or repositioned. The entire logo should be treated as one image, maintaining the proper placement and size relative to each other.

» **VideoRay**

The VideoRay wordmark should never be reproduced as text, even when using the appropriate typeface. Characters should not be repositioned or resized.

In text, **VideoRay** should always be written as one word with the V and R capitalized. When referring to the company, use VideoRay LLC. Use VideoRay when referring to the brand or products.

COLORS

VideoRay has adopted the following color palette to present a uniform look for our brand. Although the colors may appear simple, the appropriate shade is vital to maintaining the proper VideoRay brand.

When possible, Pantone colors should be used for consistency.

YELLOW	BLUE	BLACK
Pantone 1235	**Pantone 301**	**Process Black**
C: 0 **M:** 32 **Y:** 95 **K:** 0	**C:** 100 **M:** 45 **Y:** 0 **K:** 18	**C:** 0 **M:** 0 **Y:** 0 **K:** 100
R: 255 **G:** 184 **B:** 25	**R:** 0 **G:** 91 **B:** 153	**R:** 0 **G:** 0 **B:** 0
Web: #FCB514	**Web** #005B99	**Web** #000000

CLEAR SPACE

To ensure the logo's legibility, it must be surrounded by a minimum clearspace. This distinguishes the VideoRay logo from competing logos or elements.
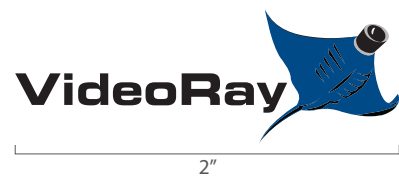
» **The clearspace minimum** is equivalent to the vertical height of the lowercase "o" in the VideoRay wordmark from the widest and tallest points on the logo.

SCALING

Any scaling of the VideoRay logo should be uniform. The provided EPS file allows scaling without pixelation.

» **Minimum width** is 2 in. (50.8 mm)

2"

VideoRay

For your reference, some common incorrect logo uses are illustrated below

Do Not Reposition or Isolate Elements

Do Not Reproduce Wordmark as Text

Do Not Distort Proportions

Do Not Reduce Resolution ("Pixelate")

Do Not Recolor or Add Outlines

Do Not Place on Similar Color Background

If you have any questions about using the VideoRay logo or are unsure whether or not your logo use conforms with the guidelines outlined on this sheet, please contact VideoRay at marketing@videoray.com or (610) 458-3000