

# VIDEORAY LOGO USE GUIDELINES

Like all companies, VideoRay LLC takes great pride in its brand identity. To maintain the integrity of our brand, we have developed guidelines to ensure proper usage of the logo is being maintained at all times.

There are currently two different logos VideoRay LLC has trademarked. The first of the two logos is what will be referred to in this document as the "VideoRay Corporate Logo." The second of the two logos is what will be referred to in this document as "MSS Product Logo." Both logos have a purpose within VideoRay LLC but the MSS Product Logo is only to be used internally by VideoRay employees.

This quick sheet outlines exactly what the colors, rules, guidelines, and restrictions are for VideoRay's trademarked logos. Any deviation from the versions outlined in this document are in violation of the trademark.

## WHITE / LIGHT



## DARK / BLACK



The logo designed for white/light backgrounds is the preferred version of the VideoRay Corporate Logo and should be used whenever possible.

## ELEMENTS

The two elements of the VideoRay Corporate 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

### BLUE

**Pantone 2935**

C: 100 M: 53 Y: 0 K: 28

R: 0 G: 86 B: 184

Web #0056B8

### GRAY/SILVER

**Pantone Black C 30%**

C: 28 M: 23 Y: 24 K: 0

R: 184 G: 196 B: 194

Web #B8C4C2

### BLACK

**Pantone Black C 100%**

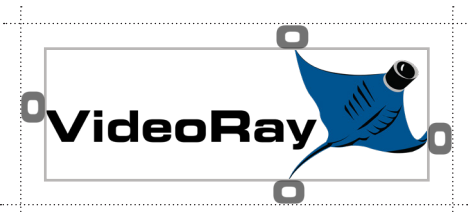
C: 0 M: 0 Y: 0 K: 100

R: 0 G: 0 B: 0

Web #000000

## CLEAR SPACE

To ensure the logo's legibility, it must be surrounded by a minimum clearspace. The clearspace for this logo is equivalent to the lowercase "o" in the VideoRay wordmark.



## SCALING

Any scaling of the VideoRay logo should be uniform.

- **Minimum width** of the VideoRay Corporate Logo is 2 in. (50.8mm)

