

Essential Guidelines



VSP® Vision Care Brand Book

For External Use



Proprietary

Welcome

These guidelines offer tools you need to present the VSP Vision Care logo and signature in a way that maintains our brand and ensures consistent use. They also direct you in consistently applying our logo and signature throughout all media and marketing communications.

For questions and approval to use our logo, please contact VSP Global Marketing at BrandSource@vsp.com.



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Logo, Tagline, and Signature Usage

“Vision care for life” is the VSP tagline—it’s a short, strong testament that eyecare coverage and services are there when they’re needed. And when you use the tagline with our logo, it’s called a signature.

Sometimes, though, there’s not enough space to include our full tagline. In these situations, we recommend using the “Vision Care” tagline instead. See the Modified Tagline section on the next page for an example.



Alternate Logo and Signature Usage

You may use alternate versions of our logo and signature, when necessary. Please use these guidelines to determine the best way to use these options.

Tagline on the Left

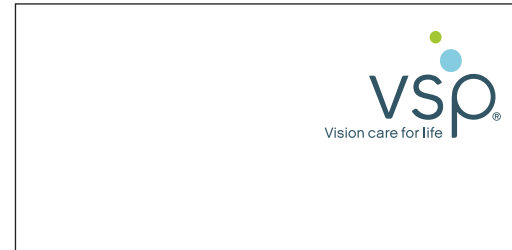
Use the VSP signature with the tagline on the left when a layout requires you to place the signature close to a right edge. You may also choose this layout when text, or another logo, is to the right of our logo.

Modified Tagline

Use the VSP logo with the tagline, “Vision Care,” when there isn’t enough room for our full tagline, “Vision care for life.” Since there are fewer words, the text is naturally larger. Choose this tagline if the text in the full tagline would be unreadable.

No Tagline

You may use the VSP logo without a tagline, but only if there isn’t enough room for both.



Logo Guidelines

Logo and Signature Clear Space

Always separate our logo and signature from competing graphic elements, surrounding our logo and signature with clear space equal to the height of the “p.”*

Logo and Signature Size

Don't use our logo and signature any smaller than 1" in width, as the descriptor needs to be visible at small sizes.

Note: You may use the VSP logo without the tagline, but only if there isn't enough room for both. The VSP logo should appear at least .75" in width in this instance.



*The border shown here is for illustration purposes only.



Cobranding

When using the VSP logo with a partner logo, follow these guidelines:

- When VSP is the primary signature, the partner logo should be 75% of the VSP logo.
- In an equal partnership, the logos should be equal in size, so the partner logo equals the size of the VSP logo.
- When VSP is the secondary signature, the VSP logo should be no smaller than 75% of the partner logo.

VSP as the **Primary Logo**



VSP as **Equal Partnership**



VSP as the **Secondary Logo**



Color Palette

The VSP color palette is versatile. Designers can choose any one of these colors as the primary color on the page. The primary color is typically used to fill large, solid areas.

The secondary color can be any other color from this palette and used to differentiate information, as needed. For example, use a secondary color for headings, subheads, bullets, graphic elements, charts, or graphs.

Resist the temptation to use more than two colors on a page; instead, use tints of the primary and secondary colors.

The type of paper you use—coated or uncoated—determines whether you should use the coated or uncoated palettes.

When working online or in Microsoft applications, use the online color palette.

Print Applications

CMYK C M Y K 38 0 100 5	PMS 376C Coated	PMS 382U Uncoated
CMYK C M Y K 41 0 6 5	PMS 2905C Coated	PMS 2905U Uncoated
CMYK C M Y K 40 0 0 75	PMS 7545C Coated	PMS 547U Uncoated
CMYK C M Y K 71 42 0 0	PMS 660C Coated	PMS 660U Uncoated
CMYK C M Y K 48 0 100 53	PMS 364C Coated	PMS 364U Uncoated
CMYK C M Y K 0 0 0 44	PMS 429C Coated	PMS 429U Uncoated
CMYK C M Y K 0 25 94 0	PMS 7408C Coated	PMS 7406U Uncoated
CMYK C M Y K 0 64 100 0	PMS 158C Coated	PMS 158U Uncoated

Color Palette (Continued)

Online and Microsoft Applications

RGB R 162 G 197 B 52	HTML A2C534
RGB R 134 G 203 B 223	HTML 86CBDF
RGB R 50 G 86 B 101	HTML 325665
RGB R 78 G 132 B 196	HTML 4E84C4
RGB R 76 G 114 B 29	HTML 4C721D
RGB R 159 G 161 B 164	HTML 9FA1A4
RGB R 255 G 194 B 34	HTML FFC222
RGB R 244 G 123 B 32	HTML F47B20

Logo Color and Background

You may use the black, blue, and white versions of the signature. Under special circumstances, you may use another brand color, but this requires VSP Global Marketing approval.

For alternative brand-color requests, please e-mail BrandSource@vsp.com.

Black on White



Blue on White



White on Black



White on Blue with Full-color Progressive Circles



Unacceptable Logo Usage

Changing a logo in any way devalues it and makes it less memorable. Please follow the guidelines below when using our logo:

- Don't change the colors.
- Don't scale elements of the logo disproportionately.
- Don't draw additional artwork on the logo.
- Don't redo the logo in a different font.
- Don't watermark the logo.
- Don't use a dark logo on a dark background.
- Don't use a white logo on a light background.
- Don't outline the logo.
- Don't use the logo on a busy background.
- Don't distort the logo.



Name Usage

It's important that we're consistent with how we use our name, to reinforce the brand in communications.

Here are a few important guidelines to remember:

- When we use VSP Vision Care, we use the registered trademark symbol after "VSP" and before "Vision Care," (VSP® Vision Care) on the first reference; thereafter, we just use VSP.
- It's best to reference VSP® Vision Care (with the registered trademark symbol) in a header or at least in the first sentence.
- When using the VSP name and/or logo, please use our legal disclaimer footnote, as shown at right.

Sample legal disclaimer footnote and copyright:

©2011 Vision Service Plan. All rights reserved.
VSP and Vision care for life are registered trademarks of Vision Service Plan.