

A decorative graphic consisting of a light green circle with a vertical line passing through its center and a horizontal line passing through its center, extending across the page.

identity guidelines at a glance

This is a brief guide intended as a companion to our online marketing archive, which can be found at www.visioneng.com/partners



Pantone: 2 Colour PMS 355 & Black



CMYK: Green - C94 Y100 & Black

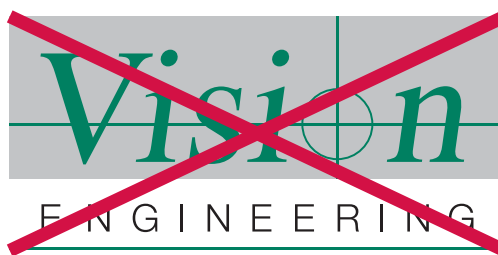
Positive Versions

There is a single expression of the Vision Engineering logo. This expression is made up of two elements, the company name and the precision marque. It is very important that the full expression of the logo is used at all times.

The positive 2 colour version of the logo should be used at all times on corporate material (ie. corporate stationery and reports).

When placing the logo over a picture with a varied contrast background **always** place the logo in an area where the logo is fully legible.

The logo should never appear in any other combination of colours and is the preferred usage at all times.



Old Logo - DO NOT USE

Always use a reproduction original

These are available from Vision Engineering in electronic form only, (See page 8 for contact details)



Negative Versions

There is a single expression of the Vision Engineering logo. This expression is made up of two elements, the company name and the precision marque. It is very important that the full expression of the logo is used at all times.

There is a negative version of the logo expression - that is, a logo which is suitable for use on dark backgrounds. The negative version should always be produced in White out when used over a texture or dark coloured background and **never** in any other colour or tint of a colour. When placing the logo over a picture with a varied background **always** place the logo in an area where the logo is fully legible.



Always use a reproduction original

These are available from Vision Engineering in electronic form only, (See page 8 for contact details)



1 Colour Black



1 Colour PMS 355

Single Colour Versions

There is a single expression of the Vision Engineering logo. This expression is made up of two elements, the company name and the precision marque. It is very important that the full expression of the logo is used at all times.

The logo can be reproduced in a single colour, these are Black or the Identity Pantone colour PMS 355 - but **never** in any other non-identity colour. Versions of the logo can be used in either solid 100% of Black or the Identity Colours.

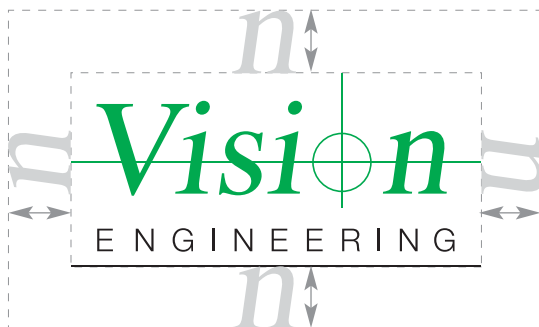
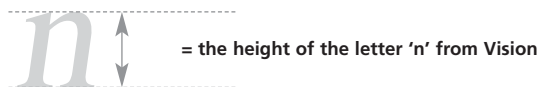
The single colour logo is for use **ONLY** when printing is restricted to one colour. The positive 2 colour version of the logo (see page 2) should be used at all times on corporate material (ie. corporate stationery and reports).

High Visibility Versions

For purposes of high visibility promotion, alternative colours of the single colour logo are permitted.

The high visibility single colour logo is never to be used for corporate materials and should only be used when a high level of visibility is required. (e.g. corporate clothing, such as t-shirts or jackets).

Express permission must be obtained from Vision Engineering Manufacturing Base prior to use.

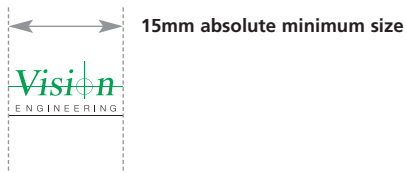
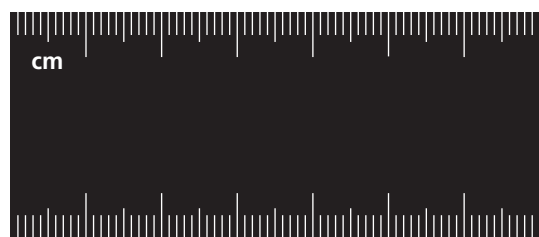
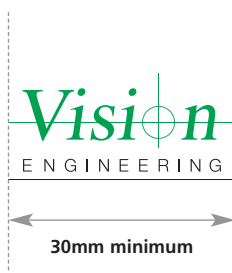


Exclusion Zone

In order to avoid interference from other graphic or text material, there is an area of restriction around the logo. This area of restriction is known as the Exclusion Zone and should be observed at all times.

In the illustration on the facing page, the measurement *x* represents the height of the letter 'n' from Vision. The Exclusion Zone is therefore relative to the size of the applied logo.

Try to increase the space around the logo wherever possible, what is illustrated is a minimum, not a recommended clearance.



Minimum Size

To ensure clarity of reproduction, the logo should **never** be used smaller than the size shown. Even these sizes will be too small for some type of reproduction processes, it is important always to check tolerances with your printer or supplier.

Recommended Minimum size

30mm across is the recommended smallest size the logo should be reproduced.

Absolute Minimum Size

15mm across is the absolute smallest size the logo can be reproduced at.

This minimum size applies to both Positive and Negative logo versions. **Always try** to reproduce the logos larger than shown here; what is illustrated is a minimum, not a recommended size.



Pantone



Pantone 355



Black

4 Colour Process



C94% Y100%



K100%

RGB (Web)



R19 G143 B52



R0 G0 B0

Identity Colours

The Identity Colours are Pantones 355 (Green) & Black. These colours are applied as shown on page 2-4.

Using the 4-colour process

When printing in full colour (for example, in a full colour brochure) it will be necessary to achieve Pantones 355 with 4-colour process inks. In this process, all colours are created from varying percentages of Yellow, Magenta, Cyan and Black inks. We have provided a CMYK breakdown which should be as close a match to the identity colours as possible. It is rarely possible to exactly match a special colour, but is essential that as close a match as possible is achieved.

One colour printing

When necessary the logo can be reproduced in Black & Pantone 355 - but **never** in any non-Identity Colour. The negative version may be reproduced White-out of any background.

Web and Online Publications

When producing web or online publications it will be necessary to match Pantones 355 and Black with RGB (Red, Green, Blue - transmitted light). We have provided an RGB breakdown which should be as close a match to the identity colours as possible. It is rarely possible to exactly match a special colour, but is essential that as close a match as possible is achieved.



Corporate Documents Fonts

Lucida Sans Bold

to used as a corporate document heading font.

Both the following typefaces Lucida Sans Bold and Arial have been chosen for their availability as system fonts on both PC and Apple Macintosh and are for use in corporate documents produced and printed from PC's.

abcdefghijklmnopqrstuvwxyz.,:;“!?”
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:;“!?”

Arial

to used as a corporate document body text font.

abcdefghijklmnopqrstuvwxyz.,:;“!?”
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:;“!?”

Printed Material Fonts

Frutiger Light

for all body text and headings in printed material.

Frutiger Light is a 'sans serif' typeface, and has been chosen for its modern cut and legibility. It is the corporate font for all body text and headings in printed and marketing material.

abcdefghijklmnopqrstuvwxyz.,:;“!?”
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:;“!?”



If in doubt about any aspect of the Vision Engineering Identity, its usage, or you require further reproduction originals, please do not hesitate to contact us at:

Vision Engineering Ltd.

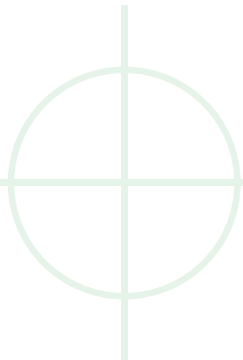
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