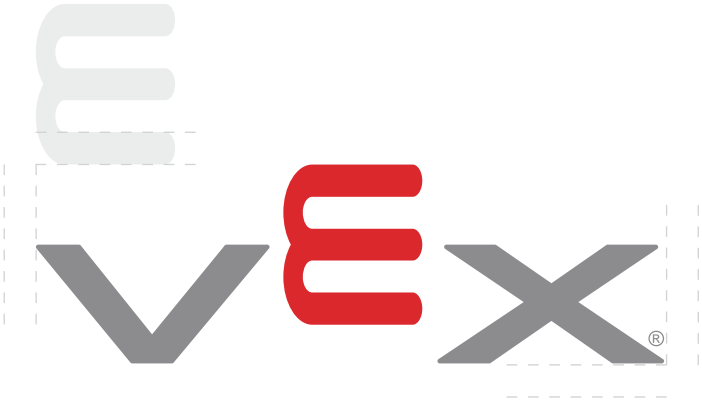

Competition Style Guides

Sections 1-5

The VEX Competition Style Guide is designed to help anyone create “on brand” promotional, marketing, or web content for VEX Competition events. It is important to refer to this document before, during, and after the creation of any materials or content that mentions or utilizes VEX Competition products or assets. Following this guide not only ensures that the VEX Competition brand assets are represented correctly, but also lends legitimacy to the message, promotion, or content that you have created within the VEX Competition community.

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All trademarks are the property of their respective owners.

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Copy rules

One of the important (but often overlooked) aspects of VEX brand management is the usage of VEX Competition branded titles, products and terms when written. These guidelines should be used for website content, marketing promotions, and any other communications that are both internally and publicly released.

The words “VEX” and “VEX IQ” must follow all copy guidelines found in their respective style guides.

“VEX” should always be capitalized, “VEX IQ” should always be two words, etc.

Refer to the VEX EDR and VEX IQ style guides for their specific guidelines.

The official names for the competitions are the “VEX Robotics Competition”, the “VEX IQ Challenge”, and “VEX U”.

When possible, full program names should always be spelled out.
Incorrect: VEX EDR Competition, VEXrobotics Competition, VEX RC, VEX Robotics Challenge, VEX IQ Competition, VEX College Challenge
If needed, “VRC” and “VIQC” are appropriate abbreviations.
“VEX U” should never be abbreviated.

Examples of appropriate uses of abbreviations would be:
- Team names
- File names
- Promotional materials

When used in body copy, the full competition name must be spelled out in its first appearance.

Example: “Each year, teams participating in the VEX Robotics Competition design a robot to play a brand new game. This year’s VRC game looks like the most exciting one yet!”

When possible, game names should include their associated program. Abbreviations are acceptable.
Correct: “VRC Nothing But Net”, “VEX IQ Challenge Add it Up”
Incorrect: “Bank Shot”, “Bank Shot IQ”

The VEX competition season’s final event should always be referred to as “VEX Worlds”.

In limited cases, “VEX Robotics World Championship” may be used. However, “VEX Worlds” should be used whenever possible to help strengthen and legitimize its brand.
Incorrect: VEX World, VEX IQ Worlds, VEX Championship.

Logo application rules

VEX Robotics logos & other resources are made freely available for promotional and private use if proper VEX branding is upheld per this style guide. Resources should not be used in any non-educational or non-robotics context. Any commercial use must receive written permission and credit VEX Robotics, Inc. unless otherwise agreed upon.

Assuming proper style is upheld, examples of acceptable use would be:
- Local team recruitment or fundraising
- Classroom posters
- Competition team apparel

Examples of unacceptable use would be:
- Any unofficial product available for commercial sale
- VEX-branded weapons or illegal items
- Any violations of visual style, even in an educational or robotics-related setting

Feel free to contact branding@vex.com with any questions or to request permission for usage.

VEX Competition Program Introduction

The VEX Competition family consists of the following three programs operated by the Robotics Education & Competition Foundation:

VEX IQ Challenge

The VEX IQ Challenge is a robotics competition for elementary & middle school students (aged 8-14). Each year, VIQC participants design a robot to solve an engineering challenge presented in the form of game. These robots are built using the VEX IQ snap-together robotics construction platform. Teams can compete in individual Programming or Robot Skills trials or partner up with other teams in the Teamwork Challenge. Teams can also elect to participate in the STEM Research Project, an annual themed project that consists of a written or media presentation.

VEX Robotics Competition

The VEX Robotics Competition is a competition for middle & high school students (aged 11-18). Participants design a robot using the VEX EDR metal robotics construction platform to solve an engineering challenge presented in the form of game. Standard VRC matches follow a 2v2 format, though teams can also compete in individual Programming or Robot Skills trials.

VEX U

VEX U is a version of the VEX Robotics Competition that has been modified for collegiate / university students. Teams build two robots using the VEX EDR robotics platform that work together to solve an engineering challenge presented in the form of a game. Each year's VEX U game is typically similar in structure and rules to its corresponding VEX Robotics Competition game. However, a larger emphasis is placed on programming, sensors, and advanced build techniques
such as 3D printing.

Note: The versatility of the VEX EDR and VEX IQ platforms have enabled a number of other educational robotics competitions to thrive using VEX control systems or components. These competitions (such as BEST Robotics) should refer to VEX Style Guides when applicable, such as copy guidelines for spelling out part names. However, these competitions are NOT part of the official VEX Competition programs listed above and are therefore neither bound by the VEX Competition-specific style rules nor permitted to use the VEX Competition-specific assets found in this guide (such as the VEX Worlds gear logo).

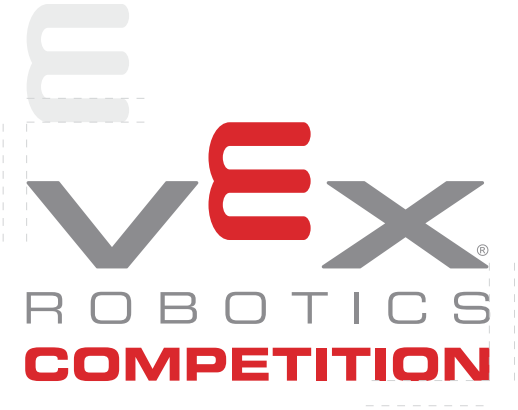
VEX ROBOTICS COMPETITION

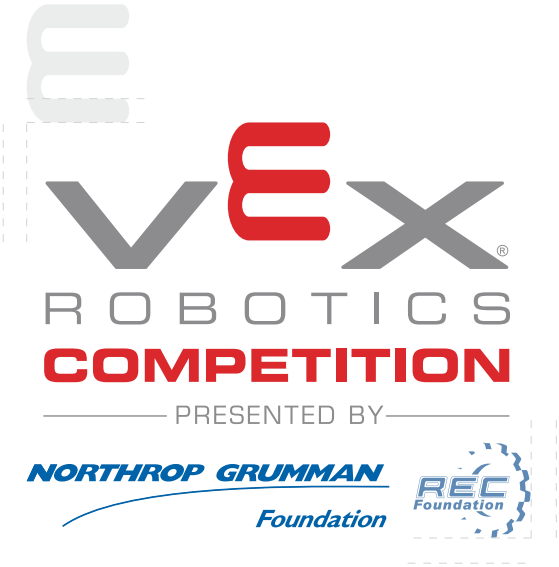
Style Guide

Section 1

Logo spacing 1.0

The VEX Robotics Competition logo and related assets must have a visible space between it and all other design elements. The proper minimal spacing is the height of the “E” crossbar from VEX.





When the VEX Robotics Competition logo and related assets are placed next to other logos it must have a visible space between it and all other design marks. The proper minimal spacing when used with other logos is TRIPLE the height of the “E” crossbar from VEX.

VEX ROBOTICS COMPETITION

VEX ROBOTICS COMPETITION
PRESENTED BY
NORTHROP GRUMMAN Foundation
REC Foundation

VEX ROBOTICS COMPETITION
NOTHING BUT NET

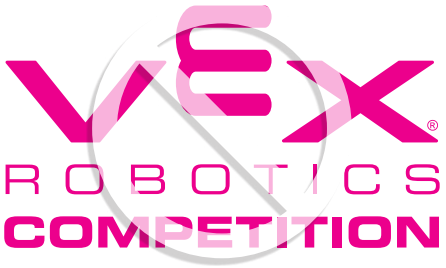
online CHALLENGES

Avoid mistakes 1.1

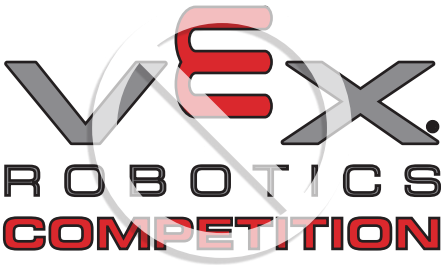
The VEX Robotics Competition logo and related assets should never be altered, edited, animated or colored in a manner not recommended in this guide. This includes additional visual effects such as drop shadows and gradients.

DO NOT add drop shadows.

DO NOT use colors other than those outlined in this guide.

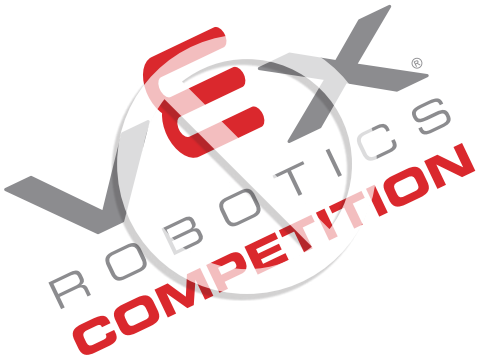


DO NOT use outlines.



DO NOT use gradients.

DO NOT rotate.



Logo usage 1.2

In marketing applications, the VEX Robotics Competition logo and related assets should never be split apart.

VEX Robotics Competition logo can be used "stacked" as shown here.

VEX ROBOTICS COMPETITION

VEX Robotics Competition logo can be used "landscape" as shown here.

VEX ROBOTICS COMPETITION

VEX Robotics Competition logo can be used "landscape" as shown here with sponsors.

VEX ROBOTICS COMPETITION

PRESENTED BY

NORTHROP GRUMMAN Foundation

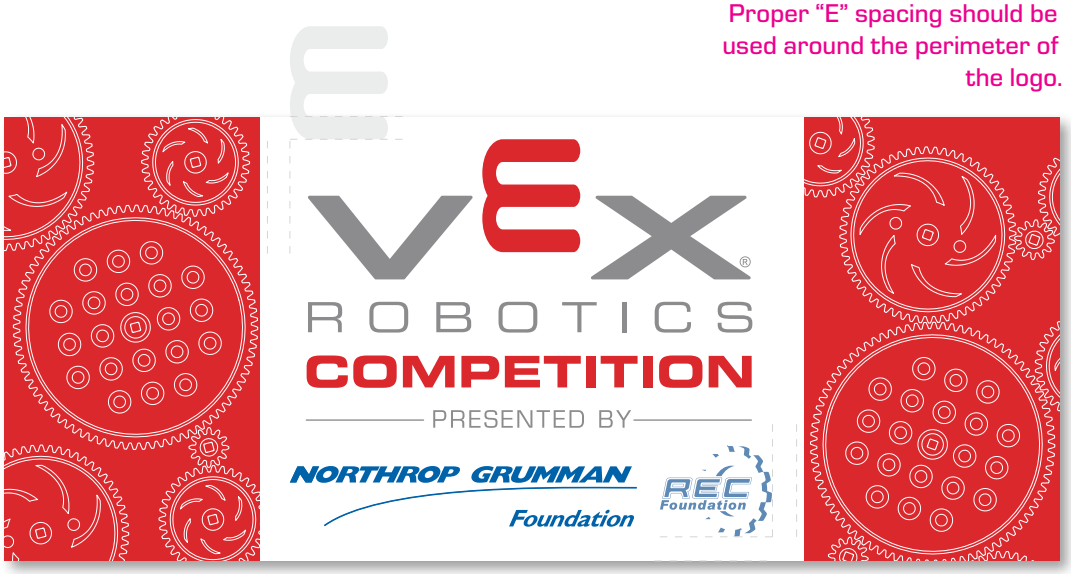
REC Foundation

The VEX Robotics Competition logo should never be split up or altered to accommodate a design.

Usage examples 1.3

When used with photo or graphical assets, the VEX Robotics Competition logo can be used stacked in a vertical layout or landscape in a horizontal layout. The VEX Robotics Competition logo should never be split up or altered to accommodate a design.

Proper “E” spacing should be used around the perimeter of the logo.



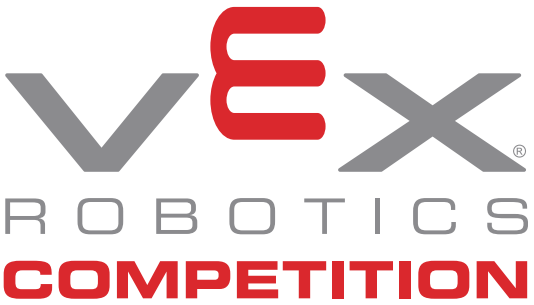
The VEX Robotics Competition logo should never be split up or altered to accommodate a design.

Logo colors 1.4

The VEX Robotics Competition logo should be shown in its two color palette wherever possible and only on white backgrounds.

PMS 1795 C
CMYK
(0, 96, 93, 2)
RGB
(210, 38, 48)
HTML
D22630

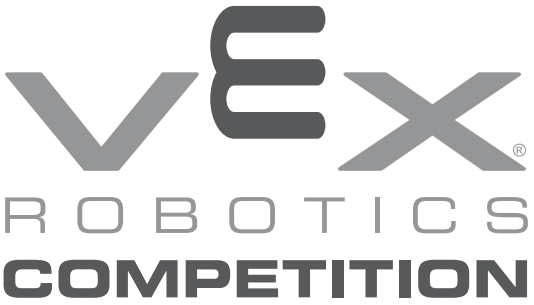
PMS Cool Gray 8 C
CMYK
(23, 16, 13, 46)
RGB
(136, 139, 141)
HTML
888B8D



There are instances when the VEX Robotics Competition logo needs to be reproduced in grayscale. This should be relegated to print reproduction only. This grayscale option should never be used in an RGB color space or a print document that is two or more print colors.

VEX Dark Gray
CMYK
(0, 0, 0, 80)
RGB
(88, 88, 91)
HTML
58585B

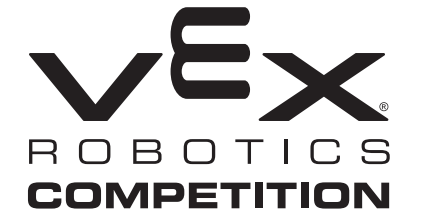
VEX Light Gray
CMYK
(0, 0, 0, 50)
RGB
(147, 149, 151)
HTML
939597

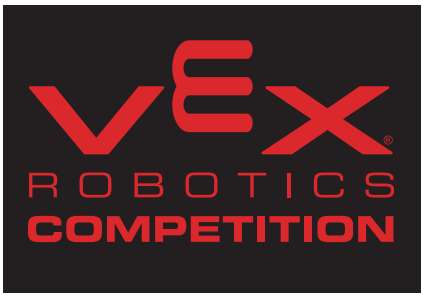


Secondary colors 1.5

There are layouts where the preferred two color palette will not work. Here are secondary color options that can be used.

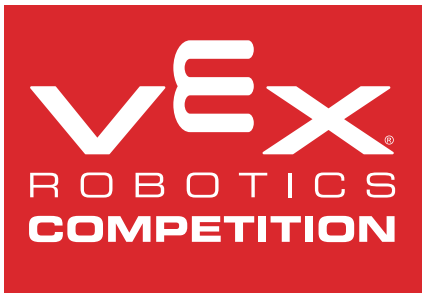
The VEX Robotics Competition logo should be shown in one color only when limited imprinting is necessary.

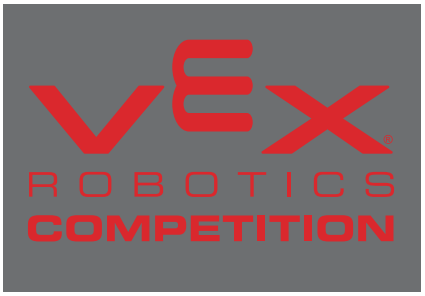




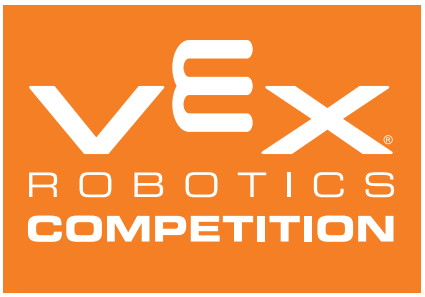
The VEX Robotics Competition logo should be PMS 1795 C red when displayed one color on any background besides red.

The VEX Robotics Competition logo should be white when on a red background.

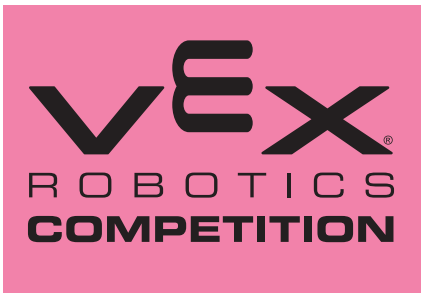




The VEX Robotics Competition logo should be white when placed over a dark, multi-colored background.



The VEX Robotics Competition logo should be white or black when displayed one color on a background that is visually incompatible with PMS 1795 C red, such as yellow or pink.



DO NOT use a PMS 1795 C logo on a visually incompatible background such as pink.

Multiple logos 1.6

Since there are multiple robotics platforms and various VEX branded assets represented within the VEX competition brand, there are instances when multiple VEX brand logos will be used together in marketing, web or print executions. Here are some guidelines for those instances.

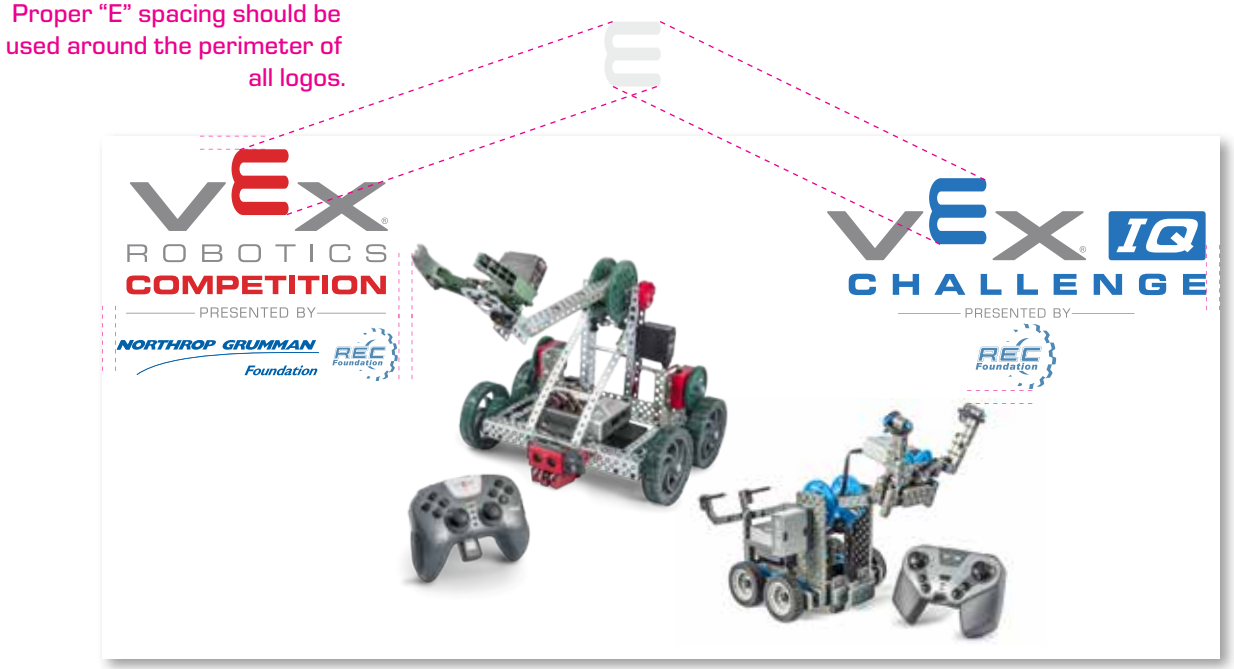
The VEX logos should always be sized equally.

The VEX "E" should be used to universally size all logos.

The VEX U logo is sized so that the "X" is half the height of the "X" in the full VEX logo.

Usages 1.7

Here are some examples of how a multi-branded marketing piece should be executed in regards to logo scale.

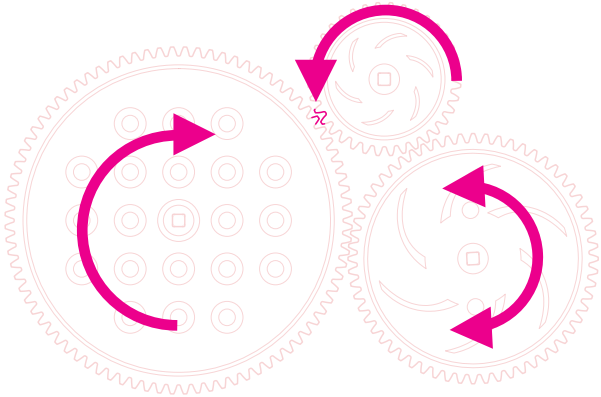


Assets 1.8

The VEX EDR gear patterns are intended to add visual interest and communicate that this is an engineering-based product and event.

If VEX EDR gear patterns are visually combined be sure they do not create non-working gear patterns.

Here is an example of a non-working gear pattern. If powered, these gears would "lock up" and not move

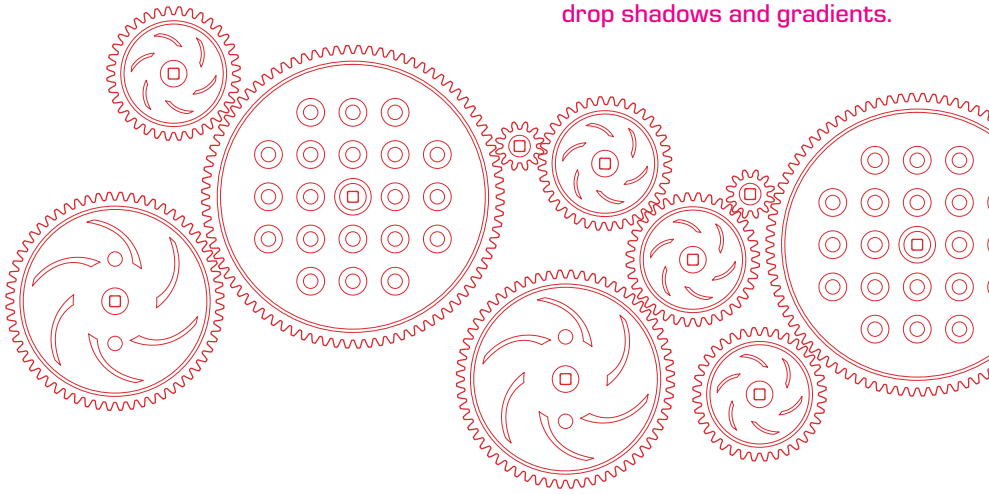


When combining VEX EDR gear patterns, make sure the gear teeth mesh without overlapping.

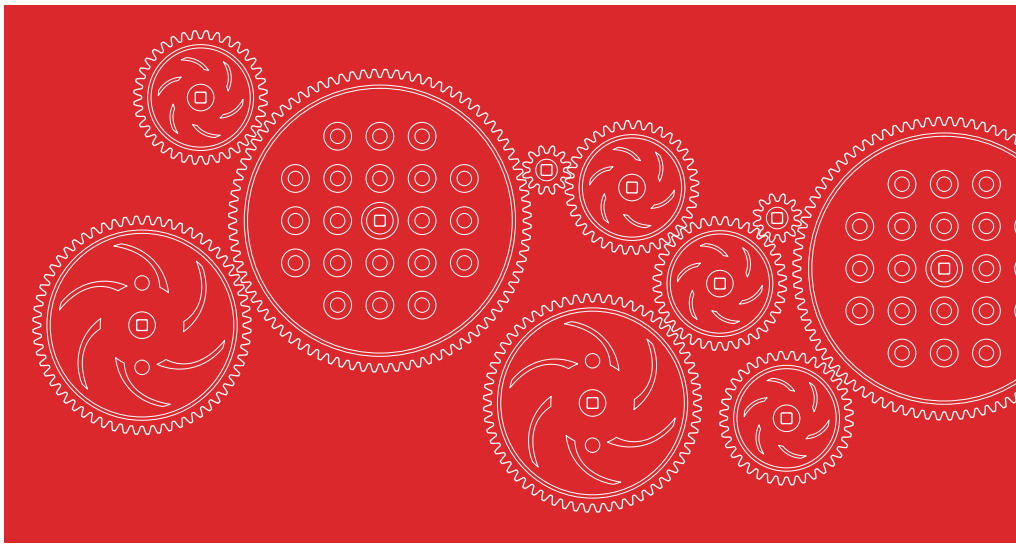
When the VEX EDR gear patterns are utilized within the VEX Robotics Competition branding they should always be 100% opacity of white or PMS 1795 C.

VEX EDR gear pattern asset should never be altered, edited, animated or colored in a manner not recommended in this guide. This includes additional visual effects like drop shadows and gradients.

PMS 1795 C
CMYK
(0, 96, 93, 2)
RGB
(210, 38, 48)
HTML
D22630



The VEX EDR gear patterns should be white when on a red background.



Style Guide

Section 2

Logo spacing 2.0

The VEX U logo must have a visible space between it and all other design elements. The proper minimal spacing is the half height of the banner from the VEX U logo.

When the VEX U logo is placed next to other logos it must have a visible space between it and all other design marks. The proper minimal spacing when used with other logos is the full height of the banner from the VEX U logo.

Avoid mistakes 2.1

The VEX U logo should never be altered, edited, animated or colored in a manner not recommended in this guide. This includes additional visual effects like drop shadows and gradients.

DO NOT add drop shadows.

DO NOT use colors other than those outlined in this guide.

DO NOT use outlines.

DO NOT use gradients.

DO NOT rotate.

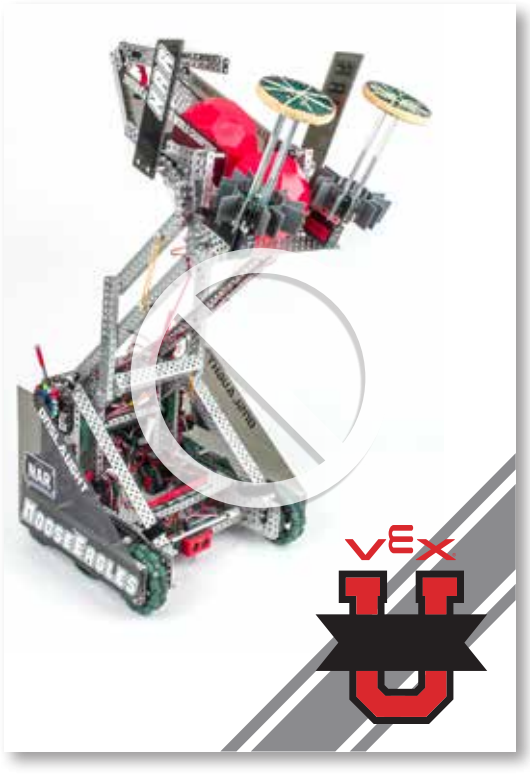
Logo usage 2.2

In marketing applications, the VEX U logo should never be split apart.

Usage examples 2.3

When used with photo assets the VEX U logo should never be split up or altered to accommodate a design.

Proper banner spacing should be used around the perimeter of the logo.



The VEX U logo should never be split up or altered to accommodate a design.

Logo colors 2.4

The VEX U logo should be shown in its two color palette wherever possible and only on white backgrounds.

PMS 1795 C
CMYK
(0, 96, 93, 2)
RGB
(210, 38, 48)
HTML
D22630

Black
CMYK
(0, 0, 0, 100)
RGB
(0, 0, 0)
HTML
000000

There are instances when the VEX U logo needs to be reproduced in grayscale. This should be relegated to print reproduction only. This grayscale option should never be used in an RGB color space or a print document that is two or more print colors.

Black
CMYK
(0, 0, 0, 100)
RGB
(0,0,0)
HTML
000000

VEX Dark Gray
CMYK
(0, 0, 0, 80)
RGB
(88, 88, 91)
HTML
58585B

Secondary colors 2.5

There are layouts where the preferred two color palette will not work. Here are secondary color options that can be used.

The VEX U logo should be shown in one color only when limited imprinting is necessary.

The VEX U logo should be PMS 1795 C red and white when displayed on a black background.

The VEX U logo should be PMS 1795 C red and white when displayed on a red background.

The VEX U logo should be one color white when placed over a dark, multi-colored background.

The VEX U logo should be white or black when displayed one color on a background that is visually incompatible with PMS 1795 C red, such as yellow or pink.

DO NOT use a PMS 1795 C red and white logo on a visually incompatible background such as pink.

Multiple logos 2.6

Since there are multiple robotics platforms and various VEX branded assets represented within the VEX competition brand, there are instances when multiple VEX brand logos will be used together in marketing, web or print executions. Here are some guidelines for those instances.

The VEX logos should always be sized equally.

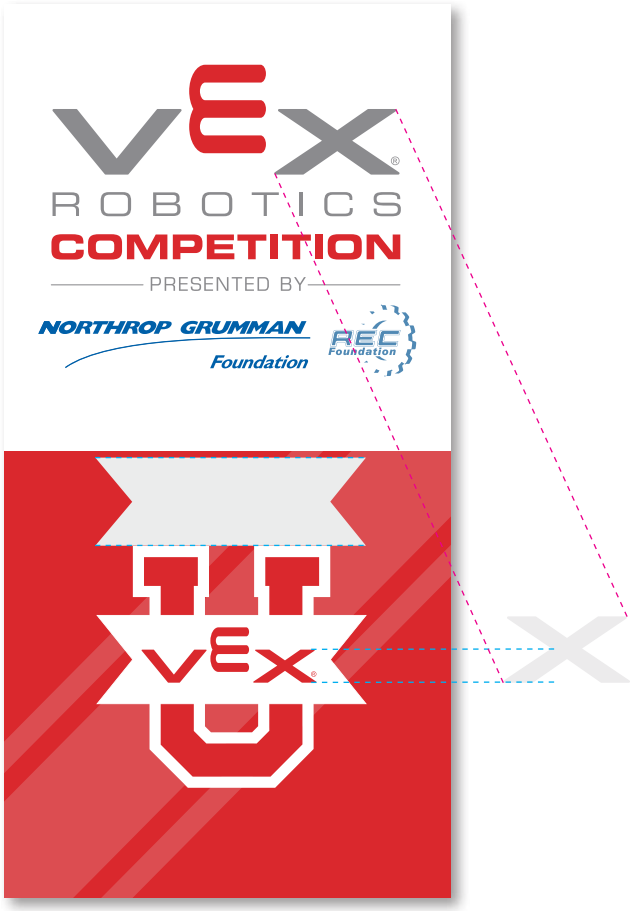
The VEX "E" should be used to universally size all logos.

The VEX U logo is sized so that the "X" is half the height of the "X" in the full VEX logo.

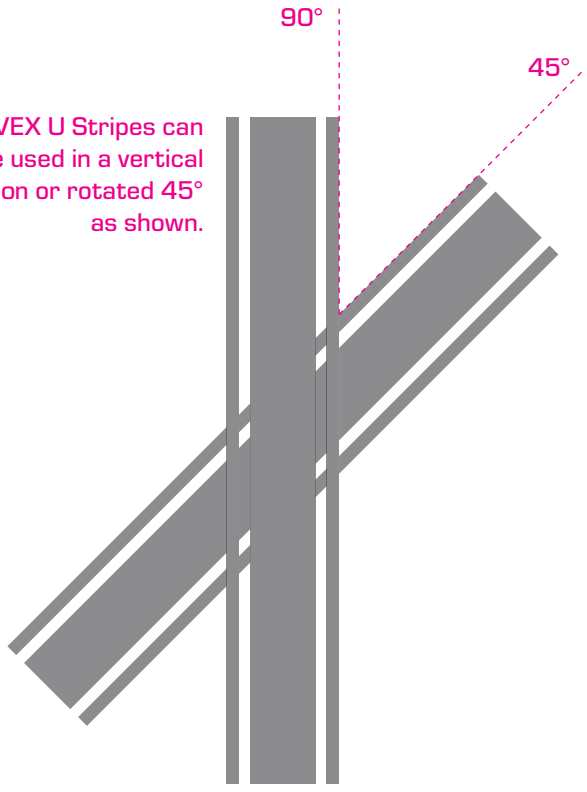
Usages 2.7

Here are some examples of how a multi-branded marketing piece should be executed in regards to logo scale.

Proper banner spacing should be used around the perimeter of the logo.



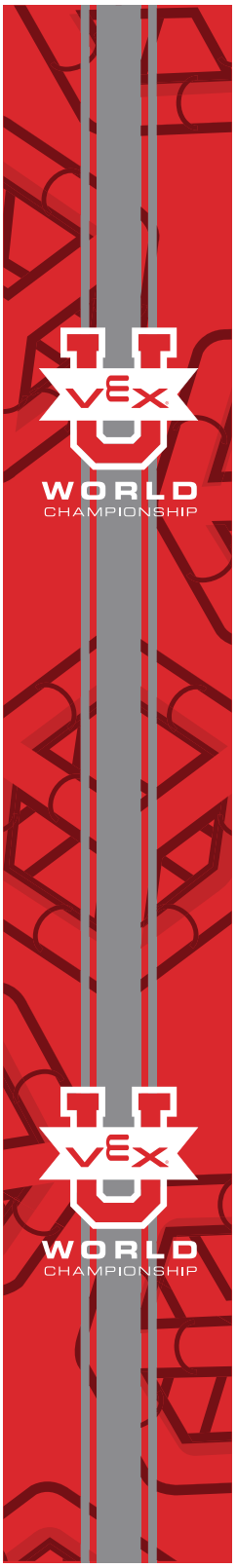
The VEX U Stripes can only be used in a vertical orientation or rotated 45° as shown.



Assets 2.8

The stripe pattern is used only with the VEX U brand to add visual interest and communicate that this is a collegiate level competition.

The VEX U Stripes can be scaled proportionally, however should never be altered, edited, animated or colored in a manner not recommended in this guide.



The VEX U stripes can be used in various ways and on different background colors. Here are some guidelines that should be followed.

PMS 1795 C
CMYK
(0, 96, 93, 2)
RGB
(210, 38, 48)
HTML
D22630

10K
CMYK
(0, 0, 0, 10)
RGB
(136, 139, 141)
HTML
888B8D

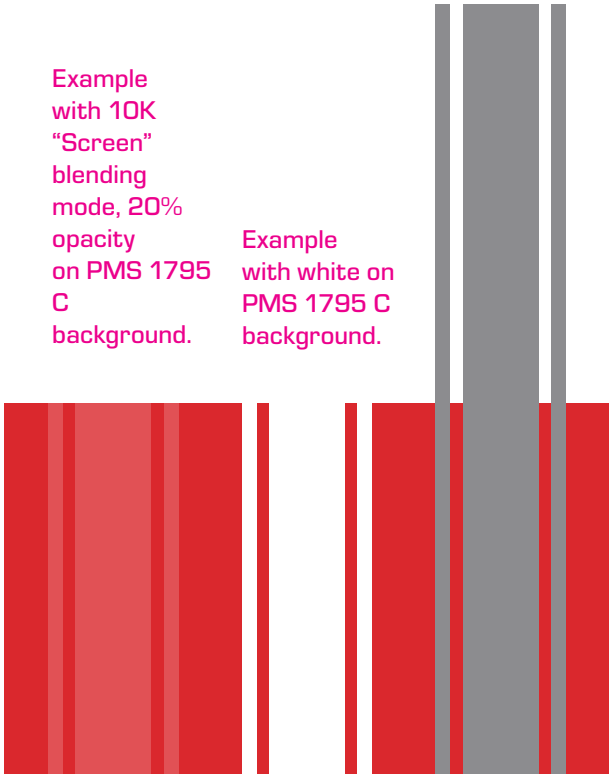
White
CMYK
(0, 0, 0, 0)
RGB
(230, 231, 232)
HTML
000000

PMS Cool Gray 8 C
CMYK
(23, 16, 13, 46)
RGB
(136, 139, 141)
HTML
888B8D

Example with 10K "Screen" blending mode, 20% opacity on PMS 1795 C background.

Example with white on PMS 1795 C background.

Example with PMS Cool Gray 8 C on white or PMS 1795 C background.



Style Guide

Section 3

Logo spacing 3.0

The VEX IQ Challenge logo must have a visible space between it and all other design elements. The proper minimal spacing is the height of the “E” crossbar from the full VEX logo.

When the VEX IQ Challenge logo is placed next to other logos it must have a visible space between it and all other design marks. The proper minimal spacing when used with other logos is TRIPLE the height of the “E” crossbar from VEX.

Avoid mistakes 3.1

The VEX IQ Challenge logo should never be altered, edited, animated or colored in a manner not recommended in this guide. This includes additional visual effects such as drop shadows and gradients.

DO NOT add drop shadows.

DO NOT use colors other than those outlined in this guide.

DO NOT use outlines.

DO NOT use gradients.

DO NOT rotate.

Logo usage 3.2

In marketing applications, the VEX IQ Challenge logo should never be split apart.

Usage examples 3.3

When used with photo or graphic assets the VEX IQ Challenge logo should never be split up or altered to accommodate a design.

Proper “E” spacing should be used around the perimeter the logo.

The VEX IQ Challenge logo should never be split up or altered to accommodate a design.

Logo colors 3.4

The VEX IQ Challenge logo should be shown in its two color palette wherever possible and only on white backgrounds.

PMS 3005 C
CMYK
(100 ,31, 0, 0)
RGB
(0,119,200)
HTML
0077C8

PMS Cool Gray 8 C
CMYK
(23, 16, 13, 46)
RGB
(136, 139, 141)
HTML
888B8D

There are instances when the VEX IQ Challenge logo needs to be reproduced in grayscale. This should be relegated to print reproduction only. This grayscale option should never be used in an RGB color space or a print document that is two or more print colors.

VEX Dark Gray
CMYK
(0, 0, 0, 80)
RGB
(88, 88, 91)
HTML
58585B

VEX Light Gray
CMYK
(0, 0, 0, 50)
RGB
(147, 149, 151)
HTML
939597

Secondary colors 3.5

There are layouts where the preferred two color palette will not work. Here are secondary color options that can be used.

The VEX IQ Challenge logo should be shown in one color only when limited imprinting is necessary.

The VEX IQ Challenge logo should be PMS 3005 C blue when displayed one color on any background besides blue.

The VEX IQ Challenge logo should be white or black when displayed one color on a background that is visually incompatible with PMS 3005 C blue, such as pink or green.

The VEX IQ Challenge logo should be white when on a blue background.

The VEX IQ Challenge logo should be white when placed over a dark, multi-colored background.

DO NOT use a PMS 3005 C logo on a visually incompatible background such as pink.

Multiple logos 3.6

Since there are multiple robotics platforms and various VEX branded assets represented within the VEX Competition brand, there are instances when multiple VEX brand logos will be used together in marketing, web or print executions. Here are some guidelines for those instances.

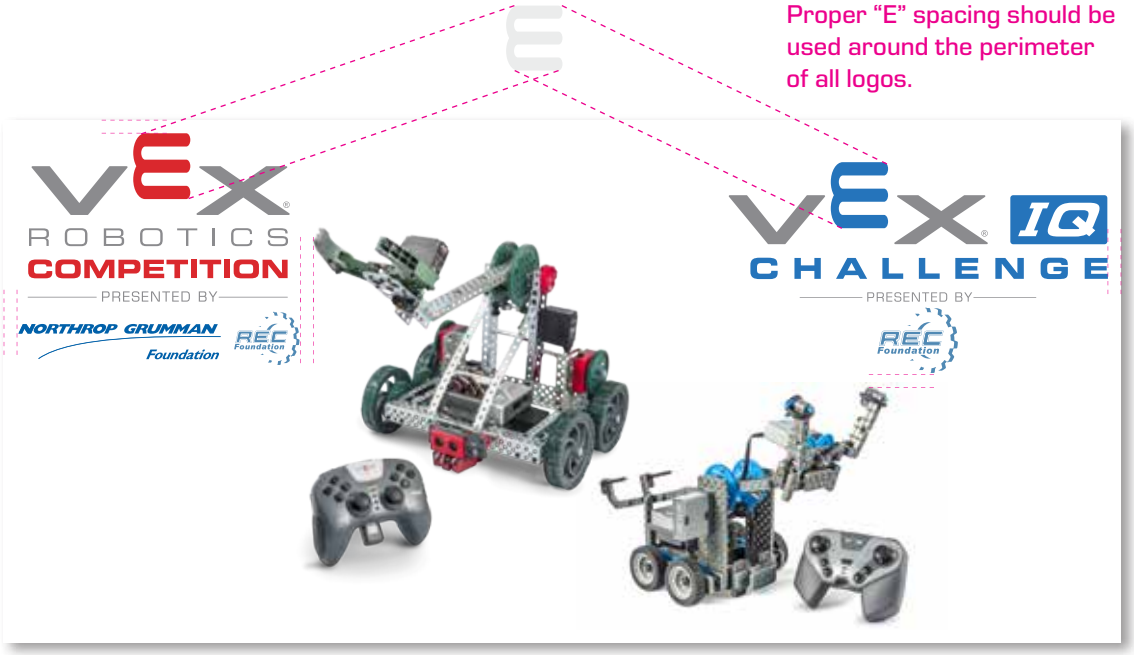
The VEX logos should always be sized equally.

The VEX "E" should be used to universally size all logos.

The VEX U logo is sized so that the "X" is half the height of the "X" in the full VEX logo.

Usages 3.7

Here are some examples of how a multi-branded marketing piece should be executed in regards to logo scale.

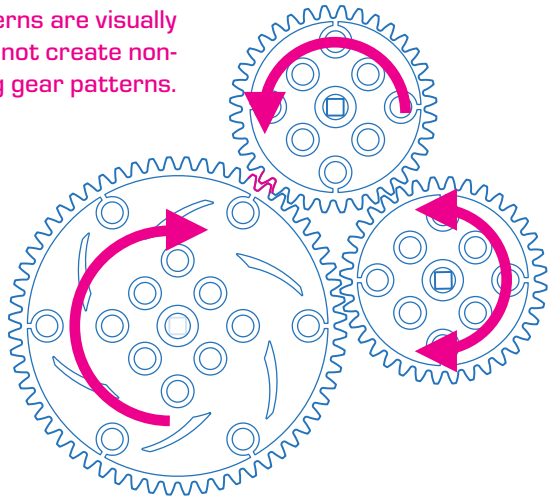


Assets 3.8

The VEX IQ gear patterns are intended to add visual interest and communicate that this is an engineering-based product and event.

If VEX IQ gear patterns are visually combined be sure they do not create non-working gear patterns.

Here is an example of a non-working gear pattern. If powered, these gears would "lock up" and not move.

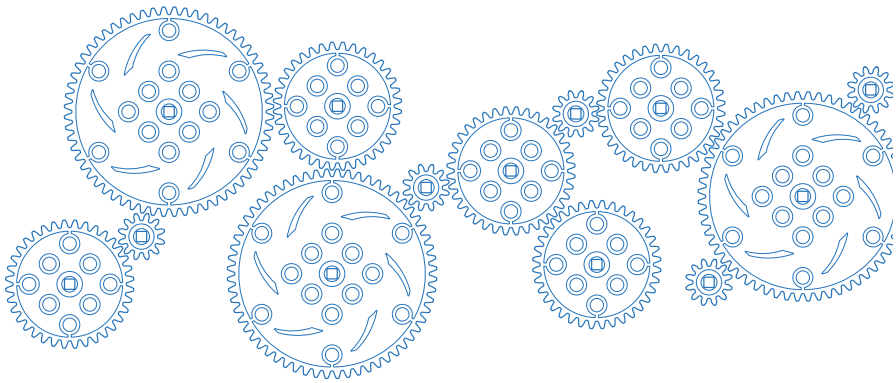


When combining VEX IQ gear patterns, make sure the gear teeth mesh without overlapping.

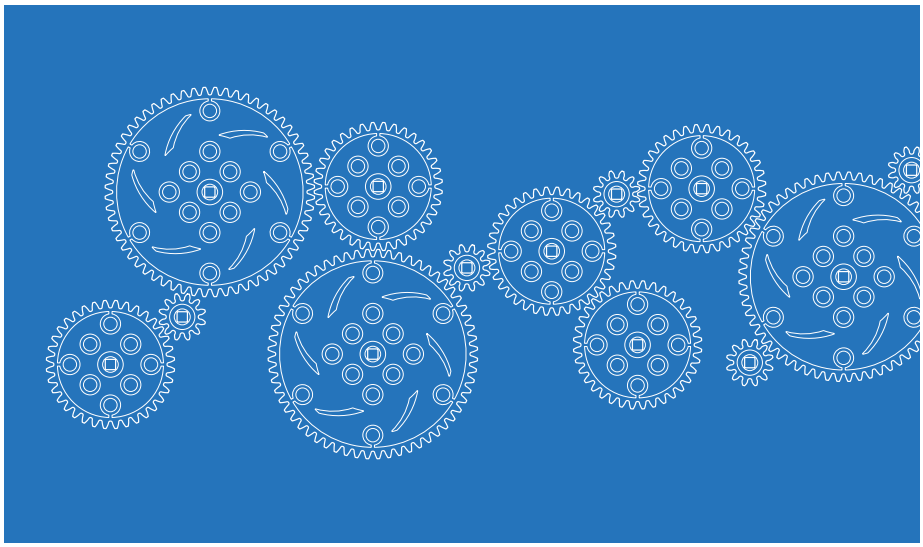
When the VEX IQ gear patterns are utilized within the VEX Robotics Competition branding they should always be 100% opacity of white or PMS 3005 C.

VEX IQ gear pattern asset should never be altered, edited, animated or colored in a manner not recommended in this guide. This includes additional visual effects like drop shadows and gradients.

PMS 3005 C
CMYK
(100 ,31, 0, 0)
RGB
(0,119,200)
HTML
0077C8



The VEX IQ gear patterns should be white when on a blue background.



VEX® WORLDS 2016

Style Guide

Section 4

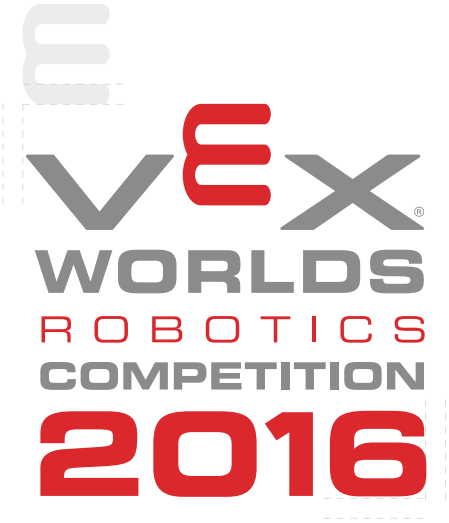
Logo spacing 4.0.1

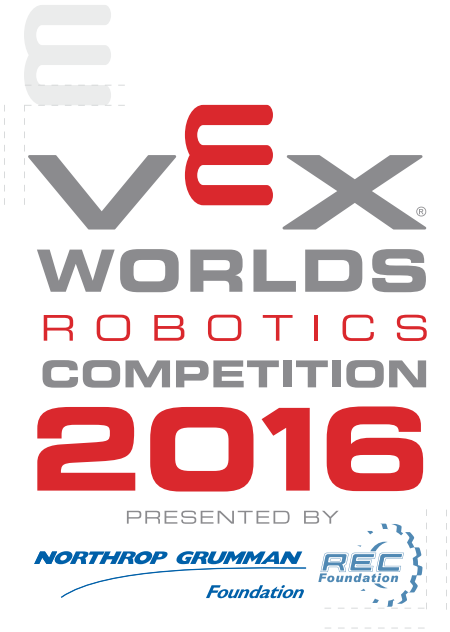
The VEX Worlds Date logo is intended for communication within events, and within the educational robotics community. This logo must have a visible space between it and all other design elements. The proper minimal spacing is the height of the “E” crossbar from the full VEX logo.

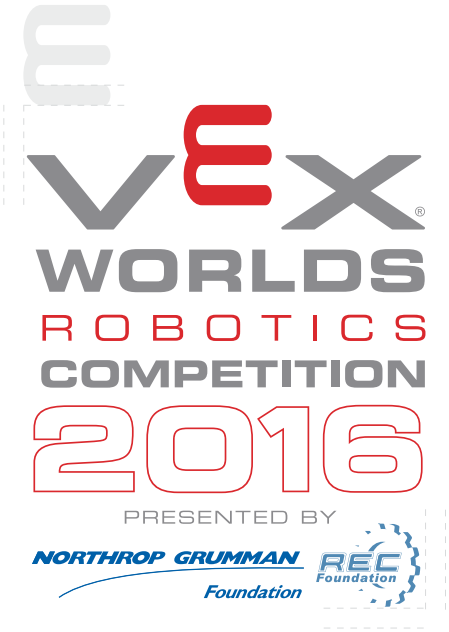
When the VEX Worlds Date logo is placed next to other logos it must have a visible space between it and all other design marks. The proper minimal spacing when used with other logos is TRIPLE the height of the “E” crossbar from VEX.

Logo spacing 4.0.2

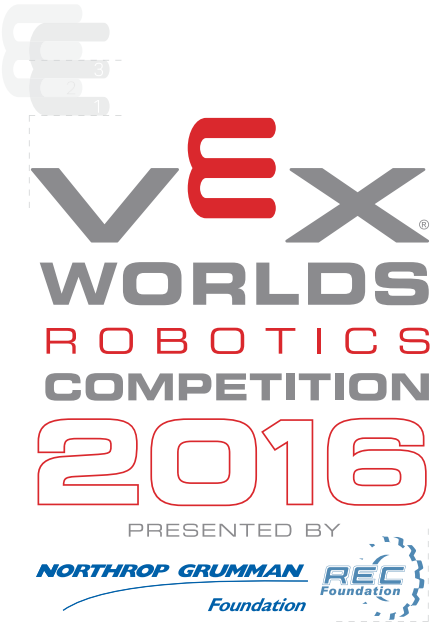
The VEX Worlds Robotic Competition Date logo is intended for communication to the public, media and any other public facing application. This logo must have a visible space between it and all other design elements. The proper minimal spacing is the height of the “E” crossbar from the full VEX logo.

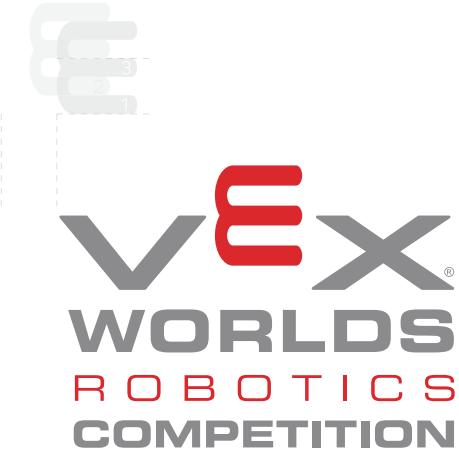






When the VEX Worlds Robotic Competition Date logo is placed next to other logos it must have a visible space between it and all other design marks. The proper minimal spacing when used with other logos is TRIPLE the height of the “E” crossbar from VEX.





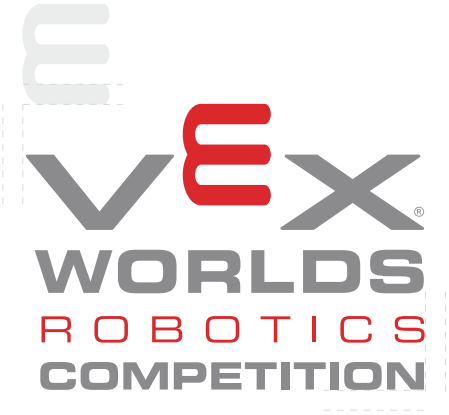
Logo spacing 4.0.3

The VEX Worlds logo is intended for “evergreen,” non-dated communication within events, and within the educational robotics community. This logo must have a visible space between it and all other design elements. The proper minimal spacing is the height of the “E” crossbar from the full VEX logo.

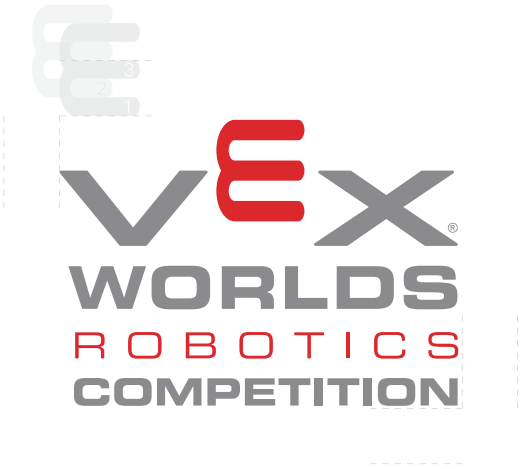
When the VEX Worlds logo is placed next to other logos it must have a visible space between it and all other design marks. The proper minimal spacing when used with other logos is TRIPLE the height of the “E” crossbar from VEX.

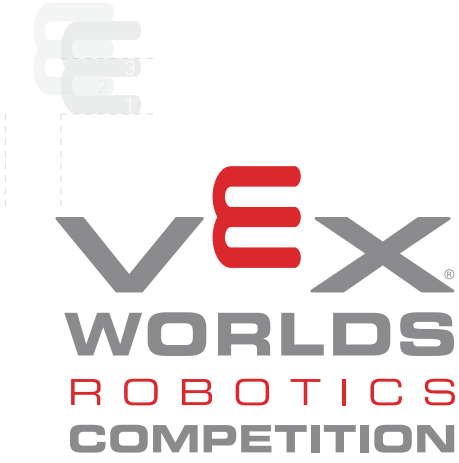
Logo spacing 4.0.4

The VEX Worlds Robotics Competition logo is intended for “evergreen,” non-dated communication to the public, media and any other public facing application. This logo must have a visible space between it and all other design elements. The proper minimal spacing is the height of the “E” crossbar from the full VEX logo.



When the VEX Worlds Robotics Competition logo is placed next to other logos it must have a visible space between it and all other design marks. The proper minimal spacing when used with other logos is TRIPLE the height of the “E” crossbar from VEX.





Avoid mistakes 4.1

The VEX Worlds logo should never be altered, edited, animated or colored in a manner not recommended in this guide. This includes additional visual effects such as drop shadows and gradients.

DO NOT add drop shadows.

DO NOT use colors other than those outlined in this guide.

DO NOT use outlines.

DO NOT use gradients.

DO NOT rotate.

Logo usage 4.2

In marketing applications, the VEX Worlds logo should never be split apart.

VEX Worlds logo can be used "stacked" as shown here.

VEX Worlds logo can be used "landscape" as shown here.

Usage examples 4.3

When used with photo or graphic assets the VEX Worlds logo can be used stacked in a vertical layout or landscape in a horizontal layout. The VEX Worlds logo should never be split up or altered to accommodate a design.

Proper "E" spacing should be used around the perimeter the logo.

The VEX Worlds logo should never be split up or altered to accommodate a design.

Proper "E" spacing should be used around the perimeter of both logos.

Logo colors 4.4

The VEX Worlds logo should be shown in its two color palette wherever possible and only on white backgrounds.

PMS 1795 C
CMYK
(0, 96, 93, 2)
RGB
(210, 38, 48)
HTML
D22630

PMS Cool Gray 8 C
CMYK
(23, 16, 13, 46)
RGB
(136, 139, 141)
HTML
888B8D

There are instances when the VEX Worlds logo needs to be reproduced in grayscale. This should be relegated to print reproduction only. This grayscale option should never be used in an RGB color space or a print document that is two or more print colors.

VEX Dark Gray
CMYK
(0, 0, 0, 80)
RGB
(88, 88, 91)
HTML
58585B

VEX Light Gray
CMYK
(0, 0, 0, 50)
RGB
(147, 149, 151)
HTML
939597

Secondary colors 4.5

There are layouts where the preferred two color palette will not work. Here are secondary color options that can be used.

The VEX Worlds logo should be shown in one color only when limited imprinting is necessary.

The VEX Worlds logo should be PMS 1795 C red when displayed one color on any background besides red.

The VEX Worlds logo should be white or black when displayed one color on a background that is visually incompatible with PMS 1795 C red, such as yellow or pink.

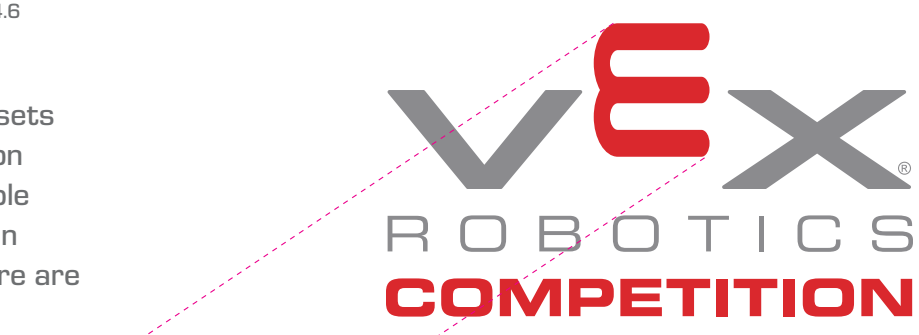
The VEX Worlds logo should be white when on a red background.

The VEX Worlds logo should be white when placed over a dark, multi-colored background.

DO NOT use a PMS 1795 C logo on a visually incompatible background such as pink.

Multiple logos 4.6

Since there are multiple robotics platforms and various VEX branded assets represented within the VEX Competition brand, there are instances when multiple VEX brand logos will be used together in marketing, web or print executions. Here are some guidelines for those instances.



The VEX logos should always be sized equally.

The VEX "E" should be used to universally size all logos.

The VEX U logo is sized so that the "X" is half the height of the "X" in the full VEX logo.

Assets 4.7

The VEX Worlds assets are used only with the VEX Worlds brand to add visual interest and communicate that this is a global event. The VEX Worlds brand assets should never be altered, edited, animated or colored in a manner not recommended in this guide. This includes additional visual effects such as drop shadows and gradients.

The VEX Worlds gear logo can be used in various ways and on different background colors. Here are some guidelines that should be followed.

When used in conjunction with different VEX Competition brands, the VEX Worlds gear color should match.

PMS 1795 C
CMYK
(0, 96, 93, 2)
RGB
(210, 38, 48)
HTML
D22630

PMS 3005 C
CMYK
(100 ,31, 0, 0)
RGB
(0,119,200)
HTML
0077C8

PMS Cool Gray 8 C
CMYK
(23, 16, 13, 46)
RGB
(136, 139, 141)
HTML
888B8D

Example of VEX IQ Challenge coloring.

Example of VEX Robotics Competition coloring.

Example of Neutral coloring for when multiple VEX Competition brands are present.

Example of Neutral coloring on a colored background for when multiple VEX Competition brands are present. In this instance the background colors match the VEX Competition brands.

The VEX Worlds Globe logo can be used in various ways and on different background colors. Here are some guidelines that should be followed.

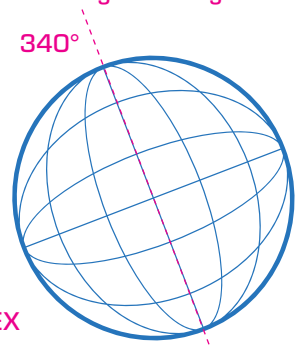
When used in conjunction with different VEX Competition brands, the VEX Worlds Globe color should match.

PMS 1795 C
CMYK
(0, 96, 93, 2)
RGB
(210, 38, 48)
HTML
D22630

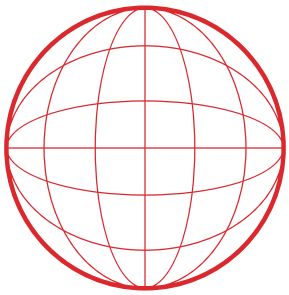
PMS 3005 C
CMYK
(100 ,31, 0, 0)
RGB
(0,119,200)
HTML
0077C8

PMS Cool Gray 8 C
CMYK
(23, 16, 13, 46)
RGB
(136, 139, 141)
HTML
888B8D

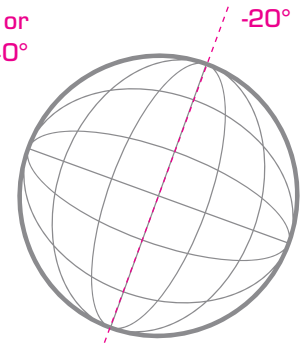
Example of VEX IQ Challenge coloring.



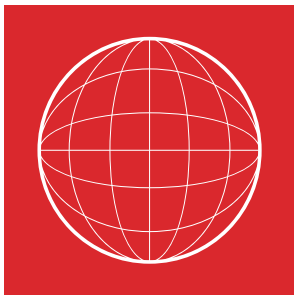
Example of VEX Robotics Competition coloring.

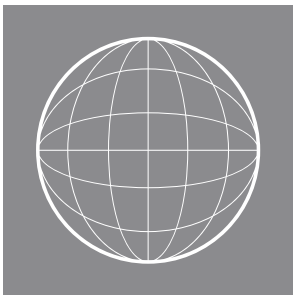


When tilted the VEX Worlds Globe can be rotated only -20° or 340°



Example of Neutral coloring for when multiple VEX Competition brands are present.





Example of Neutral coloring on a colored background for when multiple VEX Competition brands are present. In this instance the background colors match the VEX competition brands.

The VEX Worlds Wide Globe logo can be used in only one way and on only a white background. Here are some guidelines that should be followed.

PMS Cool Gray 8 C
CMYK
(23, 16, 13, 46)
RGB
(136, 139, 141)
HTML
888B8D

The VEX Worlds Wide Globe logo cannot be recolored or placed on any color background besides white.

The VEX Worlds Wide Globe logo cannot be rotated.

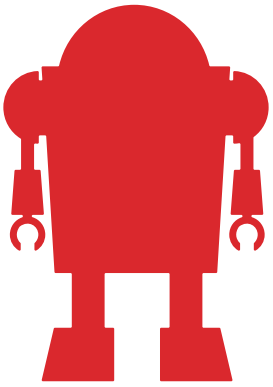
The VEX Worlds Robot logo can only be used in marketing to the general public outside of the event venue. Here are some guidelines that should be followed.

The VEX Worlds Robot asset can only be used in two colors.

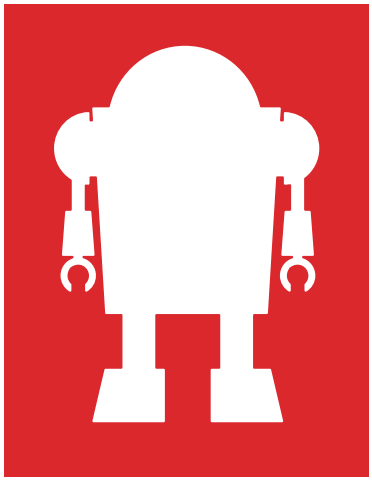
PMS 1795 C
CMYK
(0, 96, 93, 2)
RGB
(210, 38, 48)
HTML
D22630

White
CMYK
(0, 0, 0, 0)
RGB
(230, 231, 232)
HTML
000000

Example of VEX Worlds Robot coloring on white background.



Example of VEX Worlds Robot coloring on red background.



The VEX Worlds Robot can only be used in two colors.

Example of VEX Worlds Robot colored white on 1795 C red background.

Example of the VEX Worlds Globe logo in white with “Screen” blending mode, 20% opacity on PMS 1795 C background.

Example of the VEX Worlds Globe logo in white with “Screen” blending mode, 20% opacity on PMS 3005 C background.

Example of the VEX IQ gear pattern combined with the VEX Worlds gear logo in white on PMS 3005 C background.

Type 5.0

The VEX Competition brand primarily uses two typefaces for marketing and editorial applications, Eurostile and Aktiv Grotesk.

Eurostile Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Eurostile Regular Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Eurostile Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Eurostile Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Eurostile Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Eurostile Extnd Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Eurostile Extnd Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aktiv Grotesk Hairline
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk XBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
vnopqrstuvwxyz
1234567890

Aktiv Grotesk Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The VEX competition brand has a serif typeface for longer form documents to aid in readability. This should be used for text heavy documents like contracts, research reports and any other non-marketing instance where needed. Guides and instructions should always use the sans-serif typeface Eurostile and Aktiv Grotesk.

Garamond Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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