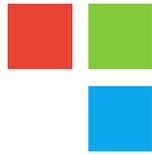




Brand guidelines



The new Vyopta brand

The Vyopta brand is more than just a logo. It's a comprehensive visual system and language made up of many parts that work together to convey the core of who we are and what we stand for.

Agenda

- Logos 4**
 - Primary 5
 - Secondary 6
 - Black & white 7
 - Shield only 8
 - Logo colors 9
 - Clear space 10
 - Improper logo use 11
 - Minimum size 12
- Color palette 13**
- Cobranding 15**
- Typography 17**
 - Primary typeface 18
 - Secondary typeface 19
- File formats 20**
 - Vector based artwork 21
 - Raster based artwork 22
- Support 23**

Logos

Logos

Primary logo

The new Vyopta logo reinforces the company's unified communications and collaboration positioning with expanded colors representing video, voice and messaging.

PRIMARY LOGO



This version of the Vyopta logo should be used whenever possible.

PRIMARY LOGO / INVERTED



This inverted version of the logo works well on dark and busy backgrounds.

Logos

Secondary logo

The secondary version of the Vyopta logo can also be used when the primary logo does not fit well within certain workspaces.

SECONDARY LOGO



This secondary version of the Vyopta logo can also be used when the primary logo does not fit well within certain workspaces.

SECONDARY LOGO / INVERTED



This white secondary vertical version of the logo works well on dark and busy backgrounds.

Logos

Black and white logos

The black and white logos can be used for 1 color settings.

BLACK LOGOS



WHITE LOGOS



Logos

The “Shield” logo

The Vyopta “Shield” can be used by itself on promotional materials as needed.



SHIELD - 3 COLOR



SHIELD - BLACK



SHIELD - INVERTED

Primary logo colors



Vyopta's logo color palette has been expanded to support the company's unified communications and collaboration positioning.

VYOPTA SHIELD



HEX #0CA8ED
RGB 12/168/237
CMYK 91/8/0/0
PMS 2925 C



HEX #82CA38
RGB 130/202/56
CMYK 53/0/100/0
PMS 368 C



HEX #EA4335
RGB 234/67/53
CMYK 2/89/87/0
PMS 179 C

VYOPTA TYPE



HEX #253035
RGB 37/46/53
CMYK 79/65/59/59
PMS 433 C

Clear space

Our logo works best when it has enough room to breathe. No other logos, type or other graphical elements should infringe on its space.

PRIMARY LOGO



The minimum clearspace around the logotype is equivalent to 1/2 of its height.

SECONDARY LOGO



The minimum clearspace around the logotype is equivalent to 1/2 of its height.

Improper logo usage

The logotype should never appear in a line or block of text. Here are other improper usages of the logo.



Logo shield and/or type using non branded colors



Letters are stretched out and distorted



Displaying the logo on an angle



Adding text near the logo



Logo should not be placed on busy backgrounds



Adding shadow effects

Minimum size

While our logos can be resized to fit different types of collateral, it's important that you never scale them down below the recommended sizes.

WEB



Primary

PRINT



Secondary



Shield only



Color Palette

Color palette

The new Vyopta core and supplemental color palettes have been expanded to support a richer foundation for content creation to bring any online presence or collateral to life.

CORE



HEX #0CA8ED
RGB 12/168/237
CMYK 91/8/0/0
PMS 2925 C



HEX #82CA38
RGB 130/202/56
CMYK 53/0/100/0
PMS 368 C



HEX #EA4335
RGB 234/67/53
CMYK 2/89/87/0
PMS 179 C

SUPPLEMENTAL



HEX #253035
RGB 37/46/53
CMYK 79/65/59/59
PMS 433 C



HEX #ED8E0C
RGB 237/142/12
CMYK 5/52/100/0
PMS 144 C



HEX #507B25
RGB 80/123/37
CMYK 72/31/100/17
PMS 364 C



HEX #A32419
RGB 163/36/25
CMYK 24/98/100/19
PMS 7627 C



HEX #0A8DC6
RGB 10/141/198
CMYK 80/32/4/0
PMS 7689 C



HEX #404E55
RGB 64/78/85
CMYK 75/58/52/34
PMS 7540 C

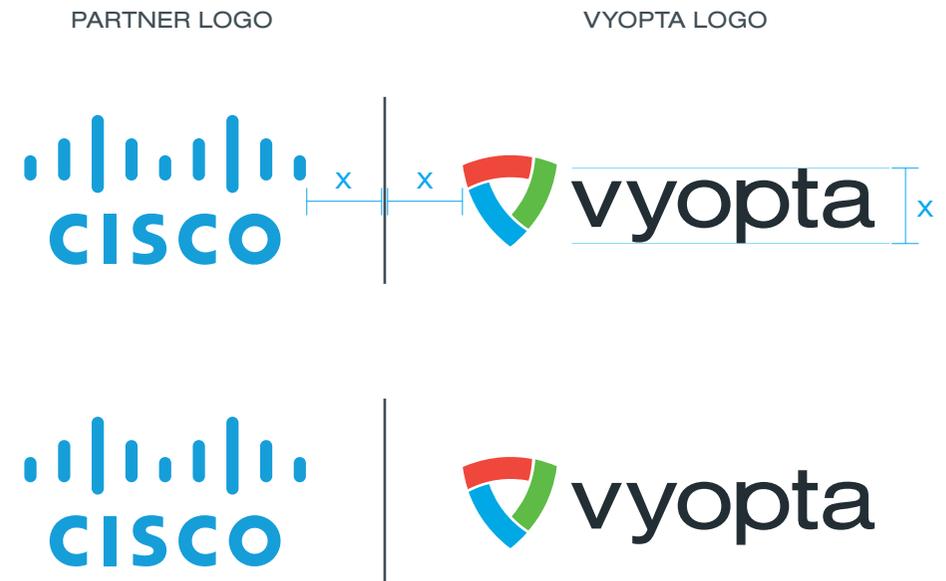
Cobranding

Cobranding

The Vyopta primary logo should always be used when cobranding with partners.

The clear space between the Vyopta logo and the partner logo is determined by the x-height of the Vyopta logo type.

Partner logos should always be displayed on the left.



Typography

Typography: Primary typeface

Nimbus Sans Extd

Our primary typeface is Nimbus Sans Extd. Multiple weights help establish a clear hierarchy and draw the reader's attention to important content.

Aa

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(,;:)

Aa

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(,;:)

Aa

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(,;:)

Aa

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(,;:)

Typography: Secondary typeface

Open Sans

Our secondary typeface is Open Sans. Used primarily on websites as body copy and other call-out areas. May be substituted for Nimbus Sans Extd, if unavailable on website, for headers and sub headers.

Aa

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(,;:)

Aa

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(,;:)

Aa

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(,;:)

Aa

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(,;:)

File formats

File formats

VECTOR-BASED FORMATS

Vector-based artwork is made up of points and line segments and is high-resolution while maintaining small file sizes. Vector-based files may be scaled up or scaled down. It is best to use vector-based art for page layout programs, printing and large-scale applications (e.g., banners, signage).

AI

Native Adobe Illustrator file.

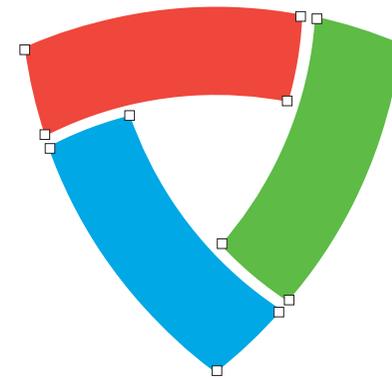
EPS

Encapsulated Postscript files use Postscript and are vector-based. EPS files can be recognized by many different programs and systems.

PDF

Adobe's Portable Document File (PDF) formatted files are universally accepted. PDF's are vector-based.

VECTOR-BASED ARTWORK



File formats

RASTER-BASED FORMATS

Raster-based artwork is made up of pixels and can only be scaled down. Use raster-based artwork for screen-based media such as applications (native and web) and in presentations (e.g., PowerPoint).

PNG

With transparent backgrounds, PNGs are the best choice for use on color or image backgrounds, especially on the web and in PowerPoint.

Best practices for PNG formatted logo integration is to use the larger version of the logo (@2x) and scale down to desired size.

TRANSPARENT PNG ON A COLOR BACKGROUND



Support

Support

Can't find what you're looking for?

For any questions about the brand and this guide please let us know at marketing@vyopta.com.

You can find all logo and brand assets at:

www.vyopta.com/company/press



www.vyopta.com