



Brand Guidelines

Rules and requirements for the consistent use
and perpetuation of the Vuzix identity and voice.

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Brand Compliance and Protection

Vuzix trademarks – the unique words, logos, messaging, packaging and labelling designs together identify Vuzix as our principle trademark. This name distinguishes our products, and ensures that our partners and customers that our smart glasses, OEM offerings, services and solutions are genuine.

Trademark and related laws protect the Vuzix brand from counterfeiting and other attempts to unlawfully extract benefit from the goodwill of the Vuzix brand.

Similarly, copyright protects our communications, unique marketing messages and websites. Our trade secrets, including our manufacturing and operating processes, price lists and licensee and customer lists, enable us to offer consumers unique products.

Our extensive patent fillings seek to prevent other companies from using our unique IP, production methods, and products.

Use of the Vuzix brand must be expressly requested, including intended use and application. Vuzix reserves the right to inspect all materials and goods to ensure compliance with these Brand Guidelines. Vuzix reserves the right to take action as necessary to ensure compliance.

These guidelines have been produced for adherence to by authorized parties – including partners, licensees, customers and their customers – who wish to use, sell, and promote Vuzix and it's products.

They provide a framework for the visual communication of Vuzix to achieve a strong, consistent image, both when Vuzix is communicated as an independent identity and when it is promoted in conjunction with partner marketing.

The Company

Vuzix is a pioneer in wearable computing, augmented reality (AR), optics, and display engines, delivering solutions to clients for over 25 years.

Our Voice

Vuzix tone of voice is **confident** and it should always reflect the core values that define our brand.

The way we speak to the world reflects our **practical, user-centered** approach to transforming the workplace with AR – with the perfect balance of **comfort, performance and style**.

Vuzix is an **innovative** organization delivering cutting edge technology and products to the market, but we use **approachable, action-oriented** language that conveys **honesty** and confidence in our products and position of leadership in the AR wearables industry.

Words That Define Us

Comfort

To convey a comfortable fit, consider: comfortable, all-day wear, cushioned, ergonomic, user-centered, lightweight.

Design

To explain design attributes, consider: smart, balanced, light, slim, unobtrusive, user-friendly.

Display

To describe display features, consider: crystal clear, brilliant, ultra-bright.

Waveguides

Our waveguides are: revolutionary, industry-defining, see-through, and transparent.

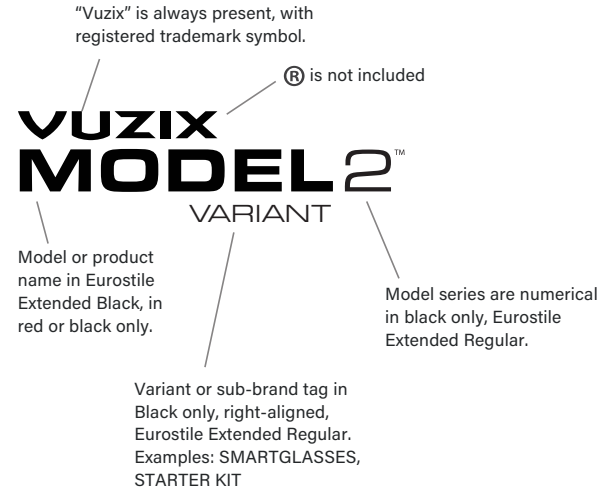
Solutions

Vuzix is a pioneer, industry leader, an innovator in optics. Vuzix provides high-quality, market-leading, standard-setting, world-class solutions.

Brand Architecture

When visually representing Vuzix products, services and partnerships as a lock-up, the Vuzix global brand is often included as shown. For these instances, the trademark symbol is included with the model name only, and does not appear next to the Vuzix logotype.

External partners may in no way create or suggest to the market any additions or modifications to Vuzix brand architecture. Internal stakeholders must work with the Vuzix marketing function when further development of Vuzix brand components is needed.



Alternate Layout

In some edge cases, such as packaging and labels, the product branding is also presented in a linear and horizontal manner.

VUZIX MODEL 3™

Trademark Symbols

The substantial IP portfolio owned by Vuzix is an industry differentiator and is reflected in our diligent use of trademarks. At the first/most prominent mention, or the first mention in the text body if it would cause problems in a title or header, use the appropriate registered trademark symbol for the following terms:

Vuzix® smart glasses
Vuzix Blade® smart glasses
Vuzix Blade® upgraded smart glasses
Vuzix Blade 2™ smart glasses
Smart Swim®
Vuzix Shield™ smart glasses
Vuzix M400™ smart glasses
Vuzix M400C™ smart glasses
Vuzix M4000™ smart glasses
Vuzix M300™ smart glasses
Vuzix M300XL™ smart glasses

The circle R symbol and common law TM symbol in superscript should be as close to the registered trademark as possible (e.g., no space between Vuzix and the "®" or "™" symbol. Additionally, each use of the trademarked terms or phrases above are best used as adjectives, not as nouns or verbs. This rule also extends to use of these terms when using them in the plural form. For example, "Vuzix Blade® smart glasses" is a proper usage while "Vuzix Blades" is not. Additionally, when referring to any of the products covered by the trademarked terms or phrases noted, use the entire trademark, e.g., you should not use the term "Blades" at any point as an abbreviation. Instead use "Vuzix Blade® smart glasses."

Trademark Symbols

CONTINUED

Company



Product



Linear Logos



Nomenclature

AI	Artificial intelligence. No spellout needed.
ANSI Z87.1 certified	Refer to as ANSI Z87.1 safety certification.
AR	Augmented reality. May also be used for assisted reality, but the latter term is less familiar to readers and less SEO-friendly.
case study	Use to refer to a polished piece that highlights Vuzix usage for a given industry/use case. "Client stories" can be used for more short-form content.
client	Preferred term for companies and users who give us business. A customer is transactional, a client is someone you accept a responsibility for.
head-tracking	Hyphenate when it precedes a noun, but not when it appears after a noun.
heads-up displays (HUDs)	Heads-up displays.
heads-up, hands-free	Part of the smart glasses value prop. Hyphenate when it precedes a noun, but not when it appears after a noun.
IoT	Internet of things. IoT, not IOT. Spell out at first mention.
IP67 rated	No hyphen here per industry standard and ease of reading (often stacked with other compound modifiers).
M-Series	In reference to the Vuzix M400 and Vuzix M4000.



















Nomenclature

CONTINUED

MDM	Mobile device management. Spell it out at first mention.
microLED	One word. Do not hyphenate.
OEM	Original equipment manufacturer.
OLED	Organic light-emitting diode. No spellout needed.
power bank vs battery	Battery is the preferred choice; use of power bank as a synonym is ok.
smart glasses	For readability, never capitalize, either in a general sense or when preceded by product name. Never smart glass.
telemedicine	Do not hyphenate.
UI	User interface.
VR	Virtual reality.
Vuzix device	Use when referring to Vuzix gear in a general sense.
waveguide	Lowercase the “w” in waveguide.
white paper	Two words.

Nomenclature

CONTINUED

Smart Glasses Always two words. ALLCAPS, lowercase, or Title Case	 SMART GLASSES	 smart glasses		
	 Smartglasses	 Smart glasses	 Smart Glasses	
Product Names No hyphens, UPPERCASE only	 M400C	 m400 C	 M-400 C	
	 M-400C	 m400C	 M-400-C	
Storage No space, UPPERCASE only	 64GB	 64 GB	 64 Gb	
Camera	 8MP	 8 megapixel	 8 MP	 8 Megapixel

External Partners

Vuzix has many strong relationships with distributors, resellers, software developers and organizations across its value chain. We encourage partners to make good use of the Vuzix brand. When positioning Vuzix brand, products and services to the world, we request you use our Media Relations form to connect with Vuzix marketing.

 <https://www.vuzix.com/pages/contact-media-relations>

You can find videos, use case photos, product photos, product sheets, product logos and company logos on our Media Resources page.

 <https://www.vuzix.com/pages/media>

Logo

Logotype

The Vuzix logotype is always shown with the registered trademark symbol when displayed by itself.



Logomark

While Vuzix does not have an official logomark, the Vuzix “V” has been used in some cases where appropriate such as booths, backgrounds, profile and web icons. **Express prior permission must be obtained from Vuzix Marketing in these cases.**



Clear Space

An area equal to the height of the “V” being used should be kept clear of all copy, design elements, logos, margins, etc.



Logo CONTINUED

Not Approved

The logotype may not be used in any other colors, and any scaling of the logo must be done proportionally to prevent distortion.

OTHER COLORS



DISPROPORTIONATE SCALING





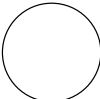
Deprecated

This brand treatment is no longer used and should be deprecated.






Colors

Flat

	R 225 G 37 B 27	C 6 M 98 Y 100 K 1	HEX #E1251B PMS 485
	R 255 G 255 B 255	C 0 M 0 Y 0 K 100	HEX #000000 PMS BLACK
	R 255 G 255 B 255	C 0 M 0 Y 0 K 0	HEX #FFFFFF PMS WHITE

Gradient

		R 224 G 42 B 38	→	R 194 G 35 B 31
				

Typefaces

Acumin Variable Concept

Used for printed marketing materials, print collateral, event booths, digital ads, and most core communications.

Acumin Bold
Acumin Semibold
Acumin Medium
Acumin Regular
Acumin Light
Acumin Extralight

ACUMIN WIDE BLACK

ACUMIN WIDE REGULAR

ACUMIN EXTRA CONDENSED SEMIBOLD

ACUMIN EXTRA CONDENSED LIGHT

Acumin Light for print body copy lectus quam id leo in vitae turpis. Sed cras ornare arcu dui vivamus arcu. Quis blandit turpis cursus in hac habitasse platea dictumst. Faucibus scelerisque eleifend donec pretium vulputate nec.

Roboto

Used on-device for user interface or other digital applications.

Roboto Bold
Roboto Regular
Roboto Light

Roboto Regular for digital body copy Lectus quam id leo in vitae turpis. Sed cras ornare arcu dui vivamus arcu. Quis blandit turpis cursus in hac habitasse platea dictumst. Faucibus scelerisque eleifend donec.

Eurostyle Extended

Used for product branding only. Should not to be used for any body copy, headers, digital ads, or printed materials.

EUROSTILE EXTENDED BLACK

EUROSTILE EXTENDED REGULAR



UPPERCASE **ONLY**

Do NOT use Sentence case,
 Title Case, or lowercase.

Logo CONTINUED

Approved

The Vuzix logotype can be used in either black or white, on both solid color backgrounds or on imagery.

INVERSE ON BLACK, NEAR-BLACK



INVERSE ON RED, GRADIENT RED



BLACK



INVERSE ON IMAGES



Logo use outside of Vuzix

When using the Vuzix logo on properties belonging to 3rd parties, please follow these simple guidelines.

- 1** Always give the Vuzix logo equal prominence with other logos
- 2** Ensure that the Vuzix logo is at least equal size with other logos
- 3** Do not place the Vuzix name or logotype visually below another logo
- 4** Use the black standard logo ideally when other brand logos are present
- 5** Vuzix branding, including logos, product names, models and other identifying marks on products and materials, must remain unchanged when it reaches end customers
- 6** Never cover or alter branding or labeling on Vuzix products except where express contractual permission has been granted