The following are key guidelines for using the corporate identity in a broad range of applications. The VUZIX logo consists of three core components: the logo, corporate colors, and corporate typefaces. Specifications for all of these identity components, their various elements and alternative uses are described herein. Care should be taken to ensure correct specifications and versions are used.

Alternative colors or removing the R or TM marks may be used with written permission from Vuzix corporate.

### Corporate Colors

<table>
<thead>
<tr>
<th>Color Code</th>
<th>R</th>
<th>G</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS485</td>
<td>225</td>
<td>37</td>
<td>27</td>
</tr>
<tr>
<td>Black</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>White</td>
<td>255</td>
<td>255</td>
<td>255</td>
</tr>
</tbody>
</table>

### Corporate Fonts

- Roboto
- Eurostile Extended
- EUROSTILE EXTENDED BLACK

### Main Logo and accepted Variants

- PMS485 logo on white background
- Black logo on light background
- PMS485 logo on black background
- White logo on dark background
- White logo on PMS485 background

### Product specific variants

- Vuzix Basics
- Vuzix Blade
- Vuzix Blade Safety
- Vuzix M100
- Vuzix M300
- Vuzix M400
- Vuzix M4000
- Smart Swim

### Product color options

- VUZIX BLADE
- VUZIX M100
- VUZIX M300
- VUZIX M400
- VUZIX M4000
- VUZIX LABS
- SMART SWIM
Stacked logo variants

VUZIX Basics™

VUZIX BLADE®

VUZIX BLADE® SAFETY

VUZIX M100

VUZIX M300

VUZIX M400

VUZIX M4000
Subtext examples:

Font is Eurostile Extended Regular. Size of subtext is variable - if it can line up width wise with the product name that is ideal, otherwise should be smaller and justified to one side.

Vuzix Labs

Vuzix Labs products should include the full Vuzix Labs name with the product name