

# VUZIX LOGO MASTER GUIDELINES

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

PMS 485	R: 225 G: 37 B: 27 C:6% M:98% Y:100% K:1%
BLACK	R: 0 G: 0 B: 0 C:0% M:0% Y:0% K:100%
WHITE	R: 255 G: 255 B: 255 C:0% M:0% Y:0% K:0%

## Corporate Fonts

Roboto
<b>Eurostile Extended</b>
<b>EUROSTILE EXTENDED BLACK</b>

## 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 Basics™**

Vuzix Blade **VUZIX BLADE®**

Vuzix Blade Safety **VUZIX BLADE SAFETY®**

Vuzix M100 **VUZIX M100**

Vuzix M300 **VUZIX M300**

Vuzix M400 **VUZIX M400**

Vuzix M4000 **VUZIX M4000**

Smart Swim **VUZIX LABS SMART SWIM**

## Product color options

**VUZIX BLADE®**

**VUZIX BLADE®**

**VUZIX BLADE®**

**VUZIX BLADE®**

**VUZIX BLADE®**

**VUZIX BLADE®**

# VUZIX LOGO MASTER GUIDELINES

Stacked logo variants

**VUZIX**  
**Basics**™

**VUZIX**  
**BLADE**®

**VUZIX**  
**BLADE**®  
SAFETY

**VUZIX**  
**M100**

**VUZIX**  
**M300**

**VUZIX**  
**M400**

**VUZIX**  
**M4000**

# VUZIX LOGO MASTER GUIDELINES

## 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**  
**BLADE**®  
SAFETY

**VUZIX**  
**BLADE**®  
SMARTGLASSES

**VUZIX**  
**M400**  
STARTER KIT

**VUZIX**  
**M300**  
STARTER KIT

Vuzix Labs

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

**VUZIX LABS**  
**SMART SWIM**