



Brand Identity and Guidelines

OBJECTIVE

This manual will identify proper use of the Vista Projects Limited (Vista) logo and identity. These guidelines are to ensure that the Vista brand is represented accurately and consistently and is key for Vista to assert, protect and evolve both its corporate presence and its brand equity.

All forms of communications material influence how Vista is perceived and care must be taken to preserve the integrity of the corporate identity with every opportunity from memos and faxes to print ads and presentations. Reference to these guidelines must be made when communicating instructions to agencies, designers, service bureaus, film houses and printers to maintain quality control over Vista communications materials.

The purpose of this document is to:

- Provide a guide that will ensure proper usage of the corporate logo
- Ensure consistency of corporate representation
- Accurately represent the company and increase credibility and visual recognition.

VISTA'S TAGLINE

Engineering your vision

VISTA LOGO USAGE

The Vista logo should be used on all internal and external corporate documentation. All logo requests outside the course of Vista's regular business documentation must be reviewed and approved by Vista prior to use. Below is a list of guidelines to follow when using the Vista logo:

- Usage of the logo must be approved by Vista.
- At no point should any of the logo colours be changed or manipulated. The size of the logo, if needed to be changed, must remain proportional.
- Do not change the typeface for any reason.



Vista's logo represents the Vista vantage point where a comprehensive vision is attained and where results of the highest standards transpire. Values that come to mind are accurate, transparent, and simple.

LOGO CLEAR SPACE REQUIREMENTS

A minimum distance around the logo that is clear from other text or graphic elements must be maintained to ensure logo integrity.

LOGO MISUSE

The Vista logo must not be distorted, skewed, or disproportionately scaled in any application. Logo integrity must take precedence over any and all spatial considerations. Always use electronic or hard copy reproduction art to reproduce the Vista logo.

COLOUR USAGE

When producing the Vista logo in more than one colour use only the official corporate colours. Wherever possible, the Vista logo should appear in its official corporate colours on a white or off-white background.

VISTA BLUE	Red 0, Green 103, and Blue 172
VISTA GREEN	Red 122, Green 193, and Blue 66

GUIDELINE FOR USING LOGO ON COLOURED BACKGROUNDS

When using the Vista logo with a screened background there must be significant contrast between the logo and the background. Please contact Vista for a white-out logo that may be used on a dark background.

CONTACT

All logo requests outside the course of Vista's regular business documentation must be reviewed and approved by Vista prior to use. Please visit our website <http://www.vistaprojects.com/contact/> for details.