

Vista Projects

Visual Identity Guidelines



All forms of communications material influence how Vista is perceived by clients, competitors, staff, media and the general public. Care must be taken to preserve the integrity of the corporate identity with every opportunity – from memos, emails and faxes to print ads, signage and presentations.

OBJECTIVE

The following guidelines identify the proper use of the Vista Projects (Vista) logo and identity. These guidelines are designed to ensure the Vista brand is represented accurately and consistently and is key to Vista's ability to assert, protect and evolve both its corporate presence and its brand equity.

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
- Promote the accurate representation of the company and increase credibility and visual recognition

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 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 color, use only the official corporate colors.

Wherever possible, the Vista logo should appear in its official corporate colors on a white or off-white background.

VISTA BLUE Red 0, Green 103, and Blue 172, (Or PANTONE® 7462 C) (Or PANTONE® 7462 U) CMYK: 100C, 50M, 0Y, 10K RGB: 0R, 106G, 170B

VISTA GREEN Red 122, Green 193, and Blue 66 (Or PANTONE® 368 C) (Or PANTONE® 368 U) CMYK: 75C, 0M, 100Y, 0K RGB:124R, 192G, 75B

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 whiteout 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.

The Vista Projects corporate signature is a registered trademark and the representation of the Vista Projects brand to the world. Please follow these guidelines to reproduce the Vista Projects signature in a consistent manner. Use of the Vista Projects corporate signature must be approved in advance for all external materials. For approvals, assistance, detailed guidelines and trademark requirements, please email Vista Projects brand management at brand@vistaprojects.com.

Signature formats

The Vista Projects signature exists in full-colour positive and full-colour reverse formats.



Full-colour positive



Full-colour reverse

Signature artwork

Always use approved digital art files to reproduce the corporate signature. Download art files from the Vista Projects external website at www.vistaprojects.com/logos.

Clear space

Always position the Vista Projects signature within a clear area, free from other text and graphics. The minimum clear space is equal to two times the height of the "P" of Projects. The preferred clear space is equal to the letter "a" of Vista Projects.



Minimum clear space for all applications



Preferred clear space for all applications

Minimum size

To ensure optimal reproduction of the signature, make every effort not to scale it to a size smaller than the minimum sizes shown.



20 mm

Minimum size for print applications



120 pixels

Minimum size for online applications

Sizing

Always size the signature proportionately, using the corner handles of the digital file, while holding down the shift key.

Signature colours

The Vista Projects signature is reproduced only in the colours shown below.



Vista Projects Blue
(Or PANTONE® 7462 C)
(Or PANTONE® 7462 U)
CMYK: 100C, 50M, 0Y, 10K
RGB: 0R, 106G, 170B



Vista Projects Green
(Or PANTONE® 368 C)
(Or PANTONE® 368 U)
CMYK: 75C, 0M, 100Y, 0K
RGB: 124R, 192G, 75B



Full-colour positive on white or off-white background



Black on a white, off-white or light-coloured background



White reverse on black background



White reverse on Vista Projects Blue background



Full colour and white reverse on Vista Projects Blue background (Online/Web by special permission only)

How not to use the Vista Project signature



Do not distort, stretch, skew or rotate the logo



Do not place the signature in a tight box



Do not alter the word mark



Do not use the logotypes on their own



Do not reproduce the white reverse signature on any other background than Vista Projects Blue or black



Do not change the signature colours or add outlines to any part of the signature without permission



Do not alter or add names to the signature