

# VSP Name and Logo Usage Guidelines



## Use of the registered mark “VSP”:

When using the registered mark “VSP”, include the ® symbol. When referring to your network participation, use “VSP®”, not “Vision Service Plan”. Only the following approved phrases may be used:

- Your authorized VSP® contract laboratory
- VSP® contract laboratory # \_\_\_\_
- Authorized VSP® contract laboratory # \_\_\_\_
- VSP® authorized laboratory

## Acceptable media:

The VSP marks may only be used in the following media, where permitted by law:

- Price lists and your lab’s Web site
- Marketing and promotional materials (e.g., letters, brochures and newsletters)

## Guidelines:

1. The letters “VSP” can’t be more than 1 inch tall.
2. The logo and all text within the logo must be legible.
3. Don’t duplicate the logo from stock typefaces or modify it.
4. Reproduce the logo from approved camera-ready art or an approved diskette/e-file.
5. When using the logo in print and online, proportionately resize it, but ensure that it is not any smaller than ½” in height (set the aspect ratio prior to resizing to prevent distortion).
6. The space around the logo must be free from other graphics or messages. The minimum clear space around the logo must be equal to the height of the “p”.

## For print:

- Use the full-color or all-black logo on bright white stock paper only.
- Use the all-white logo on the following approved background color: RGB Hex 244251. Don’t substitute with other colors.

## For Web sites:

- Use the full-color logo on a white background only.
- You can link the VSP logo to vsp.com.

**Always consult your designer/printer to ensure correct formatting. Please provide these guidelines to your printer for materials that contain the VSP logo.**

## The following are prohibited:

The following forms of using the VSP marks are unacceptable and could result in disciplinary action up to and including termination from VSP’s Contract Laboratory Program:

- Use of the VSP logo anywhere except on your price lists, brochures, marketing and promotional materials or your lab’s Web site.
- Use of the VSP name and/or logo more than twice in a single media (e.g., the same price list, brochure, newsletter article, mailing or Web site).
- Use of the term “Vision Service Plan” (rather always use “VSP”).

## Ways to use the VSP contract laboratory logo



full-color logo



all-white logo



all-black logo



minimum clear space



Minimum size  
Logo can’t be any smaller  
than ½” in height.



maximum size logo

# VSP Name and Logo Usage Guidelines



## Incorrect ways to use the VSP contract laboratory logo



**Don't substitute colors.**



**Don't redraw the logo.**



**Don't add secondary messages within the clear space.**



**Don't use a black logo on a dark background.**



**Don't use a white logo on a light background.**



**Don't place logo on a busy background.**



**Don't alter or stretch the logo in any way.**

### **Important!**

The marks "VSP", "Vision Service Plan" and "VSP Vision Care" are registered or common law marks owned by VSP. Unauthorized use of these marks is a violation of your Laboratory and License Agreement.

### **Penalties for violating your Laboratory and License Agreement**

Violation of your signed agreement could result in monetary penalties and/or termination of your Laboratory and License Agreement.

### **Revocation or termination of your Laboratory and License Agreement**

If your Laboratory and License Agreement is revoked or terminated, you must immediately remove all references to your participation in VSP's Contract Laboratory Program.

**These guidelines have been established for VSP's contract laboratories to ensure consistency required by VSP and to reduce the potential for error. Contact Plexus Optix at (916) 851-4900 with any questions or issues concerning service mark usage.**