

Updated June 2023

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 website
- Marketing and promotional materials (e.g., letters, brochures, and newsletters)

Logo

Maintaining clear space around wordmarks is key to supporting the integrity, clarity, and legibility of VSP Vision Care's core identifiers. Adhere to the minimum clear space recommendations shown here.

Our wordmarks have been designed to perform well across all reproduction methods, from printed brochures to digital touchpoints. To ensure the clarity and legibility of the wordmark, adhere to these recommended minimum sizes.



Clear Space: 1.5x "v"

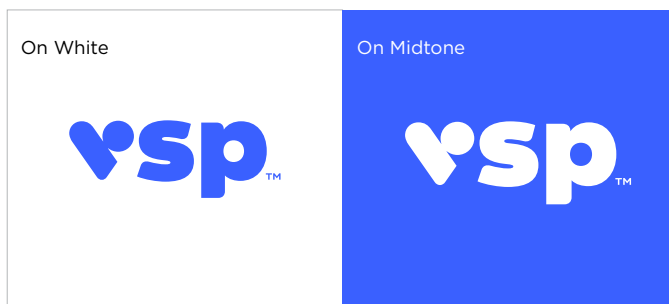


Min. Digital Height: 28 px

Min. Print Height: .25"

Clarity is key to the VSP Vision Care brand, and as such, the VSP wordmark should always be clearly defined against its background.

Use a two-color treatment when the background is White. When the background is a mid-tone color, set the wordmark entirely in White.



Which Logo to Use

It's up to you based on where and how the logo will be used.

SVG—for photos and graphic images (logo should not go directly on top of a photo for legibility.)

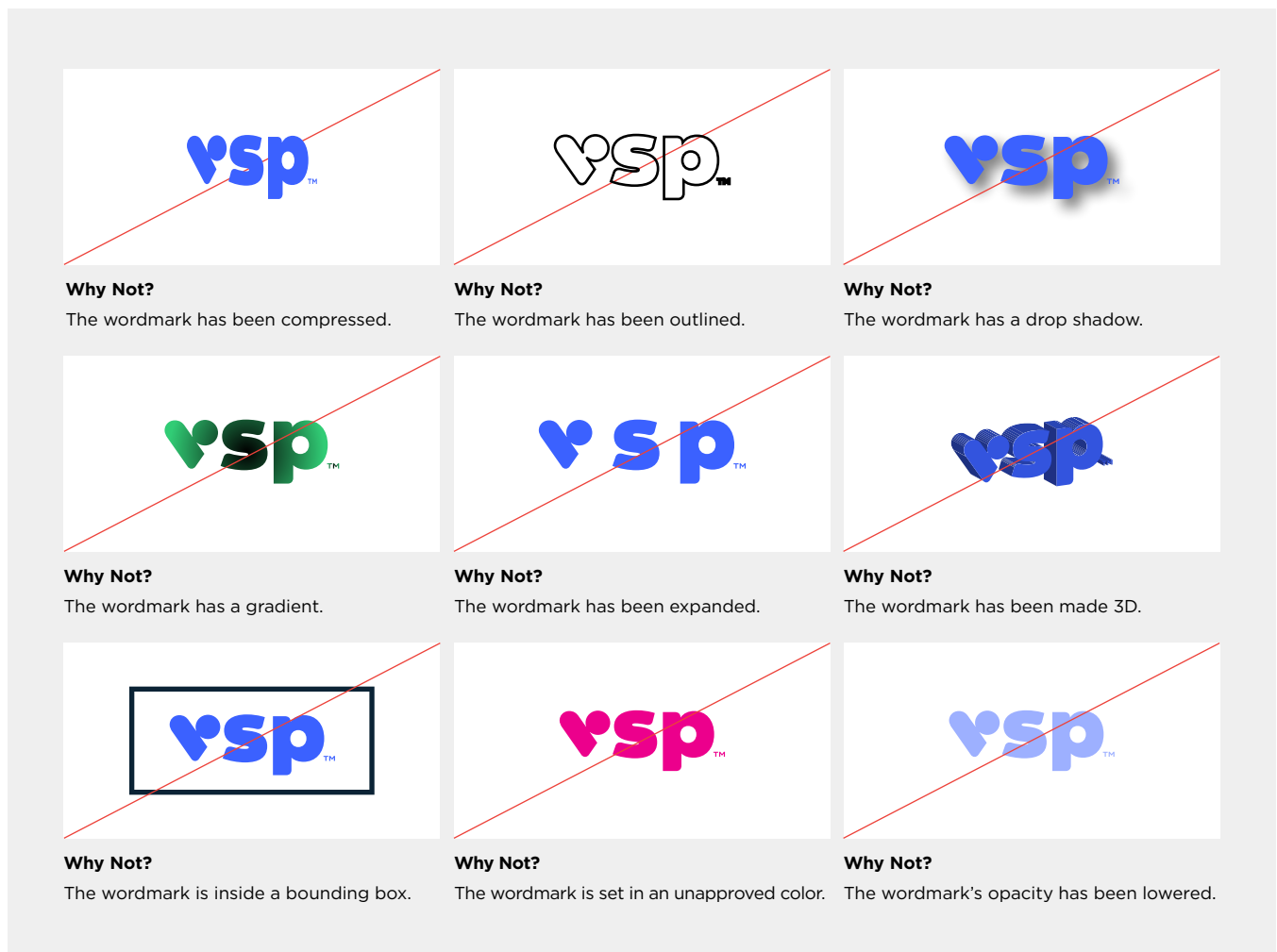
EPS—preferred format for professional-quality printing



Logo Misuses

To ensure consistent representation of the VSP wordmark, use only provided artwork. Avoid manipulating the VSP wordmark.

Common examples of logo misuses are including outlining letterforms, using drop shadows and other effects, and placing the wordmark within a bounding box.



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

- Use of the VSP logo anywhere except on your price lists, brochures, marketing and promotional materials, or your lab's website.
- 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 website).
- Use of the term Vision Service Plan (rather, always use VSP).

Logo and Other Specifications/Guidelines

- When using the VSP logo on your website, you can link it to **vsp.com**.
- When using the logo in your print or online materials, you can proportionately resize it, but no smaller than .25" in height.

Always consult your designer/printer to ensure correct formatting.

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 the VSP Contract Laboratory Program.

These guidelines have been established for VSP contract laboratories to ensure consistency required by VSP and to reduce the potential for error.

Contact Plexus Optix at PlexusOptix@vsp.com to request logos. For any questions or issues concerning service mark usage, call **916.851.4900 Option 3**.