Logo Policy

VCX – Valued Camera eXperience

Version 1.2

CONTENT

1   INTRODUCTION

VCX is the abbreviation of Valued Camera eXperience.

The VCX name and logo are the property of the VCX-Forum e.V. They are registered as trade mark. The following guidelines govern the use of the VCX logo by the members and the permitted groups.

2   PERMISSION

VCX Forum members are authorized to use the VCX trademark in an appropriate and approved manner on, or in relation to objective assessment of camera quality and performance.
Non-members of the VCX Forum wishing to use the VCX trademark are subject to the same conditions, but must apply authorization by the VCX Forum (info@vcx-forum.org).

2.1   Process for applying for permission to use the VCX logo for non-members

- Applications must be in writing in advance of the intended use and be addressed to the VCX's Coordinator or contact person.
- The application should describe the intended use or uses of the logo and include a sample indicating where on the sample the logo would appear.
- If the application is approved by the association, the logo will be emailed to the member.
- The logo provided is the ONLY logo that may be used and the logo must not be modified in color scheme or background unless approved by the VCX-Forum after consultation with the VCX Coordinator.
- The VCX-Forum could reject an application without giving a reason

2.2   Terms & Conditions

With the permission of the VCX Forum to use the VCX logo, you agree to comply to the following terms and conditions:

- You agree that the VCX trademark is owned by the VCX-Forum e.V.
- Only the VCX Forum and its members are allowed to use the logo for informational, advertising or promotional purposes

- The permission to use the VCX logo is non-transferable and non-exclusive
- The grant of permission to use the logo is linked to the VCX Forum membership

2.3   Prohibited use of the VCX Logo

Prohibited uses of the VCX logo include, but are not limited to:
- Any use inconsistent with the mission and objectives of the VCX-Forum e.V.
- The VCX logo is not used in a false or derogatory way
- Any use that suggests or implies a certification or seal of approval for the member's services and/or products
- It is not allowed to register trademarks, names, services, or features that can be confused with the VCX trademark.
- The acronym shall not be used as part of products, features or services.

2.4   Consequences of Misuse

The VCX-Forum e.V reserves the right to take appropriate action in the event of a breach of this policy or in violation of applicable law. Any suspected misuse of the VCX name or logos, should be referred to both the VCX coordinator and datenschutz@vcx-forum.org.

3   DESIGN

The VCX logo shall only be used in the form supplied by the VCX Forum. It shall not be modified, and only be used in accordance to the VCX-Forum design guideline:

3.1   Text & Hyperlinks

The logo can be used in combination with the full name "Valued Camera Experience" or on its own. Depending on the size of the Logo, the full name "Valued Camera Experience" can either be placed in-between the brackets or directly underneath the brackets.
- When placing the name underneath, it is to be located so that it is roughly justified within the brackets. The name must not exceed the brackets.
- The VCX logo/hyperlink shall not be used to mislead users. When using the logo or the hyperlink, the user must only be re-directed to a VCX website that is publicly available.
- The logo shall be used with the trademark symbol ™.
- Readability has the highest priority, therefore when printing the logo relatively small, placed the full name underneath the brackets or use the logo only.

3.2   Aspect ratio

The logo can be expanded or reduced keeping its original aspect ratio. The logo cannot be stretched or compressed. All documents that will be shared or edited by members of the VCX-Forum should use Arial font. **When the VCX logo is used for marketing, the following should be used:**

115 x 115px
45 x 45 px
140 x 140 px
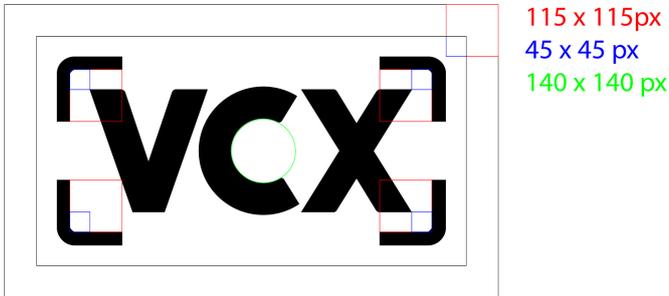
3.3   Colors

Background and Color variations

- #2d2d2d = Very dark grey (RGB 45, 45, 45) (CMYK 0, 0, 0, 82)
- #ffffff = White (RGB 255, 255, 255) (CMYK 0, 0, 0, 0)
- #e17323 = Bright Orange (RGB 225, 115, 35) (CMYK 0, 49, 84, 12)
- #eb912d = Bright Orange (RGB 235, 145, 45) (CMYK 0, 38, 81, 8)
- #000000 = Black (RGB 0, 0, 0) (CMYK 0, 0, 0, 100)
- #8c8c8c = Dark grey (RGB 140, 140, 140) (CMYK 0, 0, 0, 45)
- #bbbbbb = Grey (RGB 187, 187, 187) (CMYK 0, 0, 0, 27)

The logo can either be used as "Full Color", "Grey Scale" or "Solid Color". Using "Full Color" has the priority, but when having to print cost efficiently, the logo can be printed as "Solid Color" using any of the official VCX colors.

Full Color	Inverted	Grey Scale	Black
#2d2d2d	#ffffff	#000000	#000000
#e17323	#e17323	#8c8c8c	
#eb912d	#eb912d	#bbbbbb	
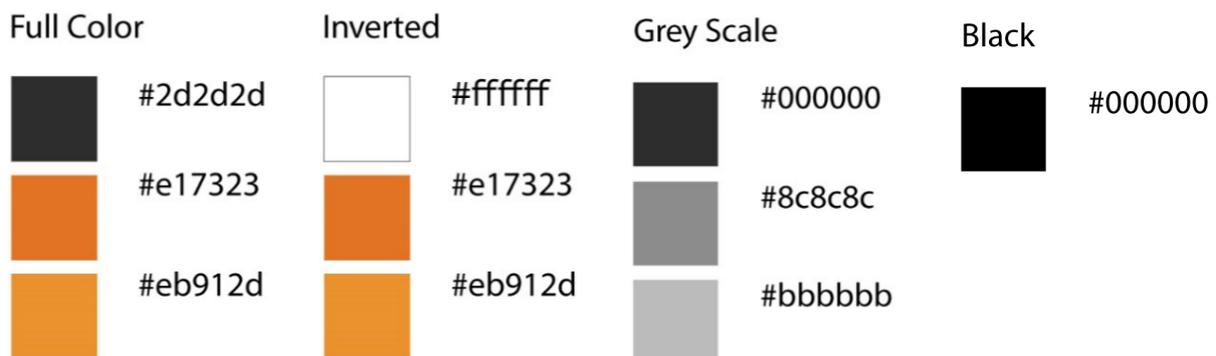
3.4   Space

Clear Space Any background inside of this clear space must be even, unpatterned, and free from typography or any other graphic elements. If the VCX logo is used directly on a photographic image, the clear space area must provide good contrast between the background and the logo and be even in tone and

pattern free. To ensure maximum impact, all applications of the VCX logo should include clear space around the logo equal to the height of the one side bracket.

3.5 Usage Size Restrictions

Minimum Size: The minimum size for the use of the VCX logo in most environments is 2.54 cm or 1.00". Minimum size is always measured from the outside brackets. On a standard VGA screen, 13" to 15" diagonal, 640x480 pixels, the logo should not appear smaller than 62 pixels wide, measured from the outside edges of the "bracket".

Maximum Size: There is no maximum size for VCX logo usage.

3.6 Extension

It can be used both ways: The normal logo on a bright background or the inverted logo on a dark background.

3.7 Examples

Correct use examples

Wrong use examples