



REC Foundation Style Guide

About

The Robotics Education & Competition (REC) Foundation Style Guide is designed to help anyone create “on brand” promotional, marketing, or web content for robotics events. Please refer to this document before, during, and after the creation of any materials or content that mentions or utilizes REC Foundation products or assets. Following this guide not only ensures that REC Foundation brand assets are represented correctly, but also lends legitimacy to the message, promotion, or content that you have created within the robotics community.

Images and Logos

The REC Foundation provides [logos and other graphics](#) for promoting the VEX IQ Challenge, VEX Robotics Competition, and VEX U. [Click here](#) for VEX Robotics logos, style guides, and other digital resources.

Logo Color: Pantone Matching System Color 7683

NOTE: When all three program logos are grouped together, they should be ordered by grade: VEX IQ Challenge, VRC, and VEX U; with the REC Foundation logo last.

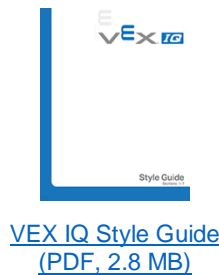
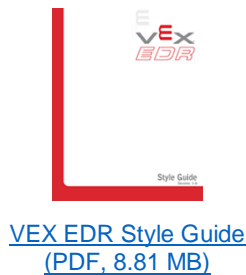
Logo Don'ts

The REC Foundation logo should not be altered in the following ways:

- Don't stretch or condense the logo.
- Don't make the logo too small.
- Don't change the logo's orientation.
- Don't bevel or emboss the logo.
- Don't outline the logo in any color.
- Don't use unapproved colors.
- Don't add other design elements (strokes, shadows).

Other Style Guides

The following Style Guides are located on the [VEX Marketing Assets](#) page:



VEX Robotics digital resources are made freely available for promotional and private use if proper VEX branding is upheld. Examples of acceptable use would be local team recruitment or fundraising advertisements. Commercial use must credit VEX Robotics, Inc., unless otherwise agreed upon.

To ensure consistency of the VEX brand, please consult the appropriate VEX style guides before utilizing any VEX logos or artwork. Feel free to contact branding@vex.com with any questions, requests for permission, or information regarding resources not available on this page. For other marketing inquiries, please contact marketing@vex.com.

The guidelines in these style guides apply to website content, marketing promotions, and any other communications that are both internally and publicly released.