

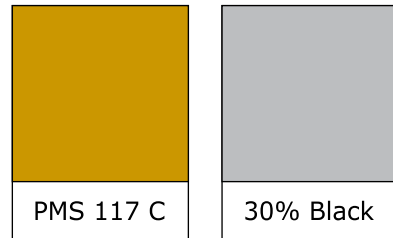
*Vision Source*<sup>®</sup>

GRAPHIC DESIGN STANDARDS

## COLOR PALETTE

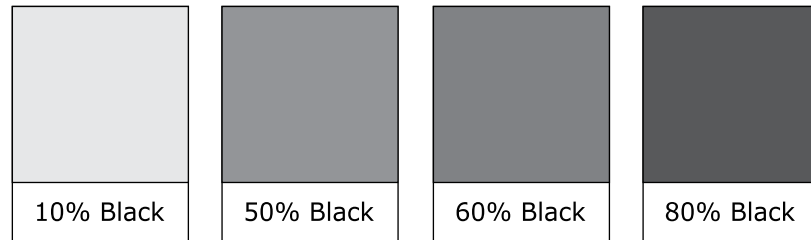
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### Primary Color Palette



### Secondary Color Palette

Used for various copy blocks to establish a Hierarchy or to create sufficient contrast against the background color.



## FONTS

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

AVENIR 95 BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

AVENIR 85 HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

AVENIR 65 MEDIUM

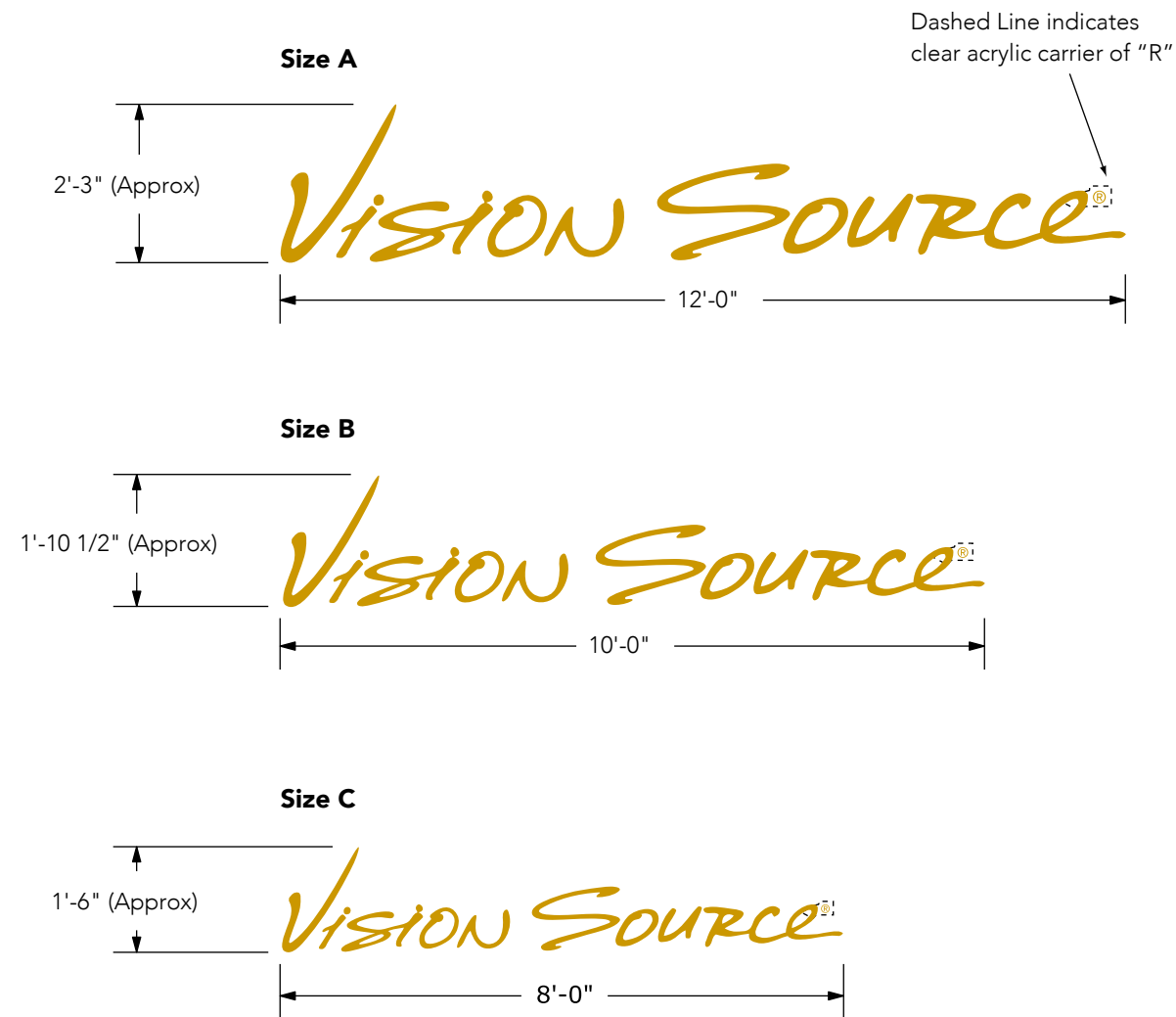
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

AVENIR 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

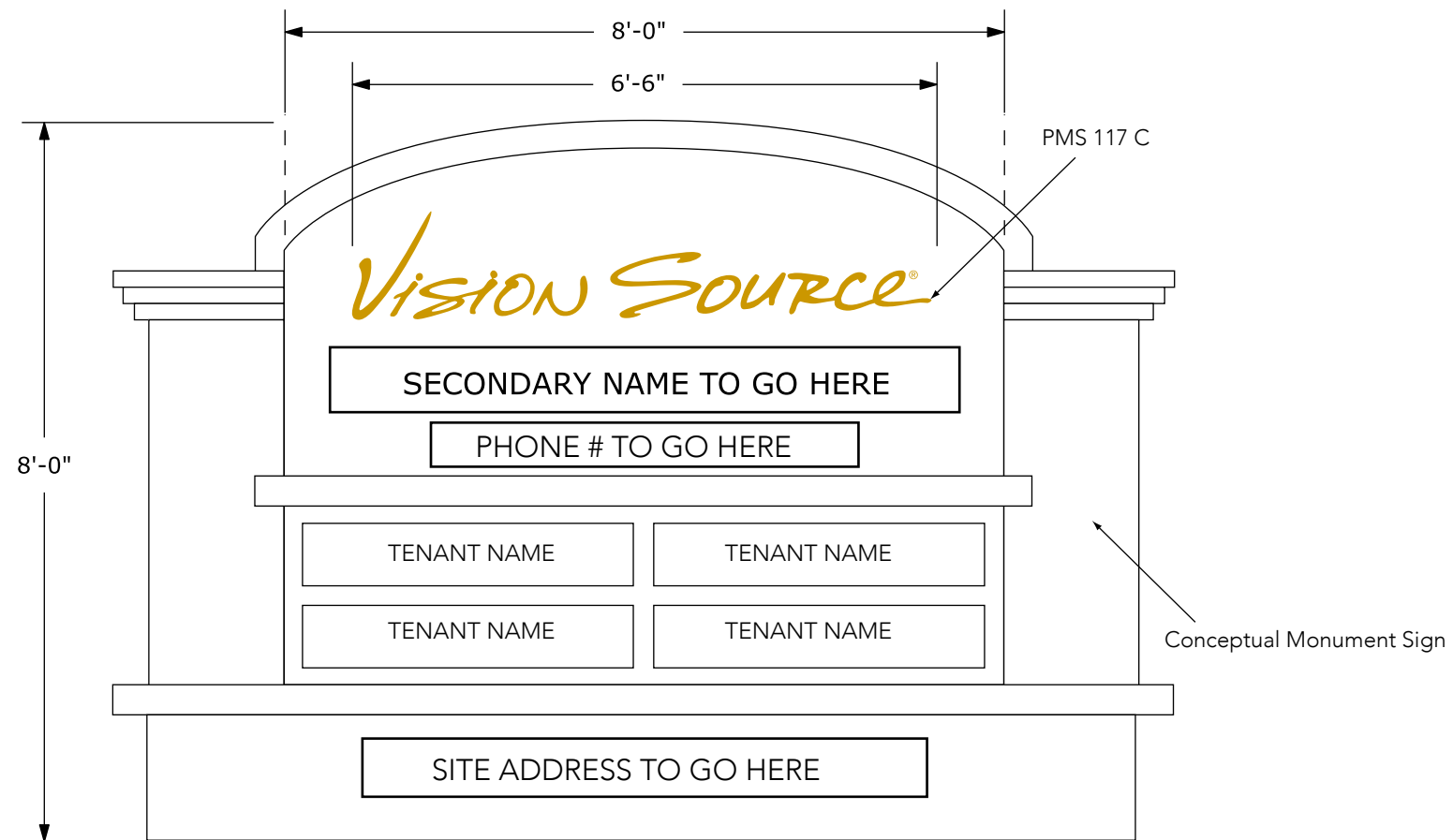
AVENIR 35 LIGHT

## BUILDING SIGNAGE - HALO-LIT LETTERS



- Halo-lit dimensional letters to be 30mm thick translucent white acrylic with embedded 6500k white LEDs. Intent is to cast a white light onto the face of the building from behind the letters. The white halo-lighting will occur regardless of the color of the face and edge color of the letters. See logo color recommendations next:
- **FOR MEDIUM TO DARK COLORED BUILDINGS:** Face of letters to be painted PMS 117 C. Edges of letters to match PMS 117 C. Refer to Notes for recommended supplier.
- **FOR LIGHT COLORED BUILDINGS:** Face of letters to be painted Black. Edges of letters to be Black. Refer to Notes for recommended supplier.
- "@" (if required to be on the Building Signage) to be white vinyl printed to match PMS 117 C or Black and CAD cut to shape; depending upon Halo-Lit Letter color chosen. Vinyl letters to be applied to clear acrylic carrier and attached to backside of "e".
- Letters to be individually mounted to building with concealed transformers and no raceway if at all possible. If conditions require a raceway, or other structure, then raceway is to be as inconspicuous as possible and painted out to match building color.
- Signage vendor to determine appropriate size and configuration per site based on municipal codes and building architecture. Adjustments/adaptations of size MUST be made proportionally per proportions indicated. Sizes shown to the left represent the recommended Large, Medium, and Small sizes; final size will depend upon the signage square footage allowance of each location.
- Signage vendor to coordinate all electrical requirements, access and mounting details with General Contractor
- Signage vendor responsible for obtaining all necessary permits.
- Interbrand Design Forum to provide production art.

## MONUMENT SIGN

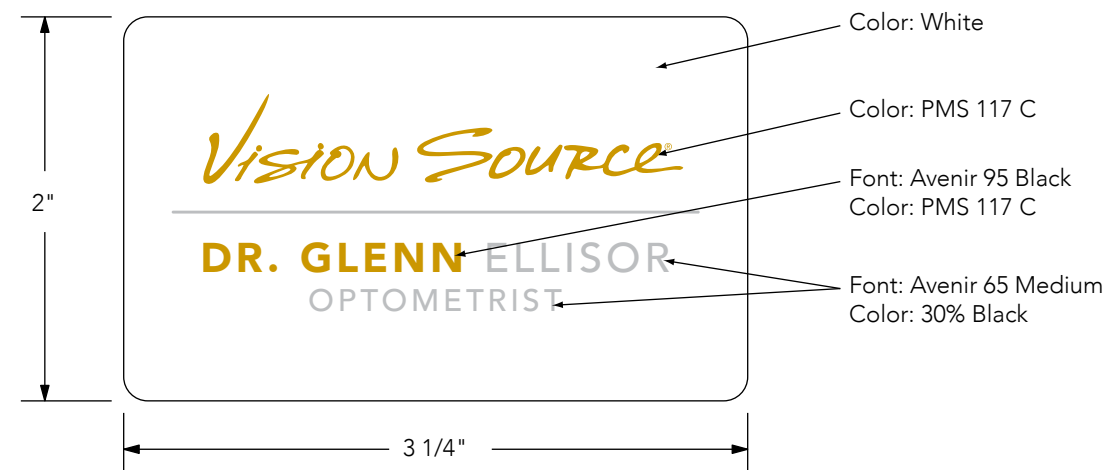


Conceptual Rendering  
Not to Scale



- Monument Sign to receive Vision Source™ dimensional logo.
- Dimensional letters to be laser cut from 3/4" thick acrylic. There are (2) logo colors available. See logo color recommendations next:
- **FOR MEDIUM TO DARK COLORED MONUMENT SIGNS:** Face of letters to be painted PMS 117 C. Edges of letters to match PMS 117 C.
- **FOR LIGHT COLORED MONUMENT SIGNS:** Face of letters to be painted Black. Edges of letters to be Black.
- Letters to be mounted flush to Monument Sign face. If Monument Sign is double sided, then the Vision Source™ dimensional logo is to be placed on both faces.
- Monument Signs will vary per site as dictated by local jurisdictions, landlords, etc. The Vision Source™ logo is to be made as large as possible in accordance with the allowable space on the Monument Sign as well as the clear space dictated by the logo guidelines. The Vision Source™ logo must be scaled proportionally when making size adjustments.
- Monument Sign to be externally illuminated.

## NAME BADGE



- Name Badges to be plastic name badges. Badges to be white plastic with Full Color printed logo and name. Logo, Stripe, Dr's name, and Title to be printed to match fonts and colors as noted.
- Name Badge to have rounded corners and straight edges (no bevel to the edge).
- Name Badge to have magnetic fasteners on their backs.
- Refer to Notes for recommended supplier.

### Conceptual Rendering Not to Scale



Renderings may not include recent refinements to design.

**Letterhead - Front (Text Side)**

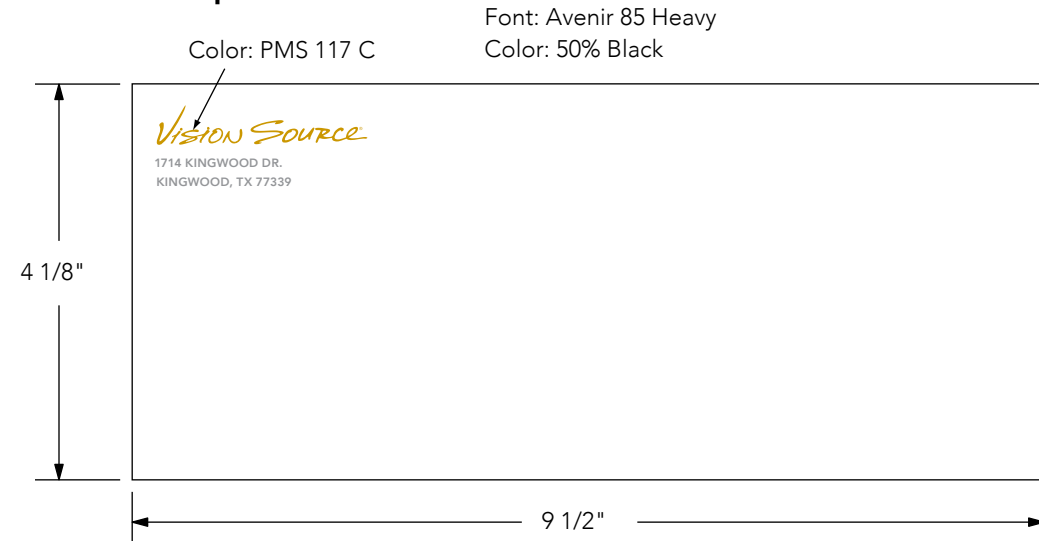


**Letterhead - Back**

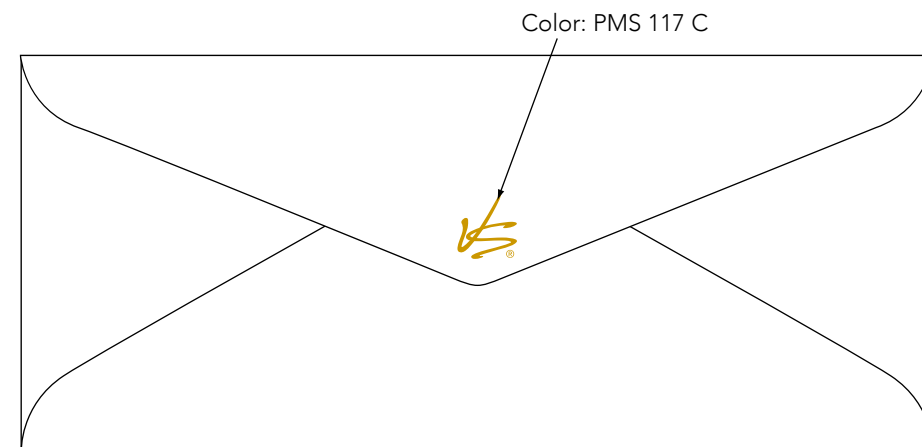


- Letterhead to be pre-printed sheets; fronts to have "Vision Source" logo, "P:", "F:", and "VS" pre-printed as well as entire back to be pre-printed.
- For double-sided letterhead, recommended paper stock to be White 80# Text. If single-sided letterhead is preferred, then recommended paper stock to be White 24# Writing.
- Colors and fonts to match as indicated.

**Envelope - Front**



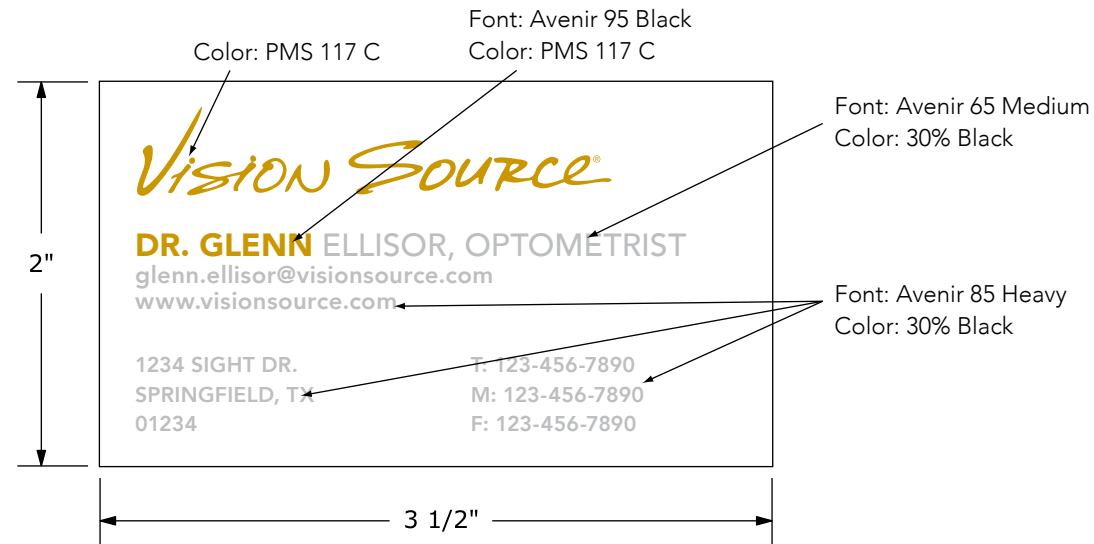
**Envelope - Back**



- Envelopes to be pre-printed; fronts to have "Vision Source" logo pre-printed and backs to have "VS" pre-printed.
- Recommended stock for envelopes is Commercial No. 10 Matching Envelopes.
- Colors and fonts to match as indicated.

# BUSINESS CARDS

Front (Text Side) - OPTION A



Front (Text Side) - OPTION B



Front (Text Side) - OPTION C



Front (Text Side) - OPTION D



Back



- Business Cards to be double-sided; please note there are (4) options for the Front but the Back design remains constant.
- Recommended stock for Business Cards is White 100# Cover.
- Finish of cards to be matte.
- Colors and fonts to match as indicated.