



## Visual Identity Guidelines

# Using this Guide

The VEX Robotics style guide is designed to help anyone create on-brand promotional, marketing, or web content for the VEX Robotics brand. It is important to refer to this document before, during, and after the creation of any materials or content that mentions or utilizes VEX Robotics products or assets. Following this guide not only ensures that the VEX Robotics brand is represented correctly, but also lends legitimacy to the message, promotion, or content that you have created within the VEX Robotics community.

VEX Robotics logos & other resources are made freely available for promotional and private use if proper VEX branding is upheld per this style guide. Resources should not be used in any non-educational or non-robotics context. Any commercial use must receive written permission and credit VEX Robotics, Inc. unless otherwise agreed upon.

## **Assuming proper style is upheld, examples of acceptable use would be:**

- Local team recruitment or fundraising
- Classroom posters
- Competition team apparel

## **Examples of unacceptable use would be:**

- Any unofficial product available for commercial sale
- VEX-branded weapons or illegal items
- Any violations of visual style, even in an educational or robotics-related setting

Please contact **[branding@vex.com](mailto:branding@vex.com)** with any questions or to request permission for usage.

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# VEX ROBOTICS

**VEX ROBOTICS**  
Educational Programs

- VEX 123
- VEX GO
- VEX AIM
- VEX IQ
- VEX EXP
- VEX V5
- VEX CTE
- VEX AIR
- VEX PRO
- VEX CODE VR
- VEX CODE
- VEX AI
- VEX PD+

**VEX ROBOTICS COMPETITION**  
Competition Programs

- VEX GO ROBOTICS COMPETITION
- VEX IQ ROBOTICS COMPETITION
- VEX V5 ROBOTICS COMPETITION
- VEX U ROBOTICS COMPETITION
- VEX AI ROBOTICS COMPETITION
- VEX FACTORY AUTOMATION COMPETITION
- VEX AIR DRONE COMPETITION
- VEX ROBOTICS WORLD CHAMPIONSHIP



**VEX Robotics** is an educational robotics company that provides STEM Solutions for students of all ages.

The main VEX Robotics logo represents the brand as a whole.

**Colors:**



PMS 1795 C  
 CMYK (0, 96, 82, 1)  
 RGB (211, 39, 55)  
 HTML #D22630

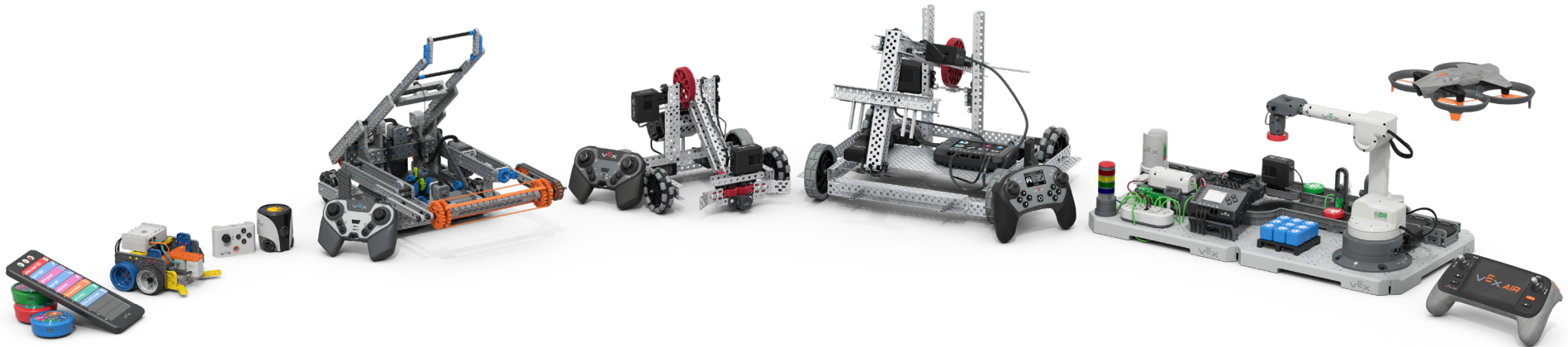


PMS Cool Gray 8 C  
 CMYK (44, 34, 29, 10)  
 RGB (136, 139, 149)  
 HTML #888B95

Secondary brand colors can be found on page 23

**Web Links:**

[vex.com](http://vex.com)  
[vexrobotics.com](http://vexrobotics.com)



Please see general guidelines for more branding information

# VEX 123

**VEX 123** is the VEX Robotics program for the youngest learners. Designed to bring computer science to life, VEX 123 introduces students to robotics no matter what experience they have.

## Colors:



**PMS 7662 C**  
**CMYK (56, 86, 0, 3)**  
**RGB (123, 66, 138)**  
**HTML #7A41A3**



**PMS Cool Gray 8 C**  
**CMYK (44, 34, 29, 10)**  
**RGB (136, 139, 149)**  
**HTML #888B95**

Secondary brand colors can be found on page 23

## Ages/Grades:

**Grades Pre-K+** (North America)

**Ages 4+** (South America, Europe, Australia, Asia-Pacific)

## Tagline:

**Coding Starts Early**

## Web Link:

**123.vex.com**



Please see general guidelines for more branding information

# VEX GO

**VEX GO** is a construction system that teaches the fundamentals of STEM through fun, hands-on activities that help young students perceive coding and engineering in a fun and positive way.

## Colors:



**PMS 322 C**  
**CMYK (100, 0, 39, 33)**  
**RGB (0, 115, 122)**  
**HTML #007377**



**PMS Cool Gray 8 C**  
**CMYK (44, 34, 29, 10)**  
**RGB (136, 139, 149)**  
**HTML #888B95**

Secondary brand colors can be found on page 23

## Ages/Grades:

**Grades 3-5** (North America)

**Ages 8+** (South America, Europe, Australia, Asia-Pacific)

## Tagline:

**STEM Starts Early**

## Web Link:

**GO.vex.com**



Please see general guidelines for more branding information

# VEX<sup>®</sup> AIM

**VEX AIM** is a game-changing coding robot that will transform computer science education in middle and high school classrooms with an immersive, hands-on learning experience.

## Colors:



PMS 2748 C  
CMYK (100, 86, 0, 35)  
RGB (0, 23, 119)  
HTML #001871



PMS Cool Gray 8 C  
CMYK (44, 34, 29, 10)  
RGB (136, 139, 149)  
HTML #888B95

Secondary brand colors can be found on page 23

## Ages/Grades:

Grades 4-12 (North America)

Ages 8+(South America, Europe, Australia, Asia-Pacific)

## Tagline:

Bringing Computer Science to Life

## Web Link:

[AIM.vex.com](http://AIM.vex.com)



Please see general guidelines for more branding information

# VEX IQ

**VEX IQ** is based on plastic, snap-together pieces specifically designed to build highly functional robots, and the wide variety of additional parts means that students can build anything they imagine.

## Colors:



**PMS 3005 C**  
**CMYK (100, 35, 0, 2)**  
**RGB (0, 119, 205)**  
**HTML #0077C8**

Secondary brand colors can be found on page 23



**PMS Cool Gray 8 C**  
**CMYK (44, 34, 29, 10)**  
**RGB (136, 139, 149)**  
**HTML #888B95**

## Ages/Grades:

**Grades 5-8** (North America)

**Ages 11+** (South America, Europe, Australia, Asia-Pacific)

## Tagline:

**Applied STEM Learning**

## Web Link:

**IQ.vex.com**



Please see general guidelines for more branding information

# VEX<sup>®</sup> EXP

**VEX EXP** is a robotic construction system containing all the hardware needed for students to build high level robots in a collaborative setting.

## Colors:



PMS 1795 C  
CMYK (0, 96, 82, 1)  
RGB (211, 39, 55)  
HTML #D22630



PMS Cool Gray 8 C  
CMYK (44, 34, 29, 10)  
RGB (136, 139, 149)  
HTML #888B95

Secondary brand colors can be found on page 23

## Ages/Grades:

Grades 8-12 (North America)

Ages 14+ (South America, Europe, Australia, Asia-Pacific)

## Tagline:

Real World STEM for Classrooms

## Web Link:

[EXP.vex.com](http://EXP.vex.com)



Please see general guidelines for more branding information

# VEX V5

**VEX V5** represents our fifth generation of education robotics systems developed with 20 years of experience using robotics to teach STEM principles.

## Colors:



**PMS 1795 C**  
**CMYK (0, 96, 82, 1)**  
**RGB (211, 39, 55)**  
**HTML #D22630**



**PMS Cool Gray 8 C**  
**CMYK (44, 34, 29, 10)**  
**RGB (136, 139, 149)**  
**HTML #888B95**

Secondary brand colors can be found on page 23

## Ages/Grades:

**Grades 9 - College** (North America)

**Ages 14+** (South America, Europe, Australia, Asia-Pacific)

## Tagline:

**Real World STEM for Competition**

## Web Link:

**V5.vex.com**



Please see general guidelines for more branding information

# VEX CTE

**VEX CTE**, designed for Career and Technical Education, is a construction system for a robotic arm, conveyors, and sensors - brought together with our VEXcode coding software.

## Colors:



**PMS 355 C**  
**CMYK (93, 0, 100, 0)**  
**RGB (0, 151, 58)**  
**HTML #008533**



**PMS Cool Gray 8 C**  
**CMYK (44, 34, 29, 10)**  
**RGB (136, 139, 149)**  
**HTML #888B95**

Secondary brand colors can be found on page 23

## Ages/Grades:

**Grades 9 - College** (North America)  
**Ages 14+** (South America, Europe, Australia, Asia-Pacific)

## Tagline:

**Workforce Readiness**

## Web Link:

**CTE.vex.com**



Please see general guidelines for more branding information

# VEX AIR

**VEX AIR** is an advanced educational tool designed to enhance STEM learning by integrating drones into classroom activities and competitions, allowing students and educators to explore robotics, technology, and aeronautics.

## Colors:



PMS 1655 C  
CMYK (0, 63, 75, 0)  
RGB (252, 76, 2)  
HTML #D1420A



PMS Cool Gray 8 C  
CMYK (44, 34, 29, 10)  
RGB (136, 139, 149)  
HTML #888B95

Secondary brand colors can be found on page 23

## Ages/Grades:

**Grades 9 - College** (North America)

**Ages 14+** (South America, Europe, Australia, Asia-Pacific)

## Tagline:

**STEM Skills Take Flight**

## Web Link:

[AIR.vex.com](http://AIR.vex.com)



Please see general guidelines for more branding information

# VEX CODE VR

**VEXcode VR** focuses on coding with a pre-built virtual robot with a drivetrain, object pickup, sensors, GPS and a pen.

**Note: See VEXcode, the hub for all things coding, under extended branding**

## Colors:



PMS 7556 C  
CMYK (4, 30, 95, 24)  
RGB (183, 139, 38)  
HTML #B78B26



PMS Cool Gray 8 C  
CMYK (44, 34, 29, 10)  
RGB (136, 139, 149)  
HTML #888B95

Secondary brand colors can be found on page 23

## Ages/Grades:

**Grades 3+** (North America)

**Ages 8+** (South America, Europe, Australia, Asia-Pacific)

## Tagline:

**Virtual Robot Coding**

## Web Links:

**VEXcodeVR.vex.com**  
**VR.vex.com**



Please see general guidelines for more branding information

# VEX PRO

**VEX PRO** is a professional line of parts designed to support competitions such as the FIRST Robotics Competition or BEST Robotics Competition.

## Colors:



**Black**  
 CMYK (0, 0, 0, 100)  
 RGB (0, 0, 0)  
 HTML #000000

Secondary brand colors can be found on page 23



**PMS Cool Gray 8 C**  
 CMYK (44, 34, 29, 10)  
 RGB (136, 139, 149)  
 HTML #888B95



## Web Link:

[PRO.vex.com](http://PRO.vex.com)

Please see general guidelines for more branding information

# VEX CODE

**VEXcode** allows students to get started coding quickly and easily. VEXcode is consistent across Blocks, Python, C++ and all VEX Brands.

**Note: See VEXcode VR, a branch of VEXcode.**

## Colors:



PMS 7556 C  
CMYK (27, 46, 99, 7)  
RGB (181, 133, 46)  
HTML #B6872D



PMS Cool Gray 8 C  
CMYK (44, 34, 29, 10)  
RGB (136, 139, 149)  
HTML #888B95

Secondary brand colors can be found on page 23

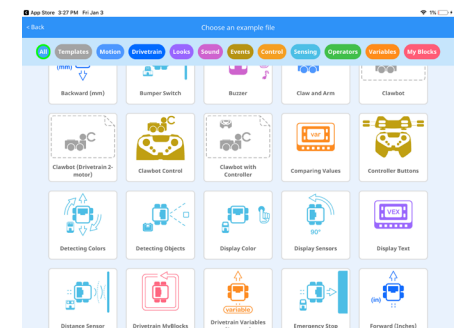
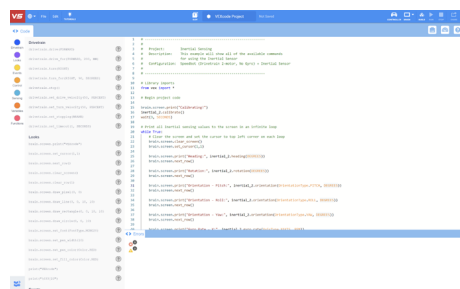
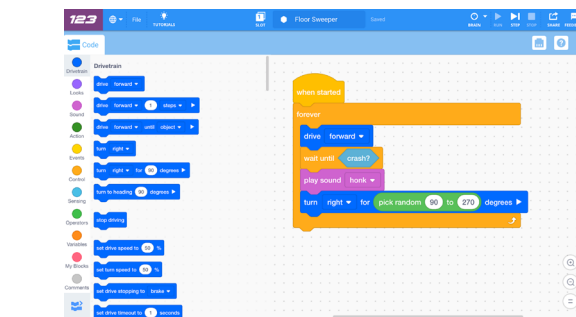
## Ages/Grades:

Grades **Pre-K+** (North America)

Ages **4+** (South America, Europe, Australia, Asia-Pacific)

## Web Link:

[code.vex.com](http://code.vex.com)



Please see general guidelines for more branding information

# VEX PD+

VEX PD+ offers self-paced online courses that provide training on every VEX platform.

## Colors:



PMS Cool Gray 11 C  
CMYK (63, 52, 44, 33)  
RGB (84, 88, 96)  
HTML #545860



PMS Cool Gray 8 C  
CMYK (44, 34, 29, 10)  
RGB (136, 139, 149)  
HTML #888B95

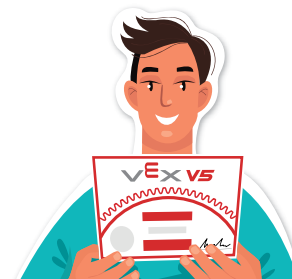
Secondary brand colors can be found on page 23

## Tagline:

On-Demand, Expert-Led Professional Development

## Web Link:

PD.vex.com



Please see general guidelines for more branding information

# VEX AI

**VEX AI** builds upon VEX V5 to include added artificial intelligence and GPS navigation.

**Note: See VEX AI Robotics Competition in the Competition section**

## Colors:



PMS Cool Gray 11 C  
CMYK (66, 57, 51, 29)  
RGB (84, 86, 91)  
HTML #54565B



PMS Cool Gray 8 C  
CMYK (44, 34, 29, 10)  
RGB (136, 139, 149)  
HTML #888B95

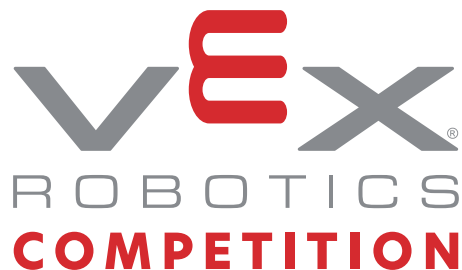
Secondary brand colors can be found on page 23

## Web Link:

[AI.vex.com](http://AI.vex.com)



Please see general guidelines for more branding information



The VEX Competition family consists of the following programs operated by the Robotics Education & Competition Foundation:

#### **VEX GO Robotics Competition**

The VEX GO Robotics Competition is a classroom competition for early students from grades 3+ (ages 8+).

#### **VEX IQ Robotics Competition**

The VEX IQ Robotics Competition is a competition for elementary and middle school students (aged 8-14).

#### **VEX V5 Robotics Competition**

The VEX Robotics Competition is a competition for middle and high school students (aged 11-18).

#### **VEX U Robotics Competition**

The VEX U Robotics Competition is a version of the VEX V5 Robotics Competition that has been modified for collegiate students.

#### **VEX AI Robotics Competition**

Open to high school students and college students alike, each team brings two robots designed and built to work as a team.

#### **VEX Factory Automation Competition**

The Factory Automation Competition is a classroom-based competition designed for high school to workforce and beyond.

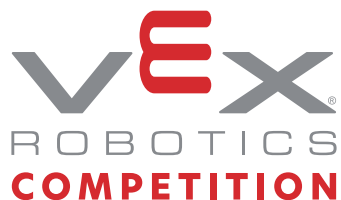
#### **VEX AIR Drone Competition**

The VEX AIR Drone Competition is designed for students to advance their CTE skills through drone handling.

#### **VEX Robotics World Championship**

The VEX Robotics World Championship is the season finale for teams competing in the VEX IQ Robotics Competition, VEX V5 Robotics Competition, and VEX U Robotics Competition.

**Note:** The versatility of the VEX platforms have enabled a number of other educational robotics competitions to thrive using VEX control systems or components. These competitions should refer to VEX Style Guides when applicable. However, these competitions are NOT part of the official VEX Competition programs listed above and are therefore neither bound by the VEX Competition-specific style rules nor permitted to use the VEX Competition-specific assets found in this guide.



Colors:



**PMS 1795 C**  
 CMYK (0, 96, 93, 2)  
 RGB (210, 38, 48)  
 HTML #D22630



**PMS Cool Gray 8 C\***  
 CMYK (44, 34, 29, 10)  
 RGB (136, 139, 149)  
 HTML #888B95



Colors:



**PMS 322 C**  
 CMYK (97, 9, 39, 34)  
 RGB (0, 115, 119)  
 HTML #007377



**PMS Cool Gray 8 C\***  
 CMYK (44, 34, 29, 10)  
 RGB (136, 139, 149)  
 HTML #888B95



Colors:



**PMS 3005 C**  
 CMYK (84, 51, 0, 0)  
 RGB (37, 116, 187)  
 HTML #0076BB



**PMS Cool Gray 8 C\***  
 CMYK (44, 34, 29, 10)  
 RGB (136, 139, 149)  
 HTML #888B95



Colors:



**PMS 1795 C**  
 CMYK (0, 96, 93, 2)  
 RGB (210, 38, 48)  
 HTML #D22630



**PMS Cool Gray 8 C\***  
 CMYK (44, 34, 29, 10)  
 RGB (136, 139, 149)  
 HTML #888B95

\*On black backgrounds, PMS Cool Gray 8 C is replaced by white. All other general guidelines must be followed regarding logo usage.

Secondary brand colors can be found on page 23



Colors:



PMS 1795 C  
 CMYK (0, 96, 93, 2)  
 RGB (210, 38, 48)  
 HTML #D22630



PMS Cool Gray 8 C\*  
 CMYK (44, 34, 29, 10)  
 RGB (136, 139, 149)  
 HTML #888B95



Colors:



PMS Cool Gray 11 C  
 CMYK (66, 57, 51, 29)  
 RGB (84, 86, 91)  
 HTML #54565B



PMS Cool Gray 8 C  
 CMYK (44, 34, 29, 10)  
 RGB (136, 139, 149)  
 HTML #888B95

On black backgrounds, this logo should ONLY use an all-white colorway.



Colors:



Black  
 CMYK (100, 90, 10, 0)  
 RGB (37, 64, 143)  
 HTML #25408f



Colors:



PMS 1655 C  
 CMYK (0, 63, 75, 0)  
 RGB (252, 76, 2)  
 HTML #D1420A

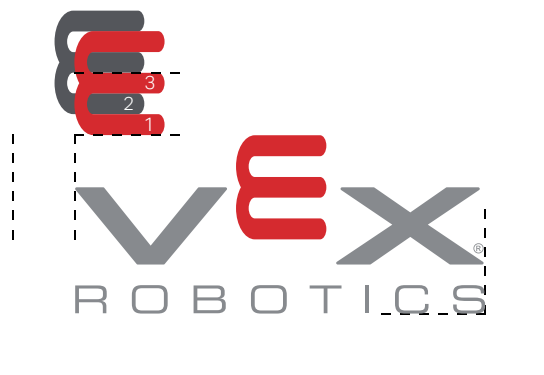
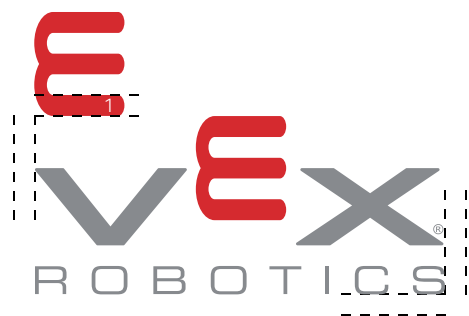


PMS Cool Gray 8 C\*  
 CMYK (44, 34, 29, 10)  
 RGB (136, 139, 149)  
 HTML #888B95

\*On black backgrounds, PMS Cool Gray 8 C is replaced by white. All other general guidelines must be followed regarding logo usage.

Secondary brand colors can be found on page 23

# Spacing & Scaling



## Visible Spacing Rules

Any VEX Logo must have a visible space between it and any other design elements. The proper minimal spacing is the height of the "E" crossbar from VEX.

When a VEX logo is placed next to other logos it must have a visible space between it and all other design marks. The proper minimal spacing when used with other logos is TRIPLE the height of the "E" crossbar from VEX.

Since there are multiple programs under the VEX brand, there are instances when multiple VEX logos will be used together. The VEX "E" should be used to universally size all logos, and proper "E" spacing should be used around the perimeter of all logos.

General guidelines apply to ALL VEX Logos

# Secondary Brand Colors

There are layouts where the preferred two color palette will not work. Here are secondary color options that can be used.



Logos may be shown in one branded color on a white background when necessary. **Do not use one program's color for a different program's logo.**



Logos should be white when displayed on their program color.



An all white or all black version of the logo can be used when necessary on colored backgrounds. **Use the colored logo with the highest contrast to its' background.**

**Always make sure that the chosen VEX Logo is of the highest contrast to its background. It may be best to put the logo on a shape over the background to ensure maximum legibility.**



VEX Dark Gray  
CMYK (0, 0, 0, 80)  
RGB (88, 88, 91)  
HTML #58585B



VEX Light Gray  
CMYK (0, 0, 0, 50)  
RGB (147, 149, 151)  
HTML #939597

When there is only an option of printing black & white, a dual toned gray logo can be used. This should be relegated to **print reproduction only**. This grayscale option should **never be used in an RGB color space or a print document that is two or more print colors.**

**General guidelines apply to ALL VEX Logos**

# Angles



When designing around a VEX Logo, if a diagonal is used, use one of these two noted angles. The 50 degree angle is parallel to the V in VEX, and the 69 degree angle is parallel to the program type.

**Choose one or the other, but do not use both angles in a single design.**



**General guidelines apply to ALL VEX Logos**

# Best Practices

The VEX Robotics logos should never be altered, edited, animated, or colored in a manner not included in this guide. This includes additional visual effects such as drop shadows and gradients.

**X** DO NOT reverse colors



**X** DO NOT use gradients or patterns.



**X** DO NOT add drop shadows.



**X** DO NOT rotate.



**X** DO NOT use colors other than those outlined in this guide.



**X** DO NOT split apart the logo



**X** DO NOT use outlines.



**X** DO NOT use on a low contrast background



**General guidelines apply to ALL VEX Logos**

# Type Application

Aktiv Grotesk is the primary brand font for all educational programs. New Hero should be used as the primary font for competition program use.

## EDUCATION USE ONLY

Aktiv Grotesk Light  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

Aktiv Grotesk Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

**Aktiv Grotesk Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## COMPETITION USE ONLY

New Hero Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

**New Hero Semi Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**New Hero Super**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Bold or regular weights are preferred to create consistency in communications and should be left aligned where possible. Headlines and supers may be centered over live action. Bold can be used for more emphasis and is primarily used for launch communications.

# Copy Guidelines


## Type color

Limit use of colored type. Any body copy should be black on white or white on black for maximum legibility.

## Using the logo with copy

When mentioning the name "VEX" or "VEX Robotics," do not use the logo in the middle of a sentence. The logo can be used only in a lock up at the end of a sentence. If the company is being reference to in the middle of a sentence, the words "VEX Robotics" needs to be typed out. This applies to any VEX Program Logo.

Check Out  to  
see what's new!

SEE WHAT'S  
NEW AT  
  
ROBOTICS

## Using "VEX Robotics" in copy

**VEX Robotics®** is the global leader in STEM education. Thousands of students and teachers use **VEX** solutions every day. We offer the only STEM education continuum from Kindergarten through College.

The registration mark after VEX Robotics only has to appear once on a page, afterwards it can be dropped in copy.

**General guidelines apply to ALL VEX Logos**

# Brand Appendix

Refer to the Associated Press Stylebook or the Merriam Webster dictionary for answers to specific questions not found in this appendix.

## A

**Abbreviations and Acronyms** Abbreviations and acronyms should be avoided for branded references when possible. If necessary, acronyms must be preceded with full context on first use. There is no need to explain well-known acronyms such as NASA, GPS or STEM. Acronyms should not contain periods between letters, with the exclusion of time notation such as a.m./p.m. or any acronym that becomes an unrelated word that might be confusing. Avoid using abbreviations and acronyms in headlines and titles, unless referencing well-known acronyms such as STEM.

**Acronyms** See Abbreviations and Acronyms

**Ages** See Numbers

**AIM** See VEX AIM

**AIM Coding Robot** Always refer to this completely before any references that drop the "AIM." Do not refer to this as anything other than "AIM Coding Robot" or "AIM Robot" or "robot." If this is the primary instance, include VEX. "VEX AIM Coding Robot." Note capitalization.

**AIR** See VEX AIR

**AIR Drone** Always refer to this completely before any references that drop the "AIR." If this is the primary instance, include VEX. "VEX AIR Drone." Note capitalization.

**AI Vision Sensor** Always refer to this completely before any references that drop the "AI." Note capitalization.

**Ampersand (&)** Avoid using ampersands within body text.

**App** Appropriate abbreviation for application.

**AprilTag** This is one word, not two.

**Artificial Intelligence** Artificial Intelligence should be spelled out on first use unless referring to VEX AI. Artificial Intelligence is defined as having the capability to imitate intelligent human behavior. Refer to Merriam Webster for the complete definition.

## B

**Battery** Only use this if you are referring to robot batteries in a general sense OR if you have already specified the brand.

**Brain** Only use this if you are referring to robot brains in a general sense OR if you have already specified the brand.

## C

**CTE** When referring to the program VEX CTE, this is not an acronym.

# Brand Appendix

Otherwise, this stands for Career and Technical Education. See VEX CTE

**CTE Workcell** Always refer to this completely before any references that drop the "CTE." If this is the primary instance, include VEX. "VEX CTE Workcell." Note capitalization.

**Classroom Bundle** Only use this if you are referring to classroom bundles in a general sense OR if you have already specified the brand. See GO Classroom Bundle, IQ Classroom Bundle.

**Coder** see 123 Coder

**Coder Cards** See 123 Coder Cards

**Contractions** Contractions may be used, but avoid using them excessively.

**Controller** Only use this if you are referring to controllers in a general sense OR if you have already specified the brand. Note that VEX AIM uses a One Stick Controller, rather than just a controller.

## D

**Dimensions** When writing about dimensions, use numerals and spell out words such as inches, feet, etc.

**Disk** Not Disc

**Drone** See AIR Drone

## E

**Education Kit** Only use this if you are referring to education kits in a general sense OR if you have already specified the brand. See IQ Education Kit, EXP Education Kit.

**Engineering Notebook** Note capitalization

**EXP** See VEX EXP

**EXP Controller** Always refer to this completely before any references that drop the "EXP." Do not refer to this as anything other than "EXP Controller" or "controller." If this is the primary instance, include VEX. "VEX EXP Controller." Note capitalization.

**EXP Education Kit** Always refer to this completely before any references that drop the "EXP." This also distinguishes this from other Education Kits. Do not use any other terms (set, pack, etc.) to refer to the kit. If this is the primary instance, include VEX. "VEX EXP Education Kit." Note capitalization.

**EXP Robot Battery** Always refer to this completely before any references that drop the "EXP." This also distinguishes this from other batteries. If this is the primary instance, include VEX. "VEX EXP Robot Battery." Note capitalization.

**EXP Robot Brain** Always refer to this completely before any references that drop the "EXP." Do not refer to this as anything other than "EXP Robot Brain" or "EXP Brain" or "brain." If this is the primary instance, include VEX. "VEX EXP Robot Brain." Note capitalization.

# Brand Appendix

## F

## G

**Gender-neutral language** Try and use terminology that can apply to any gender.

**Generation** This refers to the iteration of product. In product names, the word "generation" should be lower case and follow the numeral in parenthesis. "VEX IQ Robot Brain (2nd generation)." Avoid abbreviating the word.

**GO** see VEX GO

**GO Battery** Always refer to this completely before any references that drop the "GO." This also distinguishes this from other batteries. If this is the primary instance, include VEX. "VEX GO Battery." Note capitalization.

**GO Classroom Bundle** Always refer to this completely before any references that drop the "GO." This also distinguishes this from other Classroom Bundles. Do not use any other terms (set, pack, etc.) to refer to the bundle. If this is the primary instance, include VEX. "VEX GO Classroom Bundle" Note capitalization.

**GO Education Kit** Always refer to this completely before any references that drop the "GO." This also distinguishes this from other Education Kits. Do not use any other terms (set, pack, etc.) to refer to the kit. If this is the primary instance, include VEX. "VEX GO Education Kit." Note capitalization.

**GO Power Switch** Always refer to this completely before any references that drop the "GO." Do not refer to this as anything other than "GO Power Switch" or "Power Switch" or "switch." If this is the primary instance, include VEX. "VEX GO Power Switch." Note capitalization.

**GO Smart Brain** Always refer to this completely before any references that drop the "GO." Do not refer to this as anything other than "GO Smart Brain" or "Smart Brain" or "brain." If this is the primary instance, include VEX. "VEX GO Smart Brain." Note capitalization.

**GO Smart Motor** Always refer to this completely before any references that drop the "GO." Do not refer to this as anything other than "GO Smart Motor" or "Smart Motor" or "Motor." If this is the primary instance, include VEX. "VEX GO Smart Motor." Note capitalization.

**Grade, Grader** Generally hyphens are unnecessary, but may be used to avoid confusion.

**Gray** Not grey.

## H

**Hero Bot** Refers to the robot build designed for a specific competition. This should be two words, not one.

## I

**IQ** See VEX IQ

# Brand Appendix

**IQ Classroom Bundle** Always refer to this completely before any references that drop the "IQ." This also distinguishes this from other Classroom Bundles. Do not use any other terms (set, pack, etc.) to refer to the bundle. If this is the primary instance, include VEX. "VEX IQ Classroom Bundle" Note capitalization.

**IQ Competition Kit** Always refer to this completely before any references that drop the "IQ." This also distinguishes this from other Competition Kits. Do not use any other terms (set, pack, etc.) to refer to the kit. If this is the primary instance, include VEX. "VEX IQ Competition Kit." Note capitalization.

**IQ Controller** Always refer to this completely before any references that drop the "IQ." Do not refer to this as anything other than "IQ Controller" or "controller." If this is the primary instance, include VEX. "VEX IQ Controller." Note capitalization.

**IQ Education Kit** Always refer to this completely before any references that drop the "IQ." This also distinguishes this from other Education Kits. Do not use any other terms (set, pack, etc.) to refer to the kit. If this is the primary instance, include VEX. "VEX IQ Education Kit." Note capitalization.

**IQ Robot Battery** Always refer to this completely before any references that drop the "IQ." This also distinguishes this from other batteries. If this is the primary instance, include VEX. "VEX IQ Robot Battery." Note capitalization.

**IQ Robot Brain** Always refer to this completely before any references that drop the "IQ." Do not refer to this as anything other than "IQ Robot Brain" or "IQ Brain" or "brain." If this is the primary instance, include VEX. "VEX IQ Robot Brain." Note capitalization.

**IQ Smart Motor** Always refer to this completely before any references that drop the "IQ." Do not refer to this as anything other than "IQ Smart Motor" or "IQ Motor" or "motor." If this is the primary instance, include VEX. "VEX IQ Smart Motor." Note capitalization.

**IQ Smart Radio** Always refer to this completely before any references that drop the "IQ." Do not refer to this as anything other than "IQ Smart Radio" or "Smart Radio" or "radio." If this is the primary instance, include VEX. "VEX IQ Smart Radio." Note capitalization.

## J

## K

**Kit** See Competition Kit, Education Kit

## L

## M

**Machine Learning** Machine learning is a field within artificial intelligence where a computer "learns" to perform tasks by analyzing a large dataset. Refer to Merriam Webster for the complete definition.

**Motor** Only use this alone if you are referring to motors in a general sense OR if you have already specified the brand. See Smart Motor.

# Brand Appendix

## N

**Names** Use a person's first and last name the first time they are mentioned, and then refer to them by last name every instance thereafter.

**Numbers** Generally speaking, numbers ten and less should be spelled out. Anything greater than ten should use numerals. Prices should use numerals. Ages should always use numerals. Do not begin a sentence with a numeral.

## O

**Omni-Directional Wheel** Use this, not "Omni Wheel."

**One Stick Controller** Not joystick, AIM controller, etc. Note capitalization.

## P

**PD+** This stands for Professional Development Plus and should be referred to in its' entirety upon primary reference.

**Pin Tool** Note capitalization.

**Pro** See VEXpro

**Professional Development Plus** See PD+

## Q

**Quey** The VEX IQ mascot!

## R

**Robot** Not a proper noun on its own. Should not be abbreviated to "bot."

**Radio** See Smart Radio

## S

**Smart Brain** see GO Smart Brain

**Smart Motor** Note capitalization. See IQ Smart Motor, GO Smart Motor, V5 Smart Motor

**Smart Port** Note capitalization

**Smart Radio** Note capitalization. See IQ Smart Radio

**STEM** Not S.T.E.M.

**STEM Labs** Note capitalization

**Switch** see GO Power Switch

## T

# Brand Appendix

**Talon SRX** This is two words and SRX should be all caps. This is not an acronym.

## U

## V

**VersaChassis** This should be typed in CamelCase as one word.

**VersaPlanetary** This should be typed in CamelCase as one word.

**VEX** This should always be all caps. VEX is not an acronym.

**VEX AI** This should always be all caps and two words. In the name of the brand, AI is not an acronym.

**VEX AI Robotics Competition** This should always be spelled out where possible. Avoid Acronyms.

**VEX AIM** This should always be all caps and two words. AIM is not an acronym.

**VEX AIR** This should always be all caps and two words. AIR is not an acronym.

**VEX AIR Drone Competition** This should always be spelled out where possible. Avoid acronyms.

**VEX Classroom** Note capitalization.

**VEXcode** This should always be one word where the VEX is all caps and the code is all lowercase.

**VEX Cortex** This is being sunset and migrated to VEX V5, but any mention should note capitalization.

**VEX CTE** This should always be all caps and two words. In the name of the brand, CTE is not an acronym.

**VEX EXP** This should always be all caps and two words. EXP is not an acronym.

**VEX Factory Automation Competition** This should always be spelled out where possible. Avoid acronyms.

**VEX Forum** Note capitalization

**VEX GO** This should always be all caps and two words. GO is not an acronym.

**VEX GO Robotics Competition** This should always be spelled out where possible. Avoid acronyms.

**VEX IQ** This should always be all caps and two words. IQ is not an acronym.

**VEX IQ Robotics Competition** This should always be spelled out where possible. Avoid acronyms, but if necessary, use VIQRC.

**VEXpro** This should be ONE word. VEX is always all caps and pro is always all lowercase. "Pro" is not an acronym.

# Brand Appendix

**VEX U Robotics Competition** This should always be spelled out where possible. Avoid acronyms.

**VEX V5** This should always be all caps and two words. V5 is not an acronym or a version.

**VEX V5 Robotics Competition** This should always be spelled out where possible. Avoid acronyms, but if necessary, use V5RC.

**VEX 123** This should always be all caps and two words.

**Victor SPX** This is two words and SPX should be all caps. This is not an acronym.

**V5** See VEX V5

**V5 Controller** Always refer to this completely before any references that drop the "V5." Do not refer to this as anything other than "V5 Controller" or "controller." If this is the primary instance, include VEX. "VEX V5 Controller." Note capitalization.

**V5 Robot Battery** Always refer to this completely before any references that drop the "V5." This also distinguishes this from other batteries. If this is the primary instance, include VEX. "VEX V5 Robot Battery." Note capitalization.

**V5 Robot Brain** Always refer to this completely before any references that drop the "V5." Do not refer to this as anything other than "V5 Robot Brain" or "V5 Brain" or "brain." If this is the primary instance, include VEX. "VEX V5 Robot Brain." Note capitalization.

**V5 Smart Motor** Always refer to this completely before any references that drop the "V5." Do not refer to this as anything other than "IQ Smart Motor" or "V5 Motor" or "motor." If this is the primary instance, include VEX. "VEX V5 Smart Motor." Note capitalization.

**V5 System Bundle** Always refer to this completely before any references that drop the "V5." This also distinguishes this from other system bundles. Do not use any other terms (set, pack, etc.) to refer to the kit. If this is the primary instance, include VEX. "VEX V5 System Bundle." Note capitalization.

## W

**Watt** Abbreviations for the watt and its variants include W, kW, MW, GW

## X

## Y

## Z

## #

**123** see VEX 123

**123 Classroom Kit** Always refer to this completely before any references that drop the "123." This also distinguishes this from other Classroom Kits. Do not use any other terms (set, pack, etc.) to refer to the kit. If this is the primary instance, include VEX. "VEX 123 Classroom Kit." Note capitalization.

**123 Coder** Always refer to this completely before any references that drop the "123." If this is the primary instance, include VEX. "VEX 123 Controller" Note capitalization.

**123 Coder Cards** Do not refer to this as "code cards" or by anything other than "123 Coder Cards" or "Coder Cards." If this is the primary instance, include VEX. "VEX 123 Coder Cards." Note capitalization.

**123 Field** Do not refer to this as anything besides "123 Field" or "field." If this is the primary instance, include VEX. "VEX 123 Field." Note capitalization.

**123 Robot** Do not refer to this as a disk or by anything other than the "123 Robot" or "robot." If this is the primary instance, include VEX. "VEX 123 Robot." Note capitalization.

**6-Axis Robotic Arm** The official name for the robotic arm in the VEX CTE Workcell kit. Note hyphen placement and capitalization.



