# Logo Standards Manual
Revised 10.15.2012

**Authorization is required for the use of the Vista Logo image. The Vista registered trademark may only be utilized by companies that are actively distributing and/or installing Vista products.**

## Logo Usage Policy

On the production line, it is our goal to maintain consistency to ensure that the highest standards for quality are met in each and every one of our finished goods. Likewise, we realize that consistency plays a key role in maintaining a quality image for the company in all marketing efforts (including literature, advertising, signage, stationery, and other visual media) that make use of the Vista name.

When numerous distributors and individual contractors create their own advertising that includes use of the Vista name and brand logo, it ultimately reflects on us. The only control we can exert over such usage is to insist upon a standardized (i.e., consistent) look that will reflect positively on our identity. With that in mind, we have developed some guidelines concerning the use of our corporate image that must be strictly adhered to.

Our name is our image and thus the use of it must be treated with the utmost care. In order to protect both the Vista name and brand logo, the company cannot tolerate the alteration, modification, or distortion of either in any manner. Take care that the logo always appears in its complete form, with no change in the image's spacing.

There is a family of Vista brands representing different markets in the lighting industry. Please be sure to select the one most appropriate for your intended focus.

### The VISTA PROFESSIONAL OUTDOOR LIGHTING Logo

You may use the following logos when representing all or any of the Vista lines of products, as well as the Vista corporate entity.

### The VISTA ARCHITECTURAL LIGHTING Logo

You may use the following logos when representing the **Vista Architetctural Lighting** line of specification grade, line-voltage lighting for commercial applications.

### The VISTA LANDSCAPE LIGHTING Logo

You may use the following logos when representing the **Vista Landscape Lighting** line of low-voltage lighting for residential landscape and commercial applications.

**See next page for Vista logo usage requirements**

**VISTA**
PROFESSIONAL
OUTDOOR LIGHTING

**To maintain a consistent level of quality in the reproduction of this mark, always use the electronic art provided. Do not attempt to recreate the logo on your own. Always enlarge and reduce the logo proportionally. Please note all color and size restrictions.**

## The Proportion of the Logo

The proportions of the logo must not be altered.

## Minimum Clear Space

It is required that the Vista logo be postioned with a minimum amount of clear space around all four sides to ensure it will not be crowded or violated by typography and other graphic elements. The unit of measurement you should use for determining the minimum amount of clear space allowable is shown here as "x". On the Vista Professional Outdoor Lighting logo, we have defined "x" as the height of the PROFESSIONAL type. For the Vista Architectural Lighting and Vista Landscape Lighting logos, you may use the height of the ARCHITECTURAL or LANDSCAPE type to determine the value of "x". A minimum of 1x of clear space must remain around the logo at all times. This rule applies regardless of the size or color of the logo. There is no maximum clear space allowance. This logo works best with plenty of space around it, so feel free to give it lots of room whenever possible.



## Color

The Vista logo was designed specifically as a one-color logo. As such, the only colors in which the logo can appear are as follows: black (on light backgrounds) and white (on a black or other dark backgrounds).



## Minimum Size Requirements

To ensure the Vista logo's integrity, clarity and impact, never reproduce it smaller than 0.375" (0.953cm) tall. The logo should be a dominant identity (no smaller than any other logo or icon on the page) on all pieces of literature and packaging.

**To understand what type of logo format to use and when, please read through the following file designations. Note that these formats are not acceptable for all applications and uses, so it is important to select the logo format suitable to your specific project.**

### .eps (Encapsulated PostScript)

This type of file is used for graphic art applications. This is the optimum file type to provide to graphic designers and other vendors who are including the logo in a printed piece (i.e. literature, banners, mugs, t-shirts, collateral, etc.). EPS files can contain either raster data (i.e. photographs, which are usually Adobe Photoshop files) or vector data (i.e. logos and other flat color artwork, which are usually Adobe Illustrator files). When using EPS files that contain vector artwork, logos can scale up and down indefinitely without appearing jagged (pixilation) or blurry. Many users will not be able to open these logos, as it is intended that they be placed into another application and sized there. Use files named :

| | | |
|---|---|---|
| Vista_logo-pro-H_bk.eps | Vista_logo-arch-H_bk.eps | Vista_logo-land-H_bk.eps |
| Vista_logo-pro-H_wh.eps | Vista_logo-arch-H_wh.eps | Vista_logo-land-H_wh.eps |
| Vista_logo-pro-V_bk.eps | Vista_logo-arch-V_bk.eps | Vista_logo-land-V_bk.eps |
| Vista_logo-pro-V_wh.eps | Vista_logo-arch-V_wh.eps | Vista_logo-land-V_wh.eps |

### .tif (Tagged Image File)

This is the preferred format for Microsoft Word or PowerPoint (PPT) presentations, especially if the graphic requires "transparency" (i.e. a graphic without a white background around it). It is also used for photographic images and photo libraries. Use files named:

| | | |
|---|---|---|
| Vista_logo-pro-H_bk.tif | Vista_logo-arch-H_bk.tif | Vista_logo-land-H_bk.tif |
| Vista_logo-pro-H_wh.tif | Vista_logo-arch-H_wh.tif | Vista_logo-land-H_wh.tif |
| Vista_logo-pro-V_bk.tif | Vista_logo-arch-V_bk.tif | Vista_logo-land-V_bk.tif |
| Vista_logo-pro-V_wh.tif | Vista_logo-arch-V_wh.tif | Vista_logo-land-V_wh.tif |

### .jpg (Joint Photographic Experts Group)

This format can compress images up to a 500:1 ratio, thereby making it the best format for full-color photos on the Web. It is also a good format to use in PowerPoint when importing a photographic (raster) image. The downside of JPG is that it removes image data, and will continue to with each successive generation of the file; therefore, avoid making revisions to a JPG file and resaving it again as a JPG. It is best to start with the original TIF or EPS file, then save it as a JPG. Regardless, we will supply a logo in this format for your convenience. Use file named:

| | | |
|---|---|---|
| Vista_logo-pro-H_bk.jpg | Vista_logo-arch-H_bk.jpg | Vista_logo-land-H_bk.jpg |
| Vista_logo-pro-V_bk.jpg | Vista_logo-arch-V_bk.jpg | Vista_logo-land-V_bk.jpg |

### .gif (Graphics Interchange Format)

A Webmaster/programmer will use an Adobe Illustrator file to make their own GIFs since specific usage information is required in order to make the GIF. This format is the best to reproduce a logo (or any flat color graphic) on the Web. GIF images are, by design, limited to a maximum of 255 colors, plus a single transparent color. GIF files may also be animated. We have not supplied logos in this format since it is only intended to be used for a specific purpose.