

VISION CONTROL – DESIGN AND BRAND GUIDELINES

These guidelines outline the proper use of Vision Control branding elements, including logos, product stickers, and appropriate references to Vision Control's software on various media. The images referenced in these guidelines are provided in high-resolution .png format.

LOGO USAGE

1. Main Logo



This is the primary logo and should be used as the default branding element where possible.

2. Logo with Text



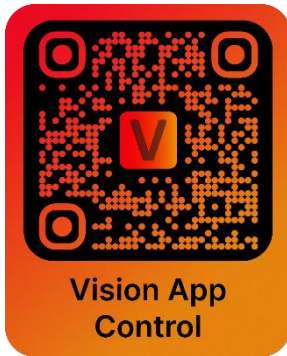
The logo with text can be used in instances where additional brand context is beneficial.

3. Logo with Text (Dark Version)



The logo with text (Dark Version) can be used when additional brand context is needed and is ideal for dark backgrounds, ensuring optimal contrast and readability.

4. Vision Control Product Sticker



This sticker should be placed on all Vision-controllable products to communicate compatibility with Vision Control software. It includes a QR code for easy app download by users.

5. Vision Control Product Sticker (Grey Version)



For companies that prefer a more subtle look or need to adhere to specific corporate branding guidelines, a grey version of the Vision Control Product Sticker is available. This option maintains brand integrity without disrupting the company's visual identity.

To preserve the logo's visibility and impact, a clear space surrounding the logo is required. No other graphic elements, text, or images should intrude upon this area. This space ensures the logo maintains prominence and clarity in all applications.

The logos, stickers, and branding elements must not be modified, stretched, or re-colored outside the provided options to maintain brand consistency.

REFERENCING VISION CONTROL

Website link: www.visioncontrolapp.com

When referencing Vision Control in any communication or on any platform, it must always be clear that Vision Control refers to the software solution, not the manufacturer of the device.

The Vision Control logo and branding elements may be used everywhere they are needed, for example in videos, on websites, in product catalogs, promotional images, product packaging, and more, provided the following guidelines are followed:

1. **Respectful Content**

- Vision Control branding must never be used alongside or in association with any content that is discriminatory, offensive, racially insensitive, or promotes hatred.

2. **Neutral Stance**

- Vision Control branding must remain free from political statements or endorsements. The brand's focus is solely on providing lighting control software and should not be affiliated with any political or ideological content.

3. **No Illegal Content**

- Vision Control branding must not be associated with any illegal content or any material that encourages illegal activities. All content must comply with legal standards and respect copyright and privacy rights.

4. **Promotion of Positive and Constructive Communication**

- Content associated with Vision Control should contribute to a positive, constructive environment. Communication should be professional, polite, and aimed at fostering an inclusive and respectful dialogue.

By adhering to these guidelines, we ensure that the Vision Control brand remains consistent, professional, and in alignment with our values and commitments to a respectful and neutral stance.
