



# VORTEX

# Style Guide

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# INTRODUCTION

Welcome to the VORTEX Style Guide.

This guide offers a concise yet comprehensive set of branding principles, designed for clarity and ease of communication, but also allowing for creativity.

Dive into the subsequent sections for insights on our foundational identity elements, such as logos, typefaces, and colors, along with best practices for their deployment across various media, materials, and platforms.

While we prioritize consistency within VIVOTEK's brand presence, we acknowledge that unique scenarios may require deviations in VORTEX.

# AI-Powered Operations Automation Platform

## Depth of Experiences

VORTEX leverages over 20 years of security expertise of VIVOTEK, delivering high-quality cameras, VMS and services, thereby driving advanced surveillance and supporting customers' business continuity.

## Client Centric Solutions

VORTEX offers scenario-oriented solutions to maximize operational efficiency, ensuring it goes beyond the generic and caters to customers' demands

## Sustainable Flexibility

VORTEX emphasizes elevating user experience to ensure an efficient operational environment and delivering unparalleled flexibility for ONVIF compatibility and NVR connections.

## AI Scalabilities

VORTEX provides core AI services from the edge to the Cloud, helping customers utilize metadata, unlock actionable insights, and facilitate end-to-end automation to enhance security, response, and efficiency.

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# Logo.



# Logo Overview

VORTEX is a flagship product within the VIVOTEK. The integrity of the logo must be respected at all times. Never recreate or modify it in any way.

## Primary logotype

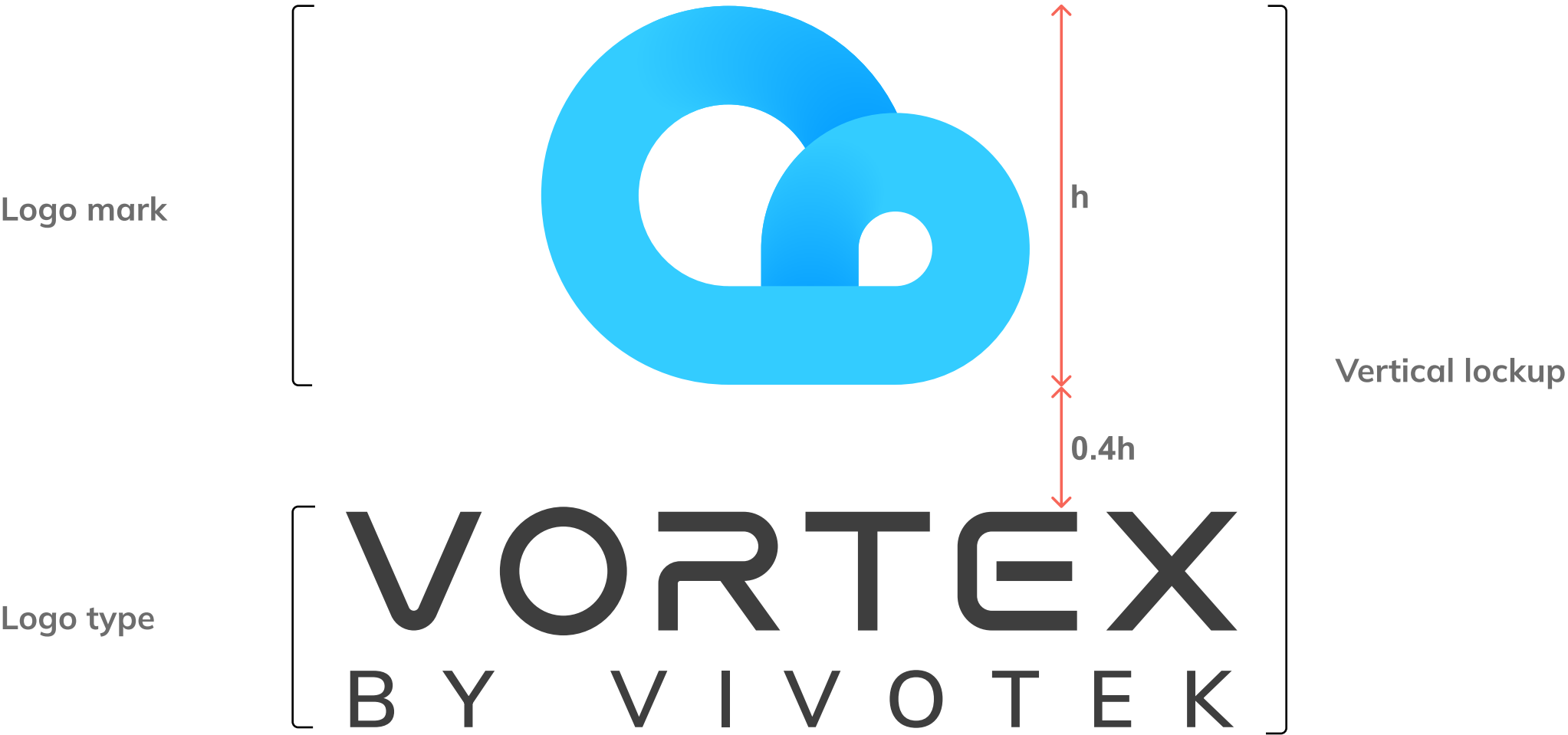
The preferred configuration is the horizontal lockup, which should be used across the majority of content. Currently, the logo includes the "BY VIVOTEK" text beneath it, representing our consistent external presentation.



# Logo Overview

## Secondary logotype

If it is impossible to use Primary logotype for some reason, the Secondary logotype may be used.







# Usage On Background



The logo should be use it only on a very light or very dark pure color background.

To ensure the logo maintains high visibility and accessibility, the color of the logo must adapt according to the background color. This ensures compliance with contrast standards, specifically achieving at least an AA rating as per WCAG (Web Content Accessibility Guidelines).

Normal version	Inverted version
	
Normal version	Inverted version
	



# Usage On Photograph

When placing our logo on photos, it is essential to maintain clarity and ensure the logo stands out against varying backgrounds. Follow these guidelines to ensure proper logo application on photos:

Always place the logo where it has high contrast with the background. If the photo is dark, use a white or light-colored logo. If the photo is light, use a black or dark-colored logo.



✓ Logos in dark area stays legible



✗ Logos gets lost in midtones, or areas with lots of color



# Don't

Building brand awareness and protecting our trademark requires correct and consistent use of VORTEX By VIVOTEK Logos, Logo Lockups and Slogan at all times. Do not alter the VORTEX by VIVOTEK Logo in any way at any time.

The following examples illustrate possible misuses and present a set of simple rules to follow when implementing the VORTEX by VIVOTEK Logo, VORTEX by VIVOTEK Logo Lockups and Slogan. These examples apply across the entire suite of VORTEX by VIVOTEK logos.

✗ Don't re-color



✗ Don't stretch the logo



✗ Don't reduce the outline stroke



✗ Don't use other font



✗ Don't use shades



✗ Don't use logo in a sentence



✗ Don't adjust the size



✗ Don't rotate the logo



✗ Don't break the Logo Type



# Logo Mark

This VORTEX icon is shown here on three approved background shades. Use it only for these purposes:

## Functionality

When an icon is required to open, link to, or launch VORTEX experiences, such as the VORTEX product experience from a task bar (in some cases this will be the high-contrast one-color icon version).

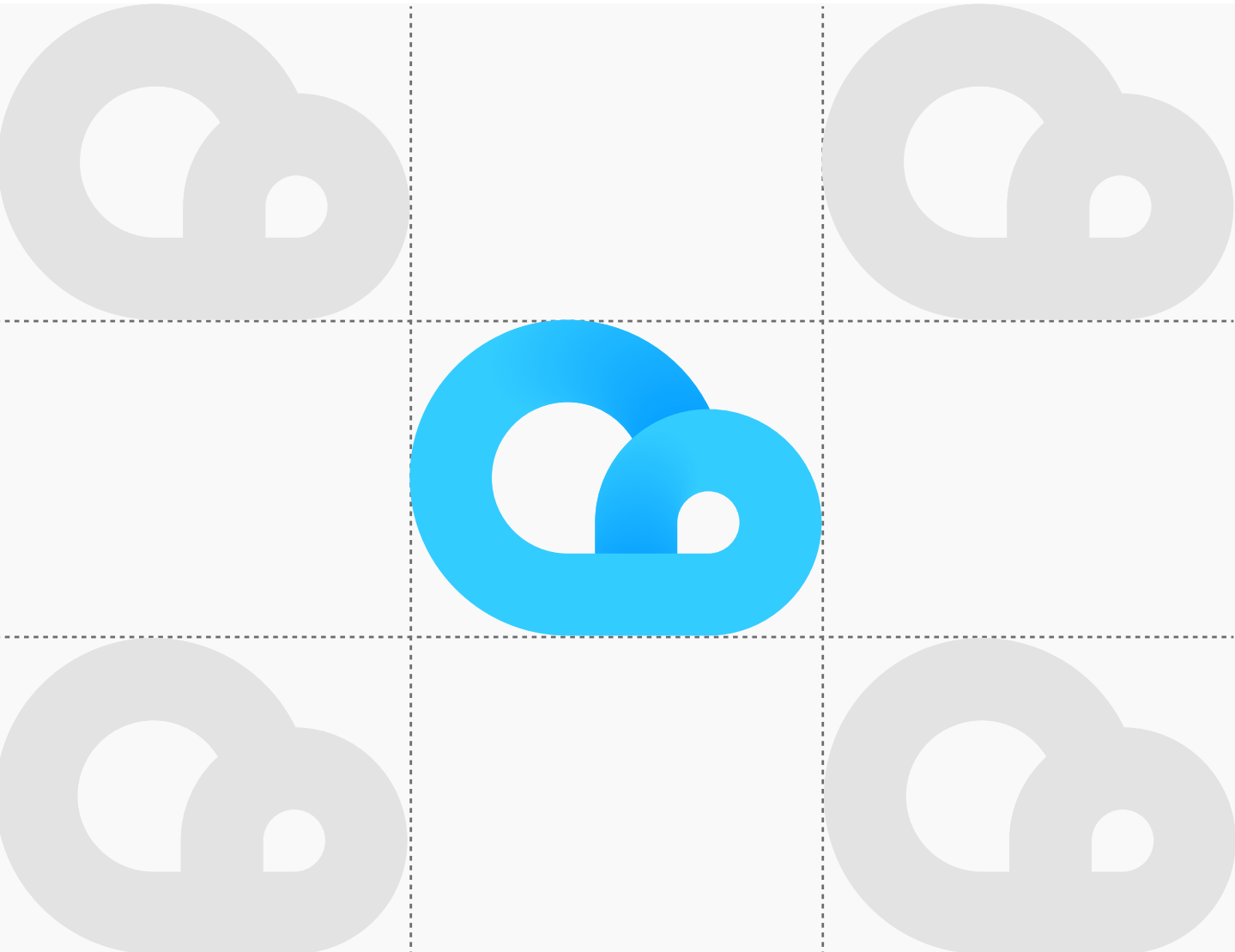
## Graphic continuity

When a set of offerings is represented with icons and VORTEX would be the only one without iconic representation.

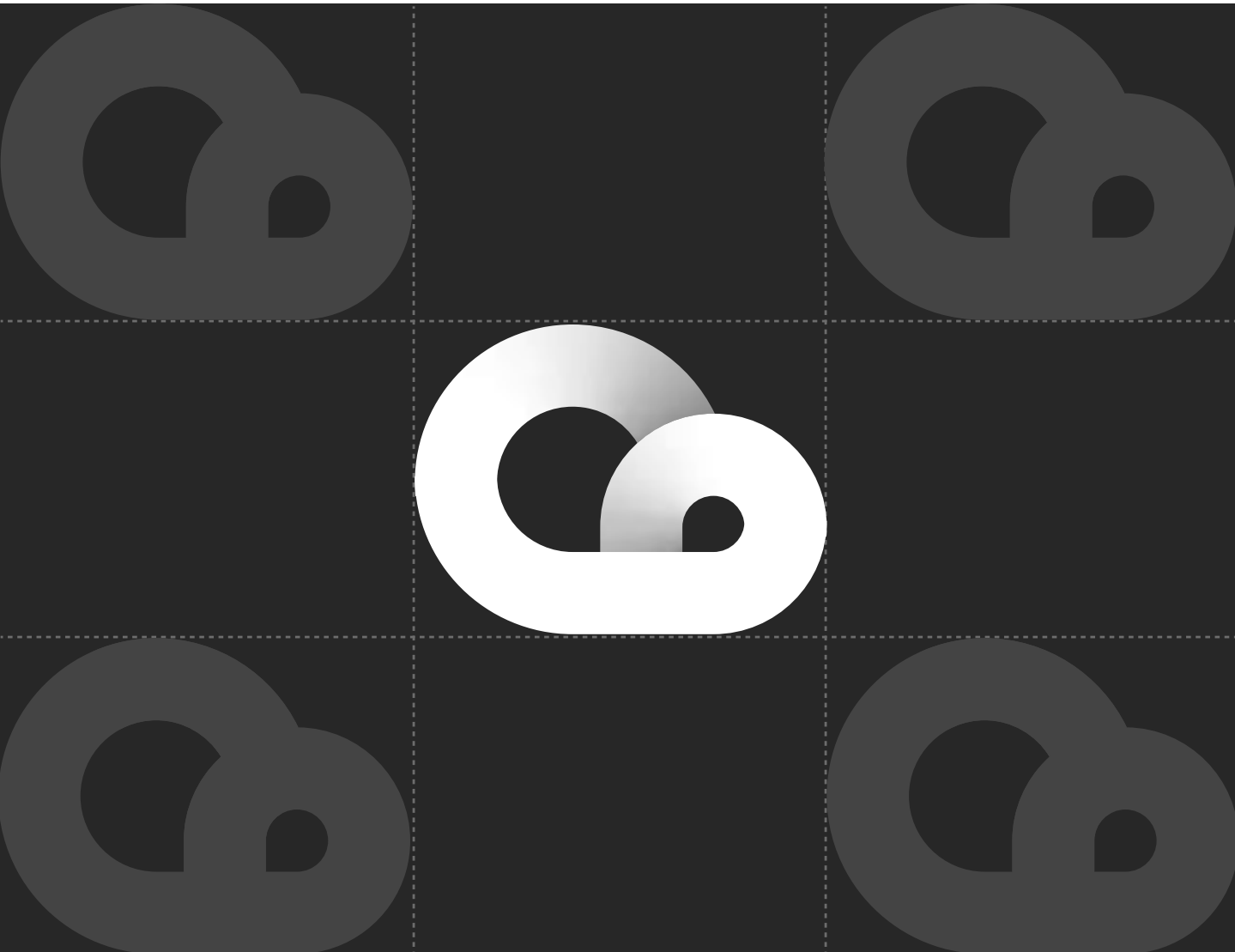
## Representation in a diagram

When visually depicting the relationship between VORTEX and other elements in a diagram.

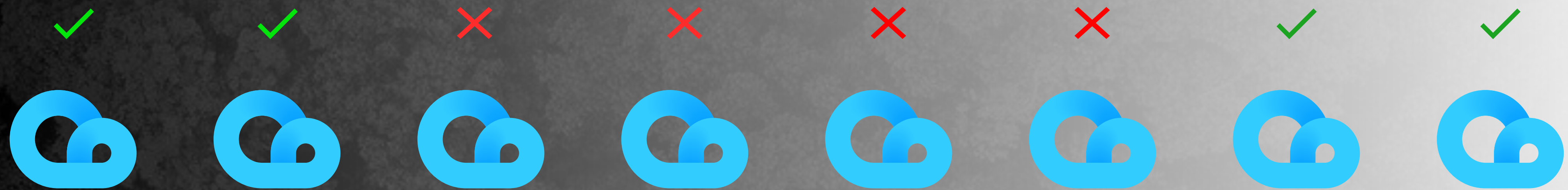
Standard logo mark



Inverted logo mark





















# Recommend Size

There are four recommended sizes to use, depending on the size and ppi depth/resolution of the screen being developed for. The lockup’s height should never appear smaller than 32px height when used in digital.

Our logo is designed to scale to small sizes on print and screen. These sizes are specific to Mobile and desktop applications.

	Horizontal Lockup	Vertical Lockup	Symbol
Height 64 px			
Height 48 px			
Height 40 px			
Height 32 px Minimum Size			

# Logo Placement Usage

The logo should be strategically placed to maintain brand visibility and consistency across all materials. Here are the guidelines for proper logo placement:

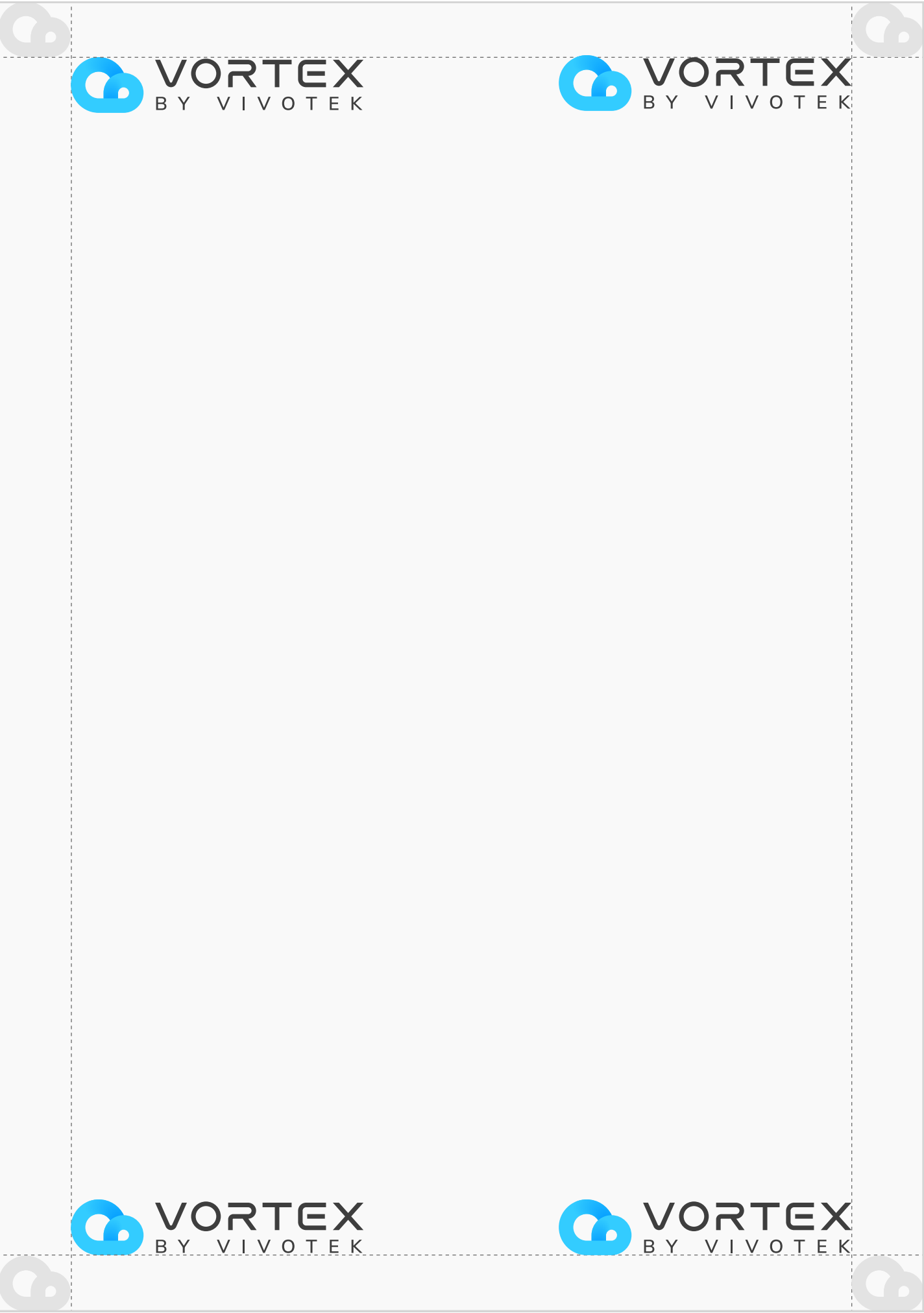
## Positioning

Place the logo at the top or bottom, aligned to the left or right.

## Visibility

Ensure the logo is clear, with sufficient white space around it to maintain its prominence and avoid clutter.

✓ Recommend logo position



Possible logo position



# Color.



# Primary Colors

Our primary colors embody our values of efficiency, security, and cost-effectiveness. These colors are the foundation of our brand's visual identity and should be used predominantly in all VORTEX-related materials.

Use these colors to create a strong, consistent visual presence that reflects the core values of VORTEX.

<div>Blue</div> <div>HEX: #0099FF</div> <div>RGB: 0, 153, 255</div> <div>CMYK: 100, 40, 0, 0</div>
<div>Blue_light</div> <div>HEX: #33CCFF</div> <div>RGB: 51, 204, 255</div> <div>CMYK: 80, 20, 0, 0</div>
<div>Blue_dark</div> <div>HEX: #0874C5</div> <div>RGB: 8, 116, 197</div> <div>CMYK: 96, 41, 0, 23</div>

# Secondary Colors

To maintain our brand's recognizability, compositions should limit the sub-palette to 10%. The secondary palette is designed to complement the primary colors, adding vibrancy and diversity to our visual communications. Use the secondary palette in conjunction with the primary palette to bring our brand to life and enhance brand recognition. These colors are suitable for features icons or illustrations.

<div>Blue_light</div> <div>HEX: #0066FF</div> <div>RGB: 0, 102, 255</div> <div>CMYK: 100, 60, 0, 0</div>	<div>Green</div> <div>HEX: #4BDAC9</div> <div>RGB: 75, 218, 201</div> <div>CMYK: 66, 0, 8, 15</div>
<div>Blue_dark</div> <div>HEX: #213FE2</div> <div>RGB: 33, 63, 226</div> <div>CMYK: 85, 72, 0, 11</div>	<div>Purple</div> <div>HEX: #8A64FE</div> <div>RGB: 138, 100, 254</div> <div>CMYK: 46, 61, 0, 0</div>
<div>Pink</div> <div>HEX: #F627B5</div> <div>RGB: 246, 39, 181</div> <div>CMYK: 0, 84, 26, 4</div>	<div>Pink</div> <div>HEX: #FF50B1</div> <div>RGB: 255, 80, 177</div> <div>CMYK: 0, 69, 31, 0</div>
<div>Orange</div> <div>HEX: #FF6762</div> <div>RGB: 255, 103, 98</div> <div>CMYK: 0, 60, 62, 0</div>	<div>Yellow</div> <div>HEX: #FFC555</div> <div>RGB: 255, 197, 85</div> <div>CMYK: 0, 23, 67, 0</div>

# Neutral Colors

VORTEX is an empty vessel that adapts to its content. The neutral palette, featuring shades of cool gray, provides depth and texture for text and backgrounds.

These colors serve as a subtle backdrop that supports and enhances the primary and secondary colors, ensuring that the content remains the focal point.

Black

HEX: #121212

RGB: 18, 18, 18

CMYK: 0, 0, 0, 93

Tint 90%

Tint 50%

Tint 10%

Bg

White

HEX: #FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0



# Gradients

Gradients add a dynamic and modern touch to our visual identity. They can be used to create depth and dimension in features icons or illustrations. Use these gradients to add visual interest and emphasize important elements, while maintaining consistency with the overall VORTEX brand aesthetic.

Primary / blue\_gradient

HEX: #0099FF  
RGB: 0, 153, 255  
CMYK: 100, 40, 0, 0

HEX: #33CCFF  
RGB: 51, 204, 255  
CMYK: 80, 20, 0, 0

Purple\_gradient

HEX: #5364FF  
RGB: 83, 100, 255  
CMYK: 67, 61, 0, 0

HEX: #FB7CFF  
RGB: 251, 124, 255  
CMYK: 2, 51, 0, 0

Pink\_gradient

HEX: #FF58CB  
RGB: 255, 88, 203  
CMYK: 0, 65, 20, 0

HEX: #FF9345  
RGB: 255, 147, 69  
CMYK: 0, 42, 73, 0

Orange\_gradient

HEX: #FD6E6A  
RGB: 253, 110, 106  
CMYK: 0, 57, 58, 1

HEX: #FFC600  
RGB: 255, 198, 0  
CMYK: 0, 22, 100, 0



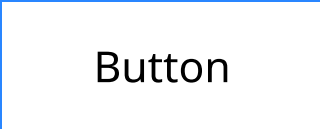
# Incorrect Usage

The designated colors of our brand must be applied uniformly across our digital products, communications, and branding assets.

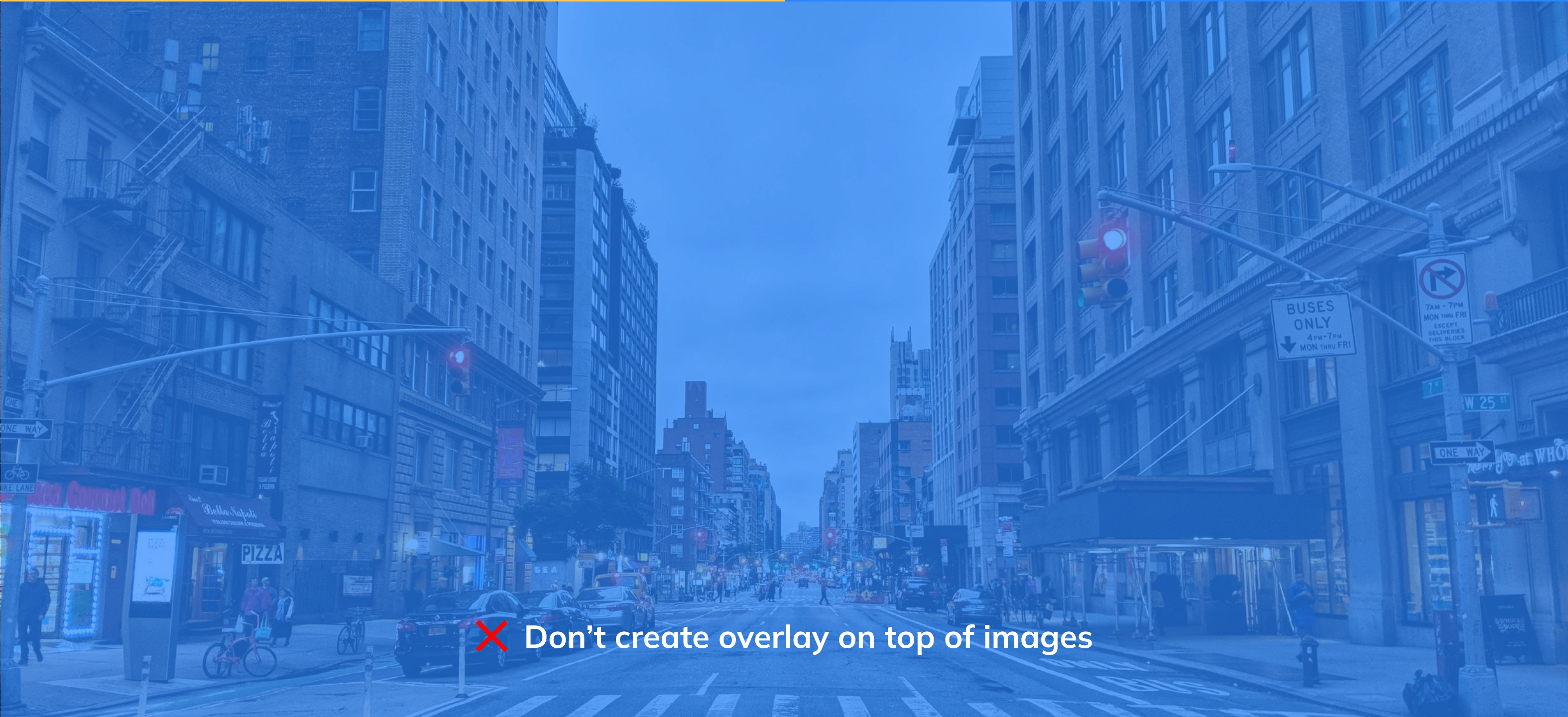
The examples shown on the right are usage scenarios that should be avoided.



✗ Don't use secondary color as primary



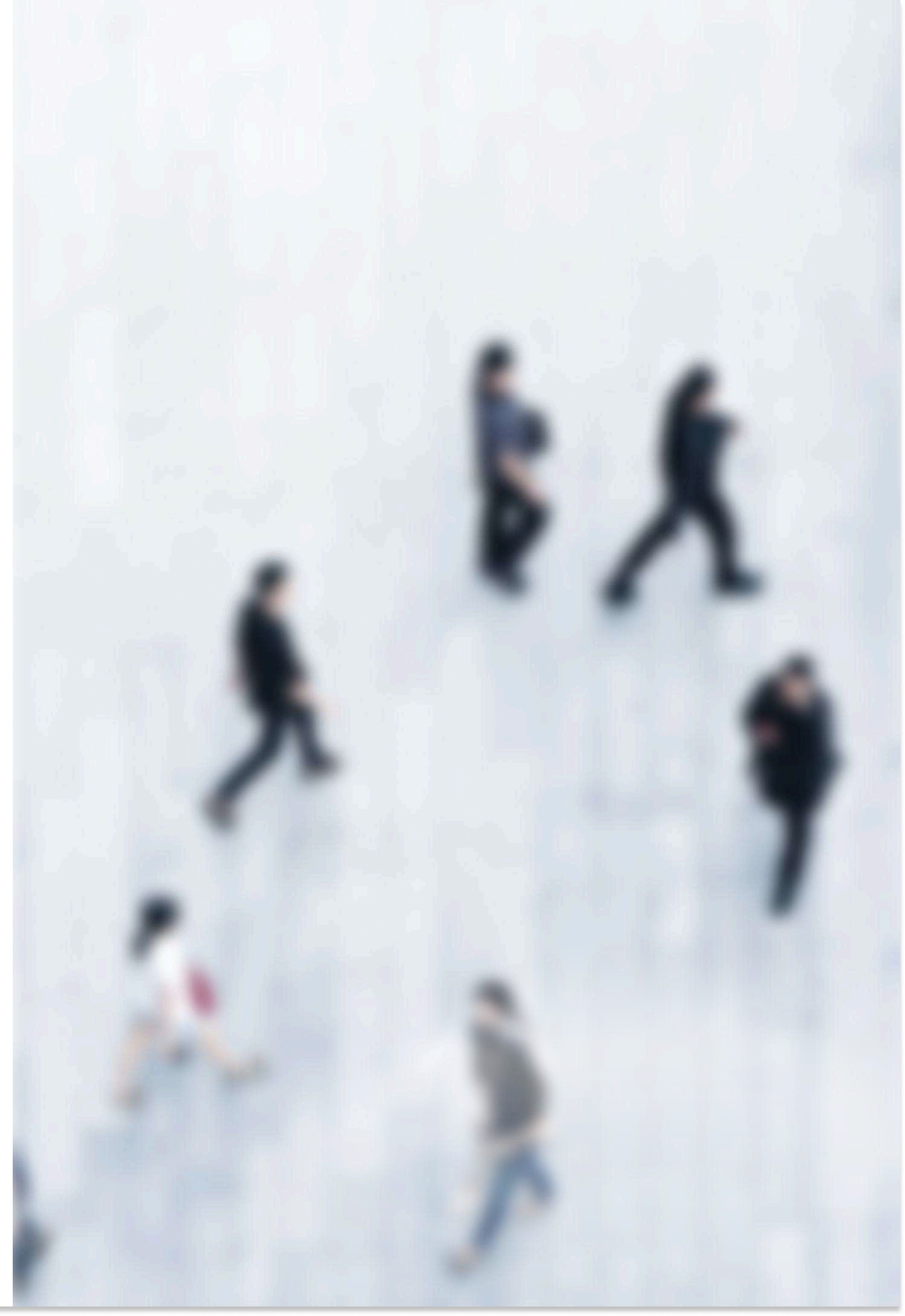
✗ Don't alter the color proportions



✗ Don't create overlay on top of images



# Typography.



# Primary English Type

## Primary English Font - Mulish

To maintain communication consistency across all countries, Mulish is our primary English Fonts. The font Mulish can be used freely in all applications – print or digital, commercial or otherwise – and on all computers and devices

While creating Microsoft documents (PPT, Word, etc.), please apply Microsoft compatible fonts: Mulish for English as well.

Ad Mulish

Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789  
!@#\$%&\*{()}¢¶

Without italic

**Black**   **Extra Bold**   **Bold**   Semibold   Medium   Regular   Light   Extra Light

Without italic

***Black***   ***Extra Bold***   ***Bold***   *Semibold*   *Medium*   *Regular*   *Light*   *Extra Light*

# Localization

## Primary Chinese - Noto Sans CJK TC

The font Noto Sans CJK TC can be used freely in all applications – print or digital, commercial or otherwise – and on all computers and devices.

While creating Microsoft documents (PPT, Word, etc.), please apply Microsoft compatible font: Microsoft JhengHei for Traditional Chinese as well.

## Primary Japanese - Meriyo

The font Meiryo (メイリオ , Meirio ) can be used freely in all applications – print or digital, commercial or otherwise – and on all computers and devices.

While creating Microsoft documents (PPT, Word, etc.), please apply Microsoft compatible font: Meiryo for Japanese as well.

## English Fonts - Arial

Mulish

## Chinese Fonts - Noto Sans CJK TC

思源黑體

## Japanese Fonts - Meriyo

メイリオ

# Type Usage

When placing text on oa background or setting typography in a composition, always use appropriate contrast.

Avoid to use over one color per headline or otherwise it can get too messy.

To enhance readability, please reserve sufficient whitespace around your text, with a minimun of 16 pixels or more, and any additional space should increase in multiples of eight.



## Heading with single color

Body text set in lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



## Heading with multiple colors

Body text set in lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



## text with enough contrast



## text with insufficient contrast



24px

## Heading with spacing

16px

Body text with spacing lorem ipsum dolor sit amet, consecte...



## Heading without spacing

Body text without spacing lorem ipsum dolor sit amet, consecte...



# Partner Marketing Treatments.





# An Introduction For VORTEX Partners

As a VORTEX Partner, you are central to the success of VORTEX and our customers.

You are uniquely qualified to help customers transform and accelerate their journey to the cloud. Elevate your customer experience with VORTEX partner treatments that make it easy to choose your offerings with confidence.

By following this guide, you will deliver a consistent and valuable experience to your customers.

# Scenario & Marketing Treatment

Marketing scenarios are campaigns, events, communications, or initiatives that can be Partner-led, VORTEX-led, or Co-marketing. Determine the scenarios that best suits your unique marketing scenario.

VORTEX has provided written permission to partner-marketing, through a logo usage agreement or approval through an VORTEX Representative.

## 01.



### Co-Marketing Scenarios

Co-marketing arrangements include the VORTEX logo and partner logos. This is our most valuable visual identity element. You may use the VORTEX logo, to demonstrate :

- (1) Your offering supports VORTEX,.
- (2) Or that VORTEX is a cloud services provider your organization works with.

## 02.



### Integrates with VORTEX

VORTEX Partners can display the logo of “Powered by VORTEX” to let customers know that your application is integrating with VORTEX.

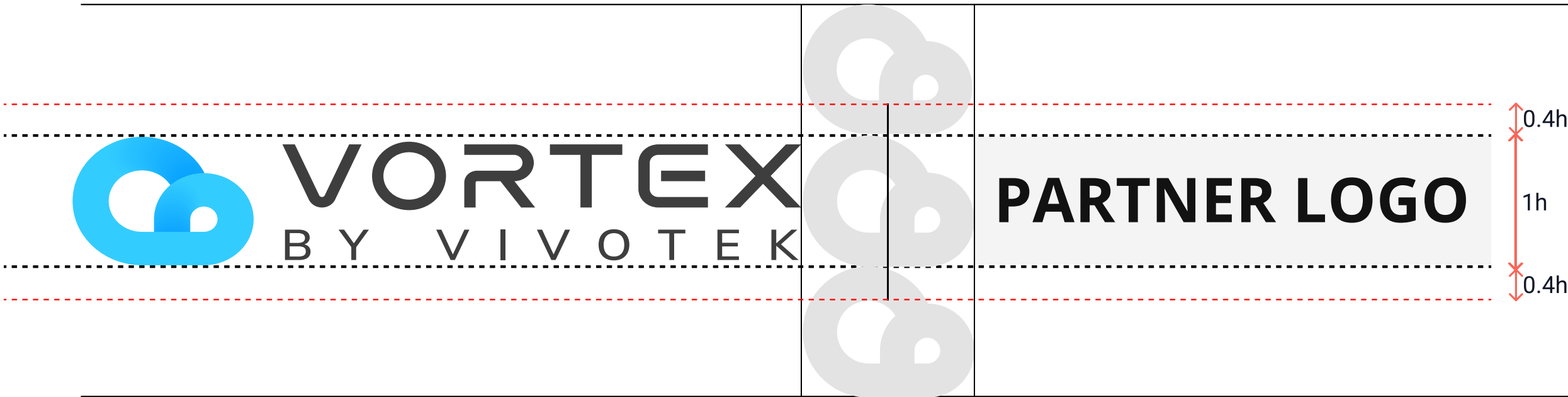
# Co-marketing

Co-marketing may appear on marketing materials developed with a VORTEX business partner. All logo standards and guidelines apply.

VORTEX- led co-marketing materials feature the VORTEX by VIVOTEK logo on the left and the partner on the right.

All co-marketing uses of the VORTEX by VIVOTEK logo must be approved by VIVOTEK Brand and partner marketing, and adhere to the following guidelines:

- Make all logos appear equal in size.
- Center-align the VORTEX logo horizontally or vertically with other logos.
- Maintain equal distance between all logos.
- A vertical stroke should be the height of the logo’s clear space. - A horizontal line should be the length of the VORTEX by VIVOTEK logo.
- Both logos should be equal in visual size and should be equal in color representation (both logos are full color or both logos are one color).



**PARTNER LOGO**



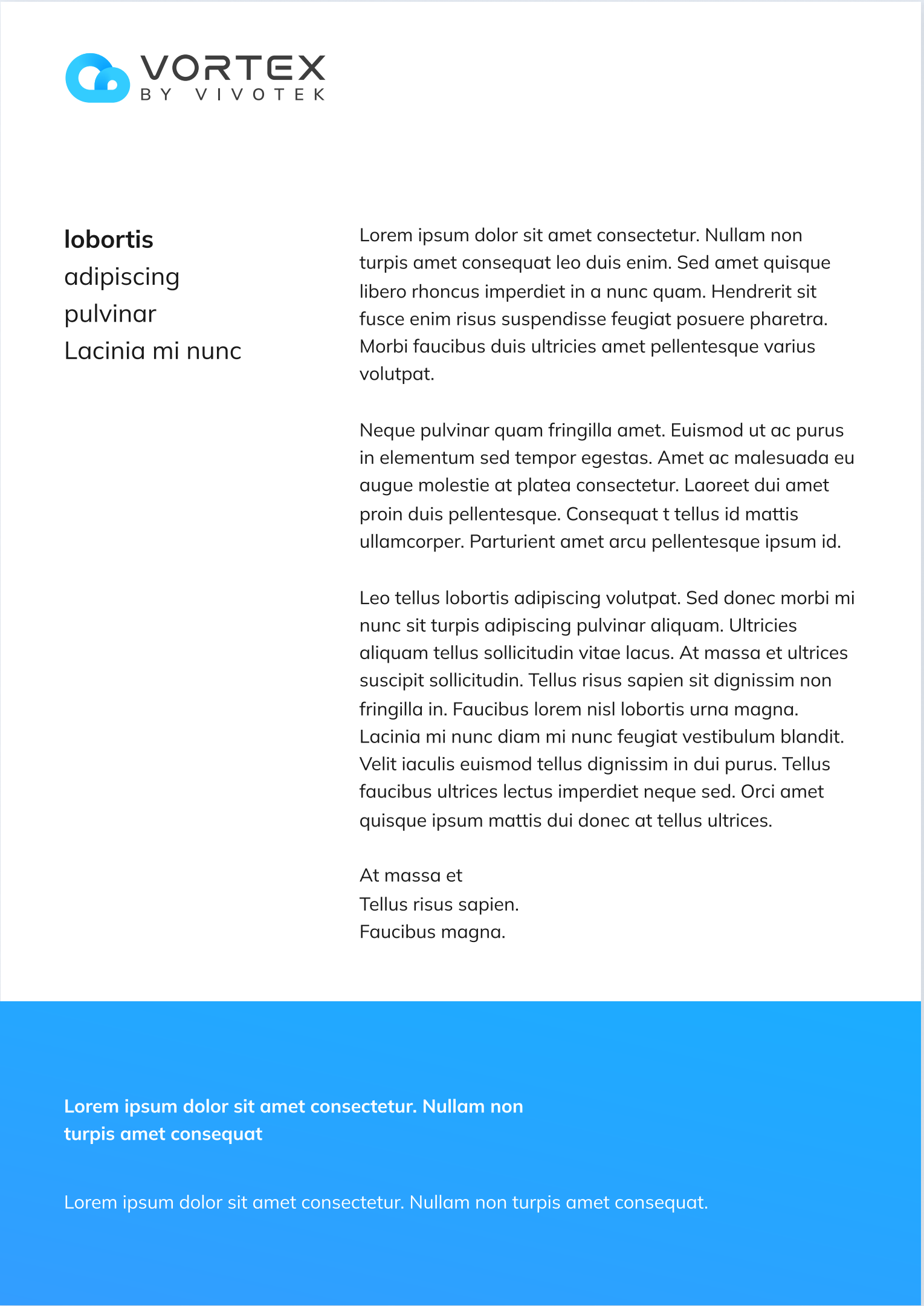
**PARTNER LOGO**

# Placement Example

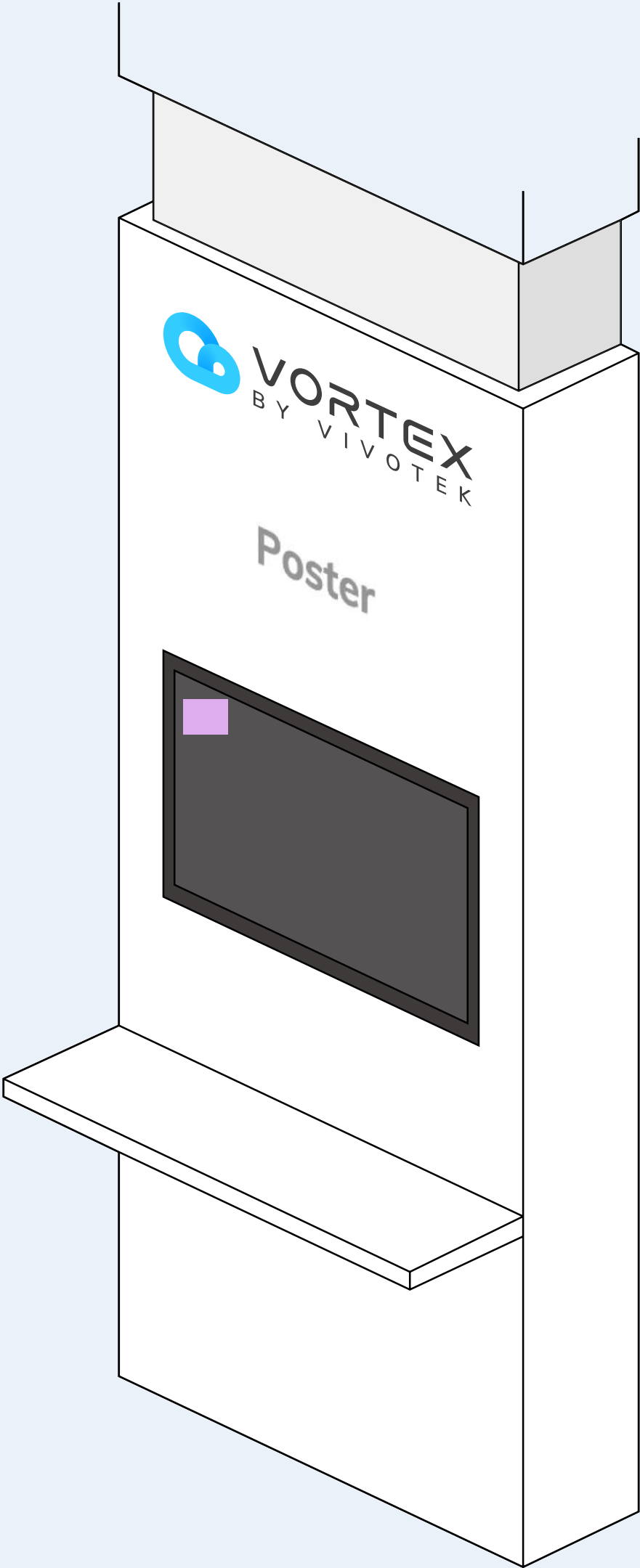
## Case study, Newsletter, Booth and flyers

- The co-marketing treatment is reserved for scenarios when VORTEX and partner(s) have equal investment in and control over content, message, and/or customer experience, and VORTEX has provided written permission to co-marketing, through a logo usage agreement.
- Place the co-marketing treatment in a primary layout location (for example, in the upper left corner)
- Be sure the co-marketing treatment is consistent throughout all touchpoints.

Flyer example



Booth example



# Integrates with VORTEX

## Powered by VORTEX

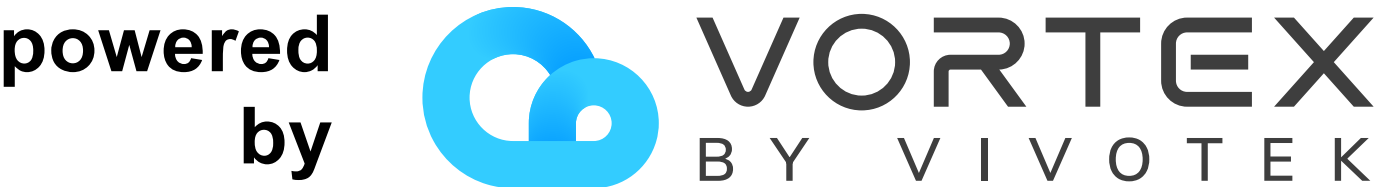
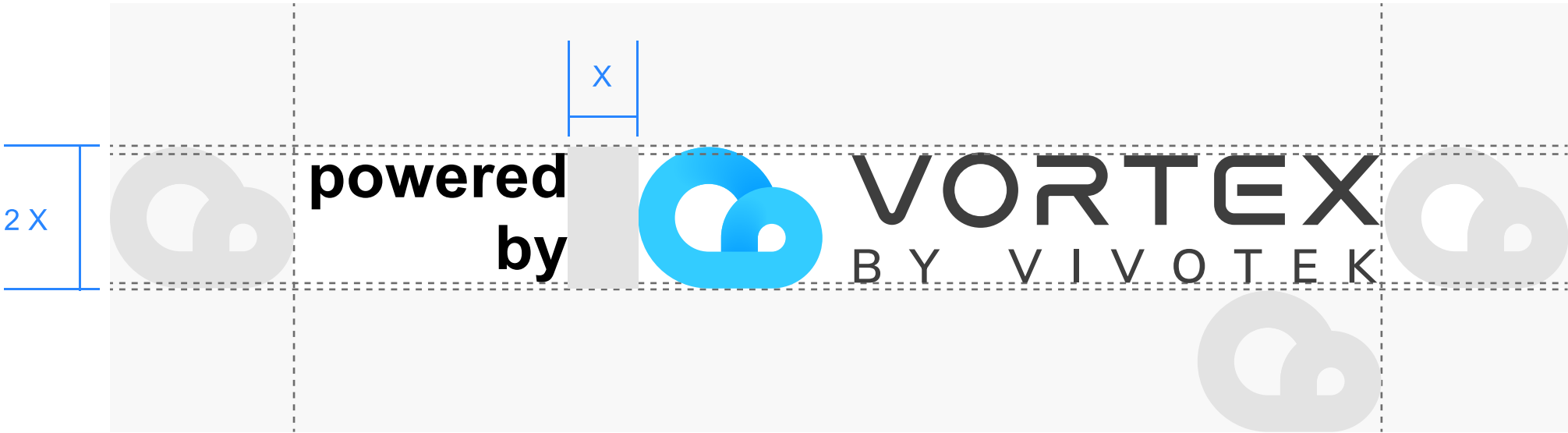
VORTEX Partners can display the logo of “Powered by VORTEX” to let customers know that your application is integrating with VORTEX.

## Color and backgrounds

Powered by VORTEX is colored either Dark grey or White. Use the Dark grey version of the Powered by VORTEX logo for white or light-colored backgrounds. Use the white Powered by VORTEX logo for black or dark-colored backgrounds.

## Clear space

The clear space is based on the Symbol in the logo. Horizontal and vertical space requires the full height and width of the Symbol on either side as shown here.



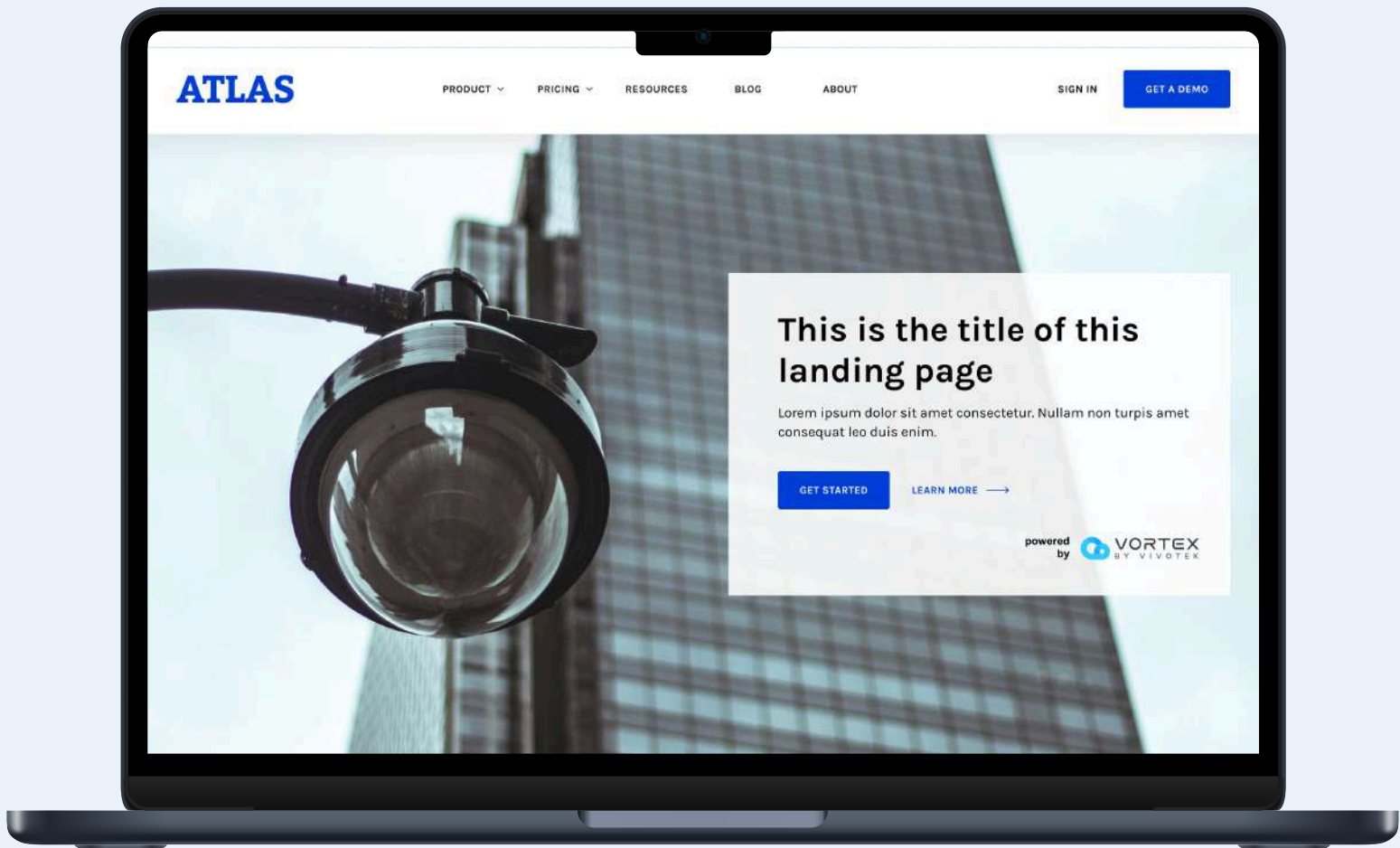


# Placement Example

## Landing page and presentation

- The co-marketing treatment is reserved for scenarios when VORTEX and partner(s) have equal investment in and control over content, message, and/or customer experience, and VORTEX has provided written permission to co-marketing, through a logo usage agreement.
- Place the co-marketing treatment in a primary layout location (for example, in the upper left corner)
- Be sure the co-marketing treatment is consistent throughout all touchpoints.

Landing page example



Presentation example



# VORTEX logo for non-branding usage

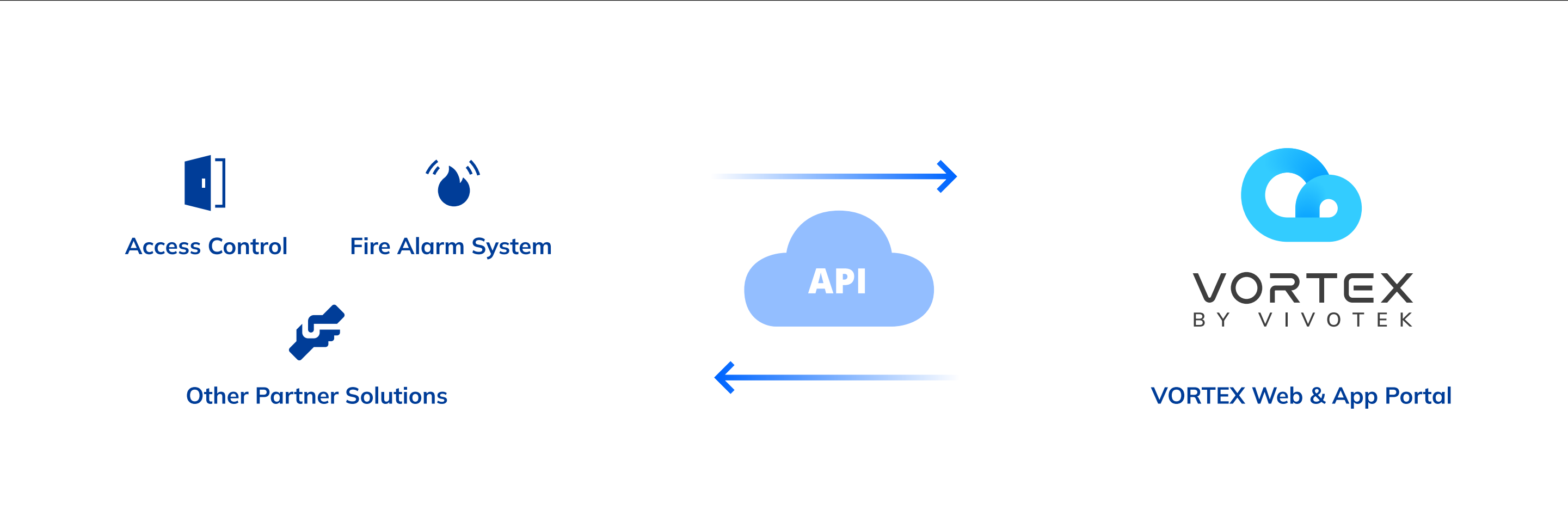
These images demonstrate several ways to use the VORTEX logo in non-branding contexts, as a visual representation of :

- 1. That your solution integrate with VORTEX
- 2. That VORTEX is a VSaaS platform your organization “built with”, “built on”, “Compatible with”, “work with”, “powered by”.

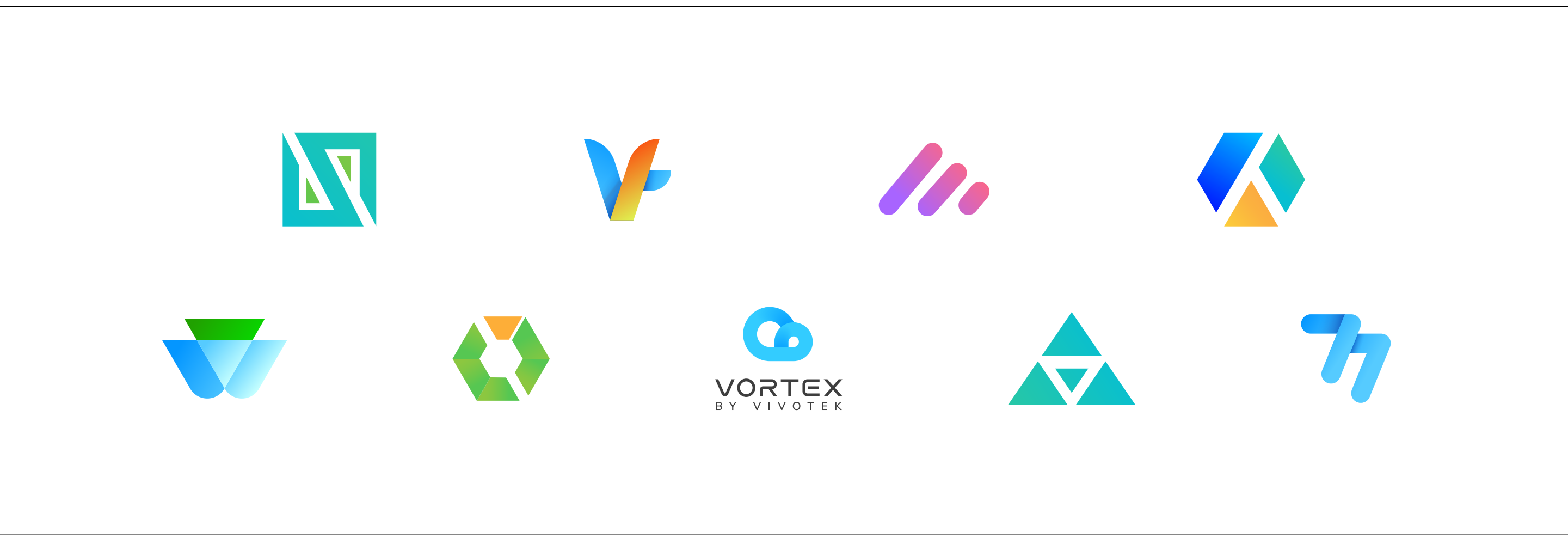
The VORTEX Logo can be used on websites and landing pages, in email marketing, marketing materials, and event assets.

Using the VORTEX logo in your customer assets outside of the approved use cases shown here could be interpreted as a co-branding scenario and is not permitted.

Please reach out to your Delta group or VIVOTEK representative for usage guidance.



✓ 1. Your solution integrate with VORTEX



✓ 2. VORTEX is a VSaaS platform your organization “built with”

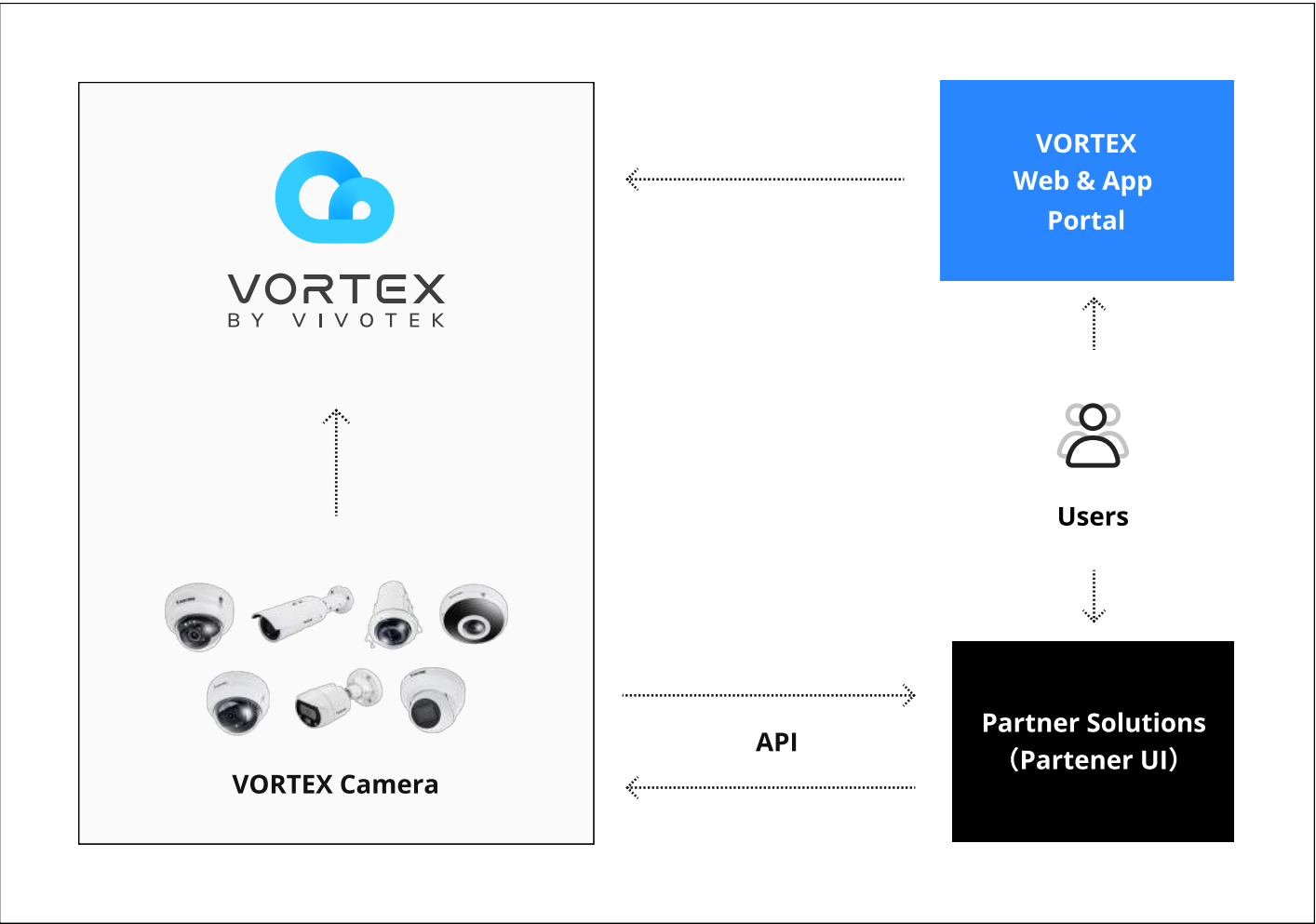


# Architecture diagram example

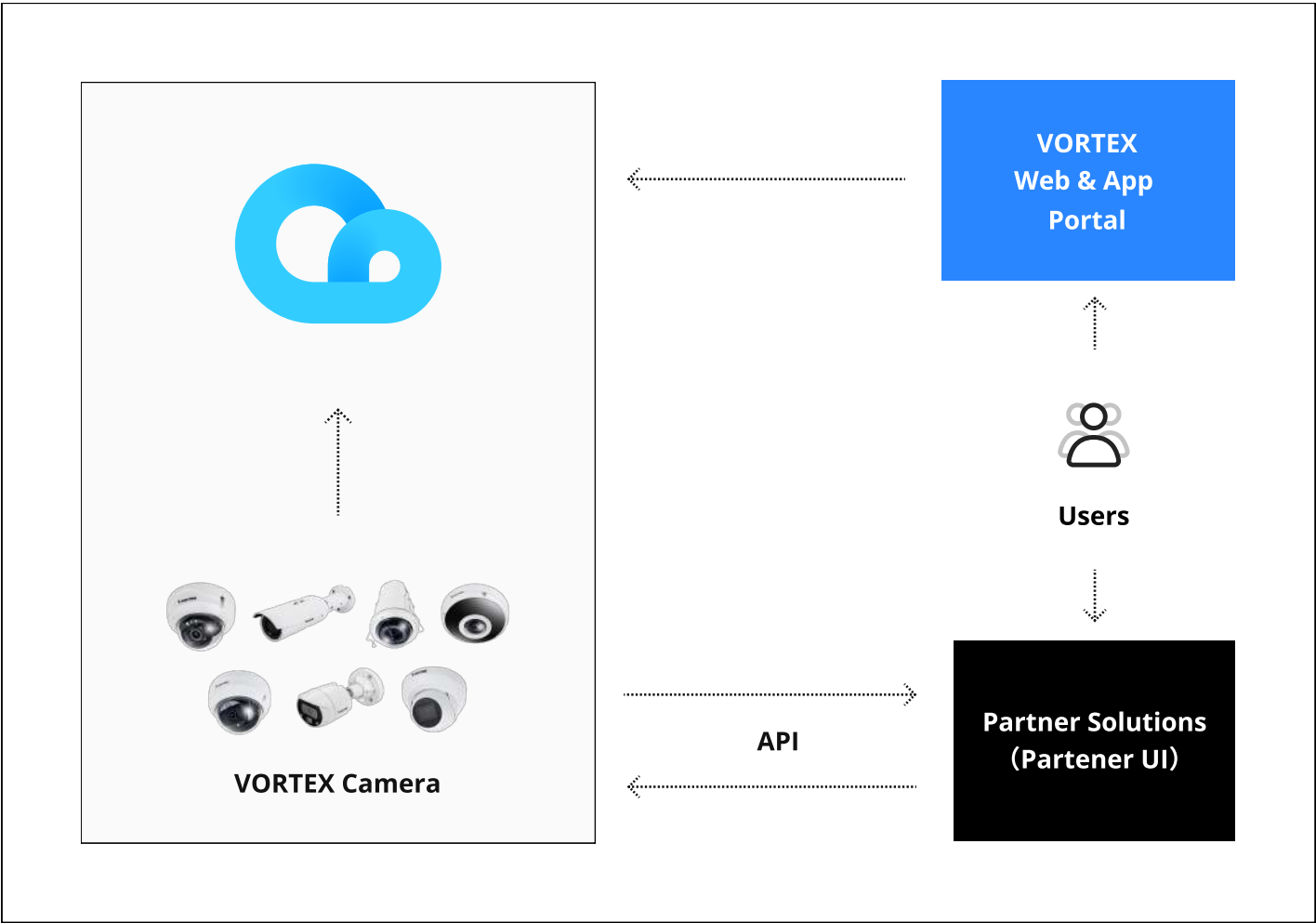
## Architecture Design

Architecture diagrams can help communicate design decisions and the relationships between components in an environment.

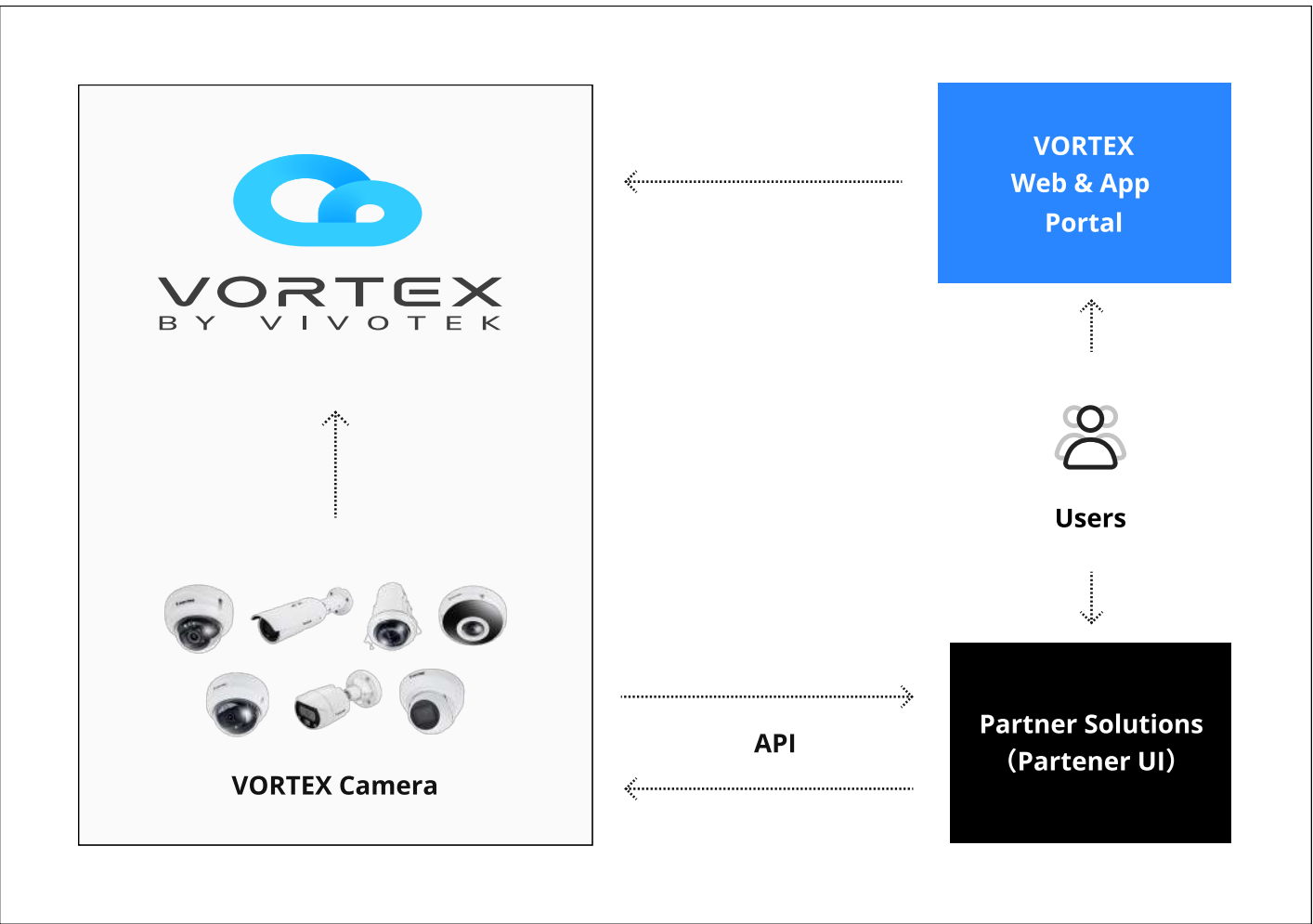
The VORTEX Logo can be used in architectural diagrams, training materials, or documentation.



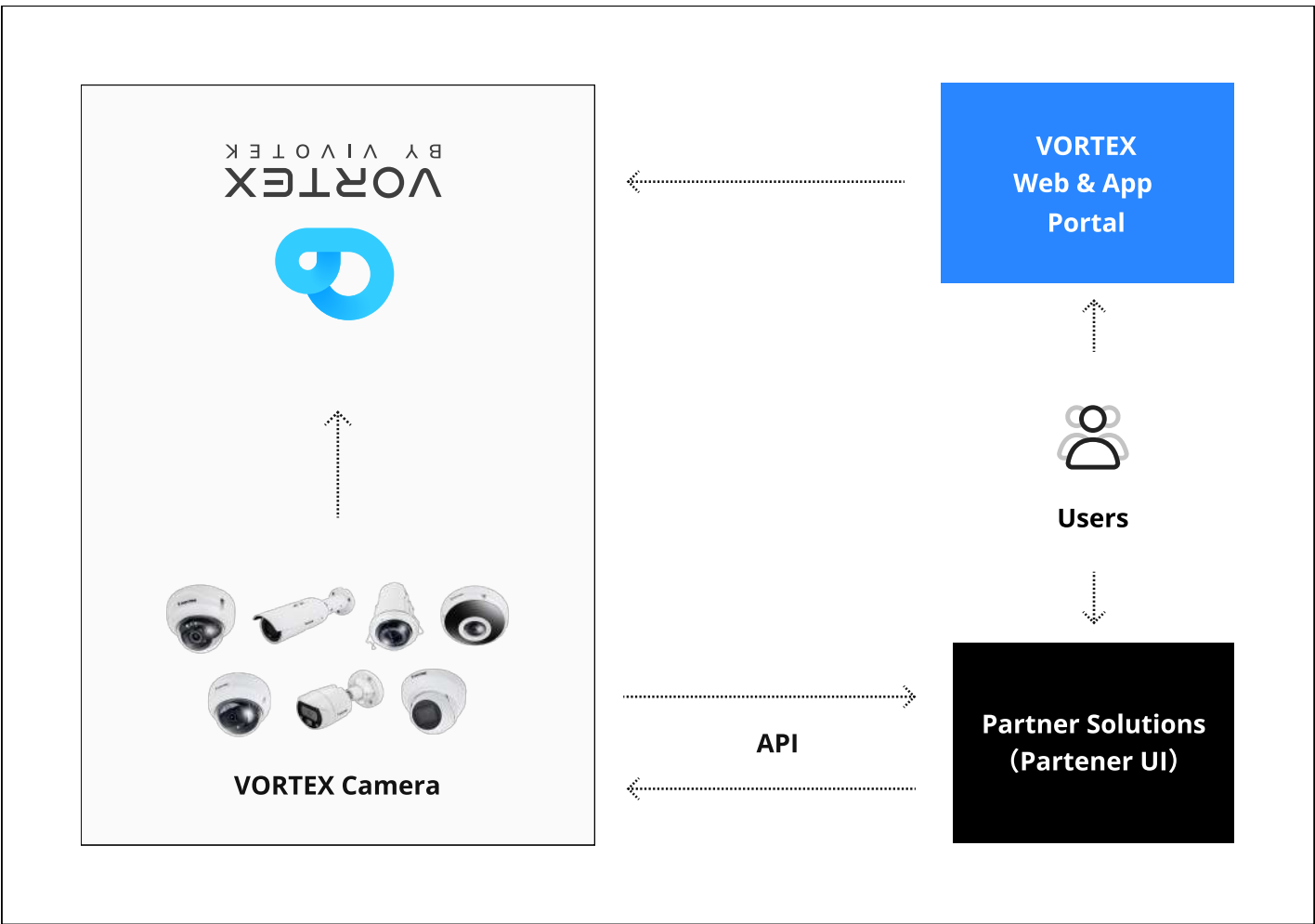
✓ Use the VORTEX logo to illustrate how products can work together.



✗ Don't use VORTEX Blue cloud icons only to represent your product or service.



✗ Don't distort or change icon shape in any way.



✗ Don't crop, flip, or rotate icons.



# Thank You.

