



VITA Brand and Identity Guidelines

January 2011

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Vi-ta
[vee-tuh]

BRAND STRATEGY

VITA is an incorporated, non-profit organization of vendors and users having a common market interest in real-time, modular embedded computing systems. VITA believes in and champions open system architectures as opposed to proprietary system architectures. VITA's activities are international in scope. The functions performed by VITA are technical, promotional and user related, and are aimed at increasing the total market size, providing vendors additional market exposure and providing users with timely technical information.

The VMEbus was introduced in 1981. Soon after, in 1982 the VMEbus Manufacturers Group was formed with the charter to develop, maintain and promote the VMEbus specification. In 1984, the VME Manufacturers Group became the VMEbus International Trade Association (VITA) and was shortened to VITA in 2005.

Today, VITA's mission includes not only promoting VMEbus, but promoting the very concept of open technology as embodied in the many standards currently under development within the VITA Standards Organization.

VITA's goal is to unite manufacturers and users through the acceptance and implementation of open technology standards.

Evolution of VITA brands

When VMEbus was introduced, it was decided that in the spirit of open standards, there would be no trademarks on VME or VMEbus as related to the specification.

Over time, as the VMEbus technology evolved, it became known as:

- VME32
- VME64
- VME64x
- VME320
- VME 2eSST

Each of these indicated the performance level of the technology..

Around 2000, VITA and its members developed a logo for the family of VITA VMEbus technologies. This was the first branding for these technologies and opened the doors to future branding programs. Since then, there have been brands established for VXS, VPX, XMC, FMC, and others.

Many influential companies work together, through VITA, to develop open standards to improve the technology used in real-time, modular embedded computing systems and to expand business opportunities for the entire VITA community.

Every company invested in the VITA technology platforms also has a role in shaping the VITA brands. These brand guidelines were developed to help the VITA community use its trademarks productively and consistently.

Marketing Alliances

To focus marketing activities on specific technologies, approved marketing alliances, that are responsible for the marketing activities of specific or specific groups of VITA technologies, can be independently formed under the VITA umbrella. These organizations have the first level of branding responsibility for their technology domain.

What is a style guide, and why is a style guide important?

A style guide is a document that, when used properly, ensures a consistent brand look and feel for any visual communication, whether a brochure, an advertisement, or a Powerpoint presentation, no matter where the communication originates.

Because the brands of VITA are international brands, consistency is important. A customer in Japan should have the same understanding of VPX as a customer in Germany. Consistent visual presentation of the brand is a major element of building



and maintaining a consistent global brand presence.

A style guide provides guidelines to maintain that consistency, with instructions for logo use and placement, font use and the brand's color palette.

The VITA brands are the product of many different factors that create an overall impression in people's minds—how they think, feel, and respond when they hear our name. Brands are built over the course of many years and they are successful only when communications about the brand and the experiences people have with it are in alignment. What is communicated through our name, logo and messages must be reinforced by the experience people have with the VITA technologies.

As users of the VITA brands you play an important role as its brand stewards and you have the ability to leverage these brand standards and shape its future. Every contact that customers and ecosystem members have with VITA technologies provides an opportunity to strengthen the brands or to cause it to lose prestige. A well-defined and well-supported brand will help build business by attracting new customers and gaining the support of existing ones. As the VITA brands continue to become better known and understood, it becomes easier to enter new markets and sell more products and services.

To increase the strength of the VITA brands, we must develop creative expressions within the parameters described here. Brand divergences undermine our efforts to strengthen and build value in the VITA brands.

In managing the VITA brands—which comprises communications and experience—we have three goals:

Clarity

Articulate clearly what the VITA brands are about, why they are preferable and what value they deliver to users.

Consistency

Support brand objectives by adhering to the VITA brand standards. Ensure VITA brand communications and experiences are integrated.

Collaboration

The VITA Marketing Alliances will shape the future of their respective brands. By participating in the VITA community, you can have direct influence over the evolution of the brands.

Trademarks and Trademark Protection

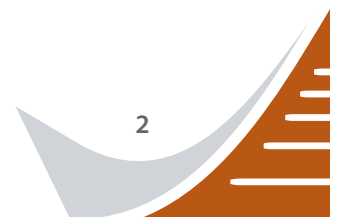
VITA's brand names and logos are trademarked, and if not applied consistently, may lose their trademark status. Trademarks are considered VITA assets. Various logos have been authorized for media and VITA member use, however VITA assumes no liability for the use of any logo. These logos are available for download free of charge and may be used to indicate VITA technology in their product, or by the media to highlight VITA technologies. Users of these logos should indicate they are trademarks of VITA. The use of any VITA logo in no way implies that a product has been certified or in any way examined for conformance to any standard by VITA.

We have the ability to influence buyer consideration and ultimately shift demand for our architecture through a renewed commitment to and focus on building the VITA brands.

Trademark Footnote

The following trademark footnote should be used whenever any of the logos contained/demonstrated within these brand standards are used:

The "blank" logo and related marks are trademarks of VITA.



VITA BRANDS

VITA has several established brands. This list will be updated as necessary.

All of these logos are available for download at the VITA website at www.vita.com/logos.html. High resolution logos are available upon request.





VITA STYLE GUIDE

The VITA Brand

The VITA logo has evolved from the original days when VITA was formed as the VMEbus Manufacturers Group and then into VMEbus International Trade Association. Currently it is shorted to VITA and has become the official name of the organization.

The VITA logo is the primary visual expression used to convey the open architectures supported by VITA's members. The logo implies fast, open architecture technologies. The tagline "Open Standards, Open Markets" implies that VITA members support open standards in open markets.

When typed out, VITA is always one word, capitalized.



Versions

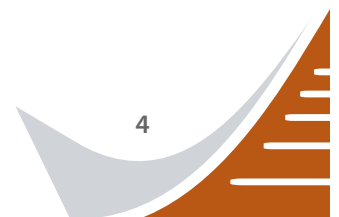
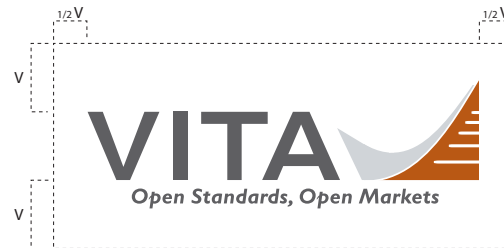
The VITA logo is available in three variations: VITA, VITA Member, VITA Media Partner.

The logo is only available in color. It can be printed in gray-scale.



Clear Space

A minimum amount of clear space must always surround all versions of the logo. This space is equal to one half ($\frac{1}{2}$) the height of the capital "V" in VITA for the top and both sides. The bottom clear space should measure the same as the "V" and be measured from the "V". In general, a larger amount of visually uninterrupted space should be kept clear for optimal visibility.



Life Cycle Orange

CMYK: 0-67-100-28

RGB: 204-102-0

RGB HEX: #CC6600

Letter Gray

CMYK: 0-0-0-77

RGB: 102-102-102

RGB HEX: #666666

Swoosh Gray

CMYK: 2-0-0-18

RGB: 204-204-204

RGB HEX: #CCCCCC

Backgrounds

It is recommended that the VITA logo should be used with a white background whenever possible. Other background colors may be used as long as all the VITA logo elements are clearly visible.

DO NOT place color logo on dark backgrounds.

DO NOT place logo on busy patterned backgrounds.

Minimum Size

To ensure quality reproduction in print, all elements of the VITA logo should be clearly legible in the print medium.

In digital applications, all elements of the VITA logo should be clearly legible.

Electronic Formats

The logo is available electronically in various file formats. The master file is Adobe Illustrator.

Color Palette

To provide depth to VITA materials, a color palette has been created. Color choice is an integral part of VITA's identity and should be followed strictly.

The CMYK/RGB palettes are the PREFERRED palettes for VITA.

No Pantone (PMS) palette is provided.

Typography

No typography guidelines are defined for the VITA logo.

Website Links

This logo should link to www.vita.com when used on a website.

VMEBUS TECHNOLOGY STYLE GUIDE

The VMEbus Technology Brand

The VMEbus Technology logo is the primary visual expression used to convey the family of VME Technologies.

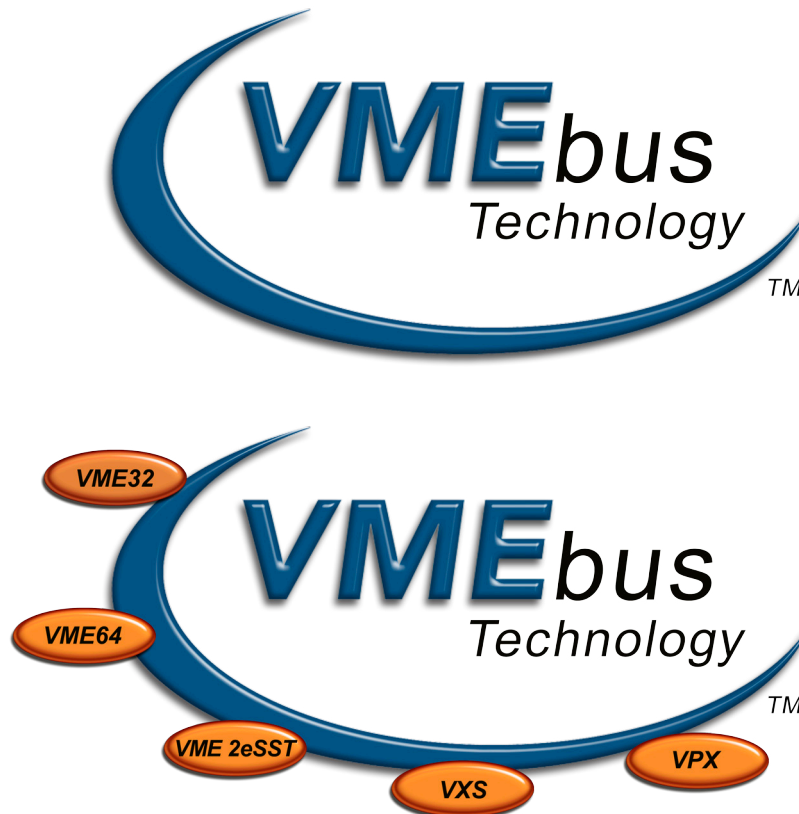
Versions

The VMEbus Technology logo is available in two variations: the VMEbus Technology Swoosh and the VMEbus Technology Swoosh with Bubbles.

The logo is only available in color. It can be printed in gray-scale.

Clear Space

No set clear space is defined but there should be enough clearance to prevent confusion with the background.



Backgrounds

The VMEbus Technology logo should only appear on white backgrounds.

DO NOT place color logo on dark backgrounds.

DO NOT place logo on busy patterned backgrounds.

Bubble Orange

CMYK: 0-72-96-0

RGB: 254-108-0

RGB HEX: #FE6C00

Swoosh Blue

CMYK: 100-69-25-28

RGR: 42-85-130

RGB HEX: #2A5582

Black

CMYK: 100-100-100-100

RGB: 0-0-0

RGB HEX: #0

Minimum Size

To ensure quality reproduction in print, all elements of the VMEbus Technology logo should be clearly legible in the print medium.

In digital applications, all elements of the VMEbus Technology logo should be clearly legible.

Electronic Formats

The logo is available electronically in various file formats. The master file is Adobe Photoshop.

Color Palette

To provide depth to VITA materials, a color palette has been created. Color choice is an integral part of VITA's identity and should be followed strictly.

The CMYK/RGB palettes are the PREFERRED palettes for VMEbus Technology.

No Pantone (PMS) palette is provided.

Typography

No typography guidelines are defined for the VMEbus Technology logo.

Website Links

This logo should link to www.vita.com when used on a website.





VXS STYLE GUIDE

The VXS Brand

The VXS logo was developed to support products that are built to the ANSI/VITA 41.x specifications.

When typed out, VXS is always one word, capitalized.

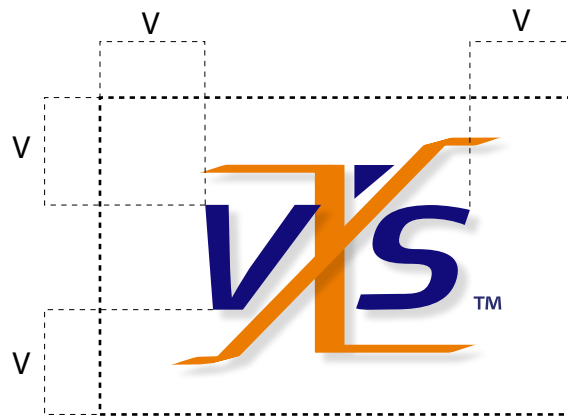
Versions

The VXS logo is available in one variation: VXS.

The logo is available in color and gray-scale. The color version can be printed in gray-scale.

Clear Space

A minimum amount of clear space must always surround all versions of the logo. This space is equal to the height of the capital "V" in VXS for all sides. In general, a larger amount of visually uninterrupted space should be kept clear for optimal visibility.



Backgrounds

It is recommended that the VXS logo should be used with a white background whenever possible. Other background colors may be used as long as all the VXS logo elements are clearly visible.

DO NOT place color logo on dark backgrounds.

DO NOT place logo on busy patterned backgrounds.

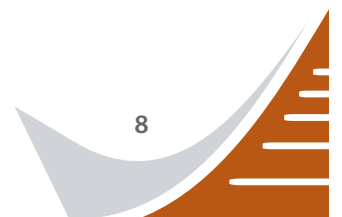
Minimum Size

To ensure quality reproduction in print, all elements of the VXS logo should be clearly legible in the print medium.

In digital applications, all elements of the VXS logo should be clearly legible.

Electronic Formats

The logo is available electronically in various file formats. The master file is Adobe Illustrator.



Cross Orange

CMYK: 7-50-92-1

RGB: 236-123-1

RGB HEX: #EC7B01

Switch Blue

CMYK: 96-95-4-1

RGB: 18-12-122

RGB HEX: #120C7A

Color Palette

To provide depth to VXS materials, a color palette has been created. Color choice is an integral part of the VXS identity and should be followed strictly.

The CMYK/RGB palettes are the PREFERRED palettes for VXS.

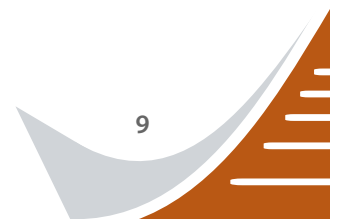
No Pantone (PMS) palette is provided.

Typography

No typography guidelines are defined for the VXS logo.

Website Links

This logo should link to www.vita.com/vxs when used on a website.



VPX STYLE GUIDE

The VPX Brand

The VPX logo family was developed to support products that are built to the various VPX family of specifications.

ANSI/VITA 46.x - VPX

ANSI/VITA 48.x - VPX REDI

ANSI/VITA 65.x - OpenVPX

When typed out,:

- VPX is always one word, capitalized
- VPX REDI is two words, capitalized
- OpenVPX is one word, mixed case



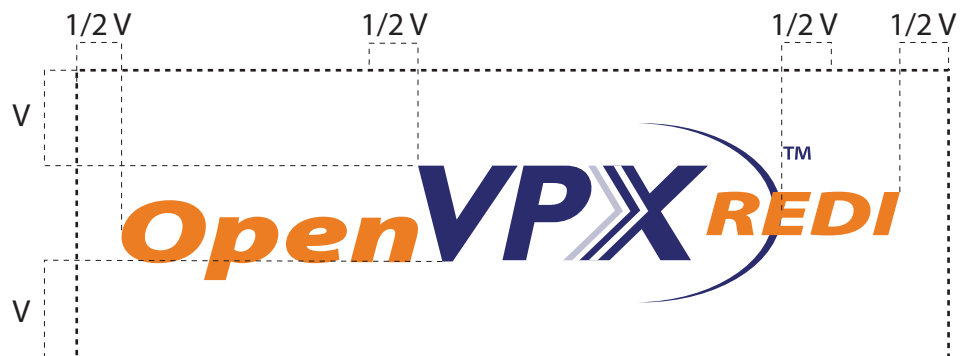
Versions

The VPX logo is available in three variations: VPX, VPX REDI, and OpenVPX.

The logo is only available in color. It can be printed in gray-scale.

Clear Space

A minimum amount of clear space must always surround all versions of the logo. The top and bottom clear space should measure the same as the "V" and be measured from the "V". This space is equal to one half ($\frac{1}{2}$) the height of the capital "V" in VPX for the sides and is measured from the leftmost and rightmost elements, excluded the TM. In general, a larger amount of visually uninterrupted space should be kept clear for optimal visibility.



Backgrounds

It is recommended that the VPX logos should be used with a white background whenever possible. Other background colors may be used as long as all the VPX logo elements are clearly visible.

DO NOT place color logo on dark backgrounds.

DO NOT place logo on busy patterned backgrounds.

REDI Orange

CMYK: 4-62-100-0

RGB: 236-125-35

RGB HEX: #EC7D23

Connect Blue

CMYK: 100-98-25-12

RGB: 44-45-110

RGB HEX: #2C2D6E

Moving X Blue

30 % shade of
Connect Blue

Minimum Size

To ensure quality reproduction in print, all elements of the VPX logo should be clearly legible in the print medium.

In digital applications, all elements of the VPX logo should be clearly legible.

Electronic Formats

The logo is available electronically in various file formats. The master file is Adobe Illustrator.

Color Palette

To provide depth to VPX materials, a color palette has been created. Color choice is an integral part of VPX's identity and should be followed strictly.

The CMYK/RGB palettes are the PREFERRED palettes for VPX.

No Pantone (PMS) palette is provided.

Typography

No typography guidelines are defined for the VPX logo.

Website Links

This logo should link to www.vita.com/vpx when used on a website.



FMC STYLE GUIDE

The FMC Brand

The FMC logo was developed to support products that are built to the ANSI/VITA 57 family of specifications.

When typed out, FMC is always one word, capitalized.

Versions

The FMC logo is available in one variation: FMC.

The logo is available in color and white versions. It can be printed in gray-scale. The white version is for printing on PWBs.

Clear Space

A minimum amount of clear space must always surround all versions of the logo. This space is equal to one half (1/2) the height of the capital "F" in FMC for the top and both sides. The bottom clear space should measure the same as the "V" and be measured from the "V". In general, a larger amount of visually uninterrupted space should be kept clear for optimal visibility.

Backgrounds

It is recommended that the FMC logo should be used with a white background whenever possible. Other background colors may be used as long as all the FMC logo elements are clearly visible.

DO NOT place color logo on dark backgrounds.

DO NOT place logo on busy patterned backgrounds.

Minimum Size

To ensure quality reproduction in print, all elements of the FMC logo should be clearly legible in the print medium.

In digital applications, all elements of the FMC logo should be clearly legible.

Electronic Formats

The logo is available electronically in various file formats. The master file is Adobe Illustrator.

Color Palette

To provide depth to FMC materials, a color palette has been created. Color choice is an integral part of FMC's identity and should be followed strictly.

The CMYK/RGB palettes are the PREFERRED palettes for FMC.

No Pantone (PMS) palette is provided.

Typography

No typography guidelines are defined for the FMC logo.

Website Links

This logo should link to www.vita.com/fmc when used on a website.

Cross Orange

CMYK: 7-50-92-1

RGB: 236-123-1

RGB HEX: #EC7B01

Switch Blue

CMYK: 96-95-4-1

RGB: 18-12-122

RGB HEX: #120C7A



RELIABILITY STYLE GUIDE

The Reliability Brand

The Reliability logo was developed to support products that are built to the ANSI/VITA 51 family of specifications.

When typed out, Reliability Prediction Community is always Title Case.

Versions

The Reliability logo is available in one variation.

The logo is only available in color. It can be printed in gray-scale.

Clear Space

A minimum amount of clear space must always surround the logo. In general, a larger amount of visually uninterrupted space should be kept clear for optimal visibility.

Backgrounds

It is recommended that the Reliability logo should be used with a white background whenever possible. Other background colors may be used as long as all the Reliability logo elements are clearly visible.

DO NOT place color logo on dark backgrounds.

DO NOT place logo on busy patterned backgrounds.

Minimum Size

To ensure quality reproduction in print, all elements of the Reliability logo should be clearly legible in the print medium.

In digital applications, all elements of the Reliability logo should be clearly legible.

Electronic Formats

The logo is available electronically in various file formats. The master file is Adobe Illustrator.

Color Palette

To provide depth to Reliability materials, a color palette has been created. Color choice is an integral part of Reliability's identity and should be followed strictly.

The CMYK/RGB palettes are the PREFERRED palettes for Reliability.

No Pantone (PMS) palette is provided.

Typography

No typography guidelines are defined for the Reliability logo.

Website Links

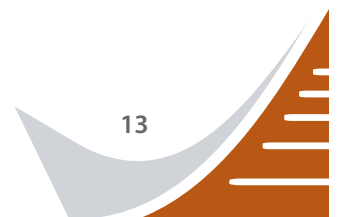
This logo should link to www.vita.com when used on a website.

Swoosh Blue

CMYK: 100-69-25-28

RGR: 42-85-130

RGB HEX: #2A5582



BUS&BOARD STYLE GUIDE

The BUS&BOARD Brand

The BUS&BOARD logo was created for VITA marketing events.



When typed out, BUS&BOARD is always one word, capitalized.

Versions

The BUS&BOARD logo is available in one variation.

The logo is only available in color. It can be printed in gray-scale.

Clear Space

A minimum amount of clear space must always surround all versions of the logo. This space is equal to the height of the capital "B" in BUS for all sides. In general, a larger amount of visually uninterrupted space should be kept clear for optimal visibility.

Backgrounds

The BUS&BOARD logo should only appear on white backgrounds.

DO NOT place color logo on dark backgrounds.

DO NOT place logo on busy patterned backgrounds.

Minimum Size

To ensure quality reproduction in print, all elements of the BUS&BOARD logo should be clearly legible in the print medium.

In digital applications, all elements of the BUS&BOARD logo should be clearly legible.

Electronic Formats

The logo is available electronically in various file formats. The master file is Adobe Illustrator.

Color Palette

No color palette is provided.

Typography

No typography guidelines are defined for the BUS&BOARD logo.

Website Links

This logo should link to www.vita.com when used on a website.



CRITICAL EMBEDDED SYSTEMS STYLE GUIDE

The Critical Embedded Systems Brand

The Critical Embedded Systems logo was created to represent the technology space occupied by VITA technology.

When typed out, Critical Embedded Systems is always three words, title case, first letter capitalized.

Versions

The Critical Embedded Systems logo is available in one variation: Critical Embedded Systems.

The logo is only available in color. It can be printed in gray-scale.

Clear Space

A minimum amount of clear space must always surround all versions of the logo. This space is equal to the height of the "C" in CRITICAL for all sides as measured from the outer edges of the swoosh. In general, a larger amount of visually uninterrupted space should be kept clear for optimal visibility.

Backgrounds

The Critical Embedded Systems logo should only appear on white backgrounds.

DO NOT place color logo on dark backgrounds.

DO NOT place logo on busy patterned backgrounds.

Minimum Size

To ensure quality reproduction in print, all elements of the Critical Embedded Systems logo should be clearly legible in the print medium.

In digital applications, all elements of the Critical Embedded Systems logo should be clearly legible.

Electronic Formats

The logo is available electronically in various file formats. The master file is Adobe Illustrator.

Color Palette

To provide depth to Critical Embedded Systems materials, a color palette has been created. Color choice is an integral part of Critical Embedded Systems identity and should be followed strictly.

The CMYK/RGB palettes are the PREFERRED palettes for Critical Embedded Systems.

No Pantone (PMS) palette is provided.

Typography

No typography guidelines are defined for the Critical Embedded Systems logo.

Life Cycle Orange

CMYK: 0-67-100-28

RGB: 204-102-0

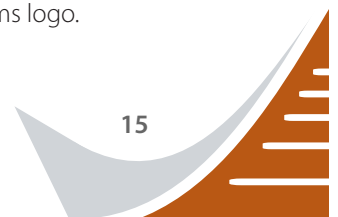
RGB HEX: #CC6600

Letter Gray

CMYK: 0-0-0-77

RGB: 102-102-102

RGB HEX: #666666





VITA STANDARDS ORGANIZATION STYLE GUIDE

The VSO Brand

The VSO logo was developed to represent the VITA Standards Organization. When typed out, VSO is always one word, capitalized.

Versions

The VSO logo is available in one variation: VSO. The logo is only available in color. It can be printed in gray-scale.

Clear Space

A minimum amount of clear space must always surround all versions of the logo. This space is equal to one half (1/2) the height of the capital "V" in VITA for the top and both sides. The bottom clear space should measure the same as the "V" and be measured from the "V". In general, a larger amount of visually uninterrupted space should be kept clear for optimal visibility.

Backgrounds

The VSO logo should only appear on white backgrounds. DO NOT place color logo on dark backgrounds. DO NOT place logo on busy patterned backgrounds.

Minimum Size

To ensure quality reproduction in print, all elements of the VSO logo should be clearly legible in the print medium. In digital applications, all elements of the VSO logo should be clearly legible.

Electronic Formats

The logo is available electronically in various file formats.

Color Palette

To provide depth to VSO materials, a color palette has been created. Color choice is an integral part of VSO's identity and should be followed strictly. The CMYK/RGB palettes are the PREFERRED palettes for VSO. No Pantone (PMS) palette is provided.

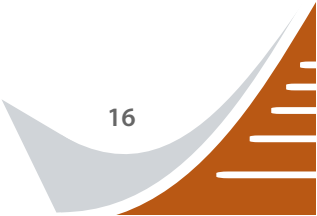
Typography

No typography guidelines are defined for the VSO logo.

Website Links

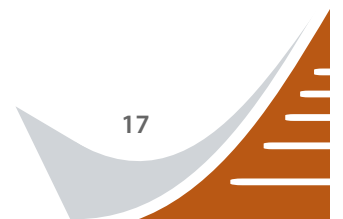
This logo should link to www.vita.com/vso when used on a website.

| |
|---|
| Life Cycle Orange CMYK: 0-67-100-28 RGB: 204-102-0 RGB HEX: #CC6600 |
| Letter Gray CMYK: 0-0-0-77 RGB: 102-102-102 RGB HEX: #666666 |
| Swoosh Gray CMYK: 2-0-0-18 RGB: 204-204-204 RGB HEX: #CCCCCC |



PMC AND XMC

No brand exists at this time for these technologies.



COMMON GUIDELINES

The following guidelines apply to all of the logos unless otherwise noted in the detail page for each.

Electronic Formats

The logos are available electronically in various file formats.

| | EPS | JPG | TIF |
|-------|---|---|--|
| Usage | For all printed material unless vendor requests a different format. | For screen usages such as PowerPoint presentations. | Use ONLY if a vendor requests a .tif for a specialized printing process. This is a raster logo image and is not crisp. |
| Color | CMYK | RGB | CMYK |

TEMPLATES AND ICONS

PowerPoint Templates

A master template for PowerPoint is available from VITA. Presentation templates are available for marketing and VITA Standards Organization use. These templates use approved logos and color schemes.

Contact Jerry Gipper for the latest versions or special requirements.

Word Templates

A Microsoft Word template is available from VITA to be used for specifications developed by the VITA Standards Organization (VSO) working groups.

The first three pages are covers to be used as the specification moves from a draft to either VITA or ANSI approval. Use the appropriate cover, updating as the specification progresses. The template covers are followed by Notices. The first is for use at the draft stage or VITA approved specification. The second is for approved ANSI specifications.

There is a table of contents, tables and figures. They are automatically generated from the document headings and captions. The tables of content, tables, and figures should be updated as necessary.

The Introduction has progressively more detail that should be completed as necessary. Section 1.3.1 is boiler plate that requires no update. Auto numbering of the Rules, Recommendations, Suggestions, Permissions, and Observations is possible by copying the samples that are provided in Appendix D, Section 6.6.3. Word has a relatively easy way to enable auto numbering but the formatting does not travel well with the document. You can define captions for each of these keywords or use can simply copy and paste the sample provided.

For example, copy Rule 1.1: Your text here ... and paste it where you are entering your first rule. By doing this, you will be copying the auto-numbering information that will insert the correct chapter number and the next sequence number for rules within that chapter. Enter your rule text as required. You can update the numbering by selecting the paragraph (double click) and then right click on the text. Select "Update Field" to refresh the numbering. This will insert the correct chapter number and sequence number. You should occasionally select the entire document and do this to update all fields. This process will ensure that the Rules, Recommendations, Suggestions, Permissions, and Observations formatted this way are correctly and automatically numbered.

Roadmap Icons

Roadmap icons are available upon request. Low resolution versions are used in various presentations posted on the VITA Members Only pages. Contact Jerry Gipper for the latest icons.