

Vision Source

Signage and Brand Collateral

GRAPHIC DESIGN CONTROL DOCUMENTS (DCDs)

19 February 2011

Updated - 04 March 2011

Updated - 01 April 2011

Table of Contents

GS Graphic Specifications

Exterior Signage

EX-1 Building Signage - Halo-Lit Letters

EX-2 Monument Sign

Collateral

G-1 Promotional Poster

G-2 Name Badge

G-3 Branded Bags

G-4 Box Pocket Folder

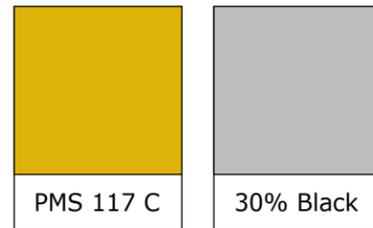
G-5 Stationery - Letterhead and Envelope

G-6 Business Card

G-7 Flyer

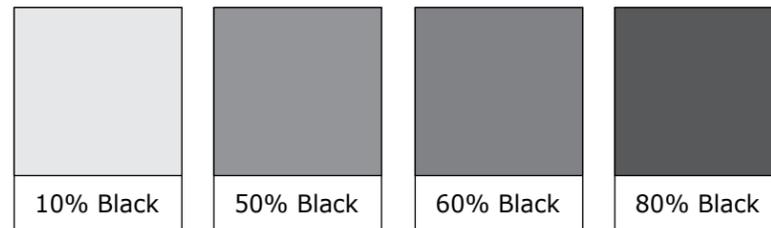
Color Palette

Primary Color Palette



Secondary Color Palette

Used for various copy blocks to establish a Hierarchy or to create sufficient contrast against the background color.



File Formats

Upon client request, Interbrand Design Forum can provide design intent files in the following formats:

- Adobe Illustrator CS4
- Adobe PDF

Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR 95 BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR 85 HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR 65 MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR 35 LIGHT

VISION SOURCE™

Prototype

Notes:

• **DESIGN CONTROL DOCUMENTS**
 These drawings are for communication of design intent only. These drawings are to specify size, shape, color, features and proportions, and not to be used as fabrication drawings.

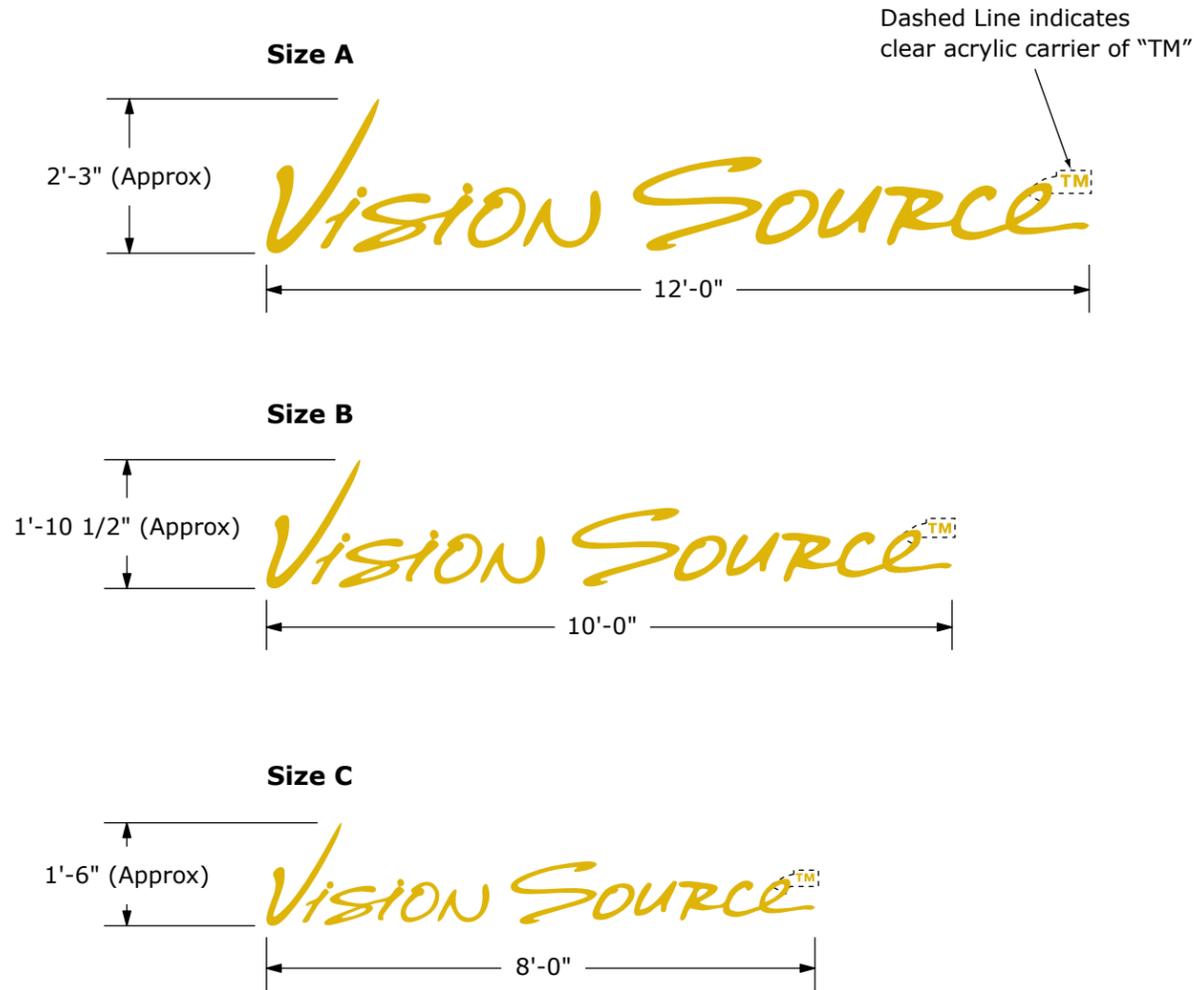
No.	Revisions / Submissions	Date

InterbrandDesignForum
 7575 Paragon Road Dayton, Ohio 45459
 T +1 937 439 4400 F + 1 937 439 4340

Drawing Title
Graphic Specifications

Scale -	Drawing No. GS
Drawn TM	Quantity -
Date 02-04-2011	Quantity -

EX-1 Building Signage - Halo-Lit Letters



- Halo-lit dimensional letters to be 30mm thick translucent white acrylic with embedded 6500k white LEDs. Intent is to cast a white light onto the face of the building from behind the letters. The white halo-lighting will occur regardless of the color of the face and edge color of the letters. See logo color recommendations next:
- **FOR MEDIUM TO DARK COLORED BUILDINGS:** Face of letters to be painted PMS 117 C. Edges of letters to match PMS 117 C. Refer to Notes for recommended supplier.
- **FOR LIGHT COLORED BUILDINGS:** Face of letters to be painted Black. Edges of letters to be Black. Refer to Notes for recommended supplier.
- "TM" (if required to be on the Building Signage) to be white vinyl printed to match PMS 117 C or Black and CAD cut to shape; depending upon Halo-Lit Letter color chosen. Vinyl letters to be applied to clear acrylic carrier and attached to backside of "e".
- Letters to be individually mounted to building with concealed transformers and no raceway if at all possible. If conditions require a raceway, or other structure, then raceway is to be as inconspicuous as possible and painted out to match building color.
- Signage vendor to determine appropriate size and configuration per site based on municipal codes and building architecture. Adjustments/adaptations of size **MUST** be made proportionally per proportions indicated. Sizes shown to the left represent the recommended Large, Medium, and Small sizes; final size will depend upon the signage square footage allowance of each location.
- Signage vendor to coordinate all electrical requirements, access and mounting details with General Contractor.
- Signage vendor responsible for obtaining all necessary permits.
- Interbrand Design Forum to provide production art.



VISION SOURCE™

Prototype

Notes:

Sign may be obtained from:

Colite International, Ltd.
5 Technology Circle
Columbia, SC 29203
phone: (803) 926-7926
fax: (803) 926-8412
<http://www.colite.com/>

Rich Ferrara
rferrara@colite.com
Ph: 803.926.7926 ext 195

• **DESIGN CONTROL DOCUMENTS**
These drawings are for communication of design intent only. These drawings are to specify size, shape, color, features and proportions, and not to be used as fabrication drawings.

No.	Revisions / Submissions	Date

InterbrandDesignForum

7575 Paragon Road Dayton, Ohio 45459
T + 1 937 439 4400 F + 1 937 439 4340

Drawing Title

Building Signage

Halo-Lit Letters

Scale
3/8" = 1'-0"

Drawing No.

EX-1

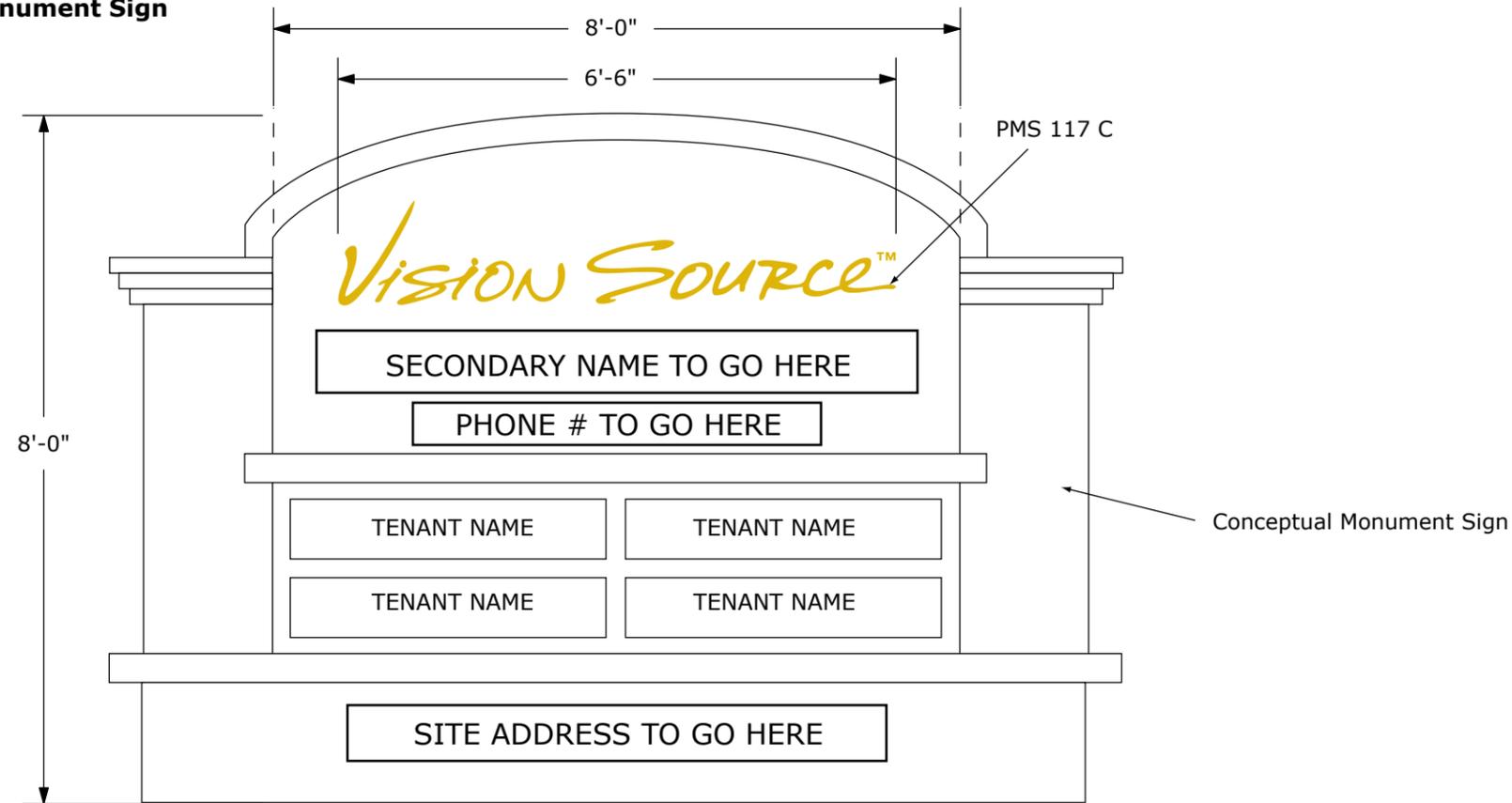
Drawn
TM

Date
02-04-2011

Quantity
Per Site

© 2011 Interbrand Design Forum

EX-2 Monument Sign



- Monument Sign to receive Vision Source™ dimensional logo.
- Dimensional letters to be laser cut from 3/4" thick acrylic. There are (2) logo colors available. See logo color recommendations next:
- **FOR MEDIUM TO DARK COLORED MONUMENT SIGNS:** Face of letters to be painted PMS 117 C. Edges of letters to match PMS 117 C.
- **FOR LIGHT COLORED MONUMENT SIGNS:** Face of letters to be painted Black. Edges of letters to be Black.
- Letters to be mounted flush to Monument Sign face. If Monument Sign is double sided, then the Vision Source™ dimensional logo is to be placed on both faces.
- Monument Signs will vary per site as dictated by local jurisdictions, landlords, etc. The Vision Source™ logo is to be made as large as possible in accordance with the allowable space on the Monument Sign as well as the clear space dictated by the logo guidelines. The Vision Source™ logo must be scaled proportionally when making size adjustments.
- Monument Sign to be externally illuminated.



VISION SOURCE™

Prototype

Notes:

• **DESIGN CONTROL DOCUMENTS**
These drawings are for communication of design intent only. These drawings are to specify size, shape, color, features and proportions, and not to be used as fabrication drawings.

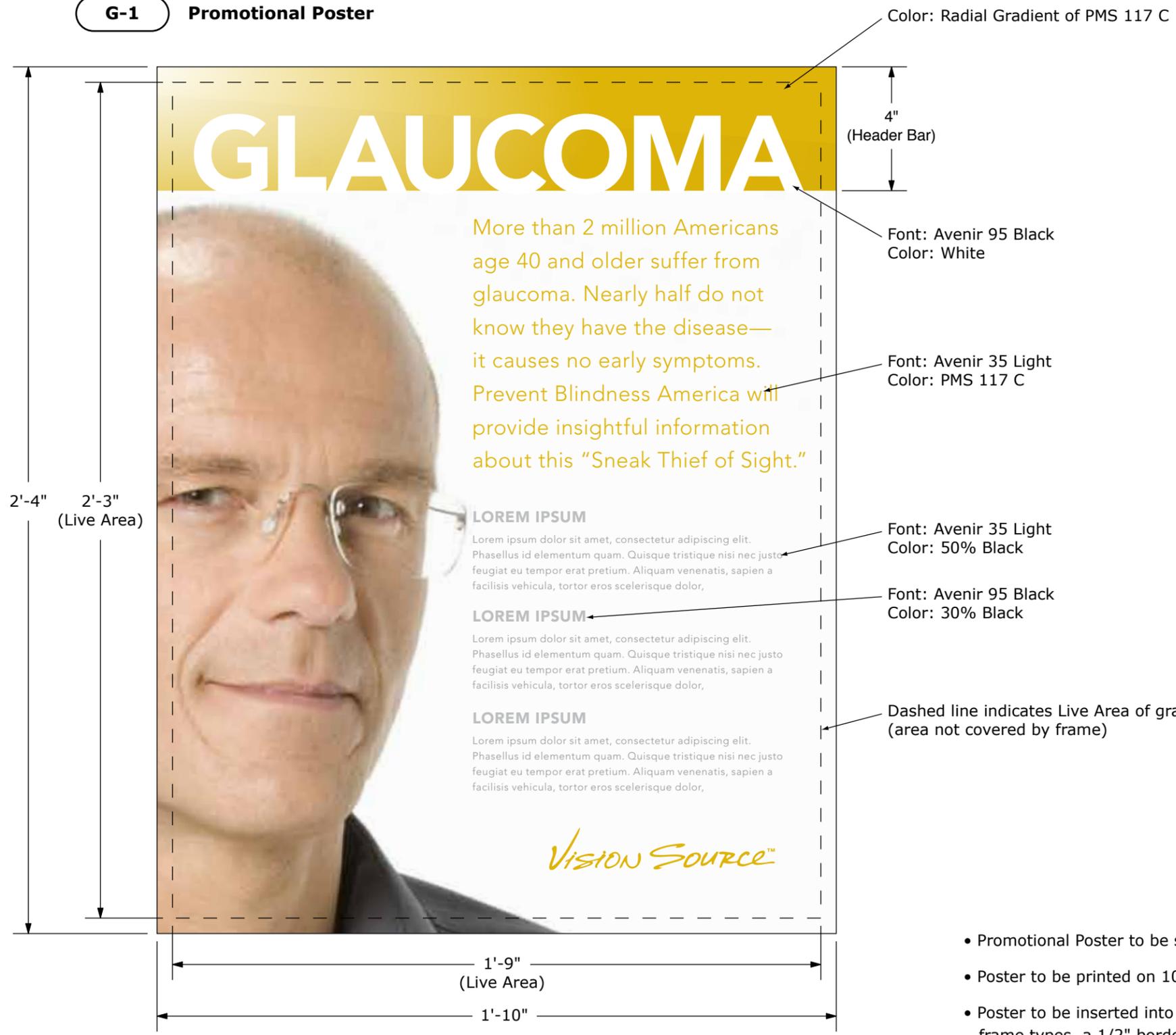
No.	Revisions / Submissions	Date

InterbrandDesignForum
7575 Paragon Road Dayton, Ohio 45459
T +1 937 439 4400 F + 1 937 439 4340

Drawing Title
Monument Sign

Scale 1/2" = 1'-0"	Drawing No. EX-2
Drawn TM	Quantity Per Site
Date 02-04-2011	

G-1 Promotional Poster



- Promotional Poster to be single-sided.
- Poster to be printed on 10pt C1S and cut to size.
- Poster to be inserted into existing frame at each site. To account for various frame types, a 1/2" border should be accounted for around the perimeter of the poster; the live area for the 22" x 28" poster is 21" x 27".
- Colors and fonts to match as indicated.

VISION SOURCE™

Prototype

Notes:

• **DESIGN CONTROL DOCUMENTS**
 These drawings are for communication of design intent only. These drawings are to specify size, shape, color, features and proportions, and not to be used as fabrication drawings.

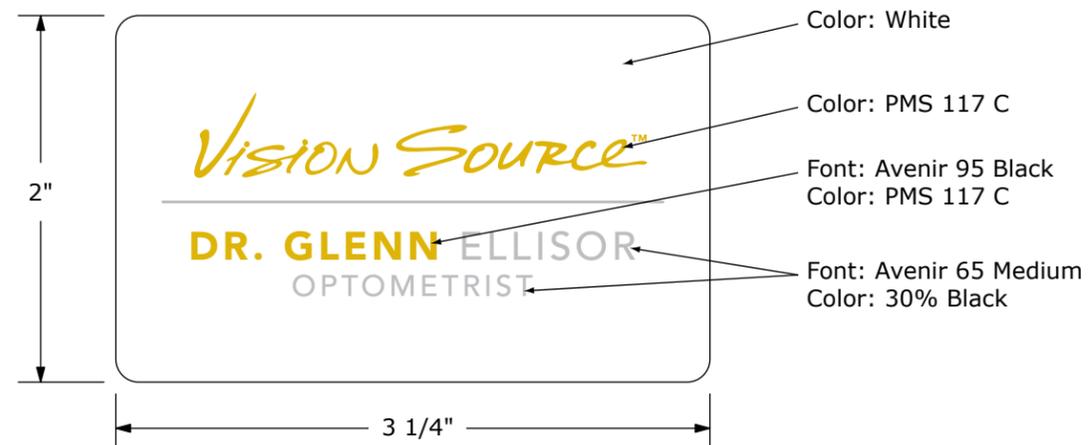
No.	Revisions / Submissions	Date

InterbrandDesignForum
 7575 Paragon Road Dayton, Ohio 45459
 T + 1 937 439 4400 F + 1 937 439 4340

Drawing Title
Promotional Poster

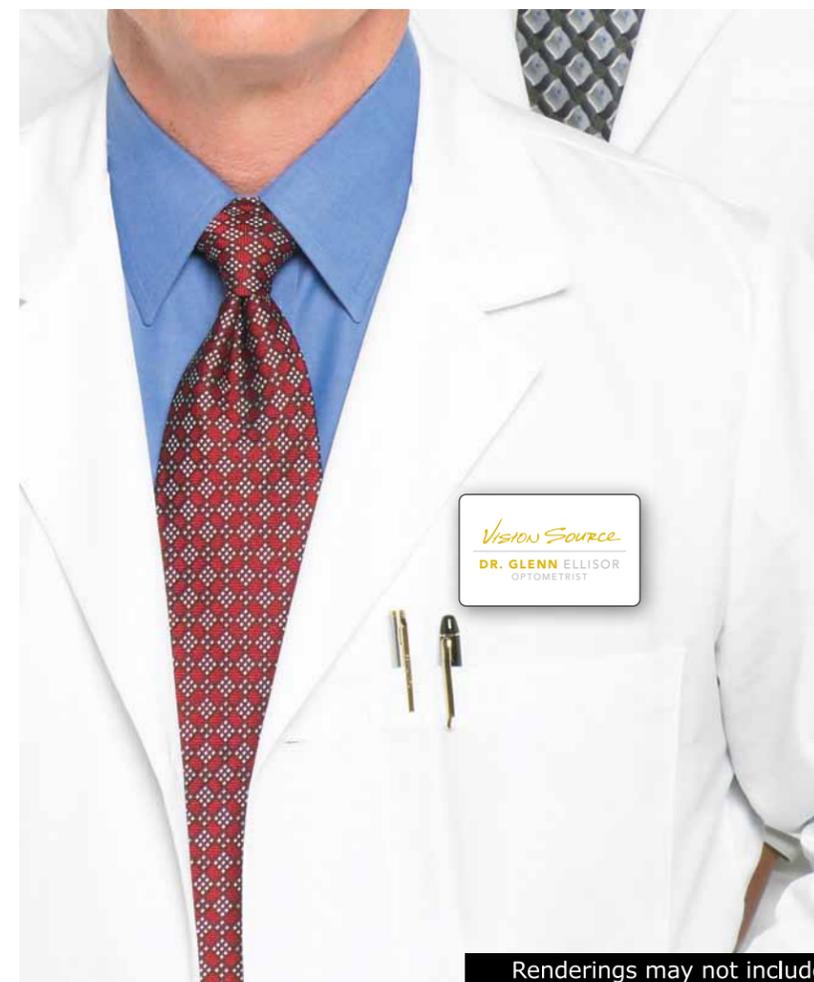
Scale 3"=1'-0"	Drawing No. G-1
Drawn TM	Quantity Per Site
Date 02-04-2011	

G-2 Name Badge



- Name Badges to be plastic name badges. Badges to be white plastic with Full Color printed logo and name. Logo, Stripe, Dr's name, and Title to be printed to match fonts and colors as noted.
- Name Badge to have rounded corners and straight edges (no bevel to the edge).
- Name Badge to have magnetic fasteners on their backs.
- Refer to Notes for recommended supplier.

**Conceptual Rendering
Not to Scale**



Renderings may not include recent refinements to design.

VISION SOURCE™

Prototype

Notes:

Name Badges may be obtained from:

Name Tag, Inc
phone: 1-800-272-5729
www.nametag.com

• DESIGN CONTROL DOCUMENTS•

These drawings are for communication of design intent only. These drawings are to specify size, shape, color, features and proportions, and not to be used as fabrication drawings.

No.	Revisions / Submissions	Date

InterbrandDesignForum

7575 Paragon Road Dayton, Ohio 45459
T + 1 937 439 4400 F + 1 937 439 4340

Drawing Title

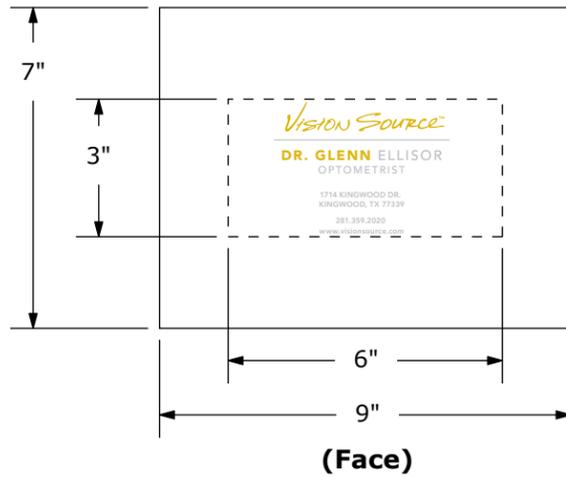
Name Badge

Scale Actual Size	Drawing No. G-2
Drawn TM	Quantity As Required
Date 02-04-2011	Quantity As Required

© 2011 Interbrand Design Forum

G-3

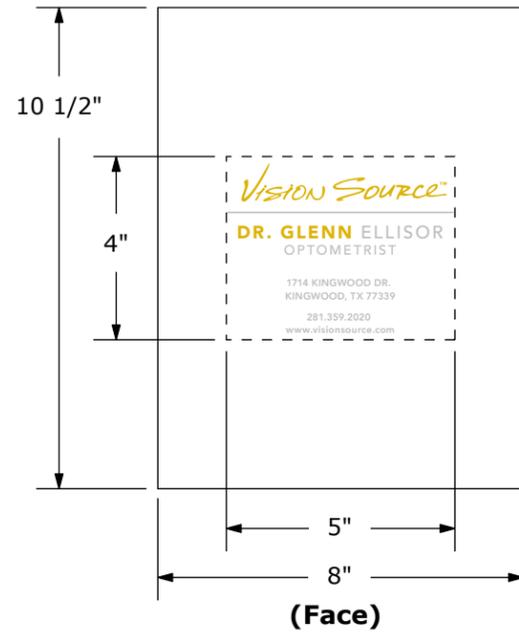
Bag
Eurotote Bag



Perspective View



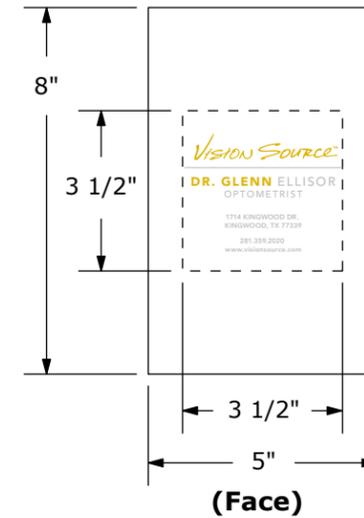
Twisted Handle Bag - Large



Perspective View



Twisted Handle Bag - Small



Perspective View



Vision Source™

Prototype

Notes:

Bags to be obtained from:

Vision Source Company Store

www.companycasuals.com
Contact: Janis Savatsky
281-361-8607

• DESIGN CONTROL DOCUMENTS •

These drawings are for communication of design intent only. These drawings are to specify size, shape, color, features and proportions, and not to be used as fabrication drawings.

No.	Revisions / Submissions	Date

InterbrandDesignForum

7575 Paragon Road Dayton, Ohio 45459
T + 1 937 439 4400 F + 1 937 439 4340

Drawing Title

Branded Bags

Scale
3"=1'-0"

Drawn
TM

Date
02-04-2011

Drawing No.

G-3

Quantity
As Required

© 2011 Interbrand Design Forum

Clear Frosted Bag



Perspective View



Imprint Specifications



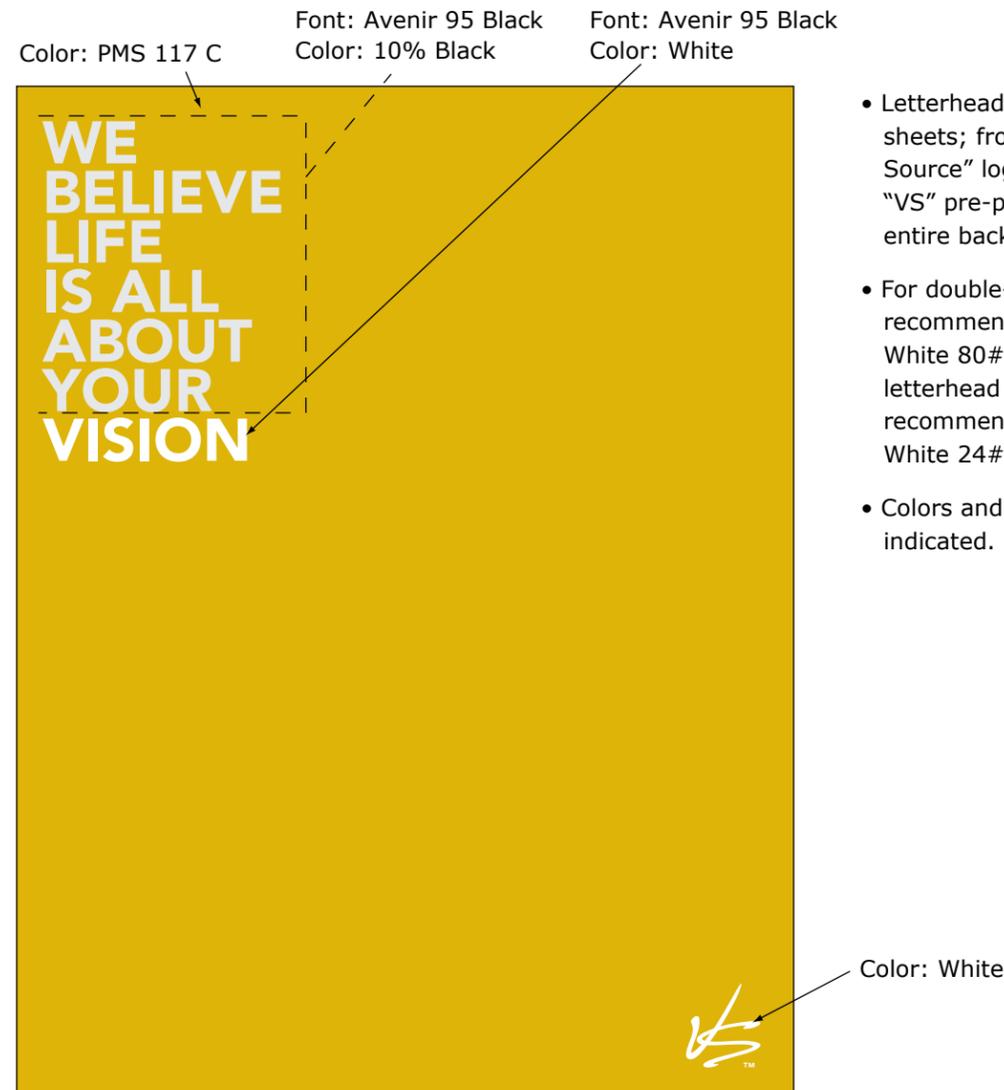
NOTE: DASHED LINES SHOWN ON BAG FACES INDICATE MAXIMUM IMPRINT AREA.

- Branded Bags to be printed with the Vision Source Logo.
- **Eurotote Bag** is 9" x 3 1/2" x 7". Maximum imprint area is 6" x 3". The bag is to be white. The logo element on this bag is achieved through a foil stamp; foil stamping will not match PMS colors of logo exactly.
- **Twisted Handle Bag (Large)** is 8" x 4 3/4" x 10 1/2". Maximum imprint area is 5" x 4". The bag is to be white. The logo element on this bag is printed so it will match the PMS colors as shown.
- **Twisted Handle Bag (Small)** is 5" x 3 1/2" x 8". Maximum imprint area is 3 1/2" x 3 1/2". The bag is to be white. The logo element on this bag is printed so it will match the PMS colors as shown.
- **Clear Frosted Bag** is 8" x 4" x 11". Maximum imprint area is 5" x 4". The bag is clear. The logo element on this bag is printed so it will match the PMS colors as shown.
- Colors and fonts to match as indicated.

**Stationery
Letterhead - Front (Text Side)**

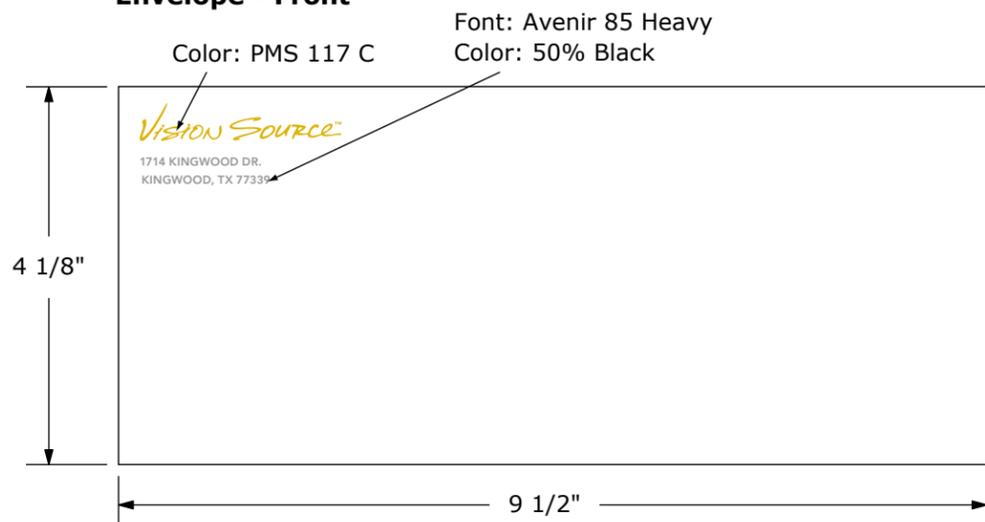


Letterhead - Back

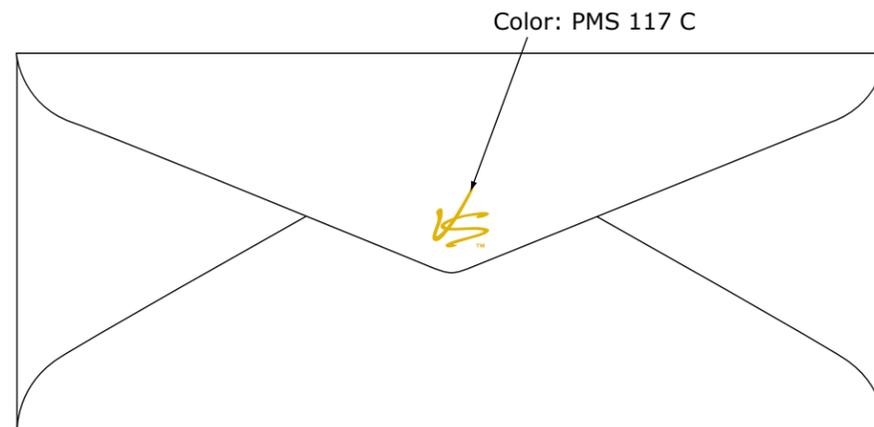


- Letterhead to be pre-printed sheets; fronts to have "Vision Source" logo, "P:", "F:", and "VS" pre-printed as well as entire back to be pre-printed.
- For double-sided letterhead, recommended paper stock to be White 80# Text. If single-sided letterhead is preferred, then recommended paper stock to be White 24# Writing.
- Colors and fonts to match as indicated.

Envelope - Front



Envelope - Back



- Envelopes to be pre-printed; fronts to have "Vision Source" logo pre-printed and backs to have "VS" pre-printed.
- Recommended stock for envelopes is Commercial No. 10 Matching Envelopes.
- Colors and fonts to match as indicated.

VISION SOURCE™

Prototype

Notes:

• DESIGN CONTROL DOCUMENTS•

These drawings are for communication of design intent only. These drawings are to specify size, shape, color, features and proportions, and not to be used as fabrication drawings.

No.	Revisions / Submissions	Date

InterbrandDesignForum

7575 Paragon Road Dayton, Ohio 45459
T + 1 937 439 4400 F + 1 937 439 4340

Drawing Title

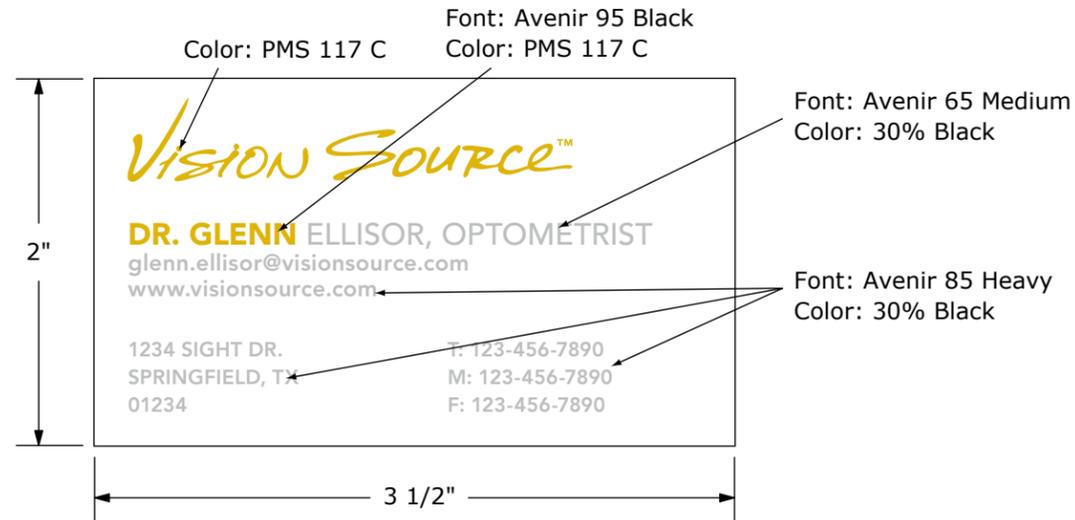
Stationery

Letterhead and Envelope

Scale Half Size	Drawing No. G-5
Drawn TM	Quantity As Required
Date 02-04-2011	

Business Card

Front (Text Side) - OPTION A



Front (Text Side) - OPTION B



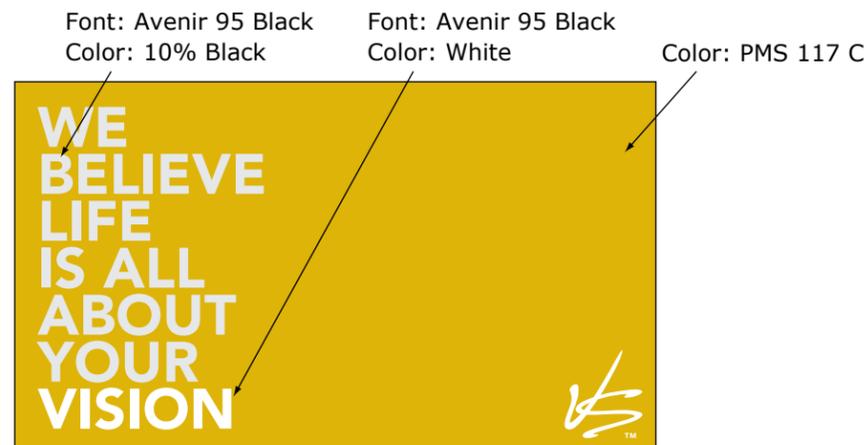
Front (Text Side) - OPTION C



Front (Text Side) - OPTION D



Back



- Business Cards to be double-sided; please note there are (4) options for the Front but the Back design remains constant.
- Recommended stock for Business Cards is White 100# Cover.
- Finish of cards to be matte.
- Colors and fonts to match as indicated.

VISION SOURCE™

Prototype

Notes:

• **DESIGN CONTROL DOCUMENTS**
These drawings are for communication of design intent only. These drawings are to specify size, shape, color, features and proportions, and not to be used as fabrication drawings.

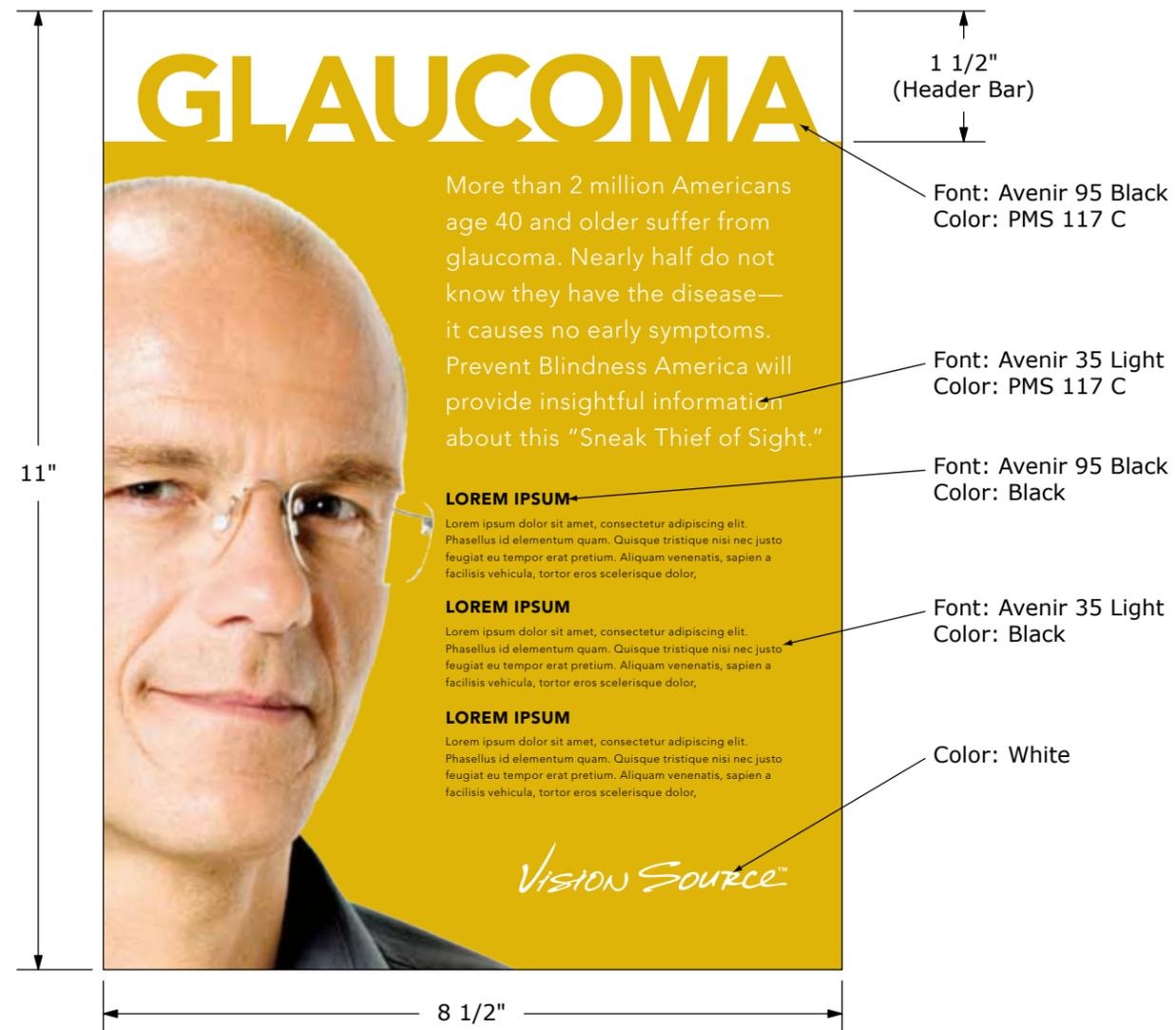
No.	Revisions / Submissions	Date
1	Added Options	03/04/11

InterbrandDesignForum
7575 Paragon Road Dayton, Ohio 45459
T + 1 937 439 4400 F + 1 937 439 4340

Drawing Title
Business Card

Scale Actual Size	Drawing No. G-6
Drawn TM	Quantity As Required
Date 02-04-2011	

G-7 Flyer



- Flyer to be single-sided.
- Recommended stock for Flyer is White 80# Cover.
- Colors and fonts to match as indicated.

VISION SOURCE™

Prototype

Notes:

• **DESIGN CONTROL DOCUMENTS** •

These drawings are for communication of design intent only. These drawings are to specify size, shape, color, features and proportions, and not to be used as fabrication drawings.

No.	Revisions / Submissions	Date

InterbrandDesignForum
 7575 Paragon Road Dayton, Ohio 45459
 T + 1 937 439 4400 F + 1 937 439 4340

Drawing Title
Flyer

Scale Half Size	Drawing No. G-7
Drawn TM	
Date 02-04-2011	Quantity As Required