
VSP Vision Premier Program Logo Usage Guidelines

As a participant of the VSP® Premier Program, you are granted a Limited Use License to use the VSP Premier Program name.*

How to Use the VSP Premier Program Name

Always include the ® symbol on the first reference to VSP in text, showing that it's a registered trademark. For example:

- I am a VSP® network doctor and I meet the targets for the VSP Premier Program.
- With the VSP® Premier Program, VSP members get the most out of their eye care experience—all at one convenient location.

Which Logo to Use

It's up to you based on where and how the logo will be used. Select and download the appropriate logo from the options below.

The intended use for the logo determines the file format to use:

- JPG—for photos and graphic images (logo should not go directly on top of a photo for legibility. JPEG also for use in Word, PowerPoint, and any web application).
- PDF—alternative to EPS format
- EPS—preferred format for professional-quality printing

Note: We've zipped these files so they're easier to download and email.

LOGO	JPEG	PDF	EPS
	Download JPEG	Download PDF	Download EPS
	Download PNG	Download PDF	Download EPS
	Download JPEG	Download PDF	Download EPS



Using the VSP Premier Program Logo in Your Marketing

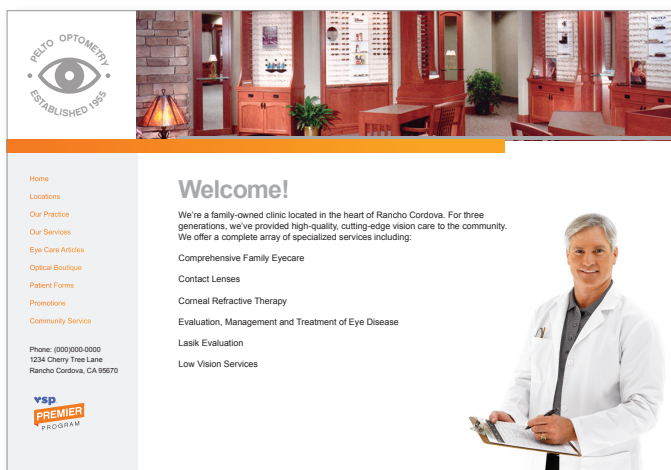
The VSP Premier Program logo is provided for the following types of marketing materials:

- Practice website and social media pages
- When using the VSP Premier Program logo online, you can link it to **vsp.com**
- In-office collateral (e.g., posters or brochures)
- Print and online ads (e.g., Yellow Pages, newspaper, or online banners)
- Promotional materials (e.g., reminders and referral mailings, or newsletters) directed to VSP patients

Note: When using the logo in your print or online materials, you can proportionately resize it, but it can't be any smaller than one-half inch in height and must be no larger than the size of the practice name or logo.

VSP Logo Guidelines

- Select the VSP Premier Program logo size most appropriate for your needs. In deciding, consider the dimensions of your piece as well as the size of your practice's logo.
- Don't resize or distort the VSP Premier Program logo including size, proportions, colors, or elements. Also, you may not animate, morph, or otherwise distort the icon's perspective and appearance.
- The logo should be no larger than 75% of the size of your company logo or the maximum logo size (at right), whichever is smaller. Don't upsize the logo. It will become blurry and hard to read.
- Allow for a 3-inch or 200-pixel space between your company logo and the VSP Premier Program logo. Placing the two logos too close together can confuse the patient. It should be clear that the VSP Premier Program is an accolade and not an extension of your business.
- We recommend you allow for at least a 1/4-inch or 35-pixel buffer or "clear space" between the VSP Premier Program logo and any other elements or boundaries on your piece. Allowing such space will help draw attention to the logo.
- Only use the logos provided.
- Don't use our logo on a busy background.
- Don't use the logo as a watermark.
- Don't outline the logo.
- Consult your designer/printer to ensure correct formatting.
- Select the version of the logo that ensures the most contrast (if used on a dark color background, use the all-white version, etc.).



Proper usage of logo on website



Proper usage of logo on brochure

The Following Actions Are Restricted

- Don't present false or misleading information about VSP Vision™ Premier or VSP Vision company products or services. This includes referring to yourself or your practice as a "VSP Premier Doctor," "VSP Premier Provider," or "VSP Premier Practice."
- Don't include the VSP Premier Program logo on any sign that includes anything other than the doctor's name and/or name of the optometry practice.
- Don't use the VSP Premier Program logo with slogans, messages, pricing, or other written statements or promises.
- Don't use the VSP name and/or logo more than twice in a single media (e.g., the same advertisement, newsletter article, mailing, etc.).



DO NOT stretch or distort the logo



DO NOT attempt to alter the font



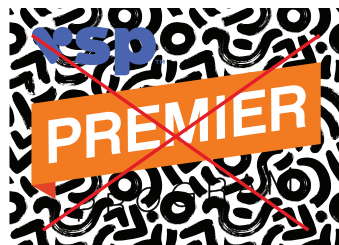
DO NOT alter colors of the logo



DO NOT incorporate your logo



DO NOT increase the logo in size



DO NOT place on busy background

***A Few Words from Our Legal Department**

This VSP Premier Program logo has been provided for exclusive use by VSP Practices that meet the VSP Premier Program criteria (the "Qualified VSP Practice"). By downloading or using the VSP Premier Program logo, you agree to adhere to the following guidelines:

1. You maintain qualifying VSP Vision Premier Program status, based on criteria defined by VSP Vision, which may be modified from time to time in VSP Vision's sole and absolute discretion.
2. You adhere to Limited Use License conditions outlined here.
3. You agree not to alter the VSP Premier logo in any way, including size, proportions, colors, or elements. Also, you may not animate, morph, or otherwise distort the logo's perspective and appearance.
4. You agree not to present false or misleading information about the VSP Vision Premier Program or VSP Vision company products or services. This includes referring to yourself or your practice as a "VSP Premier Doctor," "VSP Premier Provider," or "VSP Premier Practice."

If you meet the above criteria, no further written permission is required and you may download the logo in accordance with these guidelines.

Many states have laws governing advertising of optometric practices. The VSP grant of license to use this logo in no way represents or implies that your use of the logo complies with state law. You should seek legal counsel to ensure your use of the logo complies with the law of the state in which you intend to use the logo.

These guidelines are intended to promote consistent use of the VSP Premier Program logo among Qualified VSP Practices. This makes it easier for people to instantly recognize Qualified VSP Practices that meet the VSP Premier Program criteria and prevents patient confusion. These guidelines also help protect the value of the trademarks.

Questions

For questions or more information, please contact My Marketing Team by email at mymarketingteam@vsp.com.

