

Updated May 2023

VSP Premier Edge Logo Usage Guidelines

As a participant of VSP Premier Edge™, you can use the VSP Premier Edge name and logo in accordance with the Limited License Usage standards outlined in your Network Doctor Agreement.

How to Use the VSP Premier Edge 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 participate in VSP Premier Edge™.
- With VSP Premier Edge™, VSP® members get the most out of their eye care experience—all at one convenient location.
- When referring to VSP Premier Edge™, include the trademark symbol on the first reference.

Using the VSP Premier Edge Logo in Your Marketing

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

- Practice website and social media pages
- When using the VSP Premier Edge logo online, you can link it to **vsp.com**
- In-office collateral (e.g., posters or brochures)
- Window decals and in-office signage (we recommend logo placement that can be both easily viewed by members, as well as easily updated/changed out by practice staff if needed)
- 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.

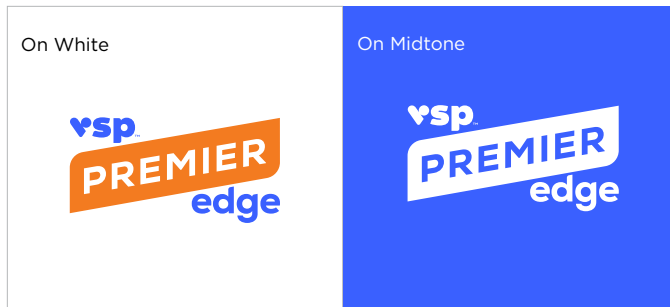
VSP Premier Edge Logo Design Best Practices

- Select the VSP Premier Edge 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.
- 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.
- Maintaining clear space around wordmarks is key to supporting the integrity, clarity, and legibility of VSP Premier Edge core identifiers. Adhere to the minimum clear space recommendations shown here.



Min. Digital Height: 16 px
Min. Print Height: 16 pt

- 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.).




Which Logo to Use

It's up to you based on where and how the logo will be used.

SVG—for photos and graphic images (logo should not go directly on top of a photo for legibility. SVG also for use in Word, PowerPoint, and any web application).

EPS—preferred format for professional-quality printing.


Click to download the appropriate logo from the options below.



[SVG \(Digital Use\)](#)
[EPS \(Print Use\)](#)



[SVG \(Digital Use\)](#)
[EPS \(Print Use\)](#)



[SVG \(Digital Use\)](#)
[EPS \(Print Use\)](#)

Logo Misuses

- Don't present false or misleading information about VSP Premier Edge 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 Edge 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 Edge 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.).



Why Not?

The wordmark has been compressed.



Why Not?

The wordmark has been outlined.



Why Not?

The wordmark has a drop shadow.



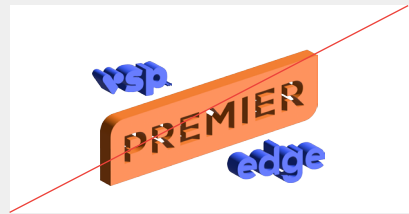
Why Not?

The wordmark has a gradient.



Why Not?

The wordmark's opacity has been lowered.



Why Not?

The wordmark has been made 3D.



Why Not?

The wordmark is inside a bounding box.



Why Not?

The wordmark is set in an unapproved color.



Why Not?

“VSP” has been altered and moved.

*A Few Words from Our Legal Department

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

1. You maintain qualifying VSP Premier Edge status, based on criteria defined by VSP Vision, which may be modified from time to time in VSP Vision sole and absolute discretion.
2. You adhere to Limited Use License conditions outlined here.
3. You agree not to alter the VSP Premier Edge 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 VSP Premier Edge 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 Edge logo among Qualified VSP Practices. This makes it easier for people to instantly recognize Qualified VSP Practices that meet the VSP Premier Edge criteria and prevents patient confusion. These guidelines also help protect the value of the trademarks.

Questions

For questions or more information, please contact VSP Premier Edge Marketing Support by email at **premieredgemarketing@vsp.com**.