

Updated May 2023

VSP Advertising Guidelines

As a VSP® network provider, you can use the VSP name and logo in your marketing to attract patients and increase visibility of your practice. Follow these easy-to-use guidelines to ensure you stay in compliance with VSP brand usage and standards.

Create Your Ad/Promotion

To get started, you must have a signed Network Doctor Agreement/Limited License Agreement in place with VSP. As a VSP network provider, you should already have this agreement on file with VSP. If you want to inquire about this, please email ProviderNetworkDevelopment@vsp.com.

Smaller-Scale Ads and Promotions

Using the VSP name and logo in these types of advertising efforts do not require VSP review and approval, but must adhere to the brand standards:

- Business cards, window decals, and other in-office promotions
- Value or promotional pack discount mailings
- Website and social channel promotions
- Marketing and promotional materials such as patient reminders, newsletters, etc.

Larger-Scale Ads and Promotions

Please submit an Ad Approval Request form for these types of media-buy efforts:

- Billboards
- Radio
- Television
- Transit vehicles (bus stops and signs, etc.)
- Digital paid advertising

Please refer to your state regulatory agency and professional associations for information regarding laws and regulations in your practice area that may affect your larger advertising efforts.

Special Provisions for Mass Media Ads and Promotion

Pre-approval Requirements

The following limitations apply to items requiring prior approval, specifically television, radio, billboard, or transit vehicle advertisements:

- Special monikers and practice-specific tags added to the VSP name and logo are prohibited (e.g., “Sacramento’s #1 VSP network doctor” or “Your neighborhood VSP doctor”).
- Tags will be limited to the following: “VSP network doctor” or “VSP members welcome.”
- TV ads may include one VSP logo, preferably at the end of the ad, and the VSP logo may remain on-screen for up to five seconds.
- Radio ads may include one VSP mention or reference, preferably at the end of the ad.

- TV, billboard, and transit vehicle ads may include one of the following VSP logos:

Logo

Logo Option A



Logo Option B



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



Clear Space: 1.5x "v"



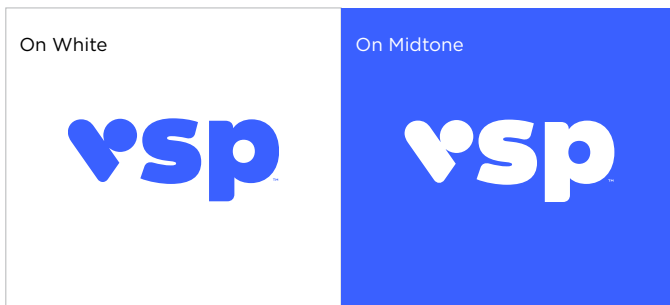
Min. Digital Height: 28 px

Min. Print Height: .25"

Our wordmarks have been designed to perform well across all reproduction methods, from printed brochures to digital touchpoints. To ensure the clarity and legibility of the wordmark, adhere to these recommended minimum sizes.

Clarity is key to the VSP Vision Care brand, and as such, the VSP wordmark should always be clearly defined against its background.

Use a two-color treatment when the background is White. When the background is a midtone color, set the wordmark entirely in White.




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. JPEG 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)
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Logo Misuses

To ensure consistent representation of the VSP Vision wordmark, use only provided artwork. Avoid manipulating the VSP Vision Care or VSP wordmark.

Common examples of logo misuses, including outlining letterforms, using drop shadows and other effects, and placing the wordmark within a bounding box.

 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 has been transposed.	 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? The wordmark's opacity has been lowered.

Logo and Other Specifications/Guidelines

- When using the VSP logo on your website, you can link it to **vsp.com**.
- When using the logo in your print or online materials, you can proportionately resize it, but no smaller than .25” in height.

Always consult your designer/printer to ensure correct formatting.

Advertising Approval Request

Complete the [online request form](#) to use VSP registered trademark name and logo assets in any larger-scale paid media advertising that fall outside of the limited license usage standards as part of the Network Doctor Agreement.