

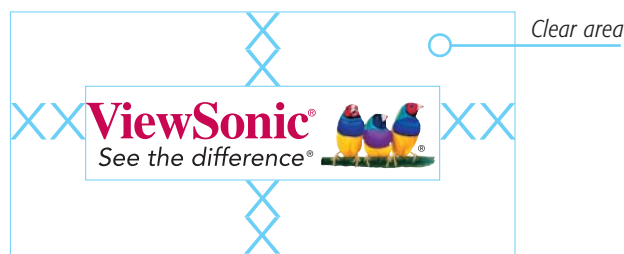
ViewSonic® Marketing and Communications Guidelines Short Form

2008 V.I

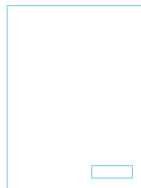
CORPORATE LOGO

Preferred logo usage is shown below. Clear area should be maintained around the logo as indicated. The proper register mark (®) designations must be used.

Downloadable logos may be accessed by visiting ViewSonic.com/logos



Preferred positioning of the logo on documents is in the lower right corner.



MINIMUM SIZE

The minimum allowable size for the logo is 1.5 inch (38.1mm) wide.



The preferred logo usage is on a white background only. Refer to the full Marketing Communications Guideline document for other permitted usages. The logo must never be altered in any way. When color reproduction is not available, the logo should be printed in black only.

CORPORATE COLORS

The corporate colors are PMS 207 and Black

Pantone 207	Process Version	RGB Version (web only)
	Cyan: 0%	Red: 181
	Magenta: 100%	Green: 0
	Yellow: 43%	Blue: 58
	Black: 18.5%	Hex: B5003A

Pantone Pro Black C	Process Version	RGB Version (web only)
	Cyan: 0%	Red: 0
	Magenta: 10%	Green: 0
	Yellow: 0%	Blue: 0
	Black: 100%	Hex: 000000

CORPORATE TYPEFACES

For marketing communications, the preferred typeface is **Avenir**

BODY TYPEFACE

Avenir Light

HEADLINE TYPEFACE

AVENIR HEAVY

SUB-HEAD TYPEFACE

AVENIR HEAVY

LOGO TYPEFACE

Times Bold

TAGLINE TYPEFACE

Avenir Oblique

MARKETING/POSITIONING STATEMENT

ViewSonic, a worldwide leader in visual display products, offers comprehensive display solutions for today's business, consumer electronics, education and government markets.

VIEWSONIC MARKETING COMMUNICATIONS CONTACT:

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Complete Marketing Communications Guidelines may be found on the ViewSonic web site at www.ViewSonic.com/guidelines