

CHAOSGROUP

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ABOUT THIS BRAND BOOK

Welcome to the Chaos Group brand book. We've created these guidelines to help communicate our brand identity in a clear and consistent way. If you have any questions about these guidelines, please contact us at marketing@chaosgroup.com.

Section 1 – Company branding

Guidelines for the Chaos Group logo and general rules for the Chaos Group brand and our products

Section 2 – Product branding

Information about our product logos

Section 3 – Partner guidelines

Best practices of Chaos Group branding for resellers, distributors, and partners

COMPANY BRANDING

1.1 Chaos Group intro

- About Chaos Group
- Trademarks
- Correct spellings

ABOUT CHAOS GROUP

Chaos Group is a worldwide leader in computer graphics technology that helps artists and designers create photoreal imagery and animation for design, television, and feature films. Chaos Group's physically based lighting and rendering software V-Ray is used daily by top design studios, architectural firms, advertising agencies, and visual effects companies around the globe. Today, the company's research and development in cloud rendering, material scanning, and virtual reality is shaping the future of creative storytelling and digital design. Founded in 1997, Chaos Group is privately owned with offices in Sofia, Los Angeles, Seoul, and Tokyo. For more information, visit chaosgroup.com.

OUR TRADEMARKS

V-Ray®
Phoenix FD™

Please add appropriate trademark symbols the first time V-Ray® and Phoenix FD™ appear in text. Trademark symbols should not be used for headlines or titles.

CORRECT SPELLINGS

The correct spelling for each brand is shown in black.
Incorrect versions are shown in red.

Chaos Group or CHAOS GROUP – **not ChaosGroup / Chaos group**

V-Ray or V-RAY – **not vray / VRAY / v-ray / V-ray**

Phoenix FD or PHOENIX FD – **not phoenix / PhoenixFD**

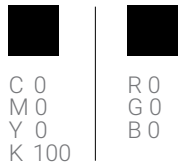
Pdplayer or PDPLAYER – **not pdPlayer / PD Player**

VRscans or VRSCANS – **not rvscans / VR Scans**

1.2 Chaos Group branding

- Logo: Basics
- Logo: Safe area & minimum size

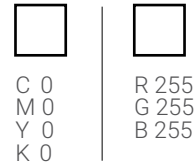
CHAOS GROUP LOGO: BASICS



The Chaos Group logo should appear black on a white or light background and white on a black or dark background.

The Chaos Group logo does not require a trademark symbol.

This logo represents our official company identity and may only be used by Chaos Group and its authorized partners. To request permission to use this logo, please email marketing@chaosgroup.com.



CHAOS GROUP LOGO: SAFE AREA & MINIMUM SIZE



The **safe frame** shows the minimum space to remain clear of other text and images. It is **2xH** from all sides of the logo, where **H** equals the height of the logo. For your convenience the safe frame is embedded in the provided logo files.

For use as a video watermark, the logo should be placed at the bottom right corner, where the logo's distance from the edge of the video safe area should not be less than **2xH**. The logo should appear 80% white with a transparent background.



Minimum H for print = 2.3mm

Minimum H for web = 6px

The height of the Chaos Group logo should never be shorter than 2.3mm for print or 6px for web. For web use: padding 0, margin 0.

1.3 Brand guidelines

- Typography
- Palette
- Logos: Incorrect usage

TYPOGRAPHY

Roboto

Light **Medium** **Bold**

Our official font is [Roboto from Google](#).

HEADLINE

Headline: ALL CAPS
Roboto Light
Size = 24pt
Leading = 24pt
Tracking = -10

Sub headline

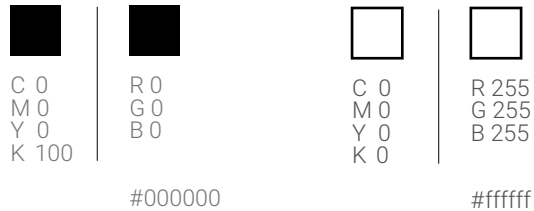
Sub headline: Sentence case
Roboto Light
Size = 14pt
Leading = 16pt

Lorem ipsum dolor sit amet, consectetur adipiscing
elit. In consectetur tempor dapibus. Nulla et arcu
turpis. **Suspendisse** non nulla elit. Ut laoreet tortor
ac porta lacinia.

Paragraph: Sentence case
Roboto Light
Size = 8pt
Leading = 12pt

Highlight
Roboto Bold
Size = 8pt
Leading = 12pt

COLOR PALETTE



Primary colors

Black and white

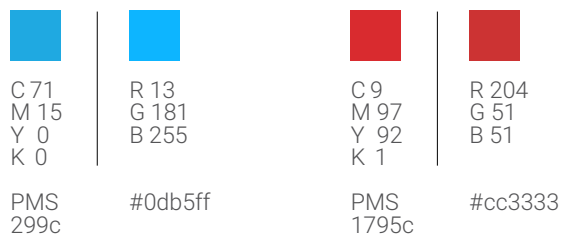
For logos, text, and backgrounds



Secondary colors

Dark, mid, and light grey

For backgrounds and text



Highlight colors

Blue

For buttons and occasional typographic elements such as lines and url or email addresses. Large areas of blue should be avoided – our aim is to create a subtle pop of color when the opportunity arises.

Red

For error messages

LOGOS: INCORRECT USAGE



Do not change the proportions of the logo.



Do not rotate the logo.



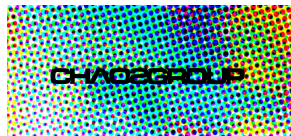
Do not color the logo.



Do not distort the logo.



Do not add text effects such as drop shadows or outlines.



Do not place the logo on patterned backgrounds or backgrounds with poor legibility. Instead, add a white or black background behind the logo along with the correct safe area.

In March, **CHAOSGROUP** will release the latest version of V-Ray for....

Do not insert the logo within text. See page 6 for correct spellings.

2.1 V-Ray

- Logo: Basics
- Logo: Safe area & minimum size
- Logo: V-Ray by Chaos Group
- Logos for applications
- Logos for Training & Certification

V-RAY LOGO: BASICS



C 0
M 0
Y 0
K 100

R 0
G 0
B 0



C 0
M 0
Y 0
K 0

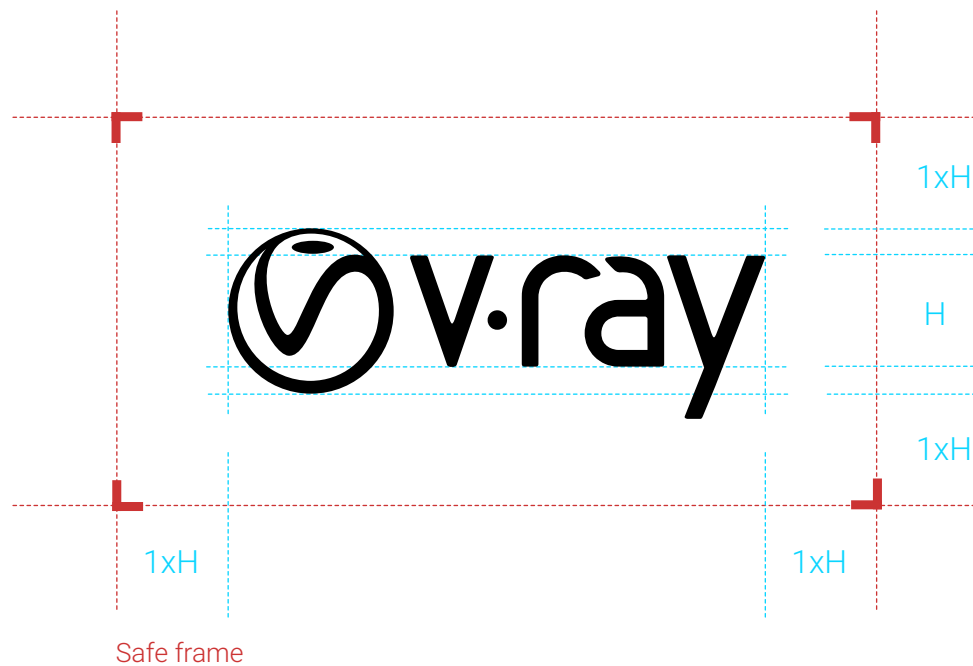


R 255
G 255
B 255

The V-Ray logo should appear black on a white or light background and white on a black or dark background.

To request permission to use this logo, please email marketing@chaosgroup.com.

V-RAY LOGO: SAFE AREA & MINIMUM SIZE



The **safe frame** shows the minimum space to remain clear of other text and images. The height of the safe frame is **1xH** above and below the circle graphic, and the width is **1xH** to the left and right of the full logo. **H** is equal to the height of the letter 'v.' For your convenience the safe frame is embedded in the provided logo files.

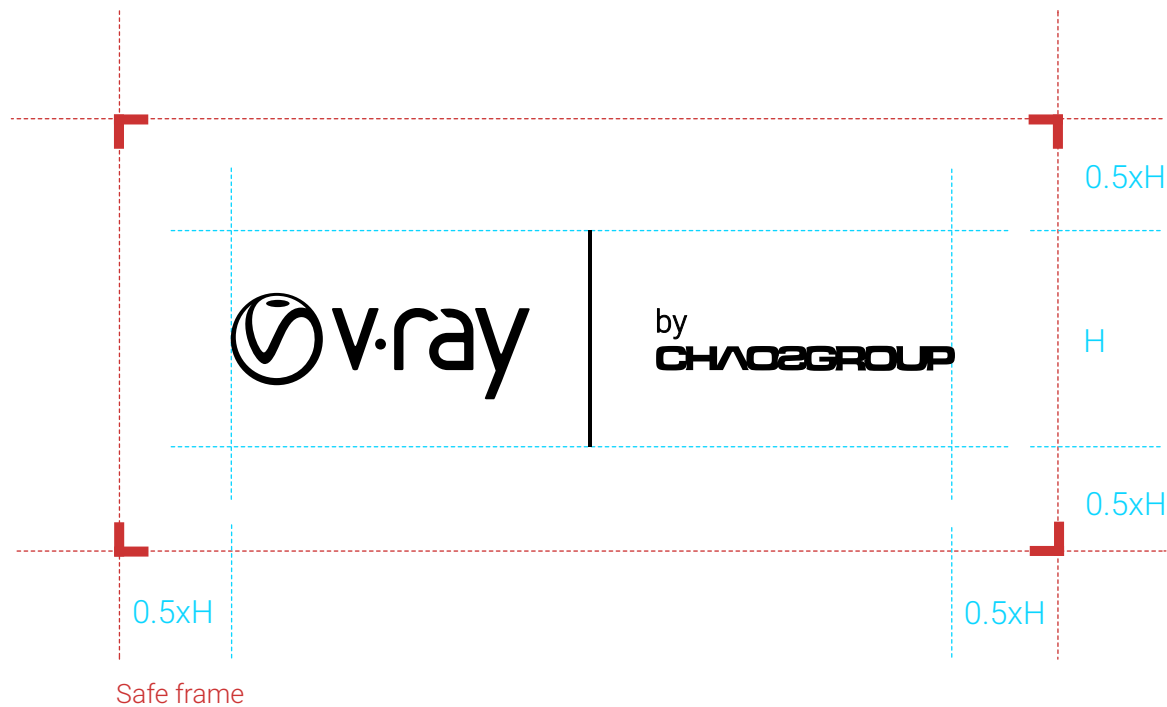


Minimum H for print = 6mm

Minimum H for web = 20px

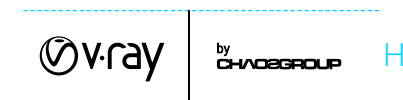
The height of the V-Ray logo should never be shorter than 6mm for print or 20px for web. For web use: padding 0, margin 0.

V-RAY BY CHAOS GROUP LOGO: SAFE AREA & MINIMUM SIZE



When promoting V-Ray and Chaos Group equally, the following logo may be used. Similar to the standard V-Ray logo, it should appear black or white depending on the background color.

The **safe frame** shows the minimum space to remain clear of other text and images. It is **0.5xH** from all sides of the logo, where **H** equals the height of the logo. For your convenience the safe frame is embedded in the provided logo files.



Minimum H for print = 12mm

Minimum H for web = 40px

The height of the V-Ray by Chaos Group logo should never be shorter than 12mm for print or 40px for web. For web use: padding 0, margin 0.






V-RAY LOGOS FOR APPLICATIONS

For application-specific versions of V-Ray, the logo is accompanied by the name of the application.
These follow the same rules as the V-Ray by Chaos Group logo. (See page 17)

Third-party applications

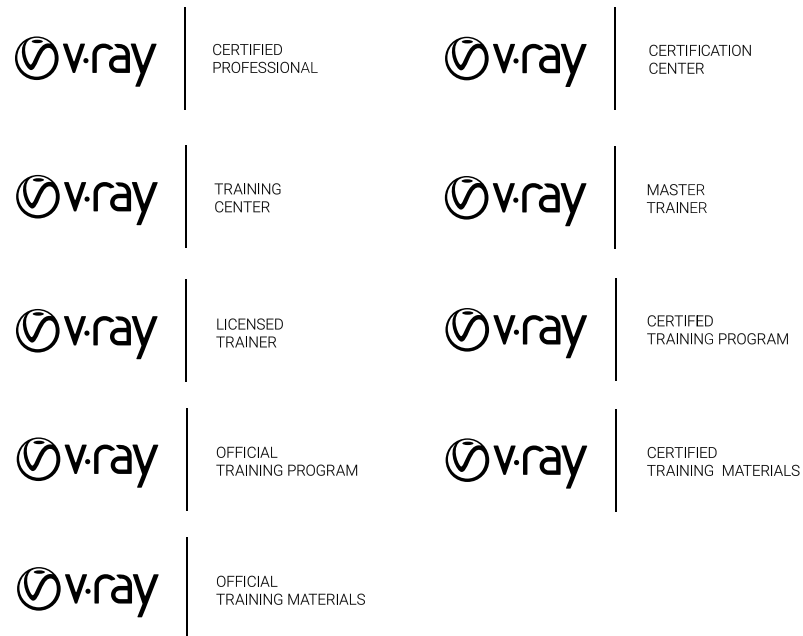
 v-ray	3ds Max	 v-ray	Modo
 v-ray	Blender	 v-ray	Nuke
 v-ray	Cinema 4D	 v-ray	Revit
 v-ray	Katana	 v-ray	Rhino
 v-ray	Maya	 v-ray	SketchUp

Chaos Group applications

 v-ray	AppSDK
 v-ray	Benchmark
 v-ray	Cloud
 v-ray	Render Node
 v-ray	Standalone

V-RAY LOGOS FOR TRAINING & CERTIFICATION

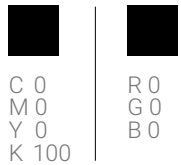
For logos used to promote Training and Certification, the V-Ray logo is accompanied by the title or name of the program. These follow the same rules as the V-Ray by Chaos Group logo. (See page 17)



2.2 Phoenix FD

- Logo: Basics
- Logo: Safe area & minimum size

PHOENIX FD LOGO: BASICS



The Phoenix FD logo should appear black on a white or light background and white on a black or dark background.

To request permission to use this logo, please email marketing@chaosgroup.com.

PHOENIX FD LOGO: SAFE AREA & MINIMUM SIZE



The **safe frame** shows the minimum space to remain clear of other text and images. The height of the safe frame is **1xH** above and below the phoenix graphic, and the width is **1xH** to the left and right of the full logo. **H** is equal to the height of the letter 'h.' For your convenience the safe frame is embedded in the provided logo files.



Minimum H for print = 6mm

Minimum H for web = 20px

The height of the Phoenix FD logo should never be shorter than 6mm for print or 20px for web. For web use: padding 0, margin 0.

2.3 Pdplayer

- Logo: Basics
- Logo: Safe area & minimum size

PDPLAYER LOGO: BASICS

PDPLAYER



C 0
M 0
Y 0
K 100

R 0
G 0
B 0



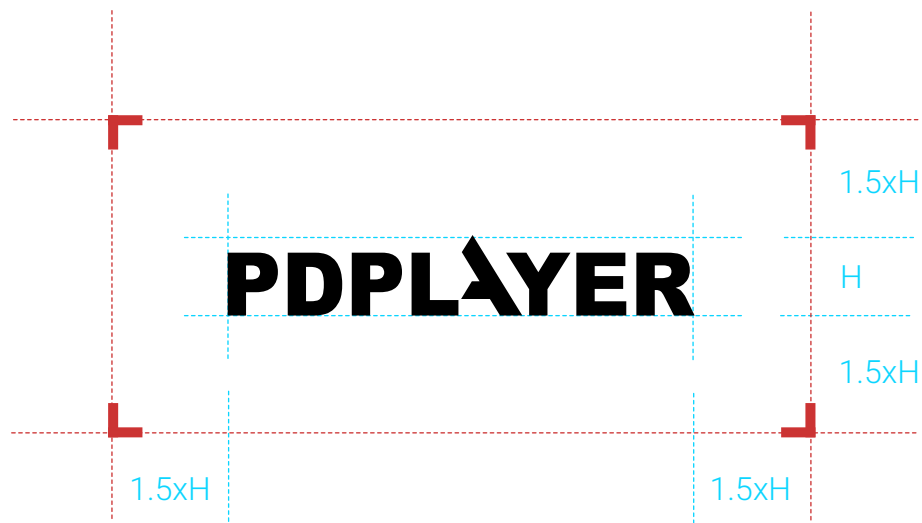
C 0
M 0
Y 0
K 0

R 255
G 255
B 255

The Pdplayer logo should appear black on a white or light background and white on a black or dark background.

To request permission to use this logo, please email marketing@chaosgroup.com.

PDPLAYER LOGO: SAFE AREA & MINIMUM SIZE



Safe frame



Minimum H for print = 6mm

Minimum H for web = 20px

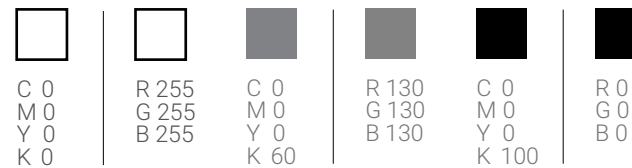
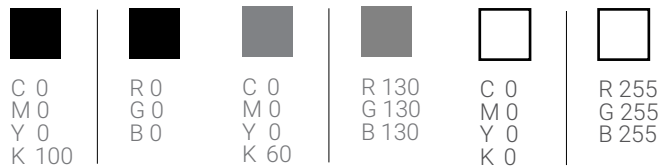
The **safe frame** shows the minimum space to remain clear of other text and images. It is **1.5xH** from all sides of the logo, where **H** equals the height of the logo. For your convenience the safe frame is embedded in the provided logo files.

The height of the Pdplayer logo should never be shorter than 6mm for print or 20px for web. For web use: padding 0, margin 0.

2.4 VRscans

- Logo: Basics
- Logo: Safe area & minimum size

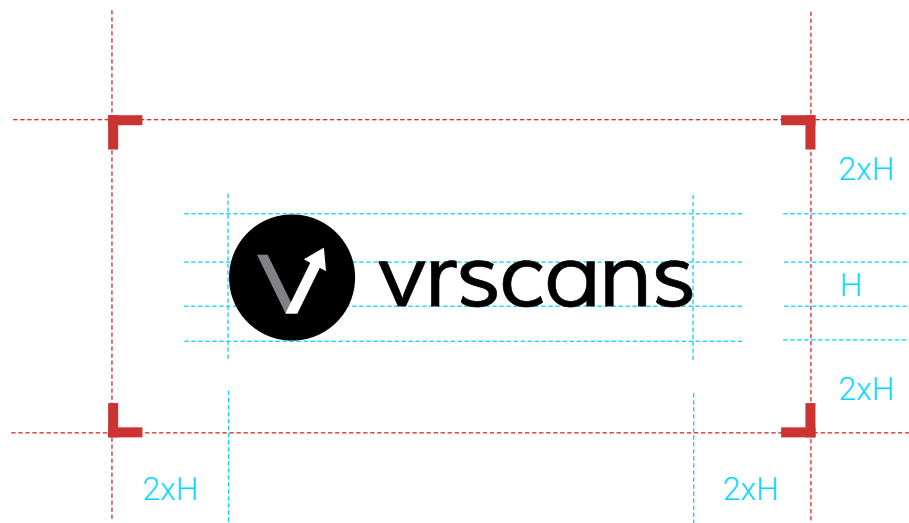
VRSCANS LOGO: BASICS



The VRscans logo should appear black on a white or light background and white on a black or dark background. Grey appears in both versions.

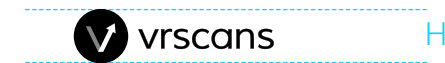
To request permission to use this logo, please email marketing@chaosgroup.com.

VRSCANS LOGO: SAFE AREA & MINIMUM SIZE



Safe frame

The **safe frame** shows the minimum space to remain clear of other text or images. It is **2xH** from all sides of the logo, where **H** equals the height of the letter 'v.' For your convenience the safe frame is embedded in the provided logo files.



Minimum H for print = 8mm

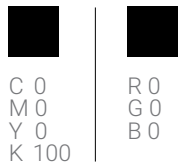
Minimum H for web = 35px

The height of the VRscans logo should never be shorter than 8mm for print or 35px for web. For web use: padding 0, margin 0.

3.1 Partner brand guidelines

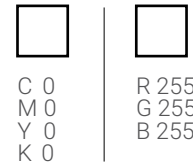
- Logo: Chaos Group Official Partner
- Logo: Safe area & minimum size
- Marketing collateral: Partner Portal
- Marketing collateral: Event example
- Marketing collateral: Checklist

OFFICIAL PARTNER LOGO: BASICS



For authorized partners, the Chaos Group Official Partner logo should appear black on a white or light background and white on a black or dark background.

The partner's brand should always appear more prominent than the Chaos Group Official Partner logo. To request permission to use this logo, please email marketing@chaosgroup.com.



OFFICIAL PARTNER LOGO: SAFE AREA & MINIMUM SIZE



Safe frame

The **safe frame** shows the minimum space to remain clear of other text and images. It is **1xH** from all sides of the logo, where **H** equals the height of the Chaos Group logo. For your convenience the safe frame is embedded in the provided logo files.



Minimum H for print = 7mm

Minimum H for web = 32px

The height of the Chaos Group Official Partner logo should never be shorter than 7mm for print or 32px for web. For web use: padding 0, margin 0.

PARTNER PORTAL

For resellers and distributors, you can access the brand guidelines, official logos, and more at the [Chaos Group Partner Portal](#).

For access to the Chaos Group Partner Portal, please email sales@chaosgroup.com.

To create custom marketing materials, we encourage all partners to follow the guidelines provided in the Chaos Group Brand Book. We've provided a checklist and helpful examples on the following pages.

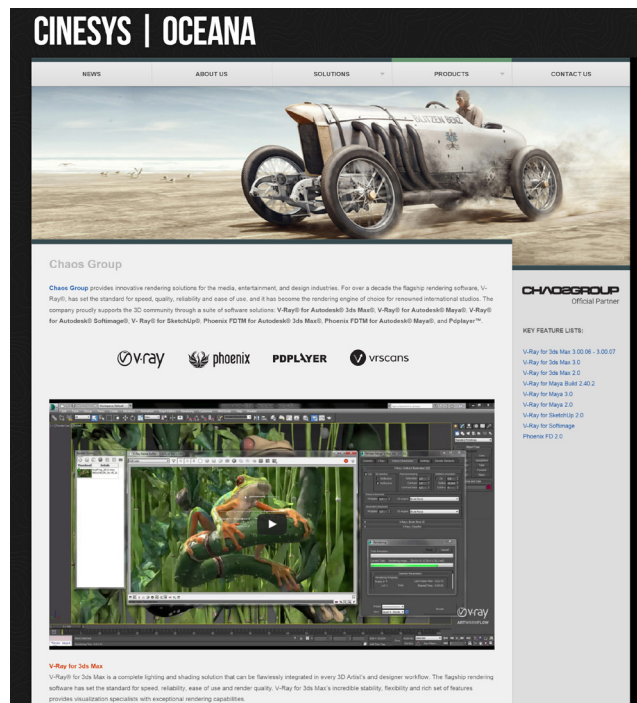
For Chaos Group approval, please send your marketing designs to marketing@chaosgroup.com.

EXAMPLE LAYOUTS: PARTNER WEBSITES

Example web pages by official partners

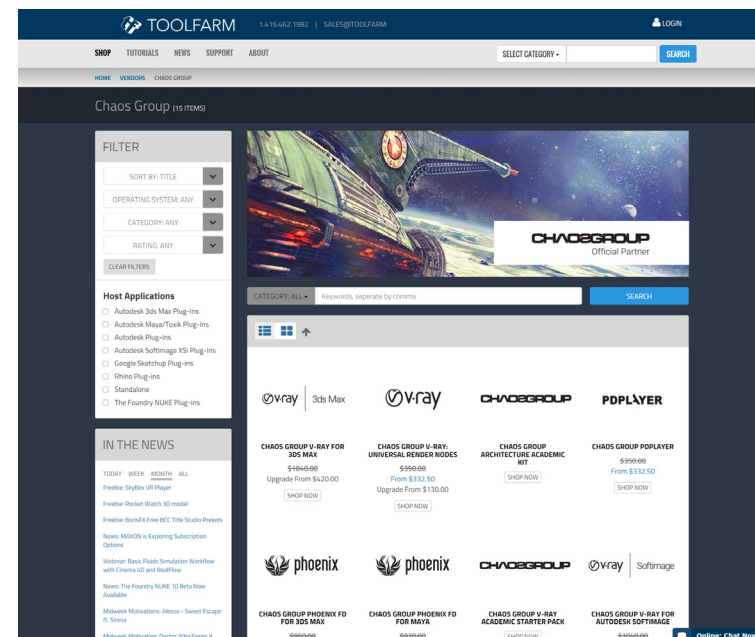
1. Reseller logo in prominent position
2. Chaos Group Official Partner logo in secondary position
3. Correct spelling of brands and products
4. Official product logos with correct colors and spacing

1.



3.
4.

1.



2.

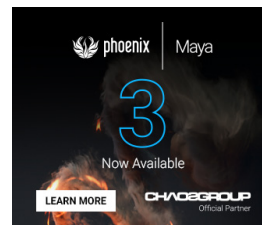
3.

4.

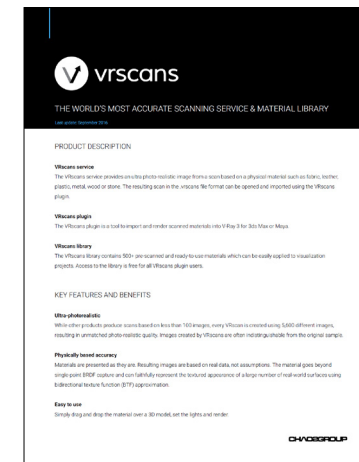
EXAMPLE LAYOUTS: MARKETING MATERIALS

Example marketing materials available on the Chaos Group Partner Portal

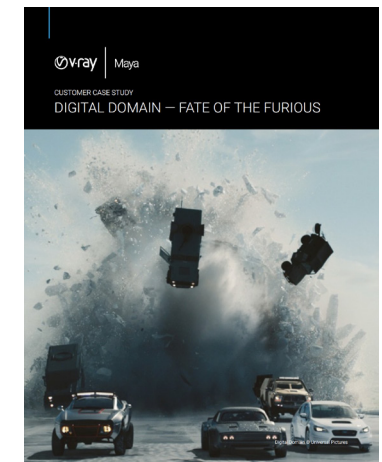
Banners



Product documentation



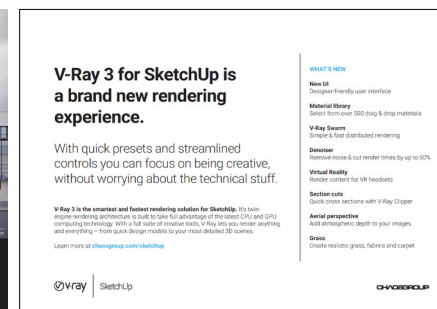
Case studies



Logo kits



Cutsheets



PARTNER CHECKLIST

Please review the following checklist to make sure your marketing efforts follow our brand guidelines.

- Our logos should not appear more prominently than the logo of the partner's brand.
- Our logos should not be combined with additional visuals or text.
- Please be sure to use the latest version of all logos. (Updated as of September 2017)
- Please doublecheck product names and include trademark symbols when appropriate. (See page 6)
- Check that logos are legible on a light or dark background. Add a black or white background behind the logo if necessary.
- Be sure to allow breathing room around the logo and position according to the layout guidelines.
- Kindly send any custom designed marketing materials for review and approval to marketing@chaosgroup.com.

CONTACT CHAOS GROUP

For questions about this brand book, please email marketing@chaosgroup.com.

COMPANY LOCATIONS

SOFIA

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Tokyo, 157-0066, Japan
O. +81 3 6325 0276

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Seoul 153-719
O. +82 2 6335 2335

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