The Viasat logo is the most prominent visual representation of our brand, and we have a strong interest in controlling the way it is used and distributed. As a result, you are permitted to use the logo for the sole purpose of providing the services requested by Viasat, and are prohibited from distributing it to any individual without a need to receive the logo to provide such services. The logo provided, which has not been made public is not expected to be made public until on or around November 30, 2017, is Viasat's confidential information and you are required to protect it in accordance with the terms of our nondisclosure agreement or other agreement governing the protection of confidential information. We take confidentiality violations seriously, so if you have any questions regarding the use or distribution of the ViaSat logo, please contact the Viasat Marketing Department at brandpm@viasat.com prior to taking the action in question.
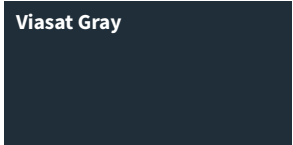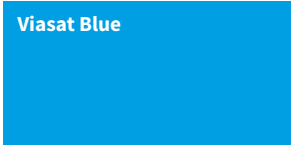
Viasat

Logo quick reference guide

COMPONENTS

The Viasat logo is made up of 2 visual components, designed to be used together, the "Viasat" type connected to the "signal" symbol.

COLOR PALETTE

The color palette is available in CMYK, RGB, and Pantone color modes as an .ase file that can be loaded into Adobe design applications.

Viasat Gray	Viasat Blue	Viasat Green
Pantone 7546 C / Black 6 U	PMS Process Cyan C / U	PMS 382 C / 388 U
C:40 M:0 Y:0 K:95	C:100 M:0 Y:0 K:0	C:24 M:0 Y:100 K:0
R:32 G:46 B:57	R:0 G:159 B:227	R:190 G:215 B:51
Hex #202E39	Hex #009FE3	Hex #BED733

FAVICON (APPROVAL REQUIRED)

The "signal" symbol may **ONLY** be used on its own as a favicon in limited cases with approval before use.

IMPORTANT

If a favicon is needed, please contact the Brand Team at brandpm@viasat.com.

COLORS & BACKGROUNDS

The full color gradient version is preferred and should always be used against a solid white background or over lighter photographs. The full color solid version is for limited reproduction applications where gradients may not be possible. Always choose colors and photography that provide sufficient contrast for the logo to remain clear and legible.

Full color gradient (PREFERRED)

1-color Viasat Gray

Full color solid (for limited use where gradient is not an option, e.g., promotional items)

Full color gradient (light photo background)

1-color Viasat Green (dark color background)

1-color Viasat Gray (light color background)

1-color White

1-color White (dark photo background)

Viasat

Logo quick reference guide

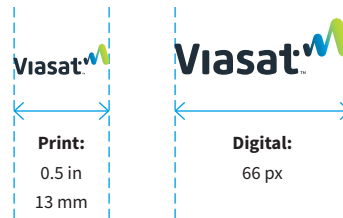## CLEARSPACE AND MINIMUM SIZE

Minimum clearspace

Clearspace is measured by the height of the "V" in the logotype. Do not place any text or graphics in this area.

Minimum size

For best legibility, it is recommended that the logo is at least the minimum size.

Print:
0.5 in
13 mm

Digital:
66 px

LOGO FILE NAMING

Logo artwork files are named so that you can easily find the right artwork. The logo file name includes color space (print/on-screen), color variations (gradient/solid) and file formats.

vsat – 4cp – grd . ai

Brand

Color space

4cp	4-color process
1cp	1-color process
rgb	RGB
Xcs	Spot
	(X = number of spot colors)

Color variation

grd	Gradient
sld	Solid
gry	Gray
grn	Green
blk	Black
wht	White

Format

.ai	Vector file
.png	Raster file

For questions relating to logo use, email the Viasat Marketing team at brandpm@viasat.com.

MISUSE

Correct and consistent use of our logo is an essential part of building brand equity. These examples show a few specific things to avoid when using our logo. Always use approved electronic artwork.

Do not adjust the logo colors

Do not use logo in colors not shown in this guide

Do not increase the size of the "Signal" symbol

Do not outline the logo

Do not place the logo within container shapes

Do not add drop shadows

Do not squash the logo

Do not apply visual effects

Do not create new logo lockups

Do not place the logo on complex backgrounds

Do not place the logo on backgrounds that do not provide significant contrast

Do not use Viasat type without "signal"