




## PRODUCT BRANDING

When referring to a specific product or product feature, please use “**InfiRay Outdoor**”, the name of the global product brand.

iRayUSA is the US sales, marketing, and distribution company, but NOT the name brand of the products.

### WRITING STYLE:

- You may use the brand name as an adjective, but avoid using either brand name in possessive form (InfiRay Outdoor’s, iRayUSA’s) when possible.
- Capitalize the “R” in “InfiRay”
- InfiRay Outdoor, is always singular, never with an “s” (InfiRay Outdoors, InfiRay Outdoor’s)
- InfiRay Outdoor is always two words, used together to refer to this product line. “InfiRay” produces technology inside of these optics, and technology for other applications. “InfiRay Outdoor” specifically refers to the line of thermal sporting optic products.

**CORRECT EXAMPLES** 


“The InfiRay Outdoor RICO GL35”

“MICRO MH25 by InfiRay Outdoor”

“InfiRay Outdoor Thermal Weapon Sights”

Select Brand:

InfiRay Outdoor

**INCORRECT EXAMPLES** 

“The iRay Outdoor RICO GL35”

“MICRO MH25 by iRayUSA”

“InfiRay Outdoor’s Thermal Weapon Sights”

Select Brand:

InfiRay

iRayUSA

InfiRay outdoors

### Should I ever use or mention “iRayUSA”? Or is it always “InfiRay Outdoor”?

In listing product and product features, it should always be “InfiRay Outdoor”. If you need to refer to American warranty service, sales and marketing programs, staff of the US company or similar corporate topics, refer to iRayUSA, the name of the US distribution company. **As a general rule:**

**Product Name and Product Features**

 **InfiRay Outdoor**

**The US Distribution Company, its Staff, Services, and Programs**

 **iRayUSA**



## ONLINE PRODUCT LISTINGS

To be as clear as possible and avoid product/brand confusion, please use the brand name in the product listing, then use the product name as it is listed on the box label.

This is important because InfiRay Outdoor has several similar products. Two items may be in the same family, but have one different feature that represents a significant change in price.

When in doubt, refer to [irayusa.com](http://irayusa.com) to see how individual products are listed.

For example, the item to the right would be listed as:

**InfiRay Outdoor RICO G 640 3X 50mm**

This way, it is not confused with iRayUSA branded accessories for the RICO line, and it is not confused with other InfiRay Outdoor RICO models, or even the “InfiRay Outdoor RICO G 384 3X 35mm” which is similar but significantly lower priced and lower resolution.



### Which products are “iRayUSA”?

### Which products are “InfiRay Outdoor”?

iRayUSA is the USA distributor of InfiRay Outdoor. iRayUSA also makes some accessories and special versions of InfiRay Outdoor products, including accessories and the RICO Alpha and RICO Bravo sights. Other optics are all branded “InfiRay Outdoor”. American-made accessories are generally branded “iRayUSA”

- Thermal Monoculars
- Thermal Weapon Sights *(Excluding Alpha & Bravo)*
- Spare Batteries for these optics

↪ **InfiRay Outdoor**

- RICO Alpha
- RICO Bravo
- Mounts & Accessories

↪ **iRayUSA**



## LOGO USE

Advertising agencies can write complicated guides for how a logo should be displayed. For our purposes, let's keep it really simple - the preferred brand logo is the one you see at the top of this page—crimson red and dark gray with a white (or very light) background and ample space around it. Always use this logo when possible to refer to the product brand as a whole.

If you need to use the logo over a darker color, texture, or image, use the one of the two reversed out options shown below. Generally, the option with the red is preferred for better brand recognition, but we understand that this may not always work and the all white version may be needed.

Single color logos can be used for mechanical processes such as stamping, engraving, etc.

- Don't stretch, skew, crop, or distort the logo.
- Always give the logo some margin - never use it right against an edge or in a way that looks crowded. When in doubt, it is better to have too much space around the logo than too little.
- Do not change or manipulate the color tones in the logo.
- Avoid using effects, shading, or textures. A very subtle and soft shadow or outer glow can be used only when it improves contrast/legibility, not for stylistic purposes.
- If you must use a logo over an image, use a simpler or softer part of the image to maximize logo clarity.

## GREAT EXAMPLES:



## Need Logo files?

Scan the QR code to the right or go to <https://rb.gy/dqea7> to download logo files in the most common formats. If you need a special size, color, or format, or have questions on logo usage, please contact Pliny Gale (Director of Marketing) at [pliny@irayusa.com](mailto:pliny@irayusa.com).

