

DVDO

Style & Trademark Usage Guide



This Style & Trademark Usage Guide is a reference tool providing standards for using the DVDO™ and its family of product logos. These standards have been established to ensure that the DVDO mark and its product logos remain consistent in their appearance and effectiveness wherever and however they are displayed. While this usage guide provides guidance for most basic applications of the DVDO mark and logo system, it cannot anticipate all possible usages. DVDO reserves the right to make changes at any time and solely at its discretion.

Any uses of the DVDO company and its product logos not directly addressed in this Style & Trademark Usage Guide must be referred to:

DVDO Marketing Department

1140 E. Arques Ave.

Sunnyvale, CA 94085

Phone: 1-888-651-1765

Email: marketing@dvdo.com

Company Logo Usage

The DVDO logo should be prominently displayed on all DVDO products at a minimum size of $\frac{3}{4}$ " wide. The logo should always be placed in an unobstructed area with an adequate amount of clear space surrounding it (at least the width and height of the "O" used in the logo). The logo should appear on a clean, clear, solid background that provides maximum clarity and visibility. The logo should always be placed in an unobstructed area with an adequate amount of clear space surrounding it.



DVDO
|.75"|



DVDO
Primary Usage: Black Logo on White

Spot Color: Black
(or PANTONE® Black C and PANTONE® Black U)

Process Color: Rich Black
(C=75, M=68, Y=67, K=90)

Web Color: Black
(Hexadecimal=000000 and R=0, G=0, B=0)

The DVDO logo can be reproduced in white on a black, or dark-gray background. This is called a "reverse." To maintain sufficient contrast between the logo and its background, do not place the reversed logo on a background that is lighter than 50 percent in tonal value.



DVDO Flag: White Text



DVDO Flag: Knockout Text



DVDO Logo: White

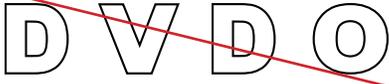
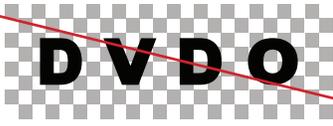
DVDO

DVDO Logo: Black

Incorrect Usage

In an attempt to prevent common mistakes when using any logo from the DVDO and its family of product logos, several examples of incorrect use are displayed here for reference.

These variations are examples, and not all-inclusive. Please refer to the overall standards throughout this guide when considering any form of reproduction or application of the DVDO logo.

 <p>Do NOT have the logo appear smaller than the minimum size of .75" wide</p>	 <p>Do NOT modify, crop, or use typefaces other than the approved standard for the logotype</p>	 <p>Do NOT outline logo</p>
 <p>Do NOT change spacing of components</p>	 <p>Do NOT place logo on a pattern</p>	 <p>Do NOT tilt logo</p>
	 <p>Do NOT use old Logos</p>	

Product Logos

DVDO AIR™

The product descriptor for DVDO Air is "Wireless HD" or "Wireless HD Connection System"

DVDO Edge Green

The product descriptor for DVDO Edge Green is "HD Video Processor/Switcher".

DVDO Quick⁶™

The correct use of this product logo is to superscript 6 preceded by Quick then trademark symbol is always subscripted.

The product description for Quick⁶ is "6x2 4K Ultra HD HDMI Switcher".

iScan™ Duo

The correct use of trademark and logo is "i" is always lower key and in bold. Trademark is placed after iScan and before Duo. The letter Duo should be in bold.

The product description for iScan Duo is "Dual-output HD video processor/switcher".

Product Descriptor Placement

Descriptor under logo should be placed with white space equalling ¼ the height of the logo.



Trademark Usage Guidelines

DVDO, Inc may update the Guidelines at any time and without notice. Please check DVDO website for any updates to the Guidelines. Partner must comply with the established guidelines at all times.

Authorized use of the DVDO trademarks, word, design/family of products logos is only permitted as listed:

PLACEMENT GUIDELINES:

Hardware

Use of any DVDO logo should be placed on the front viewing plane of a product or on the top of a Verified product.

Do not place a DVDO logo on the bottom, or on sides of the product, or on any peripheral components. The logo should never be obstructed by other labels or stickers. The logo should be printed directly onto the end-user product using conventional methods such as silk-screening, pad printing or molded in, and not be placed on the product using a label or sticker.

Packaging

On external packaging (cardboard, paper or plastic), place the logo on the front, rear, side or top-viewing panel of your package (e.g., carton). The logo should never be obstructed by another label or sticker. The logo should be printed directly onto product packaging or place securely on the package using a label or sticker.

Web Page

On a web site or web page, the logo may be placed only next to content directly related to DVDO products.

Advertisement, Direct Mail, Collateral and Documentation

In advertisements, direct mail, collateral or documentation, the logo may be used only to refer to product directly related to DVDO products.

Where Not to Use the Trademarks and Logo

The DVDO trademarks, word, design/family of product logos should never be used and may never appear on any materials that disparage other products, that infringe the intellectual property or other rights of any party, or that violate any state, federal, local or international law or regulation.

Legal Notice

DVDO™, the DVDO family product logos (Quick⁶™, DVDO Air™, iScan™Duo and PReP™), are trademarks or registered trademarks of DVDO, Inc. in the United States or other countries.

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All other trademarks and registered trademarks are the property of their respective owners in the United States or other countries. The absence of a trademark symbol does not constitute a waiver of Silicon Image's trademarks or other intellectual property rights with regard to a product name, logo or slogan.

Font Usage

DVDO uses the Futura Font family for all marketing materials. Futura is “the classic example of a geometric sans serif type.” It uses basic geometric proportions along with no weight stresses, serifs, or frills, to provide a higher level of elegance than most sans serif typefaces that appropriately communicates the DVDO image.

Futura Light

AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Futura Light Oblique

AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Futura Book

AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Futura Book Oblique

AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Futura Bold

AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Futura Bold Oblique

AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789