



LOGO GUIDELINES

# Terms & Conditions

This document defines the DLP® Brand Guidelines that are to be used by manufacturers of products enabled by DLP components and subsystems. DLP Cinema® trademarks are specifically excluded, as they are addressed separately for licensees of DLP Cinema trademarks and products. These guidelines are intended for use by end equipment manufacturers of systems that incorporate DLP components or subsystems, and, have a separate agreement with TI relating to DLP

trademarks. DLP trademarks and logos are owned by Texas Instruments. Nothing in these brand guidelines is to be deemed a license or waiver of TI's trademark rights. These guidelines are issued pursuant to the "Branding, Advertising, Trademark and Trade names" articles of the OEM Agreement, Qualified Customer Agreement (QCA), or Trademark License Agreement and provide guidance on using the DLP trademarks on products under an OEM agreement, QCA or Trademark License or other written permission

directly from TI relating to use of trademarks. These guidelines are also published on the DLP web site at: [www.dlp.com/brand](http://www.dlp.com/brand) and may periodically be updated by TI without notice. Please distribute these guidelines to your OEM customers who have trademark agreements (including third party products) with TI.

# Trademarks

*Texas Instruments has several trademarks related to its DLP® products.*

*Please use these trademarks according to the following rules:*

The first use of all DLP® trademarks in text must be immediately followed by a registered trademark symbol (®) and then a generic noun. Second and later uses of DLP trademarks can drop the registered trademark symbol but must still be followed by a generic noun. All DLP trademarks must be used only as proper adjectives, not as nouns.

*For example:*

## Correct

- DLP® chip
- DLP® technology
- DLP® TV
- DLP® Projector

## Incorrect

- DLP® is a chip
- DLP® is a type of display

## Correct

- DLP Cinema® products
- DLP Cinema® technology

## Incorrect

- DLP Cinema is deployed in theaters
- DLP® Cinema products (*The ® should follow Cinema and not DLP*)

## Use of DLP registered trademarks in text

**1)** Use the exact form of the DLP trademarks.

Do not change the form of the trademark.

Always use only the particular design of lower and upper case letters or type font of the mark.

**2)** For all DLP trademarks, registered and unregistered, a generic noun must always follow each use of the mark. This includes the use of a mark in the body of text, paragraph headings, charts, figures, tables, banners and headlines. Only when using a DLP® mark in a column heading of a table and space is severely limited, may the generic noun be omitted.

**3)** The preferred trademark and noun for describing the digital micromirror device (DMD) is: *DLP® chip*

# Trademarks *(Continued)*

## 4) The DO NOT rules:

- *Do not vary the form of any DLP<sup>®</sup> trademarks.*
- *Do not use any of the DLP trademarks as a verb or a noun.*
- *Do not use any of the DLP trademarks as a possessive or plural.*
- *Do not abbreviate or use a shorthand version of any of the DLP trademarks.*
- *Do not add prefix or suffix words, numbers, or symbols as part of any of the DLP trademarks.*
- *Do not use other devices for identifying the DLP trademarks, such as underlining, bold or italic type font, or quotation marks, that are not part of the mark.*

## Attribution of the DLP Trademarks

The law provides for others to use the DLP trademarks in referring to goods and services from Texas Instruments. Please use these marks properly as trademarks and attribute the ownership of the marks to TI.

The attribution of any of the DLP trademarks is shown in the fine print indicating the word, name, symbol or device used in the literature piece is a trademark or service mark and attributing the ownership of that mark to Texas Instruments. The fine print for the DLP trademarks must read as follows:

*DLP<sup>®</sup> and the DLP logo are registered trademarks of Texas Instruments.*

## DLP trademarks and approved nouns

The following are trademarks of Texas

Instruments and its subsidiaries.

Every trademark is to be used as a proper adjective immediately followed by one of the recommended nouns listed under that mark.

### DLP<sup>®</sup>

- Chip
- Technology
- Products
- TV
- Projector
- Subsystem

### DLP Cinema<sup>®</sup>

- Chip
- Technology
- Products
- Projector
- Subsystem

# Trademarks *(Continued)*

## DLP® Technology associated with Texas Instruments

The first reference in body copy to the Texas Instruments corporation should be to “Texas Instruments.” Thereafter, reference to the name can be “TI.” Use of the corporate name should *not* be made possessive.

### Acceptable examples are:

- “The MNO456 incorporates DLP® Technology from Texas Instruments...”
- “The ClearView-V incorporates DLP® Technology from Texas Instruments...”

### Unacceptable examples are:

- “The MNO456 incorporates Texas Instruments’ DLP® Technology...”
- “The ClearView-V incorporates Texas Instrument’s DLP® Technology...”

## Use of Trademarks

All of the trademarks must not imply ownership to another party other than Texas Instruments. The use of trademarks must not imply Texas Instruments has ownership of the product.

### Acceptable examples are:

- “Company X’s XYZ projector using Texas Instruments DLP® Technology is the first...”
- “The XYZ is the first projector enabled by DLP® Technology to feature...”

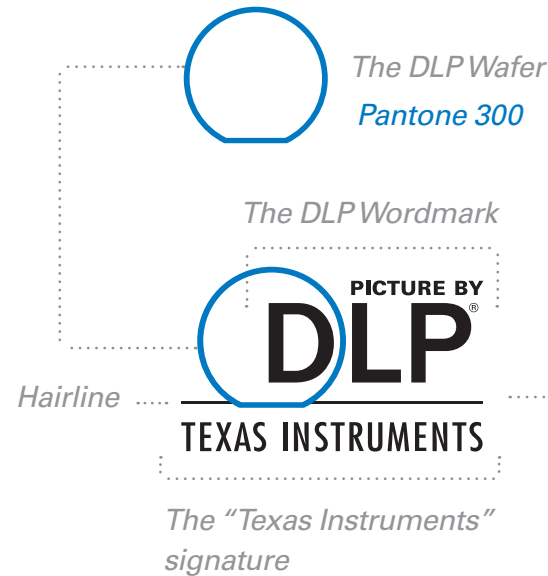
### Unacceptable examples are:

- “Company X’s XYZ DLP® projector is the first...”
- “The XYZ is the first DLP® projector to feature...”

# The DLP Picture by Logo

The DLP® Picture by logo has four components:

- 1) **The DLP Wafer:** This historic symbol dates back to the origin of silicon-based chips. It is now a graphic element that stands for DLP picture technology.
- 2) **The DLP Wordmark:** DLP type treatment to promote a solid and bold wordmark, and “Picture By” to show that DLP is the picture technology.
- 3) **Hairline:** A thin rule that indicates a separate but equal relationship between DLP and the parent company, Texas Instruments.
- 4) **The Texas Instruments signature:** The signature of the parent company to leverage the TI brand.



## DLP Picture by Logo:

To be used by DLP customers on the actual end product and for internet and retail point-of-purchase materials.



## DLP Picture by Medallion:

To be used by DLP customers for all 4-color, full-page customer/retail print advertising, all 4-color literature and for retail FSIs or newsprint flyers.

# The DLP Picture by Logo

*(Reversed on dark/black backgrounds)*

When the logo is reversed out, the type should remain white and the wafer should remain blue.

For medallion usage, no reversed version is necessary. These alternate logo files have been created and can be downloaded from the DLP® brand site: [www.dlp.com/brand](http://www.dlp.com/brand)

**Note:** If reversed on a blue background (such as PMS 300), the logo should be all white including wafer. The logo should not be used on any other color background without prior review by the DLP Marketing Communications manager.



# Logo Misuse

There should be no alteration or misuse of the DLP® logo in any way. This includes but is not limited to the examples below. Any misuse of the logo compromises the

integrity and weakens the DLP brand. Only the approved logo artwork should be used. These digital files are available for download from the DLP brand site:

[www.dlp.com/brand](http://www.dlp.com/brand). If there are any questions on the proper usage of the DLP logo, please contact the DLP Marketing Communications Department.



*Don't change the typeface.*



*Don't change the color or add a pattern.*



*Don't stretch or skew the logo in any way.*



*Don't change the weight of the wafer.*



*Don't move the wordmark inside the wafer.*



*Don't move the wordmark outside of the wafer.*



*Don't put the logo in a colored shape.*



*Don't remove "Texas Instruments."*

*Don't place the logo in a row with other logos*



# Minimum Size

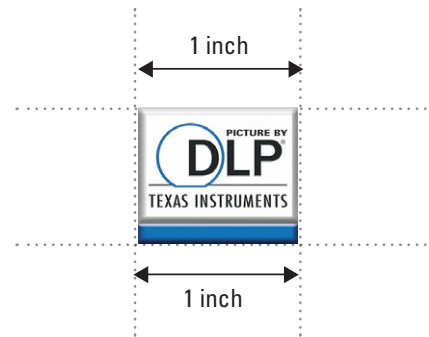
*(Print/Web)*

**DLP Picture by Logo:** To be used by DLP customers on the actual end product and for internet and retail point-of-purchase materials.

**DLP Picture by Medallion:** To be used by DLP customers for all 4-color, full-page customer/retail print advertising, all 4-color literature and for retail FSIs or newsprint flyers.

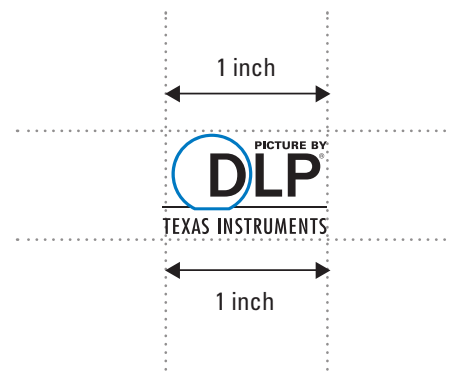
## Picture by Medallion:

*Minimum Size for Print Usage*



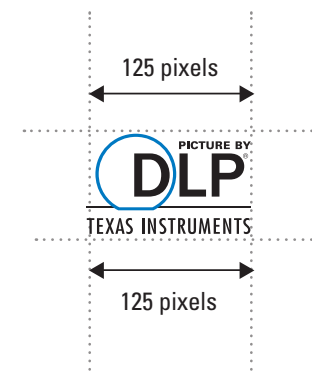
## Picture by Logo:

*Minimum Size for Print Usage*



## Picture by Logo:

*Minimum Size for Web Usage*



# Minimum Size

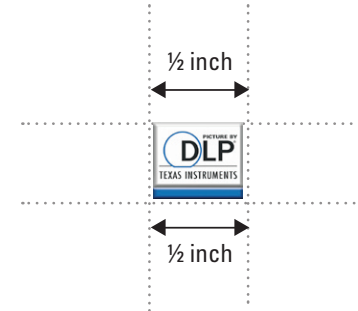
*(End Product/Smaller Space/Retail Flyers)*

The DLP® Picture by Medallion and Logo have minimum allowable sizes for smaller space print advertising. This logos must maintain at least the minimum size requirements listed below.

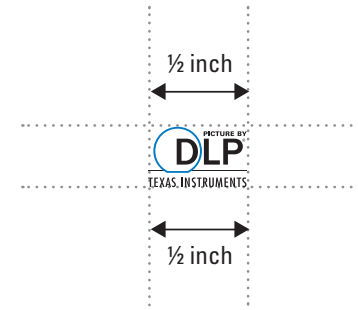
## Half Page/ Quarter Page Advertising

**or Retail Promotional Flyers:** The DLP Picture by Medallion and Logo cannot be smaller than ½ inch wide on the end product, half page or quarter page print advertising and flyers.

*Minimum size for half page, quarter page or retail promotional advertising and flyers.*



*Minimum size for end product, half page, quarter page or retail promotional advertising and flyers.*



# Surrounding Space

To ensure the mark's clarity and importance, adequate space must be left around the mark. The diagram to the right indicates the minimum surround space for the mark. However, whenever possible, the addition of white space will increase legibility and distinction of the mark. The signature should never appear as an afterthought. The minimum space on each side of the DLP® Customer logo should be  $\frac{1}{2}$  the width of the wafer. This space should remain free of any other elements, including text, graphics, borders, other logos, photos or illustrations.

