

Simplex™ Style & Trademark Usage Guide

This Style Guide is a reference tool providing standards for usage of the Simplex™ Logo. Because the logo is the fundamental element of all Simplex product identification, these standards have been established in order to ensure that the Simplex trademark remains consistent in its appearance and effectiveness wherever and however it is displayed. While this document contains guidance for most basic applications of the Simplex Logo, it cannot anticipate all possible usages. Any uses of the Simplex Logo not directly addressed here - or which cause any usage questions to arise that are not answered here - will require corporate approval. Any logo or corporate identity issues not covered in this Style Guide must be referred to:

Simplex Labs, LLC Marketing Dept.
1070 E. Arques Ave.
Sunnyvale, CA 94085
(408) 616-4000

Trebuchet Italic is used to create “Sim”

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Trebuchet Bold Italic is used to create “Play”

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Font Usage

Fonts play a significant role in creating a distinctive and memorable impression. The Simplay™ logo is displayed in two weights of Trebuchet, created by Vincent Connare in 1996. This font was selected for its strong, unmistakable appearance and clean lines which were designed to promote legibility, even at small sizes.

Please Note: The Trebuchet font treatment used to create the Simplay logo should never be manipulated or replaced by another font.



The total logo height is equal to the height of two Simplay icons stacked vertically.

Logo Usage

The illustration above shows the correct relationships among the elements of the Simplay™ Logo. These elements, their relative sizes and their placement relative to each other must not be altered.



Preferred Usage: Two Color Logo



Secondary Usage: One Color Black Logo



Secondary Usage: One Color Reversed White Logo



Secondary Usage: Two Color Reversed White Logo

Spot Color:

Simplay Blue (or PANTONE® 313 C and PANTONE® 313 U)

Simplay Black (or PANTONE® Black C and PANTONE® Black U)

Process Color:

Simplay Blue
(C=100, M=0, Y=8, K=13)

Simplay Black
(C=0, M=0, Y=0, K=100)

Web Color:

Simplay Blue
(Hexadecimal=009999 and R=0, G=138, B=168)

Simplay Black
(Hexadecimal=000000 and R=0, G=0, B=0)

One & Two Color Usage

The distinctive use of color helps to increase the impact of the Simplay™ identity. The Simplay Logo is designed to be most effective in the two color format denoted here. Although the two color version of the logo is preferred, a one color version has been designed for use in one color media and in order to accommodate possible budgetary restrictions. Black and Reversed White are the only approved one color options.

The colors, CMYK and RGB breakdowns shown on this page and throughout this manual, have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Simplay Black Reverse Treatment



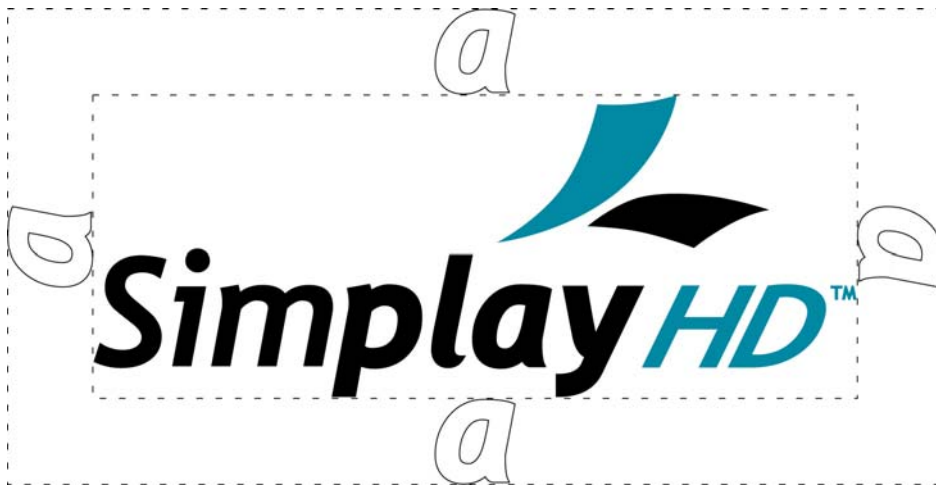
Simplay Blue Reverse Treatment



*When applying the Simplay logo on applications or hardware in which the background color is less than 30% black or any colors similar in tone, please use the preferred two color version of the Simplay logo.

Reverse Treatment

The Simplay™ Logo can be reproduced in white on a black, Simplay Blue or dark-gray background. This is called a “reverse.” In order 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. For the same reason, do not place the non-reversed versions of the logo on a background that is darker than 30 percent in tonal value.* If the Simplay Logo is superimposed upon or reversed out of a photograph, it should always be placed in an area that offers a consistent background and gives sufficient contrast.



Clearance Area

Minimum Size



1/2" in width (1.25 cm)

Clearance Area & Minimum Size

To ensure legibility of the Simplay™ Logo, it must not be displayed in a size smaller than one inch (2.5 centimeters) in width, as shown in the illustration above. "Clearance Area" is defined as the minimum distance allowed between the logo and any other element (graphic, type or edge of page). This helps ensure legibility, enhances recognition and prevents obstruction of the logo. The Clearance Area around the Simplay Logo on all four sides must never be less than the full height of the letter "a" in "Simplay."



Incorrect: Color



Incorrect: Distortion



Incorrect: Element missing



Incorrect: Resolution



Incorrect: Outline



Incorrect: ™ missing



Incorrect: Separation



Incorrect: Icon placement



Incorrect: Background

Incorrect Usage

In an attempt to prevent common mistakes when using the Simplay™ Logo, several examples of incorrect uses are displayed here for reference. These variations are representative however, not all inclusive. Please refer to the overall standards throughout this guide when considering any form of reproduction or application of the Simplay Logo.

TRADEMARK USAGE GUIDELINES

With respect to the Program Trademarks (“Trademarks”) and Logo (“Logo”), You must comply with Company’s then current Trademark Usage Guidelines (“Guidelines”) at all times. Company may update the Guidelines at any time and without notice to you. Please see Company’s website for any updates to the Guidelines.

Use of the Logo and Trademarks

The Trademarks and Logo may be used by You only with respect to components that successfully pass the then current Program tests and specifications and are verified by Company (hereinafter “Verified Components”). The Logo and Trademarks and any variations thereof may not appear on, or in connection with any component or product that is not a Verified Component.

The Guidelines incorporate and include the Simplay™ Style Guide, which is available on Company’s website. You must comply with the Simplay Style Guide. The Simplay Style Guide discusses the parameters for correct color, font, minimum size and clearance area for the Logo. You may not alter the Logo (alteration includes outlining, rotating, skewing, stretching, changing the colors or reproducing the mark three-dimensionally), or add a drop-shadow or texture fill to any element of the Logo.

The Trademarks and Logo must always be used with a ™ or ® as indicated by the Guidelines.

Placement Guidelines

The following are specific placement guidelines:

Hardware

When placed upon hardware, the Logo should be placed on the front-viewing plane of a product (in the case of a television, set-top box, DVD player, A/V receiver, projector, computer, or monitor) or on the top of a product (in the case of a cable or connector). Do not place the Logo on the bottom, top or sides of the product or on any peripheral components. However, the Logo may be placed on Verified Components that are connectors and cables. 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 placed on the product using a label or sticker.

Packaging

When used 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 placed securely on the package using a label or sticker.

Web Pages

When used on a web site or web page, the Logo may be placed only next to Verified Components. On launch buttons, the minimum mark size is 50 pixels wide x 27 pixels high.

Advertisement, Direct Mail, Collateral and Documentation

When used in advertisements, direct mail, collateral or documentation, the Logo may be used only to refer to Verified Components.

Where Not to Use the Trademarks and Logo

The Logo and Trademarks and any variations thereof may never be incorporated as part of the name of a component, product or service.

The Logo and Trademarks and any variations thereof 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.

Referencing the Trademarks and Logo in Text

In text you may refer to Verified Components as “Simplay HD™ verified.” On all such materials, the name of your company, product and services must appear more prominently than that of the Logo and Trademarks and should be visually distinguished from the Logo and Trademarks by putting such names in a different font or color, and on a different line. You must avoid any implication that your product, service or component is manufactured or supported by Company, Silicon Image or any other member in the Program.

Some usage examples follow:

Do say: “XYZ is Simplay HD™ verified”

Do not say: “XYZ or XYZ’s Simplay HD product”

Trademark Notices

Include the following notice on all marketing materials, such as brochures, manuals, collateral, advertising, product fliers, etc.:

“The Simplay HD™ logo and the ‘Simplay™,’ ‘Simplay HD™’ and ‘Simplay Labs™’ trademarks are owned by Silicon Image, Inc. and are used under license from Silicon Image, Inc. and/or Simplay Labs, LLC”