

USING DOLBY® LOGOS AND TRADEMARKS

Corporate Guidelines

Welcome

This document is designed to help you understand how we express ourselves in various media channels, and outlines the proper use of Dolby® logos and trademarks on marketing and promotional materials, signage, and public relations communications. The logos serve as a graphic representation of our company and technologies, and proper usage ensures a consistent global identity.

Table of Contents

3 **Dolby Logo Use at a Glance**

- Versions
- Acceptable Backgrounds
- Clear Space

4 **Logo Parameters**

- Logo Components
- Incorrect Logo Usage

5 **Logo Sizing**

- Maximum Size
- Minimum Size
- Logo Prominence
- Correct Logo Sizing
- Incorrect Logo Sizing

6 **Color Palette**

- Color Palette for Marketing Materials
- Correct Backgrounds for Black and White Logos
- Incorrect Backgrounds

7 **Using Dolby Logos, Trademarks, and Technology Names**

General Rules

- Using Dolby Logos, Trademarks, and Technology Names in Marketing Materials

- Using Dolby Logos, Trademarks, and Technology Names in Online Content

- Using Dolby Logos, Trademarks, and Technology Names on Products

- Using Dolby Logos and Trademarks on Packaging

Dolby Logo Use at a Glance

Dolby logos must be displayed in a way that preserves their integrity. Always use artwork provided by Dolby Laboratories. Do not alter Dolby logos in any way (see Incorrect Logo Usage, page 4, for details).

Versions

When possible, the one-color blue logo should be used for most Dolby logos.



One-color blue
(Dolby Blue: Pantone® 647)



One-color black
(Black)



One-color white
(Reversed)

Acceptable Backgrounds

Dolby logos must be placed on backgrounds that do not interfere with their legibility. One-color blue and one-color black logos must be placed on background tints of 50 percent or lighter. One-color white logos must be placed on background tints darker than 50 percent (see page 6 for more information on backgrounds).



One-color blue logo on tints of
50 percent or lighter



One-color black logo on tints of
50 percent or lighter.



White (reversed) logos on tints of
50 percent or darker.

Clear Space

It is important to have clear space around the brand logo for legibility and integrity. The primary logo clear space is determined by the height of the double-D symbol. Do not place any other trademark, logo, graphic, text, or illustration in the minimum clear space area. If the logo is placed on a photographic image, the clear space area must be even-toned, pattern-free, and allow for good contrast between the background and logo.



Clear space around any Dolby logo is greater than or equal to the height of the double-D symbol on all sides.

Logo Parameters

Logo Components

Dolby logos have several components, which are referenced in this document. Do not alter these components, or their relationship, in any way.



Incorrect Logo Usage

Dolby logos should be positioned in a horizontal format. Avoid the following incorrect presentations of a Dolby logo.



Don't scale the logo disproportionately.



Don't distort the logo.



Don't rotate the logo.



Don't place lines or shapes around the logo.



Don't use multiple colors for the logo.



Don't introduce additional graphic elements to the logo.



Don't use highlight palette colors or off-brand colors for the logo, and don't reverse the logo out of highlight palette colors.



Don't rearrange the elements of the logo.



A product with technology.

Don't use the logo as text.



Don't change the relationship of the double-D symbol to the logotype.



Don't eliminate the double-D symbol.



Don't use the logo as a pattern.

Logo Sizing

Maximum Size

There is no maximum size for any of the Dolby logos; however, when the logos are reproduced at sizes over 3 feet wide, the appropriate registration mark (®) and trademark (™) symbols should be reduced and positioned so as to be legible yet unobtrusive.

Minimum Size

Licensees may reproduce Dolby logos at small sizes to suit their needs, as long as the logos remain legible and adhere to the other rules described in these guidelines. If you have sizing requirements that are smaller than the sizes in the following examples, please contact Dolby Laboratories.

If the Dolby logo is reproduced at a small size and the circle-R symbol is unreadable, then the Dolby logo without the circle-R symbol should be used. These logos, identified by the “_ip” suffix in the file name (for example, Dolby_ip.eps), are available from Dolby.



For any printed document, the preferred minimum size of the Dolby logo is **15 millimeters (0.6 inch) wide** at 300 dots-per-inch (dpi) resolution.

For Web and computer screen display, the Dolby logo should not be smaller than **70 pixels wide** on a standard computer screen (17-inch diagonal, 1024 x 768 pixels).

For silk screen on products, the recommended minimum size of the Dolby logo is **15 millimeters wide**.

Logo Prominence

When the logos of companies (or technologies belonging to companies) other than Dolby are also displayed on a product, the Dolby logo should be displayed on the product with equal or greater prominence to the third-party logos, including size, proportion, location, format, and presence; however, your company logo should have greater prominence than Dolby logos. The following size-checking method can be used to determine the proper size of the Dolby logo:

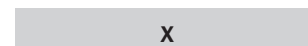
1. Multiply the height times the width of the Dolby logo. This is “d.”
2. Multiply the height times the width of the largest other third-party logo. This is “x.”
3. Calculate x/d ratio ($x/d = \text{ratio } \%$). To give the impression of equal prominence, the ratio is ideally 100 percent or less. In certain circumstances it may be necessary to increase the ratio, but x/d must not exceed 125 percent.

Correct Logo Sizing



$x/d = 100\%$

Incorrect Logo Sizing



$x/d = 200\%$

Unacceptable Dolby logo sizing and spacing; the ratio of x/d is ideally 100 percent or less.

Color Palette

Color Palette for Marketing Materials

The one-color blue version is the preferred logo. Logos may also appear in black, white, or a shade of gray.



One-Color Blue
Dolby Blue (Pantone 647)
C:96 M:53 Y:5 K:24
R:16 G:70 B:128
HTML 104680



One-Color Black
Black
C:0 M:0 Y:0 K:100
R:30 G:30 B:30
HTML 1E1E1E

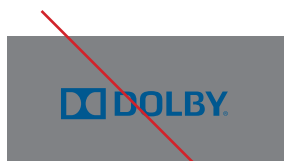
Correct Backgrounds for Black and White Logos

Dolby logos should always appear on a clean, solid background of high-value contrast. If you are placing a Dolby logo on an illustration or photograph, make sure the area upon which it is positioned is clear of any patterns and color variations.

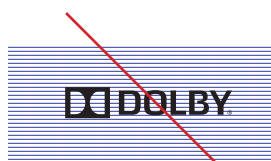
0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

Incorrect Backgrounds

The Dolby logo may be placed on photographs or illustrations only when there is sufficient contrast to maintain legibility. Do not use the blue logo on backgrounds darker than 50 percent. Do not place logos on patterned, busy, or cluttered backgrounds.



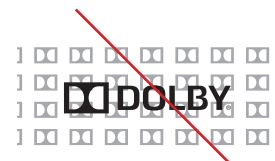
Do not place the one-color blue logo on backgrounds darker than 50 percent.



Do not place any Dolby logo on a patterned background.



Do not place any Dolby logo on a busy or cluttered background.



Do not use any portion of a Dolby logo as a background.

Using Dolby Logos, Trademarks, and Technology Names

As with any material property, trademarks may only be used with the permission of the trademark owner. When trademarks are licensed, it's the responsibility of the trademark owner to establish usage standards and to educate licensees on meeting these standards, in order to protect the reputation of the marks. Trademark law also restricts trademark usage in certain ways, as will be addressed below.

Dolby trademarks must always be used in accordance with US practices for the protection of trademark and service mark rights, except when the requirements in the country from which the product or marketing containing the Dolby trademark are more stringent. Then the practice of that country must be followed.

We require Dolby trademarks to be represented in specific ways on materials associated with products incorporating Dolby technology. One of those requirements is that Dolby trademarks and technology names must be followed by appropriate suggested generic terms or phrases to describe the underlying product.

This section provides guidelines on how to properly use and acknowledge Dolby logos, trademarks, and technology names in

- marketing materials
- online content
- product packaging
- products

1 General Rules

- 1.1 Dolby logos, trademarks, and technology names may not be incorporated into your own product names, service names, trademarks, logos, or company names. Marks or logos that are confusingly similar to Dolby's marks and logos may not be adopted.
Correct: Our X100 includes Dolby Digital Plus technology.
Incorrect: Our X-Dolby1000 includes Dolby Digital Plus technology.
- 1.2 Use logos, trademarks, and technology names in the manner for which they are intended. Do not use them for goods or services for which they are not intended. Do not make puns out of them or portray them in a negative light.

2 Using Dolby Logos, Trademarks, and Technology Names in Marketing Materials

- 2.1 Marketing materials include, but are not limited to, owner's manuals, setup guides, quick start cards, data sheets, press releases, advertisements, and white papers.

Trademark Acknowledgments

- 2.2 A trademark acknowledgment statement shall be displayed whenever the Dolby logo or trademark is used in marketing materials. The acknowledgment must be visible on the marketing material, typically in the form of a footnote, and identify only those Dolby logos and trademarks used.
- 2.3 Various methods of trademark acknowledgment are acceptable, depending on the trademarks used and the available copy space. These examples illustrate different trademark acknowledgments.
 - 2.3.1 When using the trademark "Dolby," the circle-R symbol must be placed after the first instance of "Dolby" in the document with the trademark acknowledgment:
 - a. Preferred: Dolby is a registered trademark of Dolby Laboratories.
 - b. Or: Registered trademark of Dolby Laboratories
 - c. Or: ® Dolby Laboratories
 - 2.3.1.1 The circle-R symbol must be adjacent to the trademark and the trademark should be followed by a generic term: Dolby® Digital Plus audio technology, not Dolby Digital Plus audio technology®.

- 2.3.2 If the double-D symbol is also used, the trademark acknowledgment must read:
- a. Preferred: Dolby and the double-D symbol are registered trademarks of Dolby Laboratories.
 - b. Or: Registered trademarks of Dolby Laboratories
 - c. Or: ® Dolby Laboratories
- 2.3.3 When other trademarks are also used within the text, such as “Pro Logic,” the trademark acknowledgment is modified to indicate ownership of those terms as well. For example, if the Dolby®, Pro Logic®, Surround EX™, and MLP Lossless™ trademarks appear in an owner’s manual, the trademark acknowledgment should read:
- Dolby and Pro Logic are registered trademarks of Dolby Laboratories. MLP Lossless and Surround EX are trademarks of Dolby Laboratories.
- 2.3.4 For the trademark indication, a circle-R (®) or trademark (™) symbol in superscript mode is preferred, but if these symbols are not available, use the letters and parentheses: (TM) or (R).
- 2.3.5 Translations of trademark acknowledgment statements are available in many languages in *Translated Dolby Trademark Statements for Licensed Products*. Contact systemsupport@dolby.com for a copy of this document.

Using Dolby Trademarks and Product Names in Text

- 2.4 “Dolby” is a registered trademark used to describe the products, licensable technologies, and services of Dolby Laboratories. The Dolby trademark should be used as an adjective in conjunction with a technology name and a generic term, typically a common noun. Accordingly, the Dolby trademark should never be used alone.
- Correct: The Acme X100 television includes Dolby Digital Plus audio technology.
- Incorrect: The Acme X100 television includes Dolby.
- Dolby is in the Acme X100 television.
- 2.5 Avoid phrases such as “Dolby television” or “Dolby mobile phone,” which imply that Dolby manufactures these products. Instead, use the phrase, “a television with Dolby Digital Plus audio technology” or “a phone with Dolby Mobile audio technology.”
- 2.5.1 Dolby does manufacture and sell some products for use in professional environments. When writing about products manufactured by Dolby, it is proper to refer to the product, for example, as a Dolby CP750 Digital Cinema Processor, Dolby DP569 Encoder, or Dolby E Encoder/Decoder.
- 2.6 Properly designate all of Dolby’s trademarks with a circle-R (®) or trademark (™) symbol at the most prominent use (usually a headline) and again after the first use of the trademark in the copy.
- 2.7 Do not claim Dolby has certified or warranted a product. You may state that Dolby has approved the design of your product.
- Correct: The X100 includes Dolby Digital Plus audio technology.
- The design of the X100 was approved by Dolby.
- Incorrect: The X100 is Dolby certified.
- 2.8 Trademarks and technology names should not be used as verbs.
- Correct: Add products with Dolby Digital Plus decoding to your home theater system.
- Incorrect: Dolby Digitalize your home theater system.
- 2.9 Trademarks and technology names should not be used in the plural.
- Correct: These home theater components contain Dolby Digital Plus technology.
- Incorrect: These home theater components include two Dolbys.
- 2.10 Trademarks and technology names should not be used in the possessive.
- Correct: The decoding capabilities of Dolby Digital Plus technology are excellent.
- Incorrect: Dolby Digital Plus’s decoding capabilities are excellent.

- 2.11 Trademarks and technology names should not be altered or appended to in any way (no hyphens, slashes, prefixes, suffixes, and so on). Linking the trademark to a generic word diminishes the trademark.
- Correct: Capable of Dolby Digital Plus decoding
 Incorporates Dolby Digital Plus audio technology and Acme technologies
 Prior to decoding with Dolby Digital Plus audio technology
- Incorrect: Dolby Digital Plus-capable
 Incorporates DolbyDigital Plus/Acme technologies
 Pre-Dolby Digital Plus processed
- 2.12 Trademarks and technology names should not be abbreviated.
- Correct: Dolby TrueHD
 Dolby Digital Plus
 Dolby Pro Logic IIz
- Incorrect: TrueHD, DTHD
 DD+
 PLIIz
- 2.13 Always use the capitalization, spacing, and syntax for Dolby trademarks and technology names exactly as they are represented in these guidelines.
- Correct: Dolby Digital
 Dolby TrueHD
 Dolby Pro Logic IIz
 Dolby Digital Plus
- Incorrect: Dolby digital
 Dolby TRUE HD
 Dolby Pro Logic 2z
 DolbyDigital+
- 2.14 “Dolby” is not only a trademark used to describe Dolby technologies and products, but is also the name of the company. When using Dolby to represent the company name, the circle-R symbol may be removed and “Dolby” may be used as a noun (e.g., Acme Ltd. will host Dolby at the user conference).

Using Multiple Logos

- 2.15 Dolby logos may be used in marketing materials, product literature, and on packaging associated with licensed products. When a licensee chooses to display only one logo on a licensed product that includes multiple licensed technologies, the licensee may still display the logos for all licensed technologies in marketing materials, product literature, and on packaging.

3 Using Dolby Logos, Trademarks, and Technology Names in Online Content

- 3.1 The guidelines for using Dolby logos, trademarks, and technology names in marketing materials also applies to usage for online content including websites, emails, blogs, and other Internet-related applications. Additional considerations for online content use are described in the following sections.
- 3.2 Domain and subdomain names should not include Dolby trademarks and technology names (e.g., www.acme-dolby.com or www.dolby.acme.com). A subfolder of the primary domain name may be used (e.g., www.acme.com/Dolby, where “acme.com” is a domain owned by the licensee).
- 3.2.1 Capitalization rules should apply with subfolder names (e.g., the “D” in Dolby should be capitalized).
- 3.2.2 The registration and use of the Dolby brand name in third-party website addresses is not allowed (e.g., www.facebook.com/dolby).

3.2.3 Dolby licensees should not purchase or register domain names that include Dolby trademarks and technology names. The licensee's website name should not include Dolby trademarks and technology names (e.g., The Dolby <technology name> Review Site).

3.3 Online content that uses Dolby logos and trademarks should include the proper trademark acknowledgment statements in the online content's legal notices.

3.4 Licensee's online content may contain links to content on Dolby's websites, but content from Dolby's websites and emails may not be copied to a licensee's online presence.

Logo Usage

3.5 When displaying Dolby logos in online content, all logo usage guidelines in this document apply, including clear space, sizing, and color.

3.5.1 Logos may not be animated, morphed, assembled or disassembled, or moved across the screen.

3.5.2 Dolby logos may be clickable to the appropriate page on Dolby's websites.

3.5.3 Logo use should indicate that the licensed product contains Dolby technologies and not that the logo is an endorsement of the licensee's company or website.

3.5.4 Only the logo for the licensed technology may be used in the licensee's online content. The Dolby corporate logo (shown below) may not be used.



3.5.5 The relationship between the size of the licensee's logo and the Dolby logo should not imply that Dolby is the owner of the website. See Logo Prominence on page 5 for details.

4 Using Dolby Logos, Trademarks, and Technology Names on Products

Trademark and License Acknowledgments

4.1 A trademark acknowledgment shall be displayed whenever the Dolby logo or trademark is used on a product. The acknowledgment must be visible on an exposed surface of the product or package, and identify only those Dolby trademarks used. The typical location is on the back panel of the licensed product and in the owner's manual. If there is no space on the product for the acknowledgement, the owner's manual is sufficient.

A license notice shall be displayed whenever a product includes licensed Dolby technologies. The notice must be visible on an exposed surface of the product or package, typically on the back panel, and in the owner's manual. If there is no space on the product for the notice, the owner's manual is sufficient.

4.2 Registered trademark symbols (®) are not required for logos placed on products when the size of the registration mark is too small to reproduce properly.

4.3 Translations of trademark acknowledgment statements and license notices are available in many languages in *Translated Dolby Trademark Statements for Licensed Products*. Contact systemsupport@dolby.com for a copy of this document.

Generic Terms on Products

4.4 Words describing the Dolby technology (e.g., "Dolby Digital Plus decoding" or "Dolby Pulse technology") must not be permanently printed on products. Such use would detract from the logo and reduce the value of the Dolby trademark. To highlight a technology in a licensed product, we suggest a removable point-of-sale sticker.

Abbreviations for Switches and Indicators

- 4.5 In certain cases, technology names need to be used in a shortened form for switch markings and indicators. No other abbreviations are allowed.
- 4.6 The word “Dolby” alone should not be used with words such as “switch,” “indicator,” or “light” because Dolby Laboratories does not manufacture these parts or license others to manufacture them.
- 4.7 The use of Dolby technology logos as indicators is permissible. However, “technology combination” logos (logos indicating more than one technology) may not be used as indicators since there would be no way to indicate which specific technology was active. Therefore, in a product with more than one active Dolby technology, the individual logo for each technology must be indicated when active.
- 4.8 When marking switches and indicators:
 - 4.8.1 The word “Dolby” may not be used alone on switches and indicators.
 - 4.8.2 If only the double-D symbol is used for a switch marking, the full trademark logo must appear in close proximity on the product or user interface.
 - 4.8.3 The double-D symbol may be used alone on buttons, but must always be shown with sufficient quality to be clearly recognizable. Approval by Dolby Laboratories must be obtained prior to mass production.
 - 4.8.4 All indicators for Dolby technologies must follow the operating state (on or off) of the appropriate technology.

5 Using Dolby Logos and Trademarks on Packaging

Trademark and License Acknowledgments

- 5.1 While we recommend that the appropriate Dolby technology logo is displayed on the product packaging, a trademark acknowledgment statement and license notice are not required on the packaging as long as the proper trademark acknowledgment statement is displayed in the owner’s manual.
- 5.2 Guidelines for displaying Dolby logos on product packaging can be found on page 7.

