

TI DLP® Brand and Logo Guidelines



Terms and conditions

This document defines the Texas Instruments DLP® Brand and logo Guidelines that are to be used by manufacturers of products enabled by TI 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 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 TI Trademarks web site at: www.ti.com/dlptrademarks 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: TI DLP® Products

Texas Instruments has several trademarks related to its DLP® products. Please use these trademarks according to the following rules:

Always place Texas Instruments or TI before DLP® in the first occurrence in headlines and body copy followed by a superscript registered trademark symbol (®) and then an approved noun or generic noun of a product or service. Second and later uses of DLP trademarks can drop Texas Instruments and/or TI and the registered trademark symbol but must still be followed by an approved noun or a generic noun of a product or service. All DLP trademarks must be used only as proper adjectives, not as nouns.

For example:

Correct

- DLP® chip
- DLP® technology
- 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 theatres
- 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: chip
DLP® chip

Trademarks: TI DLP® Products

(continued)

4) The DO NOT rules:

- Do not vary the form of any DLP® 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® 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®

- chip
- technology
- products (Capital P when referring to business entity: DLP® Products)
- projector
- subsystem

DLP Cinema®

- chip
- technology
- products
- projector
- subsystem

Trademarks: TI DLP® Products

(continued)

DLP® technology associated with Texas Instruments

Unless space is an issue, the first reference in headlines and 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...”
- “The MNO456 incorporates Texas Instruments DLP® technology...”

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...”

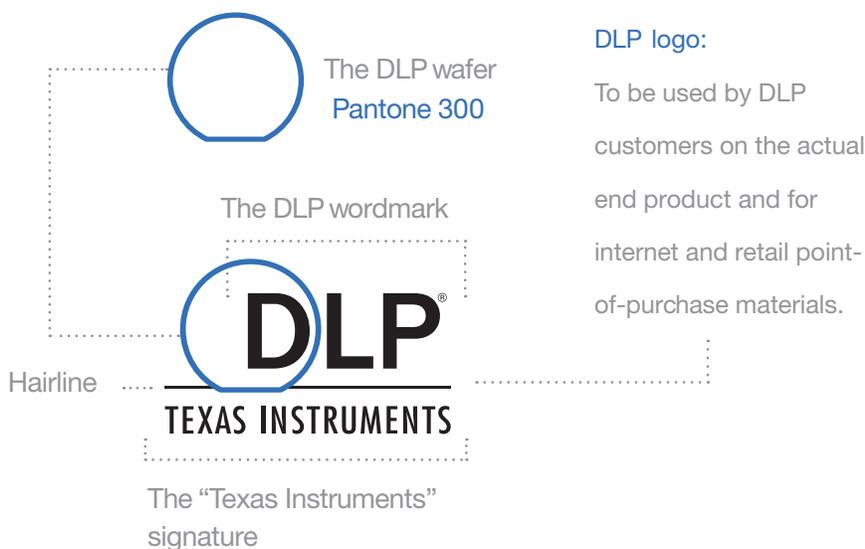
Unacceptable examples are:

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

The TI DLP® Logo

The DLP® 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.
- 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 logo:

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



DLP 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 TI DLP® Logo and Medallion

(Reversed on dark/black and blue 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.ti.com/dlptrademarks

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.



TI DLP® 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 trademarks site: www.ti.com/dlptrademarks. If there are any questions on the proper usage of the DLP logo, please contact the DLP Brand Team at dlpbrand@list.ti.com.



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

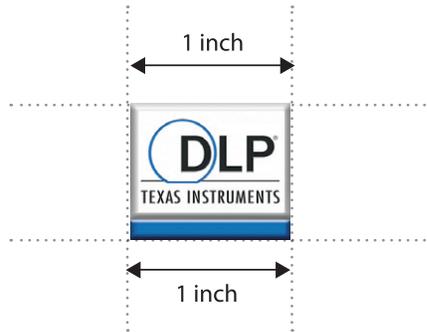
(Print/Web)

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

DLP 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.

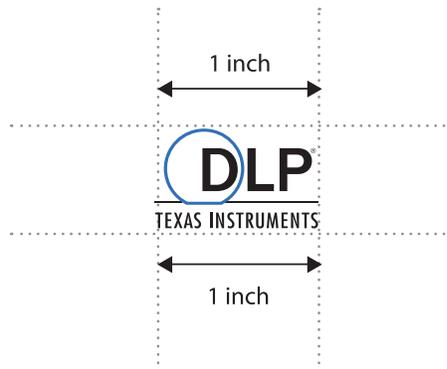
Medallion:

Minimum size for
print usage



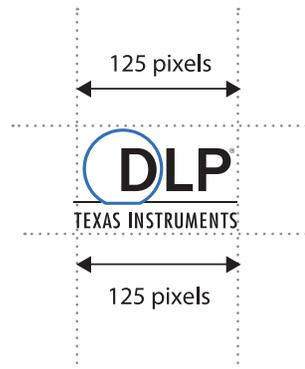
Logo:

Minimum size for
print usage



Logo:

Minimum size for
web usage



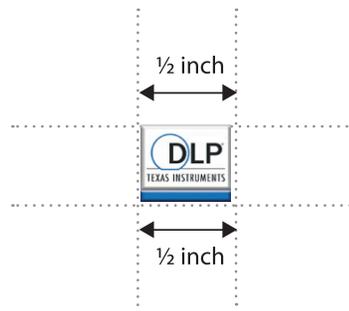
Minimum Size

(End product/Smaller space/ Retail flyers)

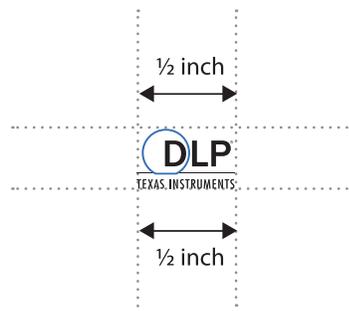
The DLP medallion and logo have minimum allowable sizes for smaller space print advertising. This logos must maintain at least the minimum size requirements listed below.

Half page/ Quarter page advertising or retail promotional flyers: The DLP 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.*



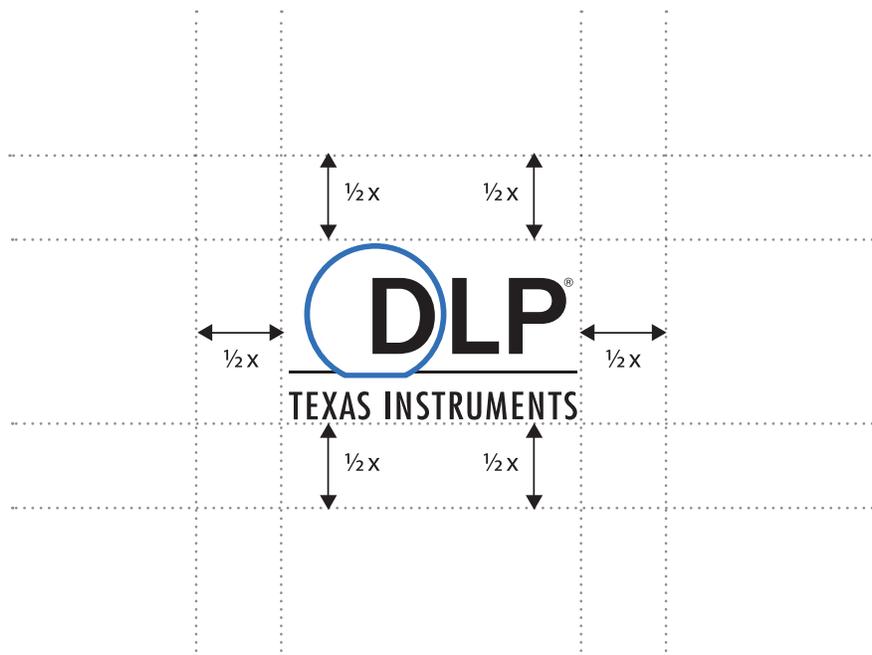
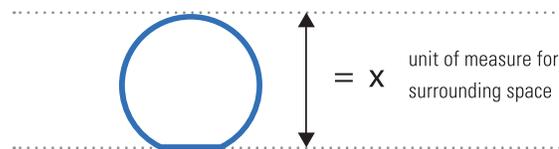
*Minimum size
for end product,
half page, quarter
page or retail
promotional
advertising and
flyers.*



Surrounding Space

To ensure the mark's clarity and importance, adequate space must be left around the mark. The diagram below 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 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.



IMPORTANT NOTICE

Texas Instruments Incorporated and its subsidiaries (TI) reserve the right to make corrections, enhancements, improvements and other changes to its semiconductor products and services per JESD46, latest issue, and to discontinue any product or service per JESD48, latest issue. Buyers should obtain the latest relevant information before placing orders and should verify that such information is current and complete. All semiconductor products (also referred to herein as "components") are sold subject to TI's terms and conditions of sale supplied at the time of order acknowledgment.

TI warrants performance of its components to the specifications applicable at the time of sale, in accordance with the warranty in TI's terms and conditions of sale of semiconductor products. Testing and other quality control techniques are used to the extent TI deems necessary to support this warranty. Except where mandated by applicable law, testing of all parameters of each component is not necessarily performed.

TI assumes no liability for applications assistance or the design of Buyers' products. Buyers are responsible for their products and applications using TI components. To minimize the risks associated with Buyers' products and applications, Buyers should provide adequate design and operating safeguards.

TI does not warrant or represent that any license, either express or implied, is granted under any patent right, copyright, mask work right, or other intellectual property right relating to any combination, machine, or process in which TI components or services are used. Information published by TI regarding third-party products or services does not constitute a license to use such products or services or a warranty or endorsement thereof. Use of such information may require a license from a third party under the patents or other intellectual property of the third party, or a license from TI under the patents or other intellectual property of TI.

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Resale of TI components or services with statements different from or beyond the parameters stated by TI for that component or service voids all express and any implied warranties for the associated TI component or service and is an unfair and deceptive business practice. TI is not responsible or liable for any such statements.

Buyer acknowledges and agrees that it is solely responsible for compliance with all legal, regulatory and safety-related requirements concerning its products, and any use of TI components in its applications, notwithstanding any applications-related information or support that may be provided by TI. Buyer represents and agrees that it has all the necessary expertise to create and implement safeguards which anticipate dangerous consequences of failures, monitor failures and their consequences, lessen the likelihood of failures that might cause harm and take appropriate remedial actions. Buyer will fully indemnify TI and its representatives against any damages arising out of the use of any TI components in safety-critical applications.

In some cases, TI components may be promoted specifically to facilitate safety-related applications. With such components, TI's goal is to help enable customers to design and create their own end-product solutions that meet applicable functional safety standards and requirements. Nonetheless, such components are subject to these terms.

No TI components are authorized for use in FDA Class III (or similar life-critical medical equipment) unless authorized officers of the parties have executed a special agreement specifically governing such use.

Only those TI components which TI has specifically designated as military grade or "enhanced plastic" are designed and intended for use in military/aerospace applications or environments. Buyer acknowledges and agrees that any military or aerospace use of TI components which have **not** been so designated is solely at the Buyer's risk, and that Buyer is solely responsible for compliance with all legal and regulatory requirements in connection with such use.

TI has specifically designated certain components as meeting ISO/TS16949 requirements, mainly for automotive use. In any case of use of non-designated products, TI will not be responsible for any failure to meet ISO/TS16949.

Products

| | |
|------------------------------|--|
| Audio | www.ti.com/audio |
| Amplifiers | amplifier.ti.com |
| Data Converters | dataconverter.ti.com |
| DLP® Products | www.dlp.com |
| DSP | dsp.ti.com |
| Clocks and Timers | www.ti.com/clocks |
| Interface | interface.ti.com |
| Logic | logic.ti.com |
| Power Mgmt | power.ti.com |
| Microcontrollers | microcontroller.ti.com |
| RFID | www.ti-rfid.com |
| OMAP Applications Processors | www.ti.com/omap |
| Wireless Connectivity | www.ti.com/wirelessconnectivity |

Applications

| | |
|-------------------------------|--|
| Automotive and Transportation | www.ti.com/automotive |
| Communications and Telecom | www.ti.com/communications |
| Computers and Peripherals | www.ti.com/computers |
| Consumer Electronics | www.ti.com/consumer-apps |
| Energy and Lighting | www.ti.com/energy |
| Industrial | www.ti.com/industrial |
| Medical | www.ti.com/medical |
| Security | www.ti.com/security |
| Space, Avionics and Defense | www.ti.com/space-avionics-defense |
| Video and Imaging | www.ti.com/video |

TI E2E Community

e2e.ti.com