

TI DLP Cinema® Brand and Logo Guidelines



Terms and conditions

This document defines the TI DLP Cinema® Brand and Logo Guidelines that are to be used by manufacturers of products enabled by DLP Cinema technology and exhibitors using DLP Cinema products. These guidelines are intended for use by end equipment manufacturers of systems that incorporate DLP Cinema components or subsystems, and, have a separate agreement with TI relating to DLP Cinema trademarks. DLP Cinema trademarks and logo are owned by Texas Instruments.

Nothing in these DLP Cinema Brand and Logo 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 Cinema trademarks on products entered with TI into 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.



Trademarks: TI DLP Cinema® Products

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

TI DLP Cinema® is only associated with DLP Cinema projectors that are DCI compliant (d-cinema projectors). E-cinema projectors cannot be called DLP Cinema and must never use the DLP Cinema logo, but rather the standard DLP® logo. Visit www.ti.com/dlptrademarks to review the DLP Brand and Logo Guidelines. Always place Texas Instruments DLP Cinema or TI DLP Cinema in the first use of all DLP Cinema trademarks in headlines and body text immediately followed by a superscript registered trademark symbol (®) and then an approved noun. Second and later uses of DLP Cinema trademarks in the body copy 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 Cinema trademarks must be used only as proper adjectives, not as nouns.

For example:

Correct

- DLP Cinema® products
- DLP Cinema® technology

Incorrect

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

Correct

- DLP Cinema® chip
- DLP Cinema® technology
- DLP Cinema® projector

Incorrect

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

Use of DLP Cinema registered trademarks in text

1) Use the exact form of the DLP Cinema 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 Cinema 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 Cinema mark in a column heading of a table and space is severely limited, may the generic noun be omitted. Second and later uses can drop the registered trademark symbol but must be followed by generic noun.

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

Trademarks:

TI DLP Cinema® Products (continued)

4) The DO NOT rules:

- Do not vary the form of any DLP Cinema® trademarks.
- Do not use any of the DLP Cinema trademarks as a verb or a noun.
- Do not use any of the DLP Cinema trademarks as a possessive or plural.
- Do not abbreviate or use a shorthand version of any of the DLP Cinema trademarks.
- Do not add prefix or suffix words, numbers, or symbols as part of any of the DLP Cinema 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 Cinema Trademarks

The law provides for others to use the DLP Cinema 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 Cinema 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 Cinema trademarks must read as follows:

DLP Cinema and the DLP Cinema logo are registered trademarks of Texas Instruments.

DLP Cinema 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 Cinema®

- chip
- technology
- products
- projector
- subsystem

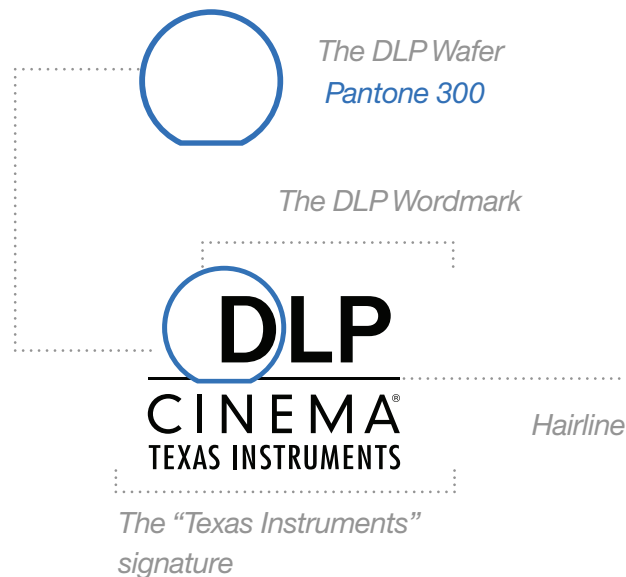
DLP®

- chip
- technology
- products
- projector
- subsystem

The DLP Cinema® Logo

The DLP Cinema® Customer 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 Cinema 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 brand equity of the “Texas Instruments” name.



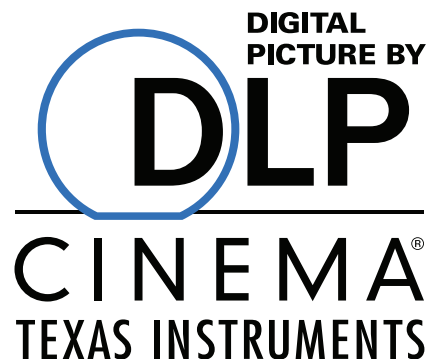
The DLP Cinema® Logo

(Reversed on dark/black backgrounds)

When the logo is reversed out, the type should remain white and the wafer should remain blue. These alternate logo files have been created and can be downloaded from the TI DLP® trademarks site: www.ti.com/dlptrademarks.

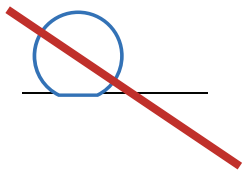
Note: If reversed on a blue background (such as PMS 300), the logo should be all white including wafer. The logo should not be used on any other color background without prior review by the DLP Marketing Communications manager.

The DLP Cinema® DIGITAL PICTURE BY logo should be the logo used only on end products (d-cinema products only).



Logo Misuse

There should be no alteration or misuse of the DLP Cinema® 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 Cinema brand. Only the approved logo artwork should be used. These digital files are available for download from the DLP brand site. If there are any questions on the proper usage of the DLP Cinema logo, please contact the DLP Brand team at dlpbrand@list.ti.com.



Don't change the typeface.



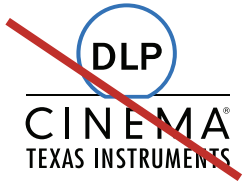
Don't change the color or add a pattern.



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



Don't change the weight of the wafer.



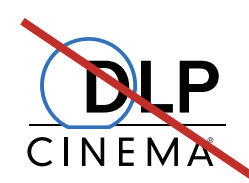
Don't move the wordmark inside the wafer.



Don't move the wordmark outside of the wafer.



Don't put the logo in a colored shape.



Don't remove "Texas Instruments" from the logo except when using the 1/4 inch movie listings logo for movie listings only.

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



Minimum Size Requirements

Print Projects: The standard DLP Cinema® logo cannot be smaller than 1 inch wide.

Web Projects: The DLP Cinema logo cannot be smaller than 125 pixels wide.

Movie Listings, Stock Ads and Newsprint Ads: The DLP Cinema logo cannot be smaller than ¼ inch wide for movie listings, stock ads and newsprint ads. This is the only instance in which the Texas Instruments wordmark may be removed.

FIG. A:
*Minimum Size for
Print Usage*

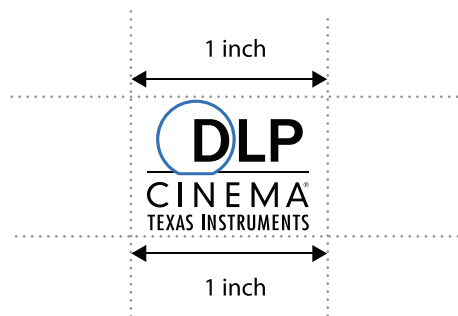


FIG. B:
*Minimum Size for
Web Usage*

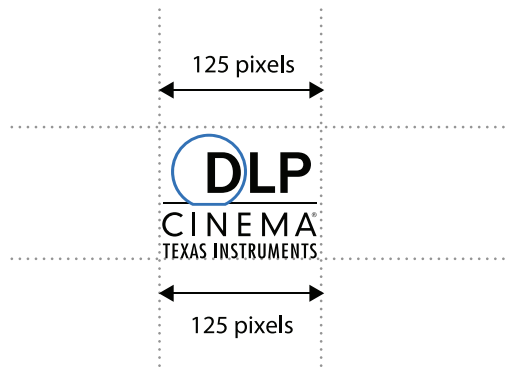
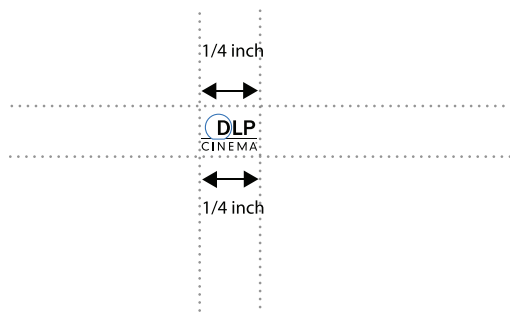


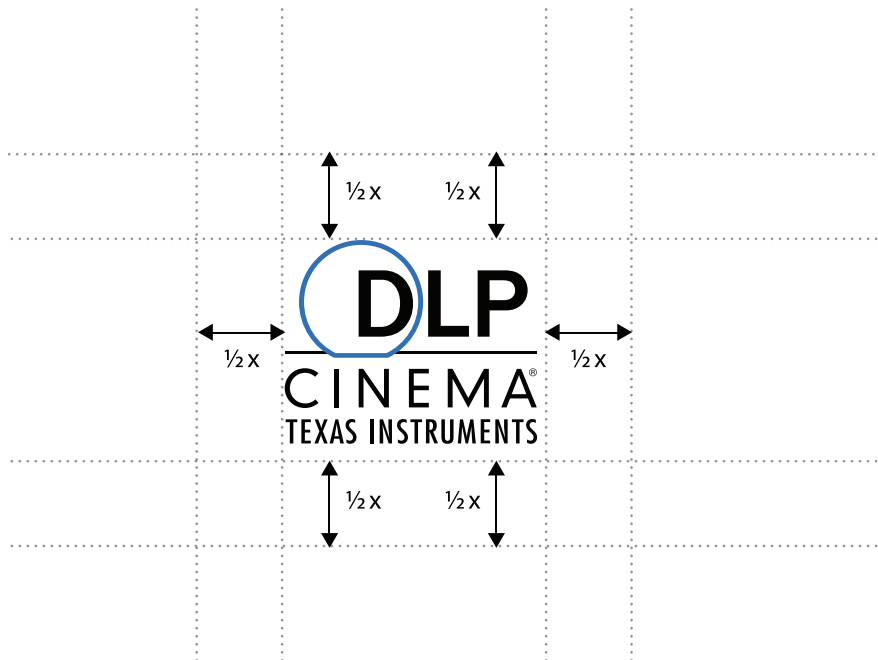
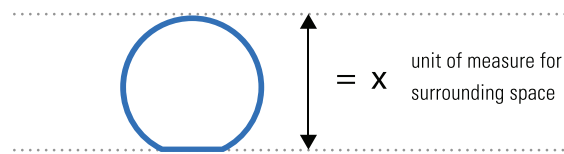
FIG. C:
*Minimum Size for
DLP Cinema® theatre
listings usage.*



*Minimum size
for small space media
including movie listings
and newsprint ads.*

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 Cinema® 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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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