



# TI DLP® brand and logo guidelines

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## 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 projection 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](http://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:

<u>Correct</u>	<u>Incorrect</u>
DLP® chip	DLP® is a chip
DLP® technology	DLP® is a type of display
DLP® projector	DLP® is a projector
DLP Cinema® products	DLP Cinema is deployed in theatres
DLP Cinema® technology	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
- 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.

## Trademarks: TI DLP® products continued

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

### 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

### Surrounding space

To ensure the mark's clarity and importance, adequate space must be left around the mark. The diagram on 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 logo should be the width of the letter "D". This space should remain free of any other elements, including text, graphics, borders, other logos, photos or illustrations.

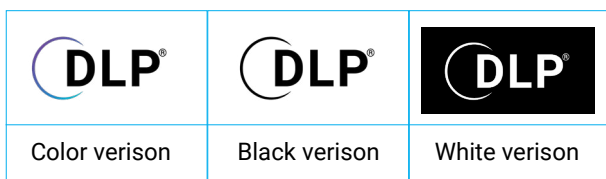
### Minimum size for print/web/end product

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

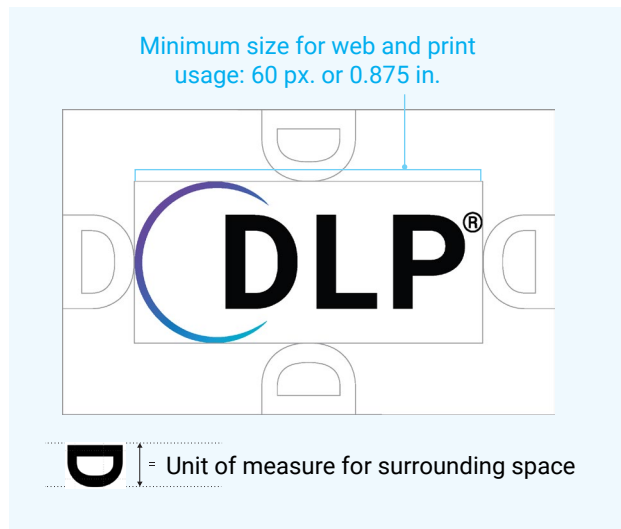
### Reversed on dark/black and black on white backgrounds

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

If the background is white, the colored or black logo may be used. Alternate logo files have been created and can be downloaded from the DLP® brand site: [www.ti.com/dlptrademarks](http://www.ti.com/dlptrademarks)



Note: The logo should not be used on any other color background without prior review by the DLP Marketing Communications manager.



## The TI DLP® logo misuse

There should be no alteration or DLP® logo misuse in any way. This includes but is not limited to the examples to the right. 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](http://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](mailto:dlpbrand@list.ti.com)

<u>Do not</u>	Examples
Change the font or typeface	
Change the color or add pattern	
Stretch or skew the logo in any way	
Change the weight of the projector	
Move the wordmark inside the projector	
Move the wordmark outside of the projector	
Place the logo inside a colored shape	

## The DLP and DLP-TI logo usage

When and how to use the DLP or the DLP-TI logo:

- In social assets, use only the DLP logo. Do not use the DLP-TI logo.
- On the TI.com website, use the TI logo to the left of the DLP logo for a consistent experience across the site. Do not use the DLP-TI logo.
- In products use only the DLP logo and select the white or black version depending on the color of the product.
- In print ads use the DLP-TI logo when the logo is by itself and when space allows. Use the DLP logo when it's grouped with other logos to maximize impact. No smaller than 2 inches wide. If the logo must be shrunk down to fit the ad, then the DLP logo can be used on its own.
- In packaging, use only the DLP-TI logo.
- In digital ads, use the DLP-TI logo when space allows. No smaller than 200 pixels wide. If the logo must be shrunk down to fit the ad, then the DLP logo can be used on its own.



Examples:

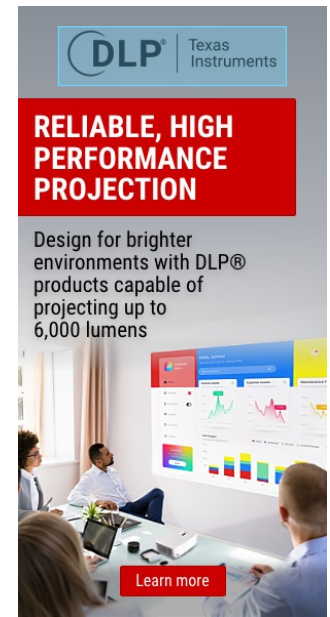
### Social



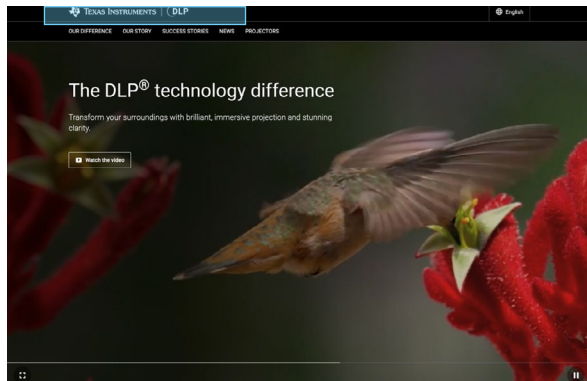
### Print ads



### Digital ads



### Website



### Packaging



### Products



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TI objects to and rejects any additional or different terms you may propose.

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Last updated 10/2025