

Texas Instruments DLP® Trademark Guidelines for BrilliantColor™



Who do these guidelines apply to?

These guidelines are for TI DLP® Products customers, licensees, and other parties who manufacture and/or sell projectors with DLP technology and wish to use DLP trademarks, service marks or images in promotional, advertising, instructional, or reference materials, or on their websites, products, labels, or packaging. Use of DLP trademarks may be prohibited, unless expressly authorized.

If your product(s) features BrilliantColor™ technology and you have been provided with the **TRADEMARK LICENSE AGREEMENT**, please follow **Section 4: Proper Usage of Licensed Trademarks** and the trademark guidelines for BrilliantColor technology below. If your agreement with Texas Instruments to manufacturer and/or sell products with BrilliantColor technology does not provide usage guidelines, then follow the guidelines below.

If you manufacture and/or sell any products using DLP products without BrilliantColor technology, you are not authorized to use the BrilliantColor trademark on any of your advertising, promotional, sales materials, merchandise items, or on your website

1. Always place Texas Instruments DLP or TI DLP with proper mark before BrilliantColor with TM followed by an approved noun in the first occurrence in headlines and body copy (Texas Instruments DLP® BrilliantColor™ technology; TI DLP® BrilliantColor™ technology). Second and later uses in the body copy can drop Texas Instruments DLP and/or TI DLP and the TM symbol but must still be followed by an approved noun (BrilliantColor technology; BrilliantColor feature).
2. BrilliantColor should always be one word with a capital B and a capital C
3. It should always be referenced in the fine print of literature or on the web as follows:
DLP® and the DLP logo are registered trademarks of Texas Instruments.
BrilliantColor™ is a trademark of Texas Instruments.
4. There is no special treatment or logo design for the word BrilliantColor.
5. The approved nouns that must follow BrilliantColor are “technology” and “feature” (DLP® BrilliantColor™ technology; DLP® BrilliantColor™ feature).
6. TI supplied sticker artwork (see below) can be applied directly to the projector housing, packaging, manuals and literature. You may also incorporate the sticker design directly into the design of literature, packaging, manuals and web material. You may not silkscreen the BrilliantColor wordmark name on the product case or other materials directly.
7. If packaging and/or manuals are printed in one color, the sticker artwork may be printed in one grayscale color as well, but this is not recommended.
8. The sticker artwork is designed to be 1 1/2 inches square. It may also be printed at a larger or smaller size, but no smaller than 1 inch square.

Trademark Guidelines (continued)

Approved description of BrilliantColor technology in any promotional, advertising, instructional, or reference materials, or on websites, products, labels, or packaging.

Most (or All) < brand name > projectors feature Texas Instruments DLP® BrilliantColor™ technology designed to improve the optical efficiency of DLP display engines. For UHP lamps, this technology is able to achieve up to 50% improvement in brightness over traditional three color solutions. BrilliantColor technology offers up to six-color processing enabling a wide color gamut and making it possible to produce over one billion colors. The wide color gamut is better suited to accurately display colors found in nature, giving the viewer a truly life-like image. Now, you can experience color modes designed to match typical home and office viewing conditions.

If you have questions regarding usage of the BrilliantColor trademark, please contact the DLP Brand Team at dlpbrand@list.ti.com.



Approved sticker design – Shown recommended size.



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.

Reproduction of significant portions of TI information in TI data books or data sheets is permissible only if reproduction is without alteration and is accompanied by all associated warranties, conditions, limitations, and notices. TI is not responsible or liable for such altered documentation. Information of third parties may be subject to additional restrictions.

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