TI DLP® Projection Technology #1 Medallion Icon Usage Guidelines

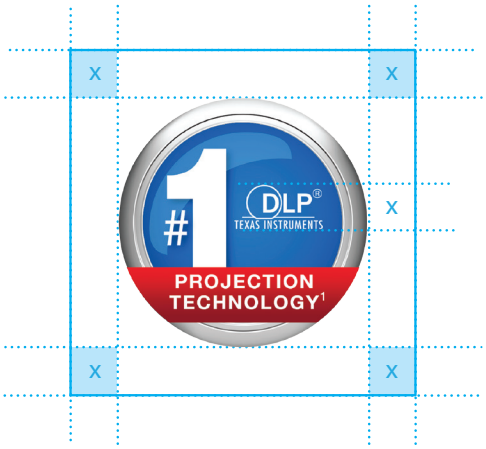
TI DLP® #1 medallion icon

If there are any questions on the proper usage of the TI DLP #1 medallion and any of the sub-icons please contact the TI DLP brand team at dlpbrand@list.ti.com.

- When using the TI DLP #1 medallion, the image area must not exceed the size of the Texas Instruments logo.
- The TI DLP #1 medallion should always be used in conjunction with the DLP logo.
- The proper clear space must be maintained around the entire logo when used either within text or other graphical compositions.
- The colors of the TI DLP #1 medallion can not be altered in any way and the exact mix must be maintained. There is a full color option of cmyk mix or RGB, and a one color option of shades of Black.
- The position of the medallion elements must stay the same in size and relationship to one another.
- Each element of the TI DLP #1 medallion can not be used independently.*
- The font for PROJECTION TECHNOLOGY is Helvetica Neue LT Std: 75 Bold.
- The minimum size for the icon to be used is 1" x 1" for print and 160 x 160 pixels for web at 72 DPI.
- The TI DLP #1 medallion will not work well ghosted or reversed out of black.
- File formats available are ai, JPG, PNG, and PDF.
- Use of the medallion with a superscript "1" should only be on mediums where the respective footnote is present (ie. DLP.com).

To request approval for using the TI DLP #1 medallion, please contact the TI DLP brand team at dlpbrand@list.ti.com.

Clear space around icon required



Color options

Black and white

Font: Helvetica Neue LT Std: 75 Bold

4 color CMYK or RGB

Main blue color is:
CMYK: 85 C 50 M
RGB: R:27, G:117, B:188
Hex: 1B75BC

Main red color is:
CMYK: 100 M, 100 Y
RGB: R:237, G:28, B:36
Hex: ED1C24

Use of footnote "1" on the word Technology.

Minimum size

Minimum size recommended
Print: 1" x 1" for complete icon
Web: 160 x 160 pixels at 72dpi

TI DLP® #1 medallion sub-icon usage

• When using the TI DLP #1 medallion sub-icons, the image area of each must never exceed the size of the Texas Instruments logo.

• The proper clear space must be maintained around the entire logo when used either within text or other graphical compositions.

• The colors of the sub-icons can not be altered in any way and the exact mix must be maintained. There is a full color option of CMYK mix or RGB, and a one color option of spot color Pantone 3005C.

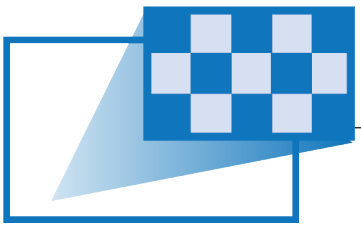
• The minimum size for the icon to be used is 0.5” x 0.5” for print and 63 x 63 pixels for web at 72 DPI.

• The sub-icons can be ghosted no lighter than 15%.

• The sub-icons can be used independent of the TI DLP #1 medallion icon.

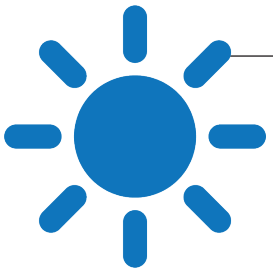
• File formats available are: .ai, PNG, JPG or PDF.

High resolution sub-icon



Main blue color is:
CMYK: 85 C 50 M
RGB: R:27, G:117, B:188
Hex: 1B75BC
Spot: Pantone 3005C

High brightness sub-icon

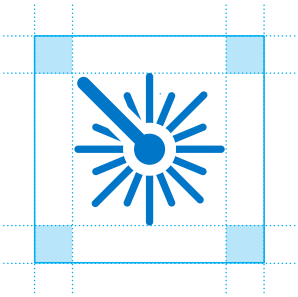


Main blue color is:
CMYK: 85 C 50 M
RGB: R:27, G:117, B:188
Hex: 1B75BC
Spot: Pantone 3005C

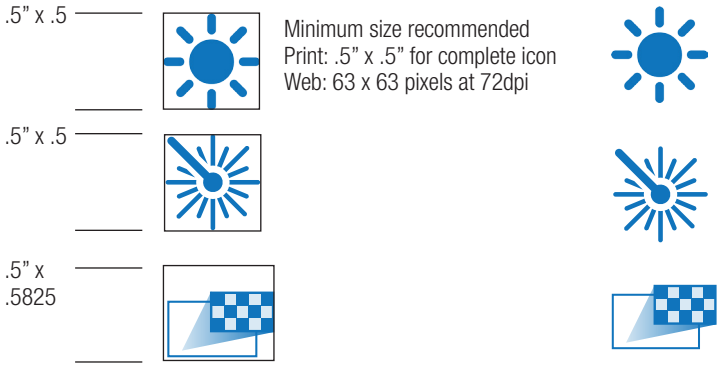
Laser projection sub-icon

Ghost no lighter than 15%

Main blue color is:
CMYK: 85 C 50 M
RGB: R:27, G:117, B:188
Hex: 1B75BC
Spot: Pantone 3005C



Clear space is required around each sub-icon



Minimum size recommended
Print: .5” x .5” for complete icon
Web: 63 x 63 pixels at 72dpi

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