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## **Optoma Corporate Identity Guide**

General guidelines for using the Optoma logo

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## **INTRODUCTION**

*This manual is a key element of the Optoma Identity Corporate Strategy.*  
The Optoma logo is the most powerful and visible symbol of our company's brand. Correct and consistent usage of the logo will protect our identity from a branding and legal standpoint.



## **WHY IS THE LOGO IMPORTANT?**

"The consistent application of the Optoma communication principles is the only way to establish a clear identity."



**WHERE TO DOWNLOAD LOGOS:  
<http://marketing.optomausa.com>  
or from Optoma Intranet Marketing.**

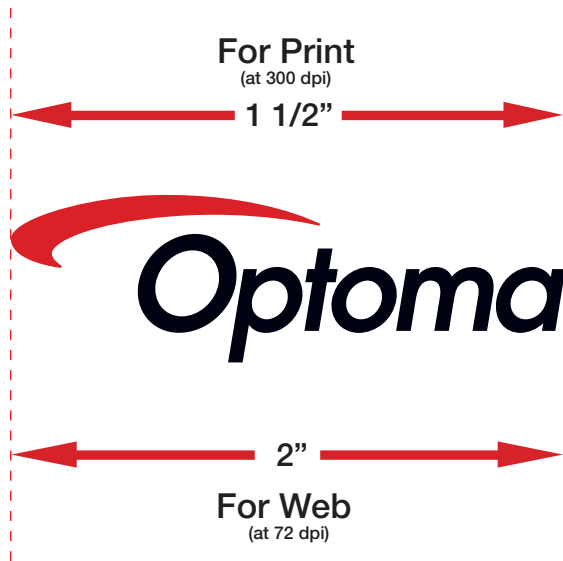
## **DESIGN GUIDELINE**

*The Optoma logo should be used on all communications materials , both interal and external.*

- ▼ The logo consists of two elements—the red swoosh and the wordmark Optoma in black.
- ▼ Only use approved artwork from the website at: <http://marketing.optomausa.com> or Optoma's intranet.

### **Avoid common misuses of the logo:**

- ▼ Do not scan it.
- ▼ Do not recreate it yourself.
- ▼ Do not combine it with another symbol, artwork, or logo.
- ▼ Do not integrate into a sentence
- ▼ Do not attach it to any product or business name.
- ▼ Limit its use to one logo per page or viewing surface.
- ▼ Once you've downloaded the correct logo don't be tempted to change it in any way.



## MINIMUM SIZE REQUIREMENTS

*To ensure that the logo is recognizable and is visually effective, it must be of a certain size.*

- ▼ **For Print Applications:** the full width of the logo should be no less than 1 1/2" in all full page print.

In larger or smaller displays, the aspect ratio should be maintained.

- ▼ **For Web Applications:** the full width of the logo should be no less than 2" wide at 72 pixels/inch on websites, Powerpoint presentations and other screenshows.



## CLEAR SPACE REQUIREMENTS

*To Protect the integrity of the Optoma logo, and to ensure that it is visually effective, a minimum surrounding of clear space is necessary in all applications. Clear space is the area around the logo that should be free of all other logos, symbols, text or other graphic elements. It provides a kind of "breathing room" and allows the logo to stand distinctly in any environment.*

- ▼ Using the height of the "O" in the wordmark "Optoma" as a unit of measure, provide "O" clearance on all four sides around the logo.
- ▼ The same rule applies to both the vertical and horizontal versions of the logo.



## COLOR

*Color plays an important role in our identity system, facilitating brand recognition and reinforcing the memorability of our graphic expression. As with other visual elements, color must be used correctly and consistently in all applications to be effective.*

- ▼ Black is the color of the Optoma logo and High-Definition slogan; red is the color of the swoosh accent.
- ▼ On dark backgrounds, reversed-out white should be used for logo color.
- ▼ All elements of the logo must be the same color. Do not produce the logo in multiple colors, tints, or screens of the same color.

## COLOR SPECIFICATIONS

For print applications: (Red swoosh accent)

- ▼ Four-Color Process: PANTONE DS 77-1 C  
Cyan=10, Magenta=100, Yellow=100, Black=0

For video/web applications: (Red swoosh accent)

- ▼ RGB: Red=188, Green=38, Blue=44

## CO-BRANDING GUIDELINES

*Co-branding is combining one or more names into a single name or logo.*  
Below are the new guidelines for co-branding at Optoma:



- ▼ The Optoma logo should always stand alone.
- ▼ Business, product, plant or location names should not attach to the Optoma corporate logo.
- ▼ Maintain minimum clear space requirements around the logo when including an Optoma business, product, plant or location name on the same viewing surface.
- ▼ Additional guidelines to follow at a later date, regarding licensees, distributors, third-party agreements, etc.



## STATIONARY

*The corporate stationary package is an integral part of Optoma's identity and brand image. Content and form play an important role in offering the viewer an image of clarity, consistency and professionalism. The layout of all stationery pieces offers easy accessibility to pertinent information while allowing flexibility for the user.*

- ▼ All formal correspondence and business cards should be ordered through Giffy Graphics.
- ▼ All printing should follow these approved formats.
- ▼ The only exception is for Marketing correspondence, such as customer promotion letters, which can coordinate with advertising campaign designs.

### Stationary: General Guidelines

Name and title block:

- ▼ All formal correspondence and business cards should be ordered through Jiffy Graphics.
- ▼ All printing should follow these approved formats.
- ▼ The only exception is for Marketing correspondence, such as customer promotion letters, which can coordinate with advertising campaign designs.
- ▼ Always include the street address.
- ▼ All contact numbers should be identified appropriately (phone, fax, cell phone)



## WHEN TO USE THE LOGO

*The Optoma logo should be used on all external marketing communications, and on all corporate communications from Human Resources.*

- ▼ All formal correspondence and business cards should be ordered through Giffy Graphics.
- ▼ All printing should follow these approved formats.
- ▼ The only exception is for Marketing correspondence, such as customer promotion letters, which can coordinate with advertising campaign designs.

## COPYRIGHTS

*Protect our marketing materials by noting that we own them.*

Use the following phrase:

- ▼ “© 2007 Optoma Technology, Inc. All specifications are subject to change. All rights reserved.”
- ▼ Use it at least once on all printed materials, PowerPoints™ and videos, and on every website page.
- ▼ For PowerPoint™ shared externally, it is recommended to use the phrase on every page, in very small type.

## DLP Medallion



**WHERE TO DOWNLOAD LOGOS:**  
<http://marketing.optomausa.com>  
or from Optoma Intranet Marketing.

## DLP Logo



## DLP Guidelines & Requirements

*The DLP medallion/logo should be used for all marketing purposes. The requirements applies to direct mail, catalog, print and online advertisement.*

### For Print:

- ▼ Size: The minimum size of the DLP® medallion shall be 1 (w) inch and DLP logo shall be 1.17 (w) inch in all full page print.

In larger or smaller displays, the aspect ratio should be maintained.

Color: Four-color medallion must be used and may be used on dark or black background.

Usage: The space around the logo shall be equal to the height of the wafer/blue circle.

Acknowledgment: Always use the footnote stated in each print material. The DLP logo and DLP medallion are trademarks of Texas Instruments.

### For Web:

- ▼ Size: The smallest acceptable pixel size of the DLP medallion is 72 (w) x 64 (h), with no fewer than 32 colors

The DLP medallion shall be linked to the appropriate DLP Web page

### For web usage that requires a pixel height smaller than 64 pixels:

- ▼ Size: The smallest acceptable pixel size of the DLP logo is 91 (w) x 48 (h)

Color: The wafer/circle shall be blue (RGB 0 169 218); the remaining DLP logo shall be black