



BRAND IDENTITY & GUIDELINES
2006

OptomaEMEA

Terms & Conditions

The Optoma name and logo, and the ThemeScene® name and logo are registered trademarks of Optoma Europe Ltd.

Any unauthorised use may violate copyright laws, trademark laws, the laws of privacy and publicity, and civil and criminal statutes. Further clarification can be found in the Company Terms & Conditions which are available upon request from your local Optoma Office, the Corporate Communications Department at Optoma Europe Ltd

All customers and partners of Optoma Europe Ltd are required to adhere to the Optoma and ThemeScene® guidelines whenever the use of the Optoma logo or the ThemeScene® logo is incorporated into any promotional activity.

Examples of use include: advertising; trade shows; web promotion; press releases; collaterals; POS etc.

Whenever the Optoma logo or the ThemeScene® logo is used, approval must be sought from your local Optoma office or Corporate Communications Department, Optoma Europe Ltd, UK. Contact details can be found at the end of this document.

Use of the Word

Use of the word Optoma or use of the word ThemeScene within text

Use the exact form of the Optoma word or the ThemeScene word, in full and as follows:-

Optoma

ThemeScene

Do NOT rules:

Do not abbreviate or use a shorthand version of the word

Optoma or the word ThemeScene.

Do not vary the form in which the word Optoma or the word ThemeScene appears i.e.

Optoma must have an uppercase 'O'

ThemeScene must have uppercase 'T' and 'S' .

Do not use underlining, **bold** or *italic*-type font or quotation marks.

Do not use the word Optoma or word ThemeScene as a possessive or plural.

Do not add prefix or suffix words, numbers or symbols

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Attribution of the Optoma trademark or the ThemeScene® trademark

The law provides for others to use the Optoma trademark or the ThemeScene® trademark, in referring to goods and services from Optoma Europe Ltd. Please use these trademarks correctly and attribute ownership to Optoma Europe Ltd.

Attribution of the Optoma trademark or the ThemeScene® trademark should be shown in the fine print of:-

Printed material A4 and larger

Adverts featuring solely Optoma products or solely ThemeScene® products

Attribution can be omitted:-

When the products featured include brands in addition to Optoma or ThemeScene®.

On Website promotion

The fine print statement for the Optoma and ThemeScene® trademarks must read as follows:-

Optoma is a registered trademark of Optoma Europe Ltd.

ThemeScene® is a registered trademark of Optoma Europe Ltd

Use of Trademarks

The Optoma or the ThemeScene® trademarks must not imply ownership to another party other than Optoma Europe Ltd.

Acceptable examples are:

The Optoma EPxxx (product name) i.e. projector from Company xxxx

The ThemeScene® HDxxx (product name) i.e. digital projector from Company xxxx

Unacceptable examples are:

Company (Name) EPxxx (product name) i.e. projector from Optoma

Company (Name) HDxxx (product name) i.e. digital projector ThemeScene®

Use of Logo

Application of the Optoma and ThemeScene logos



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Standard colours

Optoma Colours



Pantone 185c
C-02 M-100 Y-82 K-00



Pantone black
C-00 M-00 Y-00 K-100

ThemeScene Colours



Pantone 534u (solid uncoated)
C-91 M-72 Y-27 K-00



Pantone 802c (metallic coated)

The colours must not be changed in any way.

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Non standard colours



Pantone Process Black



Pantone 185C
(4 Colour C2 M100 Y82 K0)



White

Where the original Optoma or ThemeScene logo cannot be clearly seen using standard colours, the logos may be used with the following colours:



Pantone Process Black



White on Black Background

The colours must not be changed in any way.

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Sizing

The aspect ratio of the Optoma logo and the ThemeScene logo must be adhered to at all times.
The logo cannot be stretched or distorted in any way.

The minimum size that the Optoma logo and the ThemeScene logo can appear is with the width set as 40mm.



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Spacing

The minimum space around the Optoma trademark shall be equal to 1/2 inch or 13mm.

The minimum space around the ThemeScene trademark shall be equal to 1/2 inch or 13mm.



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Logo Misuse

There should be no alteration or misuse of the Optoma logo or the ThemeScene logo in any way. This includes but is not limited to the following examples



Old Logo



Don't stretch or skew the logo in anyway



Don't use non standard colours

Any misuse of the logo compromises the integrity and weakens the Optoma or the ThemeScene brand. Therefore, only approved artwork should be used. Digital files are available for download from the Press area at www.optomaeurope.com or www.optoma.eu



Don't tilt the logo



Don't use non standard colours



Don't stretch or skew the logo in any way

Each use of the Optoma logo and the ThemeScene logo must receive approval from your local Optoma office or the Corporate Communications Department, Optoma Europe Ltd, UK.

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Contact Details

In the event of any questions relating to the correct usage of the Optoma logo or the ThemeScene logo, please contact your local Optoma office or the Corporate Communications Department, Optoma Europe Ltd.

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