

“CI Plus” Logo Usage Guidelines

These “CI Plus” Logo Usage Guidelines describe the correct use of the “CI Plus” Logo.

Because the “CI Plus” Logo represents a recognized quality it is a valuable asset. Therefore it is important that the branding identity maintain the same quality. These guidelines should be carefully applied before incorporating the “CI Plus” Logo into your product or related support materials.

Use of the “CI Plus” Logo

The “CI Plus” Logo may be used only by Licensees who have entered into the “CI Plus” Logo License Agreement with CI Plus LLP (as well as their distributors and resellers pursuant to the “CI Plus” Logo License Agreement).

The “CI Plus” Logo may only be used as set forth in these guidelines and in the Agreement. The “CI Plus” Logo may only be used in connection with the promotion of the “CI Plus” Television Receivers, and on products that are compliant with the “CI Plus” Minimum Requirements as defined in the “CI Plus” Logo License Agreement.

Licensees may not use any other trademark, service mark, trade name, logo or other indicia of ownership which could reasonably be deemed to be confusingly similar, deceptive or misleading with respect to the “CI Plus” Logo, or which could reasonably be deemed apt to dilute the “CI Plus” Logo.

Positioning

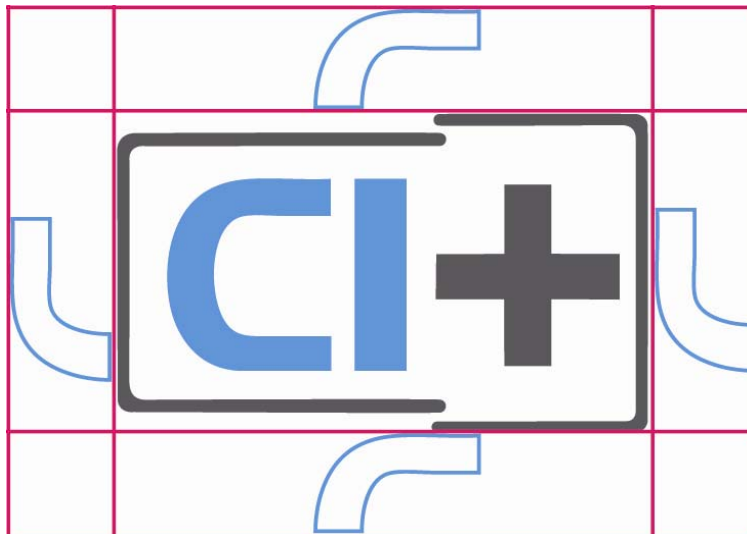
The “CI Plus” Logo should be positioned in a horizontal format. Do not rotate the logo in a vertical, diagonal, or upside-down format.

Alteration

The “CI Plus” Logo may not be altered (alteration includes outlining, rotating, skewing, stretching, scaling in a disproportional manner or reproducing the mark three-dimensionally).

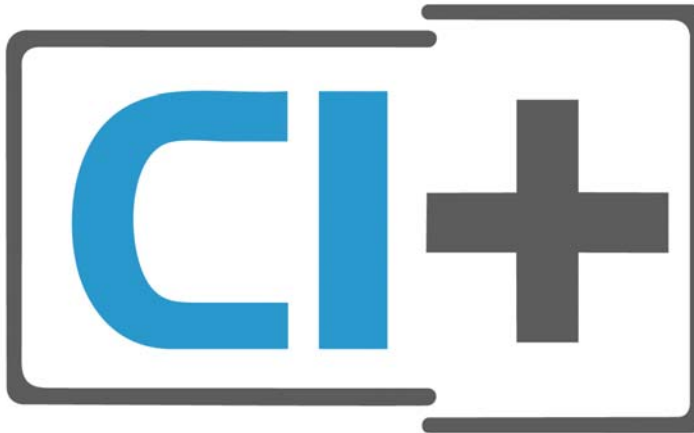
Clear Space / Safe Zone

The “CI Plus” Logo must always be positioned alone and apart from any other text or graphics. The minimum stand-alone space around the mark is half of the height of the letter "C" in that usage of the “CI Plus” Logo.



Colours

Acceptable colours for the “CI Plus” Logo are Black, White or Blue and Grey.



If in Blue and Grey the following colors should be used:

Blue:

C(75%)M(26%)Y(2%)K(0%)

R(42)V(151)B(204)

#2a97cc

Pantone® Solid Coated 542C

Grey:

C(64%)M(55%)Y(51%)K(26%)

R(92)V(92)B(92)

#5c5c5c

Pantone® Solid Coated 425C

Backgrounds

The "CI Plus" Logo should always appear on a clean, solid background of high-value contrast (example: value equivalent to 50 percent black or darker if using a negative "white" logo).

Size

The “CI Plus” Logo should not be less prominent than other 3rd-party technology marks or logos appearing on the product. The size of the “CI Plus” Logo should be 1 cm tall or larger.

Placement Guidelines

The following are specific placement guidelines:

a. Product Usage

The “CI Plus” Logo should never be obstructed by another label or sticker. The “CI Plus” Logo can be placed on the product using a label or sticker. The “CI Plus” logo can also be used as an electronic image within products.

b. Packaging

The “CI Plus” Logo may be placed on the front, rear, side or top-viewing panel of the package. It should never be obstructed by another label or sticker. The “CI Plus” Logo may be printed directly onto packaging or placed on the package using a label or sticker.

c. Web Pages

The “CI Plus” Logo may be used on Web pages.

d. Advertisement, Direct Mail, Collateral and Documentation

The “CI Plus” Logo may be used in advertising, direct mail, collateral or documentation.

Where Not to Use the “CI Plus” Logo

The “CI Plus” Logo may not appear on or in connection with any product that is not fully compliant with the “CI Plus” Minimum Requirements, as set forth in the “CI Plus” Logo License Agreement.

Referencing “CI Plus” in Text

In text reference may be made to the fact that a “CI Plus” Television Receiver complies with the “CI Plus” Minimum Requirements.

Trademark Notices

The following trademark notice should be included in marketing materials, such as press releases, brochures, manuals, advertising, product fliers:

The “CI Plus” Logo is a trademark of CI Plus LLP.

Other Terms and Conditions

Your license to use the “CI Plus” Logo will terminate no later than the termination or expiration date of the “CI Plus” Logo License Agreement with which you obtained the right to use the “CI Plus” Logo.

Warning

The “CI Plus” Logo shall not be used in connection with products of companies that have not entered into an "CI Plus" Logo License Agreement with CI Plus LLP or with products of brands not covered by an "CI Plus" Logo License Agreement with CI Plus LLP.

CI Plus LLP reserves the right to initiate legal proceedings to preserve its rights.

Non-commercial Usage

Authorization for and information on the non-commercial usage of the “CI Plus” Logo can be obtained from CI Plus LLP.