



CI Plus LLP  
31 Chertsey Street  
Guildford  
Surrey, GU1 4HD  
United Kingdom

## **“CI Plus” Logo Guidelines**

These CI Plus Logo Guidelines (the “**CI Plus Logo Guidelines**”) describe how the CI Plus Logo (as defined below) and the CI Plus ECP-1 Logo (as defined below) must be used by the Licensee (as defined in the CI Plus Interim License Agreement) to promote products and related support materials.

### **Definitions**

All capitalized terms not defined in this CI Plus Logo Guidelines shall have the same meaning as set forth in the CI Plus Interim License Agreement (as amended by the Addendum) or the Specifications.

### **Use of the CI Plus Logo and CI Plus ECP-1 Logo**

The Licensee shall only use the “CI Plus” Logo as set out in the Appendix to these CI Plus Logo Guidelines (the “**CI Plus Logo**”) in connection with the promotion of a “Standard Device Type” which is a “Registered Device” and which has been provisioned with only one Root of Trust (CI Plus Root of Trust) or both Roots of Trust (CI Plus Root of Trust and CI Plus 2nd Root of Trust).

The Licensee shall only use the “CI Plus ECP-1” Logo as set out in the Appendix to these CI Plus Logo Guidelines (the “**CI Plus ECP-1 Logo**”) in connection with the promotion of a “ECP Device Type” which is a “Registered Device” and which has been provisioned with both Roots of Trust (CI Plus Root of Trust and CI Plus 2nd Root of Trust).

Licensees shall 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 and/or CI Plus ECP-1 Logo, or which could reasonably be deemed to dilute the CI Plus Logo and/or CI Plus ECP-1 Logo.

### **Positioning**

The CI Plus Logo and the CI Plus ECP-1 Logo must be positioned in a horizontal format. The Licensee shall not rotate the logo in a vertical, diagonal, or upside-down format.

### **Alteration**

The Licensee shall not alter the CI Plus Logo nor the CI Plus ECP-1 Logo (alteration includes outlining, rotating, skewing, stretching, scaling in a disproportional manner or reproducing the mark three-dimensionally).

### **Clear Space / Safe Zone**

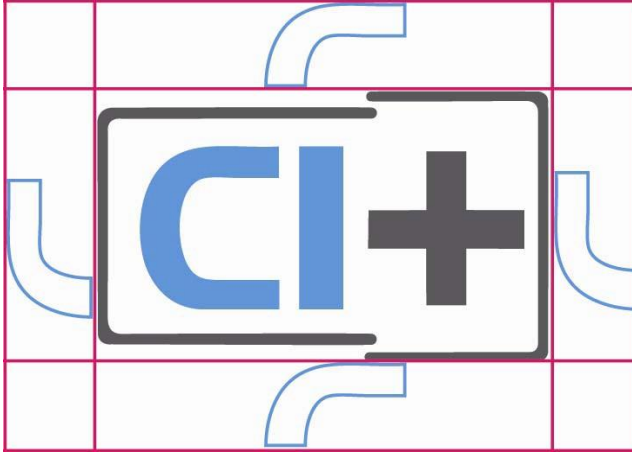
The Licensee shall always position the CI Plus Logo and the CI Plus ECP-1 Logo alone and apart from any other text or graphics. The minimum stand-alone space around the mark is half of the height of the letter “C” in that usage of the CI Plus Logo and the CI Plus ECP-1 Logo.



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## Appendix

### CI Plus Logo



Acceptable colors for the CI Plus Logo are (i) Black and White or (ii) Blue and Grey.



If in Blue and Grey the following colors must 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



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### CI Plus ECP-1 Logo



Acceptable colors for the CI Plus ECP-1 Logo are (i) Black and White or (ii) Blue and Grey.



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

Blue:  
C(75%)M(26%)Y(2%)K(0%)  
R(42)V(151)B(204)  
#2a97cc  
Pantone® Solid Coated Plus 2925C

Grey:  
C(64%)M(55%)Y(51%)K(26%)  
R(92)V(92)B(92)  
#5c5c5c  
Pantone® Solid Coated Plus 425C



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### **Backgrounds**

The CI Plus Logo and the CI Plus ECP-1 Logo must 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 and the CI Plus ECP-1 Logo must not be less prominent than other 3rd-party technology marks or logos appearing on the product.

### **Placement Guidelines**

The following are specific placement guidelines:

#### **a. Product Usage**

The CI Plus Logo and the CI Plus ECP-1 Logo must never be obstructed by another label or sticker. The CI Plus Logo and the CI Plus ECP-1 Logo can be placed on the product using a label or sticker. The CI Plus Logo and the CI Plus ECP-1 logo can also be used as an electronic image within products.

#### **b. Packaging**

The CI Plus Logo and the CI Plus ECP-1 Logo may be placed on the front, rear, side or top-viewing panel of the package. It must never be obstructed by another label or sticker. The CI Plus Logo and the CI Plus ECP-1 Logo may be printed directly onto packaging or placed on the package using a label or sticker.

#### **c. Web Pages**

The CI Plus Logo and the CI Plus ECP-1 Logo may be used on Web pages.

#### **d. Advertisement, Direct Mail, Collateral and Documentation**

The CI Plus Logo and the CI Plus ECP-1 Logo may be used in advertising, direct mail, collateral or documentation.

### **When Not to Use the "CI Plus" Logo**

The CI Plus Logo shall not be used in conjunction with products that are not compliant with the "Use of the CI Plus Logo" as defined in this document.

### **When Not to Use the CI Plus ECP-1 Logo**

The CI Plus ECP-1 Logo shall not be used in conjunction with products that are not compliant with the "Use of the CI Plus ECP-1 Logo" as defined in this document.

### **Referencing "CI Plus" in Text**

In text, reference may be made to the fact that a "CI Plus" product complies with the "Standard Compliance Rules" and "Standard Robustness Rules" (both as defined in the CI Plus Interim License Agreement).

### **Referencing "CI Plus ECP" in Text**

In text, reference may be made to the fact that a "CI Plus ECP" product complies with the "ECP Compliance Rules" and "ECP Robustness Rules" (both as defined in the CI Plus Interim License Agreement).



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### **Trademark Notices**

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

The CI Plus Logo and the CI Plus ECP-1 Logo are trademark of CI Plus LLP.

### **Other Terms and Conditions**

Your license to use the CI Plus Logo will terminate no later than the termination (whether in whole or in part) or expiration date of the CI Plus Interim License Agreement with which the Licensee obtained the right to use the CI Plus Logo.

The Licensee's license to use the CI Plus ECP-1 Logo will terminate no later than the termination (whether in whole or in part) or expiration date of the CI Plus Interim License Agreement with which the Licensee obtained the right to use the CI Plus ECP-1 Logo.

### **Warning**

The CI Plus Logo shall not be used in connection with products that are not compliant with the **"Use of the CI Plus Logo"** as defined in this document. CI Plus LLP reserves the right to initiate legal proceedings to preserve its rights.

The CI Plus ECP-1 Logo shall not be used in connection with products that do not comply with the **"Use of the CI Plus ECP-1 Logo"** as defined in this document. 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 and the CI Plus ECP-1 Logo can be obtained from CI Plus LLP.