

Rev. March3, 2008



# Blu-ray Disc LOGO GUIDE

## Introduction

This document describes a set of rules for the correct utilization of the Blu-ray Disc logo.

These instructions for logo utilization supersede all other instructions for Blu-ray Disc logo usage and describe the manner in which the logos are to be utilized on the objects indicated.

Manufacturers having a Blu-ray Disc Format and Logo License Agreement with the license entity are entitled to use the appropriate logos under the condition that they comply with the requirements of this guide. No company or person is entitled to use any of the logos to licensed products without first signing the Blu-ray Disc Format and Logo License Agreement.

If the Blu-ray Disc logo is used then it must be used as specified by this guide.

Use of any of the logos described in this guide is permitted only via a license and/or explicit written permission from the license entity. This document is made available without prejudice to any of the rights of the entity.

This document is subject to change without prior notice.

## Warning

This document will mainly be distributed as a pdf file. The pdf distribution could result in non-readable characters due to the unavailability of character sets on the viewing platform or due to limitations of the printer used. The applied compression has a noticeable effect on the resolution of the logos and other graphics shown in this guide.

## Object

The logos described in this document may only be applied to products that are manufactured in accordance with Blu-ray Disc Format and Logo License Agreement, and related packaging, advertising and printed materials, and sales promotion goods, etc. The logos may also be displayed on electrically generated images of television and computer monitors.

## **Territory**

These instructions for utilization specify the way the logos described in this document are to be utilized on a worldwide basis, subject to applicable law.

## **Description of the Blu-ray Disc logo**

Four types of “Blu-ray Disc” logos (Logo A, Logo B, Logo C and Logo D) may be used under the Blu-ray Disc Format and Logo License Agreement and/or explicit written permission from the license entity.

Logo A may be used and can be reduced or enlarged so long as it complies with the minimum size requirements in the “Size” section of this guide.

Logo B or Logo C can be used only when Logo A cannot be displayed at the specified minimum size. Logo B and Logo C must be used in the specified sizes mentioned in the “Size” section of this guide by using dedicated artwork files for each size.

Logo D can be used only for promotional materials.

Logo A, Logo B, Logo C and Logo D are collectively referred to as “the appropriate logo”.

## UTILIZATION OF THE Blu-ray Disc LOGO

### Shape

The appropriate logo must always be utilized as described in this document and in accordance with the original artwork as referred to in this document.

Any user-created additions, deletions and modifications to any part or whole of the appropriate logo are strictly prohibited and the logos must always be displayed in legible and easily readable manner with the human eye.

### Color

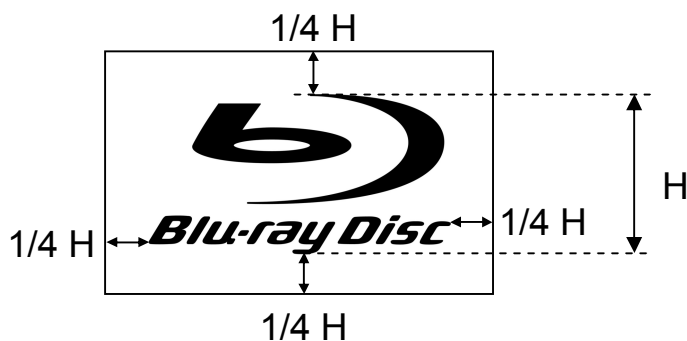
The appropriate logo is recommended to be used in blue (process blue), black, white, or the gray scale between black and white. Recommended color for blue is PANTONE 2925C or equivalent. A decolorized logo may also be used for an embossed or engraved logo.

Different colors within the same logo may not be utilized. Different textures or surface irregularities within the same logo may not be utilized. The logo must be clearly visible against the background.

### Clear zone

The appropriate logo must be utilized maintaining a clear zone. A clear zone is an area in which no other graphical or textual elements appear and is at least 25% of the height of the appropriate logo as shown below. The sole exception is the case indicating "TM" as notification of trademark, which is described in the section of "Type style and/or trademark".

The appropriate logo may not be enclosed on its own in any kind of border, box or frame, nor may any text, slogan, etc. be added. The appropriate logo must therefore be utilized on its own and be free-standing.



**Size**

The size of the appropriate logo is indicated by the height (H) as shown below.

The Logo A may be reduced or enlarged on the condition that the same relative positions and proportions between the respective elements are maintained. The minimum size of the height of the Logo A is 8mm.

The Logo B and Logo C must be used in the specified height as shown below, by using dedicated artwork files listed in the section of “Artwork files”.

The Logo D may be enlarged and the minimum size of the height thereof is 2mm.

Logo A



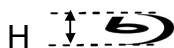
Logo B



logo name	Logo B-1	Logo B-2	Logo B-3	Logo B-4
size (H)	7mm	6mm	5mm	4mm



Logo C



logo name	Logo C-1	Logo C-2	Logo C-3	Logo C-4	Logo C-5	Logo C-6
size (H)	5mm	4mm	3mm	2.5mm	2mm	1.5mm



Logo D



## Appearance

The appropriate logo should be displayed in a prominent place on:

- a) Blu-ray Disc recorders and players;
- b) Blu-ray Disc recording media (disc and disc cartridge);

The appropriate logo may also be displayed on:

- c) Blu-ray Disc cartridge box, inlay card and booklet and its covering material;
- d) instruction manual of Blu-ray Disc product (in whatever form the manual is provided, it is recommended that the Blu-ray Disc logo appear at least on the cover of the manual);
- e) packing boxes of Blu-ray Disc recorders and players;
- f) printed materials (including catalogs, posters, advertising materials, etc.) and sales promotion goods related to Blu-ray Disc products;
- g) electrically generated images on television and computer monitors;

## Animated Logo

An animated logo can be created only when it ends with the appropriate logo. At the end of the animation, it is recommended to use the blue Logo A.

## Type style and/or trademark

### (1) Use of “Blu-ray Disc” or “BLU-RAY DISC”

When referring to “Blu-ray Disc” products, the word “Blu-ray Disc” “BLU-RAY DISC” can be used in a plain-letter form (with a space between the letter “Y” and “D”).

### (2) Use of “Blu-ray Disc<sup>®</sup>” or “BLU-RAY DISC<sup>®</sup>”

When referring to “Blu-ray Disc” products, “Blu-ray Disc” or “BLU-RAY DISC” can be used together with the product category name.

(ex. Blu-ray Disc Recorder, Blu-ray Disc Player, etc)

### (3) Use of “Blu-ray”, “BLU-RAY”, “<sup>®</sup>Blu-ray”, “<sup>®</sup>BLU-RAY”, “Blu-ray<sup>®</sup>” or “BLU-RAY<sup>®</sup>”

In printed materials and electrically generated images on television and computer monitor, “Blu-ray” or “BLU-RAY” can be used in a plain-letter form.

“Blu-ray” or “BLU-RAY” can be used together with trademarks owned by each company and/or product category name for the purpose of business promotion.

(ex. Blu-ray Recorder, <sup>®</sup>[trade mark] Blu-ray, etc)

In case that “Blu-ray” or “BLU-RAY” is used together with trademarks owned by each company and product category name, any design or stylization of “Blu-ray” or “BLU-RAY” is prohibited.

“Blu-ray”, “BLU-RAY”, “<sup>®</sup>Blu-ray”, “<sup>®</sup>BLU-RAY”, “Blu-ray<sup>®</sup>” or “BLU-RAY<sup>®</sup>” cannot be used on following items:

- a) Blu-ray Disc recorders and players
- b) Blu-ray Disc recording media

Example of incorrect manner:

Bluray Disc, Blu-Ray Disc, BLU-RAYDISC, Blu-ray disc, BLU-RAY Disc, Bluray, etc.

The word “Blu-ray Disc”, “BLU-RAY DISC”, “Blu-ray” or “BLU-RAY” must be separated from other words or trademarks at least with a space.

Example of incorrect manner:

BLU-RAY DISCREORDER, SUPERBLU-RAY DISC, etc.

For the purpose of protection of the “Blu-ray Disc” trademark, a trademark notification is needed if a logo is used in printed material and electrically generated images on television and computer monitor.

A trademark notification consists of the logo followed by the characters “TM” or the word enclosed within quotation marks and followed by the text as shown below:

e.g.

“Blu-ray Disc” and  are trademarks.



The artwork files equipped with “TM” are also provided.

e.g.



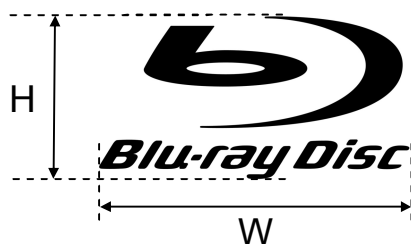
### Defined logos

The logo data for utilization is prepared as explained in the last page, and scanning of the logos shown on these pages is not allowed, as they were not designed to provide sufficient quality or detail.



## Aspect Ratio

The Logo A may be reduced or enlarged on the condition that the same relative positions and proportions between the respective elements (aspect ratio) as indicated by the artwork are maintained. The aspect ratio may not deviate more than 5% from the values indicated below.



Aspect Ratio:

Width (W) = 1.9 x Height (H)

## Artwork files

This document is in general delivered together with the original artwork in electronic form listed below. In case you need the logo in another electronic format not listed below please notify the license entity. The logos included in this guide are not of sufficient quality and detail so they may not be used in place of original artwork.

<u>Logo Name</u>	<u>Height of Logo</u>	<u>File Name</u>	<u>Type of File</u>
Logo A	8mm or over	BD_A_H8mm_over	.eps, TIFF
Logo A with TM	8mm or over	BD_A_H8mm_overT	.eps, TIFF
Logo B-1	7mm	BD_B1_H7mm	.eps, TIFF
Logo B-1 with TM	7mm	BD_B1_H7mmT	.eps, TIFF
Logo B-2	6mm	BD_B2_H6mm	.eps, TIFF
Logo B-2 with TM	6mm	BD_B2_H6mmT	.eps, TIFF
Logo B-3	5mm	BD_B3_H5mm	.eps, TIFF
Logo B-3 with TM	5mm	BD_B3_H5mmT	.eps, TIFF
Logo B-4	4mm	BD_B4_H4mm	.eps, TIFF
Logo B-4 with TM	4mm	BD_B4_H4mmT	.eps, TIFF
Logo C-1	5mm	BD_C1_H5mm	.eps, TIFF
Logo C-1 with TM	5mm	BD_C1_H5mmT	.eps, TIFF
Logo C-2	4mm	BD_C2_H4mm	.eps, TIFF
Logo C-2 with TM	4mm	BD_C2_H4mmT	.eps, TIFF
Logo C-3	3mm	BD_C3_H3mm	.eps, TIFF
Logo C-3 with TM	3mm	BD_C3_H3mmT	.eps, TIFF
Logo C-4	2.5mm	BD_C4_H2-5mm	.eps, TIFF
Logo C-4 with TM	2.5mm	BD_C4_H2-5mmT	.eps, TIFF
Logo C-5	2mm	BD_C5_H2mm	.eps, TIFF
Logo C-5 with TM	2mm	BD_C5_H2mmT	.eps, TIFF
Logo C-6	1.5mm	BD_C6_H1-5mm	.eps, TIFF
Logo C-6 with TM	1.5mm	BD_C6_H1-5mmT	.eps, TIFF
Logo D	2mm or over	BD_D_H8mm_over	.esp
Logo D with TM	2mm or over	BD_D_H8mm_overT	.esp

JPEG files of Logo A are also provided for convenience.

<u>File name</u>	<u>Color</u>	<u>TM</u>
BD_black.jpg	black	No
BD_blue.jpg	blue	No
BD_black_TM.jpg	black	Yes
BD_blue_TM.jpg	blue	Yes

### **Restriction**

Logo shall not be used in any manner that dilutes or impairs the rights of the Logo Owners in the Logo.

It shall be ensured that all legends and notices required by the Logo Guide are imprinted legibly and irremovably on all materials on which the Logo appears in any form.

Any other logo, trademark, trade name or other designation with the Logo shall not be superimposed or combined.

### **Notice**

For further explanation of the content of this document, any perceived inconsistency or ambiguity of interpretation, or the delivery of the logo files, please consult the License Office:

License Office

Blu-ray Disc Association

10 Universal City Plaza, T-100, Universal City CA91608, USA

FAX:+1-818-763-9027

Web Site: <http://www.blu-raydisc.info>

E-mail: [license@bdamail.com](mailto:license@bdamail.com)

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Published by Blu-ray Disc Association

## BONUSVIEW Logo Guideline

**BONUS *VIEW***

**Note: This BONUSVIEW Logo Guideline is only applicable for Blu-ray Disc Read Only  
Format 2.0 and Logo Agreement Licensees**

## **1. About this Guideline**

### **1.1 Objective of this Guideline**

This Guideline is established for “BONUSVIEW” name and Logo to make a stronger impression and thereby generate its brand awareness effectively in the market by being used in a correct and consistent manner.

### **1.2 Users of this Guideline**

Blu-ray Disc Association and Licensees of Blu-ray Disc Read Only Format 2.0 and Logo License Agreement.

The parties who can use the “BONUSVIEW” name or “BONUSVIEW” Logo will be limited to the aforementioned parties for the permitted purpose set forth in 2.2 hereof.

### **1.3 Revision or Abolition of this Guideline**

This Guideline is subject to revision or abolition without prior notice to the Licensee.

### **1.4 Contact**

License Office

Blu-ray Disc Association

10 Universal City Plaza, T-100, Universal City, CA 91608, USA

Fax: +1-818-763-9027

Web Site: <http://www.blu-raydisc.info>

E-mail: [license@bdamail.com](mailto:license@bdamail.com)

## 2. About “BONUSVIEW” name and Logo

### 2.1 Definition of “BONUSVIEW” and “BONUSVIEW” Logo

“BONUSVIEW” is the name of the Profile 1 version 1.1 dedicated features/functions which are designated as “Note 1” in Annex D of “System Description, Blu-ray Disc Read Only Format part3: Audio Visual Basic Specifications version 2.XX”, including but not limited to “picture-in-picture” (hereinafter called “BONUSVIEW Functions”).

“BONUSVIEW” Logo shows BONUSVIEW Functions

### 2.2 Permitted use of “BONUSVIEW ” Logo

“BONUSVIEW” Logo can only be used on the following items which satisfy the definition described in 2.1.

Products themselves, packages, instruction manuals, or any other product related items.

Advertising materials (printed materials such as catalogues, posters, etc. or screen-based media such as commercial messages, websites), promotional materials such as POP, shop displays, etc. or event.

For avoidance of doubt, “BONUSVIEW” Logo can only be used for the following product categories with BONUSVIEW Functions:

- (i) “BD-ROM Game Console”;
- (ii) “BD-ROM Movie Player”;;
- (iii) “BD-ROM PC Application Software”; or
- (iv) “BD-ROM Movie Media”.

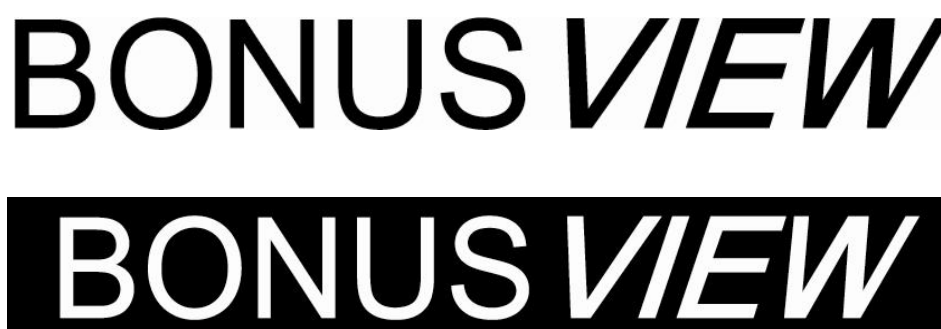
### 2.3 Territory of use of “BONUSVIEW” Logo

“BONUSVIEW” Logo can be used worldwide as a trademark, except in those countries where the use of “BONUSVIEW” Logo is prohibited by law.

### 3. Basic rule to the use of “BONUSVIEW” Logo

#### 3.1 Correct form and reproduction

“BONUSVIEW” Logo shall always be displayed correctly, in the specified form. When reproducing the “BONUSVIEW” Logo, be sure to use the designated Logo data supplied together with these usage regulations. The Logo shall be reproduced precisely without distorting the Logo or changing the height-to-width ratio.



#### 3.2 Size specification and minimum size

- **Size Specification of “BONUSVIEW” Logo**

When specifying the size of “BONUSVIEW” Logo, use its height (H) as reference, as shown below.



- **Minimum size of “BONUSVIEW” Logo**

The height of the “BONUSVIEW” Logo shall never be less than 4mm (height H = 4 mm), from the viewpoint of reproducibility. When the Logo is to appear on a screen, it shall be never less than 20 pixels (height H = 20 pixels). However, if the Logo would be difficult to be reproduced accurately even at a height of 4mm or 20 pixels in case of displaying on a product itself, etc., the minimum size shall be increased.

H=4mm  **BONUS *VIEW***

H=20 pixel  **BONUS *VIEW***



### 3.3 Logo colors

Recommended color for “BONUSVIEW” Logo is black and white as shown below.

Different colors within the same Logo may not be utilized.

**BONUS *VIEW***

**BONUS *VIEW***

#### < Don't >

- Even when one color is used, no spot or gradation reproduction shall be used.
- More than one color shall not be used.

### 3.4 Background colors

While the background colors are not specified, careful consideration shall be made in order for the “BONUSVIEW” Logo to be conspicuous when choosing the Logo color and background color. In addition, the “BONUSVIEW” Logo shall not be displayed more than once on the same surface such as a background pattern.

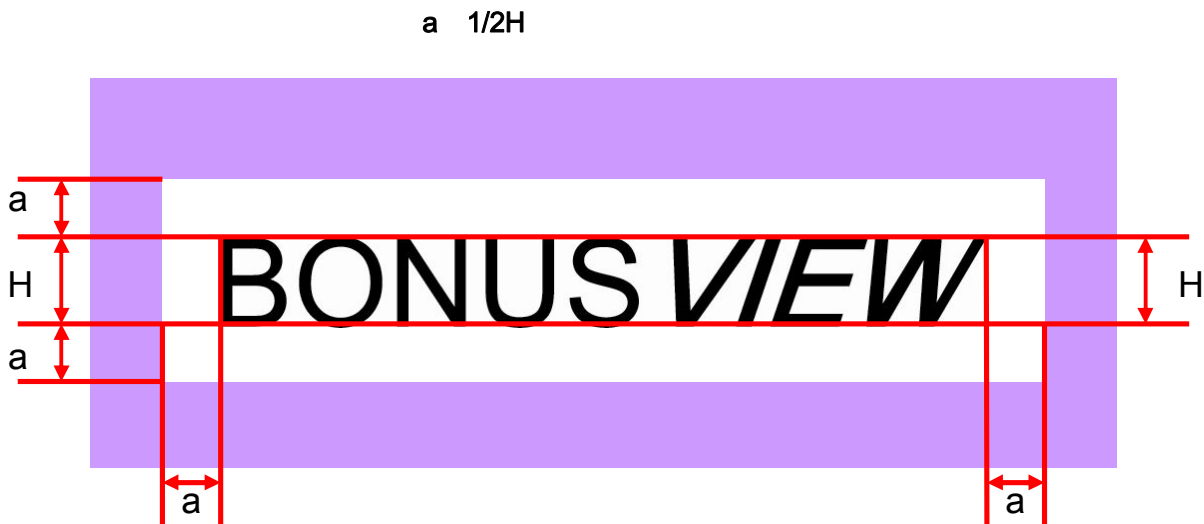
#### < Don't >

- Do not display the Logo against a background that reduces its clarity.
- Do not use designs or patterns which weaken the impact of Logo, for background or around the Logo, even if the isolation zone is kept.
- Do not use the Logo as a background pattern.
- Do not use color combinations that reduce clarity or lack appropriate brightness, vividness, or contrast.

**3.5 Isolation Zone**

Leave ample space on all sides of the “BONUSVIEW” Logo (the isolation zone).

Do not display any elements inside the isolation zone to keep the impact on the Logo.



**3.6 Prohibition against combined use**

“BONUSVIEW” Logo shall always be placed in clear, conspicuous and independent manner without combining other elements such as text and graphics.

**< Don't >**

- Do not combine to the other elements with the Logo to prevent its being recognized as a different mark.
- Do not combine the Logo with any other name, such as a description of product, model name et cetera.

#### 4. Trademark notice

It should be clearly stated that the “BONUSVIEW” Logo is a trademark and the property of BDA at least one time when it is used on printed materials or websites.

Ex: “BONUSVIEW” is trademark of Blu-ray Disc Association

**BONUS *VIEW*™**

**BONUS *VIEW*™**

## 5. Artwork files

This document is in general delivered together with the original art work in electronic form listed in below.

<u>File name</u>	<u>Color</u>	<u>TM</u>
BONUS VIEW LOGO-b.tif	black	No
BONUS VIEW LOGO-w.tif	white	No
BONUS VIEW LOGO ( TM ) -b.tif	black	Yes
BONUS VIEW LOGO ( TM ) -w.tif	white	Yes
BONUS VIEW LOGO-b.jpeg	black	No
BONUS VIEW LOGO-w.jpeg	white	No
BONUS VIEW LOGO ( TM ) -b.jpeg	black	Yes
BONUS VIEW LOGO ( TM ) -w.jpeg	white	Yes
BONUS VIEW LOGO.eps	both black & white	No
BONUS VIEW LOGO ( TM ) .eps	both black & white	Yes