



kaleidescape

Kaleidescape Branding Guide

Effective October 4, 2011

Introduction

The Kaleidescape logo is the keystone of the Kaleidescape™ brand identity. It represents the entertainment simplicity and unlimited choice provided by our products and services. The Kaleidescape logo identifies and brands the company. As one of our most important items of intellectual property, the Kaleidescape logo must be protected through proper use and attribution.

Trademark Notice

The Kaleidescape logo is an image consisting of a hexagonal icon of triangles and the company name in a distinctive typeface. The word Kaleidescape and the hexagonal icon are registered trademarks in the United States and certain other jurisdictions.

Any document that uses the Kaleidescape logo or the word Kaleidescape must include the following trademark notice as appropriate for the trademarks used:

Kaleidescape and the Kaleidescape logo are trademarks of Kaleidescape, Inc. and are registered in the United States and certain other jurisdictions.

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Include the appropriate trademark symbol (® or ™) the first time the word Kaleidescape appears inline in a document. That is, do not include a trademark symbol in a document title or section heading but do include the appropriate trademark symbol the first time the word Kaleidescape appears within the body of the document. For documents distributed exclusively in the United States and/or Canada (including websites based in the United States or Canada, and emails sent solely to addresses in the United States or Canada), write Kaleidescape®. For documents distributed at least partly outside the United States and Canada (including emails sent to addresses outside of the United States), write Kaleidescape™.

Using Kaleidescape as a Trademark

When using the word Kaleidescape as a trademark (as opposed to using it to refer to the company), always use it as an adjective, followed by an appropriate noun.

Correct examples: The Kaleidescape System provides a powerful and entertaining movie-watching experience in your own home. A Kaleidescape server stores an exact digital copy of your movies on a reliable array of hard disk drives.

Incorrect example: The Kaleidescape is an award-winning movie server.

Never use the word Kaleidescape alone unless referring to the company or to the trademark itself.

Correct example: Kaleidescape is a trademark of Kaleidescape, Inc.

The word Kaleidescape must always be capitalized, except in logo artwork supplied by Kaleidescape. Proper names of Kaleidescape components or Kaleidescape products must be capitalized. Words that describe Kaleidescape components, but are not necessarily proper names of Kaleidescape components (such as server, player, vault, and system), should not be capitalized. The word Kaleidescape may be omitted from the proper name of a Kaleidescape product or Kaleidescape component only after the complete proper name has been introduced.

Correct examples: Kaleidescape players include the Kaleidescape M500 Player, Kaleidescape M300 Player, and Kaleidescape Music Player. The M500 Player and M300 Player are based on Kaleidescape M-Class architecture, a powerful platform for the onscreen user interface and for playing Blu-ray content.

Do not use the informal names Kscape or K to refer to the company or the trademark.

When referring to the company, use the complete company name: Kaleidescape, Inc.; Kaleidescape Europe Ltd.; or Kaleidescape Canada, Inc. After the complete company name has been used for the first time in a document, the shorter name without the corporate abbreviation can be used: Kaleidescape; Kaleidescape Europe; Kaleidescape Canada.

Spell Kaleidescape correctly.

The correct pronunciation of Kaleidescape is the same as the first two syllables of the word kaleidoscope but ending with the word escape in English. The primary stress is on the second syllable.

The Kaleidescape Logo

Artwork

Kaleidescape supplies product images and logo artwork in several file formats for use in print and online applications. See the Press Room section of the Kaleidescape website, www.kaleidescape.com/news/press.php.

Always use the Kaleidescape logo artwork files supplied by Kaleidescape when applying the logo. Do not make your own artwork to recreate the Kaleidescape logo. Use only artwork and images supplied on the Press Room section of the Kaleidescape website; do not copy and paste other images from the

Kaleidescape website or other collaterals. Avoid converting the Kaleidescape logo to the JPEG file format; this lossy image format will create block artifacts in the triangles.

Please contact Kaleidescape if you require artwork in other formats or sizes.

Colors

The Kaleidescape logo should be placed on either a white or black background, no other color. When using a black background, use a version of the Kaleidescape logo that has been labeled as reversed.

Here are the colors for the Kaleidescape logo as specified in the Pantone Matching System (PMS), CMYK process, and RGB color spaces.

Black text on a white background

Dark blue	PMS 647	CMYK 96-53-5-24	RGB 22-87-136
Light blue	PMS 645	CMYK 55-24-2-8	RGB 115-154-188
Yellow	PMS 1235	CMYK 0-30-95-0	RGB 255-182-18

White text on a black background (reverse)

Dark blue	PMS 646	CMYK 73-30-3-10	RGB 84-130-171
Light blue	PMS 644	CMYK 41-11-2-6	RGB 147-177-204
Yellow	PMS 1235	CMYK 0-30-95-0	RGB 255-182-18

Note that in the reverse logo version, the blue colors are lighter for increased contrast.

Do not change or replace any of these colors.

Clear Space

The logo artwork supplied by Kaleidescape includes 10% clear space on all sides. Consequently, the dimensions of the visible logo are 5/6 of the dimensions of the artwork with clear space.

Scaling

The Kaleidescape logo is supplied in vector-graphics based Encapsulated PostScript format. This EPS file can be imported into your artwork projects at any size that suits your use.

The Kaleidescape logo is supplied in PNG bitmap format at one size, 150×120 pixels. Do not take an EPS version of the logo and rasterize it to bitmap with an image editing application. Do not upscale the PNG version of the logo.

Do not scale the Kaleidescape logo to such a small size that the word Kaleidescape becomes illegible. Do not scale the Kaleidescape logo if it degrades the appearance of the word Kaleidescape in its distinctive geometric typeface.

If scaled, preserve the artwork's aspect ratio (width/height = 1.25). Do not change the relative size relationship between the hexagonal icon and the word Kaleidescape. If the hexagonal icon is scaled, then the word Kaleidescape must be scaled at the same ratio.

Image Processing Effects

Do not apply any image processing effects to the Kaleidescape logo that change the appearance of the logo. Do not apply a drop shadow, gradient, or a three-dimensional effect to the logo.

Alignment

Do not rotate the logo relative to its environment. The word Kaleidescape must appear horizontally.

As supplied in all logo artwork files by Kaleidescape, the word Kaleidescape is centrally aligned below the hexagonal icon at a particular distance and particular relative size. Do not change the alignment between the hexagonal icon and the word Kaleidescape. Do not slide the hexagonal icon to the side of the word Kaleidescape to create a more rectangular logo.

Contact

If you have questions about how to apply the guidelines or if you have artwork you would like reviewed, please contact us at press@kaleidescape.com. This document is available at www.kaleidescape.com/go/branding.