

## Dolby Pro Logic II Trademark Usage on Games

### 1 Guidelines for Trademark Usage

The audio content in games may be created using Dolby® Digital or Dolby Pro Logic® II sound processing technologies. It is important to clearly convey soundtrack information to the consumer by using the appropriate Dolby logo. These guidelines describe methods for correctly indicating this information in games and on game packaging. Uniformity of markings on games improves consumer understanding and satisfaction, thereby reducing the need for customer support.

Please always refer to a current version of this document to ensure compliance. A current markings guideline can be found at [www.dolby.com/professional/licensing\\_trademark/usage\\_channels.html](http://www.dolby.com/professional/licensing_trademark/usage_channels.html).

Prior to publication, we suggest that game publishers submit to Dolby Laboratories, for review and approval, any packaging, artwork, or instruction manual content that mentions Dolby technology. Game publishers must also supply Dolby with one release copy of products using Dolby technology for quality assurance and archiving.

### 2 Selecting the Correct Dolby Logo

- When a game contains a Dolby Pro Logic II soundtrack, it should display the Dolby Pro Logic II logo:



### 3 Dolby Logo Usage

- Dolby logos must be sized and colored so as to ensure easy readability.
- Dolby logos may be used in black, white, blue, gold, or silver. The logo must be set against a background that renders the logo easily visible and clearly legible. A single color must be used throughout the entire logo.
- Only one Dolby logo may be displayed per package surface. If a logo appears on more than one surface, ensure that it is the same logo in every case.
- The greatest dimension of a Dolby logo on a given surface shall not be less than the greatest dimension of any other technical logo presented on the same surface.
- The logo shall have a minimum “clear area” on all sides, free of any other text or logos. The “clear area” dimension shall equal the height and width of the double-D symbol, as shown in the shaded area in Figure 1. The logo height itself shall be at least 3 mm (1/8 inch). Note that the required clear area extends both to the left and the right of the logo as well as the top and bottom.

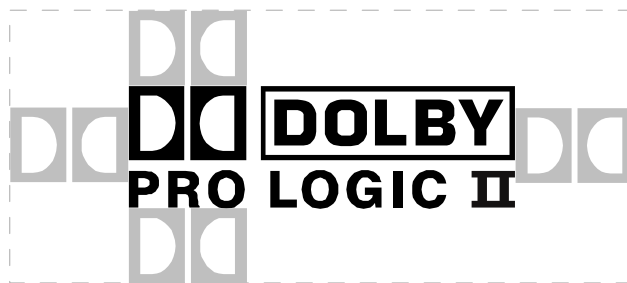


Figure 1 “Clear Area” for Dolby Logo

Logos should be placed on packaging and discs as shown in Figure 3.

Logos should be placed onscreen as shown in Figure 2.



**Figure 2** Onscreen Display of Dolby Logo

## **4 Dolby Logo Artwork**

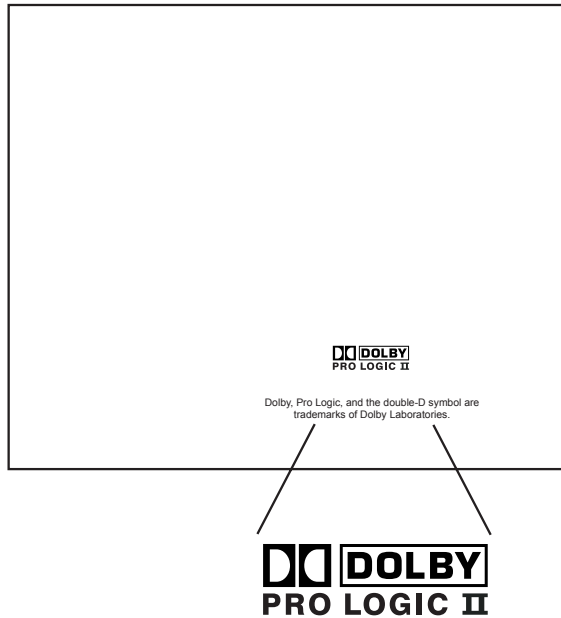
Dolby logo artwork is available without charge from Dolby Laboratories in the form of TrueType (TT) and Encapsulated PostScript (EPS) files. Please contact *TrademarkAgreement@dolby.com* for the files you need.

## **5 Trademark Acknowledgment**

A trademark acknowledgment shall be displayed whenever Dolby logos or trademarks are used. The acknowledgment shall be visible on an exposed surface of the package, and identify only those Dolby trademarks used. The correct trademark acknowledgment for games using the Dolby Pro Logic II logo is:

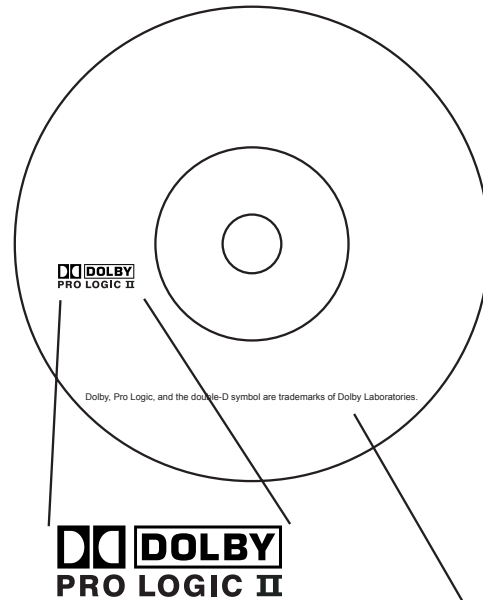
**Dolby, Pro Logic, and the double-D symbol are trademarks of  
Dolby Laboratories.**

Package Front or Back



Dolby, Pro Logic, and the double-D symbol are trademarks of Dolby Laboratories.

Disc



Dolby, Pro Logic, and the double-D symbol are trademarks of Dolby Laboratories.

**Figure 3** Placement of Dolby Logo and Trademark Acknowledgement on Game Packaging and Discs

## 6 License Notice

If a game features an interactive encoder that is compatible with Dolby Pro Logic II audio technology (for example, the Dolby Pro Logic II Interactive Content Encoder), then a notice must be included to indicate that such encoder is made under license from Dolby Laboratories. The following notice must appear at least once, either alongside the trademark acknowledgment, anywhere on the disc and/or disc packaging, or inside the user manual or user documentation:

**Manufactured under license from Dolby Laboratories.**

## 7      **Contacts**

### **USA**

#### **Dolby Laboratories Licensing Corporation**

100 Potrero Avenue  
San Francisco, CA 94103-4813 USA

**Telephone** 415-558-0200

**Fax** 415-863-1373

*game@dolby.com*

### **UK**

#### **Dolby Laboratories, Inc.**

Wootton Bassett  
Wiltshire SN4 8QJ England

**Telephone** (44) 1793-842100

**Fax** (44) 1793-842101

*game@dolby.co.uk*

### **Japan**

#### **Dolby Laboratories International Services, Inc.**

NBF Higashi-Ginza Square 3F  
13-14 Tsukiji 1-Chome, Chuo-ku  
Tokyo 104-0045

**Telephone** (81) 3-3524-7300

**Fax** (81) 3-3524-7389

*game@dolby.co.jp*