

## Dolby Digital Trademark Usage on Microsoft Xbox and Xbox 360 Games

### 1 Guidelines for Trademark Usage

The audio content for Microsoft® Xbox® and Xbox 360™ games makes use of Dolby® Digital sound processing technology. 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 Xbox and Xbox 360™ 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 Digital soundtrack, it should display the Dolby Digital logo:



- Under no circumstances may a game display logos for more than one Dolby technology. For example, if the Dolby Digital logo is used, then the Dolby Surround logo may not be used.

### 3 Dolby Logo Usage

- Dolby logos shall be sized and colored appropriately to ensure easy readability.
- Only one Dolby logo shall appear per package surface. If a logo appears on more than one surface, it shall be 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 to the left and the right of the logo as well the top and bottom.



**Figure 1** “Clear Area” for Dolby Logo

Logos should be placed on packaging and discs as shown in Figure 2.

### 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](mailto: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 Digital logo is:

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

See Figure 2 for proper placement on game packaging and discs.

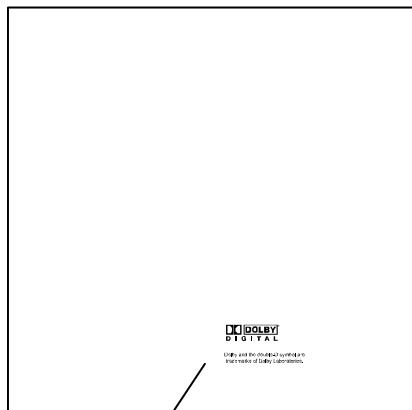
## 6 Marking Requirements

Xbox and Xbox 360 games that include Microsoft DirectSound<sup>®</sup> and/or Microsoft DirectMusic<sup>®</sup> contain copyrighted materials from Dolby Laboratories and must additionally include this copyright notice:

**Confidential unpublished work. © 1999–2004 Dolby Laboratories.  
All rights reserved.**

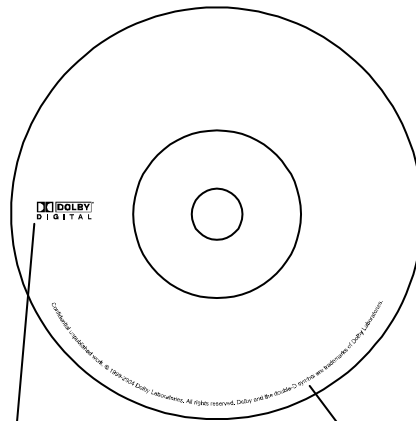
The copyright notice should be placed on discs and packaging as shown in Figure 2.

Package Front or Back



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

Disc



Confidential unpublished work. © 1999-2004 Dolby Laboratories. All rights reserved. Dolby and the double-D symbol are trademarks of Dolby Laboratories.

**Figure 2** Placement of Dolby Logo, Trademark Acknowledgement, and Copyright Notice on Xbox and Xbox 360 Game Packaging and Discs

## 7      **Contacts**

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