

Dolby Digital Pro Logic IIz Trademark Usage on Games

Guidelines for Trademark Usage

The audio content in games may be created using Dolby® technology. In addition, it may be optimized for Dolby Pro Logic® IIz playback. 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/logos-trailers-trademarks/using-dolby-logos/index.html.

A license is required for the use of all Dolby trademarks. For a trademark application, see www.dolby.com/professional/licensing_trademark/apply_trademark.aspx.

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

Selecting the Correct Dolby Logo

When a game contains only a Dolby Digital Pro Logic IIz optimized soundtrack, it should display the Dolby Digital Pro Logic IIz logo, shown in Figure 1.



Figure 1 Dolby Digital Pro Logic IIz Logo

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 logos 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 2. The logo width itself shall be at least 15 mm (0.6 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.

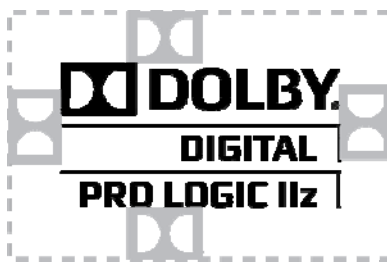


Figure 2 Clear Area for Dolby Logo

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

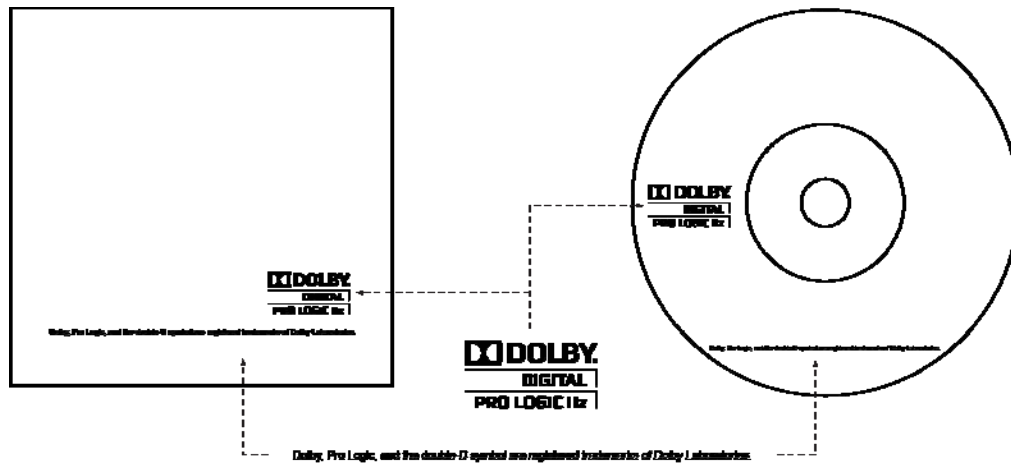


Figure 3 Placement of Dolby Logo on Game Packaging and Discs

Logos should be placed onscreen as shown in Figure 4.



Figure 4 Onscreen Display of Dolby Logo

Dolby Logo Artwork

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

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 Pro Logic IIz logo is:

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

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