Logo Usage Guidelines

Introduction

This publication presents guidelines for the proper use of DisplayLink trademarks and logos to ensure a consistent, global look and feel for the DisplayLink brand. **It is not a trademark license. Please refer to your license agreement for information on which DisplayLink marks you are permitted to use.**

It applies to use of the DisplayLink "Plug and Display", "4K Plug and Display", and "DisplayLink XR" logos, the DisplayLink corporate logo, and the name "DisplayLink", and the "Plug and Display" and "DisplayLink XR" brands when used in text. The logos and trademarks can be used to differentiate products in the market and ensure a consistent, global look and feel for the DisplayLink brand.

Any improper use of the DisplayLink trademarks and logos that may damage or compromise the DisplayLink brand image in quality and reliability is strictly prohibited.

If you have any queries about the correct usage of the DisplayLink trademarks or logos, please contact DisplayLink's marketing team for guidance.

Tel +44(0)1223 443920

Fax+44 (0)1223 443921

Email: logo@displaylink.com

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The DisplayLink "Plug and Display" Logo

The usage of the DisplayLink Plug and Display logos can only be granted with a written consent agreement from DisplayLink, which typically will require the signing of a DisplayLink Trademark Licence Agreement.

The DisplayLink Plug and Display logos apply to any products which either incorporate the DisplayLink devices (examples: DL-1x5, DL-3x00, DL-4x00, DL-1xxx, DL-5xxx and DL-6xxx series), or that have the DisplayLink software pre-installed on them prior to distribution.

The DisplayLink Plug and Display logo gives the customer confidence that the product they are purchasing either uses DisplayLink Technology or is compatible with products that use DisplayLink Technology and is endorsed by DisplayLink.

The logo should appear unaltered on (i) the certified product, (ii) the product retail packaging, (iii) the product documentation including specification sheets and users' manuals, and (iv) the promotional materials in any media, form or format including references on websites where the product is referenced. The logo must not be modified in any way and must be printed at a size that is clearly legible, following the colour, size, non-interference area and prominence guidelines shown below.

Choosing the Correct Logo

Products that (i) incorporate DisplayLink DL-1x5, DL-3xxx or DL-4xxx series devices, or (ii) have DisplayLink software pre-installed prior to distribution should use the standard "Plug and Display" logo.

Products that use DisplayLink DL-5xxx or DL-6xxx series devices which are capable of supporting resolutions up to 3840 x 2160 should use the "4K Plug and Display" logo.

Choosing the Correct Font

Helvetica Neue LT 85Heavy

The logo font for the DisplayLink logo part is Helvetica LT85 Heavy. Use the same font for the Plug and Display writing below. The following two documents includes all the logo artwork in vector format that can be used to produce the logo: NR-101312-AW and NR-124480-AW (for 4K products).The size length of the logo wording and the "Plug and Display" wording has to be the same or as close as possible towards the same size length.

The DisplayLink "Plug and Display" Logo

Choosing the Correct Colour

The following versions of the **DisplayLink Plug and Display logo** are available:-

A full colour version (DisplayLink black and blue). For use where there is sufficient contrast between the background colour and the logo, e.g. against a light grey, white or silver background.

A full colour version (DisplayLink white and blue). For use against a black background colour.

A white version, for use where there is insufficient contrast between the full colour logo and the background against which it appears, e.g against black, blue or other vivid/dark colours.

The following monochrome or monotone silkscreen logo versions are available for usage when printing the logo on the chassis of a product. Two versions: either black logo for white or light backgrounds, or white logo version against black or dark colour background.

These are the only versions that should be used – other versions are not acceptable

The DisplayLink "Plug and Display" Logo

Please ensure you select the correct colour for your application. Shown below are examples of incorrect colour choices.

Incorrect

Incorrect

Incorrect

Colour Process

There are two versions of the DisplayLink Plug and Display logo available for print production.

4 Colour process (CMYK)

C: 100
M: 34
Y: 0
K: 2

The DisplayLink blue colour in this version is formed out of a mixture of the four process colours- Cyan, Magenta, Yellow, and Black. This version is typically used in paper-based print production.

Pantone Spot Colour (PMS)

Pantone 3005

The DisplayLink blue colour in this version is specified as a Pantone-matched spot colour: PMS 3005. This version is typically used for printing on hardware or other applications where no additional colours are required.

Please choose the correct version for your particular print production process. If you are in any doubt about which version should be used please contact your design bureau or print provider

Under no circumstances should the mix for the DisplayLink blue colour be altered – or another colour submitted in its place.

Downloading the Logos

The **DisplayLink Plug and Display logos** can be downloaded directly from the DisplayLink customer extranet. Log in at the following address and proceed to the download section:-

www.displaylink.com/techsupport

Non-interference Area

To create maximum impact and readability, always maintain a minimum area of isolation around the DisplayLink Plug and Display logo. Keep this area of isolation free of text or graphics.

The DisplayLink "Plug and Display" Logo

The minimum surrounding area of isolation is equivalent to 20% of the DisplayLink logo width, as shown below. Please consult with DisplayLink marketing if this area of non-interference is difficult to reserve physically in required materials.
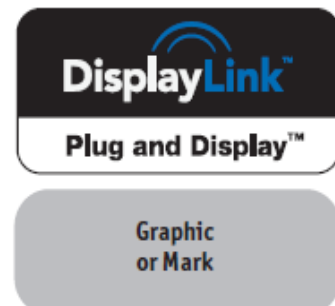

Prominence

The DisplayLink Plug and Display logo must be produced in such a way to be equivalent to other third party logo(s) in its treatment and its importance, and it should be presented to protect third party identification and to eliminate confusion.

Any graphic elements should not be presented in such a way as could be considered a part of the logo, or associated to the logo.
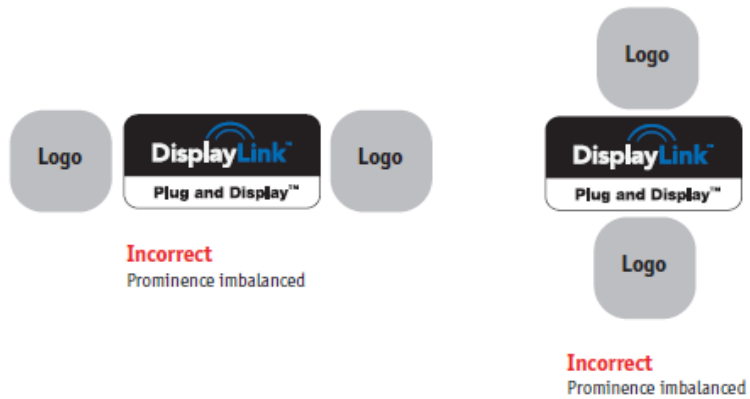

Incorrect
No creation of new brand marks

Incorrect
No creation of new brand marks

The DisplayLink "Plug and Display" Logo

Incorrect
Prominence imbalanced

Incorrect
Prominence imbalanced

Size and Location

Size

Minimum 2.5 cm

When displaying the DisplayLink Plug and Display logo on the product chassis, product packaging and website, the minimum size of the word "DisplayLink" in the logo should be 2.5 centimetres wide with the corresponding height in proportion. There is no maximum size restriction.

An exception can be made for where space for logos is limited. In these instances the logo minimum size may be 1.8 centimetres wide.

For website usage, minimum pixilation requirements for the DisplayLink Plug and Display logo is 100 pixels.
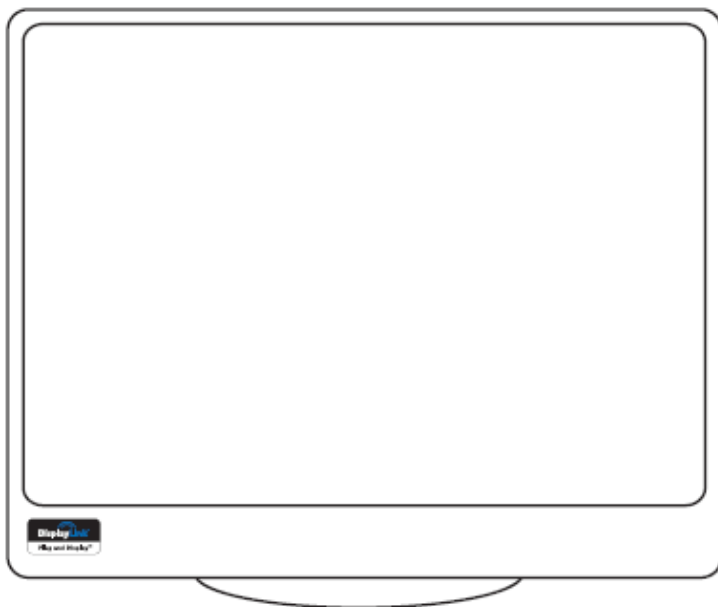
Location

The DisplayLink Plug and Display logo should appear in a prominent location.

- Product Chassis: the lower left corner is the recommended location for the logo usage on a product chassis. See the examples below as to alternate locations of where the logo should be placed.
- Packaging: The suggested logo location on a product packaging is on the front or the side, beside the other logos such as USB, windows, video outputs or full HD logos.
- Product Documentation, Promotional Materials and Website: For specification sheets, user's manuals, promotional materials and website usage, the recommended location is upper right corner of the main picture of the product using DisplayLink technology, or if no such picture is available, then at the bottom right corner of the documentation, promotional material or the website.
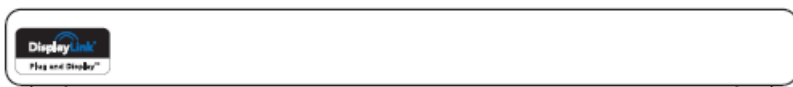
The DisplayLink "Plug and Display" Logo

Example - LCD Monitor

Example - USB to VGA adapter (top view)
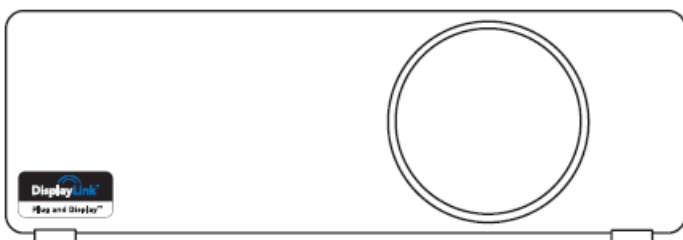
DisplayLink
Plug and Display™

DisplayLink
Plug and Display™

Example – Laptop Docking station (front view)

DisplayLink
Plug and Display™

Example – Projector (front view)

DisplayLink
Plug and Display™

The usage of the DisplayLink XR logo can only be granted with a written consent agreement from DisplayLink, which typically will require the signing of DisplayLink's Trademark Licence Agreement.

The DisplayLink XR logo applies to any products which either incorporate the DisplayLink devices (examples: DL-8xxx), or that have the DisplayLink software pre-installed on them prior to distribution.

The DisplayLink XR logo gives the customer confidence that the product they are purchasing either uses DisplayLink Technology or is compatible with products that use DisplayLink Technology and is endorsed by DisplayLink.

The logo should appear unaltered on (i) the certified product, (ii) the product retail packaging, (iii) the product documentation including specification sheets and users' manuals, and (iv) the promotional materials in any media, form or format including references on websites where the product is referenced. The logo must not be modified in any way and must be printed at a size that is clearly legible, following the colour, size, non-interference area and prominence guidelines shown below.

Choosing the Correct Font

Helvetica Neue LT 85Heavy

The logo font for the DisplayLink logo part is Helvetica LT85 Heavy.

Choosing the Correct Colour

The following versions of the DisplayLink XR logo are available:-

A full colour version (DisplayLink black and blue). For use where there is sufficient contrast between the background colour and the logo, e.g. against a light grey, white or silver background.

A full colour version (DisplayLink white and blue). For use against a black background colour.

These are the only versions that should be used in the absence of prior agreement.

Please ensure you select the correct colour for your application. Shown below are examples of incorrect colour choices.

The DisplayLink XR Logo

Incorrect

Incorrect

Incorrect

Colour Process

4 Colour process (CMYK)

C: 100
M: 34
Y: 0
K: 2

The DisplayLink blue colour in this version is formed out of a mixture of the four process colours- Cyan, Magenta, Yellow, and Black. This version is typically used in paper-based print production.

Pantone Spot Colour (PMS)

Pantone 3005

The DisplayLink blue colour in this version is specified as a Pantone-matched spot colour: PMS 3005. This version is typically used for printing on hardware or other applications where no additional colours are required.

Please choose the correct version for your particular print production process. If you are in any doubt about which version should be used please contact your design bureau or print provider

Under no circumstances should the mix for the DisplayLink blue colour be altered or another colour submitted in its place.

Downloading the Logos

The **DisplayLink XR logos** can be downloaded directly from the DisplayLink website at the following address:-

http://www.displaylink.com/newsroom/press-resources

Non-interference Area

To create maximum impact and readability, always maintain a minimum area of isolation around the DisplayLink XR logo. Keep this area of isolation free of text or graphics.

The minimum surrounding area of isolation is equivalent to 20% of the DisplayLink XR logo width, as shown below. Please consult with DisplayLink marketing if this area of non-interference is difficult to reserve physically in required materials.

20% of width

Prominence

The DisplayLink XR logo must be produced in such a way to be equivalent to other third party logo(s) in its treatment and its importance, and it should be presented to protect third party identification and to eliminate confusion.

Any graphic elements should not be presented in such a way as could be considered a part of the logo or associated to the logo.
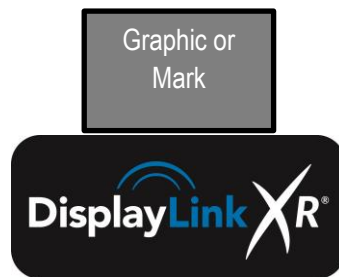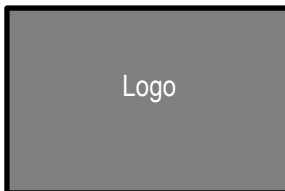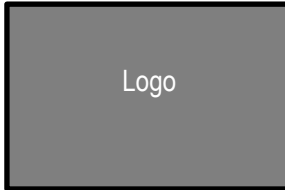

Incorrect
No creation of new brand marks

Incorrect
No creation of new brand marks

The DisplayLink XR Logo

Incorrect
Prominence imbalanced

Incorrect
Prominence imbalanced

Size and Location

Size

2.5 cm

When displaying the DisplayLink XR logo on the product chassis, product packaging and website, the minimum size of the word "DisplayLink" in the logo should be 2.5 centimetres wide with the corresponding height in proportion. There is no maximum size restriction.

An exception can be made where space for logos is limited. In these instances the logo minimum size may be 1.8 centimetres wide.

For website usage, minimum pixilation requirements for the DisplayLink XR logo is 100 pixels.

Location

The DisplayLink XR logo should appear in a prominent location.

- Product Casing: a lower corner is the recommended location for the logo usage on a product chassis.
- Packaging: The suggested logo location on a product packaging is on the front or the side, beside the other logos such as USB, windows, video outputs or full HD logos.

The DisplayLink XR Logo

- Product Documentation, Promotional Materials and Website: For specification sheets, user's manuals, promotional materials and website usage, the recommended location is upper right corner of the main picture of the product using DisplayLink technology, or if no such picture is available, then at the bottom right corner of the documentation, promotional material or the website.

Example
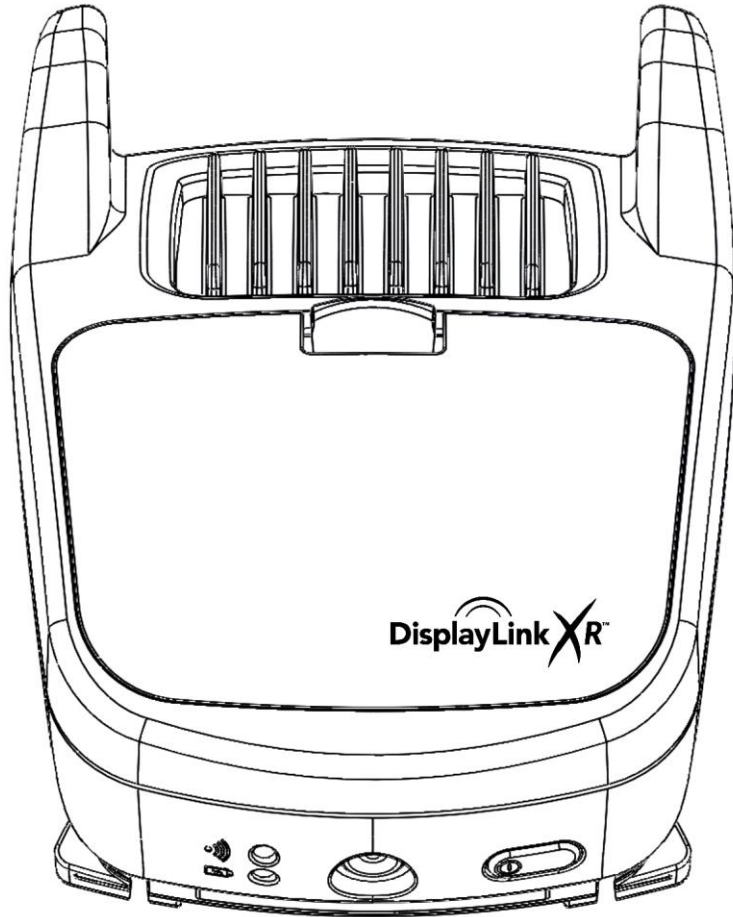
The usage of the DisplayLink Corporate logo can only be granted with a written consent agreement from DisplayLink which typically will require the signing of DisplayLink's Sales Representative or Distributor Agreements.

The DisplayLink Corporate logo should not be used on products except as a component of the DisplayLink Plug and Display or DisplayLink XR logos, as described above.

The DisplayLink Corporate logo gives the customer confidence that the entity using the logo is endorsed by DisplayLink.

The logo should appear unaltered on sales, promotional, advertising or marketing materials in any media, form or format including references on websites. The logo must not be modified in any way and must be printed at a size that is clearly legible, following the colour, size, non-interference area and prominence guidelines shown below.

Choosing the Correct Font

Helvetica Neue LT 85 Heavy

The logo font for the DisplayLink logo is Helvetica LT85 Heavy.

The following document includes all the logo artwork in vector format that can be used to produce the logo: NR-108439-SL.

Colour Process

There are two versions of the DisplayLink Corporate logo available for print production

4 Colour process (CMYK)

C: 100
M: 34
Y: 0
K: 2

The DisplayLink blue colour in this version is formed out of a mixture of the four process colours- Cyan, Magenta, Yellow, and Black. This version is typically used in paper-based print production.

The DisplayLink Corporate Logo

Pantone 3005

Pantone Spot Colour (PMS)

The DisplayLink blue colour in this version is specified as a Pantone- matched spot colour: PMS 3005. This version is typically used for printing in applications where no additional colours are required

Please choose the correct version for your particular print production process. If you are in any doubt about which version should be used please contact your design bureau or print provider.

Under no circumstances should the mix for the DisplayLink blue colour be altered – or another colour submitted in its place.

Downloading the Logos

The **DisplayLink Corporate logo** can be downloaded directly from the DisplayLink customer extranet. Log in at the following address and proceed to the download section:-

www.displaylink.com/techsupport

Non-interference Area

To create maximum impact and readability, always maintain a minimum area of isolation around the DisplayLink Corporate logo. Keep this area of isolation free of text or graphics, including other logos and any text that could be construed as a corporate slogan or motto.

The minimum surrounding area of isolation is equivalent to 20% of the DisplayLink logo width, as shown below. Please consult with DisplayLink marketing if this area of non-interference is difficult to reserve physically in required materials.

DisplayLink®

20% of Width

Prominence

The DisplayLink Corporate logo must be produced in such a way to be equivalent to other third party logo(s) in its treatment and its importance, and it should be presented to protect third party identification and to eliminate confusion.
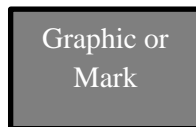
Any graphic elements should not be presented in such a way as could be considered a part of the logo, or associated to the logo.

DisplayLink®

> Graphic or Mark

Incorrect
No creation of new brand marks

> Graphic or Mark

DisplayLink®

Incorrect
No creation of new brand marks

DisplayLink®

> Logo

> Logo

Incorrect
Prominence imbalanced

The DisplayLink Corporate Logo

Logo

Logo

DisplayLink®

Incorrect
Prominence imbalanced

Size and Location

Size

|---Min 2.5 cm---|

DisplayLink®

When displaying the DisplayLink Corporate logo in printed media, the minimum size of the word "DisplayLink" in the logo should be 2.5 centimetres wide with the corresponding height in proportion. There is no maximum size restriction.

An exception can be made for where space for logos is limited. In these instances the logo minimum size may be 1.8 centimetres wide.

For website usage, minimum pixilation requirements for the DisplayLink Corporate logo is 100 pixels

The DisplayLink Text Marks

This section presents guidelines for the proper use of the name DisplayLink and other trademarks in text, including product packaging, advertising material, technical documentation, press releases and other promotional materials.

DisplayLink Name

Registered Trademark

In any product packaging, advertising material, or promotional, technical or other documentation relating to any product distributed under license from DisplayLink, the symbol "®" must be added to the first use in each body of text of the DisplayLink trademark or brand name:

DisplayLink ®

Thereafter, the symbol may be omitted.

The symbol should not be used when using "DisplayLink" as a trade name.

- Correct: DisplayLink will be providing a demonstration of its latest DisplayLink® technology
- Incorrect: Our devices use technology provided by DisplayLink® Corporation

A body of text, in this context, includes individual web pages, even when they are grouped as part of a website or a multi-page article, and therefore the symbol "®" must be added to the first use of the company name on each page. Furthermore, the symbol must be used in all sidebars, charts, tables, graphics, diagrams, banners etc., whether printed or published on a web page.

The symbol must also be added to all prominent uses, for example in headers.

Attribution

Any product packaging, advertising material, and promotional, technical and other documentation containing the company name must include the following notice or one in substantially the same form:

"DisplayLink® is the registered trademark of DisplayLink Corp. in the EU, the US, and other countries"

DisplayLink XR Trademark

Registered Trademark

In any product packaging, advertising material, or promotional, technical or other documentation relating to any product distributed under license from DisplayLink, the symbol "®" must be added to the first use in each body of text of the DisplayLink XR trademark:

DisplayLink XR ®

Thereafter, the symbol may be omitted.

A body of text, in this context, includes individual web pages, even when they are grouped as part of a website or a multi-page article, and therefore the symbol "®" must be added to the first use of the trademark on each page. Furthermore, the symbol must be used in all sidebars, charts, tables, graphics, diagrams, banners etc., whether printed or published on a web page.

The symbol must also be added to all prominent uses, for example in headers.

Attribution

Any product packaging, advertising material, and promotional, technical and other documentation containing the company name must include the following notice or one in substantially the same form:

"DisplayLink XR® is the registered trademark of DisplayLink Corp. in the EU, the US, and other countries"

Plug and Display Slogan

Trademark

In any product packaging, advertising material, or promotional, technical or other documentation relating to any product distributed under license from DisplayLink, the symbol "™" must be added to the first use in each body of text of the slogan:

Plug and Display™

Thereafter, the symbol may be omitted.

A body of text, in this context, includes individual web pages, even when they are grouped as part of a site or a multi-page article, and therefore the symbol "®" must be added to the first use of the company name on each page. Furthermore, the symbol must be used in all sidebars, charts, tables, graphics, diagrams, banners etc., whether printed or published on a web page.

The symbol must also be added to all prominent uses, for example in headers.

Attribution

Any product packaging, advertising material, and promotional, technical and other documentation containing the company name must include the following notice or one in substantially the same form:

"Plug and Display™ is the trademark of DisplayLink Corp. in the EU, the US, and other countries"

The DisplayLink Text Marks

Alterations

Trademarks should only be used in their proper form as shown above. They may not be altered and should not be used in possessive, plural, or abbreviated forms, and must be correctly capitalised.

- Correct: Our docking stations incorporate DisplayLink 4K technology
- Correct: Our virtual-reality headsets incorporate DisplayLink XR technology
- Incorrect: Our docking stations incorporate DisplayLink's 4K technology
- Incorrect: Our docking stations incorporate DL 4K technology
- Incorrect: All our docking stations are DisplayLinks
- Incorrect: Our docking stations incorporate Displaylink 4K technology
- Incorrect: Our docking stations use Plug-&-Display technology
- Incorrect: Our virtual-reality headsets incorporate DL xr technology