



# Branding Guidelines

*ACCESS*Advance<sup>SM</sup> LLC

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# HEVC Advance Patent Pool

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# HEVC Advance Patent Pool Prerequisites for Authorized Use

A company must have executed the HEVC Advance Patent Portfolio License Agreement ('PPL') and HEVC Advance Trademark License Agreement ('TLA') to be authorized to use the HEVC Advance Logo.

These guidelines set the basic rules for the authorized use of the HEVC Advance Logo.

Any use of the HEVC Advance Logo without execution of the PPL and TLA or inconsistent with these guidelines is unauthorized.

# HEVC Advance Patent Pool Required and Optional Use

When used, a trademark licensee must place the HEVC Advance Logo on its Licensed Products or their physical packaging. Where either is not feasible, alternatives may be permissible upon prior approval from Access Advance.

In the case of downloadable software, the logo may appear during software installation, on a splash screen, or on a loading screen.

In addition to the above, but not as an alternative, a trademark licensee may also include the HEVC Advance Logo in print, website, or other advertising.

# HEVC Advance Patent Pool Placement Guidelines

## Product Guidelines

- The HEVC Advance Logo is intended to be displayed primarily on a product. We recommend placing the logo on the front or top of the product. Other prominent locations on the product may also be utilized.

## Product Packaging Guidelines

- The HEVC Advance Logo is also designed to be displayed on product packaging. We recommend placing the logo near the product image or at the bottom of the packaging's front cover. Other prominent locations on the product packaging may also be utilized.

## Online Guidelines

- The HEVC Advance Logo may be displayed on webpages if the logo appears in association with a specific, licensed product in a prominent location within the description.

## Print Advertising, Point-of-Sale, or other Print Material Guidelines

- The HEVC Advance Logo may also be displayed in print advertising. We recommend the logo be placed near the product image or at the bottom of the ad.

# HEVC Advance Patent Pool

## Avoiding Customer Confusion

### To avoid customer confusion:

- Do not use the logo in a manner that might imply affiliation, sponsorship, endorsement, or approval by Access Advance or the HEVC Advance licensing program.
- Do not use the logo in a manner that might suggest co-branding or otherwise create potential confusion about the source of your product or ownership of the logo.
- Do not display the logo in a manner that suggests your product is an Access Advance product or that suggests HEVC Advance is part of your product's name.
- Do not combine the HEVC Advance Logo with any other symbols, including words, icons, graphics, photos, slogans, numbers, or other design elements.
- Do not imitate the logo.

# HEVC Advance Patent Pool

## Basic Visual Characteristics and Guidelines

As a Licensee, you may only use the logo Access Advance provides.

- **Layout.** Access Advance offers two layouts for its HEVC Advance Logo – horizontal and vertical.
- **Clear space.** A minimum amount of clear space around the logo is required.
- **Size.** The logo may be resized, but its aspect ratio must be the same and must meet a minimum dimension size.
- **Resolution.** A minimum resolution is required for print or web use of the logos.
- **Color.** The logo comes in four varieties: Color, Greyscale, Black, and White.
- **Orientation.** Do not display the artwork in an orientation different from those shown in this document and in the provided design files.

# HEVC Advance Patent Pool Logo and Layout Options

The HEVC Advance Logos have two elements: a pictogram (stylized HEVC) and a wordmark (stylized ADVANCE).

These elements are offered in two layouts: **horizontal** and **vertical**.



Horizontal version



Vertical version



# HEVC Advance Patent Pool Size and Clear Space: Horizontal Logo

To ensure readability, a safety zone must be observed as follows:



The horizontal logo must be at least 34mm wide.

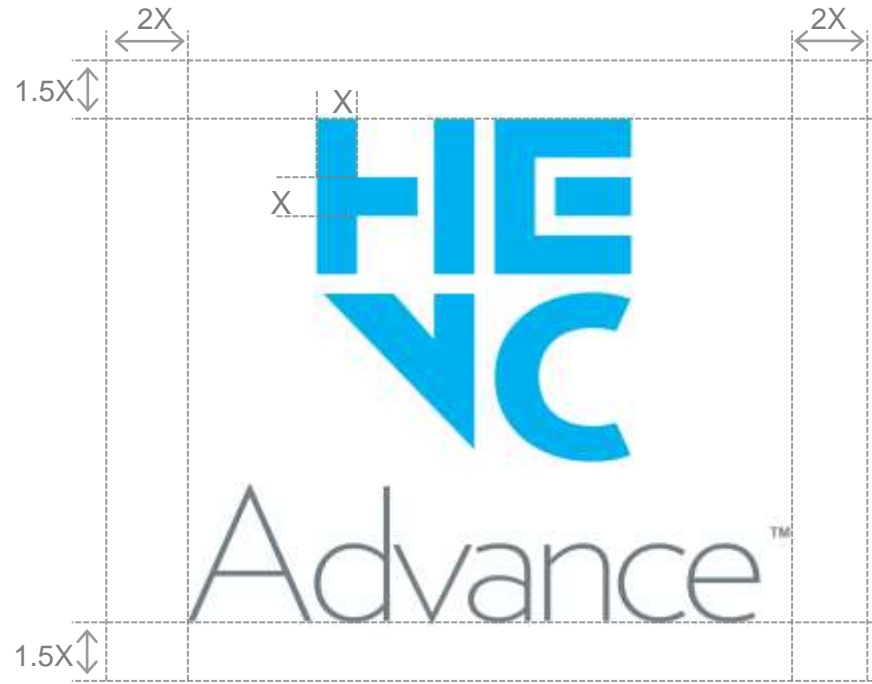
On the web, the minimum size of the logo is 100 pixels wide.

# HEVC Advance Patent Pool Size and Clear Space: Vertical Logo

To ensure readability, a safety zone must be observed as shown.

The logo must be at least 25mm tall.

On the web, the minimum size of the logo is 95 pixels tall.



# HEVC Advance Patent Pool Resolution

The resolution of an image is the density of the printed dots or pixels that make up that image.

Image resolutions are measured in DPI (Dots Per Inch) for printed documents and PPI (Pixels Per Inch) for web.

At least 300 DPI is required for an HEVC Advance Logo on printed materials.

At least 72 PPI is required for an HEVC Advance Logo on the web.

# HEVC Advance Patent Pool Colors

Four variants are allowed – color, greyscale, black, and white. The color variant is preferred. The logo may be used on a wide range of backgrounds provided there is sufficient contrast between the background color and the logo.



Advance™



Advance™



Advance™

# HEVC Advance Patent Pool Incorrect Usage

The following are unauthorized and do not satisfy the obligations under the TLA:

- Do not alter the logo.
- Do not redesign, redraw, animate, modify, distort, or alter the proportions of the logo.
- Do not surround the logo with – or place in the foreground over – a pattern or design.
- Do not rotate or render the logo three-dimensionally.
- Do not add words, images, or any other new elements to the logo.
- Do not replace the approved typeface with any other typeface.
- Do not enclose the logo in a shape or combine it with other design elements or effects.
- Do not modify the size or position relationship of any element within the logo.
- Do not add additional copy to the logo.
- Do not animate, morph, or otherwise distort in perspective or dimensional appearance the logo.
- Do not abbreviate or otherwise alter the text in the logo.

# HEVC Advance Patent Pool Combined Logo with Patent Marking Notice

Access Advance allows its HEVC Advance trademark licensees to combine the licensed HEVC Advance Logo with a patent marking notice. Access Advance can make associated design files available to interested HEVC Advance trademark licensees.

To ensure legibility of the patent marking notice, the minimum width of the combined horizontal logo is 58mm and the minimum height of the combined vertical logo is 43mm.



# HEVC & VVC Advance Patent Pools Combined Logos

For HEVC & VVC Advance Licensees that are also Trademark Licensees under both the HEVC Advance and VVC Advance Patent Pools, combined HEVC+VVC Advance Logos with and without a patent marking notice are available for use. Access Advance can make associated design files available to interested HEVC & VVC Advance Trademark Licensees.

The minimum width of the horizontal logo is 34mm and the minimum height of the vertical logo is 25mm.



# HEVC & VVC Advance Patent Pools Combined Logos with Patent Marking Notice

To ensure legibility of the patent marking notice, the minimum width of the combined horizontal logo and patent marking notice is 58mm and the minimum height of the combined vertical logo is 43mm.





These logos are proprietary and protected under intellectual property laws. Access Advance LLC is the owner of the trademarks, service marks, and logos (registered and unregistered) described herein.

 Thank You.

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