

# VESA® DisplayPort Certification

## Logo Usage Guidelines



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## Logo

The VESA DisplayPort Certification logo consists of a uniquely designed “DP” icon and CERTIFIED logotype (that is, the word set in specially designed type) that runs vertically up the left side of the icon.

The VESA DisplayPort Certification logo may be reproduced only in the version shown in this document and may not be altered in any way. The logo must be reproduced from the electronic artwork that will be provided from VESA.



# Logo Treatment

To be effective, the VESA DisplayPort Certification logo must be treated appropriately and consistently. Clear space, minimum size and logo position requirements must be followed.

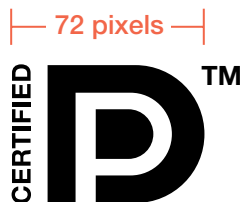
## Minimum Size for Print

The minimum height for the VESA DisplayPort Certification logo is  $\frac{3}{8}$  inch/10 mm as shown



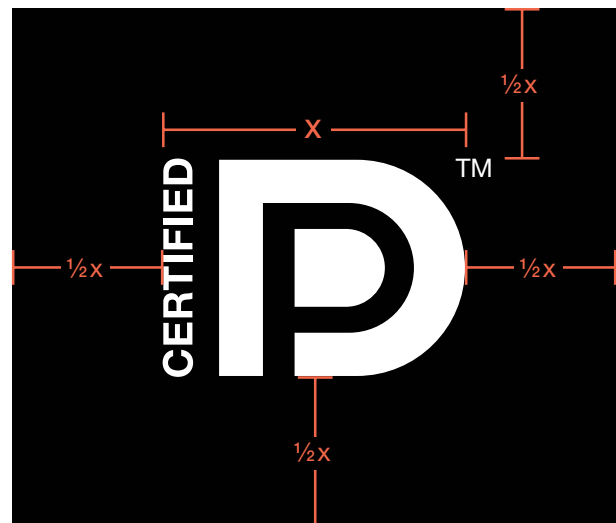
## Minimum Size for On-screen

The minimum width of the VESA DisplayPort Certification logo is 72 pixels. The on-screen logos are created with the clear space built into the files. The smallest files available (72 pixels) is set to the minimum size requirement and should not be scaled down.



## Minimum Clear Space

Clear, open space is an integral part of the VESA DisplayPort Certification logo. Do not place graphics, type, photographs, or illustrations inside the minimum clear space area surrounding the logo, as shown.



The minimum clear space area for the VESA DisplayPort Certification logo is equal to one-half the width of the logo.

## Logo Color

The VESA DisplayPort Certification logo can be printed using PANTONE® colors or four-color process colors, as shown, or solid black. On dark or colored backgrounds, the logo should be reversed to white. The preferred background color for the VESA Mounting Compliant is white or off-white. The logo can appear on black and other colors, and photographic backgrounds as long as the legibility of the logo is not diminished.

Color	Pantone® Color	4-color Process	RGB
Tangerine	PMS 7417	c:00 m:80 y:80 k:00	#dc5034
Grey	PMS 410	c:19 m:31 y:26 k:56	#766a65
White	N/A	c:0 m:0 y:0 k:0	#ffffff
Black	N/A	c:10 m:10 m:10 k:100	#000000



## Logo Don'ts

You must use the logo exactly as it appears on the digital artwork that is sent to you. You may not modify, redraw, redesign, or imitate the VESA DisplayPort Certification logo in any of your materials.

Proper use of the logo strengthens its effectiveness each time it is seen. To better understand how to correctly use the VESA DisplayPort Certification logo, it helps to see incorrect applications. When in doubt, please follow this simple rule: Don't change the VESA DisplayPort Certification logo in any way.

You may not combine the VESA DisplayPort Certification logo with any other feature, including other marks, words, graphics, photos, slogans, numbers, design features, or symbols. The VESA DisplayPort logo may not be used as a design feature on any materials.

### Don't

Do not use any part of the logo as a graphic element or pattern:



### Never

Never alter the logo.



### Never

Never alter the relationship between the elements of the logo



### Don't

Do not alter the color or change the logotype.



### Never

Never reconstruct the logo.



### Never

Never reproduce from a second-generation copy of the logo.



# Layout

Your company name, logo, or product name must appear on any products, advertising, marketing materials or related materials where the VESA DisplayPort Certification logo is used. The VESA DisplayPort Certification logo cannot be larger or more prominent than your product name, trademark, logo, or company name.

## In Advertising Collateral

In advertising and other marketing materials, the VESA DisplayPort Certification logo should be positioned in a clearly subordinate size and position to the advertiser's primary company or product identity, as shown.

## Clearly Subordinate

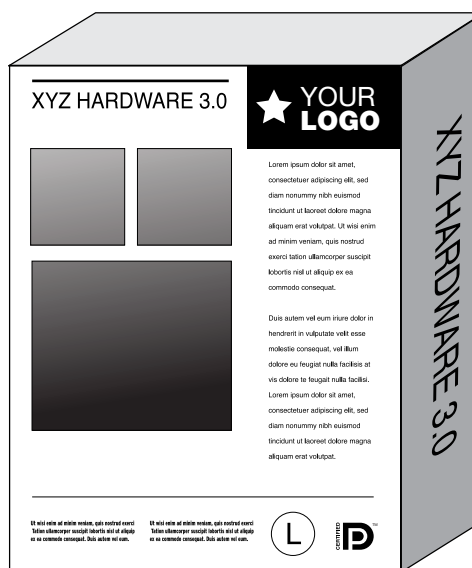
In advertising, the VESA DisplayPort Certification logo should be clearly subordinate in both size and position to the advertiser's primary identity.

## On Packaging and Manuals

The VESA DisplayPort Certification logo should be positioned in a visible area on the outside of the product packaging and manuals, but should be smaller than and clearly subordinate to the primary company or product identity. On most packages and manuals, the VESA DisplayPort Certification logo should be positioned in close proximity to the product's hardware specifications and to any other technology ingredient or compatibility marks used.

## Near Hardware Specs

On most packages and manuals the VESA DisplayPort Certification logo should be placed near hardware specifications and other technology ingredient or compatibility marks.



# Trademark and Credit Lines

In printed materials place a registered trademark symbol ® immediately following the first mention of VESA. Do not use a registered trademark symbol with VESA more than once in a communication.

Always include the appropriate credit line in legal notices when using the VESA trademark, and /or DisplayPort Certified logo:

VESA, VESA logo, and DisplayPort Certified logo are trademarks of the Video Electronics Standards Association.