

THIRD-PARTY NETWORK MARK

Members are permitted to use the mark to graphically link themselves with TI. However, there are very strict rules which must be adhered to in order to protect the integrity of the logo and those who use it, as well as Texas Instruments.

**The mark**

The Third-Party Network mark is designed to increase customer recognition of Third-Party Network third parties as providers of products or support based on TI's digital signal processors. The mark can be used on all promotional materials and technical documentation that meet the program rules.

For example, Third-Party Network members can use the mark on:

- Videos
- Mailers
- Catalogs
- Brochures
- Presentations
- Spec sheets
- World Wide Web sites
- Product packaging
- Tradeshow graphics
- Advertisements
- Product bulletins
- Training materials
- Data sheets
- Letterhead
- User Guides
- Flyers/Posters
- CD-ROMs
- Giveaways
- Technical documentation

**The graphic rules**

The mark graphic rules are designed to ensure consistent use of the mark by program members. The benefit of consistent use is for rapid customer recognition of members of the Third-Party Network.

**Branding guidelines**

*Fundamentals*

The fundamentals of the DSP Branding Guidelines are:

1. The Licensed Logo shall be used in accordance with the guidelines outlined in this document in all advertisements, web, broadcast and other media when a DSP product is featured or shown.
2. Appropriate wording shall be used to provide attribution of the Licensed Logo as recited in the agreement.

TI Third Party Network Member



### Product and print

When displaying the Licensed Logo on a product or in print:

The third party's name shall be more prominent than the Licensed Logo.

If your company's logo is smaller than the Licensed Logo, or your product is too small to effectively showcase the Licensed Logo in this size, please contact your Texas Instruments Market Communications Representative for instructions on using the Licensed Logo.

### Logo size:

1. The Licensed Logo can never be used smaller than 0.50 inches wide; the length of the line under the "DSP" in the logo will determine the width of the logo.
2. The aspect ratio must always be maintained and never altered.

### Logo color:

1. The Licensed Logo should be applied to a plain background, one clear of a strong pattern or other graphics. The space around the logo shall be at least equal to the height of the "S."
2. The Licensed Logo can be displayed in one or two colors as described below:  
*For one color usage:*  
Black or white (reversed out of a color).

When the logo is to be used on a product whose color closely approximates that of the outline around the "D", the one-color black or white style should be used.

*For two color usage:* The outline around the "D" must always print PMS 485, 85% yellow and 100% magenta. The balance of the logo prints black or white (reversed out of a color).

### Logo usage guidelines:

The Licensed Logo shall be at least 2 inches or 5.08 centimeters away from any other company names, awards, etc.

The Licensed Logo cannot be featured in a strip of other marks, e.g., graphic representations referring to awards, associations, or products without prior written approval by your Texas Instruments Market Communications Representative.

### Multi-product/catalog usage:

When multiple products are featured, the Licensed Logo may be reduced to a thumbnail size. In these cases, the Branding Guidelines that apply are:

The logo shall be on a white background, using the red outline around the "D" and black lettering.

The logo shall be adequately distanced from other logos to maintain its readability.

**Usage in text:**

References to the Licensed Logo in print or text form include, but are not limited to: Press releases, advertising, web sites, collateral, direct mail and articles.

The first and most prominent reference to the Licensed Logo must be accompanied by the <sup>TM</sup> symbol. The first reference in body copy should be “Texas Instruments DSP Technology<sup>TM</sup>” followed by a generic description of the described product. Thereafter, reference to the Licensed Logo should be “Texas Instruments

DSP Technology” (the trademark symbol does not have to be used).

Always use the following text in a footnote when providing attribution:

“Texas Instruments, DSP and design and DSP Texas Instruments Technology and design are trademarks or registered trademarks of Texas Instruments in the U.S. or other countries.”

**Web:**

When a DSP product is featured on a web site, the Licensed Logo shall be used and its smallest pixel height

shall be 55 pixels. The Licensed Logo shall be linked to the appropriate DSP web page. If no specific page is determined, then it should be linked to **www.ti.com**

**Television:**

When the Licensed Logo is aired on television, the Licensed Logo shall be featured in color as stated in the Print section.

The mark is available for downloading on the Third-Party Extranet.

Camera-ready art of the mark is available from TI.

### The program rules

The Third-Party Network mark is for the exclusive use of members of the Third-Party Network. Texas Instruments customers are not permitted to use the mark unless agreed to by Texas Instruments.

The mark may be used by any Third-Party Network member to promote or market that member's products or services.

The mark cannot be used on any advertisements, literature pieces, videos, trade-show graphics, direct mailers, or other promotional or marketing materials that contain text, illustrations or photographs that identify by product name, part

number or company name any competing product to Texas Instruments DSP products.

A sample of any advertisement, literature piece, video, tradeshow graphics, direct mailer, or other promotional or marketing material that contains the mark must be sent to the TI Third-Party Network Manager.

Third-Party Network members who wish to use the mark must sign a license agreement prior to usage.

