

Roxio®
Brand Identity Guidelines
Version 2.0.2010

ROXIO®

Roxio Brand Logotype

The most important visual element in communicating the Roxio brand is our logo. Often it's the first impression our customers and partners have of us through a variety of touch points; from our web site and packaging to our products and collateral. Used correctly and consistently our logo accrues significance and strength. Follow these guidelines to preserve its consistency and proper use.

If you need any assistance, send e-mail to brand@roxio.com.

The Roxio logo in color, featuring the word "ROXIO" in a bold, sans-serif font. The letters are red, and a registered trademark symbol (®) is located at the top right of the letter "O".

Roxio logo in color

The Roxio logo in black, featuring the word "ROXIO" in a bold, sans-serif font. A registered trademark symbol (®) is located at the top right of the letter "O".

Roxio logo in black

Logo Clear space and minimum size

Clear Space


The Roxio logo is most effective when surrounded by the proper amount of open space. On printed applications, this clear space should be at least 1.0x ("x" equals the height of the logotype letters), as shown here.

For online applications, clear space may be reduced but should be at least 0.25x. Note: use only approved artwork.



Minimum Size

To ensure high-quality reproduction, the Roxio logo should never appear smaller than 0.5 inch (12 mm) wide in any print application. For online application, the logo should never be smaller than 55 pixels wide.

	Print	Online
	0.5 in (12mm)	55 pixels

Registered trademark symbol ®

The Roxio logo must always be used with the registered trademark symbol. The size of the symbol should be adjusted up or down depending on the finished size of the logo.



Color Primary

Roxio Red is used for the Roxio logo and some secondary elements. The ideal background for the logo is white; avoid complicated backgrounds that compete with the logo or reduce its legibility. If the Roxio logo is superimposed on or dropped out of a photograph, it should always be placed on an area that has a consistent background and sufficient contrast.



Roxio Red

Pantone 485C

Pantone 485U

Process

C0, M93, Y95, K0

Hexadecimal

EF3829

Positive Roxio logo



Reversed Roxio logo

Logo Incorrect use

These examples show instances of usage that would be considered incorrect. In general the Roxio logo should not be used as part of any design element or pattern. It should never be rearranged, rotated, cropped, or have the “®” symbol moved or omitted. When reproducing the Roxio logo in any application, always use the electronic artwork provided.



No legacy logos

Use only the latest version of the Roxio logo



No alternative colors

Do not change the color to anything other than the specified color palette



No outlined logos

Do not outline or add fill colors



No additions or modifiers

Do not add any other logos or logotype to the Roxio logo



No logotype modifications

Do not modify the basic form of the logotype in anyway



No special effects

Do not apply any effects such as drop shadows, glows or 3D surfaces