# Roxio<sup>®</sup> Brand Identity Guidelines

Version 2.0.2010



## 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.





## Logo Clear space and minimum size

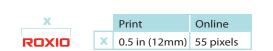
#### Clear Space

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.



Registered trademark symbol <sup>®</sup> 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.



Pantone 485C Pantone 485U

Process C0, M93, Y95, K0

Hexadecimal EF3829





**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 "<sup>®</sup>" symbol moved or omitted. When reproducing the Roxio logo in any application, always use the electronic artwork provided.

