



**Brand Style Guide 2008**

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## Qflix™ Logo Marks the Brand Identity

Correct logo usage is critical in maintaining a strong brand identity for Qflix and Qflix Pro. This is best achieved through following the logo use guidelines in this manual.

Please always refer to a current version of this document to ensure compliance.

Unless otherwise noted, references to "Qflix" also apply to "Qflix Pro".

To download a current electronic version of this styleguide and the logo in multiple formats, go to:

**<http://assets.roxio.com>**

For additional information on Qflix identity guidelines, contact:

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## The Logo

### Qflix in Text

Whenever Qflix™ appears in narrative text it will be typed as Qflix, using a capital Q and lowercase f, l, i and x. The modifier “Pro” will appear as capital P and lowercase r and o. There will be a space between "Qflix" and "Pro". Whenever necessary a superscripted TM will be attached to the upper right of Qflix™.



### The Qflix Electronic Versions

Electronic versions of these logos are available. It is vital that the Qflix logo be used in its original electronic file format. By doing so, the integrity of the brand identity is assured across the broad spectrum of partners in the

Qflix Value Chain (Movie and TV Studios; Production Companies; Distributors; Media, Drive, PC System, and Consumer Electronics Manufacturers; Software Developers; and Retailers) thus supporting the goal of projecting Qflix leadership in the industry.

### Application Tags

Certain logos may include an application tag that modifies the general logo with text displayed beside the general Qflix logo. The purpose of the application tag is to call attention to and recognize the various scenarios in which an authorized use and/or relationship exists. Examples of Qflix logos are illustrated below.

| Logo  | Application                              | Description   |
|---|--|---|
|  | For Consumer Applications                | For Partners who have executed a license agreement; committed to authoring, developing, manufacturing or otherwise producing content, products, services and systems; and certifying same as appropriate under Qflix license agreement, pre-formatted to Qflix specifications |
|  | For Authorized Professional Applications | For Partners who have executed a license agreement; committed to authoring, developing, manufacturing or otherwise producing content, products, services and systems; and certifying same as appropriate under Qflix license agreement, pre-formatted to Qflix specifications |

## Qflix Logotype Color Specifications

When reproducing the Qflix logotype in color, the “TM” should be the same color as the letters “f-l-i-x”. Always use the specified Pantone® colors for accurate color reproduction. Do not switch the color arrangement or change the color value. When appearing in any application

where Qflix blue is not available, the entire Qflix logotype should appear in black (against a light background) or white (against a dark background), or grey if readability is maintained. No other colors should be used.

### Qflix Blue

CMYK: C=100, M=30, Y=0.0, K=0.0  
PANTONE® Process DS 221-2  
PANTONE® 3005 Coated & Uncoated stocks  
RGB: R=0, G=153, B=204  
Websafe: 0099CC



### Qflix Black

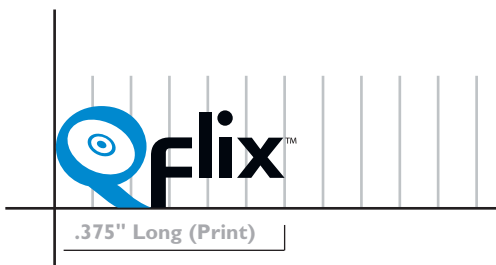
CMYK: C=40, M=20, Y=20, K=100 (Preferred)  
CMYK: C=0, M=0, Y=0, K=100 (Acceptable)  
PANTONE® Black Coated & Uncoated stocks  
RGB: R=0, G=8, B=15

### Qflix Pro Grey

CMYK:  
C=0, M=0, Y=0, K=40 (Preferred)  
PANTONE®  
422 Coated & Uncoated stocks  
RGB:  
R=167, G=169, B=172  
Websafe:  
A7A9AC

## Usage Requirements

**Print Size:** The minimum size for the Qflix logo in print is .375 inches in length. The minimum size for the Qflix Pro logo is .75 inches in length. There are no maximum sizes for the Qflix logos. If the logos are used over three feet in size, the trademark symbol should be reduced so that it has the appropriate look and feel while still being legible.

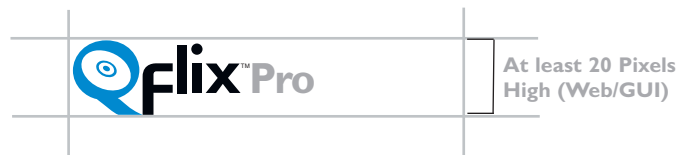


**Hardware Size (except drives):** The minimum size for the Qflix and QflixPro logos is one cm or .4 (2/5) inches in height.

**Drive Bezel Size:** The minimum size for the Qflix and Qflix Pro logos is 500mm or .2 (1/5) inches in height.



**GUI & Web Size:** The Qflix logos must be at least 20 pixels high at 72 dpi.



**Clearance:** To ensure legibility and to prevent any obstruction of the Qflix logos, a minimum distance between the logo and any other element (graphic, type, line, or edge of page) must be maintained. The clearance area around the logos should never be less than the height of the letter "Q" within the logotype on all four sides of the logo (see illustration).



Clearance Minimum



Clearance Minimum

## Logo Application

Licensee must affix the Qflix logo on both the Qflix compliant product and on the outside packaging for such product.

**Relative size:** The size of the logo must be as large, or larger than, other technology logos, subject to the minimum size requirements specified in this manual.

**Placement:** Placement of the logo is discretionary, subject to other guidelines in this manual regarding background

colors, etc. Refer to the list on the following page for specific instances of placement of the Qflix logo and/or text.

**Copyright notice:** Refer to the trademark/copyright page in this manual for correct copyright usage information.

**Hardware emboss/deboss:** If possible, emboss or deboss the individual elements of the Qflix logos [“Q”, “flix”, and “ Pro”] at different levels.

**Packaging**



**Media**



**Hardware**



## Hardware Makers

### Disc Makers (Blank media)

When the Qflix brand is used on media it should be referred to as "Qflix DVD media".

- i. Qflix logo placement on each Qflix DVD media recordable disc
- ii. Outer packaging of each Qflix DVD media recordable disc

### Other Hardware (includes DVD Drives, Set Top Boxes, Kiosks, Replicator Systems, Portable Devices)

- i. Embossed or printed logo on front panel
- ii. Appearance / splash in software UI
- iii. Mention in set up software/help/about software
- iv. Mention in user manual

## Software

### Qflix burning software applications

When the Qflix platform is used in software applications it should be clearly seen by the end user consumer.

- i. Qflix logo placement on Software UI
- ii. Qflix logo placement on splash screen — when burning
- iii. Mention in set up software/help/about software

## Services

### Content download services

- i. Qflix logo placement on the service UI/Main page
- ii. Qflix logo placement on content – the downloaded movie
- iii. Qflix logo placement on splash screen – when burning and downloading
- iv. Qflix logo placement on the box and disc art

### Content preparation services

- i. Qflix logo placement on the service UI/Main page
- ii. Qflix logo placement on content – the downloaded movie
- iii. Qflix logo placement on the box and disc art

### Infrastructure services (like Qflix authentication services)

- i. Qflix logo placement on the service UI/Main page

## Reverse Treatment and Backgrounds

If necessary, the entire Qflix logotype may appear as a reversed white logo on a black or dark-colored background.

Generally, do not place the reversed version on a background that is less than 50 percent in value, and do not use the positive version on a background that is greater than 50 percent in value. Use your design judgment to determine which treatment will result in the greatest legibility.

Avoid complicated backgrounds that compete with the Qflix logotype or reduce its legibility. If the Qflix logotype 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.

The Qflix logo should never appear as white reversed from a red background.



Correct usage of a white reversed logo



Correct usage of a white reversed logo



Correct usage of a white reversed logo



Correct usage of a white reversed logo



Incorrect usage:  
incorrect background color



Incorrect usage:  
insufficient contrast



Incorrect usage:  
insufficient contrast



Incorrect usage:  
interior of "Q" shouldn't be white



Incorrect usage:  
busy background

*Illustrations of incorrect treatments also apply to the QflixPRO logo.*

## Incorrect Usage

To help you judge correct use of the Qflix logotype, these examples show instances of usage that would be considered incorrect. When reproducing the Qflix brandmarks in any application, always use the electronic artwork provided and refer to the guidelines in this manual.

The Qflix logo should never be distorted or modified in any way. The logo should always appear on a background clear of patterns and visual noise.

The Qflix logotype may be rotated 90 degrees in either direction, but may not appear at any other angle. Do not apply any other special effect—e.g. a drop shadow—to the logotype.



Incorrect color



Incorrect outline



Incorrect shade



Incorrect gradient/texture



Incorrect shadow



Incorrect angle



Incorrect registration mark



Incorrect proportion



Incorrect background



Incorrect containment & Incorrect knock out on the “Q”

*Illustrations of incorrect treatments also apply to the Qflix Pro logo.*

## The Qflix Trademark/Copyright

Qflix licensees and partners may use the Qflix logo in accordance with the terms and conditions of their respective license agreements.

Additionally, the trademark symbol, TM, should be displayed on the upper right corner of the logo. When practical, use of any Qflix logo should include the phrase:

### Option One:

“  is a trademark owned by Sonic Solutions.”

### Option Two:

Accompany the placement of the logo with the text:  
“Qflix and the Qflix logo are trademarks owned by Sonic Solutions.”