



Brand Guidelines

MAY 2020 | VERSION 1.0

Welcome to our brand guidelines for Dolby Vision®. Here you'll find everything you need to know concerning how to correctly use the Dolby Vision logo – on products, packaging, marketing and promotional materials, in content, and in UI. The logo ensures a consistent global identity that will help add value to your offering.

For use of the Dolby Vision IQ logo, please refer to the Dolby Vision IQ guidelines.

For any further questions about the Dolby brand or how to properly use the Dolby Vision logo, please contact your Dolby representative.

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Brand architecture

The Dolby brand architecture is designed to provide more clarity, meaning, and value for partners and consumers.

Master brand

The master brand is used to inform the consumer about how they can get an experience “in Dolby®” through the products they purchase. (Refer to the Dolby Brand Guidelines for further guidance on the Dolby master brand identity and applications.)

Technology brands

Dolby technology brands simplify and organize Dolby products and technologies to more effectively communicate with consumers. The Dolby Vision logo is used by partners in marketing materials, product packaging, and detailed specifications.



DOLBY MASTER BRAND LOGO



DOLBY TECHNOLOGY BRAND LOGOS

Logo

This section details the Dolby Vision logo suite assets, correct usage, and specifications for all contexts. Rules outlined throughout this section apply across all of the Dolby technology brand logos.

(See the [Logo applications](#) and [UI Logo applications](#) sections for correct contextual applications.)

Logo







Use cases

Use the table at right to select the correct logo format and version for your use case.

Choose the logo version that is most legible and works best for your visual context.

Do not insert Dolby logo art in text; typeset Dolby technology brands as indicated in the Text Reference column.

2.1 Use cases

For Experiences Enabled with Dolby Vision						
Use Cases						
Marketing and Sales Materials	Product	Packaging	User Interface	Text Reference	Feature Name	Formats Supported
 			    <i>In order of preference, dependent on space constraints.</i>	Dolby Vision®	Dolby Vision®	Dolby Vision®
<i>Formats shown here are examples only – list only the formats that your implementation supports.</i>						

Our landmark may only be used in contexts with highly constrained space where our technology brand logos would not be legible, such as user interfaces. This is a limited use case. Please see the [UI Logo applications](#) section for further guidance.

Logo

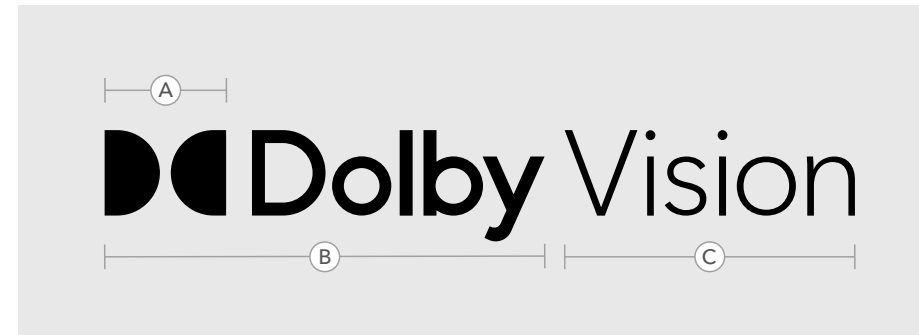
Logo components and versions

Dolby technology brand logos have three essential components – the brandmark, master brand wordmark, and technology brand wordmark. Be sure not to alter these components, or their relationship to one another, in any way.

There are three versions of the Dolby Vision logo: vertical, horizontal, and UI. The vertical format is preferred. Choose the most suitable version based on your use case, visual context, co-branding partner logo(s), and legibility.

Dolby logos must be presented in a way that preserves their integrity and legibility. Always use artwork provided by Dolby Laboratories. All components of the logo, including letterforms, should always be clearly legible. Dolby logos are not to be altered in any way, without exception.

2.2 Logo components and versions



- A. BRANDMARK
- B. MASTER BRAND WORDMARK
- C. TECHNOLOGY BRAND WORDMARK



VERTICAL



HORIZONTAL



UI
(SPECIAL-USE-CASE)

Please note the difference between the vertical Dolby Vision logo and the Dolby Vision UI version. Modifications have been made to the relationship between the master brand and the technology components to ensure legibility for smaller-use cases common to UI applications.

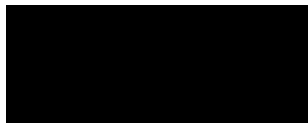
Logo

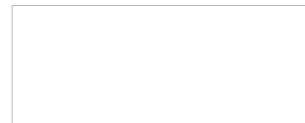
Color versions and specifications

There are two approved colors for Dolby Vision logos: black and white.

2.3 Color versions and specifications




Black
CMYK c0 m0 y0 k100
RGB r0 g0 b0
HEX 000000


White
CMYK c0 m0 y0 k0
RGB r255 g255 b255
HEX FFFFFFFF

Logo

Backgrounds

It is mandatory that Dolby logos are placed on backgrounds that strongly support their legibility. One-color black logos must be placed on background tints of 50 percent or lighter. One-color white logos must be placed on background tints of 50 percent or darker.

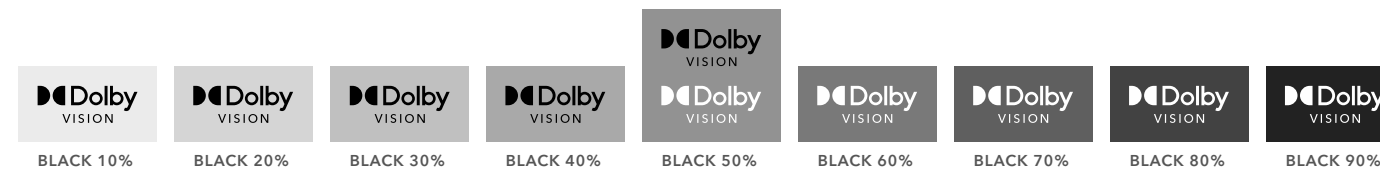
As long as the background is single-color and high-contrast, any background color can be used. If you are placing a Dolby logo on an illustration or photograph, make sure the area you position it on is free of any patterns or color variations.

2.4 Backgrounds



BACKGROUND TINT: BLACK 40%

BACKGROUND TINT: BLACK 60%

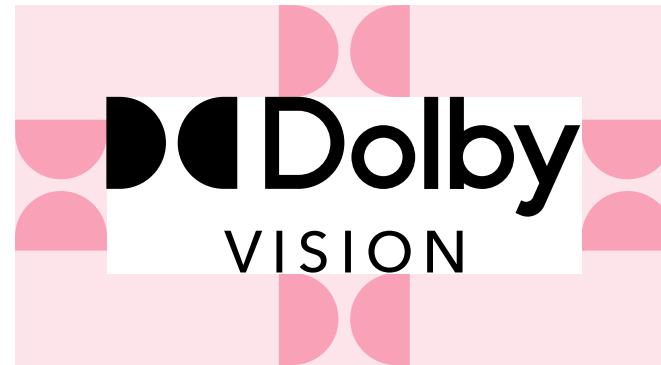


Logo

Clear space

It is mandatory to maintain clear space around the Dolby Vision logo for brand integrity and logo legibility. The logo clear space is determined by the height of the landmark. Do not place any other trademark, logo, graphic, text, or illustration in the clear space area. If the logo is placed on an illustration or photographic image, the clear space area must be even-toned and pattern-free and allow for high contrast between the logo and the background.

2.5 Clear space



Always maintain clear space that is equal to or greater than the height of the landmark on all sides.

Logo

Clear space for multiple technology brands

When using Dolby technology brand logos together, the same clear space rules apply: maintain clear space that is equal to or greater than the height of the landmark on all sides.

Both vertical and horizontal formats can be positioned vertically and horizontally in relation to one another, as shown at right. Horizontal formats stacked vertically are left-aligned.

It is not acceptable to mix format or color versions: the vertical version of one technology brand with the horizontal version of another, or one black logo and the other white.

Additionally, the Dolby Vision and Dolby Vision IQ logos are not to be used together.

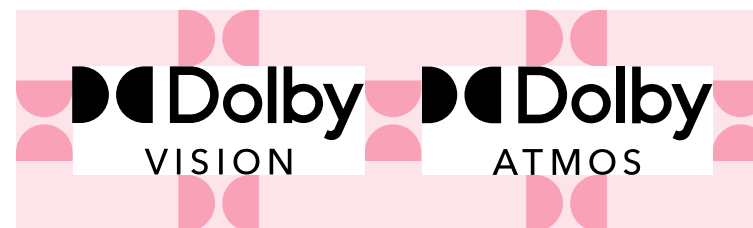
2.6 Clear space for multiple technology brands



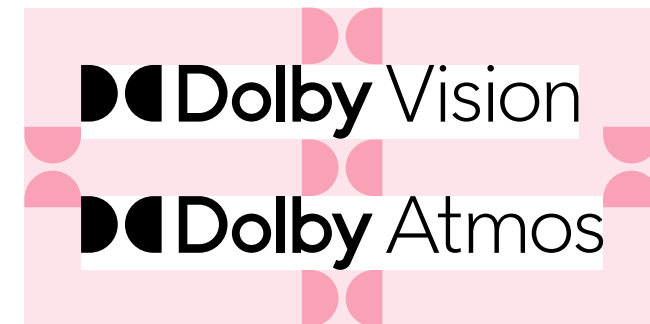
FORMAT: VERTICAL
POSITION: VERTICAL



FORMAT: HORIZONTAL
POSITION: HORIZONTAL



FORMAT: VERTICAL
POSITION: HORIZONTAL



FORMAT: HORIZONTAL
POSITION: VERTICAL
ALIGNMENT: LEFT

When pairing Dolby technology brands, the master brand wordmark component is always the same size for both logos, without exception.

Logo

Sizing

Minimum logo size

Partners may reproduce Dolby logos at small sizes to suit their needs, as long as the logos remain legible and adhere to the accompanying logo usage rules and specifications in these guidelines. If you have a sizing application that is smaller than the minimum sizes specified in the following examples, use must be approved by your Dolby representative.

(This section covers sizing specifications for the Dolby Vision logo on its own. For logo sizing and relationships with respect to manufacturer and third-party logos, please see [Co-branding](#).)

2.7 Sizing

MINIMUM PRINT SIZES

.16" / 4mm —  .125" / 3.2mm

.24" / 6mm —  .125" / 3.2mm

The minimum size for Dolby technology brand logos is determined by the minimum height of the Dolby brandmark. For print applications – products, packaging, and marketing materials – the minimum size is .125" / 3.2 mm. The resultant horizontal and vertical format logo heights are specified as above.

MINIMUM DIGITAL SIZES

18 px — 

27 px — 

22 px — 

14 px — 

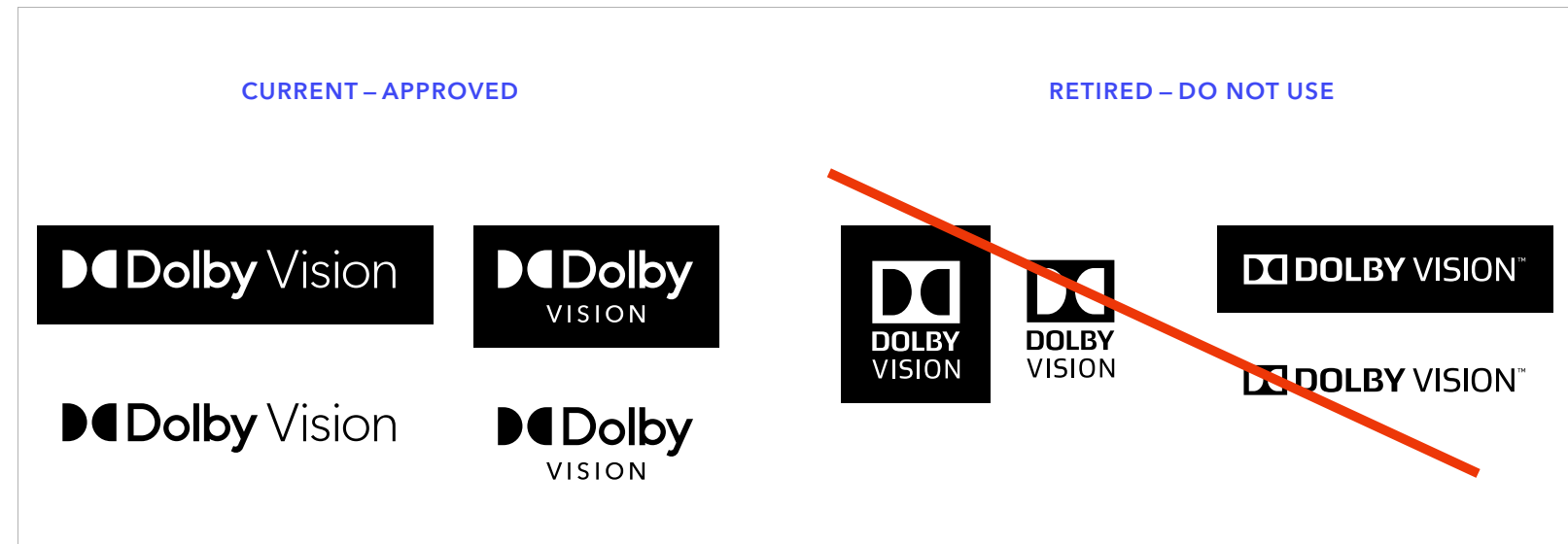
For digital applications, the minimum size is specific to logo version – horizontal, vertical, UI, and the limited use of the Dolby brandmark. Likewise, the maximum size of the UI version is 26 pixels.

Logo

Current and retired logos

This at-a-glance diagram summarizes current and retired Dolby Vision logos. Any products, communications, and digital applications using retired Dolby Vision logos will not be approved.

2.8 Current and retired logos



Logo

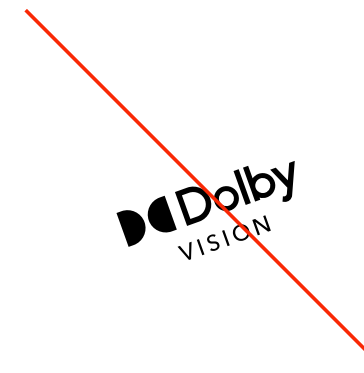
Incorrect usage

The Dolby Vision logo format, color, and special-use-case versions were designed to satisfy needs across different and varied contexts and applications. The logo artwork is not to be edited or altered in any way.

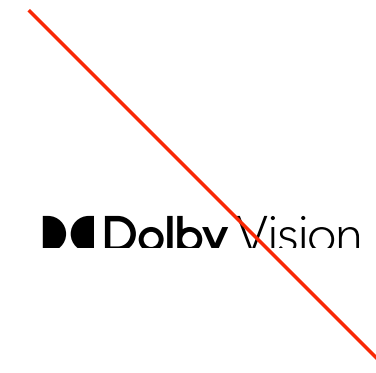
2.9 Incorrect usage



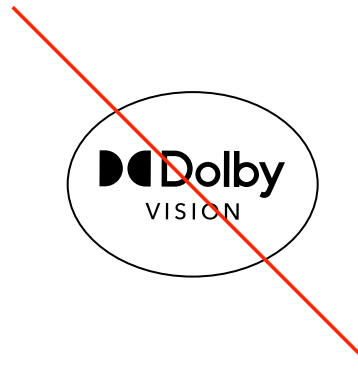
1. Do not scale the logo disproportionately.



2. Do not rotate the logo.



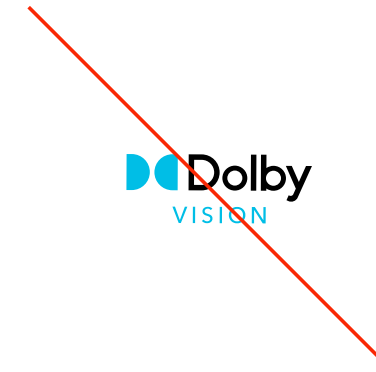
3. Do not crop the logo.



4. Do not add graphic elements around or near the logo.



5. Do not alter relationships within or delete components of the logo.

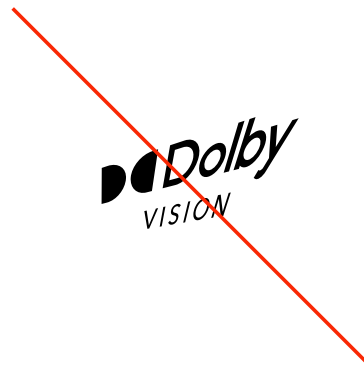


6. Do not change or alter logo color.

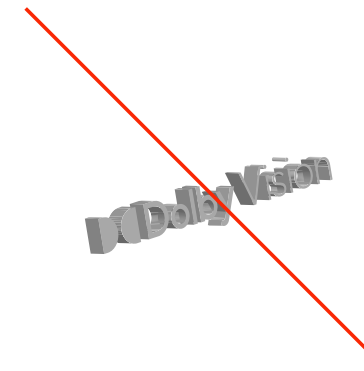
Logo

Incorrect usage (cont.)

2.9 Incorrect usage



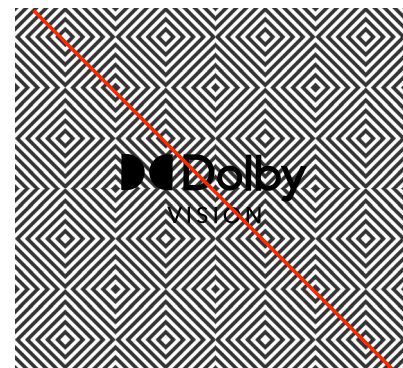
7. Do not distort the logo.



8. Do not apply effects to the logo.



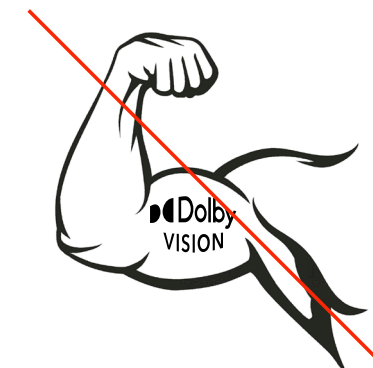
9. Do not make a pattern with the logo.



10. Do not place the logo on patterned or competing illustrative backgrounds.



11. Do not place the logo on low contrast or busy photographic backgrounds.



12. Do not use the UI version logo other than for small-size digital use.

Co-branding

Dolby Vision technology enables your products to produce superb visual experiences. Co-branding provides guidance on how to accurately reflect your partnership with Dolby with regards to logo prominence and positioning.

Co-branding

Any products that incorporate Dolby Vision technology must designate that they do so. You may not rebrand Dolby Vision technology as your own or misrepresent the scope or extent to which the Dolby Vision technology is present or used in any of your products.

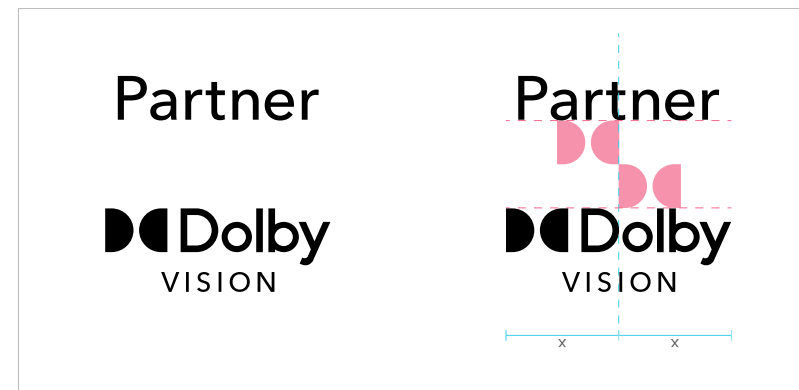
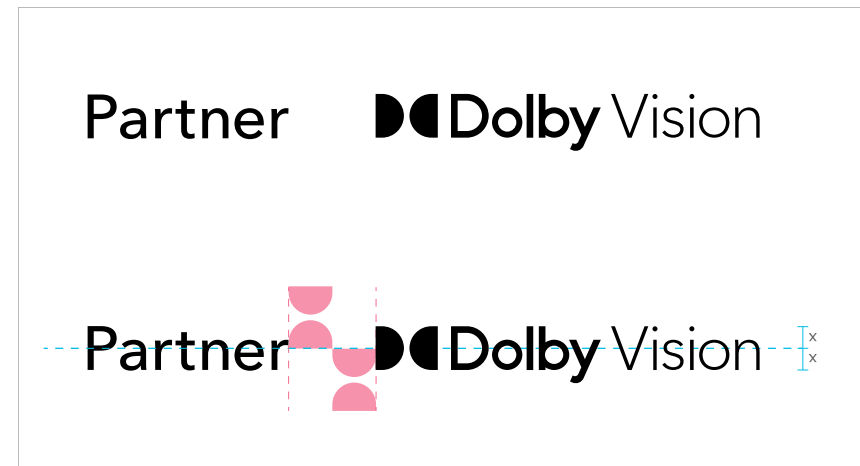
Product and service relationships

The manufacturer's or service provider's logo should have greater prominence than the Dolby Vision logo as Dolby provides the technology that enables the partner's product or service.

Correct use cases

Dolby and partner logos may be paired horizontally and vertically. In instances where the partner brand is more prominent, it is always positioned on the left (horizontally) or on top (vertically), with the Dolby logo on the right or bottom. To communicate the relationship effectively, both logos should be proportionally sized, center-aligned, and specifically spaced.

3.1 Correct use cases



CORRECT USE CASES

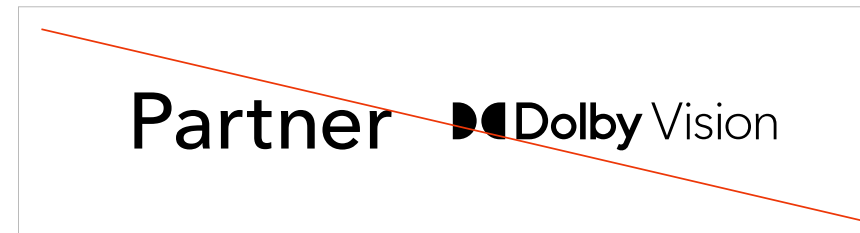
The size of the partner logo should be proportionally sized to the Dolby technology brand logo, aligning as best possible to the height of the landmark. Partner brands should always be center-aligned to the Dolby technology brand logo. The spacing between Dolby and partner logos is equal to twice the height of the landmark.

Co-branding

Incorrect use cases

Failure to maintain prescribed sizing, alignment, and spacing in co-branding relationships constitutes incorrect usage of the Dolby brand and technology logos.

3.2 Incorrect use cases



INCORRECT USE CASES



We do not permit co-branding of Dolby Vision with other ingredient technologies owned by our partners or by third parties. Other ingredient technologies must be listed so that it is absolutely clear there is no formal relationship between Dolby and/or Dolby technologies and other ingredient technologies.

Logo applications

The following section gives guidance and examples for the correct application of the Dolby Vision logo in print – including products, packaging, collateral, specifications, and retail displays.

Please note: a license is required for the use of all Dolby visual assets and trademarks.

Logo applications

Products

On products, use the standard one-color Dolby Vision logo. The vertical version is preferred when it can be produced legibly.

When silk-screening on the spine or connective portions of a product, make sure that the logo is legible. If you notice letterforms filling in, then increase the size of the logo, or switch from vertical to horizontal or vice-versa.

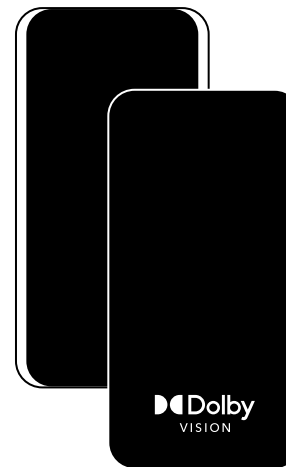
The recommended location for Dolby Vision logo placement is on the primary, most visible surface of the product. The Dolby Vision logo should never be placed on the underside of a product, or on a hidden surface.



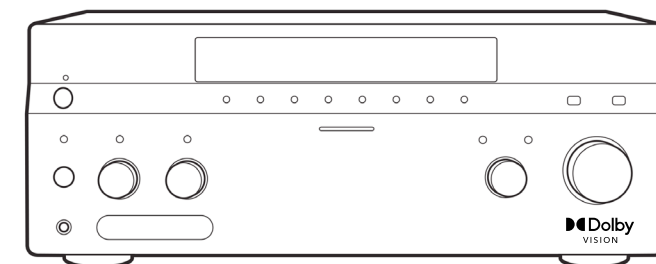
DISPLAY EXAMPLE



DISC LABEL EXAMPLE



MOBILE EXAMPLE



A/V RECEIVER (AVR) EXAMPLE

Logo applications

Products (cont.)

For products on display, you may reproduce the Dolby Vision logo on a cling or standoff applied to the product, rather than on the product itself. Acceptable colors for the cling are solid black or solid white.

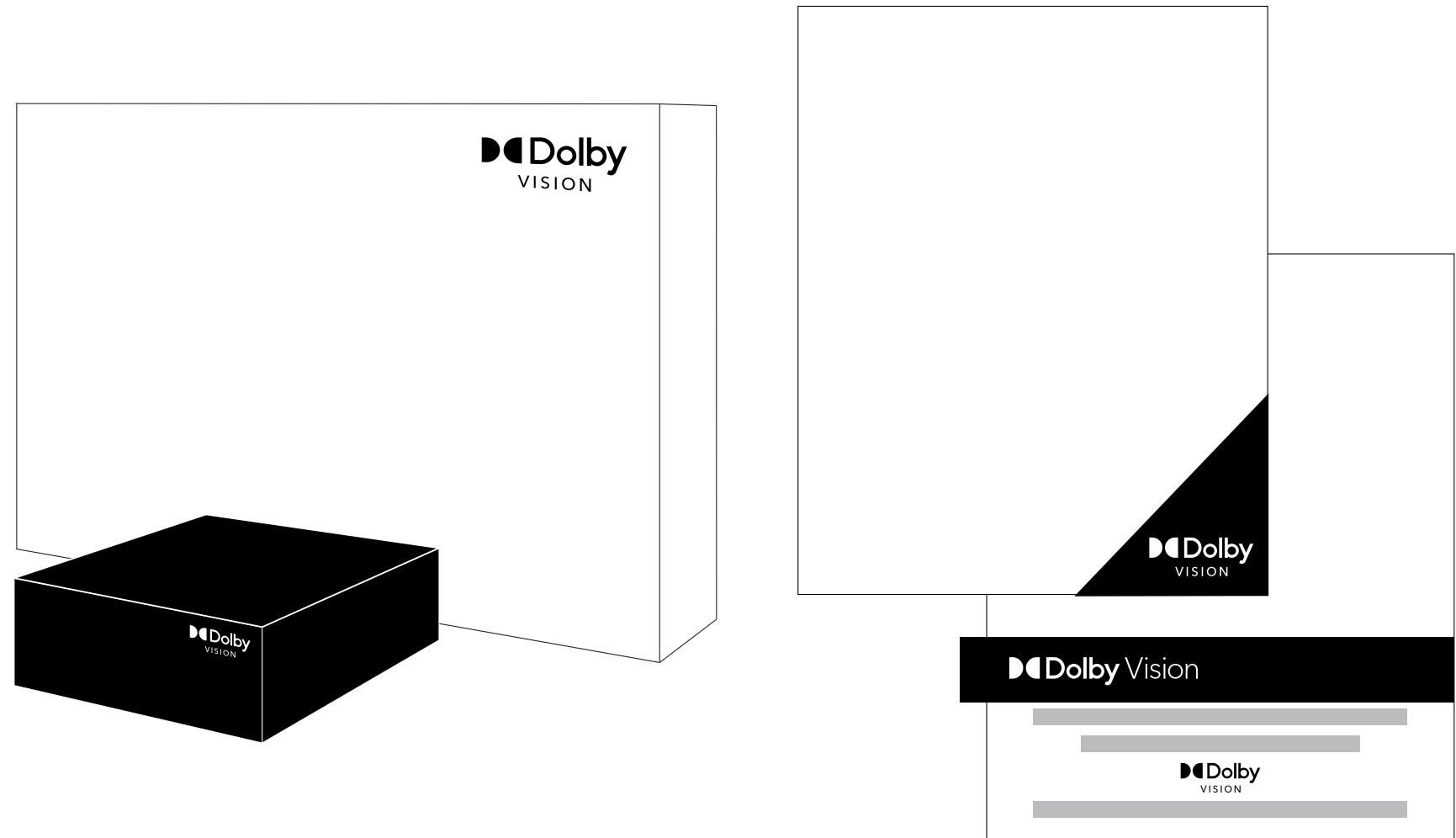


THE DOLBY VISION LOGO
ON CLINGS AND STANDOFFS

Logo applications

Packaging

On packaging materials, the Dolby Vision logo should appear no smaller than 40 percent of the size of the licensee's company or product name.



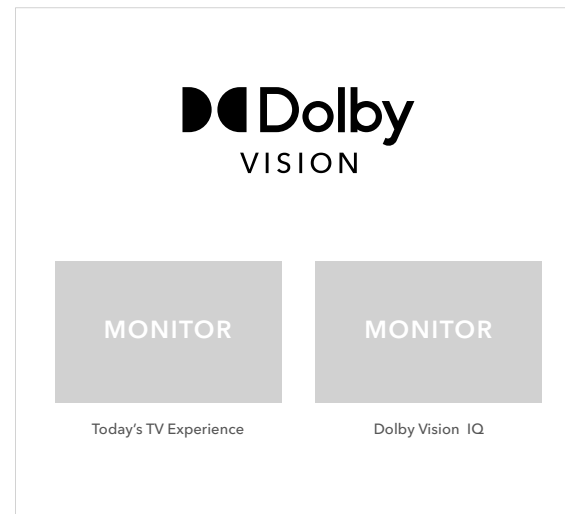
PACKAGING EXAMPLES

Logo applications

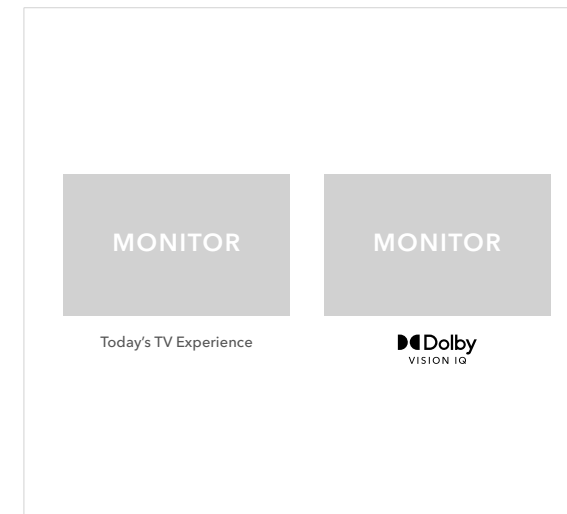
Demo displays

To use the Dolby Vision logo in demos, the demo material must include Dolby Vision technology. The logo should appear for three seconds at the beginning of the demo, or for three seconds at the beginning of each Dolby Vision section of an on/off demo.

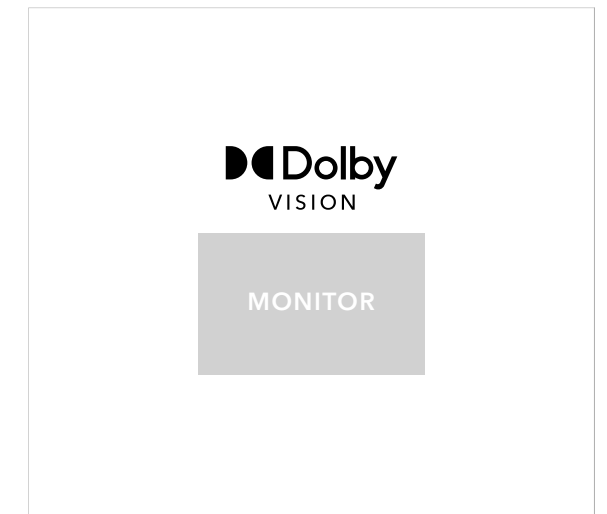
See the exhibits here, at right, for guidance on retail display branding.



RECOMMENDED COMPARISON DEMO DISPLAY SETUP



ALTERNATE COMPARISON DEMO DISPLAY SETUP



RECOMMENDED SINGLE DEMO DISPLAY SETUP

UI Logo applications

When users think of Dolby Vision, we want them to realize that, through your product or service, they are experiencing the latest and best in visual technologies.

For more comprehensive guidance on applying Dolby Vision branding to the user experience and related UI, we've put together the following requirements and recommendations with use case examples.

UI Logo applications



Use cases

Use the Dolby Vision logo when content is available, or being played, in Dolby Vision. The UI version of the Dolby Vision logo is used when space and context do not permit legible use of the preferred horizontal and vertical logo versions. (See [Sizing](#).)

Metadata

Dolby Vision content must be tagged with, and end-user searchable by, the following metadata: "Dolby Vision" and "HDR".

5.1 Use cases

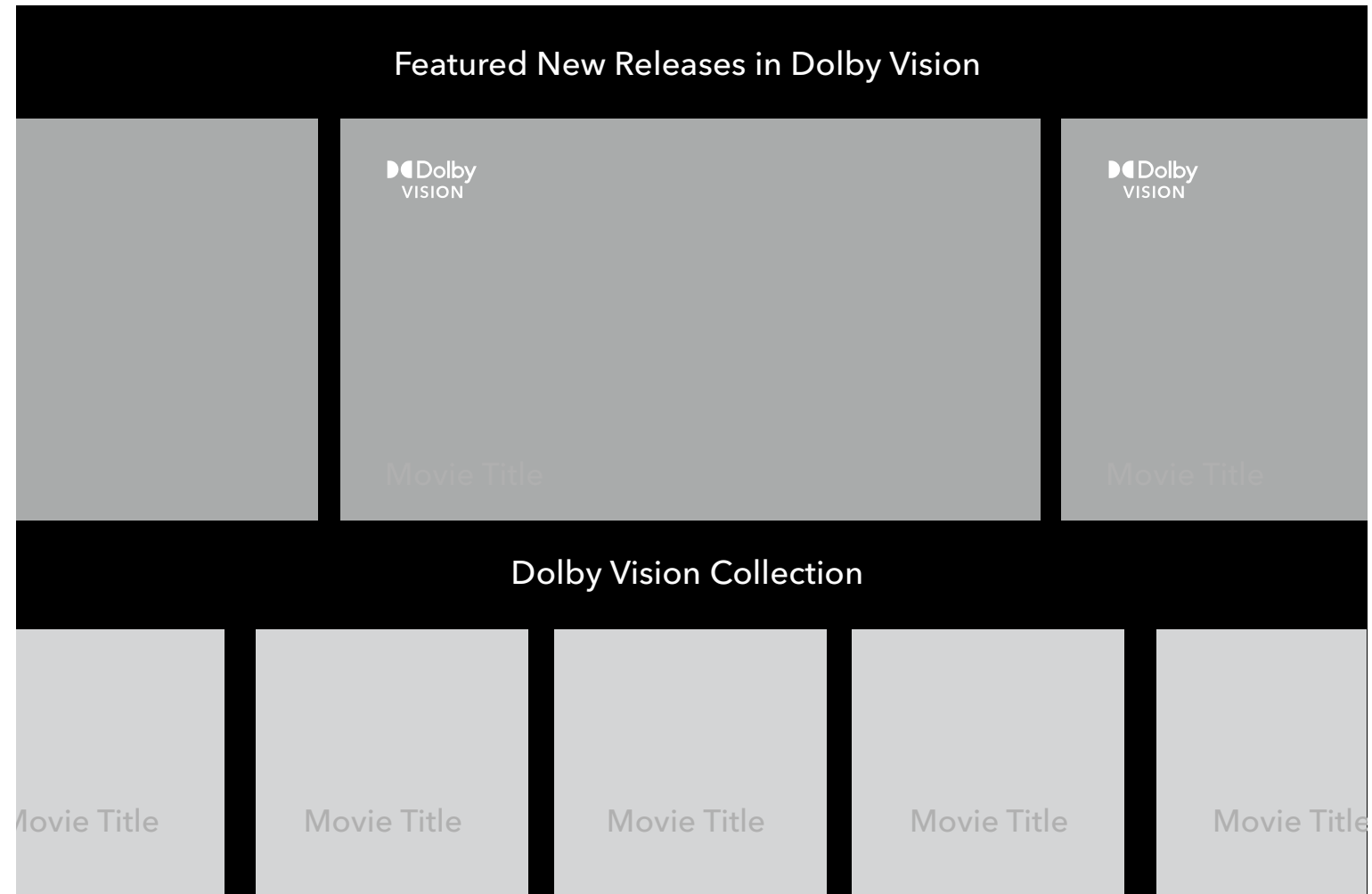
For Experiences Enabled with Dolby Vision						
Use Cases						
Marketing and Sales Materials	Product	Packaging	User Interface	Text Reference	Feature Name	Formats Supported
			 <p><i>In order of preference, dependent on space constraints.</i></p>	Dolby Vision®	Dolby Vision®	Dolby Vision®
						<i>Formats shown here are examples only – list only the formats that your implementation supports.</i>

Please note that you must use our brands in accordance with this section and with both the Brand Architecture and Logo sections of the Dolby Vision Guidelines, unless you have written permission from your Dolby representative for an exception.

UI Logo applications

Dolby Vision collection

When there are ten or more Dolby Vision titles, we recommend you create an easily accessible Dolby Vision collection so that you can find and enjoy Dolby Vision content on your device or service. Any title correctly tagged Dolby Vision can be placed in this collection.

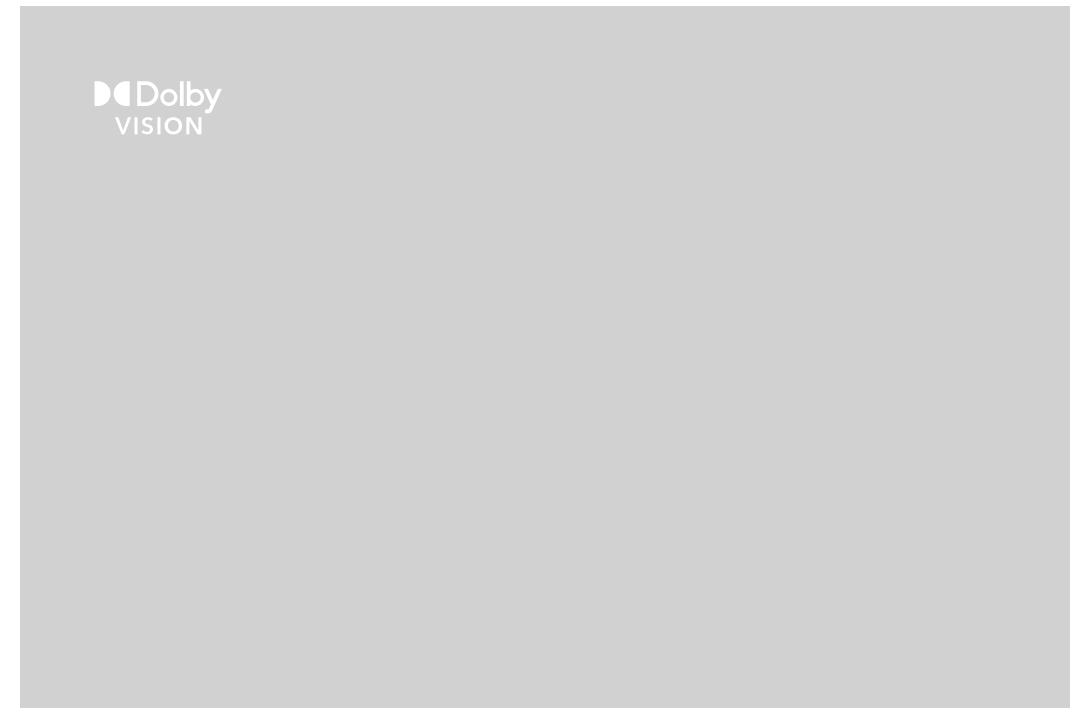


UI Logo applications

Dolby Vision logo overlay on title thumbnails

Overlay the logo on thumbnails for Dolby Vision content.

5.3 Dolby Vision logo overlay on title thumbnails



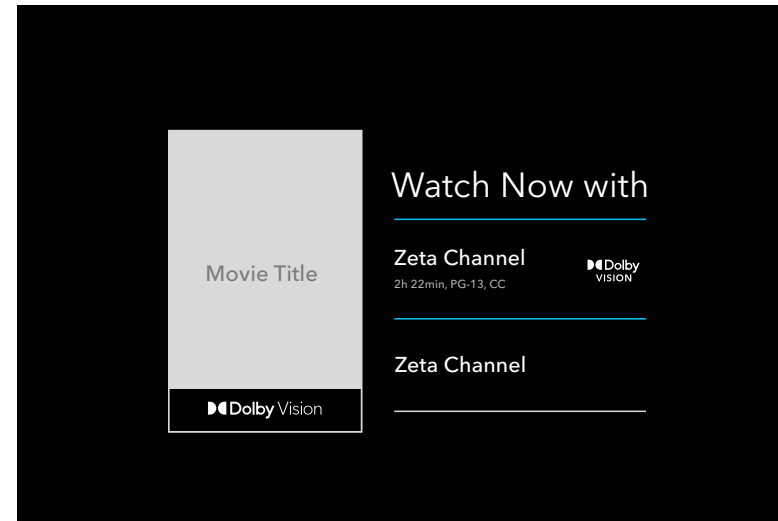
CONTENT THUMBNAIL EXAMPLE

UI Logo applications

Dolby Vision flag on title posters

Place a footer flag on movie title artwork to indicate Dolby Vision content.

5.4 Dolby Vision flag on title posters



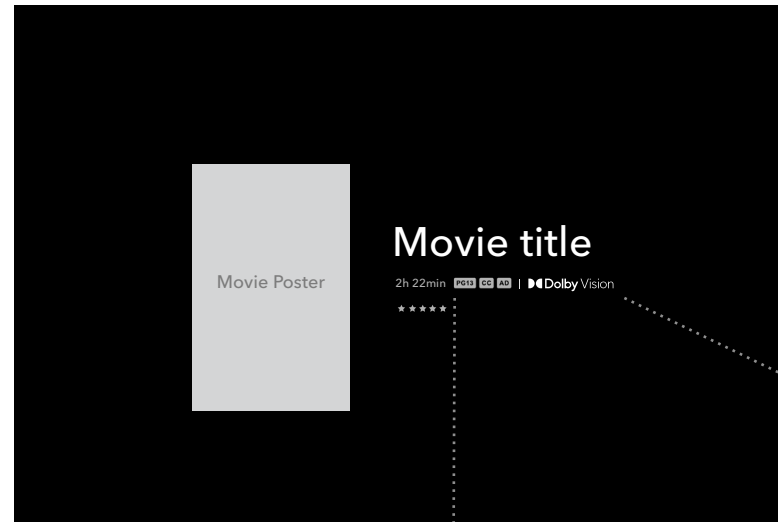
MOVIE TITLE POSTER EXAMPLE



UI Logo applications

Dolby Vision branding on content detail pages

Use the Dolby Vision logo next to the film art to signify that Dolby Vision will enhance their viewing experience.



MOVIE UI BUG EXAMPLE



STANDARD CONTENT FEATURES

PREMIUM BRANDED FEATURES

UI Logo applications

Dolby Vision branding on EPG and program info screens

Use the Dolby Vision logo in the EPG and program info screens to indicate that the viewing experience is enhanced by Dolby Vision technology.

5.6 Dolby Vision branding on EPG and program info screens

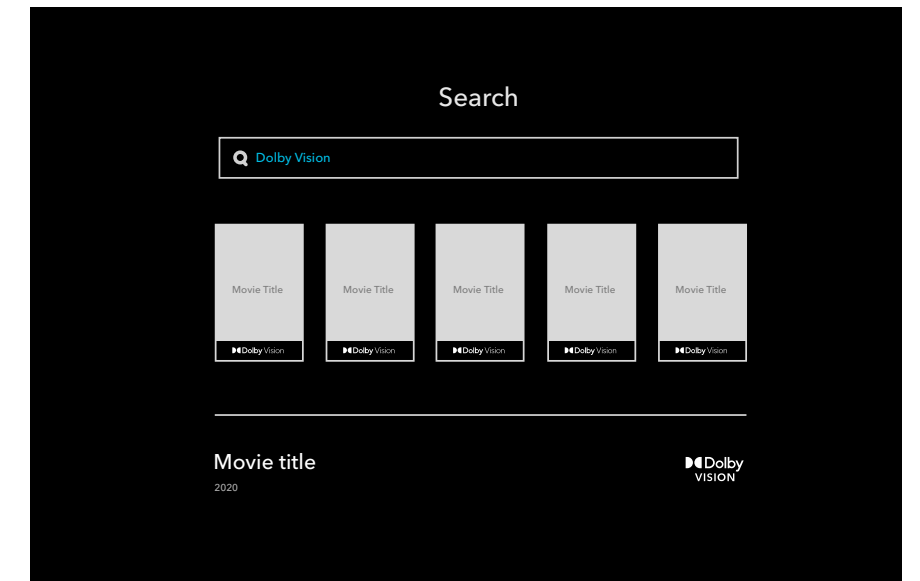
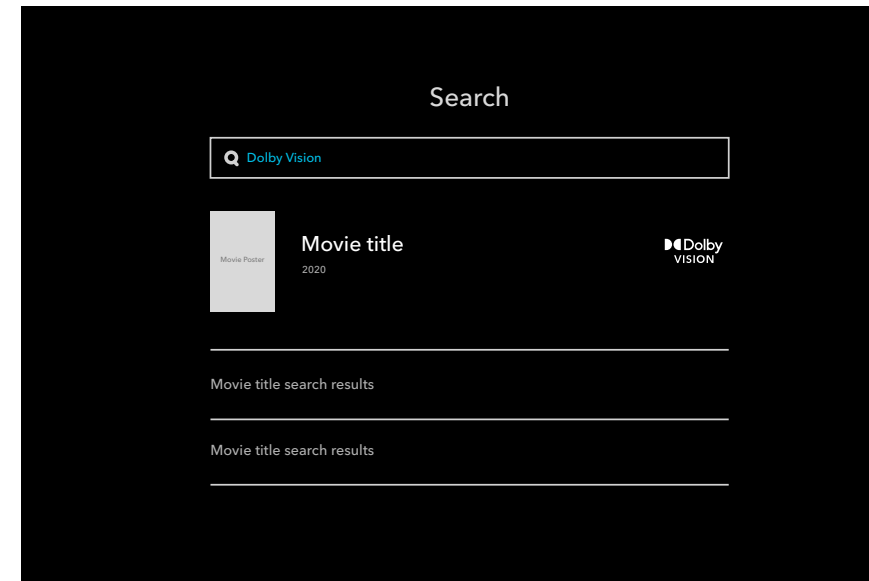
Today		11:00a	11:30a	12:00n	12:30p	1:00p	1:30p
703	Birds and Flowers 11:00-12n An award-winning documentary on birds and flowers in the ...						
704	Destination North						
705	Dance with Me						
706	Football Highlights						
707	Here We Go Again						
708	Cooking	Wine Time					

UI Logo applications

Dolby Vision content identifier in search results

The Dolby Vision logo should be included as a premium capability indicator within the details of search results.

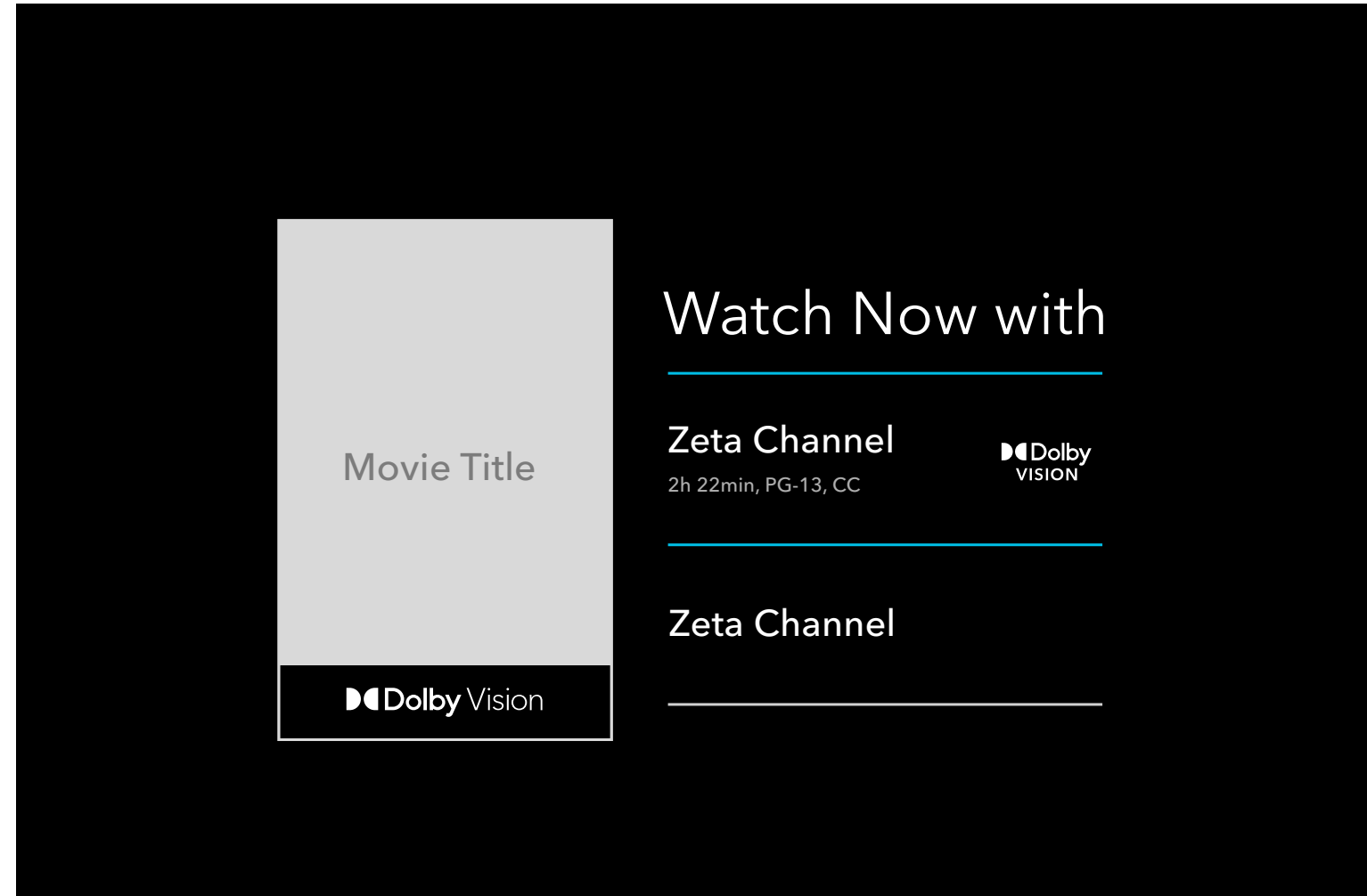
5.7 Dolby Vision content identifier in search results



UI Logo applications

Dolby Vision content identifier in content options

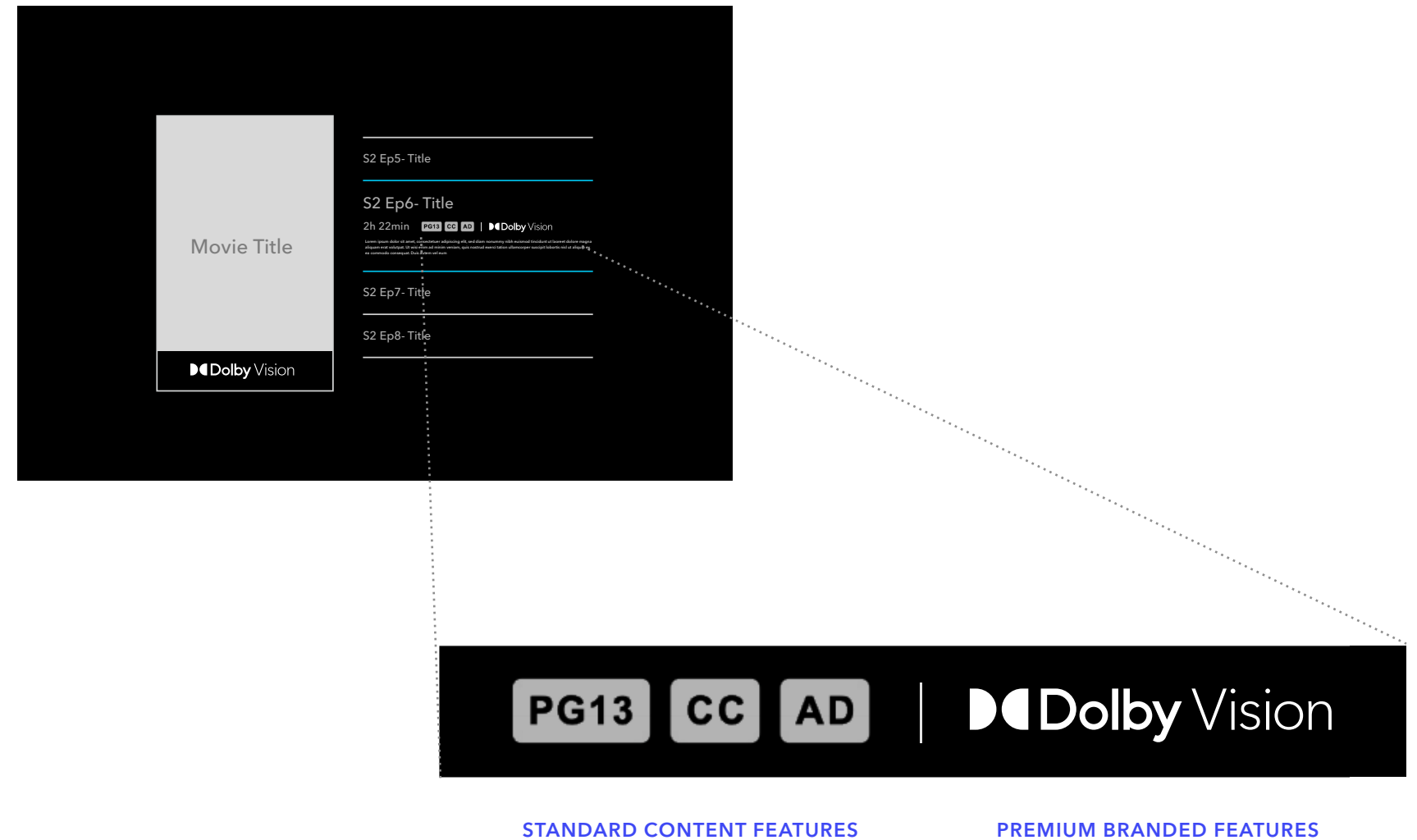
The Dolby Vision logo should be included as a premium capability indicator within the details of content options.



UI Logo applications

Dolby Vision content identifier

Expand the use of content identifiers and features to include a section for identifying premium branded features. To avoid confusion and create consistency, premium branded features should be present wherever the standard content features are presented.



UI Logo applications

Dolby Vision content indication on screens

When Dolby Vision content is playing, users must be informed using one or both of two methods: info indication and content notification. And, the user needs to be provided with confirmation across all scenarios (HDMI, OTT, USB, etc.).

Info indication method

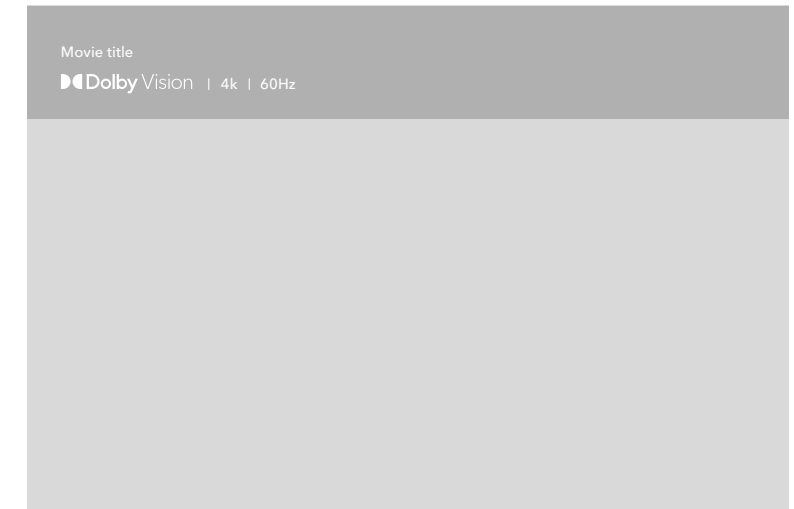
To satisfy the requirement using this method, when Dolby Vision content is playing, you must show the Dolby Vision logo on screen when a user hits the “Info” button (or similar) on their remote control device. (If the Info screen does not support graphics, you can use Dolby Vision in text instead.) Note that both source and sink devices are responsible for ensuring that Dolby Vision branding appears on the Info screen when Dolby Vision content is playing.

Content notification method

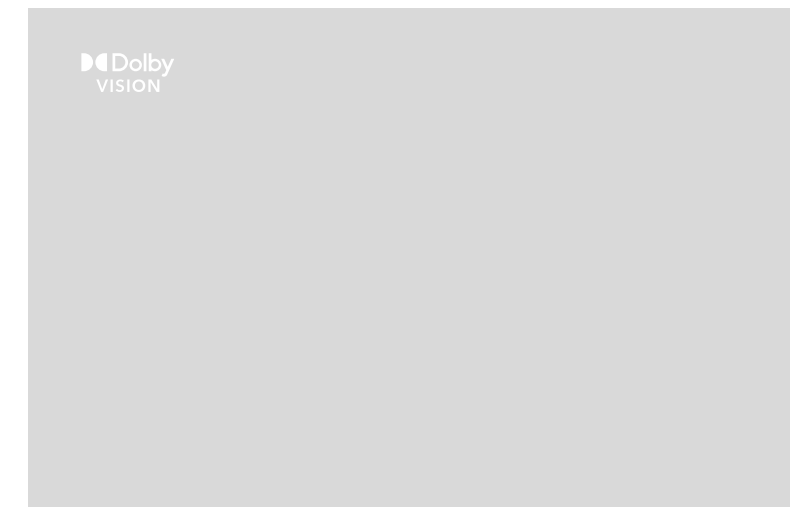
You satisfy this requirement by implementing content notifications instead of, or in addition to, the info indication method described above. Using this method, you implement notifications to appear on the primary display screen when content in Dolby Vision begins to play.

If you implement notifications, the following steps are required:

1. The notification must use an approved Dolby Vision logo unless you receive written approval from Dolby for an alternate implementation.
2. The notification must appear within two seconds and remain on screen for three seconds when Dolby Vision content begins to play.
3. You cannot display the Dolby Vision logo when content is not being played in the Dolby Vision format.
4. Users must be given the option to turn off notifications in the Settings menu.
5. You must build an API to enable TV apps to temporarily turn the notifications off during content selection and other activities when the application is not sending full-screen video content.
6. When entering and exiting a Dolby Vision Game picture mode, the sink device must provide a notification within two seconds (e.g. Entering Dolby Vision Game picture mode).



INFO INDICATION METHOD



CONTENT NOTIFICATION METHOD

UI Logo applications

Picture mode settings menu

Within settings menus, two picture-setting modes must be available. There must be a mode for controlling the picture profile when Dolby Vision content is currently being displayed, and one when Dolby Vision content is not. The settings menus will automatically display the proper menu based on the current content.

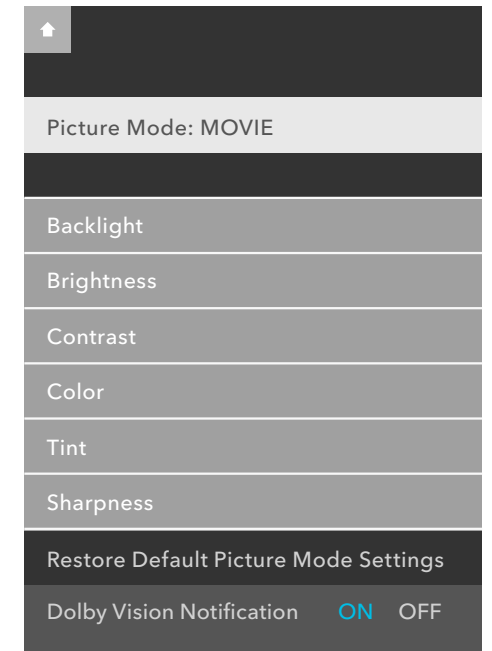
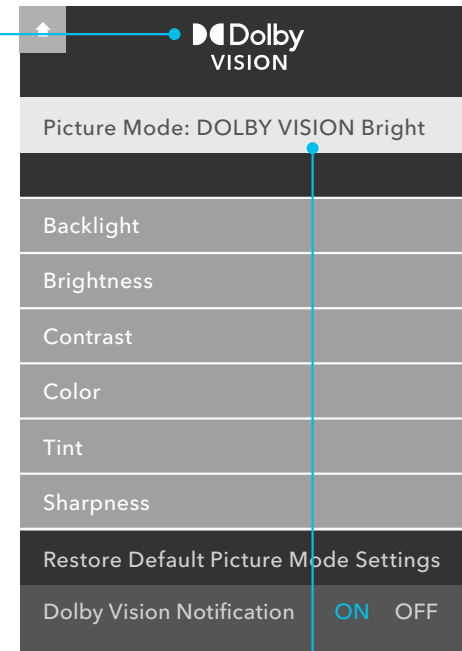
Within the settings menu for Dolby Vision content, two predefined Dolby Vision picture settings must be made available: Dolby Vision Bright and Dolby Vision Dark. You must use the settings provided by Dolby for these modes. Dolby Vision Bright should be the default setting. Additionally, users must be given an option to restore picture mode settings to their default values. You may create additional picture modes for Dolby Vision content; we recommend including a Standard and Vivid option.

The picture settings menu must clearly indicate that it is in Dolby Vision mode by displaying a Dolby Vision logo.

5.11 Picture mode settings menu

Dolby Vision signal detected

Dolby Vision signal not detected



When Dolby Vision signal is detected, automatically enter into Dolby Vision picture mode settings. Signal to the user that the device is in Dolby Vision mode.

Dolby Vision Bright and Dolby Vision Dark modes must be included as part of predefined picture modes.

Users must be given an option to restore picture mode settings to their default values. The option to restore default settings becomes active once the user has customized the setting.

Users can turn the Dolby Vision playback notification on and off.

Trademark use

This section provides guidelines on how to properly use and acknowledge Dolby logos, trademarks, and technology names.

Trademark use

Trademark use and acknowledgment

As with any material property, trademarks may only be used with the permission of the trademark owner. When trademarks are licensed, it's the responsibility of the trademark owner to establish usage standards and to educate licensees on meeting these standards, in order to protect the reputation of the marks.

Dolby trademarks must always be used in accordance with US practices for the protection of trademark and service mark rights, except when the requirements are more stringent in the country from which the product or marketing containing the Dolby trademark originate. Then the practice of that country must be followed.

We require Dolby trademarks to be represented in specific ways on materials associated with products incorporating Dolby technology. One of those requirements is that Dolby trademarks and technology names must be followed by appropriate suggested generic terms or phrases to describe the underlying product.

This section provides guidelines on how to properly use and acknowledge Dolby logos, trademarks, and technology names in:

- Marketing materials
- Online content
- Product packaging
- Products

1. General rules

1.1. Dolby logos, trademarks, and technology names may not be incorporated into your own product names, service names, trademarks, logos, or company names. Marks or logos that are confusingly similar to Dolby's marks and logos may not be adopted.

Correct

Our Amazing Television uses Dolby Vision technology to deliver an amazing picture.

Incorrect

Our Dolby Vision television plays movies and TV shows.

1.2. Use logos, trademarks, and technology names in the manner for which they are intended. Do not use them for goods or services for which they are not intended. Do not make puns out of them or portray them in a negative light.

1.3. Licensees must designate any capability or benefit that is delivered via Dolby licensed technologies ("Technology") with the Dolby Vision mark or logo, in both marketing communications and the user experience, unless prior written approval has been obtained from Dolby. If a Licensee believes it is unfeasible to incorporate the Dolby mark or logo due to space or similar limitations, it may submit a written request for exemption and specify the limitations. Dolby's approval will not be unreasonably withheld, and if granted, will be in writing.

1.4. Licensees may not designate a capability related to or delivered via the Technology with a proprietary mark or name other than the approved Dolby mark or logo.

2. Using Dolby logos, trademarks, and technology names in marketing materials

2.1. Marketing materials include, but are not limited to, owner's manuals, setup guides, quick-start cards, data sheets, press releases, advertisements, and white papers.

Trademark acknowledgments

2.2. A trademark acknowledgment statement shall be displayed whenever the Dolby logo or trademark is used in marketing materials. The acknowledgment must be visible on the marketing material, typically in the form of a footnote, and identify only those Dolby logos and trademarks used.

2.3. Various methods of trademark acknowledgment are acceptable, depending on the trademarks used and the available copy space. These examples illustrate different trademark acknowledgments.

2.3.1. When using the trademark "Dolby," the circle-R symbol must be placed after the first instance of "Dolby" in the marketing material, along with the trademark acknowledgment:

- Preferred: Dolby is a registered trademark of Dolby Laboratories Licensing Corporation.
- Or: Registered trademark of Dolby Laboratories
- Or: ® Dolby Laboratories

2.3.1.1. The circle-R (®) or trademark (™) must be adjacent to the trademark and the trademark should be followed by a generic term: "Dolby Vision® decoding and playback," not "Dolby Vision decoding and playback®."

6.1 Trademark use and acknowledgment

2.3.2. If the double-D symbol is also used, the trademark acknowledgment must read:

- Preferred: Dolby and the double-D symbol are registered trademarks of Dolby Laboratories Licensing Corporation.
- Or: Registered trademarks of Dolby Laboratories
- Or: ® Dolby Laboratories

2.3.3. When other trademarks are also used within the text, such as "Dolby Vision," the trademark acknowledgment is modified to indicate ownership of those terms as well. For example, if the Dolby and Dolby Vision trademarks appear in an owner's manual, the trademark acknowledgment should read:

Dolby, Dolby Vision, and the double-D symbol are registered trademarks of Dolby Laboratories Licensing Corporation.

2.3.4. For the trademark indication, a circle-R (®) or trademark (™) symbol in superscript mode is preferred, but if these symbols are not available, use the letters and parentheses: (R) or (TM).

2.3.5. Translations of trademark acknowledgment statements are available in many languages in Translated Dolby Trademark Statements for Licensed Products. Contact your local Dolby representative for a copy of this document.

Using Dolby trademarks and product names in text

2.4. "Dolby" is a registered trademark used to describe the products, licensable technologies, and services of Dolby Laboratories. The Dolby trademark should be used as an adjective in conjunction with a technology name and a generic term, typically a common noun. Accordingly, the Dolby trademark should never be used alone.

Correct

The Amazing Television supports Dolby Vision technology.

Incorrect

The Amazing Television supports Dolby. Dolby is in the Amazing Television.

2.5. Avoid phrases such as "Dolby service" or "Dolby device," which imply that Dolby manufactures these products. Instead, use the phrase, "a television that supports Dolby Vision technology."

2.6. Properly designate all of Dolby's trademarks with a circle-R (®) or trademark (™) symbol at the most prominent use (usually a headline) and again after the first use of the trademark in the copy.

2.7. Do not claim Dolby has certified or warranted a product or service. You may state that Dolby has approved the design of your product.

Correct

The Amazing Television supports Dolby Vision playback.

Incorrect

The Amazing Television is Dolby certified.

2.8. Trademarks and technology names should not be used as verbs.

Correct

Enjoy your entertainment with Dolby Vision technology.

Incorrect

Dolby Vision your entertainment experience.

2.9. Trademarks and technology names should not be used in the plural.

Correct

This service supports premium-quality images with Dolby Vision technology.

Incorrect

This service includes two Dolbys.

2.10. Trademarks and technology names should not be used in the possessive.

Dolby Vision Brand Guidelines

Correct

The capabilities of the service supporting Dolby Vision playback are excellent.

Incorrect

Dolby's playback capabilities are excellent.

2.11. Trademarks should not be altered or appended to in any way.

Correct

- Capable of Dolby Vision playback.
- Incorporates Dolby Vision support and Amazing Movies service technologies
- Prior to decoding and playback of Dolby Vision content

Incorrect

- Dolby Vision-capable
- Incorporates Dolby Television technologies
- Pre-Dolby Vision processed

2.12. Trademarks and technology names should not be abbreviated. The only exception is in space-limited applications, such as indicators or displays. See paragraphs 4.6 through 4.8 below for more information.

Correct

Dolby Vision

Incorrect

DV

2.13. Always use the capitalization, spacing, and syntax for Dolby trademarks and technology names exactly as they are represented in these guidelines.

Correct

Dolby Vision

Incorrect

Dolby vision

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6.1 Trademark use and acknowledgment

2.14. "Dolby" is not only a trademark used to describe Dolby technologies and products, but it's also the name of the company. When using Dolby to represent the company name, the circle-R symbol may be removed and "Dolby" may be used as a noun (e.g. Acme Ltd. will host Dolby at the user conference).

3. Using Dolby logos, trademarks, and technology names in online marketing content

3.1. The guidelines for using Dolby logos, trademarks, and technology names in marketing materials also apply to usage for online content including websites, emails, blogs, and other Internet-related applications. Some exceptions to logo usage in mobile app UX environments are described earlier in this document. Additional considerations for online content use are described in the following sections.

3.2. Domain and subdomain names should not include Dolby trademarks and technology names (e.g. www.acme-dolby.com or www.dolby.acme.com). A subfolder of the primary domain name may be used.

3.2.1. Capitalization rules should apply with subfolder names (e.g. the "D" in Dolby should be capitalized).

3.2.2. The registration and use of the Dolby brand name in third-party website addresses is not allowed (e.g. www.acme.com/dolby).

3.2.3. Dolby licensees should not purchase or register domain names that include Dolby trademarks and technology names. The licensee's website name should not include Dolby trademarks and technology names (e.g. The Dolby <technology name> Review Site).

3.3. Online content that uses Dolby logos and trademarks should include the proper trademark acknowledgment statements in the online content's legal notices.

3.4. Licensee's online content may contain links to content on Dolby's websites, but content from Dolby's websites and emails may not be copied to a licensee's online presence.

Logo usage

3.5. When displaying Dolby logos in online content, all logo usage guidelines in this document apply, including clear space, sizing, and color.

3.5.1. Logos may not be animated, morphed, assembled or disassembled, or moved across the screen.

3.5.2. Dolby logos may be clickable to the appropriate page on Dolby's websites.

3.5.3. Logo use should indicate that the licensed product contains Dolby technologies and not that the logo is an endorsement of the licensee's company or website.

3.5.4. The relationship between the size of the licensee's logo and the Dolby logo should not imply that Dolby is the owner of the website. See the Logo prominence section for details.

4. Using Dolby logos, trademarks, and technology names on products trademark and license acknowledgments

4.1. A trademark acknowledgment shall be displayed whenever the Dolby logo or trademark is used on a product. The acknowledgment must be visible on an exposed surface of the product or package and identify only those Dolby trademarks used. The typical location is on the back panel of the licensed product and in the owner's manual. If there is no space on the product for the acknowledgment, the notice in the owner's manual is sufficient.

Dolby Vision Brand Guidelines

A license notice shall be displayed whenever a product includes licensed Dolby technologies. The notice must be visible on an exposed surface of the product or package, typically on the back panel, and in the owner's manual. If there is no space on the product for the notice, the notice in the owner's manual is sufficient.

Products with 400 cm², or less, of total exterior product surface area are not required to include a trademark acknowledgment or license notice on the outside of the product. However, a trademark notice and license notice are still required in the owner's manual as stated in the preceding two paragraphs.

4.2. Registered trademark symbols (®) are not required for logos placed on products.

4.3. Proper trademark acknowledgments and license notices are listed on the final page of this document.

4.4. Translations of trademark acknowledgment statements and license notices are available in many languages in Translated Dolby Trademark Statements for Licensed Products. Contact your local Dolby representative for a copy of this document.

Generic terms on products

4.5. Words describing the Dolby technology (e.g. "Supports Dolby Vision content") must not be permanently printed on products. Such use would detract from the logo and reduce the value of the Dolby trademark. To highlight a technology in a licensed product, we suggest a removable point-of-sale sticker.

Abbreviations for switches and indicators

4.6. In certain cases, technology names need to be used in a shortened form for switch markings and indicators. No other abbreviations are allowed.

6.1 Trademark use and acknowledgment

4.7. The word "Dolby" alone should not be used with words such as "switch," "indicator," or "light" because Dolby Laboratories does not manufacture these parts or license others to manufacture them.

4.8. When marking switches and indicators:

4.8.1. The word "Dolby" may not be used alone on switches and indicators.

4.8.2. If only the double-D symbol is used for a switch marking, the full technology name must appear in close proximity on the product or user interface.

4.8.3. The double-D symbol may be used alone on buttons, but must always be shown with sufficient quality to be clearly recognizable. Approval by Dolby Laboratories must be obtained prior to mass production.

4.8.4. All indicators for Dolby technologies must follow the operating state (on or off) of the appropriate technology.

5. Using Dolby logos and trademarks on packaging trademark and license acknowledgments

Trademark and license acknowledgments

5.1. While we recommend that the appropriate Dolby logo and brand be displayed on the product packaging, a trademark acknowledgment statement and license notice are not required on the packaging as long as the proper trademark acknowledgment statement is displayed in the owner's manual.

5.2. Guidelines for displaying Dolby logos on product packaging can be found in the Logo Applications section.

Dolby trademark and license statements

Following are Dolby technology names and their accompanying trademark acknowledgment statements for marketing materials, required notices for licensed products and software products, and associated generic terms. For translated versions, refer to Translated Dolby Trademark Statements for Licensed Products. Contact your Dolby representative for a copy of this document.

Trademark acknowledgment for marketing materials

Product leaflets, advertisements, and other promotional materials are not required to include a license notice, but such materials must acknowledge ownership of the Dolby trademarks. Trademarks that are required to appear in the trademark acknowledgment, as appropriate, are "Dolby," "Dolby Vision," "Dolby Atmos," "Dolby Audio," and the double-D symbol.

When these trademarks are used either in text or logo form, the trademark acknowledgment should list them. For reference to Dolby Vision alone, the trademark acknowledgment is: Dolby, Dolby Vision, and the double-D symbol are registered trademarks of Dolby Laboratories Licensing Corporation.

Trademark acknowledgment and license notice required for licensed products

A license notice and trademark acknowledgment must be displayed whenever a Dolby technology is included in a product. The acknowledgment must be visible on an exposed surface of the product and package and identify only those Dolby trademarks used. The typical location is at the bottom of the piece. Though these guidelines are focused on Dolby Vision, trademarks that are required to appear in the trademark acknowledgment, as appropriate if used by a partner, are "Dolby," "Dolby Vision," "Dolby Atmos," "Dolby Audio," and the double-D symbol.

For products containing only Dolby Vision

When these trademarks are used either in text or logo form, the license notice and trademark acknowledgment should be listed in the following form:

Dolby, Dolby Vision, and the double-D symbol are registered trademarks of Dolby Laboratories Licensing Corporation. Manufactured under license from Dolby Laboratories Licensing Corporation. Confidential unpublished works. Copyright © 2013-2020 Dolby Laboratories. All rights reserved.

Please note that you may add other Dolby trademarks that you have permission from Dolby to use into the trademark acknowledgment statement above. Below please find those statements for products that combine Dolby Vision with Dolby Atmos or with Dolby Audio.

For products containing Dolby Vision and Dolby Atmos

Dolby, Dolby Vision, Dolby Atmos, and the double-D symbol are registered trademarks of Dolby Laboratories Licensing Corporation. Manufactured under license from Dolby Laboratories. Confidential unpublished works. Copyright © 2012-2020 Dolby Laboratories. All rights reserved.

For products containing Dolby Vision and Dolby Audio

Dolby, Dolby Vision, Dolby Audio, and the double-D symbol are trademarks of Dolby Laboratories Licensing Corporation. Manufactured under license from Dolby Laboratories. Confidential unpublished works. Copyright © 1992-2020 Dolby Laboratories. All rights reserved.

Approval process checklist

To help with implementation and approval, we provide our partners with the following checklist.

Approval process checklist

Before submitting for any approvals, please make sure that you have implemented the following rules.

7.1 Approval process checklist

- 1.** The LNTA (Licensed Notice Trademark Acknowledgment) must be on the product if there is more than 400 cm² of clear space on the exterior surface. (Phones often don't have this much clear space; Apple TV and laptops do.)
- 2.** All Dolby logos must be current as detailed in these guidelines, from the current library (in accordance with the sales contract), and use the preferred logo version (specified in the Use case chart, Logo usage, and/or Logo applications and UI Logo applications sections).
- 3.** Dolby logos are never to be altered in any way and usage of Dolby logos must adhere to these guidelines in all respects – including clear space, color versions (black or white only), background use, minimum sizing, and co-branding relationships.

Addendum

Addendum

Translations of picture mode settings

Though we do not translate the Dolby Vision brand name for languages other than Chinese, Japanese, and Korean, we provide approved translations for the descriptors found in Dolby Vision Dark, Dolby Vision Bright, and Dolby Vision Notification. You must use the provided translations when translating the descriptors. Do not translate the brand name Dolby Vision – except when translating into Chinese, Japanese, or Korean.

Dolby Vision translated descriptors

English	Dark	Bright	Notification
Albanian	E errët	E ndritshme	Njoftimi
Arabic	داكن	ساطع	إشعار
Bosnian	Tamno	Svijetlo	Obavijest
Bulgarian	тъмен	ярък	индикация
Chinese (Simplified)	柔和	明亮	通知
Chinese (Traditional)	柔和	明亮	通知
Croatian	Tamno	Svijetlo	Obavijest
Czech	Tmavý režim	Světlý režim	Oznámení
Danish	Mørk	Lys	Notifikation
Dutch	Donker	Helder	Melding
Estonian	Tume	Hele	Teavitus
Farsi/Persian	تیره	روشن	اعلان
Finnish	tumma	kirkas	ilmoitus
French (Canadian)	Sombre	Lumineux	Notification
French (European)	Sombre	Lumineux	Notification
German	Dunkel	Hell	Benachrichtigung
Greek	Χαμηλή φωτεινότητα	Υψηλή φωτεινότητα	Ειδοποιήσεις
Hebrew	כהה	בהיר	הודעה
Hindi	डार्क	बराइट	नोटिफिकेशन
Hungarian	Sötét	Világos	Rendszerüzenet
Indonesian	Gelap	Terang	Notifikasi
Italian	Scuro	Chiaro	Notifica

Addendum

Translations of picture mode settings

Dolby Vision translated descriptors (cont.)

English	Dark	Bright	Notification
Japanese	ダーク	ブライト	案内
Kazakh	Күңгірт	Ашық	Хабарландыру
Korean	어두움	밝음	알림
Latvian	Tumšs	Spilgts	Paziņojums
Lithuanian	Tamsus	Šviesus	Pranešimas
Malay	Gelap	Terang	Pemberitahuan
Norwegian	Mørk	Lys	Varsling
Polish	Ciemny	Jasny	Powiadomienie
Portuguese (Brazilian)	Escuro	Claro	Notificação
Portuguese (European)	Escurecido	Brilho	Notificação
Romanian	Întunecat	Luminos	Notificare
Russian	Темный	Светлый	Уведомления
Slovak	tmavý režim	svetlý režim	upozorňovanie
Slovene	Temno	Svetlo	Obvestilo
Spanish (Latin America)	Oscuro	Brillante	Notificación
Spanish (European)	Oscuro	Brillo	Notificación
Swedish	Mörk	Ljus	Avisering
Thai	มืด	สว่าง	การแจ้งเตือน
Turkish	Koyu	Parlak	Bildirim
Ukrainian	Темний	Яскравий	Сповіщення
Vietnamese	Tối	Sáng	Thông báo

For any questions about these guidelines, or Dolby brand use and approval, please contact your Dolby representative.