



Digimarc Identity Requirements + Guidelines

Digimarc Identity Requirements and Guidelines

This document has been created to communicate Digimarc's brand identity as well as specific requirements around the usage of Digimarc's logo and other trademarks. If you have any questions regarding the content provided, please feel free to contact the Digimarc Marketing Team at 503-469-4800.

Corporate Identity

Digimarc's identity as a company is rooted in its values:



Caring: Maintain respectful relations with customers, partners, suppliers, employees and the communities in which we reside.

Loyalty: Work collaboratively with employees, partners, suppliers, and customers to solve problems and achieve goals.

Integrity: Exhibit honesty and integrity at all times.

Innovation: Innovate where it adds value to our customers, partners, employees and shareholders.

Knowledge: Be experts in the fields in which we operate.

These values are consistently communicated and reinforced throughout all graphical elements – from the color palette, typography and images we use – to the clear, concise style and tone in our communications.

All communications should convey the following:

- We are knowledgeable experts, excited about technology and innovation – always learning and growing as we develop and deliver technology and solutions to enrich and simplify the lives of consumers.
- We are warm, friendly, caring individuals who do not work in a silo. Our business is based on building strong partnerships with each other, our customers, business partners, and licensees. Our interactions and communications are always straight-forward, honest, and respectful.
- We are trustworthy and credible with deep knowledge that comes from a loyal team that has been with the company for many years. We do what we say we will do.
- Our communications are useful, informative and relevant – easy to read and understand.

Digimarc Logo

Digimarc's logo is a graphic representation of our company. It identifies us to the world and should always be replicated with precision and quality. All uses must come from a pre-approved Digimarc originated file and conform to the requirements outlined below.



NOTE: The Digimarc logo may be printed in black, blue (PMS 653) or white when reversed out of a black or blue (PMS 653), or other dark colored background.



Always include space around the Digimarc logo equal to 1.5 times its height. This "area of isolation" should contain no design elements, copy or imagery that might detract from the logo. The minimum size required when using the Digimarc logo is 1" of 72 pixels wide.

Digimarc Circle D Symbol



The Circle D symbol is part of the Digimarc Discover™ Platform and is used to indicate the presence of digitally watermarked content or an application, or feature within an application, that can be used to detect or "Discover" the watermark within content. When used alone, its purpose is to provide a visual cue to educate consumers and communicate an opportunity to "Discover" something related to content or objects of interest.

For example, a newspaper may embed a digital watermark in an image on the Sports page to connect readers to a video of an interview featuring the star player. The reader will know the image is “interactive” because of the presence of the Circle D symbol indicating the opportunity to “Discover” more about the article. The Circle D symbol corresponds to the same Circle D symbol used to launch the mobile application or Digimarc Discover feature.



This newspaper article uses a Circle D in the lower right hand corner of the watermarked image to designate enhanced online content.

Communicating the Presence of Digitally Watermarked Content

In printed pieces, the Circle D symbol notifies the user that the image is digitally watermarked and that related information is available. Accessing the connected online content requires focusing the Digimarc Discover app on the image or tint box to access the additional content.

To be consistent with our branding guidelines, each of the following requirements must be met:

- **Size:** The recommended symbol size in print is ¼” in diameter. The only exception is for web use denoting a watermarked image, where a black Circle D is inside a white circle at ¼” diameter.

1/4” print



1/4” web



- **Color:** The symbol should appear black when used on light backgrounds and white when used on dark backgrounds. Web usage is black in a white circle.
- **Symbol Placement:** The symbol can be used inside, adjacent or underneath the watermarked image. We recommend when the entire page is watermarked, the symbol should be placed in the lower outer corner of the page, ¼” from the bottom and side, respectively. If only a section of the image/page is watermarked, we suggest the symbol be placed in the lower outer corner of the watermarked image.

Below are several examples of approved methods for indicating that content contains a digital watermark and can be interacted with using a mobile phone.



This image uses a Circle D within the lower right hand corner of the watermarked image to show it has connected content.



This image uses a Circle D with descriptive text about the enhanced online content below the watermarked image.

Digitally Watermarked Marketing Materials

The Circle D symbol should also be used as a branding element of printed marketing materials to:

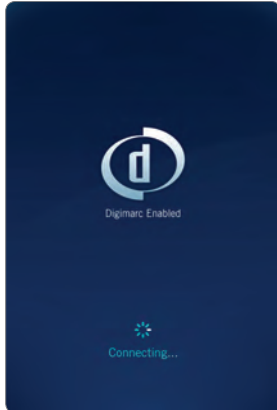
- Promote to your customers and users that your product or offering is enhanced by Digimarc Discover technology.
- Educate consumers of print marketing materials, such as brochures, advertisements, catalogs, flyers, cards, etc. that the marketing material itself is Digimarc Enabled and connects to additional online content.



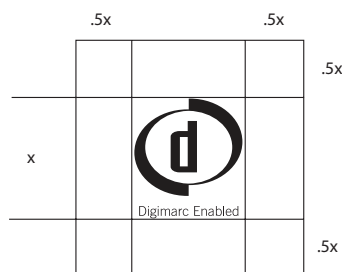
The Digimarc Discover brochure uses watermarked background tints to link text to online interactive content. In the lower left hand corner of the page you will see a tint placed behind the text highlighting the Digimarc Discover Video. Both the tint background and the blue underlined text informs the reader the text area is watermarked and will connect them to additional content using the application on their smartphone.

Integrating the Digimarc Discover™ Feature into Mobile Devices

The Circle D symbol is used in all custom-branded mobile applications to indicate the application is being enabled by Digimarc technology. The following graphic appears briefly on screen the moment a digital watermark is detected:



- Within existing mobile applications, the Circle D symbol is used to launch the Digimarc Discover feature or capability. It can appear as a button, tab, etc. depending on how our partners would like to integrate it into the application. Proper branding usage will be verified during the review process.
- Once the camera is opened and watermark content has been detected, the Circle D symbol with the words “Digimarc Enabled” appears in the center of the screen (covering 7% of the screen) to indicate a successful read to the user. It will remain on screen for 1.5 seconds. The appearance of the Circle D symbol is accompanied by a sound or vibration that communicates the read was successful.
- Like the Digimarc logo, there must always be space around the Circle D symbol and the words “Digimarc Enabled” equal to one half its height. This “area of isolation” should contain no design elements, copy or imagery that might detract from the Digimarc Enabled messaging.



Consistent use of the Circle D symbol aids consumers in making the connection between the application and the printed content, providing the visual cue needed during the education period. Ultimately, when all content in a given publication is digitally watermarked and users are well-trained, the use of visual cues will become optional.



Digimarc provides a set of SDKs for detecting digital watermarks on today’s most popular smartphones. When this capability is included into an existing application as a core feature, the Circle D symbol is used to launch the “Discover” mode which opens up the phone’s camera. All apps will need to be pre-approved by Digimarc to ensure proper trademark usage.

Web Button

The following Digimarc Enabled web button should be used on partner or customer websites to:

- Promote to your Web visitors (including customers, partners, media, investors, employees) that your company or solution is enhanced by Digimarc Discover and link to a corresponding information page; or to
- Indicate that site content, such as images, music, movies, or downloadable print content, is enabled by Digimarc technology and link to a corresponding information page.





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ABOUT DIGIMARC CORPORATION

Digimarc Corporation (NASDAQ:DMRC), based in Beaverton, Oregon, is a leading innovator and technology provider, enabling businesses and governments worldwide to enrich everyday living by giving persistent digital identities to all forms of media and many other objects.

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