Introduction

Thank you for your continued support and advocacy of Digimarc. Your role is critical as we pioneer and advance new technologies in the automatic identification and discovery of all media. Our brand is essential in our customer and growth strategy, and we want to ensure we provide a consistent, reliable and efficient brand experience.

To that end, our Digimarc Brand & Usage Guidelines conveys who we are, what we stand for and how we want to portray our brand in the marketplace. Our tone, style and messages are important to us, and we want to share them with the market. The Digimarc brand combined with our values, allow us to make Digimarc a special company for our employees, customers, partners, shareholders, licensees and other consumers of our technology.

Please join us and continue to advocate for the Digimarc brand. Use these guidelines to share our story, but also feel free to provide us feedback on how we can enhance our brand experience.

Heidi Dethloff
VP, Marketing
About This Guide

This guide offers customers, partners, suppliers, Digimarc employees and communities a comprehensive understanding of Digimarc’s Brand and Usage Guidelines.

When representing Digimarc, use these guidelines to successfully highlight the brand, ensure proper trademark use and promote Digimarc’s voice in the market.

QUESTIONS?

If you have any questions regarding Digimarc’s Brand and Usage Guidelines, please contact jennah.jevning@digimarc.com
# Table of Contents

About Digimarc .......................................................... 5  
Brand Voice ................................................................. 7  
Corporate Values .......................................................... 8  
Boilerplate .................................................................... 9  
Intuitive Computing Platform (ICP™) ............................. 10  
Digimarc References ..................................................... 11  
DWCODE™ ..................................................................... 12  
Digimarc Offerings ......................................................... 13  
Products – Digimarc Barcode Technology ......................... 14  
Products – Digimarc Discover Software ......................... 15  
Services ........................................................................ 16  
Solutions .......................................................................... 17  
Social Media .................................................................... 18  
Staying Informed ............................................................ 19  
Word Choice and Phrasing .............................................. 20  
Usage & Style ................................................................. 22  
Logo Usage Guidelines ................................................... 26  
Brand Identity ................................................................. 31  
Contact Information ....................................................... 44
About Digimarc

WHO IS DIGIMARC?

Inventor of Digimarc Discover® software and the imperceptible Digimarc Barcode for automatically identifying and interacting with virtually any media.

Why

Digimarc believes in helping businesses and consumers reliably and efficiently identify and discover all forms of media to create opportunities for people to connect and engage.

Who

B2B digital disruptors, supply chain leaders and creative communicators, as well as next-generation consumers and digital natives looking for new ways to bridge “brands to hands.”

How

Digimarc adds digital code to artwork and audio-transforming static materials into smart and connected media, turning content into a dynamic digital channel.

What

Digimarc delivers imperceptible Digimarc Barcodes that can be applied across all media types with Discover software, allowing machine-vision devices and smartphone detection using Digimarc software to provide a powerful platform to create new applications for retail, consumer goods, publishing, banking media and entertainment and more.
Elevator Pitch (Long)
Digimarc represents the next generation of barcodes. Our vision is to transform search to discovery by minimizing the time people and machines waste trying to accurately identify objects.

Digimarc Barcode provides a reliable digital identity through subtle adjustments to the brightness and intensity of colors in artwork or the sounds and tones in audio.

Digimarc Discover software enables an ecosystem of connected devices, like smartphones, barcode scanners, machine vision systems and computer networks to easily identify content or materials and deliver information.

Elevator Pitch (Short)
Digimarc represents the next generation of barcodes. Digimarc technology enables devices, like smartphones and barcode scanners, to automatically identify virtually any media.
Brand Voice

The Digimarc brand is positive and professional. We are innovators and thought leaders who are trustworthy, knowledgeable and optimistic.

TAGLINE

The Barcode of Everything™

The Barcode of Everything™ represents Digimarc’s platform for identifying and discovering all types of media.

NOTE: Digimarc’s primary current tagline is written in Title Case regardless of where it may fit in a sentence, and must always include the trademark symbol on first reference.

PROPER PRONUNCIATION

YES

‘dij-uh-mark’

NO

‘dij-jee-mark’

(avoid emphasizing the hard “E” sound)
Corporate Values

BRAND ATTRIBUTES

Digimarc is **Reliable** because of our Commitment, Integrity and Loyalty.

Digimarc is **Efficient** because we are Caring, Innovative and Knowledgeable.

BRAND VALUES

Digimarc’s values guide our business decisions and are considered daily in our interactions with customers, partners, employees and shareholders. We are committed to upholding the six core values outlined below.

For more detailed descriptions, contact info@digimarc.com

**Innovation**

We are curious, constantly pioneering and looking for new opportunities to grow.

**Caring**

We work collaboratively with our customers and partners and take great pride in our shared goals.

**Loyalty**

We are trusted advisors who build solid relationships with our partners and with each other.

**Integrity**

We do what we say we will and we are accountable for our actions.

**Commitment**

We go to extraordinary effort to achieve reliable and efficient results for our partners, customers and employees.

**Knowledgeable**

We are dedicated to learning, building new competencies and sharing our expertise across industries.
Boilerplate

Digimarc Corporation (NASDAQ: DMRC) is a pioneer in the automatic identification of everyday objects such as product packaging and virtually any media, including print, images, and audio. Based on the Intuitive Computing Platform (ICP™), Digimarc provides innovative and comprehensive automatic recognition technologies to simplify search, and transform information discovery through unparalleled reliability, efficiency and security. Digimarc has a global patent portfolio, which includes over 1,100 granted and pending patents. These innovations include state-of-the-art identification technology, Digimarc Barcode, as well as Digimarc Discover® software for barcode scanning, and more. Digimarc is based in Beaverton, Oregon, with technologies deployed by major retailers and consumer brands, central banks, US states, film companies and professional sports franchises, among others. Visit digimarc.com and follow us @digimarc to learn more about The Barcode of Everything™.

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FOR PUBLIC RELATIONS AND MEDIA INQUIRES:
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heidi.dethloff@digimarc.com

FOR INVESTOR COMMUNICATIONS:
Charles Beck
charles.beck@digimarc.com
Intuitive Computing Platform (ICP™)

The Digimarc® Intuitive Computing Platform (ICP™) is a comprehensive set of technologies for identifying, discovering and interacting with digitally-enhanced media and objects.
Digimarc References

Please use the full proper name and trademark for headlines and body copy, and second (and subsequent) references in body copy and elsewhere in a document.

1st: Digimarc® Intuitive Computing Platform (ICP™)
2nd: ICP

1st: Digimarc Corporation (do NOT substitute “Corp.” under any circumstances)
2nd: Digimarc

1st: Digimarc Discover® software
2nd: Digimarc Discover

1st: Digimarc® Mobile Software Development Kit (SDK)
2nd: Digimarc Mobile SDK

1st: Digimarc Barcode
2nd: Digimarc Barcode

1st: The Barcode of Everything™
2nd: The Barcode of Everything
GS1 introduced the barcode in 1974. They are a global, neutral, not-for-profit standards organization that brings efficiency and transparency to the supply chain. Their standards are proven by the industry and retailer and help businesses manage identifying products and assets. GS1 includes more than 100 international local member organizations.

**GS1 Members & Digimarc**

Digimarc has announced broad collaborations with two GS1 member organizations, GS1 US and GS1 Germany. GS1 US introduced a transformational change of business by embracing a partnership with Digimarc, which was followed shortly thereafter by GS1 Germany. Both organizations are working with Digimarc to promote and bring their members access to Digimarc Barcode software and services.

**DWCODE™**

A DWCODE™ is the name that GS1 US and GS1 Germany use to describe a Digimarc Barcode data carrier. A DWCODE™ shall include the Global Trade Item Number (GTIN), typically found in a product’s Universal Product Code (UPC) or other GS1 barcodes, offering additional benefits to traditional trading partners, sellers (manufacturers) and buyers (retailers).
Digimarc Offerings

Application
Instances where Digimarc Barcode & Digimarc Discover software can provide greater reliability and efficiency. Digimarc's retail application comprises several specific solutions.

Product
A product is a specific, tangible and tradeable item (virtual or physical) that is created and exchanged for a cost.

Service
A service is work done by a person for another party. Someone applying their knowledge, skill set or physical power to a situation. Services are quantified by hours, not a specific exchange of goods.

Solution
A solution is a combination of the above, delivered with the express purpose of causing a positive business outcome in accordance with a predetermined goal. Solutions are intended to simplify Digimarc’s full set of offerings and steer the market toward combinations of products and services that support their particular objectives without requiring extensive research on the part of the prospect. They also facilitate greater efficiencies around quoting/pricing, contract creation and negotiation.

Industry
The aggregate of productive enterprises in a particular field, often named after its principal business: the retail industry, the media and entertainment industry, etc.
# Products – Digimarc Barcode

**Digimarc Barcode technology**

Advanced automatic identification technology for imperceptibly carrying data applied to print materials, digital files, and audio.

<table>
<thead>
<tr>
<th>Barcode Name</th>
<th>Barcode Based on GS1 Standard</th>
<th>Use Case Examples</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Discover</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digimarc Barcode – Commercial Print</td>
<td></td>
<td>Activating an image to be scanned by mobile and/or software</td>
<td>Digimarc ID linked to URL</td>
</tr>
<tr>
<td>Digimarc Barcode – Audio</td>
<td></td>
<td>Enabling audio to be scanned by mobile and/or software</td>
<td>Digimarc ID linked to URL</td>
</tr>
<tr>
<td><strong>Digimarc Guardian</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digimarc Barcode – Digital Images (also used in Documents)</td>
<td></td>
<td>Deterrent for digital images and digital documents from unauthorized use</td>
<td>Guardian ID linked to Copyright Information</td>
</tr>
<tr>
<td><strong>Package</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digimarc Barcode – GTIN</td>
<td>GS1 GTIN-14</td>
<td>Encodes GS1 barcode data plus a serial number, typically for track and trace applications</td>
<td>GS1 GTIN-14 linked to URL / RCN-14</td>
</tr>
<tr>
<td>Digimarc Barcode – SGTIN (Serialized GTIN)</td>
<td>GS1 SGTIN-96</td>
<td>Encodes GS1 barcode data plus a serial number, typically for track and trace applications</td>
<td>GS1 GTIN-14 + Serial Number linked to URL / RCN-14</td>
</tr>
<tr>
<td>Digimarc Barcode – GTIN+ (GTIN + Custom Alphanumeric)</td>
<td>GS1 Product Variant*: Digimarc provides subset constrained to 96-bit space</td>
<td>Encodes GS1 barcode data plus a custom 8+ character identifier, typically for manufacturing inspection</td>
<td>GS1 GTIN-14 + Custom Alpha/Numeric Data linked to URL / RCN-14</td>
</tr>
<tr>
<td>Digimarc Barcode – GIAI (Individual Asset Identifier Limited)</td>
<td>Subset of GS1 GIAI (Global Individual Asset Identifier)*</td>
<td>Encodes a GS1 company prefix and 8 digit identifier, typically used for parts matching</td>
<td>GS1 Company Prefix + Asset Identifier</td>
</tr>
<tr>
<td><strong>Label</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digimarc Barcode – Digimarc Application Identifiers**</td>
<td>Subset of GS1 Application Identifiers typically found in DataBar for perishable goods</td>
<td>Used for additional information such as expiration date on fresh foods.</td>
<td>GS1 GTIN-14 + Price + Sell by Date + (Weight OR Count)</td>
</tr>
<tr>
<td>Digimarc Barcode – GTIN or Restricted Circulation Number</td>
<td>GTIN / RCN</td>
<td></td>
<td>GS1 Prefix 02 (or 20-29) OR Proprietary Variable Measure / PLU Number</td>
</tr>
</tbody>
</table>

*Not explicitly GS1 Standard; GS1 has discussed creation of a 96-bit product ID
**Only contains the ‘Mandatory’ data string for Databar Expanded Stack; does not contain extensible AI string beyond what is listed
# Products – Digimarc Discover® Software

**Digimarc Discover® software**

Portfolio of mobile, desktop, embedded, and cloud-based software and software development kits for the enhancement and detection of Digimarc Barcode.

<table>
<thead>
<tr>
<th>Software Name</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mobile</strong></td>
<td></td>
</tr>
<tr>
<td>Digimarc Discover (iOS / Android)</td>
<td>Digimarc’s publicly available mobile app to demonstrate full functions of Digimarc Mobile SDK.</td>
</tr>
<tr>
<td>Digimarc Verify – Mobile (iOS / Android)</td>
<td>Digimarc’s publicly available mobile verification &amp; QA tool.</td>
</tr>
<tr>
<td><strong>Digimarc Mobile SDK</strong> (iOS / Android / Windows) [DM SDK]</td>
<td>Digimarc’s Mobile SDK to enable detection of Digimarc Barcodes, 1D barcodes, QR codes and deliver web experiences defined in Digimarc Barcode Manager.</td>
</tr>
<tr>
<td><strong>Desktop</strong></td>
<td></td>
</tr>
<tr>
<td>Digimarc Barcode add-on – Photoshop (Adobe Photoshop plug-in) (Mac)</td>
<td>Digimarc’s Photoshop Plug-in for enhancing images, artwork and packages with Digimarc Barcodes.</td>
</tr>
<tr>
<td>Digimarc Verify – Desktop (Windows / Mac)</td>
<td>Digimarc’s software to enable a desktop scanner to detect and analyze Digimarc Barcodes.</td>
</tr>
<tr>
<td><strong>Digimarc Client SDK</strong> (Windows / Mac / Linux) [DCE SDK]</td>
<td>Digimarc’s Client SDK allows software to be built to enhance and detect Digimarc Barcodes for Commercial Print, Consumer Goods and Audio.</td>
</tr>
<tr>
<td><strong>Digimarc Guardian SDK</strong> (Windows) [DGFI SDK]</td>
<td>Digimarc’s Guardian SDK allows software to be built to enhance and detect Guardian’s forensic Digimarc Barcodes.</td>
</tr>
<tr>
<td><strong>Embedded Systems</strong></td>
<td></td>
</tr>
<tr>
<td>Digimarc Embedded Systems SDK (Windows / Linux) [DES SDK]</td>
<td>Digimarc’s Embedded Systems SDK allows scanners, handhelds and fixed camera systems to detect Digimarc Barcodes.</td>
</tr>
<tr>
<td>Digimarc Label SDK (Windows / Linux) [DL SDK]</td>
<td>Digimarc’s Label SDK allows for the generation of Digimarc’s binary pattern on different materials. Currently used to print dynamic Digimarc Barcodes on labels from Retail Scales.</td>
</tr>
</tbody>
</table>
Services

Enhancement
Digimarc offers professional enhancement services to introduce Digimarc Barcode into any type of media: including packaging, commercial print, digital images & documents, or audio.

Quality Control
Digimarc provides a variety of quality control and assurance services for Digimarc Barcode.

Integrations
Digimarc helps clients and partners directly incorporate Digimarc technology into their systems.

Workshops
Digimarc has educational programs for sales, design, and print to better understand and leverage Digimarc technology.

Program Development
Digimarc provides consulting and project management resources for clients and partners.

Custom Solutions
Digimarc can assist in the development of custom solutions.
Solutions

Established
- Guardian
- Payments
  (Central Banks & MorphoTrust)

Promoted Solutions
- Easy Checkout
- Mobile Engagement
- Product Transparency
- Retail Labels
- Enhanced Hangtags
- Audio Broadcast Monitoring

Research & Development
- Shelf-edge Tags
- Serialized Digimarc Barcode
- Manufacturing Inspection Systems
- Multi-Factor Authentication
- Fast Moving Consumer Goods (FMCG) Counterfeit Deterrence
- Coupon Offer Delivery via Mobile
Social Media

Digimarc’s social media channels aim to increase brand awareness, promote our offerings and interact with different communities in new ways.

We encourage our partners, customers and employees to interact with and contribute to our social media efforts in order to share the most engaging and useful content.

Twitter
Digimarc’s Twitter promotes all things Digimarc, including company news, events, content and activities.

LinkedIn
Digimarc’s LinkedIn shares company news, promotes lead generation content and positions Digimarc as thought leaders in the industry.

Facebook
Digimarc’s Facebook highlights Digimarc’s event presence, showcases Digimarc news and content, as well as offers an inside view into working at Digimarc.

Instagram
Digimarc’s Instagram features photos from Digimarc’s event presences, creative projects and team activities.

SOCIAL CHANNELS

Twitter:
@digimarc
twitter.com/digimarc

LinkedIn:
linkedin.com/company/digimarc

Facebook:
facebook.com/digimarc

Instagram:
@digimarc
instagram.com/digimarc

Questions?
For questions related to Digimarc’s social media channels and how you can get involved, please contact ryan.schwartz@digimarc.com
Staying Informed

Digimarc has many ways to stay up-to-date with news and events.

Digimarc Perceptions Blog (blog.digimarc.com)

Digimarc Digest Newsletter (Sign up at digimarc.com)

Digimarc Social Media

twitter.com/digimarc
linkedin.com/company/digimarc
facebook.com/digimarc
instagram.com/digimarc
Word Choice and Phrasing

TERMS TO DESCRIBE DIGIMARC

Enhance:
When applied to media, Digimarc Barcode introduces a digital identity which in turn creates our patented concept of signal-rich art. The media, now enhanced with Digimarc Barcode, provides improved functionality and efficiency throughout its lifecycle.

Given the robust and growing benefits of Digimarc's enhancement, Digimarc Barcode should never be referenced as encoded or embedded into media.

Digimarc Barcode:
Digimarc Barcode is a proprietary method for imperceptibly carrying data applied to print, packaging, audio, labels and everyday objects.

Digimarc Discover Software:
Digimarc Discover software is the most robust, multimodal means for automatic identification by smartphones and other computing devices.

TERMS TO AVOID WHEN DESCRIBING DIGIMARC BARCODE

× Watermark
This is a generic industry term for a type of media encoding, Digimarc and its technologies are vastly more advanced than what is typically referenced as digital watermarking.

× Invisible
Digimarc Barcode can be visible, but is generally difficult to discern to the average consumer.

× Embed or Encode
Does not properly convey how Digimarc technology is applied or its benefits.

Preferred Alternative Descriptions

Other ways to describe Digimarc Barcode or DWCODE:
“unique identifiers”
“imperceptible codes”
“signal-rich art”

“Enhance” is our preferred term for describing the application of Digimarc Barcodes for packaging, print and audio.
Digital Watermarking
We pioneered early “digital watermarking” techniques and have advanced over the years. Now with over 1,100 patents, we refer to our unique technology as Digimarc Barcode. Our licensees who use Digimarc Barcode in their application development should refer to ‘powered by Digimarc Barcode’ in reference to the use of our technology.

Watermarking represents a scientific discipline and approach to identifying the ownership of media. Digimarc Barcode is a product invented and developed by Digimarc that was founded in the digital watermarking domain. While many may reference to Digimarc as digital watermarking, our technology is a significant advancement than what is otherwise available in the market.

Digimarc Barcode vs. Digital Watermarking
Digimarc technology is a sophisticated system for identifying and interacting with media.

Our history has made us leaders in the watermarking industry, and we are proud of how we have advanced the technology.

To distinguish our technology from competitors, please refer to instances of Digimarc's data-carrying capabilities as Digimarc Barcode.

Like vs. Such As
Using ‘like’ indicates that what follows is intended as a frame of reference to indicate a group of things you’re talking about but is itself not included in the group. Using ‘such as’ means that what follows are examples of the things that are part of the group you’re talking about.

An example:

“Brands that have Digimarc technology, like Shazam and Wegmans, have seen regular scanning when the engagement experience resonates with the consumer.”

In the above example, “like Shazam and Wegmans” means specifically not Shazam and Wegmans, but similar to the types of these two brands. Using “such as” would mean, yes, specifically Shazam and Wegmans. Often the author’s intent is to include those examples, but improper grammar usage communicates just the opposite as in the following example:

“Digimarc enables an ecosystem of connected devices, like smartphones and machine vision systems to easily identify content of all kinds, based on GS1 standard data or proprietary information.”
Usage & Style

Associated Press (AP) Stylebook
Digimarc uses AP Style whenever possible. However, one notable exception is that we do not abbreviate “Corporation.”

**YES**
Digimarc Corporation

**NO**
Digimarc Corp.

Trademark Usage

Copyright and Trademark Notice
Digimarc®, Digimarc Discover®, Digimarc Barcode, Guardian®, The Barcode of Everything™, and ICP™ are trademarks of Digimarc Corporation.

Our Circle D is also registerd but doesn’t require a registered mark: 

**Appropriate Use as Adjectives**
Use the trademark only as an adjective, never as a noun or verb, and never in the plural or possessive form. A trademark should be used as an adjective qualifying a generic noun that defines the product or service.

**YES**
Digimarc Discover® software is a powerful media identification and barcode scanning tool.

**NO**
Digimarc Discover® is the leading software for media identification and barcode scanning.
USAGE GUIDELINES

Welcome to the future of intuitive computing. We encourage you to download our technology and integrate it into your apps and hardware. We’re excited Digimarc technology is enabling innovative solutions in all corners of the marketplace.

Yet we do ask that in your communications, and in your use of Digimarc brands assets, that you speak about Digimarc in a manner that helps protect our brand identity and communicates clearly the relationship between your solution and Digimarc technology.

Working with our Applications

We encourage you to download the Digimarc Mobile SDK and create a name for your mobile app. In addition, we allow you to create a product/solution name—it can be the same as the app or not—that lends uniqueness and serves to distinguish an offering in the marketplace.

We ask that you follow these simple usage guidelines:

- Make your Call To Action (CTA) incentive-based, utilizing language like “Scan here for (incentive)”
- Minimize the length of your call to action – short and concise phrases help drive engagement
- Give yourself creative real estate for language to help the user know to scan
  - (1) Open the app
  - (2) Scan this [type of creative]
- Provide Digimarc attribution in connection with all products and services using Digimarc software or Digimarc Barcode, by noting in your production documentation, marketing information and related materials that those products and services are “Under license from Digimarc Corporation”
- Do not state or imply that the Digimarc software or Digimarc Barcodes are your own technology
- Do not create a product name or service that contains the words: “Digimarc,” “Digimarc Barcode,” “Barcode of Everything,” any similar word, or “mark” or “marc.” You also cannot use our circle-D logo or other logos
- Do not combine your name with Digimarc; you cannot combine Digimarc or our brand assets with your name, trademarks or product names
Working with Digimarc Barcode

Digimarc Barcode is an imperceptible enhancement that repeats throughout an entire product package, printed material or audio, enabling machine reading by applications such as barcode scanners and smartphone apps.

You may utilize Digimarc technology in commercial printing through the Digimarc Barcode Manager. Digimarc technology may not be applied to any item that contains a GS1 GTIN or visible barcode. You must be a verified vendor to leverage Digimarc’s packaging technology. Digimarc defines any image containing or intended to contain a Global Trade Item Number (GTIN) or visible barcode, such as UPC/EAN, to be prohibited from use without proper Digimarc authorization and training.

To learn more about our packaging technology and relationship with GS1, please visit

www.digimarc.com/partners
Trademark Symbol Frequency

Generally, demarcation is not necessary for every occurrence of a trademark or service mark in an article, press release, advertisement or on a website, etc; however, at a minimum, this identification should occur at least once in each piece, either the first time the mark is used or with the most prominent use of the mark.

NOTE: Use registered trademark (e.g., ®) and trademark symbols (e.g., ™) in headlines and repeat again in the first reference within body copy. For example:

Newest Digimarc Discover® Software Development Kit Delivers
Best-in-Class Barcode Scanning for Smartphones

Beaverton, Ore. – October 28, 2015 – Digimarc Corporation (NASDAQ: DMRC) today announced immediate availability of the Digimarc Discover® mobile software development kit (SDK), featuring unparalleled ease of use, reliability and speed for scanning consumer barcodes and the exclusive ability to scan imperceptible Digimarc Barcodes.

Partner/Customer Trademarks

We request that our partners, customers and the media properly show our appropriate trademark symbols. Likewise, when referencing partners, vendors and other companies in press releases or trade materials, please include this notification in the copy (typically at the bottom):

“All trademarks used herein are the property of their respective owners.”
Logo Usage Guidelines

Primary Logo in Blue:

Stacked Logo in Blue:

Primary Logo with tagline:

Stacked Logo in Black with tagline:

Primary Logo in Black:

Primary Logo Reversed:

Our stacked logo is only used in special occasions where the space for the primary Digimarc logo is restricted. For example: on a web page of sponsor logos or printed on a promotional item where the surface area is restrictive.
LOGO – SPACING

Clear space and pixel padding:

Be aware of Digimarc logos that are not the right proportions in relation to Circle D.

**NO**

Incorrect: Divider line is taller than the Circle D.

**NO**

Incorrect: Divider line is same height as the C in Digimarc.

**YES**

**YES**
LOGO – INCORRECT USE

[Images of logos not following guidelines]

© 2018 Digimarc Corporation.
Where to find our logo(s)?
Contact Creative Services: jennah.jevning@digimarc.com

Selecting File Formats

**EPS**: When needing a logo that will be used for professional printing.

**JPG**: Used for web or Word documents that have a solid white background.

**PNG**: When needing a logo with a transparent background.

Understanding Resolution

**Print (CMYK at 300 DPI)**
300 DPI (dots per inch) is what professional printers need in order to provide quality output for items such as magazines, books and packaging. Any images provided to a printer should be at 300dpi in the image settings and preferably saved as a CMYK tiff.

**Web (RGB at 72DPI)**
72 DPI (dots per inch) are typically used for web images and can be blurry or pixelated when printed. These often include PNG and JPEG files in RGB and should not be used for professional printing.

**Sizing:**
On 8.5”x11” (US) and A4 documents, the Digimarc logo looks best at 1.75” wide and should never be smaller than 1.25” or bigger than 2”.

**Example of our logo at 1.75” size:**

![Digimarc Logo](image-url)
CALL-TO-ACTION

When using a call-to-action for Digimarc Discover for print materials that are enhanced, please use the following art (available from Creative Services).

Examples:

DIGIMARC DISCOVER®
digimarc.com/app

SCAN _BLANK_
(to be determined)

DIGIMARC DISCOVER®
digimarc.com/app

SCAN IMAGE

DIGIMARC DISCOVER®
digimarc.com/app

SCAN PACKAGE
Brand Identity

CORPORATE COLOR PALETTE (MAIN)

Primary colors

The Digimarc Color Palette is used for all company-wide documentation and branding such as letterhead/stationery, PowerPoint presentations and Word documents. These colors should be used with their CMYK or RGB values when available.
**CORPORATE COLOR PALETTE (EXTENDED)**

Secondary colors

The Digimarc Extended Color Palette is used for design initiatives and support graphics specific to our corporate website, designated customer-facing documents and marketing deliverables such as infographics, charts and graphs.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>HEX Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 296 C</td>
<td>CMYK: 90, 75, 54, 68</td>
<td>RGB: 5, 28, 44</td>
<td>HEX: 05c2c</td>
</tr>
<tr>
<td>PMS 2767 C</td>
<td>CMYK: 99, 87, 42, 41</td>
<td>RGB: 19, 40, 75</td>
<td>HEX: 12e74a</td>
</tr>
<tr>
<td>PMS 534 C</td>
<td>CMYK: 27, 54, 93</td>
<td>RGB: 18305d</td>
<td>HEX: 11b53c</td>
</tr>
<tr>
<td>PMS 653 C</td>
<td>CMYK: 95, 75, 18</td>
<td>RGB: 0, 90, 150</td>
<td>HEX: 005a96</td>
</tr>
<tr>
<td>PMS 298 C</td>
<td>CMYK: 67, 2, 0, 0</td>
<td>RGB: 65, 182, 230</td>
<td>HEX: 41b6e6</td>
</tr>
<tr>
<td>PMS 290 C</td>
<td>CMYK: 23, 0, 1, 0</td>
<td>RGB: 185, 217, 235</td>
<td>HEX: b6d9eb</td>
</tr>
<tr>
<td>PMS 159 C</td>
<td>CMYK: 1, 72, 100, 7</td>
<td>RGB: 203, 96, 21</td>
<td>HEX: cb6015</td>
</tr>
<tr>
<td>PMS 1375 C</td>
<td>CMYK: 45, 96, 0</td>
<td>RGB: 255, 158, 22</td>
<td>HEX: f9e15</td>
</tr>
<tr>
<td>PMS 298 C</td>
<td>CMYK: 67, 2, 0, 0</td>
<td>RGB: 65, 182, 230</td>
<td>HEX: 41b6e6</td>
</tr>
<tr>
<td>PMS 555 C</td>
<td>CMYK: 82, 33, 78, 21</td>
<td>RGB: 45, 112, 80</td>
<td>HEX: 2c704f</td>
</tr>
<tr>
<td>PMS 368 C</td>
<td>CMYK: 48, 0, 100, 1</td>
<td>RGB: 144, 197, 61</td>
<td>HEX: 8f53c</td>
</tr>
</tbody>
</table>
EXTENDED COLOR PALETTE EXAMPLES

Primary and secondary colors

INVESTING in TECHNOLOGY
New survey reveals why retailers are ready

Optimizing Supply Chain
Streamlining Shopping
Engaging Customers

65% of retail executives say that having a real-time view of and control over inventory throughout the supply chain is essential.

62% say that ensuring a fast checkout experience is important to gaining customer loyalty.

59% say that digital customer engagement is a strategic priority for the next 12 months.

54% say that improving private label offerings, including packaging and branding, impacts profitability.

55% say that maintaining optimum on-shelf availability is challenging.

69% say that offering multichannel digital content is vital, and/or via a mobile device impacts profitability.

22% say that they currently use or plan to use technologies to specifically support digital loyalty, rewards, and coupon programs.

75% DOWNLOADS OF DIGIMARC DISCOVER INCREASED 75% FROM 2015 TO 2016.

ANNUAL REPORT 2016

PACKAGING ENHANCEMENT PROGRESS REPORT

Inside the Mind of a Book Pirate

75% DOWNLOADS OF DIGIMARC DISCOVER INCREASED 75% FROM 2015 TO 2016.

75% DOWNLOADS OF DIGIMARC DISCOVER INCREASED 75% FROM 2015 TO 2016.
COLOR ENHANCEMENT SNAPSHOT
Colors - Single channel treatments when process color isn’t available

- **PANTONE 2767 C**
  - Delta 660: 88%
  - POS - S5 | Mobile S3
  - 30% screen

- **PANTONE 534 C**
  - Delta 660: 89%
  - POS - S5 | Mobile S3
  - 20% screen

- **PANTONE 298 C**
  - Delta 660: 68%
  - POS - S5 | Mobile S3
  - 30% screen

- **PANTONE 286 C**
  - Delta 660: 90%
  - POS - S5 | Mobile S3
  - 20% screen

- **PANTONE 555 C**
  - Delta 660: 78%
  - POS - S7 | Mobile S3
  - 30% screen

- **PANTONE 368 C**
  - Delta 660: 62%
  - POS - S5 | Mobile S3
  - 30% screen

- **PANTONE 555 C**
  - Delta 660: 78%
  - POS - S7 | Mobile S3
  - 30% screen
**TYPEFACE**

The typeface for Word and other digital documents should be Calibri.

The typeface for PowerPoint should be Arial.

**Calibri:** The quick brown fox jumps over the lazy dog

**Arial:** The quick brown fox jumps over the lazy dog

Our Digimarc Marketing typeface is Proxima Nova. Proxima Nova is used for all external/customer-facing deliverables such as Product Briefs, Solution Sheets, Success Stories, the Getting Started Guide and this Brand and Usage Guidelines document.

**Proxima Nova:** The quick brown fox jumps over the lazy dog

Our Digimarc Website typeface is Circular.

**Circular:** The quick brown fox jumps over the lazy dog

All three of these typefaces have been licensed for print, web and desktop at Digimarc.

**QUESTIONS?**

Contact jennah.jevning@digimarc.com

Regular - Regular (a.k.a., plain) fonts are always appropriate for the primary text, often called body copy. Regular is perfectly acceptable for headlines and subheads. Simple is always in style.

**Bold** - Bold fonts are used to set apart an important passage or key word, ensuring the intended text stands out from the surrounding copy. Bold fonts are excellent for some headlines or subheads (but typically not both when used within the same document). If not overused, bold fonts also may be effective for summary statements, contact information or calls-to-action.

**Italic** - Italic fonts should be used sparingly, and may be difficult to read electronically. Italics are typically used to set apart contact information, summary statements and similar extraneous but important information. Historically, italics have been used for author bylines (e.g., By John Doe) and/or author biographies (e.g., John Doe is the Chief Innovation Officer at Digimarc).
PRODUCT BRIEFS (MARKETING COLLATERAL)

Examples
EVENTS BOOTH
May 4, 2017

Dear Awesome,


Labo aetern non sine causa; laque ad tempus ad Pasionem omnes. Nescio que modo praetervelator orato. Quod cum accidisset ut alter alterum necipiantur videremus, interrete. Haec, non optimum esse proper desperationem sapientiae, illi proper open vivere. Cum id quaque, ut capiatur, audiremus, heu illi ussit earn, que etr transitus, hastam. An eiusdem modi? Tum Quintus. Est plane, Piso, ut dicens, inquit. At enim hic utiam dolore. Quaemquam tu hanc captivitatem etiam eleus dicere. Desinde qui sit, ut ego nesciam, quia etiam Epicurei esse solvere?

An vero duplicat ea, quae tributa est animi virtutibus tanta praestantia? Ex rebus enim inaequalis, non ex vocabulis nascitur. Quae similitudo in genere etiam hominum apparet. Hic nihil fiat, quod quiseremus. At enim sequor utilitatem. Captivatis non Epicurei distincte finierat, sed as satiate. Hic tu nunc in illo probis. Quia censis in Latino fore?

Vide, quantum, inquam, fallare. Terres, idemque divisant naturam hominum in animum et corpus. Si verbum sequimus, primum longius verba praeposimus quant bonum. Age nunc isti docent, vel tu potius quis enim ista melius?

Sincerely,

Digimarc

Signature
STATIONERY — ENVELOPES

Available as US Standard Business Envelopes and Large Mailing Envelopes (9"x12") and (10"x13")

Available as European Large Mailing Envelopes (324mmx229mm)
**STATIONERY — BUSINESS CARDS**

Vertical and horizontal options.

**Experience Digimarc® Discover**

1. Download Digimarc® Discover app at digimarc.com/app
2. Scan the barcode above to test our best-in-class barcode scanning
3. Now, scan the other side to see The Barcode of Everything™

First Last
Title
first.last@digimarc.com
+1 503 555 1212 office
+1 503 555 1213 mobile

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Beaverton OR 97008 USA
digimarc.com

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POWERPOINT

Title goes here and can be on two lines
Subtitle here, Name, Date, etc...

Headline
MICROSOFT WORD E-DOCUMENT

General requirements:
Use the Digimarc E-Letterhead document and a font of Calibri 11 point.

Available as US (8.5"x11")

Available as A4: (210mmx297mm)

May 4, 2017

Dear Awesome,


Vide, quantum, inquam, fallare, Torquate. Idemque diviserunt naturam hominis in animum et corpus. Si verbum sequimus, primum longius verbum praespositum quam bonum. Age nunc isti doceant, vel tu potius quis enim ista melius?

Sincerely,

Digimarc

Signature
Contact Information

FOR INFORMATION:
info@digimarc.com

FOR SALES:
sales@digimarc.com

FOR SUPPORT:
support@digimarc.com

FOR US GENERAL INQUIRIES:
1 800 DIGIMARC (344 4627)

FOR EUROPEAN INQUIRIES:
+49 (0) 221 5540 5110

FOR JAPAN INQUIRIES:
+81 (3) 6205 3248

Digimarc Brand and Usage Guidelines will be updated routinely to include the most up-to-date information on new products and communications.
ABOUT DIGIMARC CORPORATION
Digimarc Corporation (NASDAQ: DMRC) is a pioneer in the automatic identification of everyday objects such as product packaging and virtually any media, including print, images, and audio. Based on the Intuitive Computing Platform (ICP™), Digimarc provides innovative and comprehensive automatic recognition technologies to simplify search, and transform information discovery through unparalleled reliability, efficiency and security. Digimarc has a global patent portfolio, which includes over 1,100 granted and pending patents. These innovations include state-of-the-art identification technology, Digimarc Barcode, as well as Digimarc Discover® software for barcode scanning, and more. Digimarc is based in Beaverton, Oregon, with technologies deployed by major retailers and consumer brands, central banks, US states, film companies and professional sports franchises, among others. Visit digimarc.com and follow us @digimarc to learn more about The Barcode of Everything™.