Introduction

Thank you for your continued support and advocacy of Digimarc. Your role is critical as we pioneer and advance the Digimarc Platform and our mission for reliable and efficient automatic identification and discovery of all media. Our brand is essential in the world’s ever-accelerating digital transformation and through our mission to provide a successor to barcodes, the foundation of global commerce and the cornerstone of auto-identification for the last 40 years. We believe our Platform can address some of the planet’s most challenging issues, such as plastic waste in our oceans impacting climate change or counterfeit currency and consumer products in our supply chains threatening consumer safety. We can help reduce food waste, improve food safety, and provide safe low-touch shopping and fulfillment across retail.

To that end, our Digimarc Brand Guidelines convey 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, suppliers, shareholders, licensees and other users of our Platform.

Please join us and advocate for the Digimarc brand and help us ensure we provide a consistent, reliable and efficient brand experience. Use these guidelines to share our story, and provide us feedback on how we can optimize the Digimarc brand.

*Heidi Dethloff*
VP, Marketing
About This Guide

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

When representing Digimarc, use these guidelines to successfully highlight the brand, ensure accurate descriptions of our Platform, the supporting software and services and promote Digimarc’s voice in the market.

QUESTIONS?

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

About Digimarc ................................................................. 5
Digimarc Vision ............................................................... 6
Brand Voice ................................................................. 7
Our Values and Purpose ..................................................... 8
Boilerplate ................................................................. 9
The Digimarc Platform .................................................. 10
Platform Basics .......................................................... 11
Example of Platform Benefits ......................................... 12
How to Reference Digimarc ............................................... 13
Word Choice and Phrasing .............................................. 14
My.Digimarc .............................................................. 17
Social Media ............................................................ 18
Staying Informed ......................................................... 19
Usage & Style ............................................................. 20
Logo Usage Guidelines .................................................. 22
Brand Identity ............................................................ 27
Contact Information ....................................................... 40
About Digimarc

WHO IS DIGIMARC?
We are a small company making a big impact on our planet. We’ve built a Platform that secures currency, protects digital assets from misuse, reduces plastic waste from our oceans, and enables greater supply chain and retail efficiencies. We create the digital twin to your physical products, and put the internet into your things. Jump start your digital transformation with Digimarc.

We invented the Digimarc Platform, featuring Digimarc Barcode. It enables any object or media to be reliably and efficiently identified for a multitude of business and consumer purposes when certainty is required. The increased accuracy delivered by Digimarc supports the capability to reduce food waste, lessen manufacturing errors, protect the authenticity and security of products, reduce plastic waste and promote consumer engagement and much more.

WHAT IS THE DIGIMARC PLATFORM?
The Digimarc Platform provides software and services for putting data into media (identification), extracting it (discovery) and validating data accuracy (verification). It provides a myriad of business benefits including security, brand protection, sustainability, traceability, efficiency, engagement and more.

ELEVATOR PITCH
Digimarc gives all media a unique identifier for more reliable and efficient data capture.

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
Retailers, consumer brands, supply chain leaders, media and publishing innovators, and other digital disruptors, as well as global suppliers, premedia and printing companies, and other platform providers looking to advance automatic identification and discovery of all media and create new value in the global supply chain.

How
Digimarc and our trained partners enhance media with Digimarc Barcode transforming static materials into smart and connected media, turning content into a dynamic digital channel.

What
Digimarc develops software and services including: Digimarc Barcode, Digimarc Discover and Digimarc Verify. These families of branded software are delivered in the form of Plug-ins, SDKs and Firmware that are typically integrated into third-party products and often part of a larger solution for retail, consumer goods, publishing, secure documents and entertainment and more.
Digimarc Vision

Our mission is to provide a superior successor to traditional barcodes, which have served as the foundation of global commerce and the cornerstone of auto-identification for decades.

Beyond the Barcode: Digimarc Makes Retail Operations Safer and More Profitable

Imperceptible digital identities enable multiple supply chain use cases: Manufacturing, Logistics, Retail & Recycling
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, and it underscores our ambition to become the next generation data carrier going beyond what the current Universal Product Code (UPC), European Article Number (EAN) and Japanese Article Numbering (JAN) symbols can support today.

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.
Our Values and Purpose

Digimarc has an important role to play in the world’s ever-accelerating digital transformation. Our mission is to provide a successor to barcodes, the foundation of global commerce and the cornerstone of auto-identification for the last 40 years.
Digimarc Corporation (Nasdaq: DMRC) is the inventor of the Digimarc Platform that enables a more efficient, reliable and economical means of automatic identification. The Digimarc Platform can apply a unique identifier to virtually all media objects—including product packaging, commercial print, audio and video—that can be automatically identified by an enabled ecosystem of industrial scanners, smartphones and other interfaces. The Platform enables applications and solutions including brand protection, traceability, and recycling that benefit retailers and consumer brands, national and state government agencies, media and entertainment industries, and others. Digimarc is based in Beaverton, Oregon, with a growing supplier network around the world. Visit www.digimarc.com and follow us on LinkedIn and Twitter to learn more about The Barcode of Everything®.

FOR PRESS RELEASES:
Heidi Dethloff
heidi.dethloff@digimarc.com

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

FOR INVESTOR COMMUNICATIONS:
Heidi Dethloff
heidi.dethloff@digimarc.com
The Digimarc Platform

The Digimarc Platform – a platform for creation and orchestration of automatic identification solutions – enabling developers to enhance media identification and facilitate coordination of end users and partners.
Platform Basics

Digimarc Corporation provides software and services for automatic identification of media.

The Digimarc Platform consists of software and services to enable the following capabilities:

1. **Identification**, enhancing the functionality of print and digital media and physical objects ("media") with Digimarc Barcode and contextual data;

2. **Discovery**, the act of scanning and detecting, or "discovering," machine readable identifiers including Digimarc Barcode and delivering associated information and advanced functionality or both;

3. **IoT Services**, associating identification data with a Uniform Resource Identifier (URI), insights and account management

4. **Quality Management**, inspecting and verifying that the identification and discovery of media is both accurate and works properly – enabling customers to manage, maintain and assure quality control;

5. **Insights**, provision of data and analytics resulting from use of the platform to end users and partners;

6. **Offering**, all or part of the Solutions proposed to be supplied or supported by Digimarc, which are typically delivered and supported by Partner companies. These Offerings are software and services organized by type of media, and means of identification and discovery, that help End Users to improve their businesses.

The software enabling these capabilities in commercial offerings includes Digimarc Barcode (Identification), Digimarc Discover (Discovery), and Digimarc Verify (Quality Management). These families of branded software are delivered in the form of plug-ins, SDKs and firmware that are typically integrated into third-party products. Digimarc’s commercial offerings include this software and associated services to support solutions addressing use cases in industry.
Example of Platform Benefits

Customers gain the benefits of the Digimarc Platform by licensing Digimarc Barcode, Digimarc Discover and Digimarc Verify branded software. This software and ancillary services contribute to Solutions for use cases in various Industries, primarily retail. For example, in the retail Industry, the Digimarc Platform enables retailers and consumer brand owners to improve reliability and efficiency of automatic Identification, and improve safety for consumers and associates, in a wide range of use cases including retail checkout, inventory management, product transparency, product traceability, consumer engagement, recycling sortation and manufacturing quality control.

Supply Chain
- Traceability
- Brand protection
- Warehouse and distribution inventory management
- Manufacturing inspection

Retail Operations
- Fresh food shrink reduction
- Checkout efficiency
  - Front of store
  - Pick and pack
  - In-aisle
  - Scan and go
  - Order / re-ordering
- Inventory management
- On-shelf availability (OSA)
- Bottom of basket (BOB) loss prevention
How to Reference Digimarc

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

1st: The Digimarc Platform
2nd: Digimarc Platform

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

1st: Digimarc Discover software
2nd: Digimarc Discover

1st: Digimarc Barcode
2nd: Digimarc Barcode

1st: The Barcode of Everything®
2nd: The Barcode of Everything
Word Choice and Phrasing

TERMS TO DESCRIBE WORKING WITH DIGIMARC

**Digimarc Platform:** A suite of automatic identification and data capture (AIDC) software and services that provides the reliability and efficiency to support multiple business applications.

**Digimarc Barcode:** A unique data carrier that delivers data in media in ways that are imperceptible to most people, permitting the carrier to be repeated many times within the media for redundancy that results in more reliable, efficient identification.

**Digimarc Discover:** Software that recognizes and decodes the identity of media and codes, including Digimarc Barcode, QR codes and, various 1D codes including UPC, delivering an optimal identification of the object.

**Digimarc Verify:** Quality assurance software to detect, validate, and assess fidelity of Digimarc Barcode with digital files or scanned images.

Preferred Alternative Descriptions

**Other ways to describe Digimarc Barcode:**

“Digimarc”

“The Digimarc Platform”

*2nd Reference* “Digimarc Platform”

“Unique identifier”

“Data carrier”

“Data channel”

“Enhance” is our preferred term for describing the application of Digimarc Barcode for packaging, fresh product labels, print and audio.
Word Choice and Phrasing

**Application Guidelines:** Rules that address implementation of Digimarc Barcode to enable specific use cases and assure quality.

**Application Identifiers:** GS1 Application Identifiers (AIs) are prefixes used in barcodes, RFID tags and similar data carriers to define the meaning and format of data attributes beyond the Global Trade Item Number (GTIN), such as batch/lot number, serial number, best before date and expiration date that are common for certain Industry purposes. AIs essentially define the data ‘payload’ or contents within a data carrier for easier interpretation by application software and service providers.

**Enhancement:** The process of applying Digimarc Barcode to media, employing a variety of means depending on the nature of the media and technologies used for production. A package enhanced with Digimarc Barcode is robust to geometric distortion (curves, wrinkles, etc.) and occlusions (damage to the package including smudges and tears).

**Offering:** All or part of the solutions proposed to be supplied or supported by Digimarc, which are typically delivered and supported by partner companies. These offerings are software and services organized by type of media, and means of identification and discovery, that help end users to improve their businesses.

**TERMS TO AVOID WHEN DESCRIBING DIGIMARC BARCODE**

- **Digimarc Barcodes**

- **Watermark (see page 16 for more guidance on usage)**
  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.

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

- **Invisible**
  Digimarc Barcode can be visible, but is generally difficult to discern to the average consumer.
Understanding Use of the Term ‘Digital Watermarking’

The Digimarc Platform features branded software with unique advances that are differentiated from generic digital watermarks or digital watermarking, terms which should be avoided.

We encourage you to refer to our advanced data carrier by its proper name, Digimarc Barcode.

References to digital watermarks are only appropriate when describing the science of digital watermarking and how it works generally. In addition, references to our early history as a company and our patent portfolio may also warrant some limited references to digital watermarking as the basis for developing Digimarc Barcode and the Digimarc Platform.

Industries including commercial print, photography and book publishing, will be familiar with traditional watermarks and thus referring to a ‘digital watermark’ may provide helpful context when followed by the unique benefits of the Digimarc Platform.

Finally, Digimarc is an active participant in the HolyGrail 2.0 recycling initiative in Europe led by AIM, a group that is sensitive to remaining vendor agnostic. Therefore, HolyGrail 2.0 management encourages the use of digital watermarking in communications about the program because the intent is to refer to the generic field of technology in which Digimarc and other vendors participate. However, the industry well knows that Digimarc is a primary provider of software and services under consideration.

SUMMARY

- The Digimarc Platform including Digimarc Barcode is based on digital watermarking, but offers distinctive advancements, and should be referred to by its formal product name.

- Digital watermarking, as a field of art, is a term used at technical conferences and in reference to our patents.

- The HolyGrail 2.0 recycling industry initiative encourages the use of digital watermarking in their communications to avoid favoring specific vendors.
My.Digimarc

My.Digimarc (my.digimarc.com) is a gateway to the Digimarc Platform for partners, customers and their suppliers that makes it easy to manage enhancement for packaging, print, audio and other media. It also provides access to training content, developer tools and support. My.Digimarc empowers teams of all sizes to reliably and efficiently work with the Platform.
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.

**Behance**
Digimarc’s Behance features examples of Digimarc’s enhanced creative work as shown at events, as well as internal items with a focus towards the creative and design community.

**Questions?**
For questions related to Digimarc’s social media channels and how you can get involved, please contact [cody.lyons@digimarc.com](mailto:cody.lyons@digimarc.com)
Staying Informed

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

**Digimarc Perceptions Blog**

**Digimarc Digest Newsletter**

This month we highlight a new collaboration between Digimarc and Walmart, improved QC tools and a video demonstration from Zebra comparing scanning speed of Digimarc Barcode to regular UPC.

**Digimarc Events**

**Digimarc News**

**Digimarc Press Releases**
**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 registered: 🟠

**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.
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. – January 10, 2021 – 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 Barcode.

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:

 DIGIMARC | d

Primary Logo with tagline:

 DIGIMARC | d

The Barcode of Everything®

Primary Logo in Black:

 DIGIMARC | d

Primary Logo Reversed:

 DIGIMARC | d

Stacked Logo in Blue:

 DIGIMARC

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.

Incorrect: Divider line is taller than the Circle D.

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

YES DIGIMARC

NO DIGIMARC
LOGO – INCORRECT USE
Where to find our logo(s)?

www.digimarc.com/about/company/brand-logo-assets

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:
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®
dmrc.app

SCAN _BLANK_
(enter benefit of scanning)
Brand Identity

CORPORATE COLOR PALETTE (MAIN)

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.

- **PMS 653 C**
  - CMYK: 95, 57, 4, 18
  - RGB: 0, 90, 150
  - HEX: #005a96

- **BLACK 90%**
  - CMYK: 67, 64, 61, 56
  - RGB: 57, 54, 54
  - HEX: #393536

- **BLACK 80%**
  - CMYK: 64, 56, 53, 28
  - RGB: 88, 89, 91
  - HEX: #58585b

- **BLACK 50%**
  - CMYK: 45, 36, 35, 1
  - RGB: 147, 149, 152
  - HEX: #939597

- **BLACK 20%**
  - CMYK: 17, 13, 12, 0
  - RGB: 209, 211, 212
  - HEX: #D1D2D4

- **BLACK 10%**
  - CMYK: 8, 6, 6, 0
  - RGB: 230, 231, 232
  - HEX: #E6E7E8

- **BLACK 5%**
  - CMYK: 3, 2, 2, 0
  - RGB: 241, 242, 242
  - HEX: #F1F1F2
The Digimarc Extended Color Palette is used for design initiatives and graphics specific to our corporate website, designated customer-facing documents and marketing deliverables such as infographics, charts and graphs.
WHAT PANTONE COLORS LOOK LIKE WITH DIGIMARC BARCODE

- PANTONE 2767 C
- PANTONE 653 C
- PANTONE 159 C
- PANTONE 534 C
- PANTONE 298 C
- PANTONE 290 C
- PANTONE 555 C
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 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.
EVENTS BOOTH
Dear Awesome,


As vero duplicatur ex, quae tributam est anini virtutibus tanta praestantia? Ex rebus enim imaeidas, non ex vocabulis nascitur. Quae similitudine in genere etiam homo apparet. Hic nihil fuit, quod quereremus. At enim sequor utilitatem. Capitantes non Epicuri divisionem finiebat, sed ooa sestate. Hoc tu nunc in illo probas. Quod censers in Latino fore?

Vide, quantum, inquam, fallare Trogostae idemque diviserant naturam hominis in animum et corpus. Si verbam sequimus, primum longius verbum praepositor quam bonum. Age nunc istic decorant, vel tu potius quis enim isti melius?

Sincerely,

Digimarc

Signature

May 4, 2017

STATIONERY — LETTERHEAD
Available as US (8.5”x11”)
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.

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

Digimarc Corporation
9405 SW Gemini Drive
Beaverton OR 97008 USA
digimarc.com

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

9405 SW Gemini Drive • Beaverton, OR 97008 USA • digimarc.com

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™
POWERPOINT

Agenda

Sample
Sample
Sample
Sample
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 divisierunt naturam hominis in animum et corpus. Si verbum sequimus, primum longius verbum praepositorum quam bonum. Age nunc isti doceant, vel tu potius quis enim ista melius?

Sincereclly,
Digimarc
Signature
Contact Information

FOR INFORMATION:
Visit www.digimarc.com/contact

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

FOR EUROPEAN INQUIRIES:
+49 221 6508 8950

FOR JAPAN INQUIRIES:
+81 (3) 6205 3248

Digimarc Brand 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 the inventor of the Digimarc Platform that enables a more efficient, reliable and economical means of automatic identification. The Digimarc Platform can apply a unique identifier to virtually all media objects—including product packaging, commercial print, audio and video—that can be automatically identified by an enabled ecosystem of industrial scanners, smartphones and other interfaces. The Platform enables applications and solutions including brand protection, traceability, and recycling that benefit retailers and consumer brands, national and state government agencies, media and entertainment industries, and others. Digimarc is based in Beaverton, Oregon, with a growing supplier network around the world. Visit www.digimarc.com and follow us on LinkedIn and Twitter to learn more about The Barcode of Everything®.

031721