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 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 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, suppliers, shareholders, licensees and other users of our Platform.

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 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
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About Digimarc

WHO IS DIGIMARC?

We are an industry leader and pioneer in automatic identification and discovery of all media. We have built and invested in the Digimarc Platform and Digimarc Barcode to operate in more complex workflows and environments.

WHAT IS THE DIGIMARC PLATFORM?

The Digimarc Platform provides software and services for putting data into media (identification) and extracting it (discovery), and provides a myriad of business benefits including sustainability, security, efficiency, engagement and more.

Elevator Pitch

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

What

Digimarc delivers Digimarc Barcode or digital identities 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.
Digimarc Vision

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

Digimarc has invented the successor to the barcode:

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) symbol 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.

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.

**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.

For more detailed descriptions, contact info@digimarc.com
Boilerplate

Digimarc Corporation (NASDAQ: DMRC) is a pioneer in the automatic identification of media, including packaging, other commercial print, digital images, audio and video. The Digimarc Platform provides innovative and comprehensive automatic identification software and services to simplify search, and transform information discovery through unparalleled reliability, efficiency and security. The Digimarc Platform enables applications 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 digimarc.com and follow us @digimarc to learn more about The Barcode of Everything®.

FOR PRESS RELEASES:
DJ Vogt
dj.vogt@digimarc.com

FOR PUBLIC RELATIONS
AND MEDIA INQUIRES:
DJ Vogt
dj.vogt@digimarc.com

FOR INVESTOR
COMMUNICATIONS:
DJ Vogt
dj.vogt@digimarc.com
The Digimarc Platform

A platform for Creation and Orchestration of automatic identification solutions – enabling developers to create digital identities for media objects and facilitate coordination of suppliers and end users.
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 DIGIMARC

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 (see page 23 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.

✗ 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:
“Digimarc”
“Unique identifier”
“Digital identity”
“Data carrier”
“Data channel”
“The Digimarc Platform”

“Enhance” is our preferred term for describing the application of Digimarc Barcode for packaging, fresh product labels, print and audio.
Using the Term ‘Digital Watermarking’ in Relation to Digimarc

We recommend our partners and customers avoid using the term “digital watermarking” in relation to our current offerings, with the one exception being references to our history and the early work we did in that space.

Why is it inaccurate to use the term “digital watermarking?” That’s what we’ve used before.

We proudly acknowledge we are experts and leaders in digital watermarking and we’ve done critical pioneering work in this space. But Digimarc today is an advanced digital identify that is generally imperceptible and supports commercial printing and labeling workflows that present challenging image capture environments, such as retail barcode scanners, and industrial cameras used in manufacturing and logistics. Digimarc has gone far beyond digital watermarking, and features low contrast, which allows for massive data redundancy, as well as much greater data capacity than the UPC Product Symbol.

I work with Digimarc Barcode for Digital Images (BDI), and in a field where “digital watermarking” is frequently used as a common term in the publishing and digital asset industry. Why shouldn’t I continue using “digital watermarking” in relation to Digimarc?

Digimarc is an undisputed leader in the field of digital watermarking, and Digimarc Barcode for Digital Images is based on our expertise in the field, but Digimarc does much more than digital watermarks. Unlike traditional watermarking or visible indicia, Digimarc is imperceptible and robust to distortions that are common in image processing workflows, like compression, cropping, rotation and scaling. By making subtle, repetitive adjustments to brightness and intensity of colors across the entire image asset, it becomes fully and easily readable by any of the Barcode for Digital Images software.

Use of “watermarking” to describe Digimarc in the Digital Asset Management (DAM) space and/or with image-asset managers can also lead to confusion; watermarking is a known, commoditized, and of course visible mark. Most DAM platforms offer their own visible image watermarking as a completely free feature. A DAM platform’s “normal image watermark” often lives alongside Digimarc in a suite of image-management features. Calling both of these features “watermarks” can be confusing and/or cause Digimarc to be overlooked entirely.
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
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 video demonstration from Zebra comparing scanning speed of Digimarc Barcode to regular UPC.

Digimarc Introduces New QC Tools
Digimarc has introduced a comprehensive Digimarc Quality Management System (QMS) to assist quality and data validation throughout the print production workflow.

Zebra & Digimarc Boost Scan Speed
New technology solutions from Zebra and Digimarc significantly speed up item scanning. A win-win for grocers and grocery shoppers.

Digimarc Events

Digimarc News

Digimarc Press Releases

Digimarc Social Media

twitter.com/digimarc
linkedin.com/company/digimarc
facebook.com/digimarc
instagram.com/digimarc
behance/digimarc

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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. – 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:

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:

d

DIGIMARC

Stacked Logo in Black:

d

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.

**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
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:**

[Digimarc Logo Image]
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 IMAGE TO LEARN MORE
- DIGIMARC DISCOVER®
  - dmrc.app
  - SCAN PACKAGE TO SEE IT IN ACTION
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.
CORPORATE COLOR PALETTE (EXTENDED)

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.
COLOR PALETTE EXAMPLES
WHAT PANTONE COLORS LOOK LIKE WITH DIGIMARC BARCODE

Colors - Single channel treatments when process color isn't available

PANTONE 2767 C
Delta 660: 88%
POS - S5 | Mobile S3
30_2 BOW
15% screen
POS + Mobile

PANTONE 653 C
Delta 660: 80%
POS - S5 | Mobile S3
30_2 BOW
20% screen
POS + Mobile

PANTONE 298 C
Delta 660: 68%
POS - S5 | Mobile S3
30_2 BOW
30% screen
POS + Mobile

PANTONE 534 C
Delta 660: 89%
POS - S5 | Mobile S3
30_2 BOW
20% screen
POS + Mobile

PANTONE 290 C
Delta 660: 36%
POS - S9 | Mobile S9
30_2 BOW
70% screen
POS + Mobile

PANTONE 286 C
Delta 660: 90%
POS - S5 | Mobile S3
30_2 BOW
20% screen
POS + Mobile

PANTONE 159 C
Delta 660: 28%
POS - S5 | Mobile S3
30_2 BOW
30% screen
POS + Mobile

PANTONE 368 C
Delta 660: 62%
POS - S5 | Mobile S3
30_2 BOW
30% screen
POS + Mobile

PANTONE 555 C
Delta 660: 78%
POS - S7 | Mobile S3
30_2 BOW
30% screen
POS + Mobile
**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.

**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).
MARKETING COLLATERAL (EXAMPLES)

Examples
EVENTS BOOTH
STATIONERY — LETTERHEAD
Available as US (8.5”x11”)

May 4, 2017

Dear Awesome,


Labor autem non sine causa, haec ad tempus ad Pisonem omnes. Nescio quo modo praetervolant orato. Quod cum accidisset ut alter alteram necipiantem videremus, nescio statum. Haec non optimam esse proprie desperationem sapientiae, illi proprie opem vivere.

Cum id quoque, ut cupissit, audirequit, evelli iussit eam, qua erat transiectus, haec aut. An eiusdem modi? Turn Quintus. Est plane, Piso, ut dixit, inquit. At enim hic etiam dolore. Quaeniam tu haec copiosissimam eam solo dicere. Denique qui sit, ut ego nesciam, sciant omnes, quumque Epicurus esse voluerint?


Vide, quantum, inquam, fallare, Teogaste. Idemque dixerunt naturam hominis in animum et corpus. Si verbo sequitur, primus longius verba praeposition qui bonum. Age nunc isti decernat, vel tu poties quis enim ista moveris?

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™
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,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Illi enim inter se dissentiunt. Cum autem in quo sapienter diximus, id a primo rectissime dicitur. Duo Reges: constructio interrete. Ignorar neque nihilorum quiaquam beatiss neque sapientium non beatiss. Sed quid ages tandem, si utilitas ab amicitia, ut fit saepere, defecerit? Et hunc idem dico, inquieta sed ad virtutes et ad vitia nihil interesse. Quam illa ardentia amores excitaret sui! Car tandem? Nemo igitur esse beatiss potest. Theophrastus mediocriterne defectat, cum tractat locos ab Aristotele ante tractatos?


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

Sincerech,
Digimarc
Signature

9405 SW Gemini Drive, Beaverton, OR 97008 USA
t 503 469 4800 / f 503 469 4777
digimarc.com

© 2020 Digimarc Corporation
Contact Information

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sales@digimarc.com

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support@digimarc.com

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+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 a pioneer in the automatic identification of media, including packaging, other commercial print, digital images, audio and video. The Digimarc Platform provides innovative and comprehensive automatic identification software and services to simplify search, and transform information discovery through unparalleled reliability, efficiency and security. The Digimarc Platform enables applications 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 digimarc.com and follow us @digimarc to learn more about The Barcode of Everything®.

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