

# Digimarc Brand & Style Guidelines

DIGIMARC



# Our Boilerplate

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Digimarc is the pioneer and global leader in digital watermarking technologies. For nearly 30 years, Digimarc innovations and intellectual property in digital watermarking have been deployed in solutions built upon one or both of the following two things: the identification and the authentication of physical and digital items, often at massive scale, and often where other methods of identification or authentication don't work well or don't work at all.

## Our Values



### **Curious**

We think differently and seek out opportunities for growth to exceed our stakeholders' expectations.



### **Courageous**

We challenge each other and do the right thing – even when it's difficult – to deliver wins for our customers.



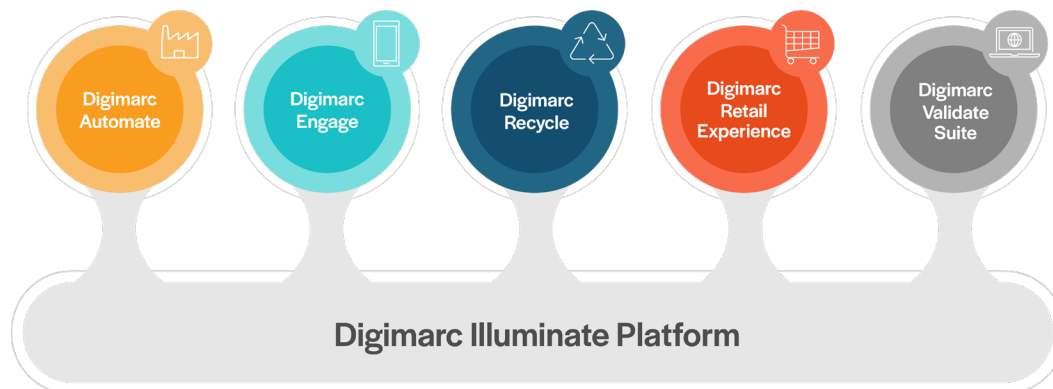
### **Collaborative**

We embrace diverse perspectives and harness our collective talent to realize our full potential.

# Our Products

The **Digimarc Illuminate platform** is a distinctive software as a service (SaaS) cloud-based platform for digital connectivity that provides the tools for the application of advanced digital watermarks and dynamic Quick Response (QR) codes, software (digital twins) that enables various systems and devices to interact with those data carriers, and a centralized platform for capturing insights about digital interactions and automating activities based on that information.

The Digimarc product suite is built on top of the Digimarc Illuminate platform to power a trusted and scalable ecosystem that can address specific business needs in areas like automation, authenticity, sustainability, and customer trust and connectivity. All of the Company's products are complementary to each other, providing exponential benefits when combined. By enabling customers to create and connect digital twins to physical and digital items, Digimarc's products provide many benefits including:



**Digimarc Automate** improves product inspection by embedding imperceptible digital watermarks into products, labels, and packaging, which are detectable by standard vision systems. This significantly reduces mixing errors and mislabeling, ensuring higher accuracy and efficiency in production, fulfillment, and distribution facilities without additional costs for special inks or hardware. By enabling real-time data analysis and minimizing human error, Digimarc Automate enhances quality assurance, reduces waste, and lowers the risk of product recalls, giving brands a competitive edge.

**Digimarc Engage** activates products and multimedia to create and leverage an interactive, fully owned communications channel directly with consumers. Digimarc delivers dynamic QR codes and hyperlinks that provide contextual redirection capabilities for multiple consumer experiences based on a variety of factors such as time and location or previous behavior. Connecting engagements across the physical and digital worlds in a singular view results in powerful new capabilities and insights for brands.

**Digimarc Recycle** increases the quality and quantity of recycled materials by digitizing products and packaging with digital watermarking technology. Coupled with consumer engagement capabilities, brands can leverage a direct, digital communications channel. Plus, a cloud-based record of never-before-seen post-consumption data provides new insights that benefit stakeholders across the value chain, including brands, facility operators, and Producer Responsibility Organizations (PROs).

**Digimarc Retail Experience** delivers smarter, connected packaging that supports next-generation retail checkout systems, including checkout efficiency (faster scanning) and checkout effectiveness (reduced shrink), optimized operational processes, advanced consumer engagement experiences, compliance with upcoming industry standards, and the collection of powerful first-party data and consumer insights.

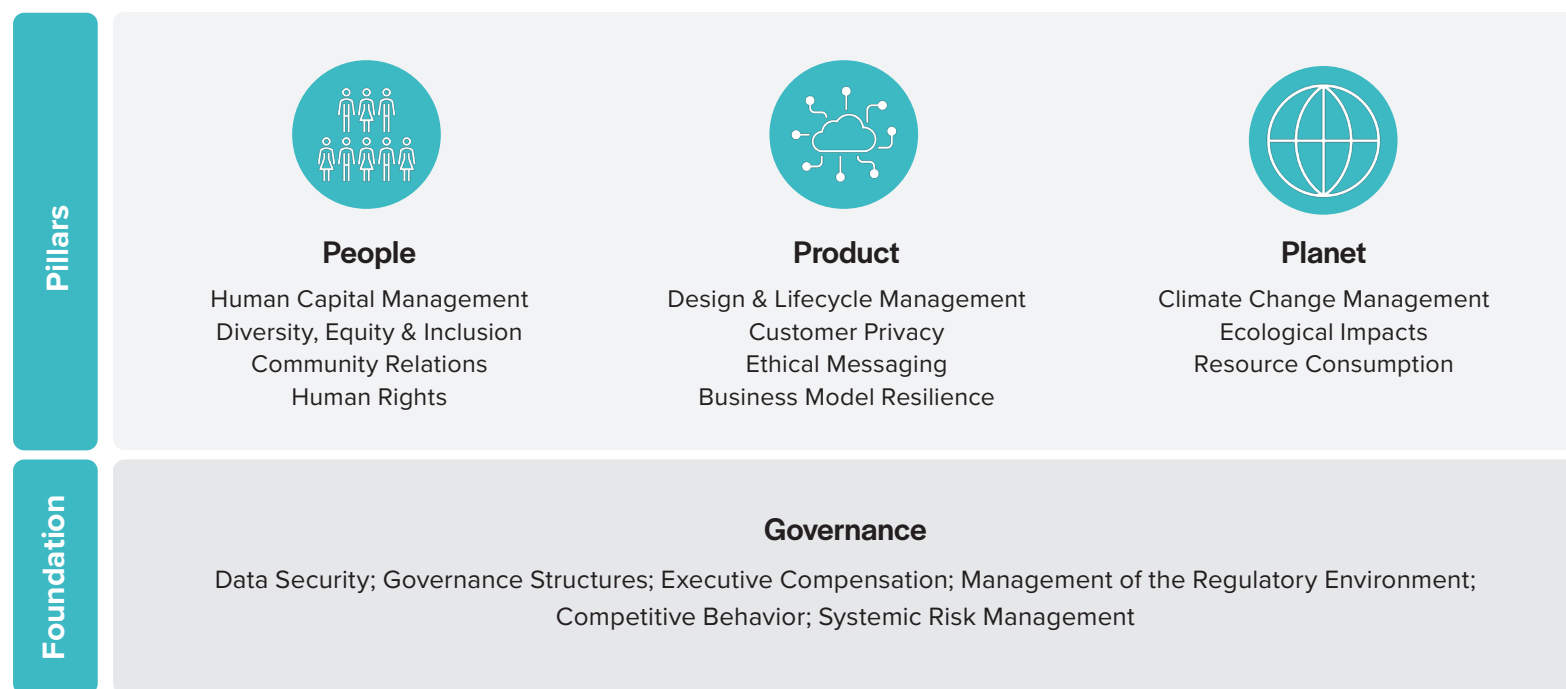
**Digimarc Validate** supports authentication in the physical and digital worlds to help ensure online interactions can be trusted and that real products and digital assets are genuine and in the right place. Digimarc's technology protects digital images, audio, product packaging, and other physical items by delivering exclusive, covert digital watermarks and/or dynamic QR codes and a cloud-based record of product authentication information. In addition, consumer engagement capabilities provide a direct, digital communications channel.

# ESG Priorities That Support Our Purpose

At Digimarc, we believe that managing our environmental, social, and governance (ESG) impacts helps us better address the needs of our stakeholders and build a more sustainable and successful business.

ESG is strategically integrated throughout our company and is a key driver for attaining our purpose of promoting a prosperous, safer, and more sustainable world.

Digimarc is committed to transparency and enduring value creation. Our ESG framework and management structure contributes to all aspects of our business and is the cornerstone of our culture.



# Logos

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Our logos can be found on our [website](#) in PNG and SVG formats. Please do not alter, stretch, or change the logo in any way.

Primary Logo:

**DIGIMARC**

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Stacked logo with Circle D is used for small spaces when we want branding of logo and Circle D mark.



**DIGIMARC**

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Circle D mark is used for Digimarc Mobile apps, Digimarc University, and elsewhere when space is limited. Available from Marketing.



## Logo – Spacing

Clear space and pixel padding:



## Selecting File Formats

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

**PNG:** When needing a logo with a transparent background or a logo for web/monitor resolution.

# Brand Colors

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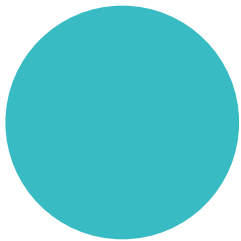
The Digimarc Color Palette is used for all company-wide creative and branding such as website, presentations, and documents.

## Selecting Color Formats

**RGB:** For use in digital design or digital printing.

**CMYK:** For use in traditional four-color printing.

**HEX:** For use in digital design or web.

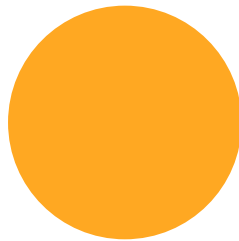


### Primary Blue

R: 30  
G: 202  
B: 211

C: 66  
M: 0  
Y: 22  
K: 0

HEX: 1ECAD3



### Primary Yellow

R: 255  
G: 158  
B: 24

C: 0  
M: 45  
Y: 98  
K: 0

HEX: FF9E18



### Orange

R: 224  
G: 68  
B: 3

C: 7  
M: 87  
Y: 100  
K: 1

HEX: E04403



### Black

R: 0  
G: 0  
B: 0

C: 100  
M: 100  
Y: 100  
K: 100

HEX: 000000



### Gray

R: 218  
G: 225  
B: 233

C: 13  
M: 7  
Y: 4  
K: 0

HEX: DAE1E9



### Dark Blue

R: 0  
G: 77  
B: 113

C: 98  
M: 69  
Y: 35  
K: 18

HEX: 004D71

# Fonts

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Digimarc uses Aptos for Word, Arial for PowerPoint, Proxima Nova and Halyard for printed and branded collateral.

**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.

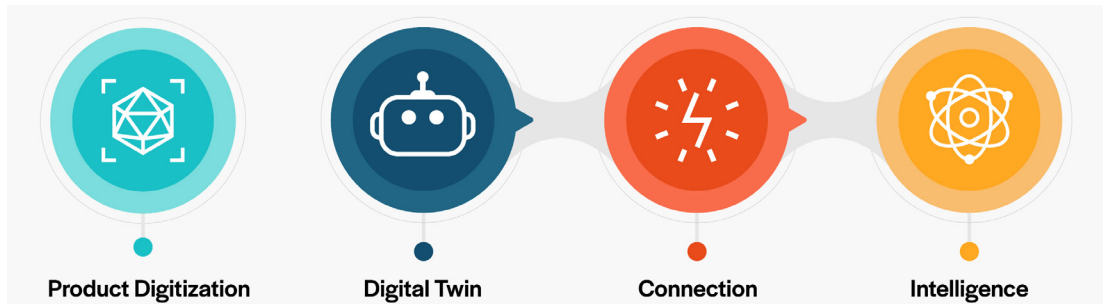
**Bold** - **Bold fonts are used to set apart an important passage or key word, ensuring the intended text stands out from the surrounding copy. Bold fonts are excellent for some headlines or subheads (but typically not both when used within the same document). If not overused, bold fonts also may be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

# Icons

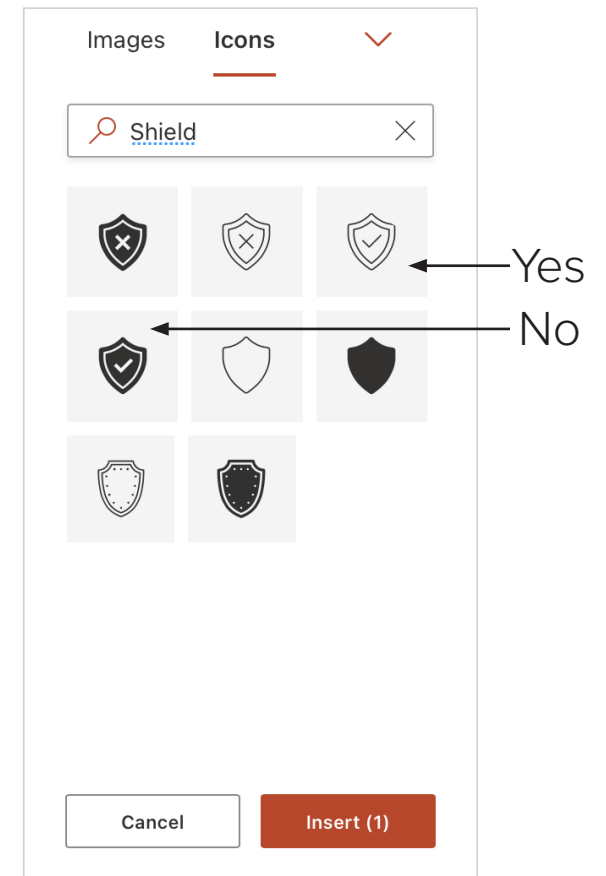
Digimarc uses a line-style design for all our icons whether they are custom made or purchased from a service.

## Icons (Use Examples)



 <b>Digital Identities</b> <p>Leverage digital identities including our unique digital watermarks, serialized QR codes, or RFID tags for item-level automatic identification, and the pinpoint precision you need to better manage your business.</p>	 <b>Actionable Intelligence</b> <p>The EVERYTHING® Product Cloud offers robust data so brands can gain valuable insights about their products' status, origin, location, and reduce supply chain opaqueness.</p>
 <b>Innovative Leadership</b> <p>Digimarc is a pioneer in digital watermarking and cloud-based product data. With over 1,000 patents and a legacy of innovation supporting digital transformation, Digimarc has helped businesses across industries since 1995.</p>	 <b>A Trusted Partner</b> <p>A trusted partner in deterring digital counterfeiting of global currency for more than 20 years, Digimarc is committed to responsible management of our people, products, and planet.</p>

Line-style icons can be replicated in PowerPoint. From the main menu go to Insert > Icons > and use the search field to enter a keyword for what you're looking for. From the choices you are offered, select the one that most clearly resembles our line-style design.





# Contact Information

## For more information:

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## For US general inquiries:

1 800 344 4627



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## **ABOUT DIGIMARC**

Digimarc is the pioneer and global leader in digital watermarking technologies. For nearly 30 years, Digimarc innovations and intellectual property in digital watermarking have been deployed in solutions built upon one or both of the following two things: the identification and the authentication of physical and digital items, often at massive scale, and often where other methods of identification or authentication don't work well or don't work at all.

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