

# Digimarc Brand Guidelines



DIGIMARC

# 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 solutions, 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](mailto:jennah.jevning@digimarc.com)

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# About Digimarc

## WHO IS DIGIMARC?

We are a small company making a big impact on our planet. We've built solutions 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.

Digimarc enables any physical or digital object 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.

## ELEVATOR PITCH

Digimarc gives all physical and digital objects 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 watermarks transforming static materials into smart and connected media, turning content into a dynamic digital channel.

## What

Digimarc develops software and services including: **Digimarc watermarks**, **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.



# Brand Voice

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

## PROPER PRONUNCIATION

**YES**

‘dij-uh-mark’

**NO**

‘dij-jee-mark’

(avoid emphasizing  
the hard “E” sound)

# Boilerplate

Digimarc Corporation (NASDAQ: DMRC) is a pioneer and leader in digital watermarking solutions and the automatic identification of media, including packaging, commercial print, digital images, audio and video. Digimarc helps customers drive efficiency, accuracy and security across physical and digital supply chains. Learn more at [www.digimarc.com](http://www.digimarc.com).

## **FOR PUBLIC RELATIONS AND MEDIA INQUIRES:**

Mignon Senuta  
[mignon.senuta@digimarc.com](mailto:mignon.senuta@digimarc.com)

## **FOR INVESTOR COMMUNICATIONS:**

Mignon Senuta  
[mignon.senuta@digimarc.com](mailto:mignon.senuta@digimarc.com)

# 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:** Digimarc Corporation

**2nd:** Digimarc

**1st:** Digimarc watermarks

**2nd:** Digimarc watermarks

**1st:** Digimarc Discover software

**2nd:** Digimarc Discover

# Word Choice and Phrasing

## TERMS TO DESCRIBE WORKING WITH DIGIMARC

**Digimarc watermarks:** 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 watermarks, 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:

“Digimarc”

“Digimarc watermarks”

“Watermarks”

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

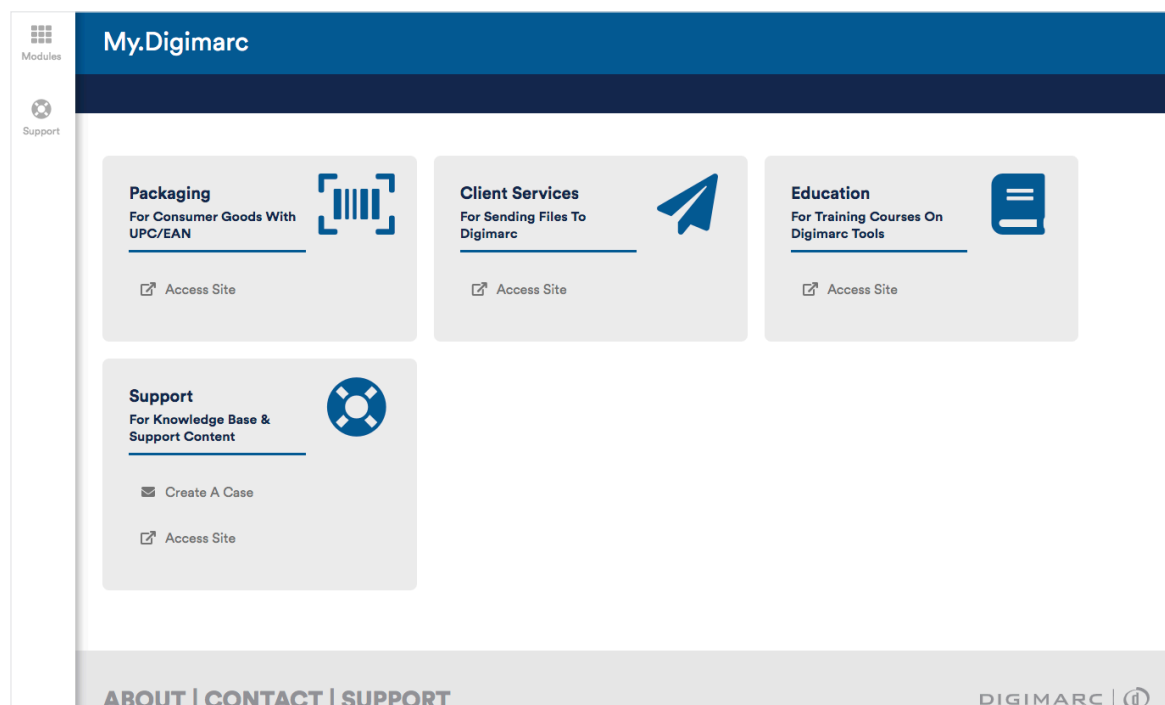
**Offering:** All or part of the solutions proposed to be supplied or supported by Digimarc, which are typically delivered and supported by partner companies. These offerings are software and services organized by type of media, and means of identification and discovery, that help end users to improve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

## TERMS TO AVOID WHEN DESCRIBING DIGIMARC

- ✗ **Digimarc Barcode**
- ✗ **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.

# My.Digimarc

My.Digimarc (my.digimarc.com) is a gateway for our 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 us.



# 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.

## SOCIAL CHANNELS



[twitter.com/digimarc](https://twitter.com/digimarc)



[linkedin.com/company/digimarc](https://linkedin.com/company/digimarc)



[facebook.com/digimarc](https://facebook.com/digimarc)



[instagram.com/digimarc](https://instagram.com/digimarc)



[behance.net/digimarc](https://behance.net/digimarc)

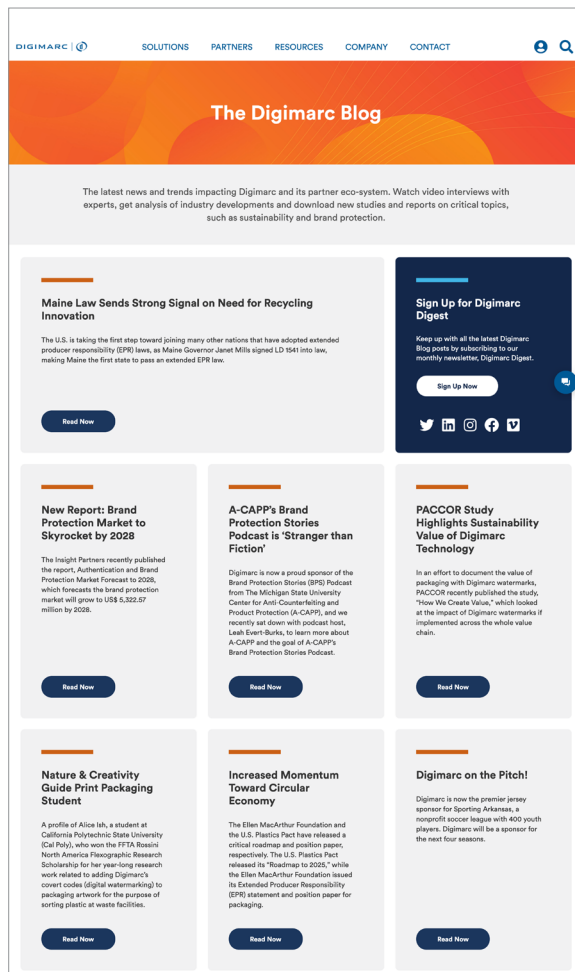
## Questions?

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)**

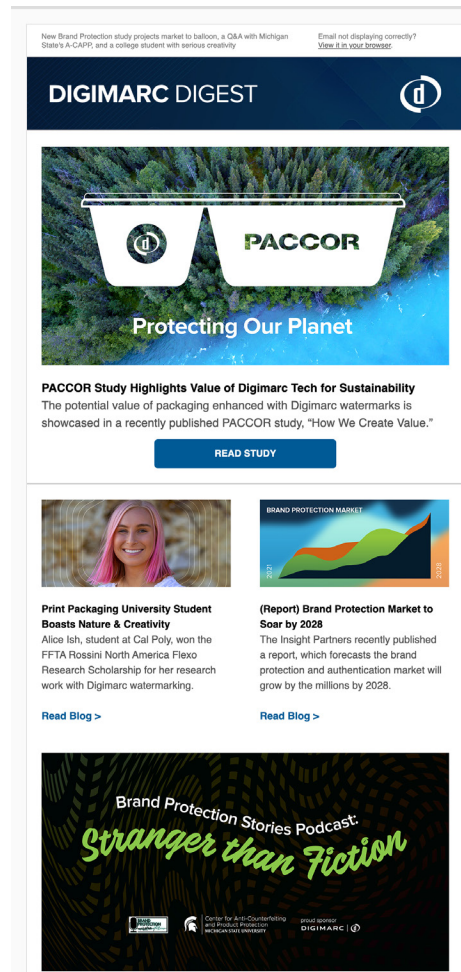
# Staying Informed

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

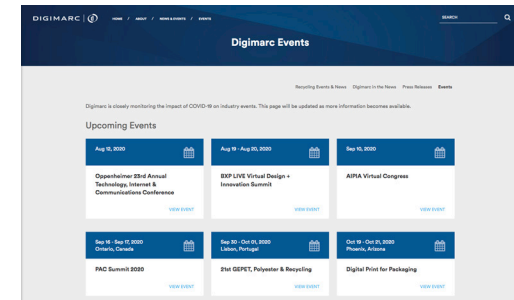
## Digimarc Blog



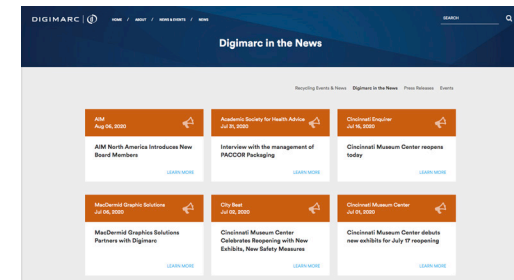
## Digimarc Digest Newsletter



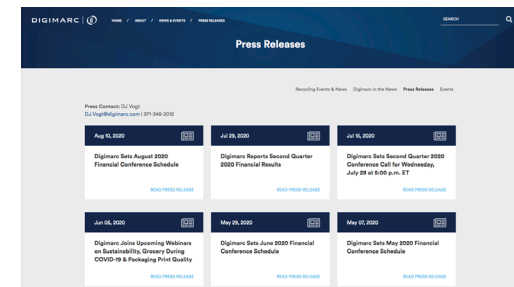
## Digimarc Events



## 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® and Digimarc Discover® 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:



## Primary Logo with tagline:



## Primary Logo in Black:



## Primary Logo Reversed:



## Stacked Logo in Blue:



## Stacked Logo in Black:



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:



**YES** DIGIMARC | ©

**YES** DIGIMARC | ©

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

**NO** DIGIMARC | ©

**Incorrect:** Divider line is taller than the Circle D.

**NO** DIGIMARC | ©

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



## LOGO – INCORRECT USE



## Where to find our logo(s)?

[www.digimarc.com/about/company/brand-logo-assets](http://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).



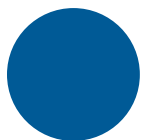
## Examples:



# Brand Identity

## CORPORATE COLOR PALETTE (MAIN)

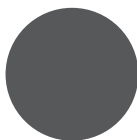
The Digimarc Color Palette is used for all company-wide documentation and branding such as letterhead/stationery, PowerPoint presentations and Word documents. These colors should be used with their CMYK or RGB values when available.



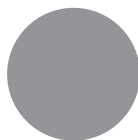
**PMS 653 C**  
**CMYK:** 95, 57, 4, 18  
**RGB:** 0, 90, 150  
**HEX:** 005a96



**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

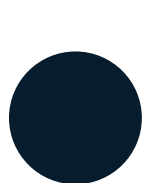


**BLACK 5%**  
**CMYK:** 3, 2, 2, 0  
**RGB:** 241, 242, 242  
**HEX:** f1f1f2



## 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.



**PMS 296 C**  
**CMYK:** 90, 75, 54, 68  
**RGB:** 5, 28, 44  
**HEX:** 051c2c



**PMS 2767 C**  
**CMYK:** 99, 87, 42, 41  
**RGB:** 19, 40, 75  
**HEX:** 13274a



**PMS 534 C**  
**CMYK:** 95, 74, 7, 44  
**RGB:** 27, 54, 93  
**HEX:** 1b365d



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



**PMS 298 C**  
**CMYK:** 67, 2, 0, 0  
**RGB:** 65, 182, 230  
**HEX:** 41b6e6



**PMS 290 C**  
**CMYK:** 23, 0, 1, 0  
**RGB:** 185, 217, 235  
**HEX:** b9d9eb



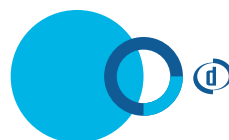
**CMYK:** 10,11,26,0  
**RGB:** 229, 218, 190  
**HEX:** e5dabe



**PMS 159 C**  
**CMYK:** 1, 72, 100, 7  
**RGB:** 203, 96, 21  
**HEX:** cb6015



**PMS 1375 C**  
**CMYK:** 0, 45, 96, 0  
**RGB:** 255, 158, 22  
**HEX:** ff9e15



**PMS 298 C**  
**CMYK:** 67, 2, 0, 0  
**RGB:** 65, 182, 230  
**HEX:** 41b6e6

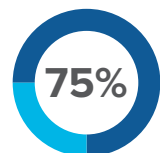
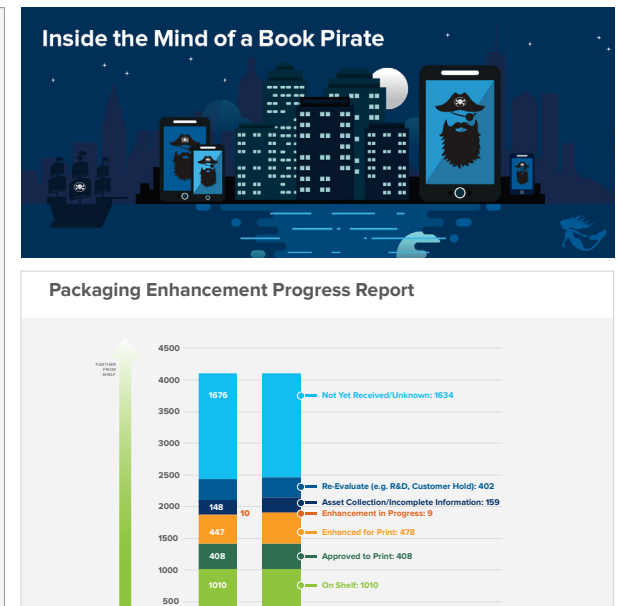
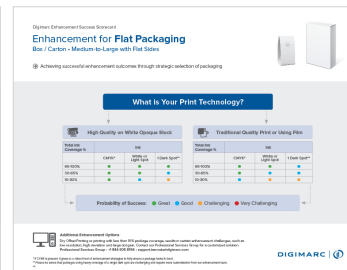
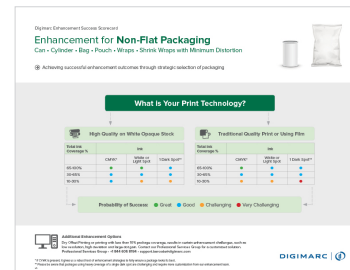


**PMS 555 C**  
**CMYK:** 82, 33, 78, 21  
**RGB:** 45, 112, 80  
**HEX:** 2c704f



**PMS 368 C**  
**CMYK:** 48, 0, 100, 1  
**RGB:** 144, 197, 61  
**HEX:** 8fc53c

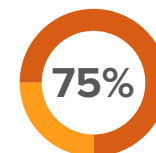
## COLOR PALETTE EXAMPLES



EXAMPLE OF COLORS IN STATISTICS.

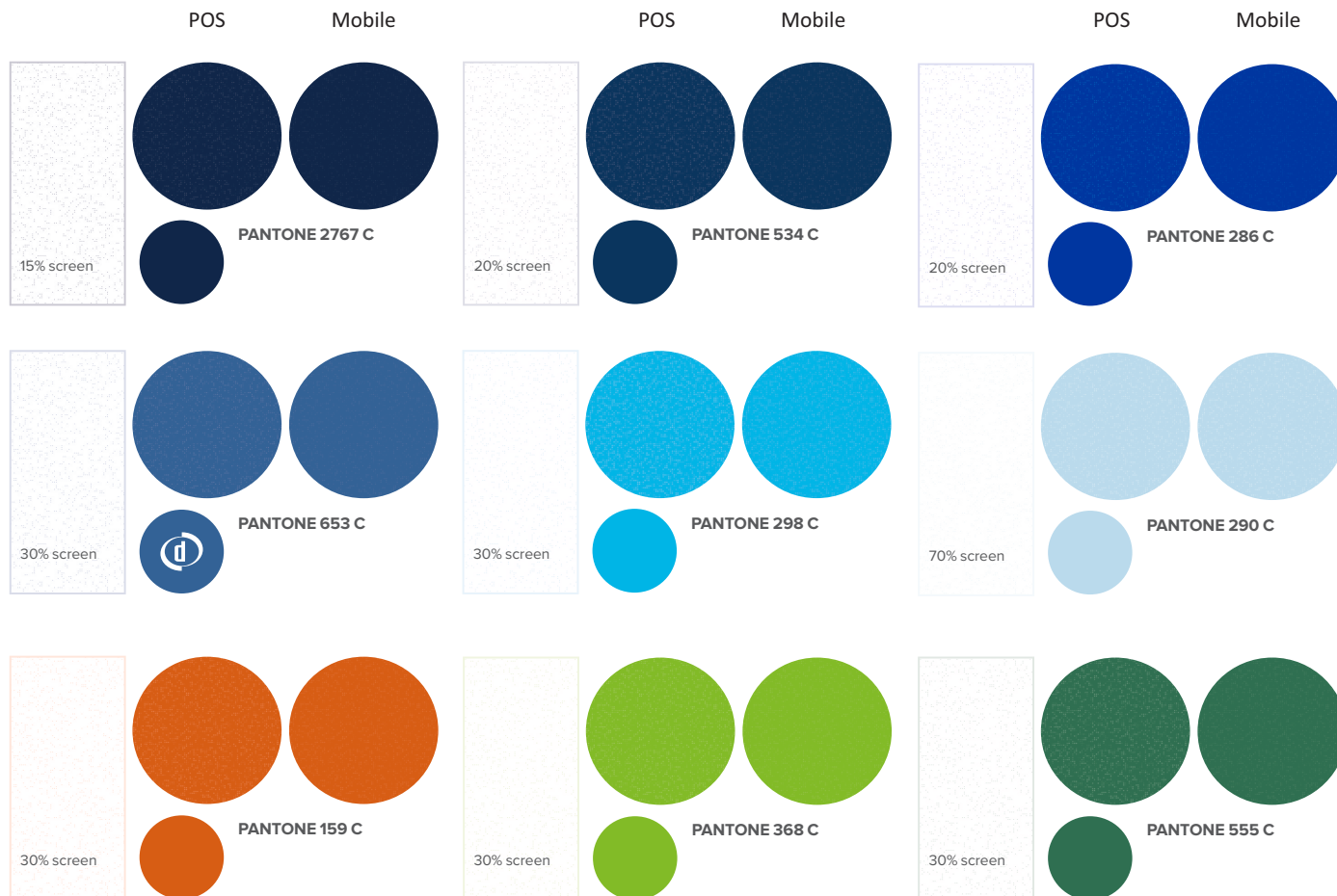


EXAMPLE OF COLORS IN STATISTICS.



EXAMPLE OF COLORS IN STATISTICS.

## WHAT PANTONE COLORS LOOK LIKE WITH DIGIMARC BARCODE



## 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.

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.**

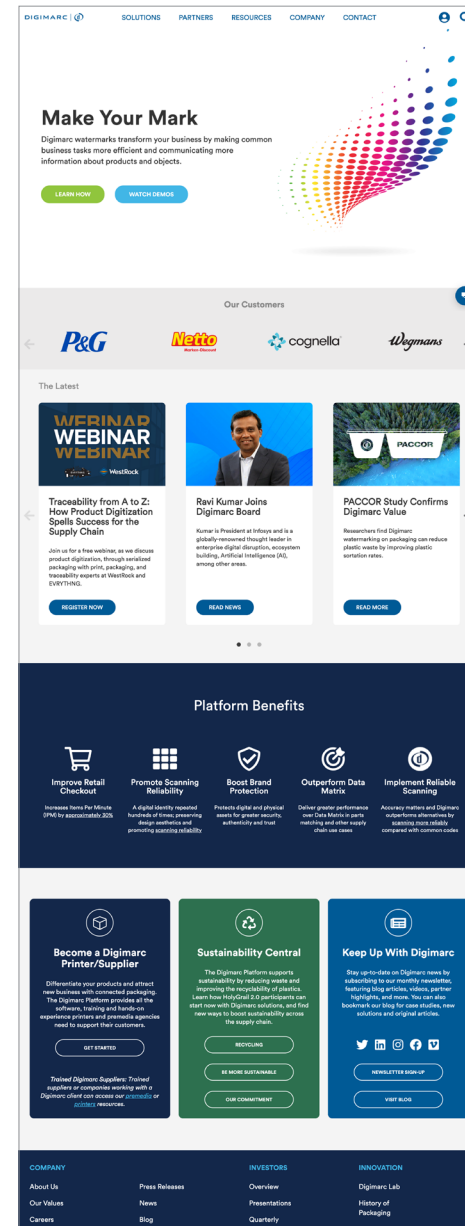
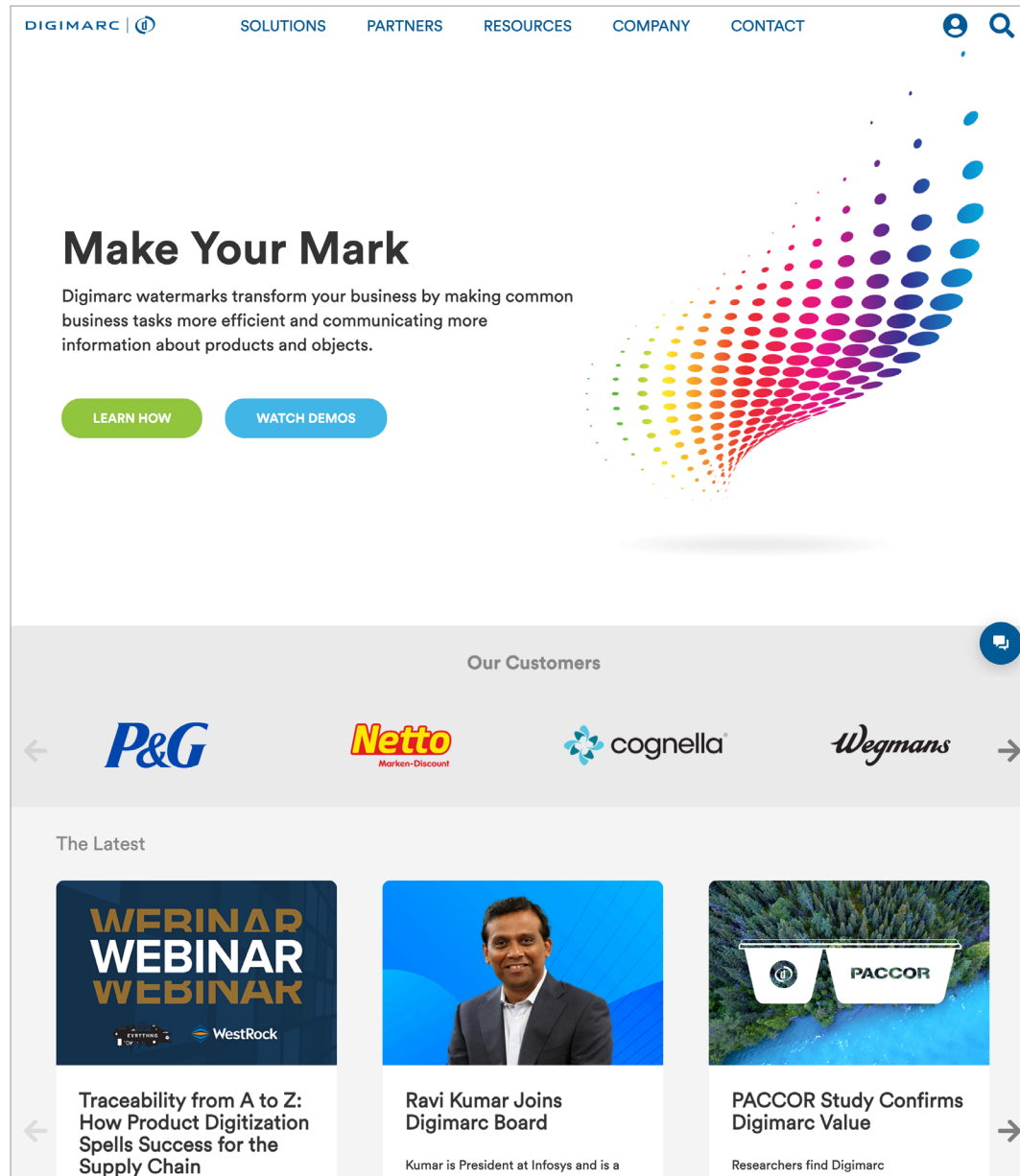
*Italic* - *Italic fonts should be used sparingly, and may be difficult to read electronically. Italics are typically used to set apart contact information, summary statements and similar extraneous but important information. Historically, italics have been used for author bylines (e.g., By John Doe)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



## EVENTS BOOTH

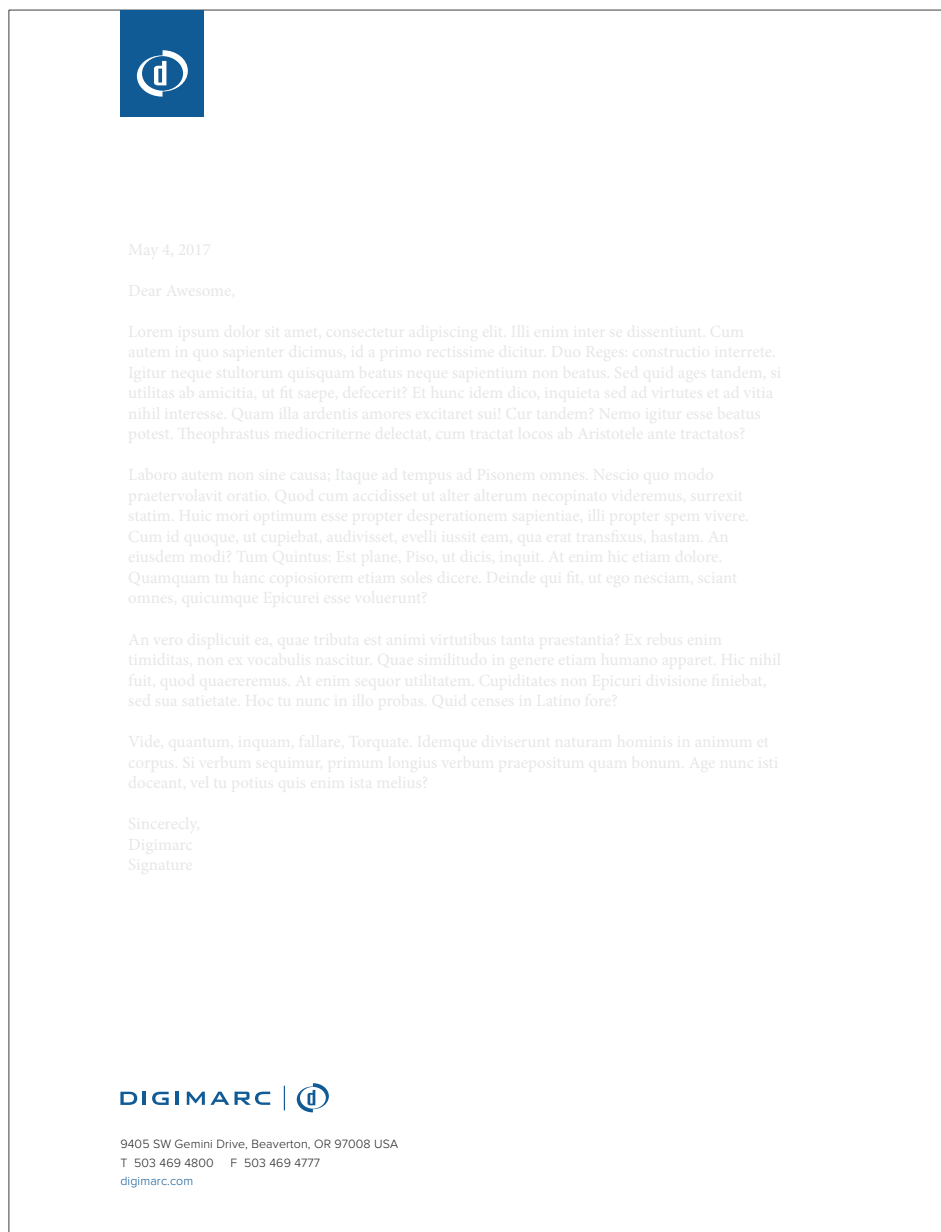


## WEBSITE



## STATIONERY — LETTERHEAD

Available as US (8.5"x11")





## STATIONERY — ENVELOPES

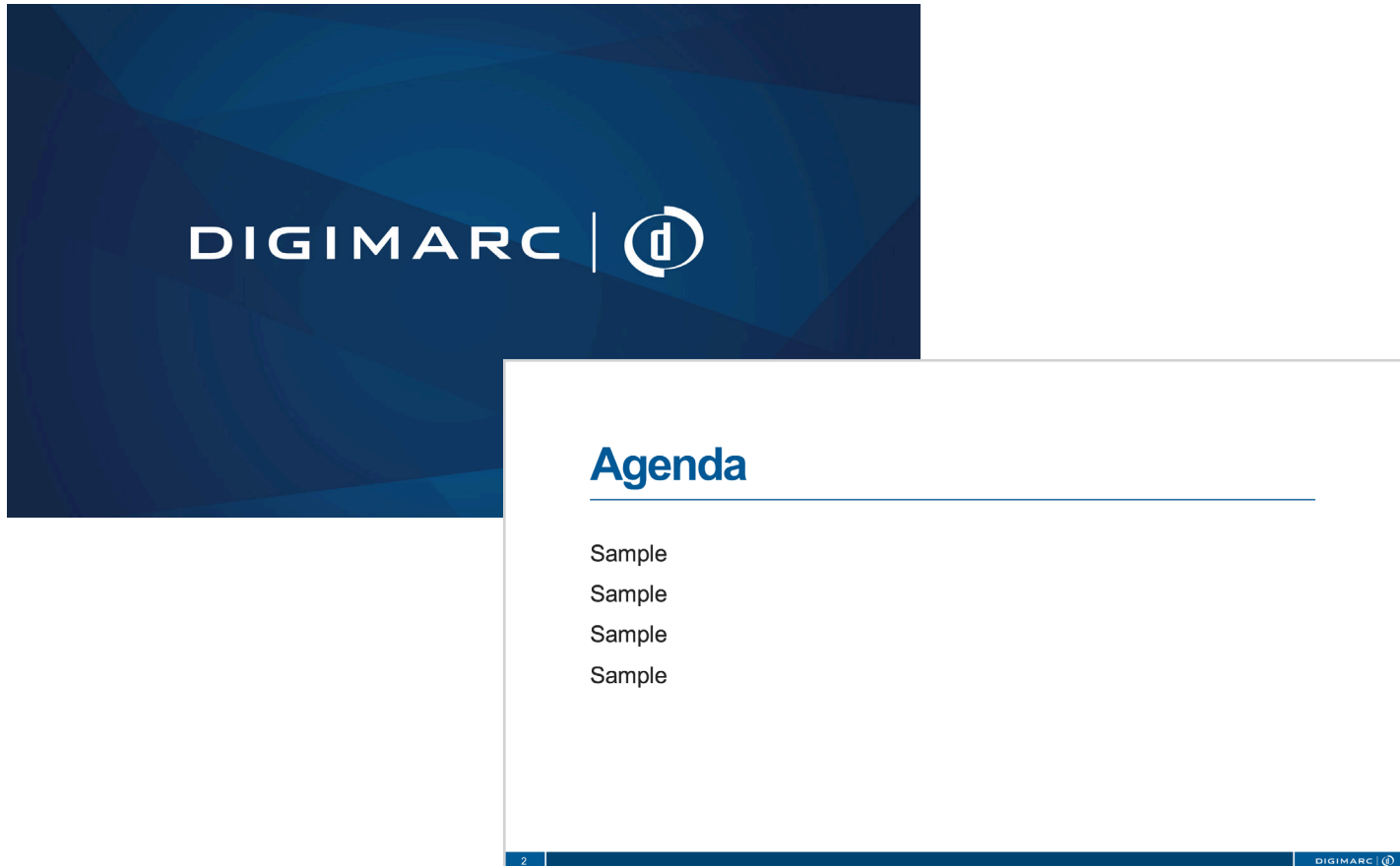
Available as US Standard Business Envelopes and Large Mailing Envelopes (9"x12") and (10"x13")

Available as European Large Mailing Envelopes (324mmx229mm)



9405 SW Gemini Drive  
Beaverton, OR 97008 USA

## POWERPOINT



## 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,

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

Labore autem non sine causa; Itaque ad tempus ad Pisonem omnes. Nescio quo modo praetervolvit oratio. Quod cum accidisset ut alter alterum necopinato videremus, surrexit statim. Huic mori optimum esse propter desperationem sapientiae, illi propter spem vivere. Cum id quoque, ut cupiebat, audivisset, evelli iussit eam, qua erat transfixus, hastam. An eiusdem modi? Tum Quintus: Est plane, Piso, ut dicis, inquit. At enim hic etiam dolore. Quamquam tu hanc copiosorem etiam soles dicere. Deinde qui fit, ut ego nesciam, sciant omnes, quicumque Epicurei esse voluerunt?

An vero displicuit ea, quae tributa est animi virtutibus tanta praestantia? Ex rebus enim timiditas, non ex vocabulis nascitur. Quae similitudo in genere etiam humano apparet. Hic nihil fuit, quod quaereremus. At enim sequor utilitatem. Cupiditates non Epicuri divisione finiebat, sed sua satietate. Hoc tu nunc in illo probas. Quid censes in Latino fore?

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

Sincerely,  
Digimarc  
Signature



DIGIMARC | 9405 SW Gemini Drive, Beaverton, OR 97008 USA  
t 503 469 4800 f 503 469 4777  
[digimarc.com](http://digimarc.com)

# Contact Information

## **FOR INFORMATION:**

Visit [www.digimarc.com/contact](http://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.

## **Digimarc Corporation**

9405 SW Gemini Drive

Beaverton, OR 97008

T: +1 800 DIGIMARC (344 4627)

F: +1 503 469 4777

[info@digimarc.com](mailto:info@digimarc.com)

[www.digimarc.com](http://www.digimarc.com)

## **ABOUT DIGIMARC CORPORATION**

Digimarc Corporation (NASDAQ: DMRC) is a pioneer and leader in digital watermarking solutions and the automatic identification of media, including packaging, commercial print, digital images, audio and video. Digimarc helps customers drive efficiency, accuracy and security across physical and digital supply chains. Learn more at [www.digimarc.com](http://www.digimarc.com).

072121



**DIGIMARC**