

Digimarc Brand & Style Guidelines

DIGIMARC



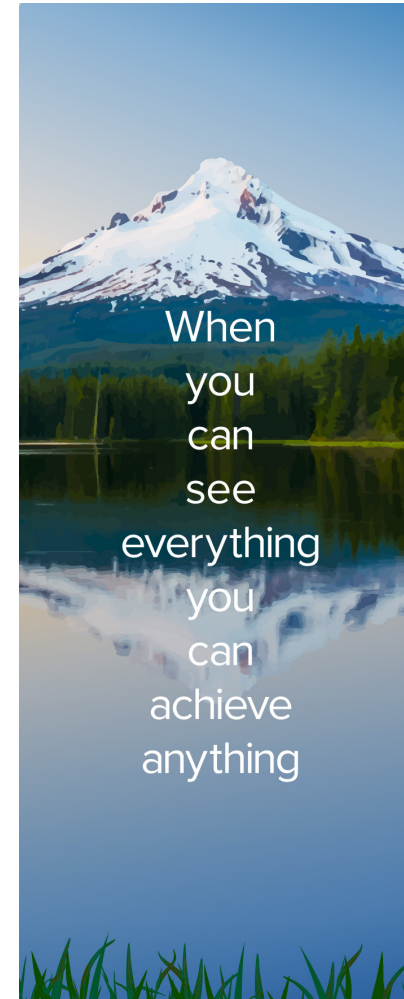
About Digimarc

Digimarc Corporation (NASDAQ: DMRC) is a global leader in product digitization. A pioneer in digital watermarks, Digimarc connects every physical and digital item to a digital twin that captures product data, records events and interactions, and enables powerful new automations. Trusted to deter counterfeiting of global currency for more than 20 years, Digimarc is also recognized for ensuring product authenticity, improving plastics recycling, and more with a commitment to promoting a prosperous, safer, and more sustainable world. For more information, visit us at digimarc.com.

Tagline

With Digimarc, you can finally see everything. And when you can see everything, you can achieve anything.

See Everything, Achieve Anything™



About Digimarc

Our Purpose

We uncover a product's journey to provide trusted intelligence and promote a prosperous, safer, and more sustainable world.

Our Values



Curious

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



Courageous

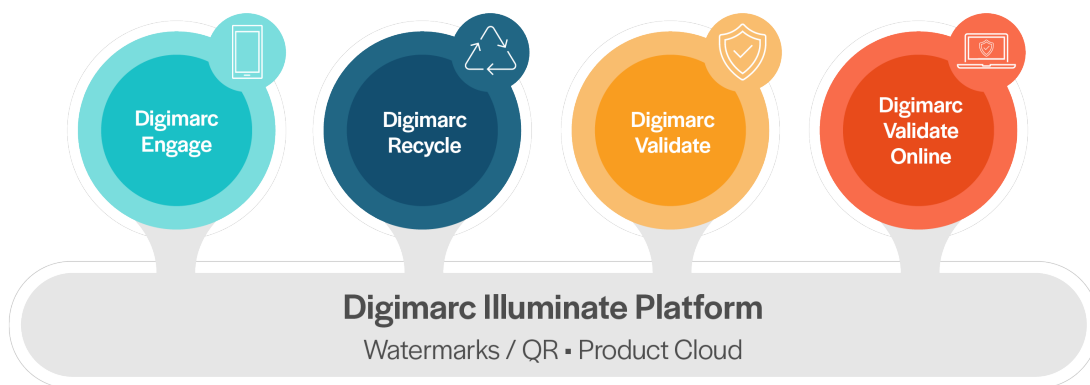
We challenge each other and do the right thing – even when it's difficult – to deliver wins for our customers.



Collaborative

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

Digimarc Illuminate Platform & Product Digitization Suite



Digimarc Engage unlocks an interactive communications channel connecting brands and consumers. Digimarc technology activates products and media through on-package QR codes, enabling consumers to scan for more information. Combined with cloud-based rules, brands can deliver contextually relevant content based on time, location, and more.

Digimarc Recycle increases the recyclability of products and packaging through unique digital watermarks. Digimarc technology activates products and packaging with unique digital watermarks to improve accuracy and performance in recycling facilities. In addition, consumer engagement capabilities deliver a direct, digital communication channel with consumers, and a cloud-based record of recycling information provides new insights.

Digimarc Validate protects product authenticity to ensure real products are in the right place. Digimarc technology delivers exclusive, covert digital watermarks and/or QR codes and a cloud-based record of product authentication information. In addition, consumer engagement capabilities provide a direct, digital communications channel with consumers.

Digimarc Validate Online uses covert watermarking technology to protect a brand's authenticity by quickly identifying illicit use of their digital images, making it fast and easy to take rapid action. Validate Online empowers brands to swiftly and reliably identify image assets on the web for increased transparency and broader visibility.

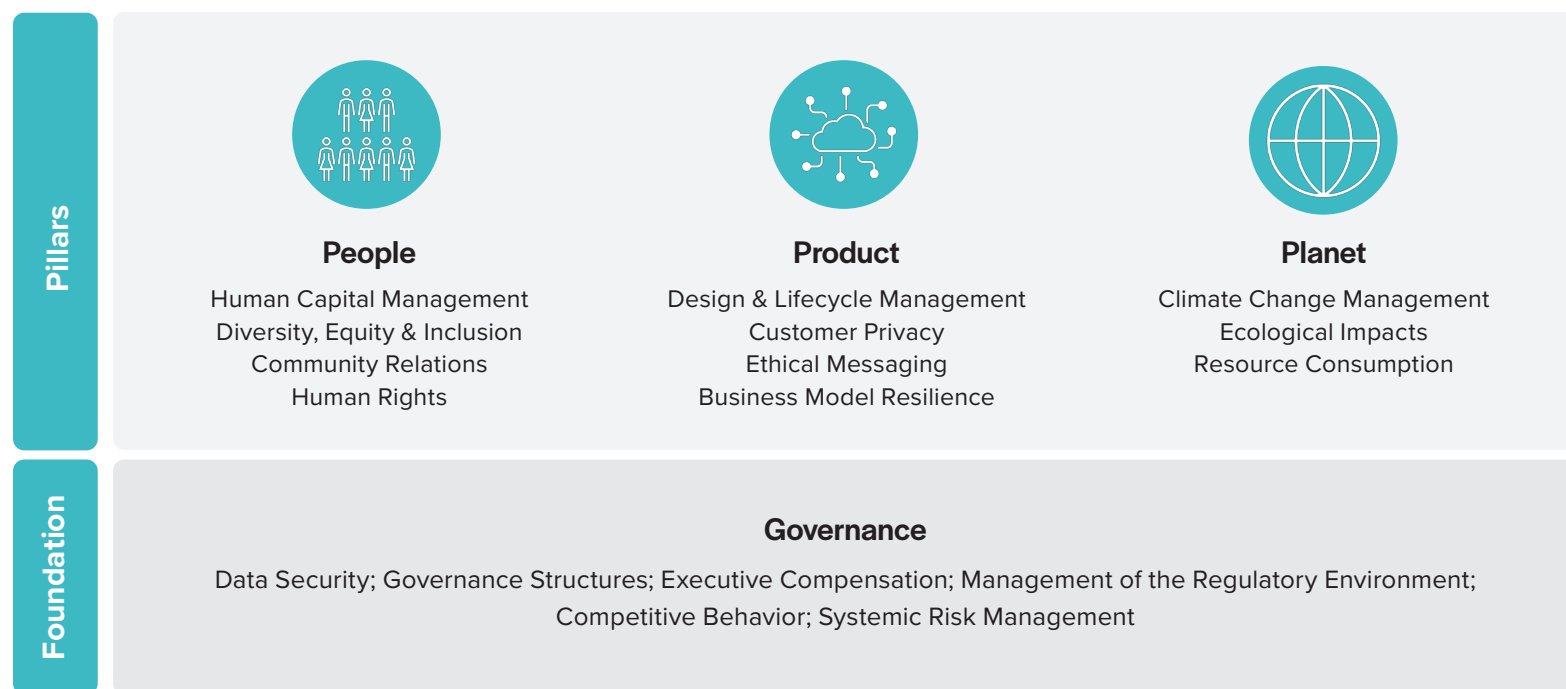
The Digimarc Illuminate platform is Digimarc's cloud-based platform for digitizing products and aggregating their interactions (e.g., create new insights into how physical products are produced, distributed, and used by consumers).

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.



About Digimarc

Products

- Digimarc Illuminate Platform
- Digimarc Engage
- Digimarc Validate
- Digimarc Recycle

Digimarc Terms

Employees = Teammates (e.g. At Digimarc, our teammates are courageous...)

Solutions = Products (e.g. Our products include Digimarc Validate for brand protection...)

Enhance = Apply (e.g. When applying the watermark to your packaging...)

Digital Watermarks

Digimarc digital watermarks may be referred to in several ways, but always in the lowercase and never capitalized as a proper noun nor formal branded product name (e.g. Digimarc Barcode). Acceptable uses include:

- Digimarc digital watermarks
- digital watermarks
- watermarks

About Digimarc

Digimarc Illuminate Platform

From a trademark standpoint, it is not preferable to use “illuminates” as a verb. When referencing the capabilities of the Digimarc Illuminate platform, the preferable term is “reveals,” as in: “...the Digimarc Illuminate platform reveals supply chain insights...”

Other acceptable terms for variety include:

- reveal(s)
- highlight(s)
- spotlight(s)
- helps you see more...
- provides insight...
- delivers greater visibility into...

Serial Comma

Digimarc generally follows Associated Press Style. However, we have adopted the Oxford or serial comma in a series. For example, “Our products include Digimarc Engage, Digimarc Validate, and Digimarc Recycle.”

Logos

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

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



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

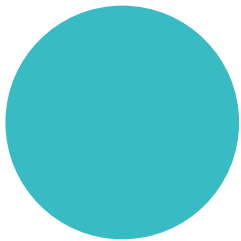
The Digimarc Color Palette is used for all company-wide creative and branding such as website, presentations and documents.

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.

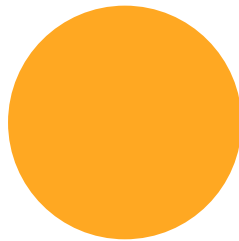


Primary Blue

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: 0
M: 0
Y: 0
K: 0

HEX: 000000



Gray

R: 218
G: 225
B: 233

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

HEX: DAE1E9



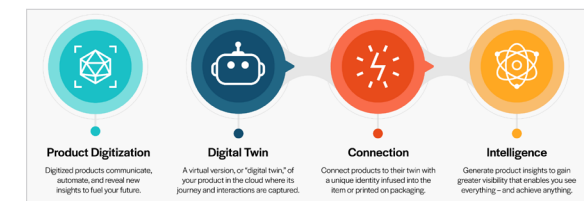
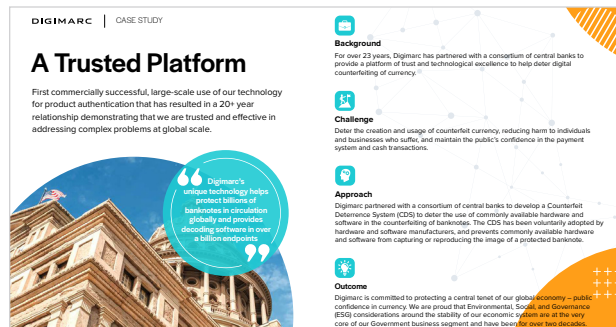
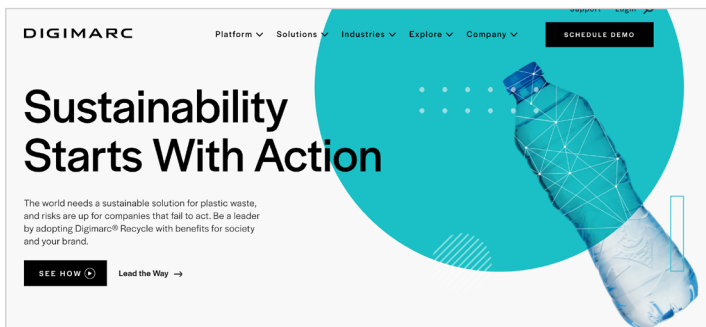
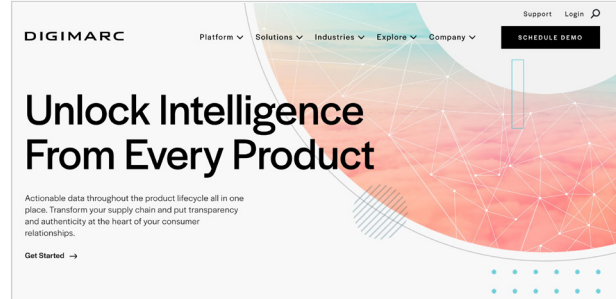
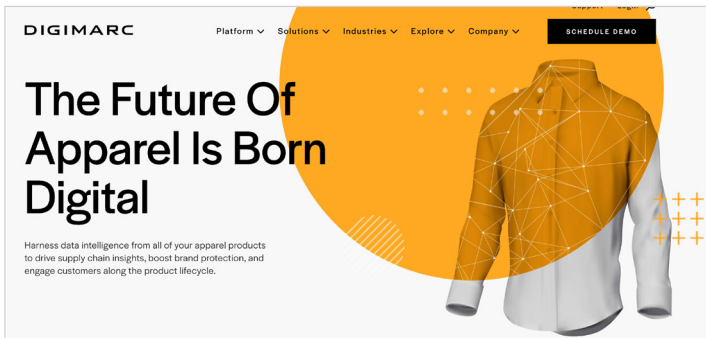
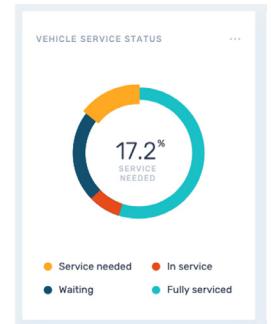
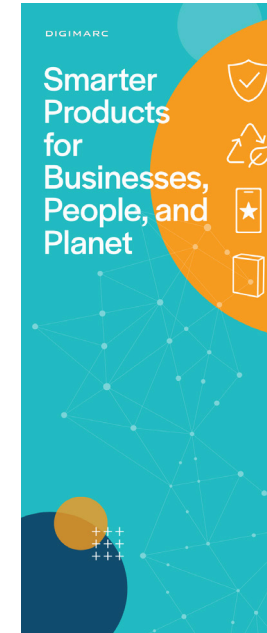
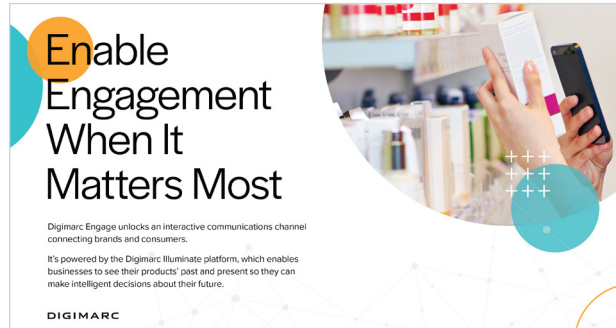
Dark Blue

R: 0
G: 77
B: 113

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

HEX: 004D71

Brand Colors (Use Examples)



Fonts

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

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

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

Halyard Display Medium: The quick brown fox jumps over the lazy dog

Employees may use Calibri for Word and Arial for PowerPoint. Marketing uses Proxima Nova and Halyard for printed and branded collateral and Halyard exclusively on our website. Digimarc teammates should refrain from using Proxima Nova and Halyard fonts for everyday purposes.

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.

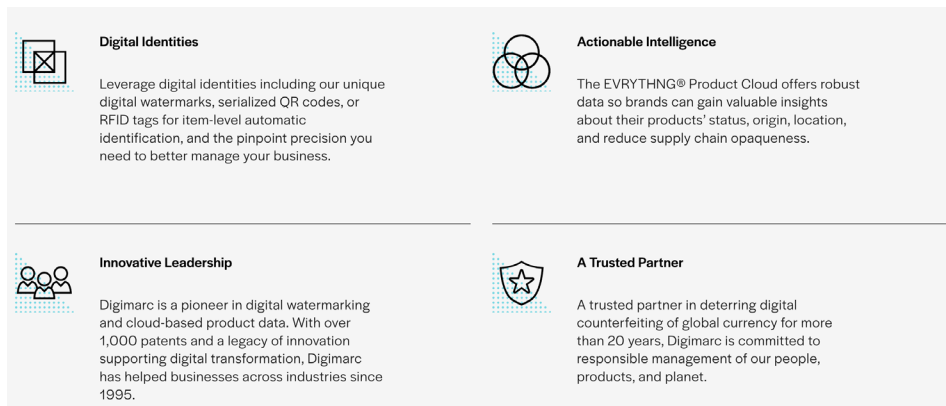
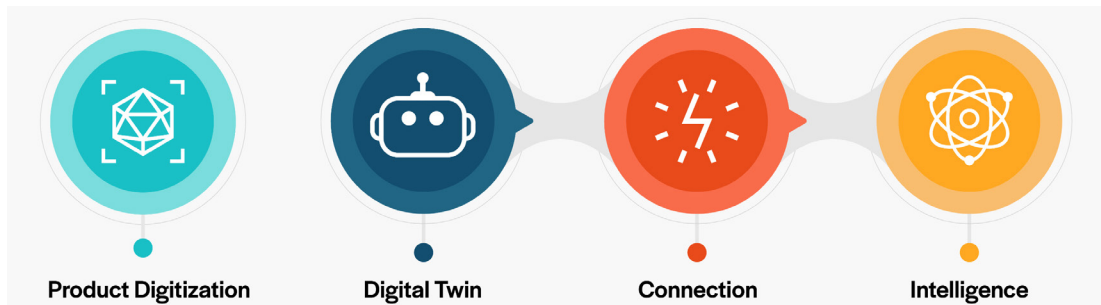
Bold - Bold fonts are used to set apart an important passage or key word, ensuring the intended text stands out from the surrounding copy. Bold fonts are excellent for some headlines or subheads (but typically not both when used within the same document). If not overused, bold fonts also may be effective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

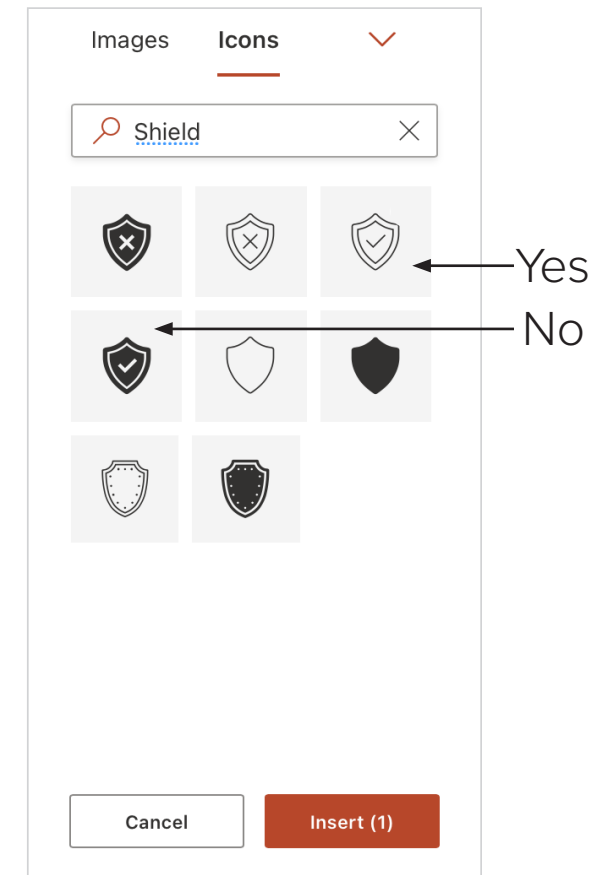
Icons

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

Icons (Use Examples)



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 given select the one that most closely resembles our line-style design.



Digimarc Dictionary

Digimarc Illuminate Platform	Digimarc Illuminate platform is Digimarc's cloud-based platform for digitizing products and aggregating their interactions (e.g., create new insights into how physical products are produced, distributed, and used by consumers).
Platform subscription	A platform subscription is a licensing right to access the Digimarc Illuminate platform and required to determine the set of platform capabilities available to each customer.
Product	A "product" is a packaged set of capabilities from the Digimarc Illuminate platform to enable a specific use case such as brand protection via the Digimarc Validate product. Products are part of the Digimarc Illuminate platform licensing model.
Digital twin	A "digital twin" is a digital representation of a physical or digital item in the Digimarc Illuminate platform.
Digital identity	A digital identity is a unique identifier for one or more physical or digital items.
Digital tag	A "digital tag" carries the digital identity that connects to a product's digital twin in the Digimarc Illuminate platform and can be applied to a physical or digital item (e.g., QR code, digital watermark, NFC chip, etc.).
Digimarc watermark (aka digital watermark)	A digital watermark is a secure, covert data carrier linking a physical or digital product to its digital twin in the Digimarc Illuminate platform that can be applied to any physical packaging and/or digital image, audio, or video file.
Product digitization	Product digitization is the act of creating and connecting a digital twin to a set of physical or digital items in the Digimarc Illuminate Platform, for the purpose of enabling digital use cases like consumer engagement, brand protection, and recycling.
Digitized item	A digitized item is a physical product that has a digital identity assigned, a digital tag applied, and a digital twin that is active in the Digimarc Illuminate platform.
Product cloud	The product cloud is a central repository that captures, aggregates, and connects the data created and used by the digital twin to track and analyze the digital life of a product.
Use case	A "use case" is a business need that can be serviced by the Digimarc Illuminate platform.
Serialization	Serialization occurs when each physical or digital item has its own digital identity.
Tag agnostic	The Digimarc Illuminate platform is "tag agnostic" which allows the use of any tag type, or even multiple tag types (e.g., QR code, digital watermark, NFC chip).

Contact Information

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ABOUT DIGIMARC

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