



kaleidescape

Kaleidescape Branding Guide

The Kaleidescape logo is the keystone of the Kaleidescape™ brand identity. It represents the entertainment simplicity and unlimited choice provided by our products and services. The Kaleidescape logo identifies and brands the company. As one of our most important items of intellectual property, the Kaleidescape logo must be protected through proper use and attribution.

Trademark Notice

The Kaleidescape logo is an image consisting of a hexagonal icon of triangles and the company name in a distinctive typeface. The word Kaleidescape and the hexagonal icon are registered trademarks in the United States. These trademarks have also been registered in other jurisdictions.

Any document that uses the Kaleidescape logo or the word Kaleidescape must include the following trademark notice:

Kaleidescape and the Kaleidescape logo are trademarks of Kaleidescape, Inc.; they are registered in the United States and certain other jurisdictions.

Include the appropriate trademark symbol (® or ™) the first time the word Kaleidescape appears inline in a document. That is, do not include a trademark symbol in a document title or section heading but do include the appropriate trademark symbol the first time the word Kaleidescape appears within the body of the document. For products or collaterals distributed exclusively in the United States and/or Canada (including websites based in the United States or Canada, and emails sent solely to addresses in the United States or Canada), write “Kaleidescape®” (or “Kaleidescape (R)” if it is not possible to render the symbol correctly). For products or collaterals which are distributed at least partly outside the United States and Canada (including emails sent to addresses outside of the United States) write “Kaleidescape™” (or “Kaleidescape (TM)” if it is not possible to render the symbol correctly).

Kaleidescape does not include a trademark symbol in its logo artwork.

Using Kaleidescape as a Trademark

When using the word Kaleidescape as a trademark (as opposed to using it to refer to the company), always use it as an adjective, followed by an appropriate noun.

Correct examples: The Kaleidescape System simplifies the way you collect, manage and enjoy movies and music. A Kaleidescape server stores an exact digital copy of your DVDs and CDs on a reliable array of hard disk drives,

Incorrect examples: The Kaleidescape is an award-winning movie server. My family and guests can enjoy my movies and music at any time on my Kaleidescape.

Never use the word Kaleidescape alone unless referring to the company or to the trademark itself.

Correct examples: Kaleidescape is now offering the Kaleidescape Mini System.
Kaleidescape is a trademark of Kaleidescape, Inc.

The word Kaleidescape must always be capitalized, except as part of the logo. Proper names of Kaleidescape components or Kaleidescape products must be capitalized. Words that describe Kaleidescape components, but are not necessarily proper names of Kaleidescape components (such as server, player and system), should not be capitalized. You may omit the word Kaleidescape from the proper name of a Kaleidescape product or Kaleidescape component only after you have already introduced the complete proper name.

Correct examples: Kaleidescape players include the Kaleidescape 1080p Player, the Kaleidescape 1080p Mini Player, the Kaleidescape Movie Player 2, and the Kaleidescape Music Player. The 1080p Player and the 1080p Mini Player create beautiful high definition output from your DVDs, providing a viewing experience that rivals Blu-ray. The Kaleidescape Mini System is a complete movie server for the home. All Kaleidescape servers include an array of Kaleidescape Disk Cartridges. The Kaleidescape System can include multiple servers grouped in a single system to store thousands of movies and albums as a single collection.

Do not use the informal names Kscape or K to refer to the company or the trademark.

When referring to the company, use the complete company name: Kaleidescape, Inc.; Kaleidescape Europe Ltd.; or Kaleidescape Canada, Inc. After the complete company name has been used for the first time in a document, you may refer to the company by its shorter name without the corporate abbreviation: Kaleidescape; Kaleidescape Europe; Kaleidescape Canada.

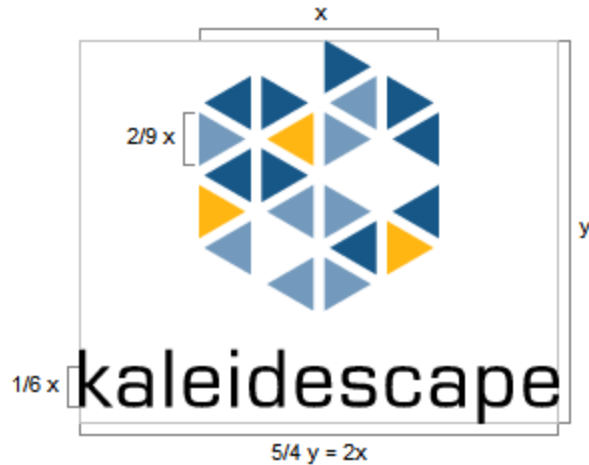
Spell Kaleidescape correctly.

The correct pronunciation of Kaleidescape is the same as the first two syllables of the word kaleidoscope but ending with the word escape in English. In spelled pronunciation it is kuh-lahy-di-skeyp, with a primary stress on the second syllable.

The Kaleidescape Logo

Specification

The Kaleidescape logo has a width-to-height ratio of 5:4. The hexagonal icon is centered horizontally at the top of the logo and consists of uniformly-spaced, congruent, equilateral triangles. The width of the hexagonal icon is one half the width of the entire logo. Each triangle has a side length of $\frac{2}{9}$ the width of the entire hexagonal icon. These ratios also determine the height of the hexagonal icon. The word Kaleidescape appears at the bottom of the logo in the typeface Eurostile in lowercase with some letterspacing. The height of the word is determined by requiring that the x-height is one-sixth the width of the hexagonal icon.



Artwork

Kaleidescape has supplied product and logo artwork in several image formats for use in print and online applications. See the Press Room section of the Kaleidescape website, <http://www.kaleidescape.com/news/press.php>.

Always use the Kaleidescape logo artwork files supplied by Kaleidescape when applying the logo. Do not make your own artwork to recreate the Kaleidescape logo. Use only artwork and images supplied on the Press Room section of the Kaleidescape website; do not copy and paste other images from the Kaleidescape website or other collateral. Do not change or recreate the typeface of the word Kaleidescape in the Kaleidescape logo. Do not convert the Kaleidescape logo to the JPEG file format; this lossy image format will create block artifacts in the triangles.

Colors

The Kaleidescape logo should be used in full color wherever possible. If full color is not available, use the black and white version.

The logo should be placed on either a white or black background, no other color. When using a black background, use a version of the Kaleidescape logo that has been labeled as reversed.

Here are the colors for the Kaleidescape logo as specified in the Pantone Matching System (PMS), CMYK process and RGB color spaces.

Black text on a white background

Dark blue	PMS 647	CMYK 96-53-5-24	RGB 22-87-136
Light blue	PMS 645	CMYK 55-24-2-8	RGB 115-154-188
Yellow	PMS 1235	CMYK 0-30-95-0	RGB 255-182-18

White text on a black background (reverse)

Dark blue	PMS 646	CMYK 73-30-3-10	RGB 84-130-171
Light blue	PMS 644	CMYK 41-11-2-6	RGB 147-177-204
Yellow	PMS 1235	CMYK 0-30-95-0	RGB 255-182-18

Note that in the reverse logo version, the blue colors are lighter for increased contrast.

Do not change or replace any of these colors.

Do not fill in the missing triangles of the hexagonal icon of the Kaleidescape logo with a colored triangle.

Print or Screen Applications

Pantone Matching System (PMS) colors should be used for printed applications wherever possible as they deliver the most accurate color representations. CMYK process colors may be used in 4-color printed applications such as a brochure or magazine. Use the GIF logo artwork from Kaleidescape for web or onscreen applications.

Scaling

You may scale the Kaleidescape logo to a size that suits your use, but only under certain specific conditions. You may only scale the logo if you are using a vector-graphics based Encapsulated PostScript (.eps) version of the logo. If you scale the logo, you must preserve its aspect ratio. The Kaleidescape logo is provided in several sizes in the raster-based GIF format; do not scale these GIFs to suit your use. Do not take a vector-graphics PostScript version of the logo and scale it to raster-based file using your own image editing application.

Do not scale the Kaleidescape logo to such a small size so that the Kaleidescape word becomes illegible.

Do not scale the Kaleidescape logo if it degrades the appearance of the word Kaleidescape in its distinctive geometric typeface. The vertical strokes of the letters k, l, i, d and p should all appear to have the same width in any scaled version of the Kaleidescape logo.

Do not change the relative size relationship between the hexagonal icon and the word Kaleidescape. If you want to scale the hexagonal icon or the word Kaleidescape, then you must scale both at the same ratio.

Border

Leave a border with blank space around all four sides of the Kaleidescape logo when it is included your document. This border must be no less than one quarter of the width of the Kaleidescape logo. Note that in all versions of the Kaleidescape logo, the width of the hexagonal icon is one half the width of the word Kaleidescape. So, the border is therefore at least one half of the width of the hexagonal icon.

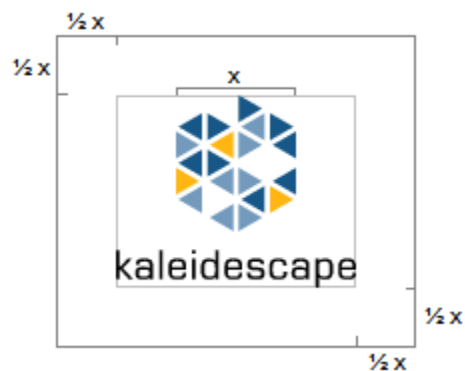


Image Processing Effects

Do not apply any image processing effects to the Kaleidescape logo that change the appearance of the logo. Do not apply a drop shadow or a three-dimensional effect to the logo.

Alignment

Do not rotate the logo relative to its environment. The word Kaleidescape must appear horizontally.

As supplied in all logo artwork files by Kaleidescape, the word Kaleidescape is centrally aligned below the hexagonal icon at a particular distance and particular relative size. Do not change the alignment between the hexagonal icon and the word Kaleidescape. Do not slide the hexagonal icon to the side of the word Kaleidescape to create a more rectangular logo.

Contact

If you have questions about how to apply the guidelines or if you have artwork you would like reviewed, please contact us at press@kaleidescape.com.

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