

TI DLP® Products messaging requirements and icons guidelines



Introduction

This document is a guideline for using “Based on DLP Cinema® technology” messaging on eCommerce platforms as well as customer websites for DLP Technology customers. This messaging is intended to raise awareness that DLP chipsets that enable the display experience in our customer’s products are based on the same award-winning DLP Cinema technology used in 9 out of 10 digital movie theaters worldwide. Use of this messaging is recommended, but optional. Preferred use of this messaging is in conjunction with the DLP Products logo. If this messaging is used, then the requirements in this document have to be followed.

DLP technology enables several key product features, these are defined in the table on page 5. These icons highlight unique capabilities of DLP technology in image quality, performance, power and size. The features and icons listed in this document are intended to help end consumers understand why products built with DLP Technology are the best choice for their display experience. Email us at dlp-feedback@list.ti.com to be notified when updates to this document are available.

Terms we will use in this document:

What is a requirement? An icon or copy requirement is any icon or copy that must be used exactly as specified to maintain trademark protection that has been granted to Texas Instruments by the United States Patent and Trademark Office.

What is a guideline? A guideline is a recommended use case for an icon or copy. However, the icon or copy may be altered to fit your brand guidelines.

What is product title? The product title is the name of the product you are selling.

What is a product listing? The product listing includes all of the information about the product.

What is a product description? The product description is a detailed explanation of the product you are selling.

What is included in the document? A description of each icon, along with copy for each, is included in this document. A link to download the image files is also included.

DLP® graphic icon guidelines

Terms and conditions

This document defines the graphic icon guidelines that are to be used by manufacturers of products enabled by TI DLP components and subsystems. **DLP Cinema® trademarks are specifically excluded, as they are addressed separately for licensees of DLP Cinema trademarks and products.** These requirements and guidelines are intended for use by end equipment manufacturers of systems that incorporate DLP technology or subsystems, and, have a separate agreement with TI relating to DLP technology trademarks. DLP technology trademarks and logos are owned by Texas Instruments.

Nothing in these brand guidelines is to be deemed a license or waiver of TI trademark rights. These guidelines are issued pursuant to the “Branding, Advertising, Trademark and Trade Names” articles of the OEM Agreement, Qualified Customer Agreement (QCA) or Trademark License Agreement and provide guidance on using the DLP trademarks on products under an OEM agreement, QCA or Trademark License or other written permission directly from TI relating to use of trademarks.

These guidelines are also published on the TI Trademarks web site at: www.ti.com/dlptrademarks and may periodically be updated by TI without notice. Please distribute these guidelines to your OEM customers who have trademark agreements (including third-party products) with TI.

Please send an email to dlp-feedback@list.ti.com to subscribe to future updates on this document.

- a. Texas Instruments has several trademarks related to its DLP products. Please use these trademarks according to the following rules. Only DLP Products and its customers and authorized resellers may use the DLP Technology logo in advertising, promotional, and sales materials. Such authorized parties may use the DLP Technology logo only as specified in their trademark license agreement and any associated guidelines.
- b. For more information on proper usage of TI DLP Products brand and logos, please refer to the following documents:
 - i. [TI DLP Brand and Logo Guidelines](#)
 - ii. [Texas Instruments DLP Products Usage Guidelines](#) for customers and other third parties
 - iii. If you have any questions regarding proper use of trademark-protected terms and logos, please contact us at dlp-feedback@list.ti.com.

Messaging requirements and icons guidelines

Logo and graphic requirements

Provided below are several layout suggestions to choose from when using the DLP® logo in a product listing or a product description.

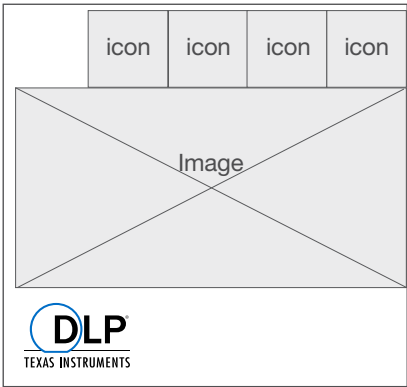
Please follow these instructions exactly in order to adhere to Texas Instruments brand guidelines and to comply with trademark protection granted to Texas Instruments by the United States Patent and Trademark Office.

[Refer to the DLP Products Brand and Logo Guideline website for details on DLP logo usage.](#)

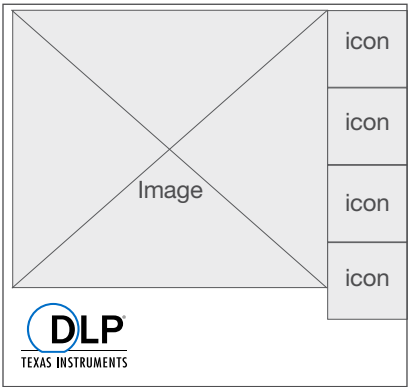
Required verbiage for Based on DLP Cinema messaging

Product description: [AMAZING IMAGE QUALITY] – this product features the same type of technology that is found in award-winning DLP Cinema® chipsets, trusted for delivering vivid pictures and incredible video. The majority of movie theaters worldwide use DLP Cinema technology.

Product title, product listing, or product description: ... [Name or model of the End Product] is based on the same type of technology that is found in DLP Cinema chipsets ...



<< Option 1



<< Option 2

Messaging requirements and icons guidelines



The DLP® logo is required for all product listings and should be placed underneath the product image. It should span the width of the image and not be altered in any way.

The DLP logo should not overlap the product image, nor should it be obscured by the product image in any way. There should be a minimum of 20 pixels of padding around the DLP logo where no other graphics are visible. The minimum size for the DLP logo is 100 pixels in width.



The DLP logo may be combined with the available TI icons to depict specific technologies available on the product.

Use the icons in a vertical or horizontal line only.











You may use your own icons in the same way. Maintain similar size and placement specifications as noted in these guidelines.

Use the icons in a vertical or horizontal line only.

Messaging requirements and icons guidelines

Icons and recommended verbiage: icon and copy guidelines

[Click here](#) to download graphics files.

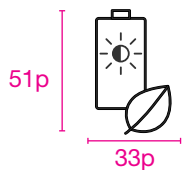
Icon	Guideline	Requirement	Description
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	[BRIGHTER, LOWER POWER] – DLP IntelliBright™ algorithms enable increased brightness by 50% with no impact to battery consumption or lower battery power by 50% at the same brightness level.
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	[ULTRA-PORTABLE] – Take your big screen experience on-the-go with an ultra-compact projector that fits in your hand.
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	[BATTERY POWERED] – Enjoy content with over 2.5 hours of continuous movie watching.
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	[DEEP BLACK LEVELS] – High dynamic contrast ratio delivers deeper blacks and makes dark scenes pop.
TRUE ON-SCREEN 4K TRUE ON-SCREEN 1080P TRUE ON-SCREEN HD TRUE ON-SCREEN qHD TRUE ON-SCREEN DVD TRUE ON-SCREEN nHD	<input checked="" type="checkbox"/>	<input type="checkbox"/>	[TRUE ON SCREEN 1080P] – Individually addressed 1080p pixels on the display to achieve the highest details for movies, games and graphics/text-intensive applications.
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	[TRUE BRIGHTNESS] – 100 ANSI Lumens delivers true brightness output.
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	[HIGH REFRESH RATE] – Smooth, fast-moving gaming experience with 120-Hz refresh rate.
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	[INCREDIBLE RESPONSE] – Excellent gaming with 8 msec response time, eliminating ghosting and lag.
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	[3D EXPERIENCE] – Unforgettable 3D movie watching and gaming experience.

Messaging requirements and icons guidelines

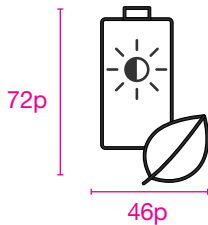
Icon rules for usage: DLP® IntelliBright™ algorithms

Required verbiage: [BRIGHTER, LOWER POWER] – DLP IntelliBright™ algorithms enable increased brightness by 50% with no impact to battery consumption or lower battery power by 50% at the same brightness level. [Click here](#) to download graphics files.

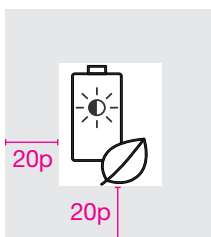
Please follow these instructions exactly in order to adhere to Texas Instruments brand guidelines and to comply with trademark protection granted to Texas Instruments by the United States Patent and Trademark Office.



The default size for this icon is 33 pixels wide × 51 pixels high.



The largest size for this icon is 46 pixels wide × 72 pixels high.



There is a minimum 20 pixels padding of empty space around the icon to avoid crowding.



Color palette



100% Black



Medium black (51, 51, 51)



or DLP Blue (0, 94, 184) (PMS 300)

Download source files: [DLP IntelliBright algorithms icon](#)

Messaging requirements and icons guidelines

DLP® Cinema image usage:

This image is available for use in product descriptions on eCommerce sites and customer websites. It is available in a variety of resolutions. This messaging is intended to raise awareness that DLP chipsets that enable the display experience in our customers' products are based on the same award-winning DLP Cinema technology used in 9 out of 10 digital movie theaters worldwide. The image cannot be modified and needs to be legible in a 720p 19" display at minimum.



[Click here](#) to download TI DLP® Cinema images.

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