

SmartAR

Name & Logo Guideline

confidential

Every care must be taken to ensure that these guidelines are kept confidential.

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1. Display of the “SmartAR” logo

1-1 Correct form and reproduction

The “SmartAR” logo shall always be displayed correctly, in the specified form. When reproducing the “SmartAR” logo, be sure to use the designated logo data supplied together with these usage regulations. The logo shall be reproduced precisely without distorting the logo or changing the height-to-width ratio.

Do

SmartAR

Don't

Do not stretch the logo.

~~SmartAR~~

Do not condense the logo.

~~SmartAR~~

Do not italicize the logo.

~~SmartAR~~

Do not reduce the letter spacing.

~~SmartAR~~

Do not increase the letter spacing.

~~SmartAR~~

Do not twist the logotype.

~~SmartAR~~

Do not use a screen or lines over the logotype.

~~SmartAR~~

Do not set the individual letters vertically.

~~SmartAR~~

Do not outline the logo.

~~SmartAR~~

Do not use 3-D or shadow text.

~~SmartAR~~

Do not set the letters in an arc.

~~SmartAR~~

Do not set the letters at an angle.

~~SmartAR~~

Do not use a similar typeface.

~~SmartAR~~

Do not use feather expression.

~~SmartAR~~

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1-2 Size specification and minimum size

When determining what size of the “SmartAR” logo to use, refer to the character height (H) as shown below.



Minimum size of the “SmartAR” logo

The height of the “SmartAR” logo shall never be less than 2.0 mm (height $H = 2.0$ mm), from the viewpoint of reproducibility. When the logo is to appear on a screen, it shall be never less than 10 pixels (height $H = 10$ pixels). However, if the logo would be difficult to reproduce accurately even at a height of 2.0 mm or 10 pixels, the minimum size shall be increased.



Adding trademark notices: Registered trademark symbol [®] and trademark symbol [™]

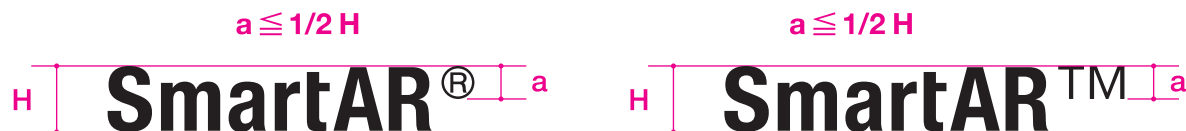
The size of the trademark notice (®/™) is specified with reference to the character height (H) as shown in the figure. The ®/™ symbol is placed to the upper right of the “SmartAR” logo so that the “SmartAR” logo and the ®/™ symbol are aligned along their top edges. Use the ®/™ symbol as appropriate according to the size of the “SmartAR” logo, taking the below as a standard. The minimum size of the ®/™ symbol should be the smallest size that can be reproduced accurately and legibly.

Do

SmartAR[®] SmartAR[™]

When using the “SmartAR” logo with the minimum size of 2.0 mm (height H = 2.0 mm)

SmartAR[®] SmartAR[™]



Don't

Do not use a mark larger than the specified size.

~~SmartAR[®]~~

Do not place the mark at other than specified locations.

~~SmartAR[™]~~

Do not superimpose the mark on the “SmartAR” logo.

~~SmartAR[®]~~

Do not use a different color for the mark from that of the “SmartAR” logo.

~~SmartAR[™]~~

1-3 Logo color

There is no stipulation concerning the colors that shall be used for “SmartAR” logo, but it must be specifically ensured that only one color is used.

Do

Use of positive reproduction



SmartAR

Use of negative reproduction



SmartAR

Don't

Even when one color is used, no spot or gradation reproductions shall be used.



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More than one color shall not be used.



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1-4 Background colors

The background colors are not specified, but ensure that the “SmartAR” logo should be always displayed clearly and conspicuously. In addition, do not display the “SmartAR” logo more than once on the same face, for instance as a background pattern.

Don't

Do not display the “SmartAR” logo against a background that reduces its clarity.



Do not use designs or patterns that weaken the impact of the “SmartAR” logo.



Do not use the “SmartAR” logo as a background pattern.

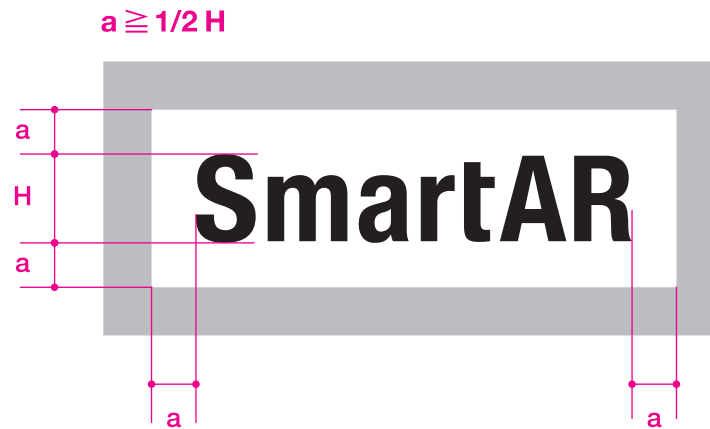


Do not use color combinations that reduce clarity or lack appropriate brightness, vividness, or contrast.



1-5 Isolation zone

Leave ample space on all sides of the “SmartAR” logo (the isolation zone). Do not display any elements inside the isolation zone to keep the impact of the logo.



Don't

Do not display the “SmartAR” logo too close to advertising copy.

~~This chip supports complementary color CCD image sensors and primary color CMOS image sensors. In addition to basic camera signal processing functions, it also incorporates an AE/AWB detection circuit and a sync signal generating circuit. It incorporates H.264/MPEG4/JPEG video~~

SmartAR

1-6 To be used independently, not combined with other elements

The “SmartAR” logo should always be positioned so that it is clear, conspicuous, and independent. Keep it away from other layout elements such as text and graphics.

Don't

Do not combine other graphic elements with the “SmartAR” logo. Do not use it in unusual ways that could cause people to perceive it as a different mark.



Do not combine the “SmartAR” logo with any generic term, product name, model name, etc.

~~SmartAR~~ TEXT

~~SmartAR~~ Hand

~~SmartAR~~
Augmented Reality

2. Trademark notice for “SmartAR”

2-1 Trademark notice

When using the “SmartAR” logo on printed materials or websites, the fact that the “SmartAR” logo is a trademark of Sony Corporation shall be clearly indicated in at least one place.

1) “SmartAR” : Example of independent explanation

“SmartAR” is the registered trademark or trademark of Sony Corporation in Japan and other countries for the augmented reality technology developed by Sony Corporation.

2) Example of combination with text explaining a product, business, or software

“[The Object]” is achieved using the “SmartAR” augmented reality technology developed by Sony Corporation. “SmartAR” is the registered trademark or trademark of Sony Corporation in Japan and other countries.

3) Example in case of text explaining a new Feature Name that uses the “SmartAR” “** Function”

The “[Object Specification]” is achieved using the “** Function” of the “SmartAR” augmented reality technology developed by Sony Corporation. “[Object Specification]” and “SmartAR” are registered trademarks or trademarks of Sony Corporation in Japan and other countries.

2-2 Display method of trademark

If the technology name “SmartAR” is to be displayed using a regular typeface, enclose “SmartAR” in double quotation marks (“ ”), indicate it in bold face or add “TM” / “®” after it no matter where it is displayed.

- “SmartAR” • SmartAR™ (In countries where the trademark registration is not determined. [Overseas, as of Aug., 2012])
- **SmartAR** • SmartAR® (In countries where the trademark registration is finalized. [Only in Japan as of Aug., 2012])

