

## Style guidelines for Third Party Developers

### Summary:

- The TiVo logo should never be re-drawn, re-spaced, or altered in any way. It should never be used as part of any other symbol or logotype.
- All logos must have the (R) symbol on the lower right hand side. This mark is provided with the logo artwork.
- The logo should always appear in its pure form and stand on its own with clear spacing surrounding it on all sides (See General Usage, "Grounding the TiVo Logo" for exceptions).
- The TiVo logo should never be personified or placed in scenarios (like celebrating, cooking or skateboarding) or depicted wearing clothing or costumes (like Santa hats or Hawaiian skirts).

### Desktop Logo Guidelines

#### Tray icons

The TiVo logo can be shown as small as 16x16 pixels for desktop applications. The logo must be shown in its entirety accept in the following example:

If the size of the logo is no larger than 16x16 pixels and the default background color is Windows or Macintosh gray, the entire logo must be shown without the words TiVo (i.e. becomes a silhouette).

#### **Example 1:**



#### Desktop Icons

The TiVo logo must be displayed by itself as a desktop icon. Do not use other icons with it such as music notes, arrows, etc... It is acceptable to use the logo on a solid block of color, as shown below in Example 2. Please refer to the online Style Guide at [http://www.tivo.com/resources/ca\\_downloads.htm](http://www.tivo.com/resources/ca_downloads.htm) for usage on darker color backgrounds.

#### **Example 2:**



16 x 16



32 x 32



64 x 64

#### Splash Screens or Start Up Screens

All usage guidelines apply to the TiVo logo when developing any screens that display the trademark. Please refer to the online Style Guide at:

[http://www.tivo.com/resources/ca\\_downloads.htm](http://www.tivo.com/resources/ca_downloads.htm)

If you would like more information about the "Do's and Don'ts" of using the TiVo logo, see the following PDF's:

General Usage (PDF, 80Kb)

Logo with Tagline (PDF, 94Kb)

Color Logo on a Dark Background/Logo Violations (PDF,124Kb)

General information:

Please use appropriate Trademark and Registered marks:

Registered Trademarks: TiVo® and TiVo logo; Trademarks: TiVo, TV Your Way™, Home Media Option™, WishList™, Season Pass™

Primary Typeface:

Helvetica Condensed Bold

RGB Colors:

TiVo Logo Colors: When the logo is to appear on-screen (i.e.,the Web) use RGB color values.

**T** - R-255 / G-0 / B-57

**i** - R-0 / G-189 / B-142

**V** - R-248 / G-162 / B-0

**o** - R-142 / G-122 / B-233

**Smile** - R-255 / G-255 / B-255

**Body** - R-0 / G-0 / B-0

**Antennae Highlight** - R-83 / G-75 / B-66

**Edge Highlight** - R-149 / G-142 / B-108

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