Public Location Brand Guide for Auracast Trademarks

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The Auracast Trademarks

The Auracast word mark

Auracast®

Acceptable translations of the Auracast word mark

Japanese	オーラキャスト
Korean	오라캐스트

The Auracast figure mark



The Auracast combination mark



Requirements of use

Use of the Auracast word mark, figure mark, and combination mark (collectively, the “Auracast Trademarks”) may only be used under license from Bluetooth SIG, Inc. ("Bluetooth SIG") and in the forms provided in this brand guide. Licensees may use the Auracast Trademarks in association with products that have completed the Bluetooth Qualification Process and indicated in the submission to the Bluetooth Qualification Process that the products implement and meet the requirements for the Public Broadcast Source (PBS) role, the Public Broadcast Sink (PBK) role, or the Public Broadcast Assistant (PBA) role as defined in the Public Broadcast Profile (PBP) Specification.

Pursuant to the terms of the Auracast Public Location Trademark License Agreement, licensees may use the Auracast Trademarks in connection with advertising and promoting the availability of Auracast broadcast audio at a public, private, or commercial venue, building, means of transport, or open space ("Auracast Public Location") if the following requirements are met:

- A Standard Quality Public Broadcast Audio stream is made available for all audio content provided through Auracast broadcast audio by the Auracast Public Location.
- Licensee has registered its Auracast Public Location with Bluetooth SIG using the Auracast Public Location Registration Tool ("Registered Auracast Location").

*Public Locations that market the availability of Auracast™ broadcast audio under the Auracast Trademarks are required to provide a Standard Quality Public Broadcast Audio stream for any Auracast audio content provided by the Public Location.

Use of the Auracast Trademarks

Where to apply the Auracast Trademarks

The Auracast Trademarks may be used on or in connection with physical and digital assets associated with a Registered Auracast Location, including, marketing materials, websites, window and door displays, in-store signage, and company vehicles.

Contact brand.manager@bluetooth.com with questions about the appropriate use or application of the Auracast Trademarks at a Registered Auracast Location.

Violation

The Auracast Trademarks may not be used in a manner that could impair the goodwill associated with the trademarks or otherwise damage the reputation of Bluetooth SIG or its members. Use of Auracast Trademarks is not permitted in connection with products and services that do not support Auracast broadcast audio or activities that are unlawful, obscene, pornographic, excessively violent, hazardous, or otherwise poor taste.

Use of the trademark symbol

The Auracast Trademarks should be accompanied by the trademark symbol, “TM.”

The “TM” symbol should immediately follow each individual Auracast Trademark whenever they appear on web pages, marketing pieces, and in textual information. After the first and most prominent use, the “TM” symbol may be omitted from the word mark.

Trademark attribution footnote

Whenever the Auracast Trademarks are used in text, such as marketing brochures or websites, they must be attributed with an appropriate trademark footnote. The recommended attribution footnote is as follows:

> "The Auracast word mark and logos are trademarks owned by Bluetooth SIG, Inc. and use of such marks by [licensee name] is under license. Other trademarks and trade names are those of their respective owners."

The footnote must be large enough to be legible. The footnote generally appears at the end of a document or the bottom of a webpage. The footnote may be translated into any language provided, however, the Auracast word mark is in English or in one of the approved translations on page 6. The company name Bluetooth SIG, Inc. must always be displayed in English.

Use of the Auracast word mark

The Bluetooth SIG's rights in the Auracast word mark encompass all upper and lower case, bold, italicized, or plain text representations of the word "Auracast".

Auracast™

Correct form

The Auracast word mark should not be used as a noun. Upon first and most prominent uses on any given web page, brochure, packaging, advertisement, or other marketing piece, the word mark must be followed by the phrase "broadcast audio" or another secondary generic term to identify the appropriate product or service category and emphasize that the word mark is referring to a particular and authentic type of broadcast.

CORRECT Auracast™ broadcast audio available here

Spelling

The Auracast word mark is a trademark and, as such, its spelling cannot be changed. It is always to be used in either English, its Japanese translation "**オーラキャスト**" or its Korean translation "오라캐스트". It must not be translated into other languages.

CORRECT **オーラキャスト™ 放送オーディオ**

CORRECT 오라캐스트™ 방송 오디오

CORRECT Auracast™ Übertragungsaudio

Formatting

When using the Auracast word mark in plain text, the letter "A" must be capitalized (i.e., "Auracast") in all instances. The word mark should also be made to stand out in the text by either underlining the word mark or displaying the mark in all capitals, italics, and/or bold font on the first and most prominent use of the mark within a particular piece.

CORRECT Auracast™ broadcast audio is available here.

INCORRECT Aura Cast broadcast audio is available

No modifications

The Auracast word mark must not be modified. Licensees must not abbreviate, hyphenate, or pluralize the word mark. The Auracast word mark must not be used as a verb or made to be possessive. Consistent and appropriate use of the Auracast Trademarks benefits all licensees, and, as such, the marks must not be used or portrayed in a negative manner.

INCORRECT Auracast your audio to me.

INCORRECT Auracasts provided here.

Use of the Auracast figure mark



Format, size, and color

The Auracast figure mark must always be displayed in the highest quality representation. There is no minimum or maximum size requirement for the figure mark as long as, when displayed in the best possible resolution, the mark is recognizable. Licensees must use the graphic files provided by the Bluetooth SIG when using or displaying the Auracast figure mark. Recreating, redrawing, or otherwise reformatting the figure mark is prohibited.

The figure mark can be reproduced in blue, black, or in white. When in blue, the following specification shall be used:

Pantone
PMS 285

CMYK
C: 100% M: 50% Y: 0% K: 0%

RGB
R: 0 G: 130 B: 252

Acceptable Auracast figure mark reproduction

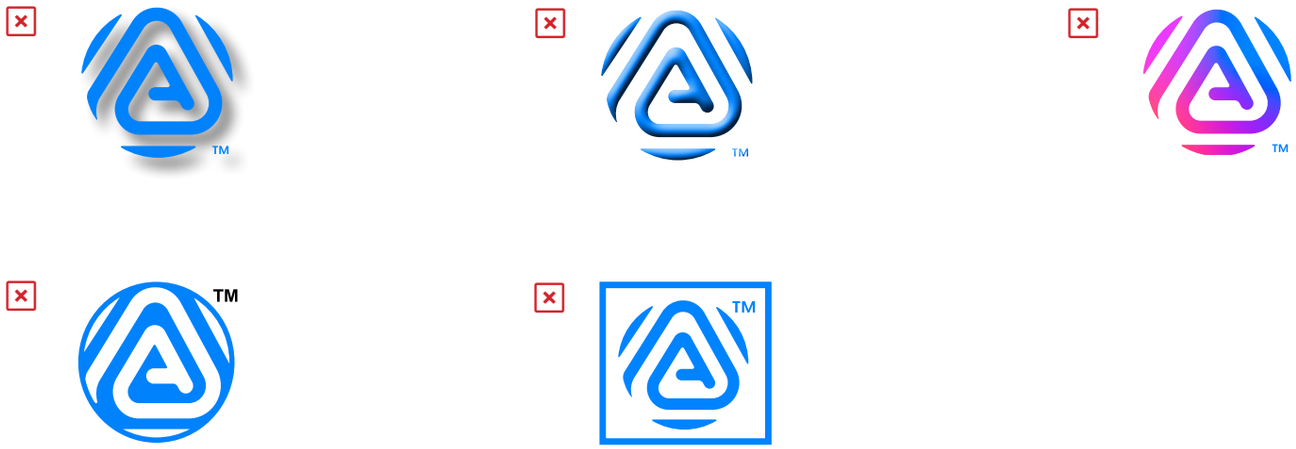


Unacceptable modifications of Auracast figure mark

INCORRECT Using the Auracast figure mark symbol on gradient, patterned background, or over an image



INCORRECT Adding drop shadow, graphic emboss, or applying other graphic alterations to the Auracast figure mark



Use of the Auracast figure mark

Free space

Aside from the limited exception discussed below, always make sure that the integrity of the Auracast figure mark is preserved by making a "free space" which is an area equal to half the height of the figure mark where there is no text, picture, illustration, or other elements. The one exception to the free space requirement is the trademark symbol "TM" should be printed as a subscript to the figure mark, as illustrated on the right, and must be displayed in the same color as the figure mark.

- The trademark symbol “TM” is to be printed as a subscript of the figure mark, as illustrated on the right, and should be displayed in the same color as the circle of the figure mark.

Auracast figure mark “free zone”



The distance between the figure mark and the edges of the free zone is equal to half the height of the figure mark as shown above.

Use of the Auracast combination mark

The Auracast combination mark consists of:

- The Auracast figure mark, AND
- The Auracast word mark



Bluetooth SIG will also permit licensees to use the combination mark with the tag line "A Bluetooth® Technology" in the specific format shown below.



Licensees are encouraged to use this version of the mark (with the tag line) to build brand awareness and as a means of indicating to consumers that Auracast™ broadcast audio uses Bluetooth® wireless technology. If the Auracast combination mark is displayed in a size where the tag line would not be legible, licensees must use the version of the combination mark without the tag line.

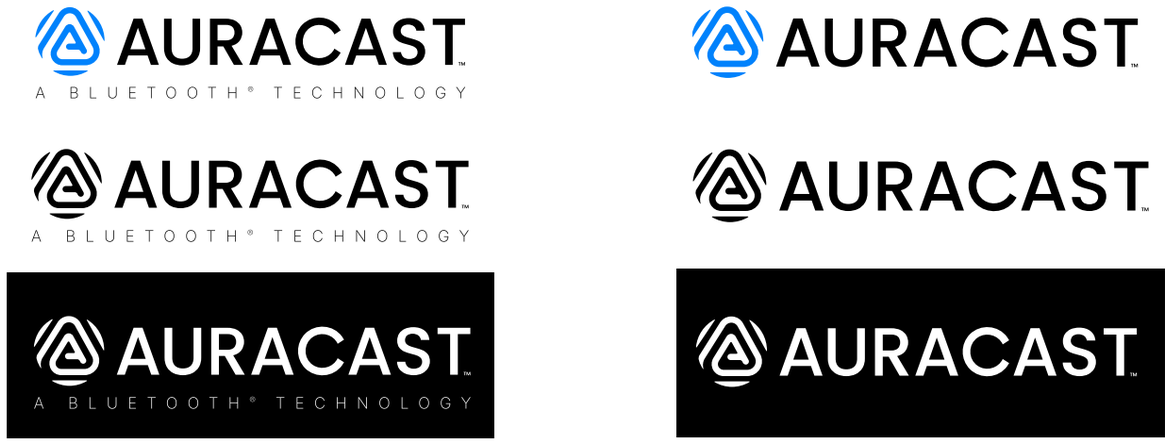
Use of the Auracast combination mark

Format, size, and color

The Auracast combination mark must always be displayed in the highest quality representation. There is no minimum or maximum size requirement for the combination mark as long as, when displayed in the best possible resolution, the mark is recognizable. Licensees must use the graphic files provided by the Bluetooth SIG when using or displaying the Auracast combination mark. Recreating, redrawing, or otherwise reformatting the combination mark is prohibited.

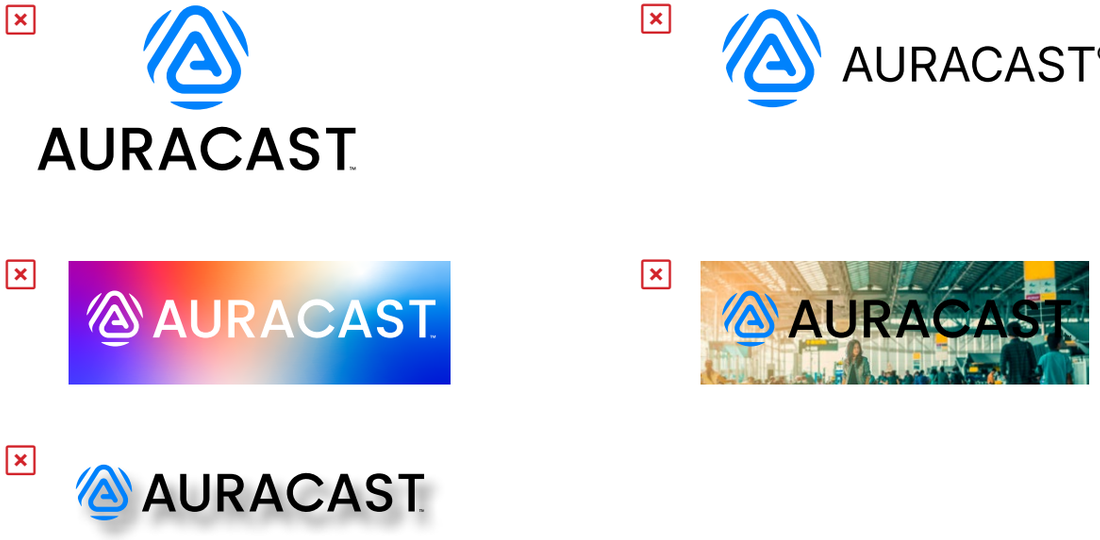
The combination mark can be reproduced in three ways: blue figure mark and black word mark on light background, black figure mark and word mark on light background, and white figure mark and word mark on dark background.

Acceptable Auracast combination mark reproduction



Unacceptable modifications of Auracast combination mark

INCORRECT Using the Auracast combination mark on a gradient or patterned background, over an image, adding drop shadow, or a pplying other graphic alterations



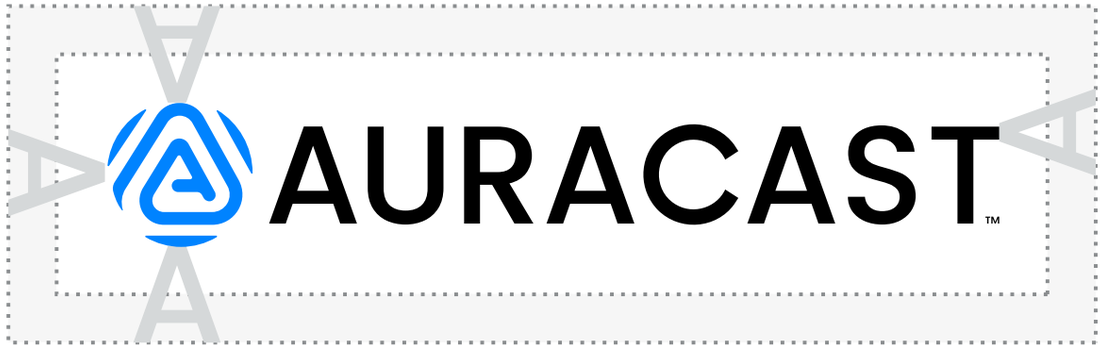
Use of the Auracast combination mark

Free space

Aside from the two exceptions discussed below, always make sure that the integrity of the Auracast combination mark is preserved by making use of at least a “free zone” within which no text, picture, illustration, or other element shall be present. The two exceptions to the free zone requirement are:

- The trademark symbol “TM” is to be printed as a subscript of the combination mark, as illustrated on the right, and should be displayed in the same color as the word mark.
- The phrase “A Bluetooth® Technology” may appear below the mark, as reflected in the approved format shown on page 9.

Auracast combination mark “free zone”



The distance between the combination mark and the edges of the free zone is equal to half the height of the “A” as shown above.

Displaying Auracast™ availability at your location

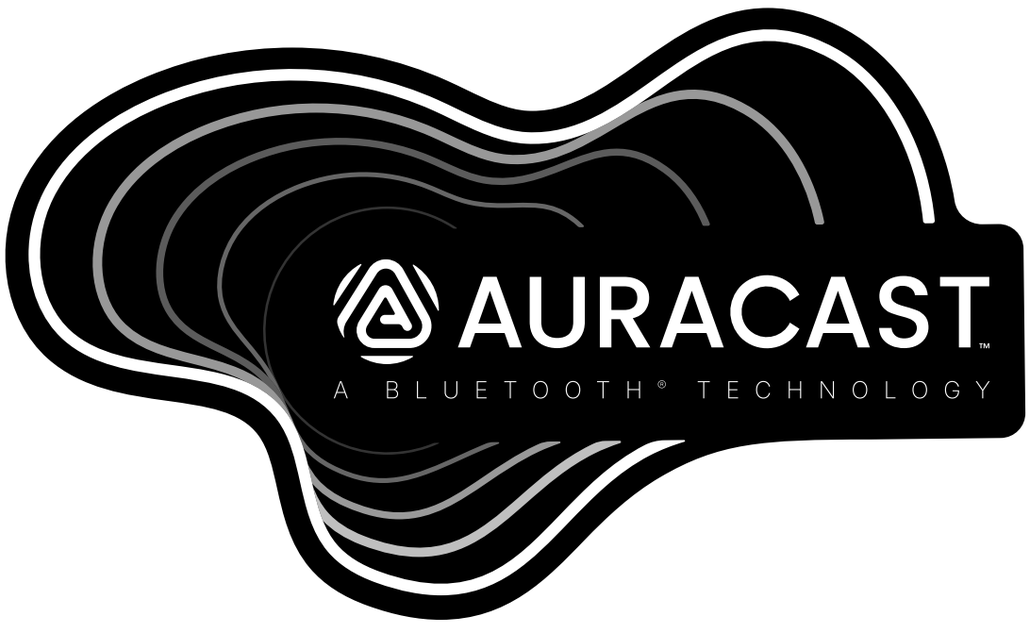
Use of the Auracast™ location graphic

Once a venue has been registered as an authorized location, it is eligible to use the Auracast location graphic, as shown to the right. The Auracast location graphic consists of the Auracast combination mark within a styled design. This graphic is only to be used in relation to registered locations and should not be used on products or product marketing materials. It can be placed as a decal on a storefront or as a graphic on the location's website to indicate the location offers Auracast™ broadcasts.

Registered locations are able to download the graphic files and print on their own or contact brand.manager@bluetooth.com to request graphics for their location.

Auracast™ location graphic





Displaying Auracast™ availability at your location

Optional use of an Auracast™ assistive listening graphic

In cases where a registered location wishes to emphasize the use of Auracast™ broadcast audio for assistive listening, the location has the option to display the Auracast™ assistive listening graphic. The Auracast assistive listening graphic contains the Auracast combination mark below the internationally recognized symbol to indicate the availability of assistive listening technology or other accessibility features for individuals with hearing loss.

The Auracast location graphic, along with the Auracast assistive listening graphic, can be placed on a storefront or on the location's website to indicate the location offers Auracast™ broadcast audio as an assistive listening technology.

Registered locations are able to download the graphic files and print on their own.

Auracast™ assistive listening graphic





Other information

Contact information

If you have additional questions on the use of the Bluetooth Trademarks, please contact brand.manager@bluetooth.com.

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