Public Location Brand Guide for Auracast Trademarks

Bluetooth SIG Proprietary

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Use of 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

AURACAST™

Requirements of Use

The Auracast word mark, figure mark, and combination mark (collectively referred to herein as, the "Auracast Trademarks"), and approved translations thereof, may only be used under license from Bluetooth SIG, Inc. ("Bluetooth SIG") and in the forms provided in this brand guide.

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").

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 3. The company name Bluetooth SIG, Inc. must always be displayed in English.

Use of the Auracast Word Mark

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 use on any given web page, brochure, or promotional material, 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 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™ ブロードキャスト オーディオ

CORRECT Auracast™ ブロードキャスト オーディオ

CORRECT 오라캐스트™ 브로드캐스트 오디오

CORRECT Auracast™ 브로드캐스트 오디오

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 document or written material.

CORRECT Auracast™ broadcast audio is available here.

INCORRECT Aura Cast broadcast audio is available here.

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

When using or displaying the Auracast figure mark, licensees must use the graphic files provided by Bluetooth SIG.

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. Recreating, redrawing, or otherwise reformatting the figure mark is prohibited.

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

Pantone	CMYK
PMS 285	C: 100% M: 50% Y: 0% K: 0%

RGB
R: 0 G: 130 B: 252

Acceptable Displays of Auracast Figure Mark

Unacceptable Modifications of Auracast Figure Mark

INCORRECT Using the Auracast figure mark on a gradient or 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 free space is indicated by the white square surrounding the Auracast figure mark in the image above.

Use of the Auracast Combination Mark

The Auracast combination mark consists of:

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

AURACAST™

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

AURACAST™
A BLUETOOTH® TECHNOLOGY

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

When using or displaying the Auracast combination mark, licensees must use the graphic files provided by Bluetooth SIG.

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. 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 Displays of Auracast Combination Mark

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 applying 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 a "free space" which is an area equal to half the height of the "A" where there is no text, picture, illustration, or other elements. The two exceptions to the free space requirement are:

- The trademark symbol "TM" should be printed as a subscript of the combination mark, as illustrated on the right, and must be displayed in black or white as shown on page 9.
- The phrase "A Bluetooth® Technology" may appear below the mark, as discussed on page 8.

The free space is indicated by the white square surrounding the Auracast combination mark in the image above.

Other Information

Contact Information

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

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