

Veeza Logo Guide

INTRODUCTION

This Veeza Logo Guide defines rules for the proper application of the Veeza Logo (i.e. the Registration Logo and the approved additions to the Registration Logo).

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This document will mainly be distributed as a .pdf file. This may result in some not readable parts/characters due to unavailable character sets on the viewing platform and/or due to limitations of the printer used. The applied compression may have a noticeable effect on the resolution of the logos and other graphics, shown in this Veeza Logo Guide.

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USE OF THE VEEZA LOGO

Shape

The Veeza Logo is a combination of the Registration Logo and the approved additions. The Veeza Logo must always be used as described in this Veeza Logo Guide and as provided in the electronic files referred to in this document.

Variations and additions are strictly forbidden. Any user created additions, deletions or modifications to any part of the Registration Logo and its additions are strictly forbidden.

Color

The Veeza Logo is reproduced in either black (on a light background) or white (on a dark background). On products where only one color printing is being used, or where the appearance of the Veeza Logo is obtained by molding or reflection, the Veeza Logo may appear in the basic color used. In case of obtaining the Veeza Logo by molding or reflection. Texture or reflection levels must be uniform across the entire Veeza Logo.

The color of the Veeza Logo, its background color and intensity must be uniform across the entire Veeza Logo. Shadows or graphic effects are not allowed.

Clear zone

The complete Veeza Logo (including the approved additions, if any) must be utilized, maintaining a clear zone. A clear zone is an area in which no other graphical or textual elements appear.

The clear zone is defined as at least the height of the Veeza Logo.

The Veeza Logo may not be enclosed in any kind of border, box or frame. No text, slogan, etc. may be added to it. The complete Veeza Logo must therefore be used on its own.

Between the Registration Logo and the approved additions a clear zone is to be maintained of half the height of the Registration Logo

Appearance

The appropriate Veeza Logo (the Registration Logo and the approved additions) **shall** be applied on:

- 1) in case of optical discs: the matrix band of the disc eligible for carrying this Veeza Logo. The Veeza Logo shall be readable with the naked human eye from the readout side of the disc. In case the matrix band content of the disc is invisible to the naked eye, due to the technology applied or materials used, the appropriate Veeza Logo can be applied in the area between \varnothing 15 mm and \varnothing 39.5 mm by means of molding and/or printing, taking the applicable system description into account. In case the approved additions are already available on the disc by molding, only the Registration Logo shall be applied.
- 2) In case of player and recorder products (including PC drives): the outside surface of the player/recorder product eligible for carrying this Veeza Logo, as well as on the individual Product Carton of this product.

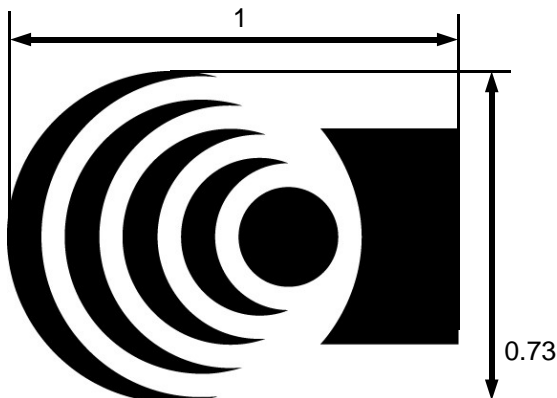
The appropriate Veeza Logo **may** be applied on:

- 1) in case of optical discs:
 - the Master (Shipping) Carton of these discs;
 - the retail packaging of these discs;
 - the label printing of these discs; and/or
 - the insert or sleeve of these discs.
- 2) In case of player and recorder products (including PC drives):
 - the individual Product (Sales) Carton of these products; and/or
 - the manual of these products.

Size

The Veeza Logo may be reduced or enlarged on the condition that the same relative positions and proportions between the respective elements (aspect ratio) are maintained and that the Veeza Logo is always legible and easily readable with the naked human eye. The indicated aspect ratio (+/- 5%) and the minimum size shall be maintained. There is no maximum size.

The Registration Logo



Size/Aspect Ratio

Registration Logo

Height = 0.73 x Width

Min.Height = 1.6 mm of the Registration Logo

Defined logo

The Veeza Logo



B234

The code B234 represents the Registration Number, assigned to the production facility using Veeza Logo. The Registration Number is a 4-6 Character code.

The font type used for the Registration Number is Arial Bold or Helvetica Bold, with a character height of approx 0.5 x of the width of the Registration Logo.

Note: The matrix band which may contain the Veeza Logo has a circle shape. The Veeza Logo may follow this curve.

Artwork files

This document is delivered with electronic artwork of the Registration Logo or separately. If you need the electronic artwork please check our website www.ip.philips.com.

System	File name logo	File types
Registration Logo	veezaa	.tif and .eps

Registration Number

For the use of the Veeza Logo a Registration Number is made available for each production site. If you have signed the appropriate registration agreement, a Registration Number will be provided. If you do not have such Registration Number, please contact:

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