

July 2018

BRAND GUIDELINES



TIVO®

A white curved line is positioned underneath the word 'TIVO', starting from the bottom of the 'i' and ending under the 'O'. The entire logo is set against a blue background with a white grid pattern.

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This guide provides a framework for consistent application of the TiVo identity. It is important that the TiVo brand, including all the elements that make up the company's visual identity, remain constant. We appreciate your commitment to these standards.

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The TiVo logo has evolved from a cute and playful character to a modern and sophisticated logotype. The current TiVo logo represents the progression of the company and elevates the TiVo brand to a new level.



1998



2011



2012



2014



2015



TODAY

This new identity provides TiVo, for the first time, with a true lockup to use in a variety of applications. In the past, the company had to borrow letters from the front of the character for applications that only required the word TiVo, which was graphically incompatible with most applications – including our own interface.

LOCKUP

The corporate logo should be used on all corporate marketing materials.



WORDMARK

The wordmark should be used for spaces smaller than an inch.



SILHOUETTE

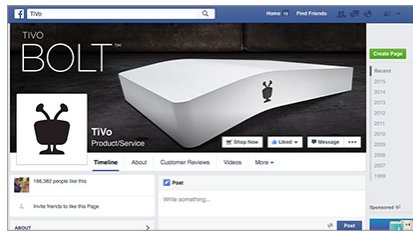
The TiVo silhouette logo is a secondary brand element that can be used on giveaway items and small spaces.



Below are some examples of when to use the wordmark and the silhouette separately and when they might appear together.

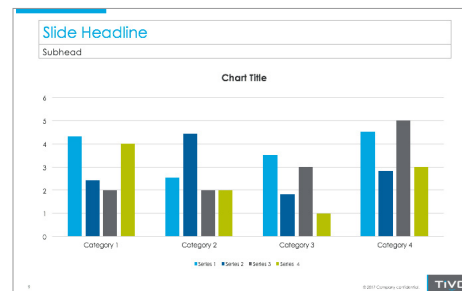
Example 1: Silhouette Only

The silhouette can be used on TiVo hardware, giveaways, app icons and user interfaces.



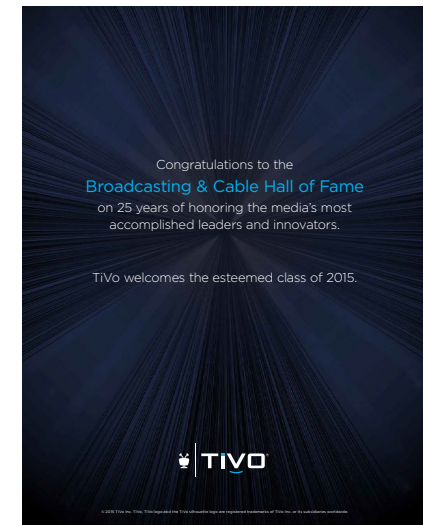
Example 2: Wordmark Only

The silhouette should not be used if it already appears prominently on the page, such as on the front of a product.



Example 3: Lockup

Below is an example of the lockup used on an ad.



The TiVo lockup is the main corporate logo and has four color variations. Below are usage guidelines for different backgrounds. These guidelines also apply when the wordmark is used.

USAGE

TiVo Blue + Black

Can be used on white and 1-10% gray backgrounds.

TiVo Blue + White

Can be used on a black background only.

Black

Can be used on white, 1-50% black and solid color backgrounds.

White

Can be used on black, 50-99% black and solid color backgrounds.

Background Specifications

All TiVo logos must have the ® registered trademark symbol on the upper right-hand side. This symbol is provided with the logo artwork. When scaling the logo, the size of the ® may need to be adjusted. In general, the symbol should be the width of the dot in the “i” in “TiVo.”

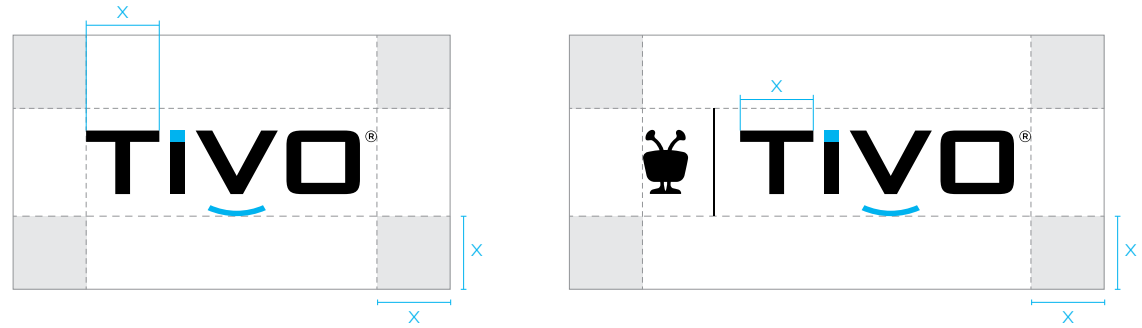
PLEASE NOTE: On the one-color versions of the logo, the dot on the “i” is separated from the base with a space. On the two-color versions, there is no space.



CLEAR SPACE

To maintain its visual integrity, the TiVo logo must never appear to be crowded by other elements; therefore, the use of clear space is essential.

Gray squares represent the width of the “T” in the logo. There should be a minimum of this amount of clear space in all directions of the logo.

**MINIMUM SIZE**

Ideally, the TiVo logo should not appear smaller than the sizes indicated to the right. At these sizes, the ® symbol needs to be adjusted from the standard art provided. It should be the width of the dot on the “i” at the logo’s smallest size.



Do not alter the TiVo logo in any way. Never attempt to recreate the logo. Always use approved logo art from TiVo Marketing.

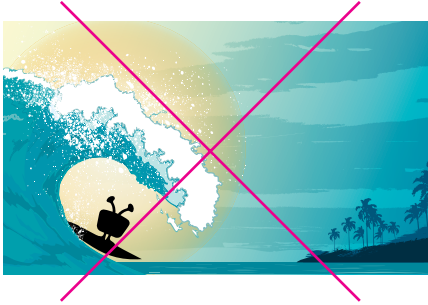
DON'TS

1. Don't recolor the logo. Only use the approved color logos provided by TiVo Marketing.
2. Don't rotate the logo.
3. Don't apply any 3D effects to the logo.
4. Don't use the one-color version of the logo in two colors and vice versa.
5. Don't put the logo on clashing background colors or busy photography.
6. Don't rearrange the wordmark and silhouette. Always use the lockup.
7. Don't outline the logo.
8. Don't use the lockup or wordmark over the silhouette.
9. Please do not use the TiVo logo assets to create a new logo or pair them with another logo without contacting TiVo Marketing for support: brandmarketing@tivo.com

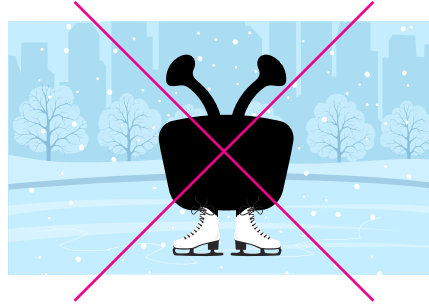


The TiVo silhouette logo should never be personified (e.g., talking, swimming or ice skating) or placed in scenarios or on top of objects. It should never be depicted wearing clothing or costumes.

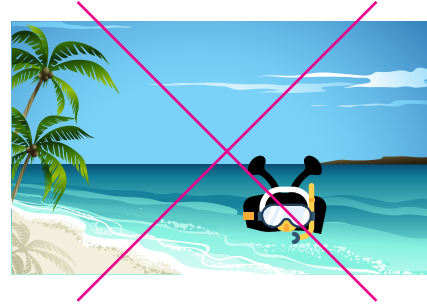
The TiVo logo cannot surf...



or ice skate...



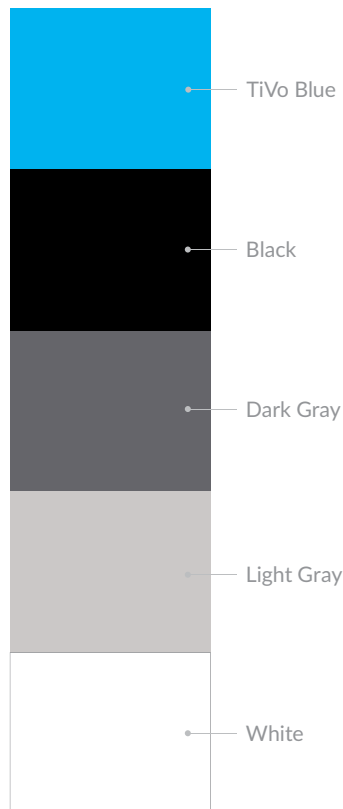
or snorkel...








or stand on anything to give a speech.



This color palette should be used as a guide for any physical or digital materials associated with TiVo.



		
<p>TiVo Blue</p>	<p>Black</p>	<p>White</p>
<p>PANTONE 2995 (coated paper)*</p>	<p>PANTONE —</p>	<p>PANTONE —</p>
<p>CMYK 80/12/1/0</p>	<p>CMYK 60/40/40/100</p>	<p>CMYK 0/0/0/0</p>
<p>RGB 0/167/225</p>	<p>RGB 0/0/0</p>	<p>RGB 255/255/255</p>
<p>HEX 00A7E1</p>	<p>HEX 000000</p>	<p>HEX ffffff</p>
<p>MADEIRA THREAD 1095</p>	<p>MADEIRA THREAD 1000</p>	<p>MADEIRA THREAD 1001</p>
		
<p>Dark Gray</p>	<p>Light Gray</p>	
<p>PANTONE Cool Gray 10 C</p>	<p>PANTONE Cool Gray 3 C</p>	
<p>CMYK 0/0/0/75</p>	<p>CMYK 0/0/0/25</p>	
<p>RGB 99/102/106</p>	<p>RGB 200/201/199</p>	
<p>HEX 63666A</p>	<p>HEX C8C9C7</p>	

*If printing on uncoated paper, use PMS 306 for TiVo Blue.

The secondary color palette is used to support the primary color palette.



Orange Yellow Light Green Dark Blue Purple Magenta

PANTONE
144 C

PANTONE
1225 C

PANTONE
390 C

PANTONE
3015 C

PANTONE
2613 C

PANTONE
234 C

CMYK
2/54/100/0

CMYK
0/22/83/0

CMYK
34/12/100/0

CMYK
100/59/21/4

CMYK
70/100/20/7

CMYK
33/100/33/7

RGB
243/138/0

RGB
255/200/66

RGB
182/189/0

RGB
0/95/155

RGB
106/30/116

RGB
166/0/99

HEX
F38A00

HEX
FFC842

HEX
B6BD00

HEX
005F9B

HEX
6A1E74

HEX
A60063

SECONDARY COLORS

Typography is an important component in TiVo's identity system, and the consistent use of typeface is essential to creating a recognizable look for TiVo through all communications.

Gotham is the primary typeface used for titles and headlines in TiVo communications. Lato is TiVo's secondary typeface used for body copy.

GOTHAM – Headlines

Extra Light, Light, Book, Medium and Bold

AaBbCc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

LATO – Body Copy

Light, Regular, Medium, Semibold and Bold

AaBbCc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Alternatives

CENTURY GOTHIC – PowerPoint presentations and Word docs.

Regular and Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

ARIAL – Online communications

Regular and Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Use the specifications set for each font. Tracking will need to be increased when the font is used at a large size.

GOTHAM

Set kerning to "Optical" and tracking to -20. Tracking may need to be adjusted when using the font at a larger point size.

Note: The "o" in TiVo may need to be manually kerned tighter.

Use the Gotham font with correct specifications.

"Optical" and -20 tracking.

TiVo

"Optical" and -40 tracking. The "o" is NOT manually kerned.

TiVo

"Optical" and -40 tracking. The "o" is manually kerned.

LATO

Set kerning to "Optical" and tracking to 0. Tracking may need to be adjusted when using the font at a large size.

Note: The "o" in TiVo may need to be manually kerned tighter to look visually correct.

Use the Lato font with correct specifications.

"Optical" and 0 tracking.

TiVo

"Optical" and 0 tracking. The "o" is NOT manually kerned.

TiVo

"Optical" and 0 tracking. The "o" is manually kerned.

The TiVo trademark, the TiVo logo, the TiVo silhouette logo and our other trademarks are among our most valuable assets. To preserve and protect these brands – and to prevent their loss to the public domain – it is essential that they are used correctly.

Please adhere to the following guidelines when writing or designing anything that involves TiVo's trademarks. Please consult your local legal team for additional guidance on usage, required notices and disclaimers.

TRADEMARK GUIDELINES

1. Distinguish the trademark with either the ® registered mark symbol or ™ trademark symbol on the first reference.

Use superscript formatting to set the symbol apart from the text. If there is a headline with supporting copy, preferred placement is on the first reference in the supporting copy, not in the headline. If the reference appears on a website with multiple pages, include the appropriate symbol on the first reference on each page.

The ® and ™ designations provide notice to others that a particular word, design or logo is a trademark (i.e., the owner is claiming exclusive rights to use that term or phrase). The ® designation means that the trademark has been granted federal registration by the local trademark office (e.g., the United States Patent & Trademark Office). The ™ designation means the trademark registration process has not been completed but indicates that the owner has a proprietary stake in the trademark, whether the owner is seeking registration or not (if not, this is referred to as a "common-law trademark").

It is appropriate to use a ™ on a trademark at any stage in the registration process, including after the mark has been registered. It is never appropriate to use the ® symbol next to a trademark that has not been registered.

2. Trademarks are singular.

Because a trademark is an adjective, it should never be used in the plural form. Instead, when necessary, the generic noun can be used as a plural.

EXAMPLE: **Correct:** I want two TiVo BOLT® boxes.
Incorrect: I want two TiVos.

3. Trademarks are not verbs.

It is not permissible to use any of our trademarks as verbs.

EXAMPLE: **Correct:** I want to record *Modern Family* on my TiVo BOLT®.
Incorrect: I want to TiVo *Modern Family*.

4. Trademarks are never possessive.

EXAMPLE: **Correct:** The TiVo® user interface
Incorrect: TiVo's user interface

5. When "TiVo" is used to refer to the company and not a specific product, it is not a trademark and therefore does not require a symbol.

Unlike trademarks, company names are proper nouns and can be used in the possessive form.

EXAMPLE: **Correct:** TiVo's employees are located all over the world..
Incorrect: TiVo®'s employees are located all over the world.

6. Attribute ownership of trademarks in the fine print.

A notice of TiVo's ownership of the trademark(s) should be given at the bottom of the page or piece. The following is our standard copyright and trademark statement:

© 2018 TiVo Corporation. All rights reserved. TiVo, the TiVo logo, the TiVo silhouette logo and [list any other TiVo trademarks referenced in the piece] are trademarks or registered trademarks of TiVo Corporation or its subsidiaries.

7. Address third-party trademarks in the fine print.

If trademarks belonging to third parties appear in copy, please include the following statement in the fine print, following the notice of TiVo's trademark ownership:

All other trademarks are the property of their respective owners.

Generally, there is no need to apply the ® or ™ designations to third-party trademarks in a given piece, unless we have specific contractual obligations to do so.

TRADEMARK COPY (“THE FINE PRINT”)

Please include the following copy in the footer of all materials mentioning the TiVo brand and its trademarks and/or registered trademarks:

© 2018 TiVo Corporation. All rights reserved. TiVo, the TiVo logo and the TiVo silhouette logo [*and any other TiVo trademarks referenced in the piece*] are trademarks or registered trademarks of TiVo Corporation or its subsidiaries. All other trademarks are the property of their respective owners.

ABBREVIATED TRADEMARK COPY (WHERE PERMITTED)

In some cases where space is limited (e.g., trade show signage, product screenshots, etc.) an abbreviated version of the fine print can be used:

© 2018 TiVo Corporation. All rights reserved.

The following is a list of trademarks of TiVo Corporation or its subsidiaries. Except for sound marks, these trademarks should be printed with the appropriate ® registered mark symbol or ™ trademark symbol on their first appearance in the body copy of all materials and wherever necessary beyond those locations to demonstrate that they are trademarks, as directed by Legal.

Please note, not all of the products/features listed are in active use. However, they still appear in materials and are property of TiVo, so please apply ® and ™ symbols accordingly.

REGISTERED TRADEMARKS

@TV®
 ActiveMark®
 Aereo®
 Aptiv®
 Aptiv Digital®
 AudioCentral®
 CopyBlock®
 DigitalSmiths®
 DigitalSmiths Seamless Discovery®
 DVD Producer®
 DVDit®
 Fan®
 Fan TV®
 Fanhattan®
 G-Code®
 G-Code Instant Video Programmer®
 Gemstar®
 Gemstar eBook®
 G-Guide Mobile®
 g-guide.com®
 G-Info®
 Guide Plus+
 i-Guide®

Index®
 Interactual®
 iSubscribe®
 Join the Entertainment®
 Let Us Be Your Guide®
 Macrovision®
 Media TRAnalytics®
 Metaframe®
 Mevo®
 Muze®
 MuzeGames®
 Passport®
 PassTime®
 Pique®
 Plus®
 PlusCode®
 QuickMode®
 Retrospect®
 RipGuard®
 Roamio®
 Rovi® (refers to the IP Licensing business)
 Seamless Insight®
 Season Pass®

ShowView®
 Sidestep®
 SkipMode®
 SmartBar®
 SneakPrevue®
 SPDC®
 Stash®
 StopIIWatch®
 StoryFinder®
 Syndicated G-Guide®
 The Encyclopedia of Popular Music®
 Thumbs Down®
 TiVo® (refers to the product, not entity)
 TiVo BOLT®
 TiVo Central®
 TiVo Roamio®
 TiVo Tips®
 TiVo VOX Remote®
 TiVo, TV Your Way®
 TiVolution®
 TotalCode®
 TotalGuide®
 TotalGuide xD®

























TotalTV®
 Trick Play®
 Unified Data Service®
 VCR Plus+®
 VCR PlusCode®
 Video PlusCode®
 Web G-Guide®
 Webnostics®
 WishList®

REGISTERED SOUND MARKS

Alert
 Ascending
 Error
 Speedup1
 Speedup2
 Speedup3
 Select
 Thumbs Up
 TiVo

REGISTERED DESIGN MARKS

The following logos are registered trademarks of TiVo Corporation or its subsidiaries. Please contact Brand for official logo artwork: brandmarketing@tivo.com

	Folded A Design (color)		Thumbs Up		VCR PLUS+
	C3 (stylized)		Thumbs Up		VideoPlus
	Fan TV & Design		Thumbs Down		VideoPlus Instant Video Programmer
	Fanhattan & Design		Thumbs Up (green)	Powered by 	
	Instant Replay		Thumbs Down (red)	TiVo Roamio®	
	iSub & Design		TiVo & Circle Design	TiVo Roamio® PLUS	
	Jump		TiVo & Walking TV Design	TiVo Roamio® PRO	
	Rovi		TiVo Developer Logo	TiVo Roamio® OTA	
	S Design		TiVo Silhouette Design	TIVO BOLT®	
	Stash Design		TRA (stylized)		

PENDING OR COMMON-LAW TRADEMARKS

- Cubi™
- CubiTV™
- OnePass™ (CL)
- OneSearch™ (CL)
- QuickView™ (CL)
- Roamio OTA VOX™
- TiVo VOX™
- TiVo BOLT VOX™
- TiVo Mini VOX™
- TiVo Online™ (CL)
- Tru Multi Room™ (CL)

PENDING OR COMMON-LAW DESIGN MARKS

Please contact Brand for official logo artwork: brandmarketing@tivo.com



Double Thumbs Up (green)



Double Thumbs Down (red)



Triple Thumbs Up (green)



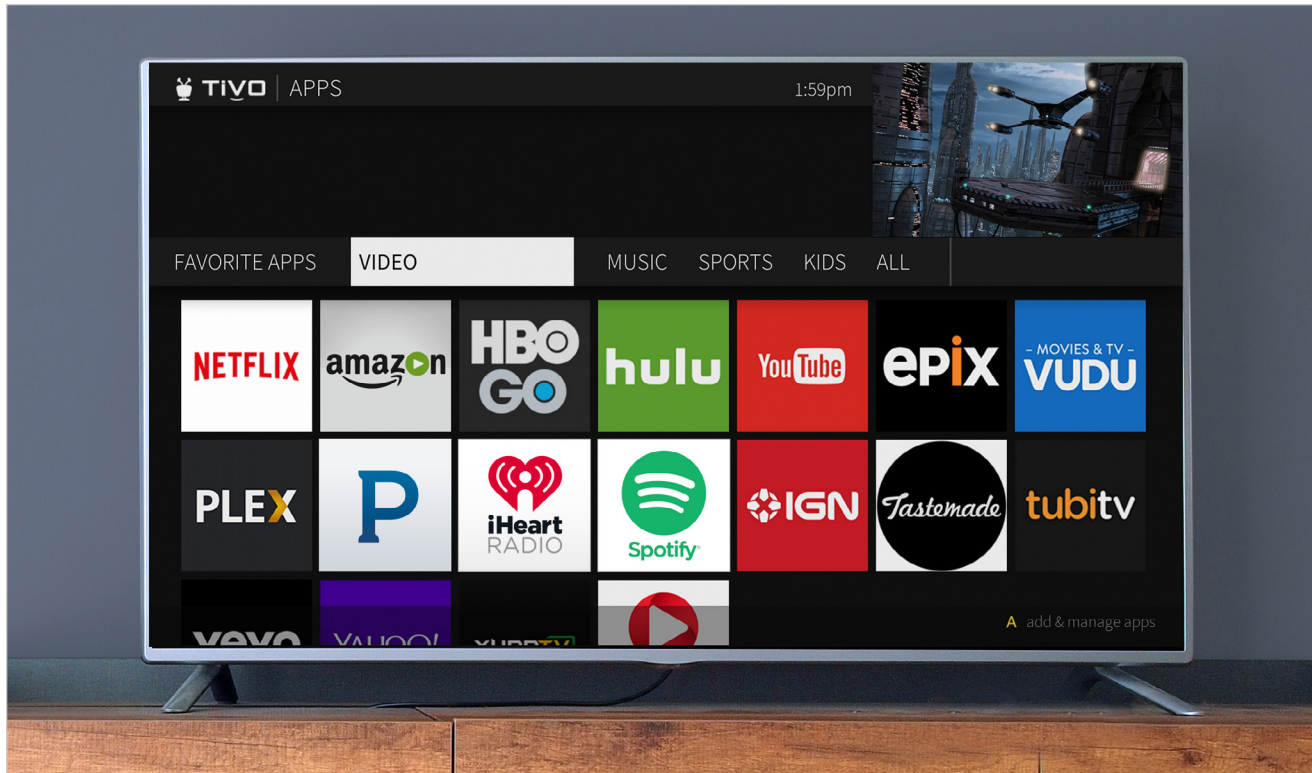
Triple Thumbs Down (red)



Fan & Design

The following logos may appear in print and on the web to show what applications can be found on the latest TiVo products. Please note, our application partner agreements contain restrictions and are subject to change.

Please ensure any product screenshots have been cleared by Legal.



Sample UI

BRAND/CREATIVE QUESTIONS

For style-related questions, design assets or access to TiVo's Editorial Style Guide:
brandmarketing@tivo.com

TRADEMARK QUESTIONS

Regarding symbol usage or to secure new trademarks: trademarks@tivo.com

EMPLOYEE RESOURCES

TiVo Inside > Brand Central (network access required)



Thanks.