



TiVo Brand Guidelines

August 2013

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Welcome to the TiVo Brand Guidelines. This guide provides a framework for consistent application of the TiVo identity.

As the TiVo service and product offerings expand to meet the needs of consumers, 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. If you have any questions, please don't hesitate to contact TiVo Brand Marketing at brand@tivo.com.

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 1.0 The Brand Mark

1.1 The Brand Mark

Main Identity



*"The word TiVo doesn't stand for anything.
It's just a fun little word we made up."*

— Mike Ramsay, Co-Founder



Brand Personality

Following are a few descriptive words to help inspire you while designing creative marketing materials for the TiVo brand.

Approachable and honest: Accessible, easy to meet and know; not intimidating

Simple and easy: Easy to understand and deal with; not obscure, technical, jargon

Intuitive: Gives you what you need, avoids what you don't (set stage for features and functions in context of product offering)
Responds to your preferences and requests (less effort on your part to get a better result—ie., Season Pass® recordings and WishList® searches)

Clean and direct: Easily readable; gracefully spare

Vibrant: Having energy, vitality, liveliness

Playful: Not taking ourselves too seriously; able to have fun, be spontaneous

Friendly and reliable: Providing enjoyment, entertainment in a helpful likeable way

Name and Logo Background

TiVo: Upbeat, non-corporate and fun with a nod toward TV. A reflection of the brand personality and voice.

Logo: Simple, friendly and memorable and again with a nod toward TV. It's easy and approachable. It suggests lifestyle, not technology.

- Color plays a major role.
- The TiVo logo injects personality into, and puts a face on, our service and company.

1.2 The Brand Mark

General Logo Usage



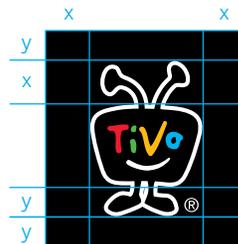
Grounding the TiVo Logo

Proper grounding with heels flush to the horizon line and (®) symbol clearly visible. The TiVo logo may be slightly skewed when grounded on an angled surface.



Cropped Logo

The TiVo logo may be cropped as long as it is recognizable.



Clear Space Example

x = Height of antennae, clear space on left and right side of logo.

y = Height of legs, clear space above and below the logo.



Minimum Size

The TiVo logo should never appear smaller than 36 pixels or 0.5" high.

General Logo Usage

- 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 logo type.
- All logos must have the (®) symbol on the lower right hand side. This mark is provided with the logo artwork. When scaling the logo, the size of the (®) symbol may need to be adjusted. In general, it should be the width of the dot in the 'i' in 'TiVo'.
- When reproducing the TiVo logo, use only camera-ready electronic artwork provided by TiVo Inc.
- Dimensional or animated versions of the TiVo logo can be used only if they have been produced and approved by TiVo.
- Ideally the logo should not appear smaller than 0.5 inches high.
- 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.
- Grounding or cropping the TiVo logo is acceptable.
- Use the TiVo logo with the white outline on dark or patterned backgrounds.

1.3 The Brand Mark

3D Logo



“Smiling” Logos

These 3D TiVo logos can be used in place of the 2D logo.



“Looking Down” Logo

This 3D TiVo logo is used when it is standing on something and looking down at it.



“Pointing” Logo

This 3D TiVo logo is used when it is gesturing or pointing to something.

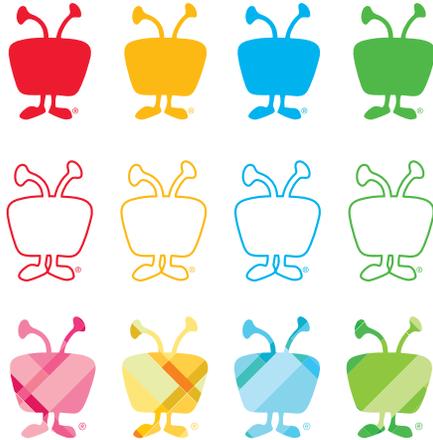
3D Logo Usage

- The 3D TiVo logo is primarily used by retail and MSO partners. For other instances, please contact Brand Marketing for guidance
- The 3D TiVo logo should never be re-drawn, or altered in any way. It should never be used as part of any other symbol or logo type.
- All logos must have the (®) symbol on the lower right hand side. This mark is provided with the logo artwork. When scaling the logo, the size of the (®) symbol may need to be adjusted. In general, it should be the width of the dot in the ‘i’ in ‘TiVo’.
- When reproducing the 3D TiVo logo, use only camera-ready electronic artwork provided by TiVo Inc.
- Grounding or cropping the 3D TiVo logo is acceptable with the addition of a (®) symbol.



1.4 The Brand Mark

Silhouette, Smile, Whole Home Logos



Silhouette Logo

The silhouette logo can be any of the TiVo colors and plaid patterns to be used as a graphic element. It must always be used in conjunction with the corporate logo.



Smile Logo

The smile logo is for TiVo Corporate use only. It must always be used in conjunction with the silhouette or corporate logo and must be approved by Brand prior to use.



Whole Home Logo

The horizontal version with the type on the side is the preferred format to use. The Whole Home logo should never appear smaller than 36 pixels or 0.5" high.

Silhouette Logo

The silhouette logo must have the (®) symbol on the lower right hand side. This mark is provided with the logo artwork. When scaling the logo, the size of the (®) symbol may need to be adjusted. If more than one silhouette logo is being used, the largest complete silhouette should have the (®) symbol.

Smile Logo

The smile logo must have the (®) symbol on the right hand side. This mark is provided with the logo artwork. When scaling the logo, the size of the (®) symbol may need to be adjusted. The smile logo must always appear on a black or dark background.

Whole Home Logo

The Whole Home logo must have the (®) symbol on the right hand side of the TiVo silhouette. This mark is provided with the logo artwork. When scaling the logo, the size of the (®) symbol may need to be adjusted.

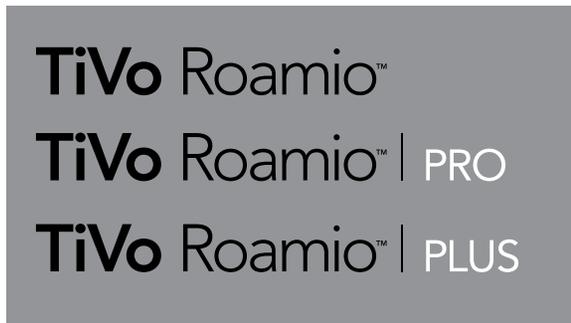
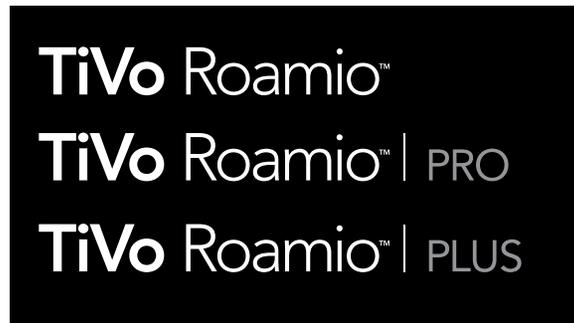
1.5 The Brand Mark

Using the TiVo Roamio Logos

TiVo Roamio™

TiVo Roamio™ | PRO

TiVo Roamio™ | PLUS



TiVo Roamio Logo on Dark and Light Backgrounds

On a dark background the TiVo Roamio and line are white while the Plus and Pro remain 50% black.

On a light background the TiVo Roamio and line are 100% black while the Plus and Pro are white.

Roamio Logo Usage

- The TiVo Roamio, TiVo Roamio Plus and TiVo Roamio Pro logos should never be re-drawn, re-spaced, or altered in any way. They should never be used as part of any other symbol or logotype.
- All logos must have the (TM) symbol on the right side of the o in Roamio. This mark is provided with the logo artwork. When scaling the logos, the size of the (TM) symbol may need to be adjusted.
- When reproducing the Roamio logos, use only camera-ready electronic artwork provided by TiVo Inc.
- Ideally the logos should not appear smaller than 0.5 inches high.
- To maintain its visual integrity, the Roamio logos must never appear to be crowded by other elements, therefore the use of clear space is essential.

1.6 The Brand Mark

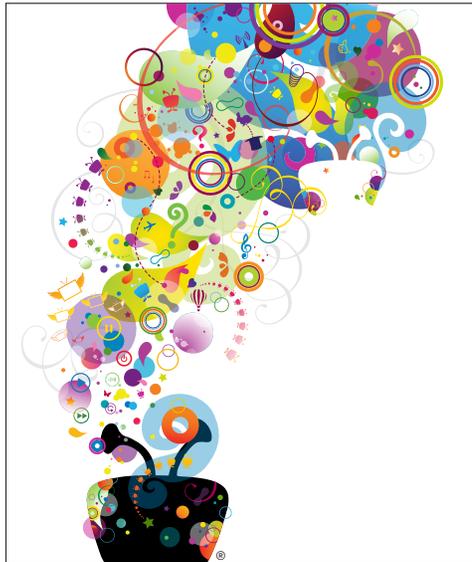
Using the TiVo Roamio “Magic Cloud”



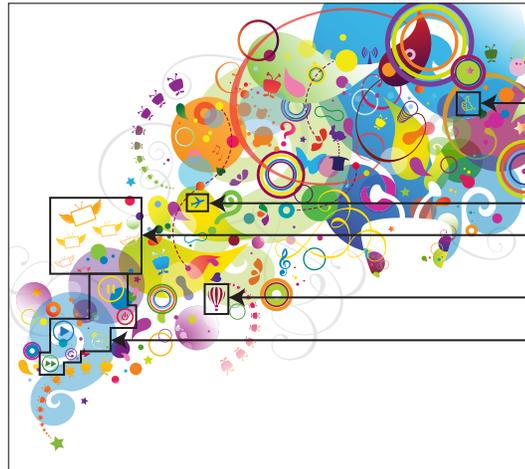
Horizontal version with TiVo silhouette



Example of the “Magic Cloud” and a TiVo product



Vertical version with TiVo silhouette

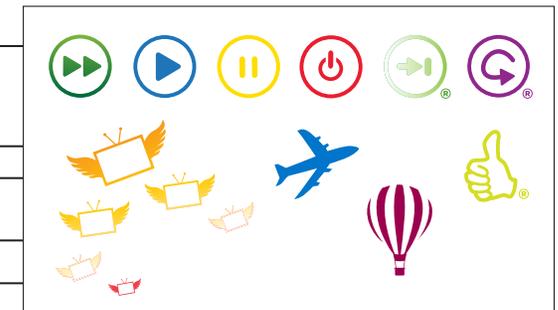


“Magic Cloud” elements that are not to be rotated

Make sure these elements are kept in their original positions if the “Magic Cloud” is rotated.

Using the “Magic Cloud”

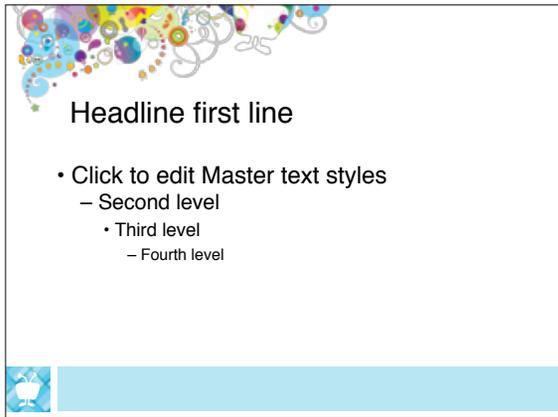
- The “Magic Cloud” represents the joy, excitement and endless possibilities that the TiVo experience provides.
- The “Magic Cloud” can be used with or without the TiVo silhouette. If used with the silhouette, the silhouette must be cropped at the bottom of the page with a ® in the bottom right corner.
- The “Magic Cloud” is used without the TiVo silhouette when shown with a TiVo product.
- The “Magic Cloud” should not be deconstructed to use the elements separately.
- Do not flip the “Magic Cloud.”



Note the registration marks used on the Jump, Instant Replay and Thumbs Up icons. Make sure a ® always appears with these icons and adjust the size accordingly.

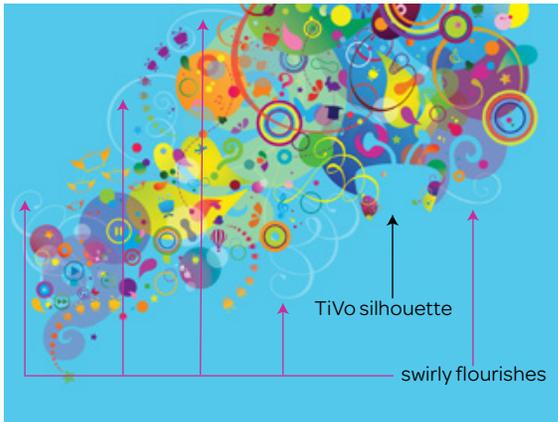
1.6 The Brand Mark

Using the TiVo Roamio “Magic Cloud” (cont)



Different ways to crop the “Magic Cloud”

Examples: PowerPoint template, ad



Using the “Magic Cloud” on a background color

Make sure the TiVo silhouette is the same color as the background and the swirly flourishes are a screen of the background color. When using a white background, the flourishes should be 10% black.

Using the “Magic Cloud”

- The color of some of the elements may need to be adjusted when the “Magic Cloud” is used on different color backgrounds. For example, if used on a blue background, the blue elements in the “Magic Cloud” will need to be changed to another color to be seen.
- The “Magic Cloud” should always appear from above when used in layouts with any Roamio box.

1.7 The Brand Mark

Using the TiVo Premiere Logos



TiVo Premiere Logo on Light and Dark Backgrounds

The preferred version of the Premiere logo is on a black background and the preferred version of the Premiere XL logo is on a metallic silver or light grey background. The Premiere 4 logo uses TiVo Red on the "4." The Premiere XL4 logo uses TiVo Yellow on the "4." When appearing on colored backgrounds, the "4"s are converted to black.



Clear Space Example

x = Height of antennae, clear space on left and right side of logo.

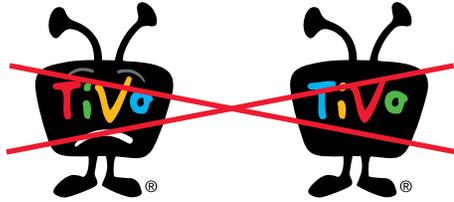
y = Height of legs, clear space above and below the logo.

Premiere Logo Usage

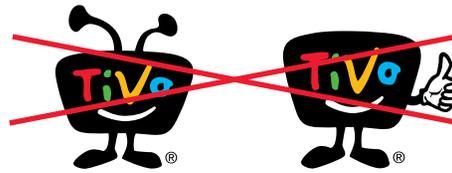
- The TiVo Premiere, TiVo Premiere 4, TiVo Premiere XL and TiVo Premiere XL4 logos should never be re-drawn, re-spaced, or altered in any way. They should never be used as part of any other symbol or logotype.
- All logos must have the (®) symbol on the lower right hand side. This mark is provided with the logo artwork. When scaling the logos, the size of the (®) symbol may need to be adjusted.
- When reproducing the Premiere logos, use only camera-ready electronic artwork provided by TiVo Inc.
- Ideally the logos should not appear smaller than 0.5 inches high.
- To maintain its visual integrity, the Premiere logos must never appear to be crowded by other elements, therefore the use of clear space is essential.
- Cropping the Premiere logos are acceptable.
- Use the Premiere logos with the white outline TiVo on dark or patterned backgrounds.

1.8 The Brand Mark

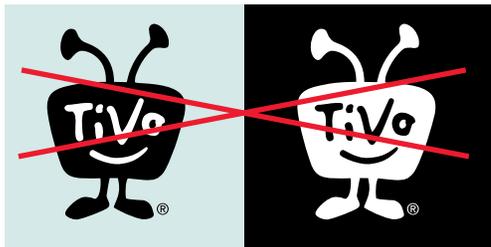
Logo Violations



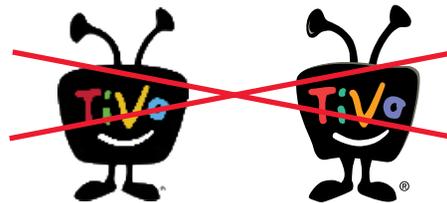
DO NOT
alter the TiVo logo expression or colors.



DO NOT
alter the shape of the TiVo logo.



DO NOT
reverse a portion of the TiVo logo or reverse it out of a colored or dark background.



DO NOT
use out-of-date TiVo logos with old body shapes or violet-colored "o" letters.



2.0 Design Elements

2.1 Design Elements

Color Palette

The TiVo Colors

The TiVo brand is extremely colorful and uses a wide range of hues. This color palette should be used as a guide for any print, online, out of home, or embroidery materials associated with TiVo.

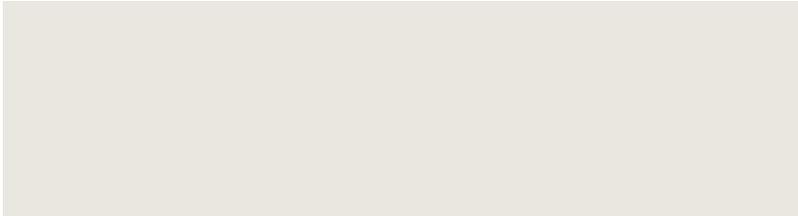
	Spot	Process	RGB	HEX	Maderia Thread
TiVo Logo Colors	PMS 485 c	 C: 0% M: 100% Y: 90% K: 0%	R: 237 G: 27 B: 47	ED1B2F	1147
	PMS 361 c	 C: 70% M: 0% Y: 100% K: 0%	R: 52 G: 178 B: 40	34B233	1050
	PMS 1235 c	 C: 0% M: 30% Y: 100% K: 0%	R: 255 G: 170 B: 22	FFB612	1137
	PMS 2995 c	 C: 87% M: 1% Y: 0% K: 0%	R: 0 G: 169 B: 224	00A9E0	1095
	White	 C: 0% M: 0% Y: 0% K: 0%	R: 255 G: 255 B: 255	FFFFFF	1001
	Hexachrome Black c	 C: 60% M: 40% Y: 40% K: 100%	R: 0 G: 0 B: 0	000000	1000
Expanded Palette	PMS 213 c	 C: 0% M: 92% Y: 18% K: 0%	R: 237 G: 55 B: 128	ED3780	
	PMS 361 c	 C: 70% M: 0 Y: 93% K: 0%	R: 79 G: 184 B: 81	4FB851	
	PMS 114 c	 C: 1% M: 11% Y: 84% K: 0%	R: 254 G: 219 B: 68	FEDB44	
	PMS 2985 c	 C: 58% M: 0% Y: 4% K: 0%	R: 83 G: 200 B: 234	53C8EA	
	PMS Warm Gray 1 c	 C: 10% M: 7% Y: 10% K: 0%	R: 227 G: 225 B: 215	E3E1D7	

2.2 Design Elements

Background Palette

C: 7% Y: 6% M: 10% K: 0%

R: 234 G: 231 B: 224



C: 5% Y: 0% M: 22% K: 0%

R: 242 G: 245 B: 209



C: 16% Y: 1% M: 8% K: 0%

R: 212 G: 233 B: 232



C: 10% Y: 0% M: 15% K: 1%

R: 225 G: 238 B: 219



Background Colors

Should be used as a background color for print, online, and out of home materials associated with TiVo.

Please use the RGB and CMYK electronic artwork provided by TiVo Inc.

2.3 Design Elements

Plaids

RED PLAID



GREEN PLAID



YELLOW PLAID



BLUE PLAID



Visual Accent

The plaid patterns are ONLY to be used as visual accents (similar to below.)

The accompanying color used with any plaid must be pulled from a color in the plaid being used.

Please use the RGB and CMYK electronic artwork provided by TiVo Inc.

2.4 Design Elements

Typographic style

Headlines

Sanchez Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 +!@\$%&()?

Sanchez Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 +!@\$%&()?

Sanchez SemiBold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 +!@\$%&()?

Sanchez Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 +!@\$%&()?

Sanchez Black

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 +!@\$%&()?

Typography

All headlines should be set in Sanchez (non-italic). Subheads and body copy should be set in Omnes Regular. Quotes and accents should be set in Sanchez Light Italic.

Headlines are kerned at +20. Body copy, quotes and accents are kerned at 0.

Body Copy

Omnes Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 +!@\$%&()?

Quotes and Accents

Sanchez Light Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 +!@\$%&()?



3.0 **Design In Practice**
Coming Soon



4.0 Legal



4.1 Legal

Using TiVo Trademarks

Copy Trademark Guidelines

1. Distinguish the trademark with ® or ™ notice.

The ® and ™ designations provide notice to others that a particular word or logo is a trademark. In the United States, the ® designation means that the trademark has been granted federal registration by the Patent and Trademark Office. The ™ designation means that the trademark registration process has not been completed with the Patent and Trademark Office; nonetheless the owner is giving notice of a proprietary stake in the mark. The ® and ™ designations indicate that you are referencing a particular brand. Use the ® or ™ designation to set the trademark apart from the text. The lists below indicate whether the ® or ™ symbol is appropriate for each TiVo trademark. The notice should appear at least once in each piece of printed matter—preferably the first time the trademark appears.

Example: A TiVo® box automatically records your favorite shows.

In the example above, the audience immediately recognizes that we are referring to a genuine TiVo® brand digital video recorder (i.e., a DVR from TiVo Inc.) rather than a generic video recording device.

2. Use the generic name after the trademark.

Because a trademark identifies the source of a good, a trademark is a proper adjective which modifies a noun—the generic term. A generic term should be used immediately after the first use of the mark in text (as opposed to in a banner or headline, where space is constrained). Thereafter, the generic term should be used with the trademark often enough to make it obvious that the trademark is not a generic name for the product or service. A list of recommended generic terms for each of our company trademarks are listed below in these guidelines. Other generic terms may be used instead.

Example:	Trademark	generic name*
	TiVo®	service
	Season Pass®	feature

*Do not capitalize the generic name.

Our company brands, including the TiVo trademark, the TiVo 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 include the legal copy on all materials mentioning the TiVo brand and its trademarks and registered trademarks.

We appreciate your commitment to these standards. If you have any questions, please don't hesitate to contact TiVo Brand Marketing at: brand@tivo.com



4.1 Legal

Using TiVo Trademarks (cont)

3. 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® DVRs.
 Incorrect: I want two TiVos.

4. Trademarks are never verbs.

It is never permissible to use any of our trademarks as verbs.

Example: Correct: I want to record "Person of Interest" on the TiVo® DVR.
 Incorrect: I want to TiVo "Person of Interest."

5. Trademarks are never possessive.

Example: Correct: The TiVo® remote control
 Incorrect: TiVo's remote control

6. "TiVo" may be used to refer to the company, TiVo Inc., rather than a brand of product or service.

If "TiVo" is being used to refer to our company, rather than the brand of a product or service, then the rules for proper use of trademarks do not apply. Unlike trademarks, company names are proper nouns; they can be used in the possessive form and should not be followed by a generic term. Neither the ™ nor the ® symbol should accompany references to TiVo as a company.

Example: Correct: TiVo is now offering its customers more choices than ever.
 Incorrect: TiVo® is now offering its customers more choices than ever.

7. Give trademark attributions where appropriate.

When needed to clarify who owns the trademarks, a notice of ownership should also be given, such as the following.

Example: TiVo and the TiVo logo [or other company trademarks mentioned] are trademarks or registered trademarks of TiVo Inc. or its subsidiaries worldwide.

NOTE: Additional copyright language should be added after the trademark attribution language, if the material created has been created by TiVo:

Example: © 2013 TiVo Inc. All rights reserved.



4.2 Legal

Required Legal Copy

This language should be used on all documents that describe the TiVo service.

Trademark Copy (short version)

© 2013 TiVo Inc. All right reserved. TiVo and the TiVo logo are registered trademarks of TiVo Inc. and its subsidiaries worldwide. All other trademarks are the property of their respective owners. TiVo service is required for the TiVo DVR to function and is sold separately. TiVo service and payment are subject to the terms and conditions available at www.tivo.com.

Trademark Copy (long version)

© 2013 TiVo Inc. All right reserved. TiVo, the TiVo logo, the Series2 logo, the Series3 logo, the Series4 logo, TiVo Roamio, StopItWatch, PowerItWatch, Swivel, TiVoToGo, TiVo Verified, TrickPlay, TiVo Central, the Jump logo, the Instant Replay logo, WishList, the Thumbs Down mark and logo, the Thumbs Up mark and logo, Season Pass, the TiVo HD logo, the TiVo Verified logo, the TiVoToGo logo, the TiVo Rewards logo are trademarks or registered trademarks of TiVo Inc. and its subsidiaries worldwide. All other trademarks are the property of their respective owners. TiVo service is required for the TiVo DVR to function and is sold separately. TiVo service and payment are subject to the terms and conditions available at www.tivo.com.

NOTE: Delete the marks, slogans, or logos that are not included in the text of the document to which this attribution language is attached.

4.3 Legal

Registered Trademarks

Registered Trademarks

TiVo®	Recommended Generic Terms (to be included after the trademarks)
TiVo Central®	DVR, box or service
Season Pass®	screen, menu screen
Stop Watch®	feature or recordings
WishList®	service, data
	search or feature

Registered Sound Trademarks

(no designation or noun required for sounds)

Alert sound mark	Speedup1 sound mark
Ascending sound mark	Speedup2 sound mark
Descending sound mark	Speedup3 sound mark
Error sound mark	Thumbs Up sound mark
Select sound mark	TiVo sound mark

Registered Trademarked Logos

The following logos are registered trademarks of TiVo Inc. A registered trademark designation (®) must appear with all logos in all materials and must be large enough to be legible.



TiVo Logo



TiVo Silhouette Logo



TiVo Smile Logo



Instant Replay



Jump



Thumbs Down



Thumbs Up



Stop||Watch

The following is a list of registered trademarks of TiVo Inc. Except for slogans and sounds, these registered trademarks should be printed with the registered trademark designation (®) on their first appearance in all materials and wherever necessary to demonstrate that they are trademarks.

Please refer to www.tivo.com/resources for an up-to-date listing of TiVo registered trademarks.

Sample Legal Text

TiVo, the TiVo logo and the TiVo silhouette logo are trademarks or registered trademarks of TiVo Inc. or its subsidiaries worldwide. All other trademarks are property of their respective owners.

4.4 Legal Trademarks

Trademarks

TiVo Roamio™	Recommended Generic Terms (to be included after the trademarks)
Power Watch™	DVR or box
Series2™	panel, viewers, data
Series3™	DVR or box
Series4™	DVR or box
Swivel™	search
TiVoToGo™	transfers, feature, or recordings
TrickPlay™	feature or recordings

Trademarked Logos

The following logos are trademarks of TiVo Inc. A trademark designation (™) must appear with all logos in all materials and must be large enough to be legible.



Series2 Logo



TiVo Design Logo



Series3 Logo



KidZone Logo



Series4 Logo



TiVo Verified Logo



Power||Watch Logo



TiVoToGo Logo

The following is a list of trademarks of TiVo Inc. Except for slogans and sounds, these trademarks should be printed with the trademark designation (™) on their first appearance in all materials and wherever necessary to demonstrate that they are trademarks.

Please refer to www.tivo.com/resources for an up-to-date listing of TiVo trademarks.

4.5 Legal

Partner Logos

Broadband Partners



Spotify



MSO Partners



(generic placeholder)



com hem



GRANDE
COMMUNICATIONS



Midcontinent
COMMUNICATIONS



Ono



RCN



Below are the most up-to-date versions of logos frequently featured in TiVo marketing materials. They include those of our broadband and MSO partners. If you have logos that do not match these or have questions about proper usage and required approvals, please check with the individual company's corporate guidelines to ensure proper compliance and usage.