



LOGIC7 Trademark Guidelines

Trademark Introduction

Trademarks concern commercial origin identifications (they are marks of trade). They can be a word, design, or a combination of them.

Lexicon is a trade name and a registered trademark.
As a Trade Name, it stands for Lexicon, Inc. A Harman International Company.
As a Trademark, it identifies our products as, Lexicon MC-12 Digital Controller.

LOGIC7 and the LOGIC7 logo are trademarks for a proprietary technology developed, introduced and licensed by Lexicon, Inc.

The following information will provide for proper use of Lexicon's trademarks in both printed materials, the World Wide Web and on products implementing LOGIC7 technology.

Use of the LOGIC7 Trademarks

The following trademarks are available for use when licensing LOGIC7 technology. These trademarks are to be used in advertisements, promotions, packaging, manuals, the World Wide Web and other communications materials.

LOGIC7 in Text

LOGIC7

The LOGIC7 Logo



LOGIC7 Type Logo

LOGIC7

LOGIC7 Trademark in Text

In publications, use trademarks as an adjective to describe a noun.

I use LOGIC7 technology every day. Do **Not** use: I use LOGIC7 every day.

The LOGIC7 trademark should always be in capital letters. Use standard fonts such as Arial, when displaying LOGIC7 in text. Do not use non-standard fonts that alter the general appearance and legibility of the LOGIC7 trademark.

The LOGIC7 Logo

The LOGIC7 logo is an example of a combination of a word and a graphic. This is the logo to be used on products implementing LOGIC7 technology. The design consists of the L7 graphic, the LOGIC7 logotype (that is, the LOGIC7 name set in specifically designed type), and a contrasting background to provide the square outline. The LOGIC7 logotype is a reversed image color of the L7 graphic. Do not alter or separate these images, other than size, in any way.



The LOGIC7 logo is preferred for use on product panels, product packaging, audio CDs, CD-ROMs, and user manuals.



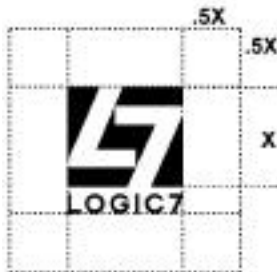
black version on white or colored backgrounds



white version on black background



Minimum width
5/16" or 7.94mm



The minimum clear space should be at least .5X, where X is the height of the L7 graphic

Logo Colors

The LOGIC7 logo is available in a black version and a white version. It is strongly recommended that the black version is used with all lighter background surfaces, and the white version is used on black and all dark background surfaces. The transparency must be preserved in both versions under all circumstances. The preferred background color for the LOGIC7 logo is white. Use the black version of the logo whenever possible.

Background Colors

The LOGIC7 logo can appear on color, black or photographic backgrounds, as long as the legibility of the logo is not diminished. The area within the border must always remain transparent.

Minimum Size and Clear Space

The LOGIC7 logo is provided as a single file. This EPS file may be resized as necessary to fit your communication needs.

Minimum Size

The LOGIC7 logo should not be reproduced smaller than the 5/16" as shown.

Clear Space

Provide sufficient clear, open space around the logo. It needs to stand alone. Allow for a minimum of .5x on all sides, where x is equal to the height of the L7 graphic, as shown.

Using the Logo

The LOGIC7 logo should be used on third-party products, packaging, manuals, advertising, websites, and other product communications.

On Products

On hardware and software products, place the LOGIC7 logo in a subordinate position to the primary company or product identity, as shown below.

LOGIC7 Logo displayed at minimum size on product front panel



LOGIC7 Logo displayed upon a gray background

On Packaging and Manuals

The LOGIC7 logo must be positioned in a visible area on the outside of the product packaging (such as jewel cases and other CD holders), and manuals. In the case of discs (CD's, DVD's, etc), the LOGIC7 logo should appear both on the disc surface as well as the outside of the product packaging, such as a jewel case or printed sleeve.

On packages and manuals, the LOGIC7 logo should be placed in close proximity to the product's hardware specifications.

On the Web

Information regarding LOGIC7 logo usage on the Web will be made available at the Lexicon Corporate Web site www.lexicon.com/ip. Please visit this URL for more information that will be made available soon.

**LOGIC7 Type Logo**

The LOGIC7 type logo should be used in place of standard text whenever possible, but cannot be used in place of the LOGIC7 logo for product panels, packaging, audio CDs, CD-ROM, etc. Two colors are provided in EPS format, a black version and a white version.



It is strongly recommended that the black version is used with all lighter background surfaces, and the white version is used on black and all dark background surfaces. Both versions may be resized in accordance to their surrounding text, but you may not alter the image in such a way that would change the space between letters, their coloration, the case of each letter, or the font used to create the EPS files.

Example:

"I use **LOGIC7** technology every day."

The above example properly illustrates the LOGIC7 Type Logo resized in accordance with surrounding text.



Minimum width
5/16" or 7.94mm

Minimum Size and Clear Space

Both versions of the LOGIC7 type logo may be enlarged to any size as necessary to match its surrounding text. Like the LOGIC7 logo, the LOGIC7 Type logo may not be reduced smaller than 5/16" wide, or 7.94mm.

Clear Space

A text space (space bar) must be inserted before and after the LOGIC7 Type logo to assure adequate clear space.



Trademarks and Credit Lines

As many of our trademarks are not registered in all the various countries in which Lexicon does business, please use the ™ symbol rather than the ® symbol when using a Lexicon trademark.

Please use the following credit line in all printed materials:

“LOGIC7 and the LOGIC7 logo are registered trademarks of Lexicon, Inc., A Harman International Company.”

For More Information

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