



RETAILER USAGE GUIDE & DESIGN KIT

2007

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USAGE GUIDE – Using This Document



Welcome

This Retailer Usage Guide & Design Kit has been created to help you effectively implement the Blu-ray Disc brand across various types of media, distribution and product. This Usage Guide & Design Kit (the “Guide”) will direct you in correct brand identity and logo usage, including in-store signage and approved copy and graphics for use in creating consumer communications. These instructions for the Blu-ray Disc brand supersede all other instructions for brand and logo usage. The license agent, Sony Corporation (the “agent”), authorizes Retailer to display and use the Blu-ray logo only as provided in this document. Retailer’s acceptance of this Guide and Retailer’s use of the Blu-ray Disc logo indicate Retailer’s agreement to use the logo as only set forth in this document. This document is made available without prejudice to any of the rights of the agent. This document is subject to change without notice.

Warning About This Document

This document will be primarily distributed as a pdf file. The pdf distribution may result in non-readable characters due to the unavailability of character sets on the viewing platform or due to limitations of the printer used. The applied compression has a noticeable effect on the resolution of the logos and other graphics shown in this Guide. Due to variations in your monitor and viewing environment, images in this Guide are not color correct. Please refer to the PANTONE® color callouts for color reference. The applied compression has a noticeable effect on the resolution of the logos and other graphics shown in this guide.

USAGE GUIDE – General



No Unauthorized Use

This Guide is provided for the purpose of assisting you in developing promotional materials using the Blu-ray Disc brand. No part of this Guide, or any reproduction thereof, may be publicly displayed or transferred by you to any other party for any purpose whatsoever. Any unauthorized use of this Guide may subject you to both criminal and civil penalties. No title to, or ownership rights in the Guide or the Retailer Usage Guide and Design Kit disc, or any portion thereof, is transferred to you. You may not reverse engineer, disassemble, or otherwise reduce software to a human-perceivable form.

Pantone® Color

Colors shown throughout this Retailer Usage Guide are not intended to match the PANTONE® color standards. The standards for PANTONE® colors can be found in the current edition of the PANTONE® Color Formula Guide 1000. Whichever printing process or materials you use, please match your colors to the PANTONE® numbers for coated stock listed throughout this Retailer Guide. PANTONE® is a registered trademark of Pantone, Inc.

Trademarks

Adobe Acrobat® Reader is a trademark of Adobe Systems Incorporated. All other trademarks are the property of their respective owners.

USAGE GUIDE – Logo Authorization



Authorized Logo Usage

The logos may be used for in-store display and TV loops, and in Retailer's print, Internet, and TV spot advertising; only in accordance with the specifications set forth in this Guide. If Retailer displays the Blu-ray Disc logo in proximity to any other competing DVD format logo, Retailer will ensure that the size of the Blu-ray Disc logo is at least equal to the size of the competing format logo.

Logo Utilization Territory

Subject to applicable law, this Guide establishes how logos are to be used on a world-wide basis.

Description Of The Blu-ray Disc Logo

Three types of Blu-ray Disc logos (Logo A, Logo B and Logo C) are available for use. Logo A is the primary and preferred logo, and should be used whenever possible. It can be reduced or enlarged so long as it complies with the minimum size requirements in the "Size" section of this Guide. Logo B or Logo C should be used only when Logo A cannot be displayed at the specified minimum size or larger. Logo B and Logo C must also be used in the specified sizes mentioned in the "Size" section of this Guide by using dedicated artwork files for each size. Logo A, Logo B and Logo C are collectively referred to as "the appropriate logo."

USAGE GUIDE – Blu-ray Disc Brand Positioning

(For Retailer Education Only)



Brand Positioning

Blu-ray Disc is a revolution that delivers to consumers the highest quality experience in Movies, Music, Games and Storage.

Picture Quality Beyond Anything Available

- Full capability 1080p/24 resolution in Blu-ray
- Up to 40Mbps video encoding – 4x current DVD

Pristine Master Quality Uncompressed Audio

- Supports 7.1 channels of surround sound
- Up to 32 streams of audio
- DTS-HD and Dolby “loss-less” available

Next Generation Menus And Enhanced Interactive Capability

- Enhanced and integrated menus, games, hi-def bonus and educational features
- Java will allow for more dynamic and more sophisticated interactivity

One Common Format Advantage

- Advanced Interactivity
- Computer Storage and Entertainment
- Set-Top Players & Recorders
- Blank Media
- Prepackaged High Definition Movies
- Next Generation High Definition Gaming
- Music
- High Definition Camcorders

For more Blu-ray Disc information, visit www.blu-raydisc.com

USAGE GUIDE – Logo Specifications



Blu-ray Logos

The appropriate logo must always be utilized as described in this document and in accordance with the artwork provided as referred to in this document. Any user-created additions, deletions and modifications to any part of the logos are strictly forbidden. The appropriate logos must always be clearly legible and easily readable with the naked human eye.

LOGO A, LOGO B AND LOGO C ARE INCLUDED IN "RETAILER FILES."



BLACK



WHITE

Color

The appropriate logo is recommended to be used in blue (process blue), black, white, or the gray scale between black and white. Recommended color for blue is PANTONE 2925C or equivalent. An embossed or engraved logo may be used in the same color as the media in which it appears.

Different colors within the same logo may not be utilized. Different textures or surface irregularities within the same logo may not be utilized. The logo must be clearly visible against the background.



GRAYSCALE



PANTONE 2925C
or EQUIVALENT
(C/84 M/21)

Animated Logo

An animated logo can be created only when it ends with the appropriate logo. At the end of the animation, it is recommended to use the blue Logo A.

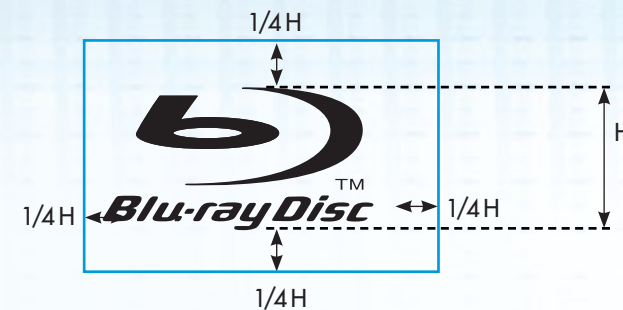


USAGE GUIDE – Logo Specifications



Clear Zone

The appropriate logo must be utilized maintaining a clear zone. A clear zone is an area in which no other graphical or textual elements appear and is at least 25% of the height of the appropriate logo as shown. The sole exception is the case indicating “TM” as notification of trademark, which is described in the section of “Trademark Usage & Type Style.” The appropriate logo may not be enclosed on its own in any kind of border, box or frame, nor may any text, slogan, etc., be added. The appropriate logo must therefore be utilized on its own and be freestanding.



NO FRAMES OR BORDERS



NO BOXES/SHAPES



NO TEXT OR SLOGANS PLACED
INSIDE THE CLEAR ZONE

USAGE GUIDE – Logo Size Specifications



Logo Sizes

The size of the appropriate logo is indicated by the height (H) as shown.

Logo A may be reduced or enlarged only if the same relative positions and proportions between the respective elements are maintained.



Preferred Logo

Logo A is the primary and preferred logo and should be used whenever possible.

LOGO A, LOGO B AND LOGO C ARE INCLUDED IN "RETAILER FILES" IN THE LOGOS FOLDER WITH THE FILE NAMES INDICATED.

Logo B and Logo C must be used in the height as specified below.



LOGO NAME SIZE (H)	Logo B-1 7mm	Logo B-2 6mm	Logo B-3 5mm	Logo B-4 4mm
Logo File Name:	BD_B1_H7mmT.eps	BD_B2_H6mmT.eps	BD_B3_H5mmT.eps	BD_B4_H4mmT.eps



LOGO NAME SIZE (H)	Logo C-1 5mm	Logo C-2 4mm	Logo C-3 3mm	Logo C-4 2.5mm	Logo C-5 2mm	Logo C-6 1.5mm
Logo File Name:	BD_C1_H5mmT.eps	BD_C2_H4mmT.eps	BD_C3_H3mmT.eps	BD_C4_H2-5mmT.eps	BD_C5_H2mmT.eps	BD_C6_H1-5mmT.eps

USAGE GUIDE – Trademark & Type Style



Logo Restriction Notice

No logo shall be used in any manner that dilutes or impairs the rights of the Logo Owners.* It shall be ensured that all legends and notices required by the Guide are printed legibly and permanently on all materials on which the appropriate logo appears. No other logo, trademark, trade name or other designation shall be superimposed or combined with the appropriate logo.

* Logo Owners include: Dell, Inc., Hewlett Packard Company, Hitachi, Ltd., LG Electronics, Inc., Matsushita Electric Industrial Co., Ltd. (Panasonic), Mitsubishi Electric Corporation, Pioneer Corporation, Royal Philips Electronics Co., Samsung Electronics, Ltd., Sharp Corporation, Sony Corporation, TDK Corporation, Thomson, Inc.

Trademark Usage & Type Style

For the purpose of protection of the Blu-ray Disc trademark, a trademark notification is needed if a logo is used in-store and in print or Internet advertising.

1. A trademark notification consists of the logo followed by the characters “TM” or the word enclosed within quotation marks and followed by the text as shown below:

“Blu-ray Disc” and  are trademarks.

2. Use of “Blu-ray Disc” or “BLU-RAY DISC”

When referring to “Blu-ray Disc” products, the word “Blu-ray Disc” or “BLU-RAY DISC” can be used in a plain-letter form (with a space between the letter “Y” and “D”).

3. Use of “Blu-ray Disc™” or “BLU-RAY DISC™”

When referring to “Blu-ray Disc” products, “Blu-ray Disc” or “BLU-RAY DISC” can be used together with the product category name. (Ex: Blu-ray Disc Recorder, Blu-ray Disc Player, etc.)

4. Use of “Blu-ray,” “BLU-RAY,” “™Blu-ray,” “™BLU-RAY,” “Blu-ray™” or “BLU-RAY™”

In printed materials and electrically generated images on television and computer monitor, “Blu-ray” or “BLU-RAY” can be used in a plain-letter form.

5. The word “Blu-ray Disc,” “BLU-RAY DISC,” “Blu-ray” or “BLU-RAY” must be separated from other words or trademarks at least with a space.

DESIGN KIT – Taglines, Subheads & Verbiage



Suggested Blu-ray Disc Taglines, Subheads and Verbiage

This information has been designed as a quick reference sheet and to help assist in the creation of promotional material. Use of the taglines and messaging on this page is not required. Companies are more than welcome to tailor individual campaigns, although continued usage of “Beyond High Definition” is strongly encouraged.

GRAPHIC ELEMENTS, FONTS AND TEXT SHOWN ARE INCLUDED IN THE “RETAILER FILES” FOLDER.

Formatted Tagline & Subheads
Image File Name: *BD_ConstTaglines_blk.eps*
Fonts: Futura Book, Futura Bold, Sabon Italic
Color: Black, White or Pantone 2925C or equivalent (C/84 M/21)

Formatted Taglines
Image File Name: *BHD_logo 2.eps*
Font: QuickExpress

Primary Blu-ray Disc Tagline

Beyond High Definition is the “umbrella” message for Blu-ray Disc, covering the many dynamic aspects of the platform, while reinforcing the High Definition message.

BEYOND HIGH DEFINITION

Suggested Blu-ray Disc Subheads

These additional descriptors can also be used.

EXPERIENCE BLU

(The Blu-ray Disc ad campaign message)

IMMERSE YOURSELF IN BLU

STEP INTO BLU

Preferred logo art; however additional font options on page 17 are acceptable as well.

BEYOND HIGH DEFINITION
BEYOND HIGH DEFINITION

Suggested Blu-ray Disc Verbiage

The Next-Generation Format for High Definition Entertainment

The biggest names in Movies, Music, Gaming, and Technology have come together to revolutionize the way you will experience high definition.

The reason you built your home theater in the first place!

DESIGN KIT – Copy & Graphic Design Elements



Product Copy & Graphic Design Elements

The product feature listing shown at right is the approved copy for consumer communications.

ALL COPY AND IMAGES ARE APPROVED FOR USE INDIVIDUALLY. USAGE IS NOT LIMITED TO THE EXAMPLES SHOWN.

FONT TYPES AND SIZES SUGGESTED, NOT REQUIRED.

GRAPHIC ELEMENTS AND TEXT SHOWN ARE INCLUDED IN THE "RETAILER FILES" FOLDER.

5X CAPACITY
— OF DVD PER LAYER —

**MOVIES, MUSIC,
GAMING & COMPUTER**
BLU-RAY DISC™ IS YOUR SOLUTION!

**BACKWARDS
COMPATIBLE**
WITH YOUR CDs AND DVDs*

**4X HIGHER
VIDEO BIT RATE**
— THAN DVD —

up to full
**7.1 CHANNELS
OF SURROUND SOUND****

up to
32 STREAMS
— OF AUDIO —

INTERACTIVE
— FEATURES —

* MAY VARY BY MANUFACTURER
** STUDIO DEPENDENT. MAY VARY BASED ON
CONSUMER HOME THEATER SYSTEM

BACKGROUND IMAGE

File Name: **BD_cd-stack_hi.tif** (25.7 MB)

Hi Res: 300dpi

Dimensions: 6.5" x 11.25"

LINE ART TEXT IMAGE

File Name: **BD_ProdFeatures_wht.eps**

Fonts: Futura Book, Futura Bold, Sabon Italic

Color: Black, White or Pantone 2925C or equivalent (C/84 M/21)

The text shown in this image can also be found in the "copy" folder.

File Name: **BD_copy.doc**

DESIGN KIT – Copy & Graphic Design Elements



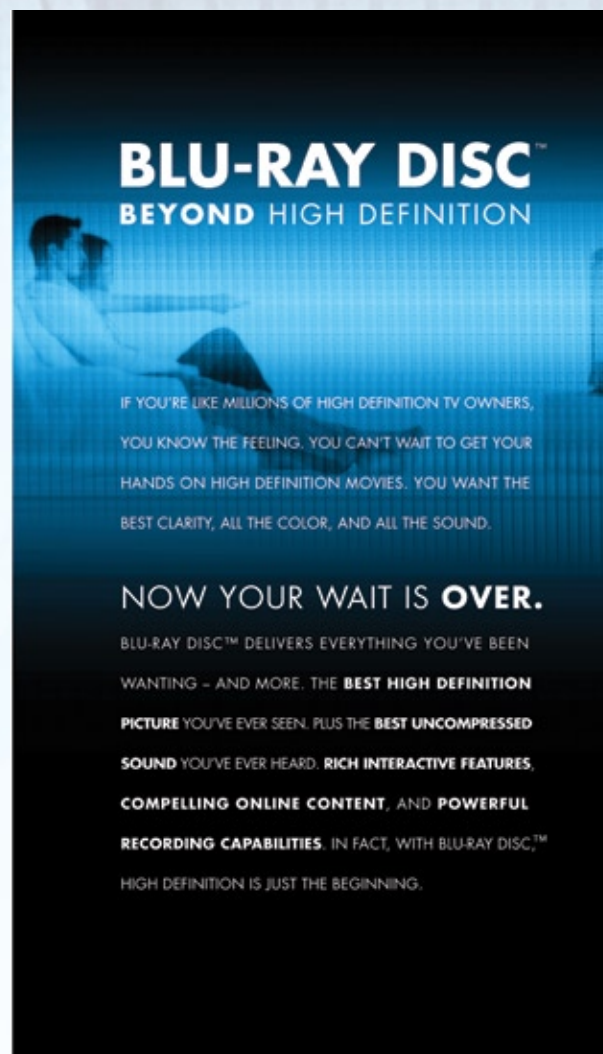
Product Copy & Graphic Design Elements

The following copy and graphic design elements are approved for consumer communications. Copy may be edited down to suit spacing/design needs.

ALL COPY AND IMAGES ARE APPROVED FOR USE INDIVIDUALLY. USAGE IS NOT LIMITED TO THE EXAMPLES SHOWN.

FONT TYPES AND SIZES SUGGESTED, NOT REQUIRED.

GRAPHIC ELEMENTS AND TEXT SHOWN ARE INCLUDED IN THE "RETAILER FILES" FOLDER.



File Name: **BD_GenericPanel_hi.tif** (25.6 MB)

Hi Res: 300dpi

Dimensions: 6.5" x 11.25"

Copy: **BD_copy.doc**

Fonts: Futura Book, Futura Bold

DESIGN KIT – Copy & Graphic Design Elements



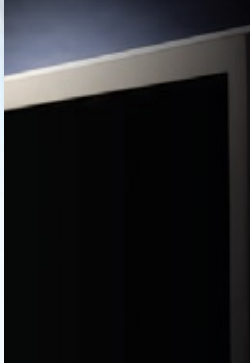
Product Copy & Graphic Design Elements

The following copy and graphic design elements are approved for consumer communications. Copy may be edited down to suit spacing/design needs.

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FONT TYPES AND SIZES SUGGESTED, NOT REQUIRED.

GRAPHIC ELEMENTS AND TEXT SHOWN ARE INCLUDED IN THE "RETAILER FILES" FOLDER.



PRISTINE PICTURE

- Up to full 1080p resolution
- Higher Video Encoding Rate – up to 40 megabits (Mbps) per second or 4x that of DVD – this provides a cleaner, sharper picture
- 6x better picture resolution than DVDs*

* May vary with display.

RETAILER: ALTERNATE HEADING OPTION
(This headline must also include "Asterisk" text)
PRISTINE 1080p PICTURE*

* Requires native 1080p capable display

Fonts: Futura Book, Futura Bold

File Name: **BD_BestPic_hi.tif**
Hi Res: 300dpi
12" x 5.3"
22.5 MB



SUPERIOR SOUND

- Up to full 7.1 channel surround sound*
- Up to 32 streams of audio
- Available lossless audio
- Available uncompressed sound quality

* Studio dependent. May vary based on consumer home theater system.

File Name: **BD_surroundSnd_hi.tif**
Hi Res: 300dpi
12" x 5.3"
22.5 MB



UNSURPASSED CAPACITY

- Pristine High Definition Picture Quality: More capacity means higher video encoding rate – up to 40 megabytes per second or 4x that of DVD, which allows 1080p resolution and loads of added value. Plenty of capacity to accommodate the pristine quality, high encode rate, 1080p movies and loads of extra bonus features
- Highest Capacity: Up to 50 GB means no compromises, maximum capacity to store your digital world from personal photographs to home videos, back-up files and more – 5x more than DVD, 66% more than HD-DVD per layer
- Best Recording Options: Two recordable options – BD-R and BD-RE – offer unsurpassed storage capacity – for your photos, home videos and more. Record hours of high-def content

File Name: **BD_capacity_hi.tif**
Hi Res: 300dpi
12" x 5.3"
22.5 MB

DESIGN KIT – Copy & Graphic Design Elements



Product Copy & Graphic Design Elements

Continued

ALL COPY AND IMAGES ARE APPROVED FOR USE INDIVIDUALLY. USAGE IS NOT LIMITED TO THE EXAMPLES SHOWN.

FONT TYPES AND SIZES SUGGESTED, NOT REQUIRED.

GRAPHIC ELEMENTS AND TEXT SHOWN ARE INCLUDED IN THE "RETAILER FILES" FOLDER.

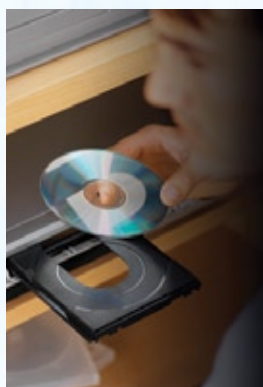


UNPARALLELED CONTENT

- Overwhelming support from top Hollywood Studios accounting for the vast majority of DVD sales – Buena Vista Home Entertainment (Disney) – Twentieth Century Fox Home Entertainment – Lions Gate Home Entertainment – Sony Pictures Home Entertainment – Warner Bros. Home Video – Paramount – MGM
- Power of content. Availability of movies, music and games
- Music from the world's largest record labels
- Games from the world's leading developers

Fonts: Futura Book, Futura Bold

File Name: **BD_content_hi.tif**
Hi Res: 300dpi
14" x 5.3"
22.5 MB



BROADEST SUPPORT

- The biggest names in movies, gaming, music and technology have come together to create the ultimate high definition experience
- Support from: the majority of top Hollywood studios, more of the world's leading consumer electronics companies, four of the most innovative computer brands, the world's two largest music companies, and key influential gaming companies
- Over 170 companies support the launch of the Blu-ray Disc format

File Name: **BD_durable_hi.tif**
Hi Res: 300dpi
12" x 5.3"
22.5 MB



COMPLETE COMPATIBILITY

- Single High Definition Platform to enjoy movies, music, games, and computer software – Blu-ray Disc is your solution
- One format for Blu-ray Disc players, computers, PlayStation® 3 and more
- Backwards compatible with current DVDs and CDs*
- Support from more of the world's trusted consumer electronics and computer brands

* May vary by manufacturer

File Name: **BD_compatible_hi.tif**
Hi Res: 300dpi
12" x 5.3"
22.5 MB

DESIGN KIT – Copy & Graphic Design Elements



Product Copy & Graphic Design Elements

Continued

ALL COPY AND IMAGES ARE APPROVED FOR USE INDIVIDUALLY. USAGE IS NOT LIMITED TO THE EXAMPLES SHOWN.

FONT TYPES AND SIZES SUGGESTED, NOT REQUIRED.

GRAPHIC ELEMENTS AND TEXT SHOWN ARE INCLUDED IN THE "RETAILER FILES" FOLDER.



NEXT GENERATION INTERACTIVITY


- BD-Java and BD-Live Interactivity
- Jump right to your favorite scenes without leaving the movie
- Seamless menu navigation
- Futuristic gaming
- High definition value added content

And coming soon:

- Picture-in-picture
- Update disc experience via Internet connectivity

Fonts: Futura Book, Futura Bold

File Name: **BD_interactivity_hi.tif**
Hi Res: 300dpi
12" x 5.3"
22.5 MB



ADVANCED DURABILITY

- New special hardcoat technology on Blu-ray Discs resists smudges and scratches

File Name: **BD_durable_hi.tif**
Hi Res: 300dpi
12" x 5.3"
22.5 MB

DESIGN KIT – In-Store Signage



In-Store Poster & Signs

The following poster and signs have been developed as examples for retail store use. A layered PhotoShop file of each is included.

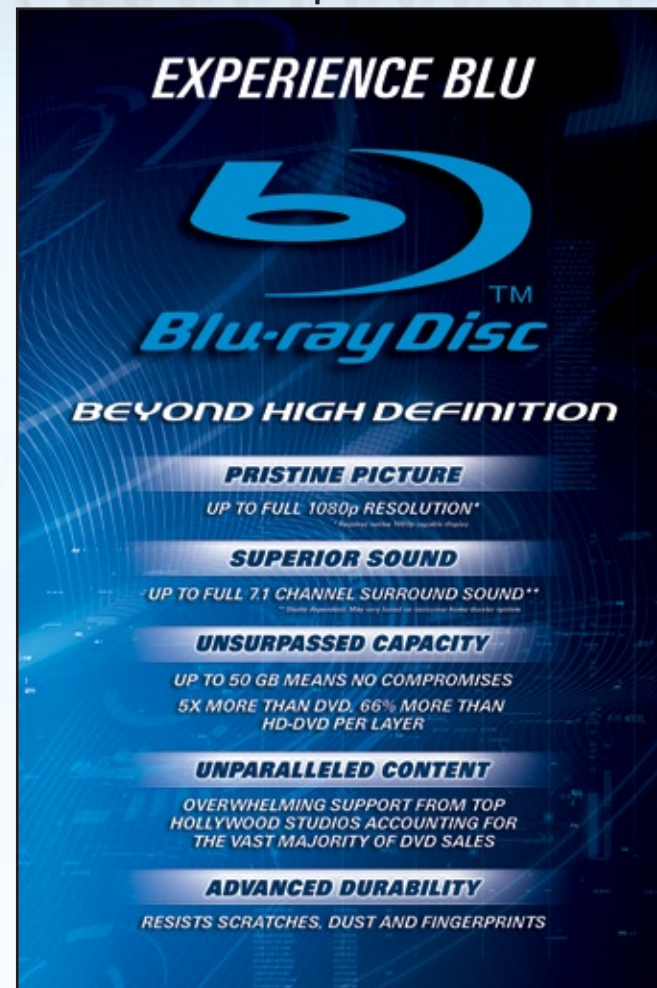
For additional Blu-ray Disc consumer messages, see pages 12–16.

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FONT TYPES AND SIZES SUGGESTED, NOT REQUIRED.

GRAPHIC ELEMENTS AND TEXT SHOWN ARE INCLUDED IN THE "RETAILER FILES" FOLDER.

Sample Poster



File Name: **BD_Posters_hi.tif** (73 MB)
 Layered File: **BD_Posters_hi.psd** (137.7 MB)
 Hi Res: 150dpi
 Dimensions: 24" x 35"
 Fonts: Univers68 (heading), Univers86 (subheads), QuickExpress (tagline), Univers66 (body copy), Univers56 (asterisk copy)

Sample Strip Sign



File Name: **BD_StripSign_hi.tif** (22.7 MB)
 Layered File: **BD_StripSign_hi.psd** (22.4 MB)
 Hi Res: 300dpi
 Dimensions: 12" x 4"
 Fonts: Univers68 (heading), Univers86 (subheads), QuickExpress (tagline), Univers66 (body copy), Univers56 (asterisk copy)

Sample Sign



File Name: **BD_Sign_hi.tif** (73 MB)
 Layered File: **BD_Sign_hi.psd** (137.7 MB)
 Hi Res: 300dpi
 Dimensions: 12" x 17.5"
 Fonts: Univers68 (heading), Univers86 (subheads), QuickExpress (tagline), Univers66 (body copy), Univers56 (asterisk copy)

DESIGN KIT – Artwork Files & Fonts



Complete Listing Of Provided Artwork Files

This Guide is delivered together with the original artwork in electronic form listed below. In the event you need a logo in another electronic format not listed below, please notify the licensing agent, Sony Corporation. (Note: The logos, as printed in this Guide, are not of sufficient quality and detail, and may not be used in place of original artwork.)

LOGOS

Logo Name	Height of Logo	File Name	File Format
Logo A	8mm or over	BD_A_H8mm_overT	.eps
Logo B-1	7mm	BD_B1_H7mmT	.eps
Logo B-2	6mm	BD_B2_H6mmT	.eps
Logo B-3	5mm	BD_B3_H5mmT	.eps
Logo B-4	4mm	BD_B4_H4mmT	.eps
Logo C-1	5mm	BD_C1_H5mmT	.eps
Logo C-2	4mm	BD_C2_H4mmT	.eps
Logo C-3	3mm	BD_C3_H3mmT	.eps
Logo C-4	2.5mm	BD_C4_H2-5mmT	.eps
Logo C-5	2mm	BD_C5_H2mmT	.eps
Logo C-6	1.5mm	BD_C6_H1-5mmT	.eps

JPEG files of Logo A are also provided for convenience.

File Name	Color
BD_black_TM.jpg	black
BD_blue_TM.jpg	blue

GRAPHICS

Type of File	File Name	File Format
Graphic	BD_surroundSnd_hi.tif	TIFF
Graphic	BD_interactivity_hi.tif	TIFF
Graphic	BD_compatible_hi.tif	TIFF
Graphic	BD_capacity_hi.tif	TIFF
Graphic	BD_BestPic_hi.tif	TIFF
Graphic	BD_durable_hi.tif	TIFF
Graphic	BD_content_hi.tif	TIFF
Graphic	BD_cd-stack_hi.tif	TIFF
Graphic	BD_GenericPanel_hi.tif	TIFF
Strip Sign	BD_StripSign_hi.tif	.psd, TIFF
Sign	BD_Sign_hi.tif	.psd, TIFF
Poster	BD_Poster_hi.tif	.psd, TIFF
Formatted Text	BD_ProdFeatures_wht.eps	.eps
Formatted Text	BD_ConsTaglines_blk.eps	.eps

FONTS

The following fonts, used in the sample layouts and in-store signage shown in this Guide, are provided in the folder named “Fonts”:

- Futura
- Futura Condensed
- QuickExpress
- Sabon
- Univers