

i-lincc{

Logo Usage Guidelines



i-lincc Logo Guidelines

August 24, 2010

Overview

These guidelines show the correct treatment of the i-lincc logo on hardware such as cables, connectors, and other devices, and of the i-lincc logo on marketing and communications materials such as packaging, promotions, manuals, and websites.

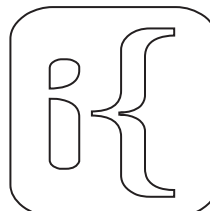
The i-lincc logo shown here replaces all previously distributed versions.

i-lincc Logo

Use for print



Use for engraving



LOGO

The i-lincc logo consists of the i-lincc symbol.

The i-lincc logo may be reproduced only in the version shown in this document and may not be altered in any way. The logo must be reproduced from the electronic artwork that will be provided.



To be effective, the i-lincc logo must be treated appropriately and consistently. Clear space, minimum size, and logo position requirements must be followed:

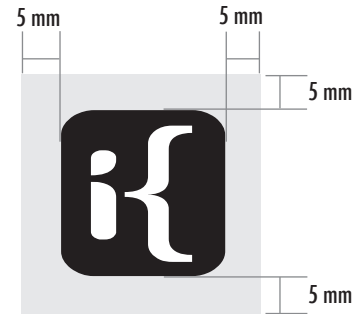
Minimum Size for Print

The minimum height for the i-lincc logo is .472inch / 12mm as shown.



Minimum Clear Space

Clear, open space is an integral part of the i-lincc logo. Do not place graphics, type, photographs, or illustrations inside the minimum clear space area surrounding the logo, as shown.



Minimum Size for Hardware

The minimum height for the i-lincc logo is .118 inch/3 mm as shown.



Minimum Size for On-Screen

The minimum width of the i-lincc logo is 20 pixels. The on-screen logos are created with the clear space built into the files. The smallest file available (20 pixels) is set to the minimum size requirement and should not be scaled down.

20 pixels



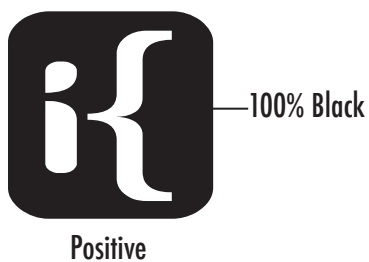
The minimum clear space area for the i-lincc logo is 5mm on all sides.

Other Logo Usage Guidelines

- 1.) Your company name, logo, or product name must appear on any products or related materials where the i-lincc logo is used. The logo cannot be larger or more prominent than your product name, trademark, logo or company name.
- 2.) You must use the logo exactly as it appears on the digital artwork that is sent to you. You may not modify, redraw, redesign, or imitate the i-lincc logo in any of your materials.
- 3.) You may not combine the i-lincc logo with any other feature, including other marks, words, graphics, photos, slogans, numbers, design features, or symbols. The i-lincc logo may not be used as a design feature on any materials.
- 4.) The term "i-lincc" may be used in screen and/or front panel display, when the "i-lincc" logo is not able to be displayed on such screen and/or front panel display for technical reasons as well as when the term "i-lincc" refers to "i-lincc" products.
- 5.) When the term "i-lincc" is used it should;
 - 1.) be inscribed as in the term "i-lincc," the first letter "i" in lower case is followed by a dash "-" and "lincc" in lower case;
 - 2.) be inscribed separately from the "i-lincc" logo so that the two do not appear to be single combined design; and
 - 3.) never be used as nouns, pronouns, verbs, product names or in plural or possessive forms.

LOGO COLOR

The i-lincc logo has been designed as an easy to use black and white logo. But there are no restrictions as to the use of color on the logo.



LOGO DON'TS

Proper use of the logo strengthens its effectiveness each time it is seen. To better understand how to correctly use the i-lincc logo, it helps to see incorrect applications. When in doubt, please follow this simple rule: Don't change the i-lincc logo in any way.

Don't

Do not use any part of the logo as a graphic element, or pattern.



Never

Never reconstruct the logo.



Never

Never alter the logo.



Never

Never reproduce from a second-generation copy of the logo.



Never

Never alter the relationship between the elements of the logo or use different fonts.



USING THE i-lincc LOGO

In Advertising Collateral

In advertising and other marketing materials, the i-lincc logo should be positioned in a clearly subordinate size and position to the advertiser's primary company or product identity, as shown.

Clearly Subordinate

In advertising, the i-lincc logo should be clearly subordinate in both size and position to the advertiser's primary identity.



On Packaging and Manuals

The i-lincc logo should be positioned in a visible area on the outside of product packaging and manuals, but should be smaller than and clearly subordinate to the primary company or product identity. On most packages and manuals, the i-lincc logo should be positioned in close proximity to the product's hardware specifications and to any other technology ingredient or compatibility marks used.

Near Hardware Specs

On most packages and manuals, the i-lincc logo should be placed near hardware specifications and other technology ingredient or compatibility marks.



Trademark and Credit Lines

Always include the appropriate credit line in legal notices when using the i-lincc logo:

The i-lincc logo is a trademark of Medialincc Ltd, registered in the Isle of Man, and other countries.

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