



CinemaDNG Logo Guidelines

Principles for implementing the CinemaDNG logo in marketing materials

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Introduction

The CinemaDNG logo has been created to help you communicate the compatibility of your products with the CinemaDNG Image Data Format Specification published by Adobe. It indicates that your product(s) reads and/or writes digital cinema files compliant with the CinemaDNG Image Data Format Specification. Third parties may use the CinemaDNG logo in connection with their product on packaging, websites or in marketing or advertising materials in print or electronic media if their product reads/writes digital cinema files compliant with the CinemaDNG Image Data Format Specification published by Adobe.

To preserve the legal protection and strength of the CinemaDNG logo, you must use it correctly and consistently, according to the following guidelines.

Each use of the CinemaDNG logo must be sent to Adobe for review before being deemed final. Please send a PDF or link to the website where you plan to use the logo to brandapproval@adobe.com. Please allow for a 24-hour turnaround.

The logo

Do not create your own logo - use only the artwork supplied by Adobe.

Primary






Secondary, for use in black/white printing.



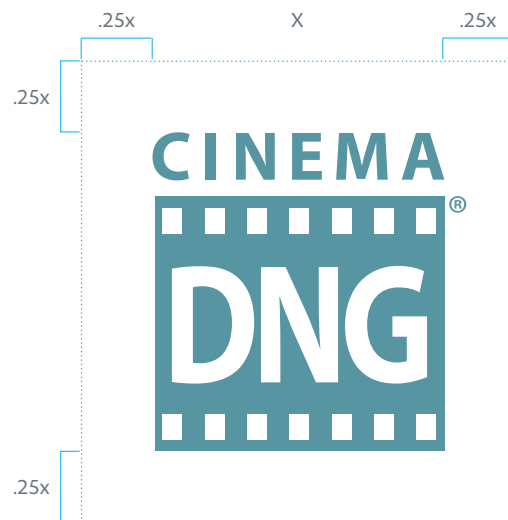
Specifications for use

To preserve the legal protection and strength of the logo, it must be used correctly and consistently, according to these guidelines.

CinemaDNG color palette									
COLOR		CMYK				RGB			WEB #
	DNG Blue	C 67	M 29	Y 31	K 1	R 90	G 148	B 162	5A94A2
	Black	C 0	M 0	Y 0	K 100	R 0	G 0	B 0	000000
	White	C 0	M 0	Y 0	K 0	R 255	G 255	B 255	FFFFFF

Clear space

Clear space between the logo and other objects must be no less than .25x surrounding the logo.



Minimum size

Never reproduce the logo smaller than .354" wide.



Do's and don'ts

Do's

- Display the logo only in the forms specified in this guide.
- Display the logo only in the colors in the electronic file provided by Adobe.
- Use only the logo in the electronic file provided by Adobe.
- Always position the logo alone and apart from other text and graphics, especially other trademarks and service marks.
- Always follow the guidelines for clear space and minimum size to ensure readability.
- Use proper trademark symbols with the correct trademark attribution statement.

Don'ts

- Do not combine the logo with any other elements—such as logos, words, graphics, photos, slogans, or symbols that might seem to create a hybrid mark.
- Do not rotate, skew, redraw, repropotion, reproduce three-dimensionally, or otherwise alter the logo or its elements in any way.
- Do not display the logo in a way that suggests that a third party's product is an Adobe product, or that it is a part of a third party's product name.
- Do not embed the logo within any main content or body text areas.
- Do not translate elements of the logo into another language or change it to another character set such as Japanese or Arabic, without prior written permission.

Trademark attribution

Please include an attribution statement (which may appear in small, but still legible, print) when using any Adobe trademarks in any published materials.

When using the CinemaDNG logo, the statement should read:

The CinemaDNG logo is either a registered trademark or trademark of Adobe Systems Incorporated in the United States and/or other countries.

The attribution statement typically is included with other legal lines, such as a copyright notice, at the bottom of a web page or, if in printed material, at the end of the document or on the copyright page of a book or manual.

For more information

Each use of the CinemaDNG logo or other Adobe assets must be sent for review before being deemed final.

Please send a PDF or link to the website where you plan to use an Adobe asset to brandapproval@adobe.com.

Please allow for a 24-hour turnaround.

For brand questions, please email: askbrand@adobe.com

For program questions, please e-mail Elba Sobrino: esobrino@adobe.com

