

HbbTV Logo Guideline

1. Introduction

1.1. Purpose

This HbbTV Logo Guideline (“Logo Guideline”) describes a set of rules for the correct use of the HbbTV Logo (“Logo”). These instructions for utilisation of the Logo supersede all other instructions for Logo usage and they determine the manner in which the Logo is to be used on the objects or in the contexts indicated.

1.2. Users of the Logo Guideline

A company or person invoking the rights granted under the HbbTV Logo Usage Policy or HbbTV Logo License Agreement is entitled to use the Logo under the condition that they fully comply with the conditions and requirements of the HbbTV Logo Usage Policy or HbbTV Logo License Agreement and the Logo Guideline

1.3. Warning

This Logo Guideline will mainly be distributed as .pdf file. This may result in some not readable parts/characters due to unavailable character sets on the viewing platform and/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 Logo Guideline. Such degradations shall not reduce obligations of Logo users.

2. Usage

2.1. Object

The Logo described in this Logo Guideline may only be applied in accordance with the HbbTV Logo Usage Policy and/or HbbTV Logo License Agreement.

2.2. Territory

The Logo may be used worldwide in accordance with the HbbTV Logo Usage Policy and/or HbbTV Logo License Agreement except in those countries where the use of the HbbTV Logo is prohibited by applicable law, in which case no license or rights are granted or conveyed.

3. Utilization of HbbTV Logo

3.1. Shape

The HbbTV Logo must always be used as described in this HbbTV Logo Guideline and in accordance with the original artwork (“Artwork”) which can be downloaded from the website of the HbbTV Association. Scanning and using the HbbTV Logos as shown in this document is not allowed, as they will not provide sufficient detail and/or quality.

Modification, variations and/or additions to any part or whole of the HbbTV Logo are strictly prohibited.

3.2. Colour

The HbbTV Logo is recommended to be reproduced in the colours as given in this HbbTV Logo Guideline and/or Artwork.

If one colour printing is being used, or if the appearance of the HbbTV Logo is obtained by moulding or reflection, the HbbTV Logo may appear in the basic colour used.

The colour of the HbbTV Logo, its background colour and intensity must be uniform across the entire HbbTV Logo. Texture or reflection levels must be uniform across the entire HbbTV Logo. The HbbTV Logo must be clearly visible against the background.

Shadows or graphic effects are not allowed.

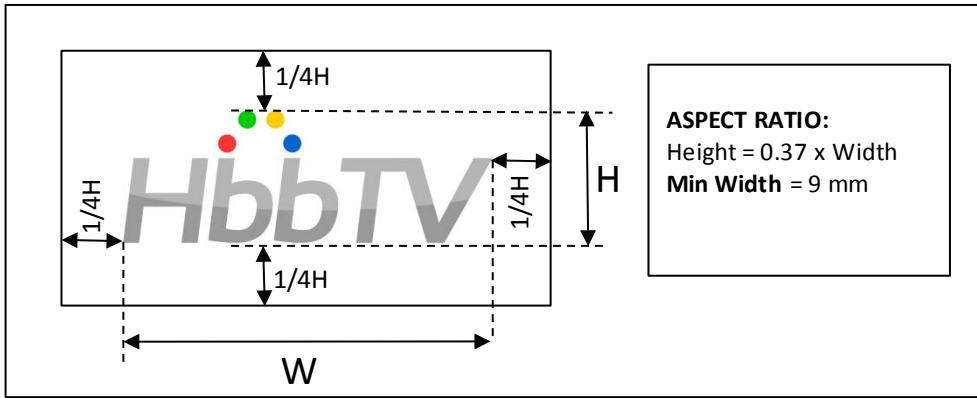
Colours to be used for HbbTV Logo:

colour values	lighter grey	darker gray	red button	green button	blue button	yellow button
R	182	154	239	75	46	254
G	182	154	59	168	99	204
B	182	154	60	41	168	11
C	34	47	0	73	84	0
M	26	37	88	0	61	21
Y	24	35	74	100	0	92
K	0	1	0	0	0	0

3.3. Clear zone and aspect ratio

The complete HbbTV Logo must be used, maintaining a clear zone and aspect ratio.

The clear zone is an area in which no other graphical or textual elements appear and is at least 25% of the height of the Logo as shown below. The only allowed exception is the indication of "R" as notification of trademark.



3.4. Size

The HbbTV Logo may be reduced or enlarged on the condition that the same relative positions and proportions between the respective elements (aspect ratio) are maintained. The HbbTV Logo must always be legible and easily readable with the naked human eye. The indicated aspect ratio shall be maintained.

3.5. Trademark Notice

For the purpose of protecting the HbbTV Logo, a trademark notification is needed if the Logo is used. A trademark notification consists of the Logo followed by the symbol “®” as shown below. The Artwork provided includes the “®”.



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