This guide provides a framework for consistent application of the TiVo identity. It is important that the TiVo brand, including all the elements that make up the company’s visual identity, remain constant. We appreciate your commitment to these standards.

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The TiVo logo has evolved from a cute and playful character to a modern and sophisticated logotype. The current TiVo logo represents the progression of the company and elevates the TiVo brand to a new level. This new identity provides TiVo, for the first time, with a true lockup to use in a variety of applications. In the past, the company had to borrow letters from the front of the character for applications that only required the word TiVo, which was graphically incompatible with most applications — including our own interface.
1.2 The TiVo Logo

**LOCKUP**
The corporate logo should be used on all corporate marketing materials.

**WORDMARK**
The wordmark should be used for spaces smaller than an inch.

**SILHOUETTE**
The TiVo silhouette logo is a secondary brand element that can be used on giveaway items and small spaces.
Below are some examples of when to use the wordmark and the silhouette separately and when they might appear together.

Example 1: Silhouette Only
The silhouette can be used on TiVo hardware, giveaways, app icons and user interfaces.

Example 2: Wordmark Only
The silhouette should not be used if it already appears prominently on the page, such as on the front of a product.

Example 3: Lockup
Below is an example of the lockup used on an ad.
The TiVo lockup is the main corporate logo and has four color variations. Below are usage guidelines for different backgrounds. These guidelines also apply when the wordmark is used.

**USAGE**

**TiVo Blue + Black**
Can be used on white and 1-10% gray backgrounds.

**TiVo Blue + White**
Can be used on a black background only.

**Black**
Can be used on white, 1-50% black and solid color backgrounds.

**White**
Can be used on black, 50-99% black and solid color backgrounds.

All TiVo logos must have the ® registered trademark symbol on the upper right-hand side. This symbol is provided with the logo artwork. When scaling the logo, the size of the ® may need to be adjusted. In general, the symbol should be the width of the dot in the “i” in “TiVo.”

**PLEASE NOTE:** On the one-color versions of the logo, the dot on the “i” is separated from the base with a space. On the two-color versions, there is no space.
**CLEAR SPACE**

To maintain its visual integrity, the TiVo logo must never appear to be crowded by other elements; therefore, the use of clear space is essential. Gray squares represent the width of the "T" in the logo. There should be a minimum of this amount of clear space in all directions of the logo.

**MINIMUM SIZE**

Ideally, the TiVo logo should not appear smaller than the sizes indicated to the right. At these sizes, the ® symbol needs to be adjusted from the standard art provided. It should be the width of the dot on the "i" at the logo’s smallest size.
1. Don’t recolor the logo. Only use the approved color logos provided by TiVo Marketing.
2. Don’t rotate the logo.
3. Don’t apply any 3D effects to the logo.
4. Don’t use the one-color version of the logo in two colors and vice versa.
5. Don’t put the logo on clashing background colors or busy photography.
6. Don’t rearrange the wordmark and silhouette. Always use the lockup.
7. Don’t outline the logo.
8. Don’t use the lockup or wordmark over the silhouette.
9. Please do not use the TiVo logo assets to create a new logo or pair them with another logo without contacting TiVo Marketing for support: brand@tivo.com
The TiVo Logo

The Logo Is NOT a Character

The TiVo silhouette logo should never be personified (e.g., talking, swimming or ice skating) or placed in scenarios or on top of objects. It should never be depicted wearing clothing or costumes.

The TiVo logo cannot surf... or ice skate... or snorkel... or stand on anything to give a speech.
This color palette should be used as a guide for any physical or digital materials associated with TiVo.

<table>
<thead>
<tr>
<th>Color</th>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>Madeira Thread</th>
</tr>
</thead>
<tbody>
<tr>
<td>TiVo Blue</td>
<td>2995 (coated paper)*</td>
<td>80/12/1/0</td>
<td>0/167/225</td>
<td>00A7E1</td>
<td>1095</td>
</tr>
<tr>
<td>Black</td>
<td>—</td>
<td>60/40/40/100</td>
<td>0/0/0</td>
<td>000000</td>
<td>1000</td>
</tr>
<tr>
<td>Light Gray</td>
<td>—</td>
<td>0/0/0/75</td>
<td>99/102/106</td>
<td>63666A</td>
<td>1001</td>
</tr>
<tr>
<td>Black</td>
<td>—</td>
<td>60/40/40/100</td>
<td>0/0/0</td>
<td>000000</td>
<td>1000</td>
</tr>
<tr>
<td>White</td>
<td>—</td>
<td>0/0/0/0</td>
<td>255/255/255</td>
<td>ffffff</td>
<td>1001</td>
</tr>
</tbody>
</table>

*If printing on uncoated paper, use PMS 306 for TiVo Blue.
### Secondary Colors

The secondary color palette is used to support the primary color palette.

<table>
<thead>
<tr>
<th>Color</th>
<th>PANTONE Code</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>HEX Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orange</td>
<td>144 C</td>
<td>2/54/100/0</td>
<td>243/138/0</td>
<td>F38A00</td>
</tr>
<tr>
<td>Yellow</td>
<td>1225 C</td>
<td>0/22/83/0</td>
<td>255/200/66</td>
<td>FFC842</td>
</tr>
<tr>
<td>Light Green</td>
<td>390 C</td>
<td>34/12/100/0</td>
<td>182/189/0</td>
<td>B6BD00</td>
</tr>
<tr>
<td>Dark Blue</td>
<td>3015 C</td>
<td>100/59/21/4</td>
<td>0/95/155</td>
<td>005F9B</td>
</tr>
<tr>
<td>Purple</td>
<td>2613 C</td>
<td>70/100/20/7</td>
<td>106/30/116</td>
<td>6A1E74</td>
</tr>
<tr>
<td>Magenta</td>
<td>234 C</td>
<td>33/100/33/7</td>
<td>166/0/99</td>
<td>A60063</td>
</tr>
</tbody>
</table>
Typography is an important component in TiVo's identity system, and the consistent use of typeface is essential to creating a recognizable look for TiVo through all communications.

Gotham is the primary typeface used for titles and headlines in TiVo communications. Lato is TiVo’s secondary typeface used for body copy.

**GOTHAM** – Headlines
Extra Light, Light, Book, Medium and Bold

**LATO** – Body Copy
Light, Regular, Medium, Semibold and Bold

**CENTURY GOTHIC** – PowerPoint presentations and Word docs.
Regular and Bold

**ARIOAL** – Online communications
Regular and Bold
Use the specifications set for each font. Tracking will need to be increased when the font is used at a large size.

**GOTHAM**

Set kerning to “Optical” and tracking to -20. Tracking may need to be adjusted when using the font at a larger point size.

*Note:* The “o” in TiVo may need to be manually kerned tighter.

**LATO**

Set kerning to “Optical” and tracking to 0. Tracking may need to be adjusted when using the font at a large size.

*Note:* The “o” in TiVo may need to be manually kerned tighter to look visually correct.

Use the Gotham font with correct specifications.

“Optical” and -20 tracking.

TiVo  

“Optical” and -40 tracking. The “o” is NOT manually kerned.

TiVo  

“Optical” and -40 tracking. The “o” is manually kerned.

Use the Lato font with correct specifications.

“Optical” and 0 tracking.

TiVo  

“Optical” and 0 tracking. The “o” is NOT manually kerned.

TiVo  

“Optical” and 0 tracking. The “o” is manually kerned.
The TiVo trademark, the TiVo logo, the TiVo silhouette logo and our other trademarks are among our most valuable assets. To preserve and protect these brands – and to prevent their loss to the public domain – it is essential that they are used correctly.

Please adhere to the following guidelines when writing or designing anything that involves TiVo’s trademarks. Please consult your local legal team for additional guidance on usage, required notices and disclaimers.

**TradeMark Guidelines**

1. **Distinguish the trademark with either the ® registered mark symbol or ™ trademark symbol on the first reference.**

   Use superscript formatting to set the symbol apart from the text. If there is a headline with supporting copy, preferred placement is on the first reference in the supporting copy, not in the headline. If the reference appears on a website with multiple pages, include the appropriate symbol on the first reference on each page.

   The ® and ™ designations provide notice to others that a particular word, design or logo is a trademark (i.e., the owner is claiming exclusive rights to use that term or phrase). The ® designation means that the trademark has been granted federal registration by the local trademark office (e.g., the United States Patent & Trademark Office). The ™ designation means the trademark registration process has not been completed but indicates that the owner has a proprietary stake in the trademark, whether the owner is seeking registration or not (if not, this is referred to as a ‘common-law trademark’).

   It is appropriate to use a ™ on a trademark at any stage in the registration process, including after the mark has been registered. It is never appropriate to use the ® symbol next to a trademark that has not been registered.

2. **Trademarks are singular.**

   Because a trademark is an adjective, it should never be used in the plural form. Instead, when necessary, the generic noun can be used as a plural.

   **Example:**
   
   Correct: I want two TiVo BOLT® boxes.
   
   Incorrect: I want two TiVos.

3. **Trademarks are not verbs.**

   It is not permissible to use any of our trademarks as verbs.

   **Example:**
   
   Correct: I want to record Modern Family on my TiVo BOLT®.
   
   Incorrect: I want to TiVo Modern Family.

4. **Trademarks are never possessive.**

   **Example:**
   
   Correct: The TiVo® user interface
   
   Incorrect: TiVo’s user interface

5. **When “TiVo” is used to refer to the company and not a specific product, it is not a trademark and therefore does not require a symbol.**

   Unlike trademarks, company names are proper nouns and can be used in the possessive form.

   **Example:**
   
   Correct: TiVo’s employees are located all over the world.
   
   Incorrect: TiVo®’s employees are located all over the world.

6. **Attribute ownership of trademarks in the fine print.**

   A notice of TiVo’s ownership of the trademark(s) should be given at the bottom of the page or piece. The following is our standard copyright and trademark statement:

   © 2018 TiVo Corporation. All rights reserved. TiVo, the TiVo logo, the TiVo silhouette logo and list any other TiVo trademarks referenced in the piece are trademarks or registered trademarks of TiVo Corporation or its subsidiaries.

7. **Address third-party trademarks in the fine print.**

   If trademarks belonging to third parties appear in copy, please include the following statement in the fine print, following the notice of TiVo’s trademark ownership:

   All other trademarks are the property of their respective owners.

   Generally, there is no need to apply the ® or ™ designations to third-party trademarks in a given piece, unless we have specific contractual obligations to do so.
TRADEMARK COPY (“THE FINE PRINT”)  
Please include the following copy in the footer of all materials mentioning the TiVo brand and its trademarks and/or registered trademarks:

© 2019 TiVo Corporation. All rights reserved. TiVo, the TiVo logo and the TiVo silhouette logo [and any other TiVo trademarks referenced in the piece] are trademarks or registered trademarks of TiVo Corporation or its subsidiaries. All other trademarks are the property of their respective owners.

ABBREVIATED TRADEMARK COPY (WHERE PERMITTED)  
In some cases where space is limited (e.g., trade show signage, product screenshots, etc.) an abbreviated version of the fine print can be used:

© 2019 TiVo Corporation. All rights reserved.
The following is a list of trademarks of TiVo Corporation or its subsidiaries. Except for sound marks, these trademarks should be printed with the appropriate ® registered mark symbol or ™ trademark symbol on their first appearance in the body copy of all materials and wherever necessary beyond those locations to demonstrate that they are trademarks, as directed by Legal.

Please note, not all of the products/features listed are in active use. However, they still appear in materials and are property of TiVo, so please apply ® and ™ symbols accordingly.

**REGISTERED TRADEMARKS**
- @TV®
- ActiveMark®
- Aereo®
- Aptiv®
- Aptiv Digital®
- AudioCentral®
- CopyBlock®
- DigitalSmiths®
- DigitalSmiths Seamless Discovery®
- DVD Producer®
- DVDIt®
- Fan®
- Fan TV®
- Fanhattan®
- G-Code®
- G-Code Instant Video Programmer®
- Gemstar®
- Gemstar eBook®
- G-Guide®
- G-Guide Mobile®
g-guide.com®
- G-Info®
- Guide Plus+
i-Guide®
- Index®
- Interactual®
iSubscribe®
- Join the Entertainment®
- Let Us Be Your Guide®
- Macrovision®
- Media TRAnalytics®
- Metaframe®
- Mevo®
- Muze®
- MuzeGames®
- Önskelista®
- Passport®
- PassTime®
- Pique®
- Plus®
- PlusCode®
- QuickMode®
- Retrospect®
- RipGuard®
- Roamio®
- Rovi® (refers to the IP Licensing business)
- Seamless Insight®
- Season Pass®
- ShowView®
- Sidestep®
- SkipMode®
- SmartBar®
- SneakPrevue®
- SPDC®
- Stash®
- StopIIWatch®
- StoryFinder®
- Syndicated G-Guide®
- Television Wizard® (in Chinese characters)
- The Encyclopedia of Popular Music®
- Thumbs Down®
- Thumbs Up®
- TiVo® (refers to the product, not entity)
- TiVo BOLT®
- TiVo Central®
- TiVo Mini VOX®
- TiVo Roamio®
- TiVo Tips®
- TiVo ToGo®
- TiVo VOX Remote®
- TiVo, TV Your Way®
- TiVolution®
- TotalCode®
- TotalGuide®
- TotalGuide xD®
- TotalTV®
- Trick Play®
- Unified Data Service®
- VCR Plus+®
- VCR PlusCode®
- Video PlusCode®
- Video Plus Instant Video Programmer®
- Web G-Guide®
- Webnostics®
- WishList®

**REGISTERED SOUND MARKS**
- Alert
- Ascending
- Deseselect
- Error
- Fast Forward
- Speedup1
- Speedup2
- Speedup3
- Select
- Thumbs Up
- TiVo
REGISTERED DESIGN MARKS

The following logos are registered trademarks of TiVo Corporation or its subsidiaries. Please contact Brand for official logo artwork: brand@tivo.com

- Folded A Design (color)
- C3 (stylized)
- Fan TV & Design
- Fanhattan & Design
- G
- Instant Replay
- iSub & Design
- Jump
- Prevue
- Prevue Interactive
- Rovi
- S Design
- ShowView Instant Video Programmer
- Stash Design
- Thumbs Up
- Thumbs Down
- Thumbs Up (green)
- Thumbs Down (red)
- TiVo TV, INTERNET, VOIP, BOX
- TiVo & Circle Design
- TiVo & Walking TV Design
- TiVo Developer Logo
- TiVo Silhouette Design
- TRA (stylized)
- VCR PLUS +
- VideoPlus
- VideoPlus Instant Video Programmer

Powered by TiVo

TiVo Roamio
TiVo Roamio Plus
TiVo Roamio Pro
TiVo BOLT
PENDING OR COMMON-LAW TRADEMARKS
Cubi™
CubiTV™
New Way to TV™
OnePass™ (CL)
OneSearch™ (CL)
QuickView™ (CL)
Roamio OTA VOX™
SmartExtend™
TiVo Service™
TiVo VOX™
TiVo BOLT VOX™
TiVo Online™ (CL)
Tru Multi Room™ (CL)

PENDING OR COMMON-LAW DESIGN MARKS
Please contact Brand for official logo artwork: brand@tivo.com

- Double Thumbs Up (green)
- Double Thumbs Down (red)
- Triple Thumbs Up (green)
- Triple Thumbs Down (red)
- Fan & Design
The following logos may appear in print and on the web to show what applications can be found on the latest TiVo products. Please note, our application partner agreements contain restrictions and are subject to change.

Please ensure any product screenshots have been cleared by Legal.
**BRAND/CREATIVE QUESTIONS**
For style-related questions, design assets or access to TiVo’s Editorial Style Guide: brand@tivo.com

**TRADEMARK QUESTIONS**
Regarding symbol usage or to secure new trademarks: trademarks@tivo.com

**EMPLOYEE RESOURCES**
TiVo Inside > Brand Central (network access required)
Thanks.