

BRAND GUIDELINES



HOW WE LOOK

This guide provides the tools to maintain the integrity of our brands. Correct and consistent use of our brands is essential to our reputation. Use this guide to create marketing, promotional, and publicity materials, both in print and digitally. This document is not intended to cover all situations. Please consult with the Portrait Displays Marketing Department for clarification and approval in the use of any of our identities.

PORTRAIT DISPLAYS

Portrait Displays® is the company name. Note that “Displays” is plural. If it is possessive, the apostrophe goes after the last “s”, e.g., Portrait Displays’. The formal name of the company is Portrait Displays, Inc.

Portrait Displays is a registered trademark of Portrait Displays, Inc.

Calman is a registered trademark of Portrait Displays, Inc.

OUR BRANDS





Display device is verified by Portrait Displays to produce accurate color right out of the box for immediate consumer content creation.



Calman calibration software seamlessly communicates to display devices and uploads calibration adjustments to the display automatically.



Allows display device to self-calibrate utilizing Calman's calibration engine built directly into the device.

Preferred use.



When printing a single color.



PORTRAIT DISPLAYS

01 Space around the logo

Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

02 If you have to...

If it's unavoidable to sit the logo on a color or a photo, use the negative logo.

03 Not right

Do not rotate the logo.

04 Color clash

Do not place the logo on the wrong colors.

05 Not good

Do not use the negative logo on backgrounds that are too light or cluttered.

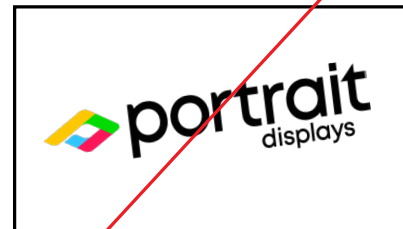
06 Don't

Do not add embellishments like drop-shadows, embossings, 3D etc. to the logo.

01



03



02



04



05



06



PORTRAIT DISPLAYS

The tag line, “Driven by color. Backed by science.” should appear below the Portrait Displays logo in Open Sans Regular Italic. The logo and tag line combined, are available as a single image to assure consistent use.

TAG LINE



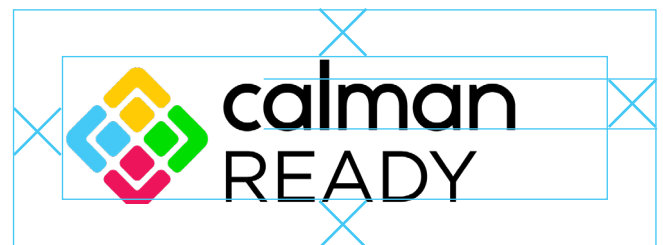
Driven by color. Backed by science.

PORTRAIT DISPLAYS

The minimum exclusion zone margin is based on the dimensions of logo graphic. A clear-space of one x-height must be maintained on all sides.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our tag line, may encroach on this space.

EXCLUSION ZONES



PORTRAIT DISPLAYS

The Portrait Displays logo must not be reproduced at a size smaller than 15mm in height.

The Calman brand must not be reproduced at a size smaller than 10mm in height.

The Calman integrated solution brands must not be reproduced at a size smaller than 15mm in height.

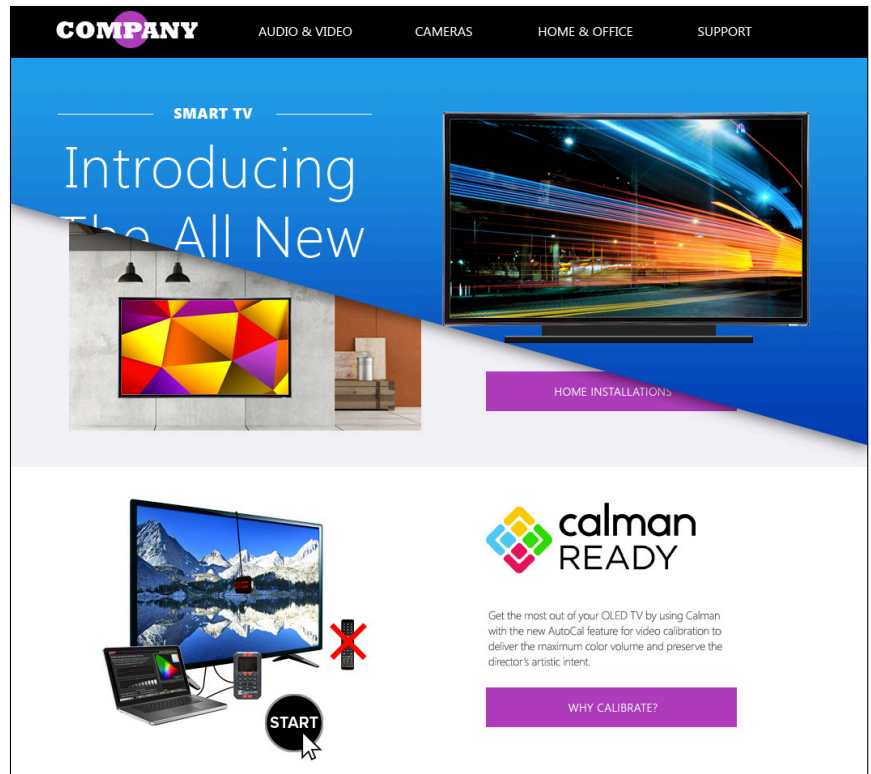
MINIMUM SIZE



PORTRAIT DISPLAYS

When listing the TV's features, it is easy to point out the value of Calman and the simple calibration process that maintains the color fidelity throughout the life of the TV.

BRAND IMPLEMENTATION: WEBSITE



PORTRAIT DISPLAYS

Use the Calman logo next to the TVs to highlight the calibration feature.

**BRAND IMPLEMENTATION:
TRADESHOW**



PORTRAIT DISPLAYS

Add the appropriate Calman logo to the list of features in your advertising to set your products apart from the competition.

BRAND IMPLEMENTATION: ADVERTISING



SMART TV

Introducing The All New 65" 4K ULTRA HD



>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut ultricies nunc non magna porttitor egestas. Sed in rutrum mauris. In hac habitasse platea dictumst. Praesent luctus sem lorem, eget tempus tellus molestie a. Phasellus ac vestibulum velit, cursus rhoncus leo. Duis eget bibendum ex. Quisque pharetra turpis quis luctus sollicitudin. Phasellus justo magna, congue a pharetra a, malesuada quis metus. Nam facilisis, nisi sit amet tempus commodo, diam elit vulputate est, in sagittis lorem orci sed sapien. Vestibulum pellentesque orci tellus, eu pretium

harman/kardon® **4K HDR** **HDR 10** **DOLBY VISION** **calman READY**



PORTRAIT DISPLAYS

In a retail setting, the TV's features can be highlighted on point-of-purchase signage or product stickers.

**BRAND IMPLEMENTATION:
PRODUCT STICKER**



PORTRAIT DISPLAYS

In the retail setting of a big-box store, the product packaging has become an important sales tool. Including the Calman logo in the list of premium features allows the TV to stand out of the crowd.

BRAND IMPLEMENTATION: PACKAGING



PORTRAIT DISPLAYS

Software branding images.

Use these online, in print, email, etc., to identify our software products. They can stand alone, or be used in conjunction with a screenshot of the software.

SOFTWARE BADGES





pantone 2915
cmyk 60 : 0 : 0 : 0
rgb 51 : 199 : 255
hex # 32c7ff



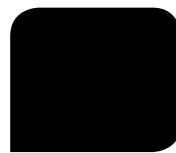
pantone 375
cmyk 70 : 0 : 100 : 0
rgb 0 : 221 : 0
hex # 00dd00



pantone 1235
cmyk 0 : 20 : 100 : 0
rgb 255 : 201 : 0
hex # ffc900



pantone 206
cmyk 0 : 97 : 50 : 0
rgb 255 : 23 : 89
hex # ff1759



cmyk 60 : 60 : 60 : 100
rgb 0 : 0 : 0
hex # 000000

PORTRAIT DISPLAYS

Our corporate typeface is Open Sans. This full font family comes in a range of weights to suit a multitude of purposes. It is optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. The default fall-back corporate font is Arial which should be utilized to ensure acceptable degradation when Open Sans is unavailable.

TYPOGRAPHY

Headline Fonts

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789**

// Extrabold

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789**

// Bold

Body Copy Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Regular



Driven by color. Backed by science.

Portrait Displays

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