

## SAGETV LOGO AND IDENTITY USAGE GUIDELINES: 04/04

NOTE: Although the following logo and identity guidelines have been formally established, there may be rare instances where SageTV is willing to make an exception. Please e-mail [candace@freytechnologies.com](mailto:candace@freytechnologies.com) with any logo/identity questions or rule exceptions that you may have. We'll respond within 48 business hours. Thank you!

1) THE FOLLOWING SAGETV LOGOS ARE APPROVED FOR DUPLICATION (IMAGES BELOW SHOWN AS EXAMPLES, NOT FOR DUPLICATION IN PRINT MEDIA). PRINT-READY, HIGH-RESOLUTION LOGOS CAN BE DOWNLOADED WITHIN THE PRESS SECTION ON THE SAGETV SITE:

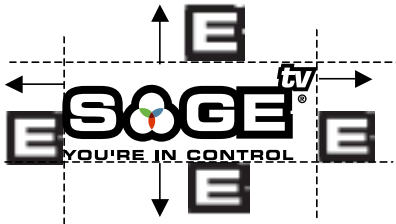


The SageTV logo with the "You're in control" tagline is preferred for non-co-op efforts. However, if the limitations of the horizontal space dictate that the logo size (prominence) of the SageTV name needs to be reduced to accommodate the tagline; then the basic (no-tagline) version of the SageTV logo should be employed. Additionally, if the initiative will be co-branded, then the non-tagline version of the SageTV logo should be used. (Any OEMs using SageTV software as a foundation for their offerings should refer to and use the "Powered by SageTV" logo usage direction as indicated below.)

### 2) LOGO REPRODUCTION: PERIPHERAL SPACE AND THE USE OF BACKGROUNDS

When reproducing the SageTV logo, there should be at minimum, an "E-space" around the logo.

Acceptable Usage (the same "E-space" rule holds true for use of the SageTV logo sans the tagline):



Unacceptable Usages (vertical space infringement is shown below, but the same rule applies to horizontal text/images):

This is an example of how NOT to frame the SageTV logo amid surrounding text. This is an example of how NOT to frame the SageTV logo amid surrounding text. This is an example of how NOT to frame the SageTV logo amid surrounding text. This is an example of how NOT to frame the SageTV logo amid surrounding text.



Acceptable Background Treatments:

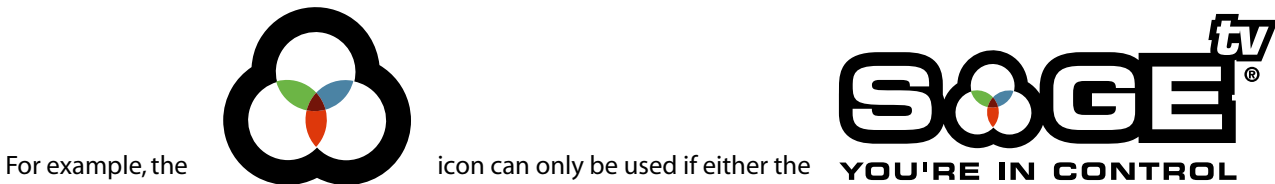
- Any solid white background, that follows the "E-space" border rule.
- Any solid black background, that follows the "E-space" (please request SageTV's reversed out of white-based logo for use on a solid black background.)
- Any other solid color background, that follows the "E-space" border rule (please have SageTV approve/determine which logo to use on any non-white/black background).
- Any other/textured background, so long as the SageTV logo is NOT TRANSPARENT, and the "E-space" logo border rule is implemented.

Unacceptable Background Treatments:

- Any background/textured background that is transparent/"shows through" from behind any SageTV logo.
- Any solid colored background that does not follow the "E-space" border rule or infringes upon the "readability" of the SageTV logo.

3) USE OF THE SAGETV ICON

The SageTV Icon can only be used in conjunction with the SageTV complete logo. It is not permitted that the icon be used on its own.



There may be exceptions. If you believe that your case is an exception, please send your case/context to [candace@freystechnologies.com](mailto:candace@freystechnologies.com) for written approval from SageTV.

4) OTHER SAGETV LOGO REPRODUCTION REQUIREMENTS:

The following are other SageTV logos that are reproduction-ready. If you would like to request one of these logos in high- or low-res format - or if you need clarification on their application/context, please e-mail your questions to [candace@freystechnologies.com](mailto:candace@freystechnologies.com).



(other background color options of Powered by SageTV logo are available)

PLEASE DIRECT ANY QUESTIONS AND/OR SAGETV LOGO USAGE APPROVAL CONCERNS TO [candace@freystechnologies.com](mailto:candace@freystechnologies.com)