

CHRISTIE LOGO GUIDELINES

EXTERNAL

March 2021

CHRISTIE®



Corporate logo

The Christie logo is the primary element of our brand identity. To ensure the strongest impact, only use the logo in its original form as indicated. Please don't modify, distort or change the logo in any way.

CHRISTIE®

Did you know? The Christie logo is a registered trademark, so we include the ® symbol in every instance. This protects our brand identity.

Logo clearance

Let's always ensure we leave enough space around the Christie logo



The Christie logo should always be positioned horizontally and with the indicated clearance to ensure consistency and dominance versus other graphic elements or logos that may need to be included. No other wordmark should ever be combined with the Christie logo to create a sub-brand, category or tagline that has not already been made available as a special logo application.



For software, product labels/badges and web applications ONLY, the logo clearance may vary. The minimum allowable clearance for these applications is 1/2 an E all the way around.

Corporate logo colors

- › You'll find Christie logo files on SharePoint here: [Marketing > Corporate > Christie brand > Christie logos and logo guidelines](#)

CHRISTIE®

C0 M0 Y0 K100
R0 G0 B0
#000000

CHRISTIE®

C0 M0 Y0 K40
R175 G175 B175
#AFAF AF

CHRISTIE®

PMS 660C
C91 M53 Y0 K0
R42 G110 B187
#2A6EBB

CHRISTIE®

C0 M0 Y0 K00
R255 G255 B255
#FFFFFF

CHRISTIE®

How small is too small? Please ensure you don't make the Christie logo smaller than 1" (25.4mm/72 pixels) wide.

Solution logos

We design solution logos for proprietary Christie technology, products, solutions, programs, and events.

- › If you need to create any type of Christie solution logo, start by contacting [Kat van Lammeren](#), brand manager, global communications.
- › We'll meet to discuss your request and partner with [David Lloyd](#), visual brand designer, Digital media and creative services, to design your brilliant new Christie brand-approved logo.

Technology logos



Product series, solution, or services logo



Program or event logos



Christie solution logo guidelines

- › We design solution logos to fit current Christie brand guidelines
- › Solution logo designs will likely include the Christie logo
- › We design new solution logos to align with existing Christie solution logos

Production notes about different types of solutions logos

- › We create product series logos for families of Christie products, e.g. CineLife+™ Series projectors
- › Technology logos represent our proprietary Christie intellectual property (IP) and can be applied to multiple product lines, sometimes across divisions. A great example is TruLife™ electronics
- › If your technology logo will be placed on Christie products, we'll work with engineering and product management
- › If your product series or solution name requires trademark registration, we'll connect with Christie legal as part of the process

LEGAL AND TRADEMARKS

Registered and non-registered trademarks and naming conventions protect proprietary Christie products, solutions, and technology.

Global communications works with Christie Legal to stay up-to-date on trademarks and registrations. When global comms writes or reviews external communications of any kind, we help ensure that registered and non-registered trademarks are properly represented.

Section contents

06 Naming and trademarks



Naming and trademarks

Legal names

The legal names of the principal Christie operating companies may differ, including Christie Digital Systems USA, Inc. and Christie Digital Systems Canada Inc. and the correct relevant name must be used for legal documents involving these companies. However, beyond legal instances in which operating company names must be used, we refer to ourselves as Christie.

Registered and simple trademarks

There are two types of trademarks available for use; registered trademarks which are denoted by this registration symbol ®, and simple trademarks, denoted by superscript ™.

Registered trademarks

Christie has several registered trademarks. This means we have undertaken legal proceedings to register these terms with the proper authorities in various jurisdictions.

Christie®	Christie Phoenix®
Christie Boxer®	Christie Terra®
Christie MicroTiles® LED	Christie Vive Audio®
Christie Pandoras Box®	Christie Xenolite®

How to refer to registered trademarks

When you include any registered trademarks in a communication or graphic, please add a registration ® symbol behind the name the first time it appears, not including titles or main headings.

In product names, please always include Christie in front of the product name (e.g. Christie MicroTiles® LED) the first time you use it, (except in a list of several Christie products). After that, you can simply say MicroTiles LED.

List of trademarks

Other Christie terms such as product names and services (for example, Christie CineLife™ and Christie BoldColor™ Technology) use a ™ symbol despite the fact that they have not been officially registered with authorities. This is acceptable in certain instances, as it establishes usage of the term under common law, and protects any terms Christie intends to register in the future.

Do you have a term you'd like to use with a trademark symbol?

Note that the best/strongest trademarks are unique, don't simply include words we use every day, and/or may be spelled in a unique way.

If you believe a term or name is your unique creation and/or should be proprietary to Christie, please start a conversation with [Global Communications](#) (within Corporate Marketing). We can work with you.

For a complete list of current Christie terms with trademarks, please refer to the Christie style guide.



Naming and trademarks

The Christie logo is a registered trademark and therefore, the ® symbol should always accompany the logo. In copy text, refer to the company name as Christie and not as CDS, CDSJ, Christie Digital or Christie Digital Systems. Please contact the Christie legal department if you have any questions.

The legal names of the principal Christie operating companies are Christie Digital Systems USA, Inc. and Christie Digital Systems Canada Inc. and the correct relevant name must be used for the following legal documents involving these companies:

- › Legally binding agreements such as contracts with suppliers, partners, dealers, etc.
- › Financial documents including audited financial statements, checks (cheques), sales and bid contracts, etc.
- › Government filings
- › Patent statements and applications
- › Copyright information (example: © 2021 Christie Digital Systems USA, Inc.)
- › On the actual product itself (at least one reference to the logo with registration mark should appear on the product, preferably on the license label)

All employees, contractors and authorized sales representatives must follow the logo policy so that we meet our legal obligations to represent the company appropriately.

We use registered and non-registered trademark symbols on the first instance in body copy per page, but not in headlines, photo captions, or social media. TMs will not appear in call-out copy (except for DLP® and DLP® Cinema, which always display the registration mark).