Ultrium® Compliance Marks
Style Guide
The LTO Program trademarks are important assets of the LTO Program. Clear and consistent use of these trademarks is crucial to maintaining and communicating a strong and professional brand message.

The LTO Program trademarks may be used only by those companies ("LTO Trademark Licensees") whose products have successfully passed compliance verification testing and who are expressly authorized to do so under license agreements executed by the Technology Provider Companies. Only such agreements convey rights to use the LTO Program marks; this Style Guide by itself does not.

This Style Guide must be followed by all LTO Trademark Licensees when using LTO Program marks on goods, in marketing materials, and in internal and external communications. These requirements do not replace the obligation in the applicable license agreement to submit uses of the LTO Program trademarks to the LTO Licensing Program Administrator for pre-approval, which still applies.
General Rules of Use

2.1 Do’s and Don’ts

When using the LTO Program trademarks, the following fundamental rules must be followed:

ALWAYS:
• Use a trademark in text as an adjective, accompanied by the appropriate noun.
• Use the proper, full spelling of the trademark.
• Use the following acknowledgement of trademark ownership on all product packaging:
  “Linear Tape-Open, LTO, the LTO Logo, Ultrium and the Ultrium Logo are registered trademarks of Hewlett Packard Enterprise, International Business Machines Corporation and Quantum Corporation in the US and other countries.” See Section 2.6 below for trademark attribution statement for use on all press releases and marketing materials.

NEVER:
• Use a trademark as a noun.
• Make a trademark plural or possessive.
• Combine a trademark with other words, symbols, or numbers, either as a compound word or with a hyphen except for the generation mark numbers authorized in this Style Guide.
• Use trademarks for products for which they were not intended.

ACCEPTABLE:  
• Ultrium format tape drives  
• The Ultrium format cartridge’s capacity  
• The next generation of LTO technology

NOT ACCEPTABLE:  
• The Ultriums  
• The Ultrium’s capacity  
• The next generation LTO

Linear Tape-Open and LTO trademarks are interchangeable. Either of them can be used when referring to the technology.

Ultrium trademark should be used when referring to the format.

LTO and Ultrium trademarks can be used together when referring to the technology. LTO trademark should always precede Ultrium trademark when used together.

ACCEPTABLE:  
• The Ultrium format of LTO Technology  
• LTO specification  
• LTO Ultrium tape cartridge  
• LTO Ultrium tape drives  
• LTO Ultrium tape cartridges  
• The next generation of LTO Ultrium technology

NOT ACCEPTABLE:  
• The Ultrium LTO tape drives  
• The Ultrium LTO tape cartridges  
• The next generation Ultrium LTO
2.2 Reproduction of Logos

Close attention must be paid to the reproduction quality of all materials bearing the LTO Program marks. When reproducing logos, use only the master artwork provided. Match prints, camera ready artwork and additional hard copy graphics files are available by contacting the Program Administrator. LTO Trademark Licensees may also download the applicable files from the secure area of the LTO website (www.ultrium.com).

2.3 Trademark Symbol

Licensees should use the ® symbol with the LTO Program trademarks for at least goods distributed in the European Union, Switzerland, the United States, Canada, Japan and Brazil. The symbol should be placed in superscript to the right of the first or most prominent use of a mark. Use of the symbol with every use of the mark is not required. Because the generation number is not part of the mark, the trademark symbol should be placed before, not after, the generation number.

2.4 Color Uniformity

To establish and reinforce the LTO Program identity, LTO Trademark Licensees must use identical colors on all communications materials. Color swatches for LTO Program colors are located in the current edition of the PANTONE® Color Formula Guide (available in the USA at 800-222-1149, outside the USA at +1-201-935-5500, or on the Internet at http://www.pantone.com). See Section 3.2 for the approved LTO Program color formulas.

2.5 Mandatory Use

Use of the Ultrium Format Logo in connection with cartridge products is mandatory. All LTO Trademark Licensees whose cartridge products successfully pass compliance verification testing are required to use the Ultrium Format Logo on these products, their packaging, and packaging inserts, in accordance with the other requirements of this Style Guide.

2.6 Trademark Use Separate from Products

When the LTO Program trademarks are used other than on products or product packaging (such as on websites, print advertising, and promotional materials), the following must be satisfied:

• The context must clearly indicate that the marks are associated only with LTO tape products that have successfully passed LTO compliance verification testing, and not with other products; and

• The following trademark attribution statement must be used in reasonable proximity:
  “Linear Tape-Open, LTO, the LTO Logo, Ultrium and the Ultrium Logo are registered trademarks of Hewlett Packard Enterprise, International Business Machines Corporation and Quantum Corporation in the US and other countries.”
3.1 Who May Use It

The LTO Program Logo is designed as a mark that represents and promotes LTO Technology in general. LTO Trademark Licensees may utilize this mark for product promotion only after their individual products have successfully passed compliance verification testing.

3.2 Clear Space

A minimum measure must be maintained as clear space surrounding all logos. This distance, equal to one-half the height of the logo (x), must separate the logo on all 4 sides from any artwork, text, or tone, including the licensee’s own marks.

3.3 Tagline

The tagline “Linear Tape-Open” is a part of the LTO Program Logo and as such must always appear in the logo.

3.4 Size

The LTO Program Logo should be sized so that all features of the logo design print legibly. Particular attention should be paid to the detail in the speed lines projecting off the left aspect of the LTO Program Logo element.
3.5

Color

The LTO Program Logo is reproduced in black and white. It is reproduced in black when placed on a white background. It may never be screened. The LTO Program Logo may be reversed to white on dark background when sufficient amount of contrast is not achievable using the positive version. When sufficient contrast is achievable using the positive version, white may be utilized as a fill color for the letters “LTO” for further logo definition. Do not place logo on heavily textured, patterned, or color backgrounds.

![One-color logo]

One-color logo

![One-color reversed logo]

One-color reversed logo

3.6

Incorrect Usage

EXAMPLES OF INCORRECT USAGE OF THE LTO PROGRAM LOGO

![Do not screen logo.]

DO NOT screen logo.

![Do not place logo on textured backgrounds.]

DO NOT place logo on textured backgrounds.
4.0

Ultrium Format Logo

4.1
Who May Use It

The Ultrium Format Logo is designed as a mark that represents and promotes the Ultrium format in general. LTO Trademark Licensees may utilize this mark for Ultrium product promotion only after their individual products have successfully passed compliance verification testing.

4.2
Clear Space

A minimum measure must be maintained as clear space surrounding all logos. This distance, equal to one-half the height of the logo (x), must separate the logo on all 4 sides from any artwork, text, or tone, including the licensee's own marks.

4.3
Size

The Ultrium Format Logo should be sized so that all features of the logo design print legibly. Particular attention should be paid to the detail in the speed lines projecting off the left aspect of the LTO Program Logo element. For smaller print sizes the effects of the speed lines have been minimized in the one color versions of the logo (either positive or reversed).
4.4

Color

The Ultrium Format Logo is reproduced in black, reverse, and color versions. The color version is two-color Pantone 267C or process equivalent C=94, M=94, Y=0, K=0 or RGB equivalent R=32, G=11, B=129. Single-color versions of the Ultrium Format logos are to be printed in black only. They may never be screened and must always be reproduced in a manner that ensures strong readability. Background color should allow sufficient contrast to properly display the logos. The Ultrium Format Logo may be reversed to white on dark backgrounds when sufficient amount of contrast is not achievable using the positive version. Avoid heavily textured, patterned or color backgrounds.

<table>
<thead>
<tr>
<th>Pantone 267C</th>
<th>C=94 M=94 Y=0 K=0 / R=32, G=11, B=129</th>
</tr>
</thead>
</table>

Two-color logo

One-color logo - B/W

One-color reversed logo

Two-color logo with Generation Mark

One-color logo B/W with Generation Mark

One-color reversed logo with Generation Mark

4.5

Incorrect Usage

EXAMPLES OF INCORRECT USAGE OF THE ULTRIUM FORMAT LOGO

DO NOT place two-color logo on colored backgrounds.

DO NOT screen back a logo.

DO NOT place the logo on patterned backgrounds.

DO NOT stretch the logo vertically or horizontally.

DO NOT skew the logo or create false perspectives.

DO NOT use unspecified colors in the logo.
4.6 Generation Numbers

The number to the right of the Ultrium Format Logo indicates the specific generation of Ultrium product. This addition to the graphic appearance of the logo is required whenever the Ultrium Format Logo is used on a product or on product packaging (except for Universal Cleaning Cartridges, discussed below). For promotional use (in other words, uses other than on products or product packaging), it is acceptable to use the Ultrium Format Logo either with or without the generation number.

However, it is preferable that whenever the logo is used in conjunction with product information (e.g., data sheets), the generation number be used.

An LTO Trademark Licensee may use only the generation numbers designating generations for which it has purchased a license, and then only after its product has successfully passed compliance verification testing. The font for the generation mark is similar to Univers Extra Black Extended Oblique condensed with a 15% baseline but is a custom made number. The logo with generation number should only be obtained from the agency and not created separately. When the two-color version of the Ultrium Format Logo is used, the color of the generation number is Pantone 267CVC.

When using the LTO Program trademarks with the generation number, the following fundamental rules must be followed:

- If the LTO and Ultrium trademarks are used together, the generation number should follow as a cardinal number with either a space between the “Ultrium” and the number or joined with a hyphen, for example: “…LTO Ultrium 9 tape cartridge…” or “…LTO Ultrium-9 tape cartridge…” or between “LTO” and “Ultrium” as a cardinal number with either a space or joined with a hyphen, example: “…LTO-9 Ultrium tape cartridge…” or “…LTO 9 Ultrium tape cartridge…”

- If the LTO or Ultrium trademark are used alone, the generation number should follow as a cardinal number with either a space between the trademark and the number or joined with a hyphen, for example: “…LTO 9 technology…” or “…LTO-9 technology…” or “…Ultrium 9 format…” or “…Ultrium-9 format…”

- The generation number can be added together with the word ‘generation’, for example: “…Ultrium generation 9 format…” or “…LTO generation 9 technology…” or “…LTO Ultrium generation 9 tape cartridge…” or “LTO generation-9 technology…”

**EXAMPLES OF NOT ACCEPTABLE USAGE:**

“…LTO9 Ultrium tape cartridge…”
“…LTO9 Technology…”
“…Ultrium9 format…”
“…Ultrium/LTO Technology…”
“…LTO G9 Technology…”
In order to deliver the consistent message of compatibility, the following language and treatment are required for all Ultrium format cleaning cartridges that are capable of being utilized in all generation 1, 2, 3, 4, 5, 6, 7, 8 and 9 Ultrium format tape drives manufactured after December 15, 2001.

The words “Cleaning Cartridge for Use with All Ultrium 1-9 Drives” must be contained in the printable area of the cartridge and on the associated U-card or cartridge insert if one exists.

In addition, the Ultrium Logo should be used on the Universal Cleaning cartridge and the associated U-card, if one exists, with no generation mark.

Additional messaging to alert end users of potential issues when using the universal cleaning cartridge with a drive manufactured before December 15, 2001 must be contained on an in-cartridge flyer within each universal cleaning cartridge. The exact language is: “This universal cleaning cartridge is capable of being used in all generation 1, 2, 3, 4, 5, 6, 7, 8 and 9 Ultrium format tape drives. Specific revisions of firmware may be required for proper operation. In the event this cleaning cartridge does not operate properly, please contact your drive manufacturer or system vendor for firmware upgrade information.”
WORM Cartridges

In order to deliver the consistent message of compatibility and to foster usability, the following language and treatment are required for all Ultrium format WORM cartridges:

The words \textit{“WORM”} (in uppercase letters) must be imprinted (silkscreen or similar process) on the printable plastic area of the cartridge and on the associated U-card or cartridge insert if one exists.

To help users visually distinguish WORM cartridges from standard (non-WORM) data cartridges, the WORM cartridge must be segmented in two colors. The top half of the cartridge and the cartridge door must be the same color as the standard (non-WORM) data cartridge for that generation. The bottom half of the cartridge must be grey in color equal to Pantone 429U. The write protect switch must be red in color.

The WORM cartridge Ultrium logo must include the generation 3, 4, 5, 6, 7, 8 or 9 mark.
Use of End User Trademarks

LTO Trademark Licensees may affix the trademarks of their end user customers, at the customer’s request, on cartridges sold to them, subject to the following requirements:

• The cartridge must contain language to the effect that the product is “made specifically for [name of end user].”

• All other requirements of this Style Guide must be observed, including the clear space requirements.

• The Licensee must notify the Technology Provider Companies of such proposed use, who may, in their discretion, require that the proposed use be submitted for approval. These requirements do not apply if the end user is the Licensee itself.

If you have any questions about this Style Guide, or wish to use LTO Program marks in a way not expressly permitted herein, please contact the LTO Licensing Program Administrator.

http://www.lto.org/contact-us/

The colors shown in this guide are not intended to match the precise Pantone standards.

Linear Tape-Open, LTO, the LTO Logo, Ultrium and the Ultrium Logo are registered trademarks of Hewlett Packard Enterprise, International Business Machines Corporation and Quantum Corporation in the US and other countries. Pantone® is a registered trademark of Pantone, Inc.

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