



PHILIPS CONSUMER COMMUNICATIONS GUIDELINES

The two most important Company trademarks are the Philips wordmark and the Philips shield emblem. These are referred to as the Philips housemarks, and together they identify the Philips brand, symbolize the quality of its products and services, and represent the goodwill of the Company.

Who may use the Philips housemarks

Only those companies in which Royal Philips Electronics N.V. has a majority interest are allowed to use the name Philips as part of their company name.

How to use the two housemarks

To maintain their protection, the Philips housemarks must be used in a consistent and prominent way so that they will immediately be recognized as the Philips trademarks.

They must be used consistently on all products, packaging, advertising materials, stationery, business forms, transportation, signage, etc., in accordance with the mandatory rules which are laid down in this section.

Use of the Philips housemark with other trademarks

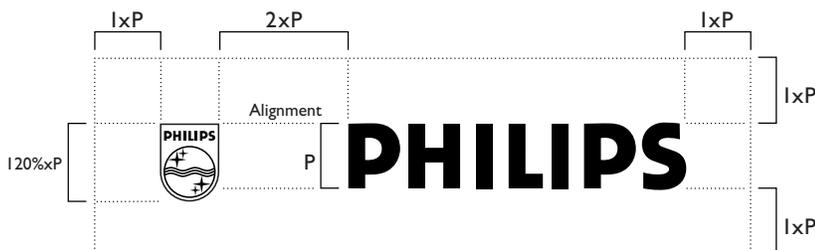
A clear zone of at least 2xP must be maintained between the housemark and any other trademarks, symbols, logos, etc. (See diagram below and page 4 for details on wordmark and housemark configuration.)

Housemark configuration color

The configuration must only be reproduced in white, black or PANTONE® Process Blue. The configuration must be used on a regular and contrasting background. Do not position the configuration within a frame or on any background especially created for it.

Contrast

To ensure suitable prominence, the housemark configuration must appear in black on a background with a tonal value lighter than 40%. It must appear in white on a background with a tonal value darker than 40%.



If you have questions, please call the Philips Branding Hotline at 1 800 642-9366.



typeface/font

- > For headlines and headings, use one of the following versions of Gill Sans typeface:

Gill Sans Bold

Gill Sans Condensed

Gill Sans Regular

- > For body text, use one of the following versions of Garamond:

Garamond Semibold

Garamond Regular

- > All text must be set in upper and lower case.

use of the philips name with other text

The standardized Philips wordmark must never be used as an integral part of the body text, headlines, pay-offs, slogans, legends, etc. When the name Philips is used in text, it should be typeset in the same typeface, style, color as the rest of the text, using a capital 'P' and lower case for the rest of the word (unless the whole text is in capital letters). No extra emphasis must be given to the word Philips.

- > Capitals and italics should only be used for abbreviations or when extra emphasis of a few words is essential.
- > The body copy must be black on light colored backgrounds and white on darker colors.
- > The headline may be white if required by the color of the underlying visual.

colors

- > The Company Blue is PANTONE® Process Blue.

- > When printing in four color process, match the PANTONE® Process Blue by using:

100% Cyan (C)

2% Magenta (M)

4% Black (K)



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PHILIPS GUIDELINES/LOGOS

incorrect usage

- > To position Philips wordmark and/or shield emblem within a frame or on any background specially created for it.
- > To use more than one color in the Philips wordmark and/or shield emblem.
- > To combine or incorporate the Philips wordmark and/or shield emblem or any part of them with, or in any other, trademark, symbol, device, or emblem text.
- > To create any new trademark, symbol, device, emblem, name, etc., in which the word Philips or any part of it is incorporated, regardless of whether the word Philips is used in its standardized form or not.

For details on using Philips Promotional Signatures in your store's promos, see Promotional Signatures section.

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PHILIPS WORDMARK AND HOUSEMARK CONFIGURATION

clear zone

A clear zone of 1xP, the height of the Philips wordmark, must be maintained as shown below (use attached configuration). In addition, a clear zone of at least 2xP must be maintained between the housemark configuration and any other trademarks.

> The *wordmark* is PHILIPS.

PHILIPS

> The *housemark* is the wordmark and shield emblem.



PHILIPS

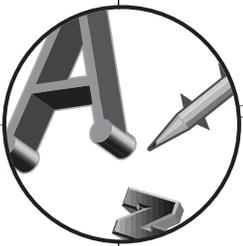
- > The height of the shield emblem is 120% of the height of the wordmark.
- > Align the top of the shield emblem with the top of the wordmark.
- > The distance between the shield emblem and the wordmark is 2 times the height of the wordmark (2xP), where 1xP equals the height of the Philips wordmark.
- > The following must appear at the bottom of all documents. It is commonly referred to as the “Philips smile.” See illustration below for placement and dimensions of smile, wordmark and shield emblem.



- > When printing, the smile must bleed off the page. There should not be a margin around the smile.
- > The housemark configuration in the Process Blue area should appear in white.
- > The Philips wordmark and shield emblem are not to be used in any way other than as specified here.*

* For loose-leaf documents without a cover sheet which are intended for internal use only, the application of the housemark configuration is not mandatory.

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PHILIPS COMPANY THEME LINE

The company theme line must always be used in the standardized script form, which is available in single and stacked versions, as well as an extra-wide version for applications where a wider format is required.

When used with the housemark configuration, the theme line must have the same width as the configuration. It must always be placed below the configuration, at a distance of 1xP from the baseline of the wordmark as shown below.



size

The size of the housemark configuration and company theme line is measured over the width of the wordmark. On all formats except extremely tall/narrow ones, the width of the wordmark (X) is determined by adding the height (H) and width (W) of the advertising space and dividing the result by 12.

$$\text{width of wordmark (X)} = \text{height (H)} + \text{width (W)} \div 12$$

color

One of the main elements of the advertising approach and layout is the use of the company color Process Blue together with a standardized color area.

housemark color

The housemark configuration in full color or spot color advertisements must appear in white on a Process Blue background.

company typefaces

The main typeface is one of the following versions of Gill Sans typeface:

Gill Sans bold

Gill Sans bold condensed

Gill Sans regular

Gill Sans light

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CAMERA-READY LOGO ART

Clear zones, color and positioning rules must be followed when applying the housemark configuration. Some frequently used sizes are shown below.



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PHILIPS

Let's make things better.



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