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Trademarks  
and Logo Usage  
Guidelines

# Introduction

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The principal means by which the public come to know and appreciate Be, its people, products and activities are its trademarks, icons and brands.

Our trademarks, icons and brands are among many of our valuable intellectual properties.

When using the trademarks, icons and brand in any internal or external forms of communications and on print or electronic documents, please follow these guidelines properly.

Who must follow these guidelines:

Be employees, customers, licensees, consultants, contractors, developers, and any other parties authorized to use Be's trademarks, icons, and brands.

## Trademarks

Use the Be and BeOS trademarks in their proper forms.

The Be and BeOS trademarks must always appear as: Be and BeOS. Leave no space between “Be” and “OS.” The B, O, and S must always be capitalized; the e must be in lower case. Do not display the marks in any unusual typeface, or in any other manner that might blur its distinctiveness.

Identify the Be and BeOS trademarks with the ® trademark notice.

The “®” trademark notice indicates that the Be and BeOS trademarks are registered with the U.S. Patent and Trademark Office. As

discussed below, always use the “®” with the Be and BeOS in the Be and BeOS trademarks’ first prominent appearance in any material.

Place the “®” notice immediately following the Be and BeOS trademark, without any space in between the mark and the notice (i.e., BeOS®).

Always place the notice before the generic term that following the trademark (e.g. BeOS® application programming interface), as it identifies the trademark and not the generic name of the product or service to which the mark relates.



*Be Incorporated Signature*



*Be Operating System Signature*



*Be Developer's Conference Signature*



*Masters*

*BeOS Masters Awards Signature*

## Trademarks

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### “Be and BeOS are registered trademarks of Be, Incorporated”

*Each document in which the Be and BeOS trademarks appear must contain a trademark attribution sentence identifying Be and BeOS as a Be registered trademark.*

Use the ® trademark notice with the trademark's first and/or most prominent appearance(s) in any material.

To best serve its purpose, the trademark notice must always accompany the trademark's first and/or most prominent appearance in a document, program, packaging, etc. You need not use the notice each time the mark appears thereafter.

Properly attribute Be and BeOS, and all other Be trademarks used in a separate trademark attribution section.

Each document in which the Be and BeOS trademarks appear must contain a trademark attribution sentence identifying Be and BeOS as a Be registered trademark as follows:

“Be and BeOS are registered trademarks of Be, Incorporated.”

Use the Be and BeOS trademarks accurately.

You must use the Be and BeOS trademarks to indicate accurately Be technology, specifications, and related products and services, and/or your products' or services' compliance or compatibility therewith.

## Trademarks

### Incorrect

Prowriting's BeOS Wordprocessor™

Master Sound BeOS™

BeOS Video Splash™

### Correct

Prowriting Wordprocessor™ for BeOS®

Master Sound™ for BeOS®

Video Splash™ for BeOS®

*You may not incorporate the BeOS trademark into your own trademarks, service marks, or trade names. You must separate the BeOS trademark from your trademark with wording sufficient to distinguish it clearly. Use it only as an indication of compatibility, distinct from the licensee's product or company name.*

### Incorrect

CoolApp is BeOS-compatible.

We use BeOS's capabilities.

### Correct

CoolApp is compatible with BeOS®.

We use the capabilities of the BeOS®.

- Never hyphenate the BeOS trademark
- Never pluralize the Be and BeOS trademarks
- Never render the BeOS trademark possessive by use of an apostrophe
- Never combine the BeOS trademark with any other designations

You may not use the trademarks for any other purpose.

Do not use trademarks to imply that Be, Incorporated endorses, or is connected with, your company, except to the extent provided by your BeOS License agreement with Be, Incorporated.

Do not use the BeOS trademark as part of any other trademark or company name.

You may not incorporate the BeOS trademark into your own trademarks, service marks, or trade names. You must separate the BeOS trademark from your trademark with wording sufficient to distinguish it clearly. Use it only as an indication of compatibility, distinct from the licensee's product or company name.

Always use the Be and BeOS trademarks properly in text.

The Be and BeOS trademarks indicate products and services connected with Be, Incorporated technology. To preserve its distinctiveness and purpose, please follow the following rules when using the marks in text:

- Never hyphenate the BeOS trademark
- Never pluralize the Be and BeOS trademarks
- Never render the BeOS trademark possessive by use of an apostrophe
- Never combine the BeOS trademark with any other designations

## Trademarks

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BeBox™

GeekPort™

BeDepot.com™

BeWare™

BeDC™

### Other Be trademarks

The rules and guidelines described above apply to the other Be trademarks listed below:

- BeBox™
- GeekPort™
- BeDepot.com™
- BeWare™
- BeDC™

Please call Be, Incorporated with any questions about these Guidelines.

Be, Incorporated is happy to assist you with matters addressed by these Guidelines, or other questions about Be trademarks. Feel free to contact Be Trademark Manager Bart Adao by phone (650-462-4107), or e-mail (bart@be.com).

Only the Be Trademark Manager can grant authorization for trademark uses and related issues not in accord with these Guidelines. Be field offices or other personnel do not have this authority. Accordingly, where such permission or exception are sought, they must be brought to the attention of the Be Trademark Manager.

# Logo Guidelines

## Acceptable Color Applications

The Be logo is one of the primary ways we identify and differentiate our company and our products.

Color is a fundamental element of the Be logo, and of the Be identity as a whole. Therefore, it is critical that careful attention be paid to the proper use of the Be colors to ensure that a consistently positive and professional image is projected at all times.

Our corporate colors are Pantone® Red 032 and Pantone Blue 286. These are the standard colors for all usage; however, Pantone approved CMYK equivalents may be used for four-color process printing. And again, when using CMYK equivalents, be sure to check for quality.



# Logo Guidelines

## Four-color process printing



*Be Incorporated Signature*



*Be Operating System Signature*



*Be Developer's Conference Signature*



*Masters*

*BeOS Masters Awards Signature*

Frequently the Be logo is printed using the four-color printing process.

This is an acceptable usage and, when utilizing the four-color process, we recommend that you choose a line screen that best suits your printer's capabilities to ensure the best results possible. The finer the screen, the sharper the logo. A fine screen, however, will require careful attention on the press to print correctly.

The Be colors are attained by mixing screen tints of the four standard process colors: cyan, magenta, yellow and black (CMYK). The Be red is Pantone Red 032, equivalent to C-0%, M-94%, Y-87%, K-0%. The Be blue is Pantone Blue 286, equivalent to C-100%, M-60%, Y-0%, K-6%.

# Logo Guidelines

## Colors on black or colored backgrounds

Visibility and Recognition.

In order for the Be logo to be recognized, it needs to be clearly discernible. In order to achieve maximum visibility in most uses, we recommend that white or light-colored, uncluttered backgrounds be used whenever possible.

On this page, you will find several examples meant to serve as an easy-to-use guide for proper use of the Be logo on black or colored backgrounds to ensure that the Be signature consistently maintains its presence and integrity each time it is used.



Colored logo on any light background that provides strong contrast. (® prints white)



Colored logo on photograph background. To ensure proper visibility back-grounds must provide an undisruptive appearance and contrast to our signature. (® prints white)



Colored logo on Black background. (® prints white)



Colored logo on any light background that provides strong contrast. Inside of box prints white. (® prints white)



Colored logo on photograph background. To ensure proper visibility backgrounds must provide an undisruptive appearance and contrast to our signature. Inside of box prints white. (® prints white)



Colored logo on Black background. Inside of box prints white. (® prints white)



Colored logo on any light background that provides strong contrast. Inside of box prints white. (® prints white)



Colored logo on photograph background. To ensure proper visibility backgrounds must provide an undisruptive appearance and contrast to our signature. Inside of box prints white. (® prints white)



Colored logo on Black background. Inside of box prints white. (® prints white)



Colored logo on any light background that provides strong contrast. Inside of box prints white. (® prints white)



Colored logo on photograph background. To ensure proper visibility backgrounds must provide an undisruptive appearance and contrast to our signature. Inside of box prints white. (® prints white)



Colored logo on Black background. Inside of box prints white. (® prints white)

## Logo Guidelines Color Applications for 1-color and grayscale

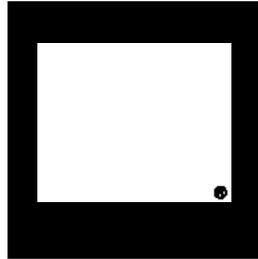
Occasions occur when printing needs require 1-color or grayscale treatments. Parameters for this type of use are outlined here to assist you in preserving the quality of the Be logo.



*Grayscale treatment: "B" and bar underneath print 80% black. "e" and bar underneath print 50% black. (® prints white)*



*1-color treatment: "Be" and bar underneath print 100% black. (® prints white)*



*1-color treatment: This version can be used on black or dark backgrounds. "Be" and bar underneath print white. (® prints black)*



*Grayscale treatment: "B" and bar underneath print 80% black. "e" and bar underneath print 50% black. "OS" prints 100% black. (® prints white)*



*1-color treatment: All elements print 100% black. (® prints white)*



*1-color treatment: This version can be used on black or dark backgrounds. "Be", bar underneath and "OS" print black, box remains white. (® prints white)*

## Logo Guidelines Minimum Size

The Be logo is designed for use in a variety of sizes.

However, the logo should never be displayed smaller than .625". This size limitation is in place to prevent distortion, fill-in and inconsistent appearance, thereby ensuring legibility. Whenever scaling the Be logo, either up or down, particular attention should always be paid to the quality and clarity of the end result.



.625"

*The minimum size of the Be signature is .625".*



.625"

*The minimum size of the BeOS signature is .625".*



.625"

*The minimum size of the BeDC signature is .625".*

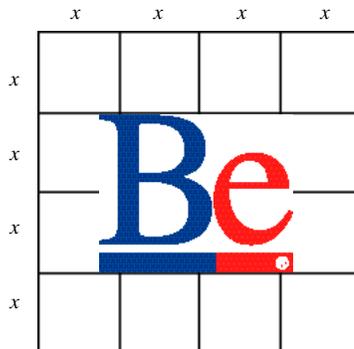
# Logo Guidelines

## Acceptable Clear Space

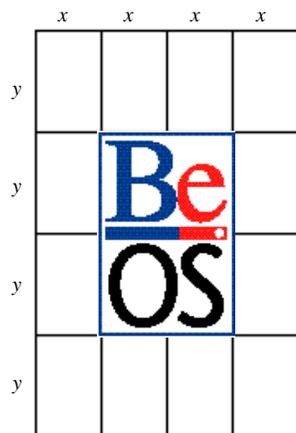
The clear space surrounding the Be logo is also an integral part of the look and feel of the Be signature as a whole.

With this in mind, the area around the logo should be kept clean and uncluttered, allowing enough space to ensure that it stands out. All copy, graphics, illustrations and photographs should be clear of the white space shown here.

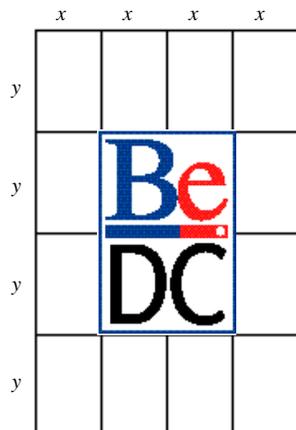
Whenever the Be logo is used, all other competing elements should be kept out of this minimum area and should maintain an unobtrusive presence with regard to the Be logo.



*x=1/2 height of the Be logo. The clear space should measure x on all sides of the logo.*



*x=1/2 width of the BeOS logo. The clear space should measure x on both sides of the logo.  
y=1/2 height of the BeOS logo. The clear space should measure y above and below logo.*



*x=1/2 width of the BeOS logo. The clear space should measure x on both sides of the logo.  
y=1/2 height of the BeOS logo. The clear space should measure y above and below logo.*

# Logo Guidelines

## Formats with another logo

Use of the Be logo with other logos is an acceptable application.

When using it in this manner, be sure to be clear as to the source of each product or service offered and always make certain that the logo is distinct and unimpeded by any other elements on the page. Also, do not use the Be logo more than once in each page layout and do not use it as a read-through in copy. Here is an example of one type of usage to be used as a guideline. In an advertising format, information about your company and marketing expertise can be highlighted within the content of communications (e.g., headline, body copy, imagery).



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*Be and BeOS are registered trademarks of Be, Incorporated*

**XYZ**  
Corporation

**Emblem usage**  
*Present the emblem in equal proportion to other business partner emblems*

**Text reference to Be trademarks**  
*Be requires you to footnote a trademark reference on all advertising.*

**Your Logo**  
*Your company's logo should be the primary identity in your communications.*

# Logo Guidelines Housemark Agreement

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Thank you for your interest in Be Incorporated (“Be”) and your request to use the Be® housemark in association with your product developed for the Be operating system (“BeOS®”). In order to begin, Be asks that you carefully read the following statements, sign and fill out the general information form attached and return all to Be.

## TERMS OF THE HOUSEMARK AGREEMENT

Be is the owner of the Be housemark and the family of Be marks and logos, including but not limited to, Be, BeOS, BeBox, and BeWare (“the Be marks”). You may use the Be mark, as part of the title of your BeOS compatible software or product, so long as you indicate that your product is compatible with specific Be products including but not limited to the Be Operating System (“BeOS”). Any reference to any Be mark, including as part of your software title, must indicate that the mark(s) are the trademarks of Be, Incorporated.

In recognizing the value and public awareness associated with the Be marks, you acknowledge that any use of the Be mark(s) by you belongs and accrues to the benefit of Be. You agree not to seek any registration for any mark or name which is similar to, or includes the Be mark(s). Be reserves the right to deny your use of any Be mark in any instance including but not limited to the title of software or products. You agree that you will submit your proposed software and product title to Be, prior to any use, for Be’s approval and quality control purposes. Be reserves the right to receive periodic samples of your products free of charge for quality assurance and control purposes.

You may not assign or sublicense your rights under this letter agreement to any other individual or entity, without prior written consent from Be, Incorporated.

This letter agreement is governed by the laws of the State of California. If any provision of this letter agreement is held to be unenforceable, then it shall be severed and shall not affect the enforceability of the remaining paragraphs. Any breach of any provision of this Agreement by you will result on its termination. Should such termination occur, you agree to immediately stop using the Be mark(s)

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Signature

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Date

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Print Name

# Logo Guidelines Icon Agreement

..... Thank you for your interest in Be Incorporated (“Be”) and your request to use the Be® icon(s) in association with your product developed for the Be operating system (“BeOS®”). In order to begin, Be asks that you carefully read the following statements, sign and fill out the general information form attached and return all to Be.

## TERMS OF THE Be ICON AGREEMENT

Be is the owner of the Be icon(s) found in the BeOS and Be’s web site. You may use the Be icon(s), so long as you indicate that your product is compatible with specific Be products including but not limited to the Be Operating System (“BeOS”). Any use of to any Be icon(s), must indicate that the icon(s) are copyrighted by Be, Incorporated. An attribution indicating the copyright notice must be found on every page (print or electronic form) where any Be icon is used. Furthermore, the attribution must read: “The icons used herein are the property of Be, Incorporated and are used by permission. <http://www.be.com>”

In recognizing the value and public awareness associated with the Be icon(s), you acknowledge that any use of the Be icon(s) by you belongs and accrues to the benefit of Be. You agree not to seek any registration or ownership interest to any mark or name or icon(s) which is similar to, or includes the Be mark(s) or the Be icon(s). Be reserves the right to deny your use of any Be icon(s) in any instance. You agree that you will submit your proposed use of Be icon(s), prior to any use, for Be’s approval and quality control purposes. Be reserves the right to receive periodic samples of your products free of charge for quality assurance and control purposes.

You may not assign or sublicense your rights under this letter agreement to any other individual or entity, without prior written consent from Be, Incorporated.

This letter agreement is governed by the laws of the State of California. If any provision of this letter agreement is held to be unenforceable, then it shall be severed and shall not affect the enforceability of the remaining paragraphs. Any breach of any provision of this Agreement by you will result on its termination. Should such termination occur, you agree to immediately stop using the Be mark(s) and the Be icon(s).

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Signature

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Date

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Print Name

# General Information Form

Be Confidential Information

Be, Incorporated 800 El Camino Real

Suite 400 Menlo Park CA 94025

Phone: 650 462-4107 Fax: 650 462-4129

URL: <http://www.be.com>

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Company:

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Names of Officers of the Company and Titles:

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Address:

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Phone:

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Fax:

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Email: (contacts or general company email address, e.g., [info@company.com](mailto:info@company.com))

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Web page: (if available)

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Description or List of Product(s) Company resells:

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How long has the company been in business?

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How many employees?

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Do you have a storefront or offices and general location if more than one? (Please list city and state)

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