



CERTIFIED PROFESSIONAL

LOGO & TRADEMARK
USAGE GUIDE

ABOUT THX

Founded by legendary filmmaker George Lucas in 1983, THX and their partners provide premium entertainment experiences in the cinema, in the home and on the go. THX develops audio-video and environmental designs, technologies, products and specifications to ensure an artist's vision is truthfully delivered to audiences worldwide.

For more information on THX please visit www.thx.com.

CONTENTS

1. TRADEMARK GUIDELINES
2. GENERAL DESIGN RULES
3. HOME THEATER ADVISOR
4. HOME THEATER INTEGRATOR
5. HOME THEATER ADVANCED INTEGRATOR
6. VIDEO CALIBRATION 1
7. VIDEO CALIBRATION 2
8. HOME THEATER 1 (LEGACY COURSE)
9. HOME THEATER 2 (LEGACY COURSE)
10. FOR USE BY BUSINESSES WITH CERTIFIED PROFESSIONAL ON STAFF
11. CONTACTS

1. TRADEMARK GUIDELINES

The following directives apply to any THX trademark in print or electronic form and in any published materials, including websites:

1. Only individuals who have successfully completed the requirements for becoming a THX Certified Professional may use the trademarks displayed in this guide.
2. The trademarks may not be used to suggest that other individuals within an organization are THX Certified Professionals.
3. Trademarks must always be legible.
4. When referring to THX Ltd. the company, write THX Ltd. without the ® mark.
5. Descriptors must be used as separate words, each capitalized and not hyphenated.

Correct: THX® Certified Professional
Incorrect: THX-certified professional
Incorrect: THX certified professional
Incorrect: THX Certified professional
6. THX Certified Professional trademarks may not be used on apparel of any kind without written approval from THX. Please submit requests for approval to training@thx.com.
7. Under no circumstance may print material or company websites be designed to suggest that the organization which employs the THX Certified Professional is THX Certified, as opposed to the specific individual.
8. The THX word trademarks and logo trademarks should never be altered in any way.
9. The symbol ® or ™ should be used to signify trademarks. ® signifies that the mark is registered in the U.S. Patent and Trademark Office and/or other countries. The ™ is used with trademarks of THX that are not registered. THX shall inform licensee as to which notice form is to be used. First use of any trademark in body copy should be denoted by the appropriate trademark symbol.
10. Your trade name and trademarks must be displayed more prominently than any THX trademark when used on your website or printed material. Your marks should be visually separate from the THX trademarks.
11. No THX logo may be combined with any other party's mark to create a composite logo. For example, you may not create a logo that includes another brand or company placed on the top or bottom of the THX logo.
12. When using any THX trademark in print or media, it should appear and be attributed with the appropriate Trademark Attributions.

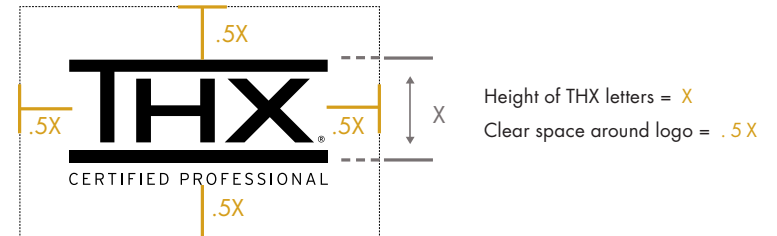
AGREEMENT REQUIREMENTS:

THX requires that THX Certified Professionals sign a license agreement with THX prior to use of any THX trademarks. All uses of THX trademarks and service marks must be in strict compliance with the terms and conditions of such agreement and this Usage Guide. THX requires users to submit any advertising, promotional, display, instructional, and other design or descriptive material or media regarding THX to training@thx.com for approval prior to publication and distribution.

2. GENERAL DESIGN RULES

CLEARANCE GUIDELINES

Always observe clear space limits when reproducing any THX logo. No other text or graphical elements may be placed within an area of “clear space” around the logo, which is equal to $\frac{1}{2}$ of the height of the “THX” portion of the logo.



LOGO SIZING

To ensure the “Certified Professional” text is legible, the THX logo must be printed in a minimum vertical height of 10 millimeters (0.40 inches). There are no limits to maximum logo reproduction size.



DESIGN GUIDELINES

The THX logo should not be printed over any patterned background; only solid backgrounds may be used. Whenever possible, THX logos should be printed through a four-color process to yield the true, dark black. At all times, the logo should look sharp, clean, and premium. Modification of any THX logo or trademark is strictly forbidden without the express written consent of THX Marketing.



c70 m30 y50 k100

Whenever possible, THX logos should be printed through a four-color process to yield the true, dark black.

3. HOME THEATER ADVISOR

WORD TRADEMARKS

THX® Certified Professional

THX® Certified Home Theater Advisor

ALLOWED USES

The HOME THEATER ADVISOR logo and wordmark may ONLY be used by the INDIVIDUAL who has successfully completed the THX Certified Professional Home Theater Advisor training course and currently maintains the status of THX Certified Professional.

ON MARKETING MATERIALS

Such individuals may use the above trademarks on business cards, promotional materials, advertising, manuals, stationary systems and websites. Whenever the logo or word trademarks are used, there must also be a specific reference to the THX Certified Professional by name. The trademarks may NOT be used in any manner that suggests or implies that the THX Certified Professional, or the company or business by which it is employed, are otherwise affiliated with THX.

TRADEMARK ATTRIBUTION

Please include the applicable Trademark Attribution wherever the THX logo or wordmark is used.

"THX and the THX logo are trademarks of THX Ltd., registered in the U.S. and other countries."

PRINT TRADEMARK ATTRIBUTION NOTES

Business cards do NOT need to include the Print Trademark Attribution.

Permissible locations to place the Print Trademark Attribution include, but are not limited to, after the first occurrence of the mark, the end of a document, or on the bottom of a webpage.

LOGO TRADEMARK



4. HOME THEATER INTEGRATOR

WORD TRADEMARKS

THX® Certified Professional

THX® Certified Home Theater Integrator

ALLOWED USES

The HOME THEATER INTEGRATOR logo and wordmark may ONLY be used by the INDIVIDUAL who has successfully completed the THX Certified Professional Home Theater Integrator training course and currently maintains the status of THX Certified Professional.

ON MARKETING MATERIALS

Such individuals may use the above trademarks on business cards, promotional materials, advertising, manuals, stationary systems and websites. Whenever the logo or word trademarks are used, there must also be a specific reference to the THX Certified Professional by name. The trademarks may NOT be used in any manner that suggests or implies that the THX Certified Professional, or the company or business by which it is employed, are otherwise affiliated with THX.

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LOGO TRADEMARK



5. HOME THEATER ADVANCED INTEGRATOR

WORD TRADEMARKS

THX® Certified Professional

THX® Certified Home Theater Advanced Integrator

ALLOWED USES

The HOME THEATER INTEGRATOR logo and wordmark may ONLY be used by the INDIVIDUAL who has successfully completed the THX Certified Professional Home Theater Advanced Integrator training course and currently maintains the status of THX Certified Professional.

ON MARKETING MATERIALS

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LOGO TRADEMARK



6. VIDEO CALIBRATION 1

WORD TRADEMARKS

THX® Certified Professional
THX® Certified Video Calibrator

ALLOWED USES

The VIDEO CALIBRATOR 1 logo and wordmark may ONLY be used by the INDIVIDUAL who has successfully completed the THX Certified Professional Video Calibration 1 training course and currently maintains the status of THX Certified Professional.

ON MARKETING MATERIALS

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LOGO TRADEMARK



7. VIDEO CALIBRATION 2

WORD TRADEMARKS

THX® Certified Professional

THX® Certified Video Calibrator 2

ALLOWED USES

The VIDEO CALIBRATOR 2 logo and wordmark may ONLY be used by the INDIVIDUAL who has successfully completed the THX Certified Professional Video Calibration 2 training course and currently maintains the status of THX Certified Professional.

ON MARKETING MATERIALS

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LOGO TRADEMARK



8. HOME THEATER 1 (LEGACY COURSE)

WORD TRADEMARK

THX® Certified Professional Home Theater 1

ALLOWED USES

The HOME THEATER LEVEL 1 logo and wordmark may ONLY be used by the INDIVIDUAL who has successfully completed the THX Certified Professional Home Theater 1 training course and currently maintains the status of THX Certified Professional.

ON MARKETING MATERIALS

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LOGO TRADEMARK



9. HOME THEATER 2 (LEGACY COURSE)

WORD TRADEMARK

THX® Certified Professional Home Theater 2

ALLOWED USES

The HOME THEATER LEVEL 2 logo and wordmark may ONLY be used by the INDIVIDUAL who has successfully completed the THX Certified Professional Home Theater 2 training course and currently maintains the status of THX Certified Professional.

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LOGO TRADEMARK



10. FOR USE BY BUSINESSES WITH CERTIFIED PROFESSIONAL ON STAFF

WORD TRADEMARK

THX® Certified Professional On Staff

ALLOWED USES

The CERTIFIED PROFESSIONAL ON STAFF logo is ONLY to be used to promote a business that employs a THX Certified Professional, for ONLY one business address where the THX Certified Professional employee primarily works. This logo may NOT be used to suggest or imply that the business itself is THX Certified or otherwise affiliated with THX. Should the THX Certified Professional employee cease employment at the business, the business must immediately cease displaying this, and any other THX logo, until such time as another employee officially becomes a THX Certified Professional.

Businesses must have no more than 20 employees to use these trademarks. If your business has more than 20 employees and you would like to request use of the Certified Professional On Staff logo, please contact us at: training@thx.com

ON MARKETING MATERIALS

The above trademarks may be used on store signage, company vehicles, company website and promotional materials. The trademarks may NOT be used in any manner that suggests or implies that the THX Certified Professional, or the company or business by which it is employed, are otherwise affiliated with THX.

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LOGO TRADEMARK



11. CONTACTS

ACCOUNT SUPPORT

training@thx.com

HOME THEATER

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lemay@homeacoustics.net

VIDEO CALIBRATION

Gregg Loewen | Instructor
gregg@lionav.com