



DISPLAYLINK IS A  
SYNAPTICS INC. BRAND

## Logo Usage Guidelines



Issued Jan 2021

Version: Issue 22

Synaptics (TW), 11F-3, 89 Songren Rd., Xinyi Dist., Taipei 110, Taiwan (R.O.C)

Tel +886-2-7755-0000, [displaylink-logo@synaptics.com](mailto:displaylink-logo@synaptics.com)  
[www.synaptics.com](http://www.synaptics.com)



# Introduction

This publication presents guidelines for the proper use of DisplayLink trademarks and logos to ensure a consistent, global look and feel for the DisplayLink brand. **It is not a trademark license. Please refer to your license agreement for information on which DisplayLink marks you are permitted to use.**

It applies to use of the DisplayLink “Plug and Display”, “4K Plug and Display”, and the DisplayLink logo, and the name “DisplayLink”, “4K Plug and Display”, and the “Plug and Display” brands when used in text. The logos and trademarks can be used to differentiate products in the market and ensure a consistent, global look and feel for the DisplayLink brand.

Any improper use of the DisplayLink trademarks and logos that may damage or compromise the DisplayLink brand image in quality and reliability is strictly prohibited.

If you have any queries about the correct usage of the DisplayLink trademarks or logos, please contact Synaptics’ marketing team for guidance.

Tel: +886-2-7755-0000

Mail: [displaylink-logo@synaptics.com](mailto:displaylink-logo@synaptics.com)

## Table of Contents

The DisplayLink Plug and Display Logo.....	3
The DisplayLink Logo.....	9
The DisplayLink Text Marks.....	15

# The DisplayLink Plug and Display Logos

The usage of the DisplayLink Plug and Display logos can only be granted with a written consent agreement from Synaptics, which will require the signing of a DisplayLink Trademark Licence Agreement.

The DisplayLink Plug and Display logos apply to any products which either incorporate DisplayLink devices (product numbers: DL-xxx and DL-xxxx), or that have DisplayLink software pre-installed on them prior to distribution.

The DisplayLink Plug and Display logo gives the customer confidence that the product they are purchasing either uses DisplayLink Technology or is compatible with products that use DisplayLink Technology and is endorsed by DisplayLink.

The logo should appear unaltered on (i) the certified product, (ii) the product retail packaging, (iii) the product documentation including specification sheets and users' manuals, and (iv) the promotional materials in any media, form or format including references on websites where the product is referenced. The logo must not be modified in any way and must be printed at a size that is clearly legible, following the colour, size, non-interference area and prominence guidelines shown below.

## Choosing the Correct Logo



Products that (i) incorporate DisplayLink DL-1x5, DL-3xxx or DL-4xxx series devices, or (ii) have DisplayLink software pre-installed prior to distribution should use the standard "DisplayLink Plug and Display" logo.



Products that use DisplayLink DL-5xxx or DL-6xxx series devices which are capable of supporting resolutions up to 3840 x 2160 should use the "DisplayLink 4K Plug and Display" logo.

## Choosing the Correct Font

**Helvetica  
Neue LT  
85Heavy**

The logo font for the DisplayLink logo part is Helvetica LT85 Heavy. Use the same font for the Plug and Display writing below. The following document NR-148986-AW includes all the logo artwork in vector format that can be used to produce the logos. The length of the "DisplayLink" wording and the "Plug and Display" wording should be the same, or as close as possible to, the same length.

# The DisplayLink Plug and Display Logos

## Choosing the Correct Colour

The following versions of the **DisplayLink Plug and Display** logo are available:



A full colour version (DisplayLink black and blue). For use where there is sufficient contrast between the background colour and the logo, e.g. against a light grey, white or silver background.



A full colour version (DisplayLink white and blue). For use against a black background colour.



A white version, for use where there is insufficient contrast between the full colour logo and the background against which it appears, e.g. against black, blue or other vivid/dark colours.

The following monochrome or monotone silkscreen logo versions are available for usage when printing the logo on the chassis of a product. Two versions: either black logo for white or light backgrounds, or white logo version against black or dark colour background.



These are the only versions that should be used – other versions are not acceptable

## The DisplayLink Plug and Display Logos

Please ensure you select the correct colour for your application. Shown below are examples of incorrect colour choices.



Incorrect



Incorrect



Incorrect

### Colour Process

There are two versions of the DisplayLink Plug and Display logo available for print production.

#### 4 Colour process (CMYK)



The DisplayLink blue colour in this version is formed out of a mixture of the four process colours- Cyan, Magenta, Yellow, and Black. This version is typically used in paper-based print production.

#### Pantone Spot Colour (PMS)



The DisplayLink blue colour in this version is specified as a Pantone-matched spot colour: PMS 3005. This version is typically used for printing on hardware or other applications where no additional colours are required.

Please choose the correct version for your particular print production process. If you are in any doubt about which version should be used please contact your design bureau or print provider

**Under no circumstances should the mix for the DisplayLink blue colour be altered – or another colour submitted in its place.**

### Downloading the Logos

The **DisplayLink Plug and Display logos** can be downloaded directly from the DisplayLink customer extranet. Log in at the following address and proceed to the download section:-

<http://www.displaylink.com/techsupport/?Action=CustomerCogniDoxDownloads&SubAction=Single&partnum=NR-148986-AW>

# The DisplayLink Plug and Display Logos

## Non-interference Area

To create maximum impact and readability, always maintain a minimum area of isolation around the DisplayLink Plug and Display logo. Keep this area of isolation free of text or graphics.

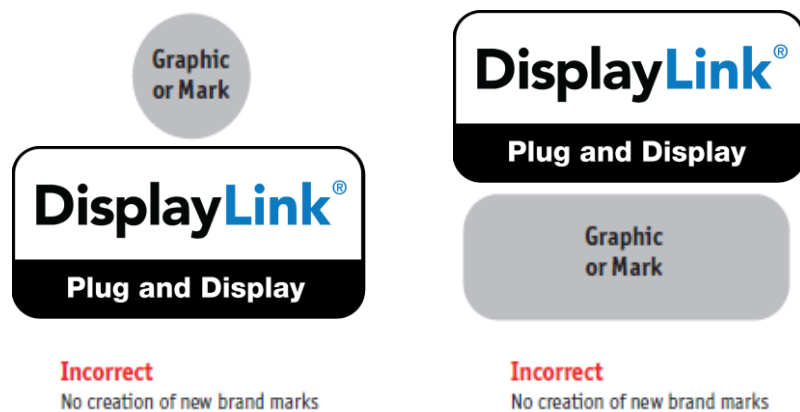
The minimum surrounding area of isolation is equivalent to 20% of the DisplayLink logo width, as shown below. Please consult with DisplayLink marketing if this area of non-interference is difficult to reserve physically in required materials.



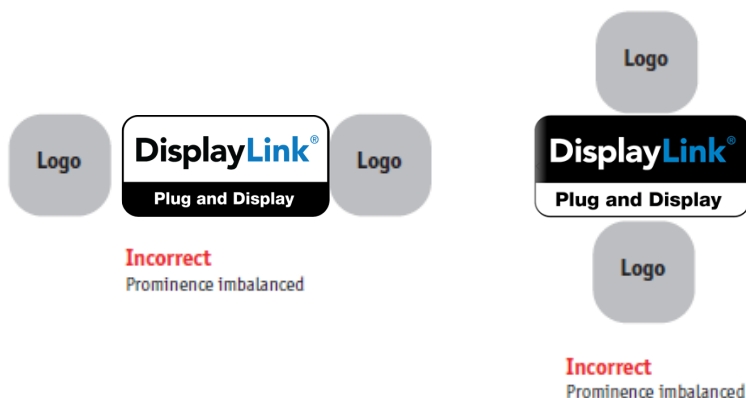
## Prominence

The DisplayLink Plug and Display logo must be produced in such a way to be equivalent to other third party logo(s) in its treatment and its importance, and it should be presented to protect third party identification and to eliminate confusion.

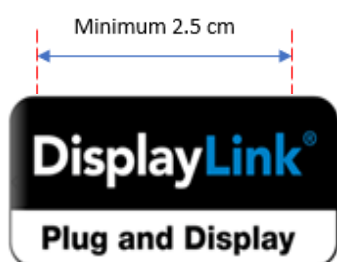
Any graphic elements should not be presented in such a way as could be considered a part of the logo or associated to the logo.



# The DisplayLink Plug and Display Logos



## Size and Location



### Size

When displaying the DisplayLink Plug and Display logo on the product chassis, product packaging and website, the minimum size of the word “DisplayLink” in the logo should be 2.5 centimetres wide with the corresponding height in proportion. There is no maximum size restriction.

An exception can be made for where space for logos is limited. In these instances the logo minimum size may be 1.8 centimetres wide.

For website usage, minimum pixilation requirements for the DisplayLink Plug and Display logo is 100 pixels.

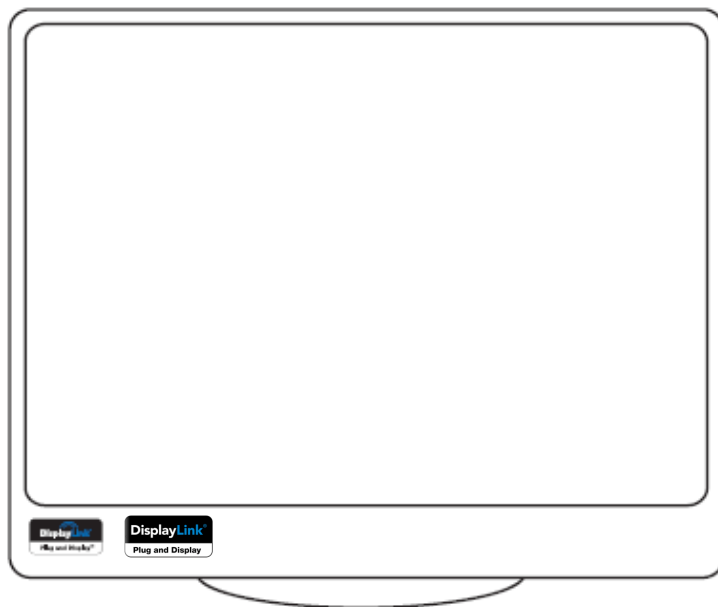
### Location

The DisplayLink Plug and Display logo should appear in a prominent location.

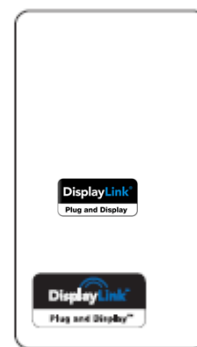
- Product Chassis: the lower left corner is the recommended location for the logo usage on a product chassis. See the examples below as to alternate locations of where the logo should be placed.
- Packaging: The suggested logo location on a product packaging is on the front or the side, beside the other logos such as USB, windows, video outputs or full HD logos.
- Product Documentation, Promotional Materials and Website: For specification sheets, user’s manuals, promotional materials and website usage, the recommended location is upper right corner of the main picture of the product using DisplayLink technology, or if no such picture is available, then at the bottom right corner of the documentation, promotional material or the website.

# The DisplayLink Plug and Display Logos

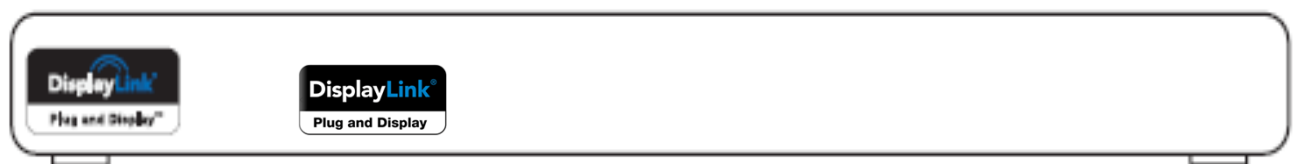
Example - LCD Monitor



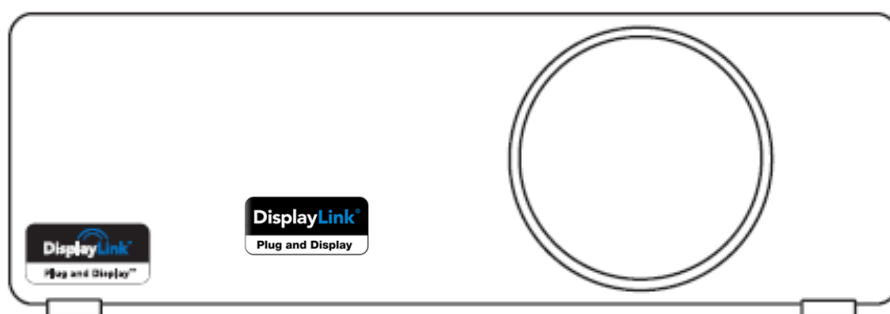
Example - USB to VGA adapter (top view)



Example – Laptop Docking station (front view)



Example – Projector (front view)



## The DisplayLink Logo

The usage of the DisplayLink logo can only be granted with a written consent agreement from Synaptics which will require the signing of Sales Representative or Distributor Agreements.

The DisplayLink logo should not be used on products except as a component of the DisplayLink Plug and Display or DisplayLink 4K Plug and Display logos, as described above.

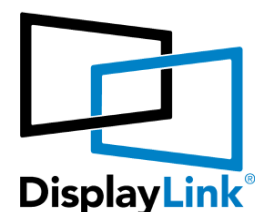
There are only two variants of the DisplayLink logo allowed.

These are:

- 1) The interlinked displays brand mark element located to the left.



- 2) The interlinked displays brand mark element located above.



These are the only two variants allowed. The first variant, in horizontal format with the interlinked displays to the left is the preferred logo that should be used wherever possible. The second variant, in square format with the interlinked displays above, may be used when spacing considerations render the horizontal logo impractical or unsuitable e.g. in icon usage.

The following are examples of variants which are NOT permitted:



**Incorrect**



**Incorrect**

## The DisplayLink Logo

The DisplayLink logo gives the customer confidence that the entity using the logo is endorsed by DisplayLink.

The logo should appear unaltered on sales, promotional, advertising or marketing materials in any media, form or format including references on websites. The logo must not be modified in any way and must be printed at a size that is clearly legible, following the colour, size, non-interference area and prominence guidelines shown below.

Care must be taken to not change the size in the interlinked displays brand mark element and the wordmark ("DisplayLink") relative to one another.



**Incorrect proportions**



**Incorrect proportions**

### Choosing the Correct Font

**Helvetica  
Neue LT 85  
Heavy**

The logo font for the DisplayLink logo is Helvetica LT85 Heavy.

The logo artwork in vector format that can be used to produce the logo: NR-108439-SL



# The DisplayLink Logo

## Colour Process

There are two versions of the DisplayLink logo available for print production



### 4 Colour process (CMYK)

The DisplayLink blue colour in this version is formed out of a mixture of the four process colours- Cyan, Magenta, Yellow, and Black. This version is typically used in paper-based print production.



### Pantone 3005 Pantone Spot Colour (PMS)

The DisplayLink blue colour in this version is specified as a Pantone- matched spot colour: PMS 3005. This version is typically used for printing in applications where no additional colours are required

Please choose the correct version for your particular print production process. If you are in any doubt about which version should be used please contact your design bureau or print provider.

**Under no circumstances should the mix for the DisplayLink blue colour be altered – or another colour submitted in its place.**

## Downloading the Logos

The **DisplayLink logo** can be downloaded directly from the Synaptics website at [www.synaptics.com/company/press-kit](http://www.synaptics.com/company/press-kit)

# The DisplayLink Logo

## Non-interference Area

To create maximum impact and readability, always maintain a minimum area of isolation around the DisplayLink logo. Keep this area of isolation free of text or graphics, including other logos and any text that could be construed as a corporate slogan or motto.

The minimum surrounding area of isolation is equivalent to 20% of the DisplayLink logo width, as shown below. Please consult with Synaptics marketing if this area of non-interference is difficult to reserve physically in required materials.



## The DisplayLink Logo

### Prominence

The DisplayLink logo must be produced in such a way to be equivalent to other third-party logo(s) in its treatment and its importance, and it should be presented to protect third party identification and to eliminate confusion.

Any graphic elements should not be presented in such a way as could be considered a part of the logo or associated to the logo.



Graphic or Mark

#### Incorrect

No creation of new brand marks



DisplayLink®

#### Incorrect

No creation of new brand marks



Logo1

Logo2

#### Incorrect

Prominence imbalance

## The DisplayLink Logo



**Incorrect**  
Prominence imbalance

## Size and Location

### Size



When displaying the DisplayLink logo in printed media, the minimum size of the word “DisplayLink” in the logo should be 2.5 centimetres wide with the corresponding height in proportion. There is no maximum size restriction.

An exception can be made for where space for logos is limited. In these instances the logo minimum size may be 1.8 centimetres wide.

|---Min 2.5 cm---|



For website usage, minimum pixilation requirements for the DisplayLink logo is 100 pixels.

# The DisplayLink Text Marks

This section presents guidelines for the proper use of the name DisplayLink and other trademarks in text, including product packaging, advertising material, technical documentation, press releases and other promotional materials.

## “DisplayLink” Name

### Registered Trademark

In any product packaging, advertising material, or promotional, technical or other documentation relating to any product distributed under license from Synaptics, the symbol “®” must be added to the first use in each body of text of the DisplayLink trademark or brand name:

DisplayLink ®

Thereafter, the symbol may be omitted.

The symbol should not be used when using “DisplayLink” as a trade name.

- **Correct:** DisplayLink will be providing a demonstration of its latest DisplayLink® technology
- **Incorrect:** Our devices use technology provided by DisplayLink® Corporation

A body of text, in this context, includes individual web pages, even when they are grouped as part of a website or a multi-page article, and therefore the symbol “®” must be added to the first use of the company name on each page. Furthermore, the symbol must be used in all sidebars, charts, tables, graphics, diagrams, banners etc., whether printed or published on a web page.

The symbol must also be added to all prominent uses, for example in headers.

### Attribution

Any product packaging, advertising material, and promotional, technical and other documentation containing the company name must include the following notice or one in substantially the same form:

“DisplayLink® is the registered trademark of Synaptics Inc. in the EU, the US, and other countries”

### “DisplayLink Plug and Display” and “DisplayLink 4K Plug and Display” Trademarks

#### Registered Trademark

In any product packaging, advertising material, or promotional, technical or other documentation relating to any product distributed under license from Synaptics, the symbol “®” must be added to the first use in each body of text of the trademarks:

DisplayLink Plug and Display ®

DisplayLink 4K Plug and Display ®

Thereafter, the symbol may be omitted.

A body of text, in this context, includes individual web pages, even when they are grouped as part of a website or a multi-page article, and therefore the symbol “®” must be added to the first use of the trademarks on each page. Furthermore, the symbol must be used in all sidebars, charts, tables, graphics, diagrams, banners etc., whether printed or published on a web page.

The symbol must also be added to all prominent uses, for example in headers.

#### Attribution

Any product packaging, advertising material, and promotional, technical and other documentation containing the trademarks must include the following notices or ones in substantially the same form:

“DisplayLink Plug and Display® is the registered trademark of Synaptics Inc. in the US, and a trademark in the EU and other countries”

“DisplayLink 4K Plug and Display® is the registered trademark of Synaptics Inc. in the US, and a trademark in the EU and other countries”

## Alterations

Trademarks should only be used in their proper form as shown. They may not be altered and should not be used in possessive, plural, or abbreviated forms, and must be correctly capitalised.

- **Correct:** Our docking stations incorporate DisplayLink 4K technology
- **Incorrect:** Our docking stations incorporate DisplayLink's 4K technology
- **Incorrect:** Our docking stations incorporate DL 4K technology
- **Incorrect:** All our docking stations are DisplayLinks
- **Incorrect:** Our docking stations incorporate Displaylink 4K technology
- **Incorrect:** Our docking stations use Plug-&-Display technology
- **Incorrect:** Our touch monitors use DisplayLink's technology

---

END

---