

BRAND STANDARDS



TABLE OF CONTENTS

Introduction	2
Purpose of This Document	2
What is Real	2
Trademarks & Copyrights	3
Company Name	3
Supported Trademarks & Registered Trademarks	3
Usage Rules	4
Copyright Statements	5
Design Elements	6
Color Palettes	6
Typography	8
Corporate Mark	9
Helix Mark	13
Sub-brands	15
Co-branding	20
International Guidelines	21

INTRODUCTION

Purpose of This Document

The Real brand consists not only of brand marks or logos but also the basic architecture of product and services names applied to various assets we own as a company. The purpose of this document is to provide a set of guidelines to help facilitate and inspire communications that build and maintain the Real brand we are striving to embrace.

A brand is only as strong as the consistency of the communication materials used to express it. Messages that deviate from the brand will be confusing to the audience and weaken the equity of the brand.

All design elements, including our marks, color, typography and messaging play an important role in supporting and reinforcing a consistent identity and visual style for Real. These brand standards have been developed to explain elements of Real's identity and provide guidelines for implementation and management. They help us:

- Build a consistent visual image of our company that distinguishes us from other companies' identities.

- Communicate our identity in positive ways rather than letting nicknames and inconsistencies usurp control.

- Create maximum impact on all media which reference the Real brand.

- Minimize creative costs and smooth the process of implementation through the standardization of elements.

- Create a branding roadmap for emerging products, services, businesses and strategies.

What Is Real?

Real is the global leader in digital media services and software for consumers and businesses.

In more detail, Consumers use RealNetworks' RealPlayer and the content subscription services it offers to create and play free and premium digital content. Broadcasters, network operators, media companies and enterprises use RealNetworks' products and services to deliver digital media to PCs, mobile phones and consumer electronics devices.

These descriptions are the foundation on which our brand is built. As with any company description, they will be updated as we occasionally pivot our strategy to create new opportunities and react to market developments.

If we are not careful, the market will dictate who we are and what our brand is. That is why it is crucial for us as a company to articulate a consistent, clear message of Real's unique value and positioning to the consumer and business markets. This will insure our key audiences will understand quickly and clearly who Real is and the vision and direction we are in which we are heading.

TRADEMARKS & COPYRIGHTS

Company Name (Real vs RealNetworks)

Now that we are focusing our efforts around the Real brand and mark, we are shifting how we refer to ourselves as a company. Historically we have used RealNetworks as name we refer to ourselves as.

All uses of RealNetworks in marketing materials, lexicons and products, should move to Real. The only exceptions will be using RealNetworks as our official company name and the term we use in the investor community and legal document

Supported Trademarks & Registered Trademarks

When referencing Real trademarks and registered trademarks, always include the proper notation after the name and logo. (® for Registered Trademarks and ™ for Trademarks) Failure to do so dilutes our trademark protection. In text it is only necessary to annotate the first instance of the trademark in a given document or piece. After the first instance you may drop the ® or ™ after the word. When using logos, always include the ® or ™ in every instance.

Registered Trademarks ®

- Real
- RealNetworks
- RealArcade
- RealOne
- RealPlayer
- RealAudio
- RealVideo
- RealProducer

Trademarks ™

- RealRhapsody
- RealPlayer Enterprise
- RealPlayer Enterprise Manger
- Helix
- Helix DNA
- RealAudio
- RealVideo
- RealDownload
- SureStream
- Neuralcast
- GamePass

Names vs Logos

Trademarking names and logos requires two different processes. Every time a new logo is created, additional trademark protection is required for the artwork. This often means that there will be a different notation for a text reference and the logo. For example, RealPlayer is a registered trademark so text references are followed by a ® . The new RealPlayer logo is not yet a registered trademark so it includes a ™.

RealPlayer®

The RealPlayer name is registered trademark.



The new RealPlayer mark is not yet a registered trademark

TRADEMARKS & COPYRIGHTS

Usage Rules

The following is a set of the most commonly needed trademark usage rules. Adherence to these rules are important to retain our trademark protection and ensure overall brand consistency.

Correct Text Formatting of Brands & Assets

- Real
- Helix
- RealPlayer
- RealRhapsody
- RealArcade
- RealPlayer Enterprise
- RealPlayer Enterprise Manger
- RealProducer
- Helix DNA
- Helix Community
- RealAudio
- RealVideo
- RealDownload
- SureStream
- Neuralcast
- Turboplay
- GamePass
- RadioPass
- PerfectPlay
- LivePause

Use of Full, Proper, Trademarked Brand Names

Always use the full, proper trademarked brand names in all communications. Real brands are part of a brand system by which each name begins with the word “Real” Therefore, full, proper, trademarked brand names are “RealPlayer”, “RealRhapsody”, and “RealArcade” - not “Player”, “Rhapsody”, and “Arcade”. Use of the abbreviated brand names, without the word “Real” dilutes both our trademark protection and the overall brand architecture.

Use of Third Party Trademarks

The trademarks of third party companies should be treated with the same care as Real’s trademarks. If you are not sure how to use a third party’s trademark, please check their website. When you use a third party trademark, add a footnote to the copyright statement stating:

“All other trademarks are property of their respective owners”

TRADEMARKS & COPYRIGHTS

Copyright Statements

It is imperative that each name, term or mark that is a registered trademark or is in the process of being registered receives the applicable mark and copyright statement when it is used.

Sample Copyright Statements:

©2003 RealNetworks, Inc. Patents Pending. All rights reserved. RealNetworks, Real, the Real logo, RealPlayer, and the RealPlayer logo are trademarks or registered trademarks of RealNetworks, Inc.

©2003 RealNetworks, Inc. Patents Pending. All rights reserved. RealNetworks, Real, the Real logo, RealPlayer, and the RealPlayer logo are trademarks or registered trademarks of RealNetworks, Inc. All other products and services mentioned are trademarks of their respective companies.

DESIGN ELEMENTS

Real Color Palette

The following corporate colors are appropriate for use when developing any collateral, printed materials, advertising, signage, web sites or multimedia campaigns for Real. Equivalent color pallets have been developed across the main color spaces used in the online and printing industries. The selection of the color palette will be determined by what is being produced and the media it is produced from.

PMS Values



Real Spot Blue
PMS 285



Real Spot Black
PMS Black

Hexidecimal Values



Real Hex Blue
#336699



Real Hex Black
#000000

RGB Values



Real RGB Blue
R: 51 G: 102 B: 153



Real RGB Black
R: 00 G: 00 B: 00

CMYK Values



Real Process Blue
C: 91 M: 43 Y: 00 K: 00



Real Rich Black
C: 20 M: 20 Y: 20 K: 100

DESIGN ELEMENTS

Helix Color Palette

The following color pallet is appropriate for use when developing any collateral, printed materials, advertising, signage, web sites or multimedia campaigns that utilize the Helix brand. Equivalent color pallets have been developed across the main color spaces used in the online and printing industries. The selection of the color palette will be determined by what is being produced and the media it is produced from.

PMS Values



Real Spot Green
PMS 383



Helix Spot Gray
PMS Black



Helix Spot Black
PMS Black

Hexidecimal Values



Helix Hex Green
#99CC00



Helix Hex Gray
#828282



Helix Hex Black
#000000

RGB Values



Helix RGB Green
R: 153 G: 204 B: 00



Helix RGB Gray
R: 130 G: 130 B: 130



Helix RGB Black
R: 00 G: 00 B: 00

CMYK Values



Helix Process Green
C: 21 M: 00 Y: 73 K: 20



Helix Process Gray
C: 00 M: 08 Y: 15 K: 43



Helix Rich Black
C: 20 M: 20 Y: 20 K: 100

DESIGN ELEMENTS

Typography - Online & Presentations

The following type families are available for use online and in presentations. At small sizes Arial and Verdana can be substituted for Helvetica,

Trebuchet
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trebuchet Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography - Print

The Meta font family is the preferred typeface for use in all print materials.

MetaBook -Roman
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

METABOOK -CAPS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

MetaBook-Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

METABOOK-ITALICCAPS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

MetaBold-Roman
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

METABOLD-CAPS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Meta Bold-Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

META BOLD-ITALICCAPS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

DESIGN ELEMENTS

Corporate Mark

The corporate mark is the primary component of the Real visual identity system. The mark was created to replace all other pre-existing company logos developed for RealNetworks.

The corporate mark expresses Real's history of innovation in streaming media and points to the future of our company vision. The bubble is an integral part of the mark and cannot be displayed without the type.

The corporate mark cannot be altered in any way.



Positive Space Mark



Negative Space Mark

DESIGN ELEMENTS

Corporate Mark - Size Requirements

Area of Isolation

The area of isolation surrounding the corporate mark must be at least equal to the width of the “r” and the height of the “l” in real. The corporate mark cannot be placed close to distracting design elements and must not become part of a larger pattern or design element.

The only exception to the area of isolation is the when the company url is used with the corporate mark. In those instances, use “Corporate Mark with URL”

Minimum Size

For print reproduction, the minimum size of the mark including the area of isolation is 60 points x 40 points. For online and screen isolation, the minimum size of the mark including the area of reproduction is 60 pixels x 40 pixels. Please note that the “Corporate Mark with URL” should not be reproduced at small sizes online and on screen .



Area of Isolation



Minimum Size - 60 pt x 40 pt
(remove dotted lines)

DESIGN ELEMENTS

Corporate Mark - Color Configurations

The corporate mark can appear in two colors in its positive and negative form, in grayscale, and in one color as black, blue or white.

The corporate mark must never appear in screen tints, and must always appear on solid colors. The only exception to this is the grayscale form of the mark, which has the bubble at 40% black.

When placing the mark against a background, select the color configuration that creates the best contrast between the background and the mark.



Sample Color Applications



Sample Reversed Color Applications

DESIGN ELEMENTS

Corporate Mark - Incorrect Usage

Reproducing, substituting, or altering the typeface in the mark is unacceptable.



Adding elements or type to the mark is unacceptable.



Altering the proportions and positions of elements in the mark is unacceptable.



Angling or rotating the mark is unacceptable



Separating the word "real" from the bubble is unacceptable.



Adding shadow, dimension, or distorting the mark is unacceptable.



Altering the color configurations and changing the color of the mark is unacceptable.



DESIGN ELEMENTS

Helix Mark

Helix is Real's primary systems and technology brand. For usage guidelines and graphic standards, contact Corporate Marketing.



DESIGN ELEMENTS

Consumer & Tools - Sub-brands

Consumer & tools sub-brands must always be visually linked to the Real corporate mark. The consumer sub-brand marks were created to replace all other preexisting logos developed for these brands. The name of the sub-brand is rendered in a modified version of Helvetica 65 Italic, with the same baseline and x height as the letters in “real”. Note that the first letter of the sub-brand is capitalized. These sub-brands are subject to the same level of protection as the corporate mark and cannot be modified.



Size Requirements

Area of Isolation

The area of isolation surrounding the sub-brand marks must be at least equal to the width of the “r” and the height of the “l” in real. These marks cannot be placed close to distracting design elements and must not become part of a larger pattern or design element.



Area of Isolation



Area of Isolation

Minimum Size

For print reproduction, the minimum height of the sub-brands including the area of isolation is 40 points tall. For online and screen reproduction, the minimum height of the sub-brands including the area of isolation is 40 pixels tall. The only exception to the minimum size requirements occurs in the title bar of product UIs.



Minimum Height - 40 p
(width determined by sub-brand)



Minimum Height - 40 p
(width determined by sub-brand)

DESIGN ELEMENTS

Sub-brands - Color Configurations

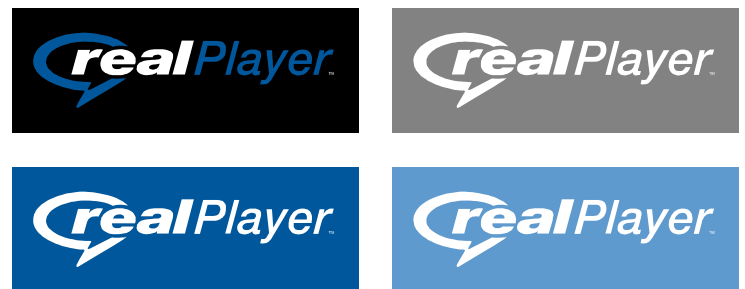
The sub-brand marks can appear in two colors, in grayscale, and in one color as black, blue or white.

The marks must never appear in screen tints, and must always appear on solid colors.

When placing the mark against a background, select the color configuration that creates the best contrast between the background and the mark.



Sample Color Applications



Sample Reversed Color Applications

DESIGN ELEMENTS

Sub-brands - Incorrect Usage

Reproducing, substituting, or altering the typeface in the mark is unacceptable.



Adding elements or type to the mark is unacceptable.



Altering the proportions and positions of elements in the mark is unacceptable.



Angling or rotating the mark is unacceptable



Separating the words from the bubble is unacceptable.



Adding shadow, dimension, or distorting the mark is unacceptable.



Altering the color configurations and changing the color of the mark is unacceptable.



DESIGN ELEMENTS

Text Only Brands

These brands reflect back to the corporate mark in terms of color and typography, but do not include the bubble. Note that the “R” in Real is capitalized. These text only brands are subject to the same level of protection as the corporate mark and cannot be modified.

RealVideo

RealAudio

RealDownload

Size Requirements

Area of Isolation

The area of isolation surrounding the text only brands must be at least equal to the width and height of the “R” in Real. These marks cannot be placed close to distracting design elements and must not become part of a larger pattern or design element.

Minimum Size

For print reproduction, the minimum height of the text only brands including the area of isolation is 35 points tall. For online and screen reproduction, the minimum height of the text only brands including the area of isolation is 35 pixels tall.



Area of Isolation



Area of Isolation



Minimum Height - 35 p
(width determined by text only brand)



Minimum Height - 35 p
(width determined by text only brand)

DESIGN ELEMENTS

Text Only Brands - Color Configurations

The text only marks can appear in two colors, in grayscale, and in one color as black, blue or white.

The marks must never appear in screen tints, and must always appear on solid colors.

When placing the mark against a background, select the color configuration that creates the best contrast between the background and the mark.

RealVideo

RealVideo

RealVideo

RealVideo

Sample Color Applications



Sample Reversed Color Applications

DESIGN ELEMENTS

Text Only Brands - Incorrect Usage

Reproducing, substituting, altering the typeface, or the capitalization in the mark is unacceptable.



Adding elements or type to the mark is unacceptable.



Altering the proportions and positions of elements in the mark is unacceptable.



Angling or rotating the mark is unacceptable



Adding any elements from the corporate mark is unacceptable.



Adding shadow, dimension, or distorting the mark is unacceptable.



Altering the color configurations and changing the color of the mark is unacceptable.



CO-BRANDING

Logo Sizing & Configuration

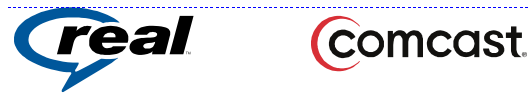
Relative Sizing

When materials are co-branded, the prominence of the Real logo should be at least proportionate to its contribution to the partnership. Therefore, Real's logo should be of equal size and prominence with an equal partner. If Real is the dominant partner, the Real logo should be larger than partner logos. If Real is one of several lesser partners in an initiative headed by a dominant partner, Real's logo should be at least of equal prominence and size with the lesser partners, but smaller than the dominant partner.

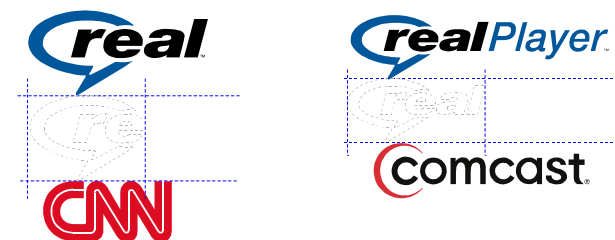
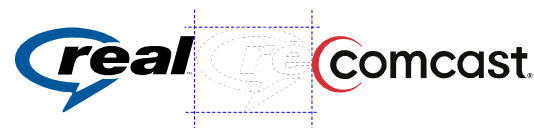
In partner promotions, the Real logos cannot be altered in any way.

Area of Isolation

The area of isolation between the Real logo and a partner logo must be at least equal to the height and width of the bubble in the logo. The area of isolation between Real sub-brand logos and a partner logo must be at least equal to the height and width of the real logo.



Relative Sizing of Real Logos & Partner Logos



Area of Isolation Between Real Logos & Partner Logos

INTERNATIONAL GUIDELINES

Real is a global company. Our international presence presents unique challenges to maintaining a consistent identity. The following broad recommendations will help to ensure a consistent Real image is represented overseas.

Cultural Sensitivity in Images & Color Usage

Be sensitive to cultural norms and practices, which can be significant even in countries that embrace American influences. In particular, be careful with:

Language: have the localization team review your copy to ensure that your translated message is conveyed as intended.

Photography: select photographs that reflect local expectations about attire, the relative position of men and women, racial diversity, and other cultural norms.

Colors: be alert to the symbolic meaning of colors, which carry different values in different nations. For example, in Japan the color white signifies death.

Translation of Our Brands

The names of our brands are never translated into local languages, nor are the marks modified to include local languages.