

IMAX[®]

BASIC TRADEMARK & BRAND GUIDELINES MANUAL

CURRENT AS OF JUNE 2013

The IMAX[®] brand is one of the most powerful and respected brands in the entertainment industry and is recognized worldwide for delivering premium experiences.

The IMAX logo is displayed in a bold, blue, sans-serif font. The letters are thick and blocky, with a registered trademark symbol (®) at the top right of the 'X'.

Clear and consistent brand communication will attract new customers, develop loyalty, drive sales and build your business. IMAX consumers respect the same values and quality of the IMAX brand no matter where they live; therefore, our message must be expressed the same globally.

These trademark and brand guidelines have been developed to help you effectively communicate the values and meaning associated with the IMAX brand.

The trademarks of IMAX Corporation may only be used by third parties under written license agreements with the company. It is important to note that these guidelines are subject to revision by the company without notice.

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TRADEMARK INFRINGEMENT

THROUGHOUT THIS GUIDE, THE FOLLOWING SERIES OF SYMBOLS WILL INFORM YOU AT A GLANCE:



NEVER DO THIS



THIS IS CORRECT



IMPORTANT NOTE

LOGO VARIATIONS AVAILABLE FOR USE



The IMAX logo and taglines are original pieces of artwork that must never be modified. Do not reproduce, recreate or alter the IMAX logos or logo/taglines combinations. Use the approved artwork only. Do not scan the logo; use only the original digital files obtained directly from IMAX Corporation.



Primary



Primary Black



Reverse/Knockout



THE IMAX[®] COLOR PALETTE

IMAX BLUE AND COLOR FORMULAS



The preferred color of the “IMAX” logos/taglines/signage is IMAX Blue.
In situations where IMAX Blue does not provide adequate contrast, the IMAX logos/taglines may appear in black or white:



IN PRINT (COATED/UNCOATED STOCK):

C63 / M52 / Y51 / K100
PMS BLACK

SCREEN RGB:

R0 / G0 / B0

WEB:

#000000



IN PRINT (COATED STOCK):

C87 / M23 / Y0 / K0
PMS 2925C

IN PRINT (UNCOATED STOCK):

C89 / M0 / Y1 / K0
PMS 2995U

SCREEN RGB:

R0 / G144 / B212

WEB:

#0090D4



IN PRINT (COATED/UNCOATED STOCK):

C0 / M0 / Y0 / K0
PMS BLACK

SCREEN RGB:

R255 / G255 / B255

WEB:

#FFFFFF

CLEAR SPACE AND MINIMUM SIZE

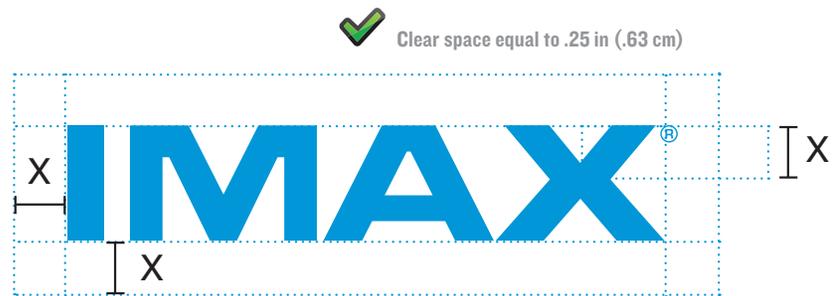
INCLUDING PROPORTION ON THE PAGE



All logos must be clear and legible. It must always be printed at the specified minimum size of one inch (2.54 cm) in length or larger.

Symbols, design elements and other identifiers such as theatre name, sponsor logo or sub-headline must not fall within the clear space surrounding the logo. The IMAX[®] logo is always provided with the [®] mark in its proper position.

The [®] must never change its position but may be sized disproportionately in large-scale usage such as signage.



✓ Shown actual max minimum size.



All marketing materials and signage which utilize the trademark must ensure that the IMAX[®] logo/tagline is given prominence in placement and size and shall be separate and distinct from third party trademarks or brands.



← The logo is the most prominent ID on page

← All non-IMAX logos are secondary in size and position relationship

SIGNAGE APPLICATION

RECOMMENDED EXTERIOR LOGO SIGNAGE



Exterior signage is one of the most powerful communicators of our brand. These recommended exterior theatre signage standards have been created to immediately reinforce and differentiate the position of IMAX.

This is the design standard for exterior signage  →



← THEATRE is always in black and is spelled "Theatre" (Eurostile Bold Extended II)



Where the use of an exhibitor name has been approved by IMAX, use the following styles:

EXHIBITOR NAME
IMAX[®]
DOME THEATRE

EXHIBITOR NAME
IMAX[®]
DOME THEATRE

In situations where a location name is also in the theatre name, use the following:

EXHIBITOR NAME
IMAX[®]
T H E A T R E
LOCATION NAME

In situations where a sponsor name is to be included, use the following:

IMAX[®]
T H E A T R E
SPONSOR NAME



SECONDARY ONLY

If additional signage is used in addition to approved primary signage, the secondary application may be a vertical or horizontal usage and the IMAX logo may appear alone.

IMAX[®]
IMAX[®]

WHAT NOT TO DO

DO NOT put the logo inside a shape, use a background, or add a symbol or shape that will interfere with readability or clear visibility!



DO NOT outline, change the color or remove the ® register mark from the logo!



DO NOT add other letters, shapes, a prefix or a suffix to the logo!



DO NOT alter the word placement or change the scale or proportions of the logo!



DO NOT move the text or alter the size of the lines in the IMAX Is Believing® logo!



DO NOT delete lines, alter the size of text or use different colors inside the IMAX Is Believing® logo!



TRADEMARK USAGE

REFERENCING THE BRAND

1. All uses of the IMAX[®], IMAX Is Believing[®] and Experience It In IMAX[®]/3D trademark must include the [®], which indicates that the mark is a registered trademark. The [®] must always be located in the top right position.
2. When the trademarks are used in text, the [®] must be included with the first usage in the document but may be excluded thereafter. The logotype of the IMAX[®], IMAX[®] 3D, IMAX Is Believing[®] and Experience It In IMAX[®]/3D trademark is not considered first usage when it appears before text.
3. The IMAX[®] trademark must always be followed by a proper noun: IMAX theatre, IMAX movie, IMAX technology
4. In text, IMAX must ALWAYS appear in UPPERCASE letters when used to refer to the technology (format) – IMAX[®], or the company – IMAX Corporation. IMAX in the company name is not a trademark and should never be followed by the [®].
5. IMAX Is Believing[®] and Experience It In IMAX[®] should be written with IMAX in uppercase, the remainder of the tagline in initial caps (i.e. IMAX Is Believing[®] never IMAX is believing[®])
6. IMAX Is Believing[®] and Experience It In IMAX[®]/3D are taglines and should never be incorporated into a sentence.
7. All IMAX trademarks must remain intact and not translated without the prior approval from IMAX Corporation.

For International applications, please contact brandmarketing@imax.com

8. The following legal line must be included in footnote form to indicate ownership of the trademarks:

U.S. ONLY: IMAX[®] is a registered trademark of IMAX Corporation;
Experience It In IMAX[®] is a registered trademark of IMAX Corporation.

U.S., CANADA AND EU COUNTRIES ONLY:

IMAX[®] is a registered trademark of IMAX Corporation;
IMAX Is Believing[®] is a registered trademark of IMAX Corporation.

For use outside of these countries, please contact brandmarketing@imax.com

ADDITIONAL TRADEMARKS

The IMAX Experience[®], An IMAX 3D Experience[®] and IMAX DMR[®] are registered trademarks of IMAX Corporation and must include the [®]

When The IMAX Experience[®] and An IMAX 3D Experience[®] are used outside of North America, the trademark symbol [®] should be replaced by an *. The legal line would then read:

* The IMAX Experience and An IMAX 3D Experience are trademarks of IMAX Corporation.



Please note that anything IMAX Corporation does not expressly approve in writing is considered not approved. IMAX Corporation may also require you to recall and/or reprint any marketing materials that do not meet with IMAX Corporation's current brand standards.

TRADEMARK INFRINGEMENT

It is the policy of IMAX Corporation to vigorously protect its registered and unregistered trademarks as well as to ensure that our use of new marks and product names do not infringe the trademark rights of others. If you or any affiliate see an infringement or any misuse of any of our trademarks, it must be brought immediately to the attention of:

IMAX Corporation's Law Department

Tel: 905-403-6404; Fax: 905-403-6468; or e-mail: mruby@imax.com

IMAX Corporation

2525 Speakman Drive, Mississauga, Ontario, Canada L5K 1B1
Tel: 905-403-6500 Fax: 905-403-6468