

Dear Partners,

We'd like to thank you for your continued support as a participating Partner in the openGear® standard. As we continue to grow, one of the most valuable aspects of the openGear® platform is the openGear® brand itself.

To that end, we need to ensure consistency and accuracy wherever the brand is referenced. This means that customers and manufacturers alike will instantly be able to recognize the platform brand and know that it is "standard" regardless of who is delivering the solution.

To help with this effort, Partners must ensure the following standards are adhered to on all instances of the brand usage where it is contained in outward facing communications.

**1. Trademarks:** The failure to display proper notice of registration, or notice of unregistered trademark rights, is a common mistake, yet the easiest to correct and avoid. For the avoidance of doubt, openGear® is a registered trademark of Ross Video. Therefore, Partners must ensure the "®" (R) symbol is used when displaying the openGear® on any materials. Anywhere openGear is referenced, you must include attribution of openGear® as a registered trademark of Ross Video visibly on the same page.

Registered Trademark example: openGear®

Attribution example: openGear® is a registered trademark of Ross Video

**2.** openGear® should always be spelled as such, lowercase "open", uppercased "Gear", as one word.

**3.** The official openGear® logo can be found here: [openGear.tv/](http://openGear.tv/)

Please contact us for different Logo requirements than the one found above, or if the resource linked is unavailable.

**4.** Partner company logos will be posted to the openGear.tv website, all Partners are asked to ensure their artwork is up to date. If possible, please provide all artwork as high resolution vector images in PNG or Photoshop format.

**5.** Partners providing frames along with openGear® cards must place their company logo in the branding area of the openGear® frame. Ross uses a "Ball Jewel" nameplate, which can be ordered from the following company:

BNI - (Brampton Nameplate Inc.) a JHI Company

218 Wilkinson Rd. Unit 4

Brampton, Ontario, Canada, L6T 4M4

(905) 451-1102 Phone Ext: 26

(877) 265-6804 Toll Free

(905) 451-3585 Fax

[www.bramptonnameplate.com](http://www.bramptonnameplate.com)

- Ask for the "openGear® Ball Jewel".

- For a reference example of a Ball Jewel used for branding, the part number for the Ross openGear® Ball Jewel is 8310R-110BB02

**6.** For openGear® co-marketing opportunities, such as Press Releases, please contact Sara Bell ([sbell@rossvideo.com](mailto:sbell@rossvideo.com)) at Ross Video at least six weeks prior to the deadline.

Please contact [info@opengear.tv](mailto:info@opengear.tv) for queries related to these guidelines.