

ArcSoft, Inc. Corporate Branding Guidelines

Overview

The corporate branding guidelines outline the correct usage and placement of ArcSoft, Inc. corporate images for use with licensed products from ArcSoft. A review of all artwork used by licensees is required. Licensees can work with their licensing consultant for approval of all materials.

These guidelines apply to all printed material, packaging and CD media shipped by licensees. In addition, these guidelines apply for use with any online properties. Any alteration to the above guidelines must receive approval from ArcSoft prior to usage.

All logo artwork for production work are available at the ArcSoft Website (<http://www.arcsoft.com/en/press/disclaimer.asp>).

Approved ArcSoft Logos

Correct Usage



Wrong Usage



Approved ArcSoft Naming Conventions (in USA only)

ArcSoft®
Powered by ArcSoft™
ArcSoft CD&DVD LabelMaker™
ArcSoft Cut-It-Out™
ArcSoft DVD SlideShow®
ArcSoft Funhouse®
ArcSoft Greeting Card Creator®
ArcSoft Magic-i™
ArcSoft Magic-i™ Visual Effects
ArcSoft MediaConverter™
ArcSoft Media Card Companion™
ArcSoft MediaImpression™
ArcSoft Panorama Maker®

ArcSoft Panorama Maker® Pro
ArcSoft Photo Greeting Card®
ArcSoft PhotoMontage®
ArcSoft PhotoPrinter®
ArcSoft PhotoImpression®
ArcSoft PhotoImpression® 6.5 Gold
ArcSoft® PhotoStudio®
ArcSoft® PhotoStudio® Darkroom
ArcSoft Print Creations™
ArcSoft RAW Thumbnail Viewer™
ArcSoft Scan-n-Stitch™
ArcSoft Scan-n-Stitch™ Deluxe
ArcSoft Scrapbook Creator™ Memories Edition

ArcSoft ShowBiz® DVD
ArcSoft TotalMedia™
ArcSoft TotalMedia Backup™
ArcSoft TotalMedia Backup & Record™
ArcSoft TotalMedia™ Extreme
ArcSoft TotalMedia™ Theatre
ArcSoft VideoImpression®
ArcSoft WebCam Companion®

If you have questions regarding the use of ArcSoft logos and names, please contact your business consultant.