



# Roku TV Ready™ Brand Guidelines & Requirements

VERSION 1.5

# Roku TV Ready™

Roku TV Ready™ is a partnership program that gives shoppers confidence when seeking an audio upgrade. Audio products featuring the Roku TV Ready badge have been certified to work seamlessly with any Roku TV. Users will enjoy a smoother setup, easy access to sound settings, and compatibility with any Roku remote when adding a Roku TV Ready product.

The Roku TV Ready brand logo represents streaming entertainment that is easy to use, provides lots of choices, and comes at a great price. Customers have come to associate these attributes with the Roku brand and the Roku TV Ready brand extends this expectation to 3rd party devices that connect to the Roku OS through this certification program.

## Roku TV Ready Trademarks

You may only use the Roku TV Ready wordmark (meaning text) and logos (the “Trademarks”) in association with a product if that product has undergone and completed the Roku TV Ready certification process. Your use of the Trademarks is subject to your written agreement with Roku, Inc. and Roku’s trademark guidelines.

### PRIMARY BRAND LOGO



#### PURPLE LOGO

**When to use:**  
This is the preferred logo for presentation on both white and light-colored backgrounds.



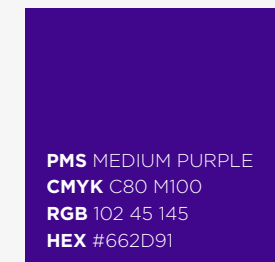
#### BLACK LOGO

**When to use:**  
For standard one-color printing, use this logo for all black and white correspondences.



#### WHITE LOGO

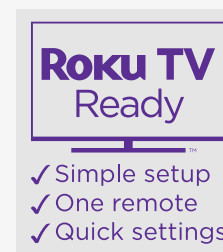
**When to use:**  
Against dark backgrounds, use this reverse logo to maintain maximum legibility and impact.



**Note:** When printing, always use the Roku Purple, Pantone spot color Medium Purple C. For digital media, DO NOT use its RGB or CMYK conversion. Use only the RGB, CMYK, and HEX noted above.

### SECONDARY LOGO BADGE WITH CHECKLIST

**When to use:**  
Recommended for web or in the absence of supporting copy.



### WORDMARK

Roku TV Ready™

# Roku TV Ready™

## How do you get the correct files?

Always use the approved digital artwork, available from Roku Marketing ([rokutvready@roku.com](mailto:rokutvready@roku.com)). Roku must approve all placements.

## Logo use checklist

All uses of the Roku TV Ready logo must appear:

- ✓ On the front, rear, side, or top panel of your packaging (printed or sticker).
- ✓ Undamaged or obstructed by another label, sticker, staple, or other item.
- ✓ In similar size, prominence, and proximity of other third party logos on any side of the box.
- ✓ In the user guide of applicable products.
- ✓ On point-of-sale materials if displayed without packaging in retail.
- ✓ On the product description web page for applicable products (logo badge with checklist preferred).

## Trademark symbol requirements

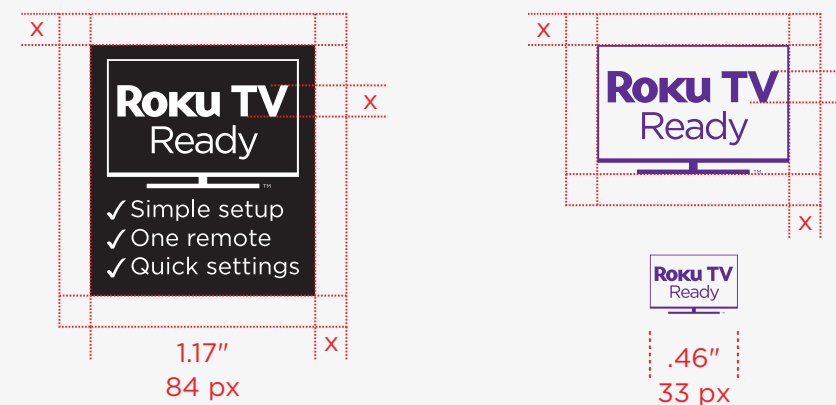
Always ensure the common law trademark symbol (TM) is:

- Displayed in the logo as provided to you (to the right of the TV stand), matching the examples (see right).
- Included even when the wordmark and TM are used on any specific location.
- Always visible.

## Logo requirements

Ensure the Roku TV ready logo is:

- Unaltered
- On a solid background
- In Roku purple, black, or white
- Surrounded by appropriate safe zone (see below)



The clear space all around the Roku TV Ready logo is equal to the x-height of the Roku TV logo.

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility. The logo should not be reproduced in a width size smaller than .46" (33 px) for the badge logo and 1.17" (84 px) for the checklist logo, as illustrated.

# Roku TV Ready™

## Appropriate uses of the wordmark (text):

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- Technical specifications
- Feature copy
- Approved press releases
- Other text-only documentation

## When writing the wordmark, it must:

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- Be written capitalized in title case
- Include the common law trademark symbol (TM) in superscript
- Modify a generic term to identify the appropriate product, such as “soundbar”, “product”, or “certified”

“Roku TV Ready™ product”

“Roku TV Ready™ soundbar”

“Roku TV Ready™ certified”

### For example:

“This [soundbar] is Roku TV Ready certified. That means you’ll enjoy a simple setup, one remote, and quick settings when you pair it with a Roku TV.”

For example, direction is as follows:

## When writing the wordmark, it must **not**:

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- Be used as a noun or verb
- Be possessive, plural, or hyphenated
- Be abbreviated
- Be translated

## Unpermitted uses of the Trademarks

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When using a Roku wordmark or logo, you may **not**:

- Combine or embed a third party trademark, logo, or tagline with any of Roku’s Trademarks.
- Use any Roku Trademark in a negative way or any way that would harm the goodwill of Roku or any third party participant in a Roku program.
- Use any Roku Trademark in regions where Roku TV Ready is not supported unless accompanied by a certification disclaimer.
- Use any of Roku’s Trademarks as part of a website URL.

### Note:

You may request permission to use a Roku wordmark after a URL backslash with approval given at Roku’s sole discretion.

## Attribution

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All uses of Roku Trademarks must include the following general attribution in a reasonably visible location (customized according to which marks you are actually using):

“Roku, the Roku logo, Roku TV, Roku TV Ready, and the Roku TV Ready logo are trademarks and/or registered trademarks of Roku, Inc.”

## Certification disclaimer

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Roku TV Ready is only authorized by Roku for agreed-upon countries. For other countries where the product is sold, assets (e.g., global packaging and user guide) must include the following disclaimer customized to include the Roku-authorized countries and translated into all languages applicable to each such authorized country:

“This product is Roku TV Ready-supported in the [insert each Roku-authorized country]. Countries are subject to change. For the most current list of countries in which this product is Roku TV Ready-supported, please email [rokutvready@roku.com](mailto:rokutvready@roku.com).”

Contact [rokutvready@roku.com](mailto:rokutvready@roku.com) for more information.

**Roku is not responsible for any Roku TV Ready program enrollee’s failure to fully comply with the disclaimer terms above.**

# Packaging Example

## 1. Logo Requirement

- The Roku TV Ready logo appears on the front, rear, side, or top-viewing panel of your packaging, must be in similar size and prominence, and be placed with other third-party marks or logos.
- The logo without the checklist is the primary mark. The logo badge with the checklist should be used in instances where no other supporting copy appears on the page or package.
- The primary logo must be used on global packaging where several languages are included.

## 2. Messaging Recommendation

- Short:  
“Certified to work seamlessly with Roku TV™.”
- Long:  
“Certified to work seamlessly with Roku TV™, you’ll enjoy a simple setup, quick access to sound settings, and compatibility with any Roku remote.”

## 3. Attribution Statement Requirement

- Roku TV, Roku TV Ready, and the Roku TV Ready logo are trademarks of Roku, Inc.

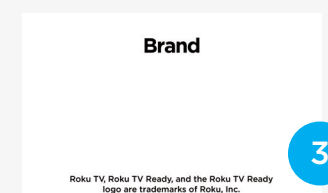
FRONT



TOP



SIDE



# Web Page Example

## 1. Logo Requirement

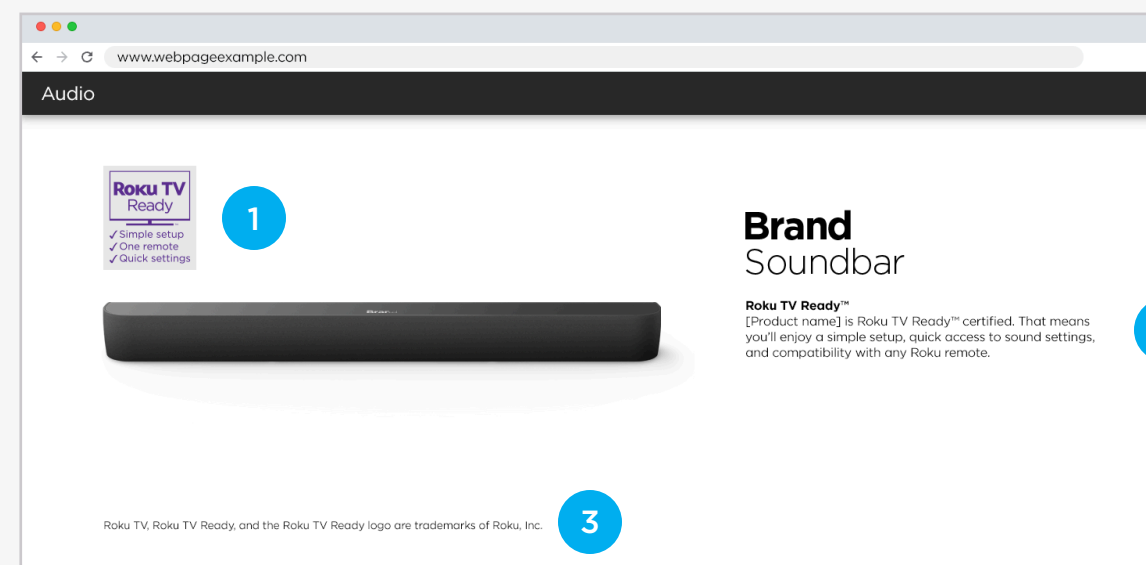
- The Roku TV Ready logo must appear on the product description web page for any product participating in the program.
- The logo badge with checklist is preferred for web placement where space allows.

## 2. Messaging Recommendation

- [Product name] is Roku TV Ready™ certified. That means you'll enjoy a simple setup, quick access to sound settings, and compatibility with any Roku remote.

## 3. Attribution Statement Requirement

- Roku TV, Roku TV Ready, and the Roku TV Ready logo are trademarks of Roku, Inc.



# User Guide Example

## 1. Logo Requirement

- The Roku TV Ready logo must appear in the user guide, be in similar size and prominence, and be placed with other third-party marks or logos.

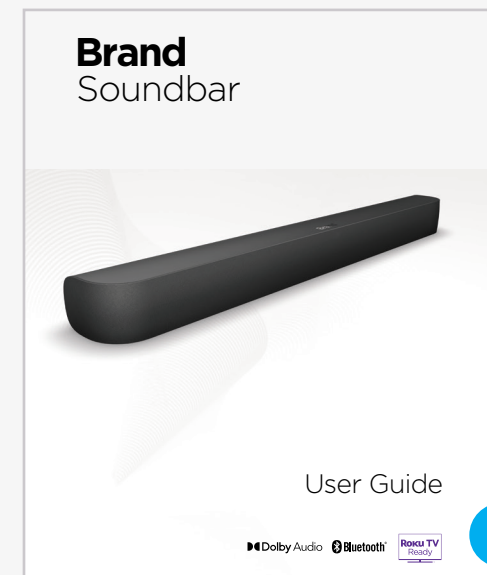
## 2. Messaging Recommendation

- If you have a Roku TV™, setup is easy. Just use the included cable to connect your soundbar to the HDMI ARC port on your TV and follow the on-screen instructions.

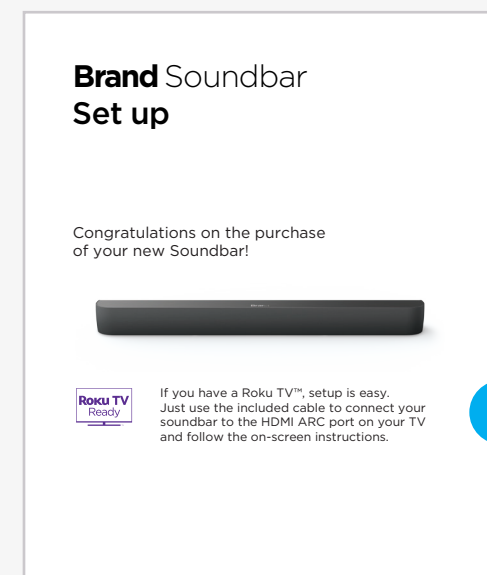
## 3. Attribution Statement Requirement

- Roku TV, Roku TV Ready, and the Roku TV Ready logo are trademarks of Roku, Inc.

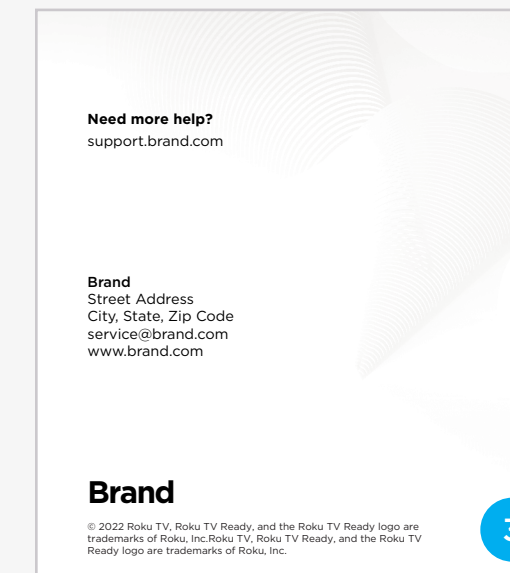
FRONT



INSIDE



BACK



# Approval Process Checklist

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Please use the following checklist to help with implementation and approval.

For more information, contact your Roku marketing manager.

## Checklist

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- ✓ All assets must be approved by Roku marketing and legal. Please allow up to 20 business days for review, revisions, and approval. Point of notation, the typical creative review process take about 3 rounds of reviews before final approval/release.
- ✓ Roku TV Ready logo appears on all required marketing assets including product packaging, user guide, product webpages, and POS displays (if applicable) and follows brand guidelines.
- ✓ Registered trademarks and trademarks are printed with the appropriate registered trademark designation (®) or trademark (™) accordingly on their first appearance in all materials.
- ✓ All uses of Roku trademarks include attribution in a reasonably visible location.

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Happy Streaming<sup>™</sup>