

Brand Name(s) Formatting

The correct formatting of the tvONE brand names in all communications and documentation is essential for instilling the intangible value of the tvONE corporate identity & trademarks

✓ Acceptable usage

In all communications and literature, other than legal documentation the following formats should be adhered to:

tvONE

Lower case 'tv' with 'ONE' in capital letters

CORIO[®], CORIO[®]2, CORIO[®]3

CORIO[®] always in all capital letters. It is a registered trade mark in this format, owned by tvONE. The first occurrence of CORIO[®], CORIO[®]2 or CORIO[®]3 in any document, literature or communication must have the registered trade mark symbol (Ctrl+Alt+R on the Windows Operating System) after the last 'O'. For subsequent usage in the same document the [®] symbol may be omitted.

CORIO[®]master, CORIO[®]matrix, CORIO[®]master mini, CORIO[®]max etc.

In all instances where CORIO has a suffix, there is never a space before the suffix, and the suffix is always in lower case.

* CORIOmax is not a product but a Series name, which currently consists of the CORIOmaster, CORIOmatrix and CORIOmaster mini. Other products may be added to the Series in future.

⊘ Unacceptable usage

DO NOT use any of the following formatting.

tv ONE, tvone, tv one, TVONE, TV ONE,
TV One, TVOne, TVone or TV one

corio, Corio, corio[®], Corio[®], CORIO2[®],
CORIO3[®], Corio2[®], Corio3[®]

CORIO master, CORIO matrix,
CORIO master mini, CORIO-master, CO-
RIO-matrix, CORIO-master mini,
Coriomaster, Coriomatrix,
Coriomaster mini, CORIOMASTER,
CORIOMATRIX, CORIOMASTER MINI,
CORIO-MASTER, CORIO-MATRIX,
CORIO-MASTER MINI,