

Image Guidelines for electronic TM3 filing

If you have to provide an image of your mark as part of your on-line trademark application, you should read the advice below.

Electronic image files attached to on-line trade mark applications must conform to our guidelines.

If you send an on-line application with an image (or images) which is in an unacceptable form, you could lose your filing date.

We recommend that you go through the following steps.

Step 1 - Choose the image category

Select the best image category for your mark.

Image Category	When to Use
Line Art Resolution: 600spi (samples per inch) Scan type: black/white Colour Depth: 1 bit per sample	Use this category whenever possible; it will improve operational efficiency.
	The scanned image will be black and white only. If you can't successfully photocopy the image then you will not obtain a good scan with these settings.
	Use for all <i>stylised word</i> text, if there is sufficient contrast.
	Use for sketches, drawings and illustrations that consist only of black lines or filled areas, and white lines or filled areas, with no shades of grey.
	Use if a black and white image is to be filed and colours are to be defined using internationally recognized colour identification system codes. Only use for two-colour logos where there is clear contrast.
Solid Grey-Scale Resolution: 100spi (samples per inch) Scan type: grey-scale Colour Depth: 8 bits per sample	Use for simple logos, with more than two colours or grey-tones, but with large areas of the same shade. Can be used if a greyscale image is to be filed and colours are to be defined using internationally recognised colour identification system codes.
Detailed Grey-Scale Resolution: 150spi	Use for images with aspects such as mottled or flecked designs. The category uses a relatively high scan resolution so the scanned image contains over twice as many samples, when compared to one that was

(samples per inch)	scanned as <i>Solid Grey-Scale</i> .
Scan type: grey-scale	Use for images with many continuous tones, such as a photograph.
Colour Depth: 8 bits per sample	Use when the <i>Solid Grey-Scale</i> category proves to be unsuitable.
Spot Colour Resolution: 100spi (samples per inch)	Use this category whenever possible for colour scanning; it will improve system efficiency because the logo will be stored with a palette of only 256 colours instead of 16 million colours.
Scan type: RGB	Use for images with a few dominant colours, e.g. a logo or a cartoon drawing.
Colour Depth: 8 bits per sample	Do not use if the colour claim is for a very specific tone. The category is not suitable if, for example, the applicant claims 'Pantone 310'.
Detailed Colour Resolution: 100spi (samples per inch)	Use when accurate colour is needed. 16 million colours are coded.
Scan type: RGB	Use when there is a wide range of distinct colours in the image.
Colour Depth: 24 bits per sample.	
Colour Photo Resolution: 150spi (samples per inch)	Use when accurate colour is needed. 16 million colours are coded.
Scan type: RGB	Use for images with continuous tones, such as a photograph.
Colour Depth: 24 bits per sample	Use when the <i>Detailed Colour</i> category proves to be unsuitable. The category uses a relatively high scan resolution so the scanned image contains over twice as many samples, when compared to one that was scanned as <i>Detailed Colour</i> .

Step 2 - Choose the image file format

Where there is a choice, the recommended file format for each image category is denoted by the '*' symbol.

Image Category	Permitted file-formats
Line Art	TIFF Fax Group 4 compressed *
	TIFF 'bit-map' uncompressed
Solid Grey-Scale	TIFF 8-bit grey uncompressed *

	8-bit grey JPEG
Detailed Grey-Scale	TIFF 8-bit grey uncompressed *
	8-bit grey JPEG
Spot Colour	TIFF 8-bit RGB uncompressed
Detailed Colour	TIFF 24-bit RGB uncompressed *
	24-bit RGB JPEG
Colour Photo	TIFF 24-bit RGB uncompressed *
	24-bit RGB JPEG

Please Note: We cannot alter your image file once received. If your image is not supplied in one of the above listed formats, we may ask you to provide a replacement image in a permitted format. We will not examine your application until any image file meets our criteria. We can only accept images in a TIFF or JPEG format as detailed above.

Step 3 - Choose your image size

When you file your on-line application we will determine which of the following image display options is most appropriate for your mark:

- a. 8 cm x 8 cm
- b. 8 cm wide x height scaled to fit (24 cm maximum)
- c. 17 cm wide x height scaled to fit (24 cm maximum)

It is important that you send us a trade mark image so that the **logical print dimensions** of the image closely match one of our display options. If the **logical** width or height of the scanned image are both significantly less than 8 cm then we may contact you and request a replacement image.

Step 4 - Additional guidance for colour Marks

All colour images must be submitted in the "red, green, blue" colour space. Subtractive colour "CMY " and "CMYK" images are not acceptable.

Description of colour mark	Options for filing using the on-line trade mark application form
The mark is a picture or words in colour(s). The applicant intends that the mark, if accepted, will be	a) The image file should consist of a black and white or colour representation of the mark along with internationally recognised colour identification System Codes (such as

<p>registered in those colour(s).</p>	<p>Pantone®, Focoltone®, Munsell Color® or Toyo®) for each of the colours in the mark. The codes will need to be scanned as part of the mark.</p> <p>b) The image file should consist of a colour representation of the mark into which an sRGB image display profile has been embedded.</p> <p>c) The image file should simply consist of a colour representation of the mark.</p> <p>As there will be no guarantee that the colour we see on our systems is the same as the applicant sees, we recommend that if the precise colours are an important element of the mark options a) or b) above are used.</p>
<p>A colour representation of the mark is the only version available. However, the applicant does not want the mark to be registered in colour.</p>	<p>A black and white representation is needed for the on-line application form if the mark is not to be registered in colour.</p>
<p>The mark is a picture or words in black and white but the applicant wants to use the mark in any colours.</p>	<p>The image file should consist of a black and white representation of the mark.</p>
<p>The mark is a picture in black and white and these colours are an important feature of the mark (eg like a photographic negative).</p>	<p>The image file should consist of a black and white representation of the mark. The question on the on-line application form which asks "If you have shown the mark in black and white we will not consider these colours are a feature of the mark unless you tell us something different here" should be completed to say that black and white are important features of the mark.</p>
<p>The mark consists purely of a colour(s) alone or colour(s) applied to the goods or their packaging</p>	<p>a) The mark may consist of a written description of the colour or colour representation of the mark accompanied by internationally recognised colour identification System Codes such as Pantone®, Focoltone®, Munsell Color® or Toyo®. This information must be provided in an image file.</p> <p>b) If the item to which the colour is applied forms part of the mark, the image file should</p>

consist of a black and white representation of the mark accompanied by Internationally recognised colour identification System Codes. An indication is required identifying the area to which the colours are applied (if colour is applied to the whole of the surface of the object, a statement to this effect will suffice). This text will need to be scanned as part of the mark.

c) The image file may consist of a colour sample into which an sRGB profile has been embedded.