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May 06, 2019

## REVERSIBLE LOGO: POWDER/BEAD/ FLAKE FILLED LOGO FOR 360 DEVICE

HP INC

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### Recommended Citation

INC, HP, "REVERSIBLE LOGO: POWDER/BEAD/FLAKE FILLED LOGO FOR 360 DEVICE", Technical Disclosure Commons, (May 06, 2019)  
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## **Reversible Logo: Powder/Bead/Flake Filled Logo for 360 device**

360 (2 in 1) electronic device has become a new trend of how a computer may look like. In some cases, the brand logo may be reversed due to the orientation of the device.

A simple low cost solution of manufacturing company logo using columns of beads/powder/flake is being proposed to keep the orientation of our logo upright.

### **Beaded/Powder/flake logo design**

The company logo will consist of 5 transparent columns made of either glass, quartz, PMMA, PET or PI and fill partially with desired color beads/ powder/flake. Some columns may have a hidden powder/flake/beads reservoir.

By this design, when the device is reversely orientated as tablet function, the logo will still be in the upright position. In order to provide sufficient material to fill the required portion of the column, length  $L_2 > L_1$  and  $L_4 > L_3$ .

To allow smooth flow of materials, particle size of these beads/flakes/powder should be in nanometer to mini meter in length. In this application, we suggested micron size particles.

In addition, particles made of fluorescent/non fluorescent/color which match industrial design language could be used. Round/random/platelet can all provide different look as filling material.

**Disclosed by Hang Yan Yuen/Hui He/ Kuan-Ting Wu, HP Inc.**