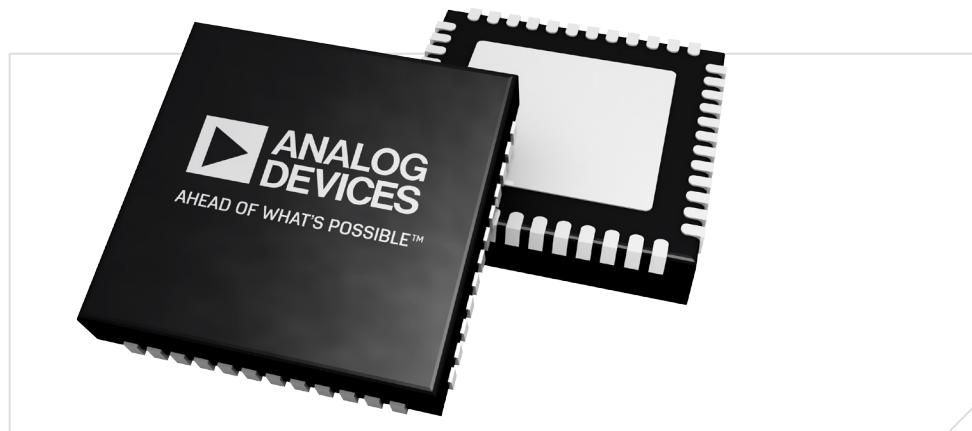


# CORPORATE LOGO AND TRADEMARKS

## Usage Guidelines



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# Corporate Logo

## Usage Policy

One of the most valued assets a company has is its logo. It provides a visual representation of the company and symbolizes the company's brand wherever it is used. The Analog Devices logo is recognized around the world as a mark of quality. The corporate logo usage policy was established to ensure that the logo is used consistently in all our communications.

The corporate logo affords a means to promote the company and its brand and to gain instant recognition for its products, services, published materials, and people. Such a valuable asset must be protected through proper and consistent use. Managing the logo includes ensuring that ADI employees, as well as people outside the company, use it correctly and with the required permission, as outlined in the following pages.

### Start with the Master Logo

The Analog Devices logo uses a triangle-inside-a-square symbol and the name "Analog Devices" in a simple, yet powerful, graphic design.

All uses of the ADI logo (and related product line logos) must be reproductions of the design, traceable to the master logo, which is maintained by Marketing Services. Those uses include photos, drawings, and line art—for use in print and on the Web.

Variations, such as handcrafted or cut-and-paste modifications of the logo, are not permitted. For example, the usage policy prohibits putting "Analog Devices" on one line, with the name of a division or product group below it on a different line.

Anyone interested in using the ADI logo for another company's promotions (in printed material or on a website, for example) must obtain prior written permission from Analog Devices. Usage of the logo by customers, distributors, or other companies is subject to review by ADI prior to production.

Before using the logo, make sure the background is not too busy and that it does not significantly detract from the logo itself. If the background is too distracting, subdue it to make it less prominent or adjust the placement of the logo to avoid the busy background. The logo is not to be placed in close proximity to other trademarks, text, graphics, or headings.

### Ahead of What's Possible Tagline

Our tagline (Ahead of What's Possible) defines the brand and, along with the logo, should appear as a signoff for most logo uses.

A footnote should appear at the end of any document featuring the tagline or tagline lockup (logo and tagline). "Ahead of What's Possible is a trademark of Analog Devices."



*The trademark symbol is a part of the graphic logo file and must not be removed or recreated.*

### Acceptable Uses of the ADI Logo Without the Tagline

Use of the ADI company logo without the tagline is still acceptable. Some examples may include:

- ▶ When the phrase "Ahead of What's Possible" already prominently appears on the same page as the logo.
- ▶ When the logo placement is so small that the tagline would be unreadable (see Page 15 for minimum sizes).
- ▶ Premiums where the logo placement would be too small or where the tagline already appears elsewhere on the premium.
- ▶ External or permanent building signage.
- ▶ Business cards: the logo without tagline appears on the front, "Ahead of What's Possible" appears on back.

## Configurations

Only two variations of the ADI logo are permissible: with the Ahead of What's Possible tagline and without. In most cases the version with the AWP tagline is preferred. The version without the tagline may be used in a few cases (outlined above).

**Logo with Tagline**



**Logo Without Tagline**



## Color Variations

There are two versions of the ADI logo and tagline lockup: a solid black version and a solid white version. These are the only permitted color variants.

When using the logo or lockup against a plain white or light background, use the solid black version. When using the logo against a dark background, use the white version.



- ▶ Please note that using a blue ADI logo is no longer permitted.

## Building Signage Material

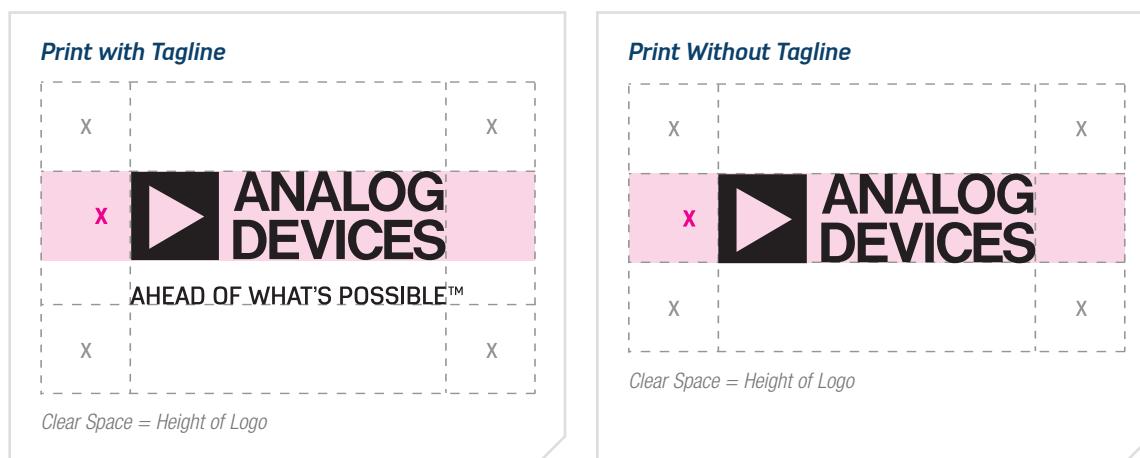
In signage—building entrance installations, for example—the logo may also be formed out of bare metal for a reflective or brushed *silver* look. The logo may be extruded three-dimensionally, but the arrow must knock out, showing the underlying substrate behind the logo. Note that the Ahead of What's Possible tagline does not need to be used in permanent installations.



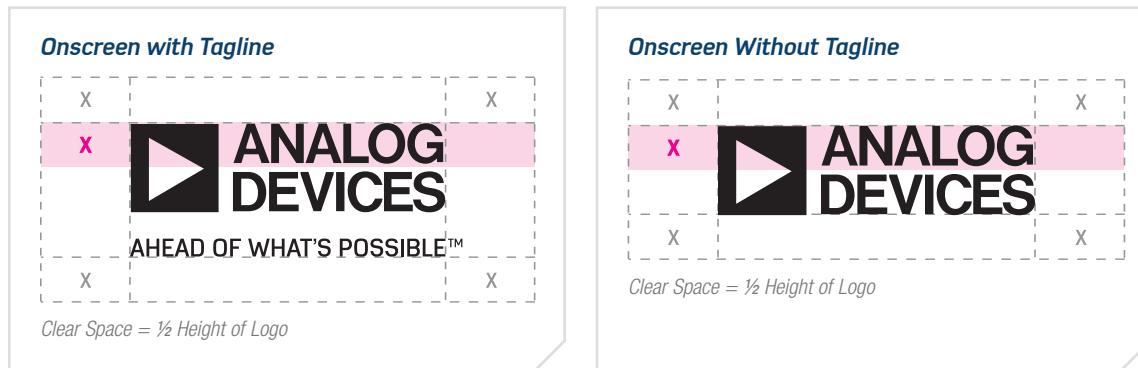
## Clear Space

The ADI logo and tagline lockup have specific size and scale requirements. These can be determined by physical means (actual measurements) or relative means (using the logo square as a unit of measurement).

In most print placements, a clear space equal to the height of the square at the left of the logo ("x") should be maintained around each side of the logo or lockup. In online and restricted space placements, "x" equals half the height of the square.

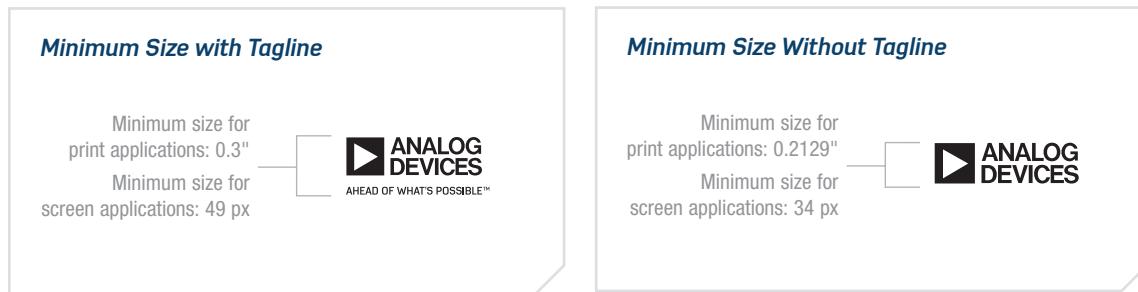


## Clear Space (Continued)



## Minimum Size Requirements

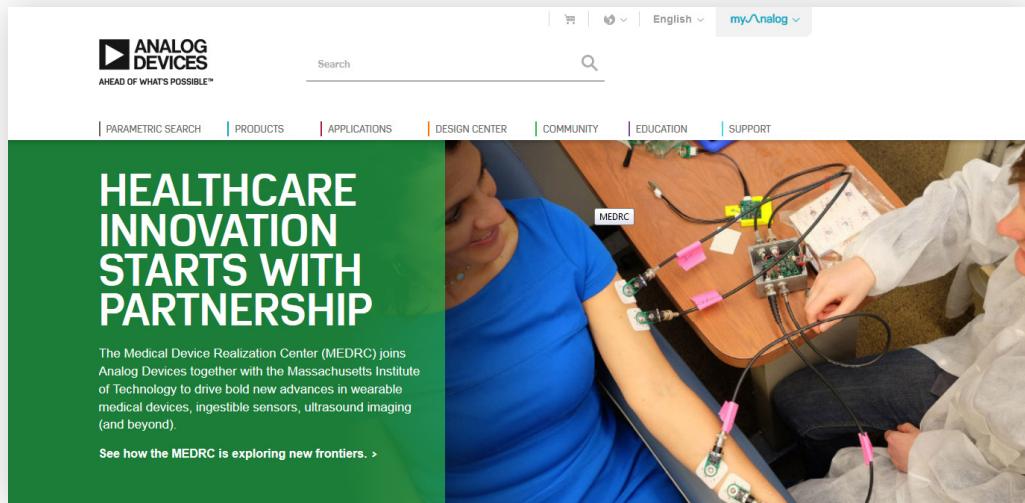
Minimum size refers to the smallest size at which the subbrand signatures may be reproduced and still maintain legibility. When reduced or enlarged, the signature must always scale proportionally.



## Usage of the ADI Logo with the Ahead of What's Possible Tagline

### Online and Software Screen Placement

When used in software, landing pages, email marketing, and other onscreen uses, proper balance must be struck between adequate branding and an often restricted canvas size. General guidelines include ensuring that the minimum size requirements are met and that the logo doesn't intrude upon the user experience in interactive applications such as software or websites.

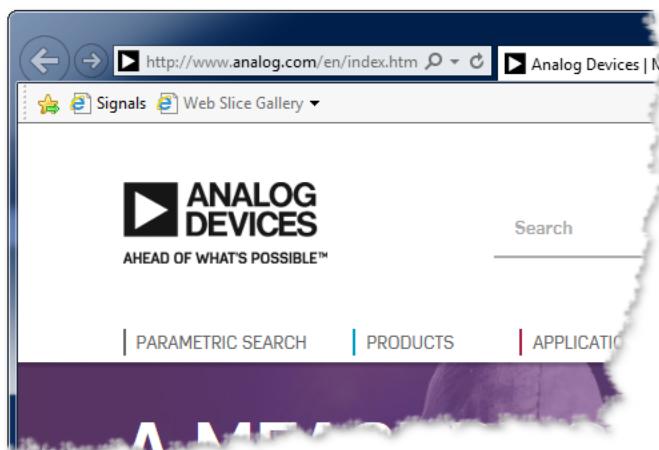


## Software Working Environments

If space permits, the ADI logo may appear within the software working environment itself, but care needs to be taken so that the logo doesn't intrude upon the workspace itself. In most cases branding requirements can be met by simply including "by Analog Devices" in the title bar, as well as including the logo in the splash screen and in the **Help** or **About** screens. For example: "CrossCore Embedded Studio by Analog Devices."

## Software Icons and Website Favicons

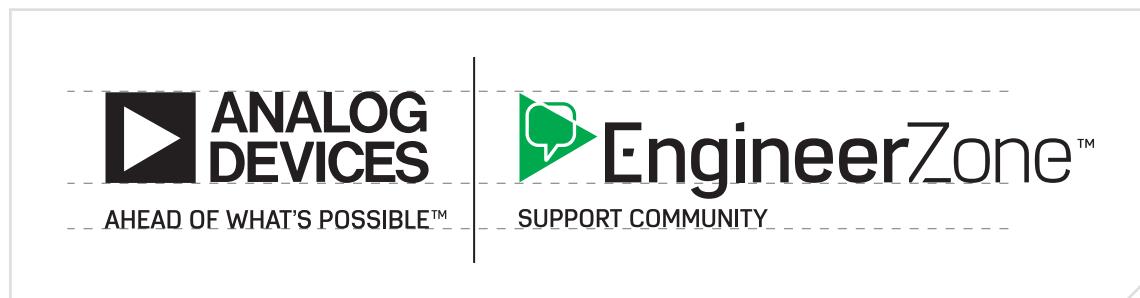
Using the triangle-inside-a-square portion of the ADI logo without the "Analog Devices" text is not permitted except for branding on the smallest chip packages, and certain onscreen applications such as the [analog.com](http://analog.com) website favicon or software icons. Size will vary, but it may be set as small as 16 px × 16 px.



The favicon for [analog.com](http://analog.com) is one of the few places where the triangle-in-a-square symbol is permitted to be used by itself.

## Subbrand and ADI Logo Lockups

When pairing the ADI logo with a subbrand or partner logo, care must be taken that the secondary logo does not subjugate the ADI logo—the ADI logo may not appear less prominent than the subbrand or partner logo. Whether printed or onscreen, the clear space between the logo must equal the width of the square within the ADI logo with a vertical bar separating the two in the middle of the clear space. Exact height and weight will vary, but the bar should be set in black, in a thin weight, and extended roughly 150% of the height of the ADI logo, as in the example below. The ADI logo must always precede the subbrand or partner logo on ADI materials.



## Wrong Logo Usage

The ADI logo cannot be altered or modified in any way.

The following examples are clear violations:

### A. Rendering the logo in 3D

The logo cannot be displayed in 3D.

### B. Using the wrong color

The logo may only be presented in black or knocked out to white.

### C. Recreating the logo

The logo cannot be retyped, recreated, or altered in any way.

### D. Adding a shadow

The logo cannot have a drop shadow, beveled or embossed edges, outer glow, or strokes applied to it.

### E. Using a low resolution version

The logo cannot be reproduced in low resolution.

### F. Crowding the logo

The logo must be separated from all graphic elements—including text, rules, and background edges—by a distance equal to the height of the logo or greater.

### G. Stretching or resizing the logo

The logo cannot be compressed or stretched.

### H. Making the triangle within the logo a solid color

The logo must always display the background color or pattern through the triangle.

### I. Separating the logo text from the logo design element

With the exception of the analog.com favicon, some software icons, and the smallest chip packages, the triangle-inside-a-square symbol cannot be used by itself or as part of another logo.

Computer-generated marketing depictions of these packages must include the full logo.

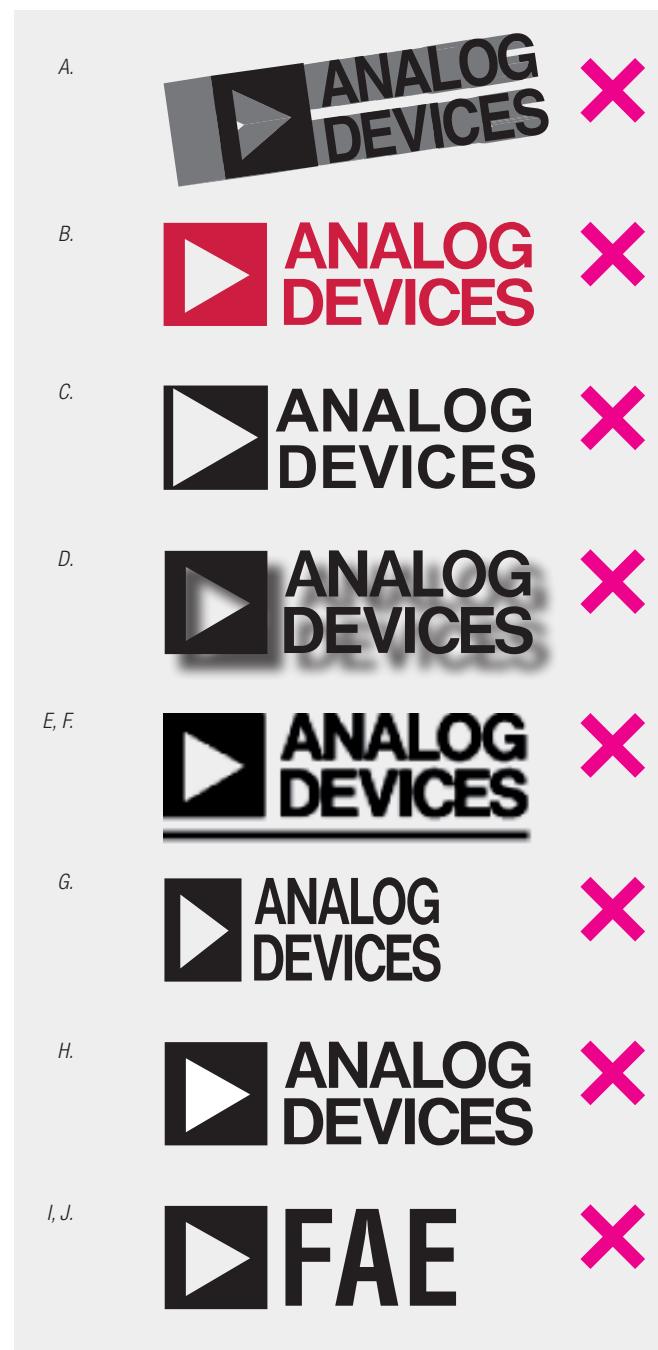
### J. Using all or part of the logo in conjunction with a group or program name to create a new logo

This includes removing the “Analog Devices” logotype and replacing it with new text and replacing the “Ahead of What’s Possible” tagline with new text.

## The Real ADI Logo

There is only one authorized version of the Analog Devices logo: an EPS (Encapsulated PostScript) file, which was generated from the original 1992 **ADILogo** font. It is used for large- and small-scale reproduction in printed pieces, trade show graphics, premium giveaways, and website displays. The EPS file is sent to ADI partners and third-party vendors for authorized use in print and Web documentation. The original ADILogo font is no longer supported by ADI and should not be used for reproducing the logo.

From this EPS file an MS Office version of the ADI logo, called ADI\_Logo.emf, has also been generated. It is used primarily in MS Office documents and should not be used in most printed collateral pieces. The complete logo kit including the EPS, EMF, and other output types with and without the Ahead of What’s Possible tagline can be obtained by putting in an [ADI logo request](#) from Marketing Services.



# ADI Subbrand Logos

## Configurations

Subbrand logos act as an extension of the ADI brand; merging the familiar arrow icon from our parent logo with the wordmark set in the Ahead of What's Possible brand font, Azbuka. While the specifications below ensure that all of our subbrand logos convey a consistent visual language, there is opportunity for customization in every logo by creating a unique line drawing within the arrow icon and choosing one of our brand colors from the corporate color palette. Additionally, each logo has the option of incorporating a unique tagline.

## Examples



Three examples of ADI subbrands created within the new framework. All three logos have a clear visual relationship to each other and to the ADI parent logo, while custom line drawings and use of the brand colors allow a unique expression for each property.

## Anatomy

### Arrow Icon

While the size and position of the arrow icon may be not be altered, the line drawing knocked out of the arrow should be unique to each property.

Extending the line drawing past the arrow icon boundaries is a preferred but not required treatment. If the line drawing extends past the arrow boundary, there must

be a thin knockout area surrounding the arrow; the line drawing continues after the knockout area in a color matching the arrow icon fill. Line drawings extending past the arrow icon boundary must stay within the area marked in light pink and never overlap the wordmark.

Note: Shown here in magenta for illustrative purposes only.



### Relationship to ADI logo

ADI subbrands are crafted from a standard master template with a 1-to-1 proportional relationship with the ADI logo master file. This ensures that the arrow icon is the same height as the square in the ADI logo, the subbrand tagline is the same size and vertical position as the AWP tagline, and the wordmark is always aligned bottom to the ADI logo and set in a consistent size. All subbrands must be created by Marketing Services from this master.

Note: The ADI logo is grayed out here for illustrative purposes only.

### Tagline

A brief description of the product or service set in Azbuka Medium; ideally fewer than five to six words. While two lines are acceptable, one line is preferred. Size and position of the tagline may not be changed.

### Wordmark

Consists of one or more words set in Azbuka Medium and Azbuka Light. Size and position of the wordmark may not be altered.

Knockout individual letters for a custom look. The width of the knockout usually equals the width of the capital letter's vertical stroke.

The first letter of each word in the subbrand name should receive the knockout text treatment. Choose one or two additional letters to knockout. There should never be more than two to four knocked out letters.

## Color Variations

Whenever possible, use the full-color version of the subbrand logos. They are provided in 4-color process (CMYK) for print applications and RGB for electronic use. One-color positive and white reverse versions of the subbrand logos are also available. These versions are to be used only in the event that full color is not an option.

Do not use shades, tints, or screens of the colors. The line drawing and clear area surrounding the arrow icon always knock out to the background.

## Color Palette

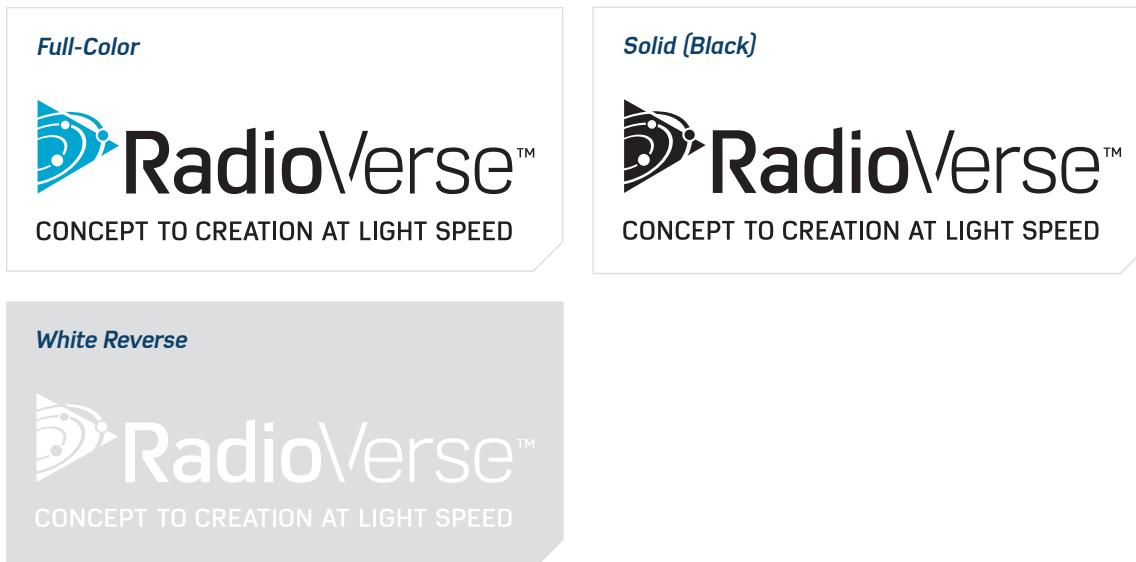
The arrow icon may be colored in one of the brand colors below.



Any one of the colors may be chosen; however, if the subbrand is already tied to a specific color (for instance, EngineerZone is green because it is a property of the green-colored Community section on [analog.com](#) ), the subbrand color should be chosen to match. More information on the ADI corporate color palette can be found in the [Corporate Identity and Brands Standards Manual](#).

## Signature Color Variations

For example, the three color variations of the RadioVerse logo—full-color, solid black, and white reverse—are shown below.



## Clear Space

A minimum clear space requirement has been established to ensure the prominence and clarity of the subbrand logo. It is essential that the signature clear space remain free of all graphics, identities, photography, and typography for maximum brand recognition.

Clear space is defined by the distance of "x," as a unit of measure surrounding each side of the logo. The distance of "x" equals the height of the capital letter immediately following the arrow icon.

### Example

The EngineerZone logo is shown below, but all measurements and specifications outlined here apply to any subbrand logo.



## Minimum Size Requirements

Minimum size refers to the smallest size at which the subbrand logos may be reproduced and still maintain legibility. When reduced or enlarged, the logo must always scale proportionally.

### Minimum Size Specifications

<p><b>Minimum Size with Tagline</b></p> <p>Minimum size for print applications: 0.75" Minimum size for screen applications: 49 px</p> 	<p><b>Minimum Size Without Tagline</b></p> <p>Minimum size for print applications: 0.2129" Minimum size for screen applications: 34 px</p> 
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## Trademark Usage Guidelines

These guidelines cover use of Analog Devices marks in promotional, advertising, instructional, or reference materials, or on websites, products, labels, or packaging. Use of the Analog Devices marks without prior written consent of Analog Devices may constitute trademark infringement, misuse, or unfair competition in violation of federal and state laws.

Analog Devices marks are valuable assets. By following these guidelines, you help us protect our valuable trademark rights and strengthen our corporate and brand identities. By using Analog Devices marks, in whole or in part, you acknowledge that Analog Devices is the sole owner of the Analog Devices marks and agree that you will not interfere with our company's rights in the Analog Devices marks, including challenging our company's use, registration of, or application to register such Analog Devices marks, alone or in combination with other words, anywhere in the world, and that you will not harm, misuse, or bring into disrepute any Analog Devices marks. The goodwill derived from using any part of Analog Devices marks exclusively inures to the benefit of and belongs to Analog Devices. Except for the limited right to use as expressly permitted under these guidelines, no other rights of any kind are granted hereunder, by implication or otherwise.

### Rules for Proper Use of Trademarks

Use the trademark/service mark as an adjective. It may be used alone but never as a noun to identify the subject goods generically. If used in copy, it is best to follow it with the generic name of the product.

Commonly, trademarks or service marks are used alone, for example, “*i*Coupler®” on packaging, advertising, and similar sources. However, when referring to the mark in copy, remember the mark is a proper adjective and should be followed by the common descriptive (generic) name of the product. The descriptive name should always appear in lowercase.

**Correct:** *i*Coupler devices are supported by a complete set of software and hardware products.

In advertising copy, where the mark may be repeated many times on a page of copy, it is only necessary to use the generic name after the first text use of the mark, usually in the first use within the text.

On a label, the trademark/service mark notice should appear with the most prominent use of the mark.

Use of the word “brand” after the mark may help to assure proper context. When used, the word “brand” should always appear in lowercase.

**Correct:** *i*MEMS® brand accelerometers

**Incorrect:** *i*MEMS Brand accelerometers

### Use the Trademark/Service Mark Distinctively

A mark should always be used in a manner that will distinguish it from the rest of the text. Most often, this will be accomplished by using italics (*Blackfin*®). Some marks are formatted with some italic letters (*i*Coupler, *i*MEMS) or unique capitalization (SHARC®, PulsAR®). Since these marks already stand out in text, use them as they are, with the proper letters italicized and/or capitalized (*nano* DAC®).

### Do Not Use the Mark in the Possessive Form

**Correct:** *i*MEMS® accelerometers deliver high performance at a reasonable price.

**Incorrect:** *i*MEMS' accelerometers deliver high performance at a reasonable price.

### Do Not Use the Mark in the Plural Form

**Correct:** SigmaDSP® audio processors have exceptional audio characteristics.

**Incorrect:** SigmaDSPs have exceptional audio characteristics.

## Do Not Use the Mark as a Verb

Trademarks/service marks are proper adjectives and should never be used as verbs.

**Correct:** Let VisualDSP++® software shorten product development cycles.

**Incorrect:** VisualDSP++ your product development cycles.

## Do Not Create Composite Marks

Analog Devices marks must not appear to be part of any other mark (whether words or graphics). Analog Devices marks may not be used as a design feature on your product, packaging, or promotional materials.

## Use Proper Trademark/Service Mark Notice

Identify the mark as registered or unregistered with the first body text occurrence:

® for a registered trademark or service mark

™ for an unregistered trademark

The registered trademark symbol ® should only be used if the mark has been registered with the United States Patent and Trademark Office.

**Correct:** *i*Sensor® intelligent motion sensors have won widespread industry acclaim.  
*Blackfin*® digital signal processors include a broad family of 16-bit products designed for telecommunications and audio/video applications.

Where there isn't capability for the ® or ™, an appropriate way to identify the trademark as registered is by using (R).

**Example:** Melody(R) processors have a unique memory architecture.

If one does not wish to use the proper designation after use of the mark in written materials, a notice of ownership can be given by placing a footnote asterisk (\*) after the mark. The footnote should state that the mark is the trademark or service mark of the company.

**Example:** *nano*DAC\* digital-to-analog converters provide high performance in a small package.

\**nano*DAC is a registered trademark of Analog Devices, Inc.

## Acknowledge the Trademarks/Service Marks of Others

Another company's trademark/service mark, when used in text, should be acknowledged as belonging to that company.

Make a concerted effort to write the other company trademark as it is trademarked (for example, iPod®, DASANI®, Dolby® Digital Surround EX™). If you are unable to verify whether the trademark of another company is registered, the product name written as it is trademarked (SRS WOW\*) should be followed with an asterisk that refers to a footnote identifying the owner of the mark.

**Example:** Analog Devices' products improve the fidelity of sound, the realism of video, and the clarity of images in applications such as DVD players and Dolby\* audio/video receivers.

\*Dolby is a trademark of Dolby Laboratories.

# Contact Information

An ADI logo kit containing all the approved logo variations outlined in these guidelines can be obtained by filling out an [ADI Logo Request at \*marketingservices.analog.com\*](mailto:ADI Logo Request at marketingservices.analog.com).

If you have questions regarding the proper usage of the ADI logo and trademarks, please contact John Galgay in Marketing Services at [john.galgay@analog.com](mailto:john.galgay@analog.com); 6585.4065 (781.461.4065).

Information, data, and drawings embodied in this Corporate Logo and Trademarks Usage Guidelines are strictly confidential and are supplied on the understanding that they will be held confidentially and not disclosed to third parties without the prior written consent from Analog Devices, Inc.

## Revision History

### 5/16—Rev. F to Rev. G

Updated Document to AWP Brand.....Universal  
Added Subbrand and Partner Logo Lockup Section.....5

### 8/14—Rev. E to Rev. F

Added Signage Specifications.....4

### 2/14—Rev. D to Rev. E

Changes Throughout.....Universal

### 5/13—Rev. C to Rev. D

Minor Edit.....2

### 3/12—Rev. B to Rev. C

Updated Image.....1

Minor Edits.....3

Deleted Spotting Illegal Logo Section.....3

Added Confidentiality Statement.....8

### 2/11—Rev. A to Rev. B

Clarification of Size Specifications.....3

Minor Edits.....Universal

### 11/09—Rev. O to Rev. A

Updated Format.....Universal

Changes to Specifications.....3

### 10/07—Rev. O: Initial Version

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 ANALOG  
DEVICES

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