

NXP – Distributor's guidelines

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Contents

If after consulting this document you have any questions on the right usage or if you have problems adhering to the guidelines caused by circumstances and conflict with your own branding, please contact your regional marcom contact to discuss the possible alternatives.

We advise you to always contact us for agreement when you are using NXP in your promotion and communication tools.

Also please don't hesitate to contact us in case

- you need approval of any kind
- you would like to order branding material (logo, image etc)

If you are not sure who to contact in your region, send an email to brand.support@nxp.com.

These guidelines and the full-color logo are made available via DistiNet: <https://distinet.nxp.com>

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Our Brand Positioning

NXP is the leader in vibrant media technologies

To succeed in today's market, our customers need to bring to life products that deliver the better sensory experiences consumers desire.

NXP Semiconductors is the leader in vibrant media technologies that help engineers and designers develop products that deliver better sensory experiences. We invest to extend our Philips heritage as innovators in semiconductor solutions, from systems on a chip to single-function ICs. Our vibrant media technologies make it easy to bring your product ideas to life. Creating better sensory experiences for consumers: brilliant images, crisp clear sound, and easy sharing of information in homes, cars, and mobile devices. All with exceptional effectiveness and efficiency. With NXP, you gain a competitive advantage that can be seen, heard and felt.

NXP offerings are a combination of:

Insightful

We are driven by deep insights into what the customer and their end-users want to experience from our technology.

Inventive

We create meaningful innovations in vibrant audio, video, communication and identification technology.

Engaging

We are committed to support the growth and ambitions of our people and customers.

Excellence

We have a passion to deliver excellence in everything we do, our work, financial performance and servicing our customers.

“With NXP as a partner, our customers can be more successful by bringing products to life that deliver better sensory experiences.”

Logo

Our logo symbolizes everything we stand for. It is vibrant and dynamic. It is colorful and stimulating, but still fresh and uncomplicated.

Standardized form

You must never change it in any way, under any circumstances. This ensures legal protection and helps recognition and awareness worldwide.

Logo

The full-color logo (pictured below) should be used on virtually all materials and include the 'founded by Philips' text.

Logo size

The size of the logo should be based on the following formula:

$$\frac{\text{Height} + \text{Width}}{11} = \text{NXP}$$

In text

Never use the logo in running text. When the word NXP needs to be used in text, use the same typeface, style and color as the rest of the text. Always use upper case characters – never nxp or Nxp for example, unless you are referring to it in a URL (e.g. www.nxp.com).

The endorsement

We are very proud of our Philips heritage – it is a trusted brand that is recognized around the world. And as it will take time for the NXP name to become known, for several years the NXP logo must appear with the phrase 'founded by Philips'.

Important note:

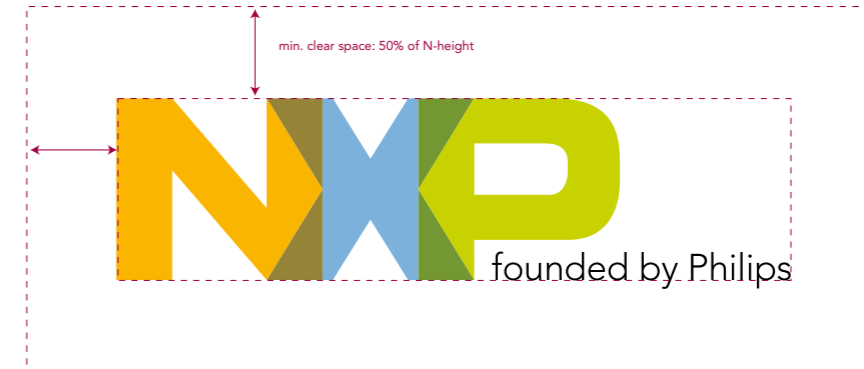
It is not legally allowed to use the Philips wordmark in any form when referring to NXP Semiconductors



Logo clear space

Our logo must always be shown in a clear and legible form. To help ensure this, please always maintain a white 'clear space' around the logo – where no text, images or symbols may appear.

The easy-to-follow rule to achieve the correct clear space is to ensure a minimum size of 50% of the cap-height of the N of the logo is left clear around the NXP logo and the 'founded by Philips' phrase at all times (see example).



Logo colors

We're a colorful company and our logo communicates this instantly. The colors have been specially chosen to be vibrant and inspiring.

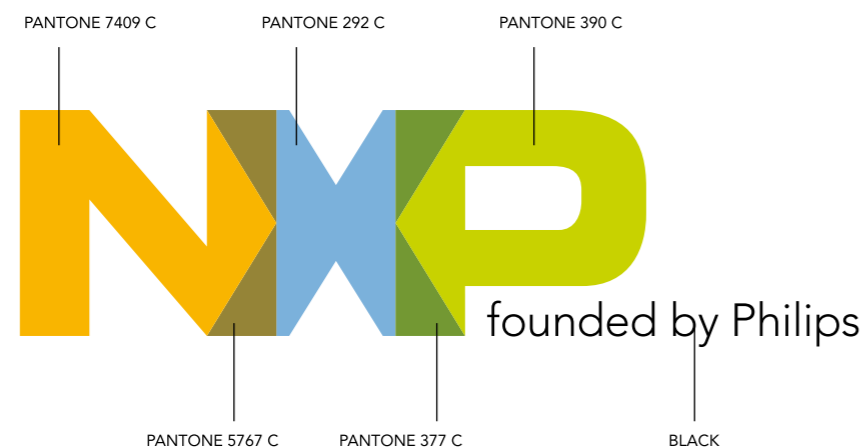
In cases when usage of the logo in full-color on a white background is difficult to achieve, please contact your regional marcom contact for support.

The correct colors are specified below for use in pixel and print – CMYK (full-color for print), RGB (for digital) and Pantone (for pure solid color in print).

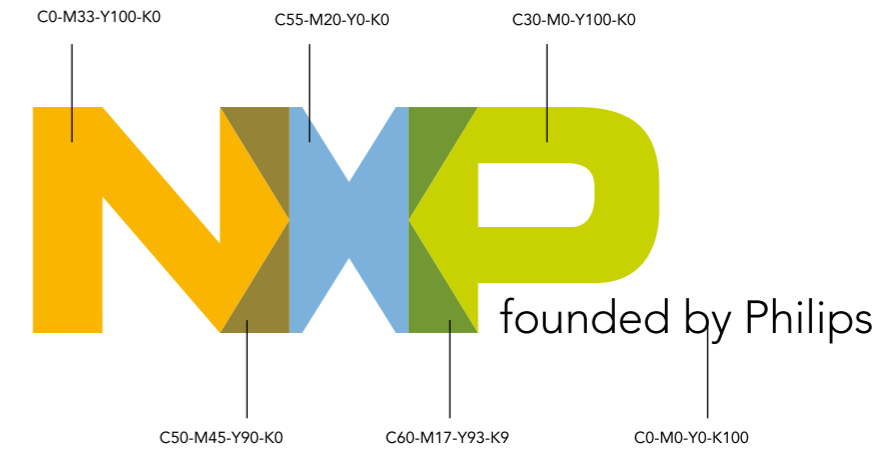
The logo must always appear in full-color on a white background.

When using the three Pantone colors for offset printing (e.g. stationery), the colors will mix on the overlap. Always print the Pantone 292 on top of the orange and green as the last color. For silk screen printing use the five Pantone color version of the logo.

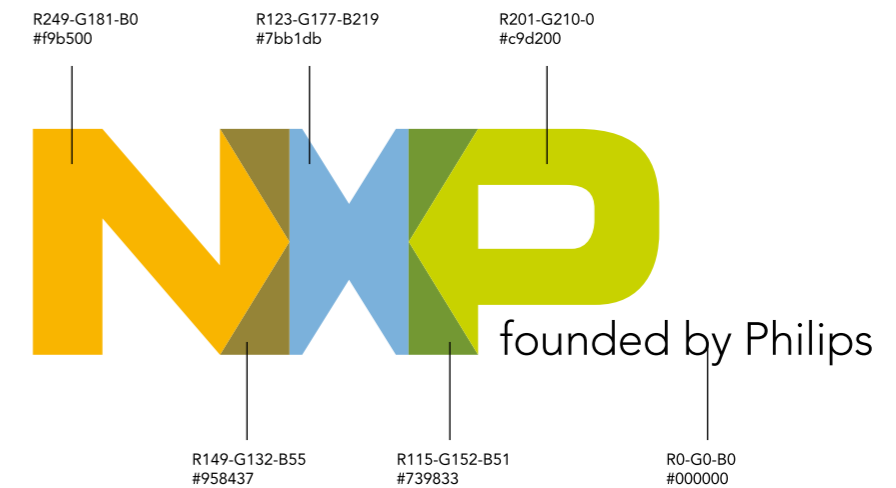
Full-color Pantone version



Full-color CMYK version



Full-color RGB version



Minimum size: for print



Minimum size: for on-screen use



Minimum reduction before 'founded by Philips' becomes illegible is 220x94 pixels. Examples for icon use are available upon request.

Logo exception – Chinese name

The Chinese name can be used in China. The Chinese expect a company or brand to have a Chinese name and believe a good name can bring good luck. This can help us to gain higher preference, since it shows our dedication to China and will raise our level of recognition of the Chinese audience/customers. It also helps us to avoid inconsistent translations and nicknames (because if there is no official name, the Chinese press or audience will make a name or even create a nickname).



Traditional Chinese (En Zhi Pu Ban Dao Ti)



Simplified Chinese (En Zhi Pu Ban Dao Ti)

Always use the Chinese name whenever the communication is in Chinese, especially in written format:

Press Release

First time: Chinese Name + (English Name)
 - 恩智浦半導體 (NXP Semiconductors);
 second time onward use NXP without Semiconductors: 恩智浦
 Use NXP Letterhead
 Use NXP logo + Chinese name

Print Advertisement

First time: Chinese Name + (English Name)
 - 恩智浦半導體 (NXP Semiconductors);
 second time onward use NXP without Semiconductors: 恩智浦
 Use NXP logo + Chinese name

On-line Advertisement

Use 恩智浦半導體 and NXP Semiconductors in different frames if it's necessary to mention the company name in the text.

Collateral

First time: Chinese Name + (English Name)
 - 恩智浦半導體 (NXP Semiconductors);
 second time onward use NXP without Semiconductors: 恩智浦
 Use NXP logo + Chinese Name

Giveaway

No need to put Chinese name
 Use NXP logo

Business Card

Print full legal name of Chinese
 Use NXP logo

Letterhead and Stationery

Print full legal name of Chinese
 Use NXP logo

Oral presentation/speeches: mixed use of Chinese and English name is allowed.

You can find the artwork for the Chinese versions of the NXP logo in the Marcom Shop.

You can access the Marcom Shop at <https://marcomshop.lukkien.com>

Contact the support desk for access at esupport@nxp.com

Never...

You must ensure the NXP logo is never altered or tampered with. Here are some examples of the ways that the logo could be compromised, so you can understand how to avoid them.



Never substitute the company colors in any letters other than the ones shown on pages 16 and 17.



Never change the overlap position of the letter layers in any way.



Never change the position, size or color of the endorsing statement 'founded by Philips'.



Never use the full-color logo in just one color (not even if it is one of the colors from the company palette).



Never place the full-color logo on any background other than white.



Never use any colors in the full-color logo other than the company ones specified.



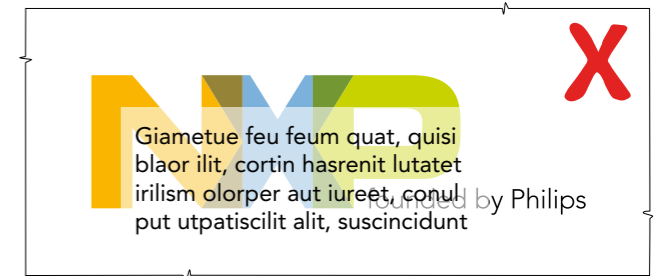
Never use one of the corporate colors for the solid logo.



Never change the size or the position of the letters in any way.



Never change the transparency of the letter's overlap.



Never allow text or symbols to run on top of the logo.



Never place the full-color logo on a background shape or color.



Never use the full-color logo as an outline (only use the official outline version).



Never use combinations or blends of the company colors.



Never encroach the clear space of the logo with any other names or words.



Never change the shape of the characters or use different fonts.



Never stretch or distort the logo.




Color palette

We have three company colors. These make up our logo and should be your first choice whenever you need to represent our company.

There is an additional accent color palette available. These colors are secondary options when making graphic elements for use in presentations, leaflets or brochures.

Handy hints
<ul style="list-style-type: none"> ▶ Never use unspecified colors ▶ Only use black in exceptional circumstances, e.g. newspaper print ▶ For any questions regarding brand identity, contact the brand support helpdesk at brand.support@nxp.com



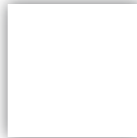


Company colors

		
NXP Orange C0-M33-Y100-K0 PANTONE 7409 R249-G181-B0 #f9b500	NXP Blue C55-M20-Y0-K0 PANTONE 292 R123-G177-B219 #7bb1db	NXP Green C30-M0-Y100-K0 PANTONE 390 R201-G210-B0 #c9d200

Accent colors

						
Deep Orange C0-M79-Y100-K11 PANTONE 180 R213-G78-B18 #d54e12	Deep Red C0-M100-Y36-K37 PANTONE 208 R164-G0-B68 #a40044	Olive Green C13-M0-Y100-K46 PANTONE 582 R151-G146-B0 #979200	Petrol Blue C100-M0-Y24-K38 PANTONE 3155 R0-G112-B136 #007088	Deep Green C100-M0-Y61-K61 PANTONE 3305 R0-G80-B66 #005042	Deep Blue C100-M85-Y0-K13 PANTONE 2747 R0-G56-B131 #003883	Aqua C87-M0-Y38-K0 PANTONE 326 R0-G164-B167 #00a4a7
						
Yellow C0-M18-Y100-K0 PANTONE 7406 R255-G207-B0 #ffc000	Magenta C0-M100-Y0-K0 PANTONE 226 R226-G0-B123 #e2007b	Red C0-M100-Y55-K0 PANTONE 1925 R227-G0-B74 #e3004a	Pale Aqua C43-M0-Y24-K0 PANTONE 3248 R158-G211-B202 #9ed3ca	Pale Blue C67-M41-Y0-K0 PANTONE 2718 R94-G137-B193 #5e89c1	Purple C81-M100-Y0-K7 PANTONE 2607 R80-G34-B123 #50227b	

Special colors

				
Philips Blue C100-M30-Y0-K6 PANTONE 3005 R0-G90-B255 #005AFF	Black	White	Gray PANTONE Cool Gray 9 C0-M0-Y0-K70	Silver PANTONE 877

Tints

Tints are available for use in diagrams or design elements. The three company colors and the 13 accent colors can all be used at percentages of between 10% and 100%.

You must take care to ensure readability when putting text on tints. The examples below show whether you should use black or white text depending on the percentage of tint.

Handy hints

- ▶ The minimum level of tint for any of the colors is 10%
- ▶ Never use text in colors other than black or white on tints

Company colors

	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
NXP Orange C0-M33-Y100-K0 PANTONE 7409 R249-G181-B0 #f9b500	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text
	White Text	White Text	White Text	White Text						
NXP Blue C55-M20-Y0-K0 PANTONE 292 R123-G177-B219 #7bb1db	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text
	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text
NXP Green C30-M0-Y100-K0 PANTONE 390 R201-G210-B0 #c9d200	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text
	White Text	White Text	White Text	White Text	White Text					

Accent colors

Deep Orange C0-M79-Y100-K11 PANTONE 180 R213-G78-B18 #d54e12	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text
	White Text	White Text	White Text	White Text	White Text	White Text	White Text			
Deep Red C0-M100-Y36-K37 PANTONE 208 R164-G0-B68 #a40044	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text
	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text
Olive Green C13-M0-Y100-K46 PANTONE 582 R151-G146-B0 #979200	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text
	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text

100% 90% 80% 70% 60% 50% 40% 30% 20% 10%

Petrol Blue C100-M0-Y24-K38 PANTONE 3155 R0-G112-B136 #007088	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text
	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text
Deep Green C100-M0-Y61-K61 PANTONE 3305 R0-G80-B66 #005042	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text
	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text
Deep Blue C100-M85-Y0-K13 PANTONE 2747 R0-G56-B131 #003883	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text
	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text
Aqua C87-M0-Y38-K0 PANTONE 326 R0-G164-B167 #00a4a7	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text
	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text
Yellow C0-M18-Y100-K0 PANTONE 7406 R255-G207-B0 #ffc000	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text
	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text
Magenta C0-M100-Y0-K0 PANTONE 226 R226-G0-B123 #e2007b	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text
	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text
Red C0-M100-Y55-K0 PANTONE 1925 R227-G0-B74 #e3004a	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text
	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text
Pale Aqua C43-M0-Y24-K0 PANTONE 3248 R158-G211-B202 #9ed3ca	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text
	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text
Pale Blue C67-M41-Y0-K0 PANTONE 2718 R94-G137-B193 #5e89c1	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text
	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text
Purple C81-M100-Y0-K7 PANTONE 2607 R80-G34-B123 #50227b	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text	Black Text
	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text	White Text

Naming Architecture

In order to ensure that product names follow a logical, coordinated pattern, it is important that you use the Naming String when creating a new product name or describing a new product.

Brand	Branded product family	Product function category	Product function identifier	Differentiator	Branded product feature
NXP	Nexperia	mobile multimedia processor	PNX4008		
NXP	Bluetooth	system-in-package	BGB204		with embedded ROM
NXP	Nexperia	cellular system solution	6100	for UMA	
NXP		PIN diode	BAP51-02		
NXP		silicon temperature sensor	KTY81-1		in SOD 70 package
NXP	NFC	transmission module	PN511		

Some examples of the Naming String structure

The Naming String integrates all the elements referring to a product. Every product must carry the NXP brand name first, followed by the branded product family, if applicable. The product function category in lower case initials should go next, and then the product function identifier. Differentiators and branded product features can be added where they exist. The sequence of the elements must always be in this order.

Using the name in running text

Use (part of) the Naming String at the start of a text to give it attention. If you use a part, it must at least contain the brand, the family name if there is one, and the product function category.

It is not necessary to use every element of the name when you refer to the product in running text. For example, you could start a product leaflet with 'NXP Nexperia mobile multimedia processor PNX4008'. Then later in the text you can shorten it to 'the Nexperia processor' or even 'the PNX4008'.

Branded product family names

Products do not qualify for a 'created' branded product family name unless they represent a strong and differentiating value proposition. Nexperia is a family name.

Branded product features will only be branded if NXP owns the intellectual property and they represent a relevant benefit to the customer/consumer.

Handy hints

- ▶ All Naming String components should be used consistently
- ▶ Always include the letters NXP at the start of every product name
- ▶ Keep the elements in the order dictated by the Naming String
- ▶ In marketing text, the name can be shortened to one or more elements to save space
- ▶ For any questions regarding brand identity, contact the brand support helpdesk at brand.support@nxp.com

Legal use of the brand name

Our brand is NXP Semiconductors. With the 'Semiconductors' designator we want to indicate the market that we play in, much in the same way as when we were Philips. Our brand was Philips but the market we addressed was the semiconductor market, so we applied Philips Semiconductors branding. Brand names are different than legal entity names.

We establish the brand name in conjunction with the category (e.g. 'Semiconductors') as it protects the brand name legally from other companies called NXP but who play in totally different fields of business. So in the first instance of all communication you must start with NXP Semiconductors (note capital "S" and plural Semiconductors). Later in your text you can reduce to NXP.

Do's

Use the brand name NXP Semiconductors.

In your contracts and official documents: Keep using the official legal entity name, NXP Semiconductors.

If you want to use the 'founded by Philips' endorsement line in running text, do so after using the full name, e.g. NXP Semiconductors, founded by Philips.

Don'ts

Do not change any part of the brand name "NXP Semiconductors", names like NXP Semis or NXP Semiconductor (without 's') are not allowed.

Do not make any changes, additions or adaptations to the logo.

Do not create confusion by adding any legal entity abbreviation to the brand names, so avoid "NXP Semiconductors B.V." or NXP Semiconductors, Inc." unless you are legally required to do so.

Do not add any other part to the brand name, like NXP France or NXP Microcontrollers etc. The name is NXP Semiconductors. Alternatively you can say NXP Semiconductors in France or NXP's microcontrollers.

Copy

Copy

Our tone of voice is dynamic and energized. In the same way that our solutions are new and exciting, our writing style reflects this by being clear and inspiring. Our texts aim to be friendly, warm and user oriented. The official spelling of NXP is American English.

Text

Texts are short and to the point. The headline grabs people's attention and the sub-heading explains the topic more clearly.

Typography

Avenir is our company font. It has been chosen for its high legibility and perfect fit to our new logo.

For company templates like: letters, financial documents, reports, PowerPoint etc. we use the Arial font. This is to avoid copyright infringement and ensure that the documents can be read by external parties.

NXP have bought the usage rights of the Avenir font for selected staff worldwide. But this does not allow us to ever give the font family to third parties. This would be an infringement of the copyright law.

Agencies must purchase their own font license. Any agency or printer producing collateral for NXP must buy the usage rights of the font themselves.

Avenir Light	<i>Avenir Light Oblique</i>
Avenir Book	<i>Avenir Book Oblique</i>
Avenir Roman	<i>Avenir Oblique</i>
Avenir Medium	<i>Avenir Medium Oblique</i>
Avenir Heavy	<i>Avenir Heavy Oblique</i>
Avenir Black	<i>Avenir Black Oblique</i>

Photography

NXP's new strategic territory is 'vibrant media technologies' and its promise to its customers is to 'deliver better sensory experiences'. As a company we deliver on this promise by being inventive, creative and having a passion to deliver efficient and effective solutions.

To represent this visually, all new photography should have a feeling of vibrancy and by vibrant we mean dynamic and colorful.

'Dynamism' is shown through the use of movement or actions (a different way of using angles and crops). The subject does not have to look directly into the camera (close up & personal), but is involved with 'his own activity' and shot from a distance.

We create pictures that look spontaneous and real. We do not want to look staged or contrived (no exaggerated make-up/styling and 'posed' scenes!). To achieve this, we create 'snapshot-like images'. These 'well-observed moments' of life will enhance the feeling of liveliness and authenticity around our brand. (For example, part of the image

might be cropped out, or the model may be talking to someone out of scene). We show the end benefit that our products help create. The pleasurable and happy experiences we make possible.

An image can express 'vibrancy' in various ways. Color is one of them. By being colorful we are not suggesting that all images have to show the whole spectrum of the rainbow. A shot with just one color boosted can be as vibrant as an image with a full-color background (the use of darker/lighter accent colors or neutral surroundings can do this also). The color palette is used to highlight a prop or clothing piece in the image and make it NXP's.

We create images that match our positioning and tone of voice. If you need text and/or images for promoting NXP to your end-customers we can provide you with available material on request. Contact your NXP account manager or regional marcom contact.

Above-the-line communication

NXP Semiconductors is the company that leads the development of vibrant media technology, that allows for the creation of amazing sensory experiences for consumers around the world; NXP is the company that asks the questions that will eventually determine the future – just like the engineers and the decision makers who are creating breakthrough technology in the Auto, ID, Home and Mobile sectors.

In order to engage with our target we have to be very much like them in our approach. We have to show our understanding of their questions in order for them to invent the best solutions. And we have to question what until now was thought as unquestionable. For that we have to start each process with a very simple construct:

What if you could

These four words have initiated every major change in the history of the world.

We start each line of communication with 'What if you could' to lay the foundations for our brand. This allows us diversity across all our business areas, whilst immediately expressing the challenging, inventive, confident, leader personality that characterizes NXP.

'What if you could' must always be contextualized by finishing the sentence in an inspiring, positive, inviting way...e.g. What if you could be born wiser, What if you could

watch TV anytime, anywhere, etc...

'What if you could' must never be written as a standalone statement.

We should get even closer to our target by combining the relevant questions with images that are the trigger for those same questions. Inspiring images that convey a vibrant, sensory experience.

In all our advertising we use the NXP swirl to bring vibrancy and dynamism to the main visual. This reflects the inspiration that our products bring to the designers who use them in order to create better sensory experiences.

The swirl always comes from an unidentifiable source and gradually becomes stronger in form until it bursts into the NXP logo in full-color.

The height of the NXP logo is always four bars of the swirl. The Philips wordmark endorser box is always the same width as the three letters NXP and should appear in the bottom left hand corner of brand level ads (unless the format that the visual is being used in will not allow this). If the media is a multi-page format then the endorser box should only be used on the final page.



Billboard

Handy hints

- ▶ You can find all available advertisements and product ad templates in the Marcom Shop
- ▶ For any questions regarding brand identity, contact the brand support helpdesk at brand.support@nxp.com

Download information

- ▶ You can access the Marcom Shop at <https://marcomshop.lukkien.com>
- ▶ If you are an outside supplier, contact the support desk for access at esupport@nxp.com



Online advertisements



Digital TV Designline topbanner and boombox



EET USA peel away



Examples of product print advertising templates



Print ad, 1/4 page

Joint advertising

There are different ways of doing joint (or co-op) advertising. In some cases we can provide a ready-made advert of NXP in which the distributor's logo can be included. There are also cases in which our partner creates an ad in which NXP is represented. (either on its own or combined with other suppliers). Below you find guidelines on how to approach this. Please always contact your regional marcom contact to define further and for receiving approvals for final advertisements.

Include NXP (logo) in partner's advert

If you wish to include the NXP logo in your advertisement that is, for example, reflecting your supplier base, please adhere to the general logo guidelines in this document.

For creation of exclusive NXP joint advertising, the general NXP advertising rules give you the direction in which we would like NXP to be represented. NXP images can be included with prior agreement.

Your regional marcom contact can help you in defining the best way of integrating our and your own advertising objective for the best result.

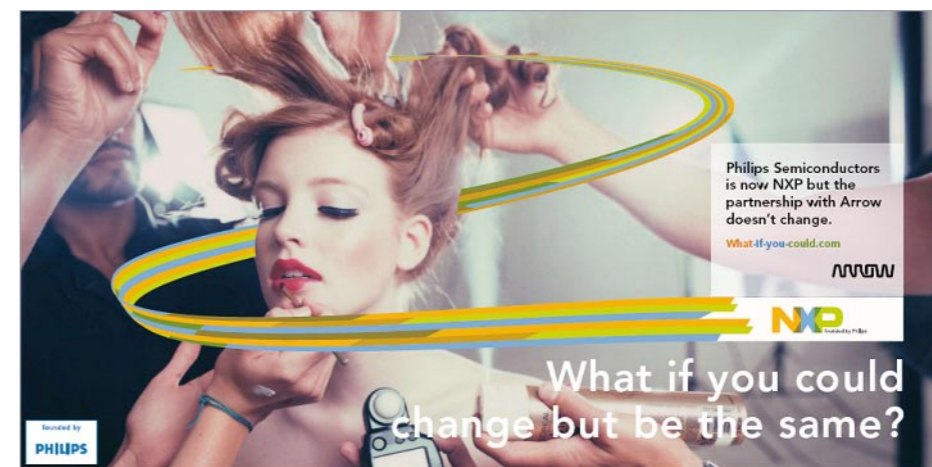
Include partner's logo in NXP advertisement

General branding adverts like the ones displayed in the images show you an example of how we would integrate your logo (ie in the text block).

For product advert inclusion the principle will be the same.

Contact your regional marcom contact to arrange the highest version of the desired advert in which your logo can be added.

Important note: Never change the elements of the NXP advert like fonts, colors. Texts can only be changed with prior agreement.



Distributor partner advertising

Stationery

Your stationery has it's own guidelines.

We would like to give you do's and don'ts if you wish to integrate the NXP logo in your:

- Business cards
- Powerpoint presentations

Business cards

When representing NXP on your business cards, never use the NXP template but only include the logo. The NXP logo should not be larger than your own nor be part of your basic template

Use the three Pantone color logo version. When using the three Pantone colors for offset printing (e.g. stationery), the colors will mix on the overlap. Always print the blue (Pantone 292) as the last color on top of the orange and green.

Powerpoint presentations

When representing NXP in your powerpoint presentation template, use your own company template. The NXP logo should not be larger than your own nor be part of your basic template.

NXP should be incorporated on the text slide at the correct size. Do not use the tagline "What if you could" on your slides. You may use animations in your presentation but they must not show the logo being modified in any way.



Business card examples with integrated NXP logo



Brochures and leaflets

Including partner's logo on NXP literature

NXP literature is available for our partners to promote NXP products to their customers. These can be ordered via the literature section on DistiNet <https://distinet.nxp.com> or account manager.

In some cases we can allow a distributor logo to be placed on a literature piece. The distributor logo should appear on the left hand side aligned along the bottom line. The logo should be similar in height as NXP's.

Always ask permission via your regional marcom contact if you wish to put your logo on a NXP document.

Printing NXP literature

We produce many brochures and printed materials worldwide every year. To achieve consistency, we have defined a paper standard for all offset printing on sheets. If you have a literature piece from NXP you would like to print, please use the following paper to ensure the same quality:

The standard is Magno from the supplier Sappi (in the US it is Magno Doll). You can view all of the specifications at www.sappi.com/Magno. An example for brochure use is Sappi Magno 250g for the cover and 170g for the inside pages. For leaflet pieces use the 170g paper.

Using NXP logo on partner's literature

If you create your own literature in which NXP is mentioned, use the name NXP Semiconductors in **text** at least once in the beginning. Further down the document you can refer to NXP.

Using the NXP **logo** on a cover or back page, always use the full color version on a white background according to the logo requirements set in this document. Where it is hard to arrange that, contact your regional marcom contact for further assistance.

Electronic media

Electronic media comprises any computer-based media, such as CD-ROMs, screensavers, internet, web banners and e-mail newsletters.

Microsites

Microsites are special web pages in our partner's website that are dedicated to only one subject, such as NXP as a supplier.

Several of our distributors already have a microsite specifically for NXP Semiconductors. If you're creating one, then the starting point for layout should be your own house-style. This will ensure that it blends in with the rest of your website. But when you use elements of our identity, please respect the guidelines for color, fonts and use of the logo covered in these Distributor Guidelines.

Web banners

As a vibrant media company we strive to create exciting and unexpected forms of communication. Web banners, whether moving or static, must be creative. We have ready-to-use web banners and templates available for special programs or advertising. These can be adapted to fit the size available on your website. For developing new web banners that promote NXP please contact your regional marcom contact for arranging the best solution.

Events and event materials

We are often represented by distributors at trade shows or customer events. We are happy to participate and can provide you with the best possible materials, provided they are requested a reasonable amount of time in advance.

Some partners represent NXP exclusively, but this must be done in accordance with our brand guidelines.

Quality requirements

You must use high quality materials to represent NXP in a professional manner. Posters may be used, but they should be framed or fixed very well without curling corners or unsightly tape.

NXP positioning

Always make it clear that we are your partner, but please don't give NXP the major role on your stand as it may confuse the visitor as to whose stand it is. This means that your style, logo and representation should be more dominant than NXP's.

NXP product demonstration area

The area of your stand dedicated to showing NXP products should feature the NXP logo a minimum of three times. Do not use the advertising tagline on posters, announcements or banners.

NXP branded posters

Posters can be used to publicize product launches, events, programs, competitions and so on. Have them printed professionally in A3 size or larger and use them on walls and noticeboards.

Fixed elements

A poster must always show the NXP-logo.

Logo

The size of the logo should be based on the following formula:

$$\frac{\text{Height} + \text{Width}}{11} = \text{NXP}$$

Display the logo in company colors on a white background. If possible, position the logo in the bottom right of the poster. The position of the logo is 1xN from the bottom and 75% of the height of N from the right.

For the use on banners it might be appropriate to position the logo in the upper right corner where the position of the logo is 1xN from the top and 75% of the height of N from the right. Maintain a clear space as specified in the logo section.

Typography

Main headlines

Always use Avenir LT Std 85 Heavy, for the main headlines on a poster.

Sub-headings

Always use Avenir LT Std 65 Medium, for the sub-headings on a poster.

Additional text

Always use Avenir LT Std 45 Book, for any additional text on a poster.

Images

Can be selected and obtained via your marcom contact at NXP. Make sure that the image is related to the headline and vice versa.

Color

Consult the standard color palette in the Color section.

Text

Always keep text short and to the point. Use a headline that grabs people's attention and follow this with a sub-heading that explains the topic more clearly. Never use the logo in running text. When the word NXP needs to be used in text (such as in this paragraph), you should use the same typeface, style and color as the rest of the text. Always use only upper case characters – never npx or Nxp for example, unless you are referring to it in a URL (e.g. www.nxp.com).

Banner material

You may use matt vinyl

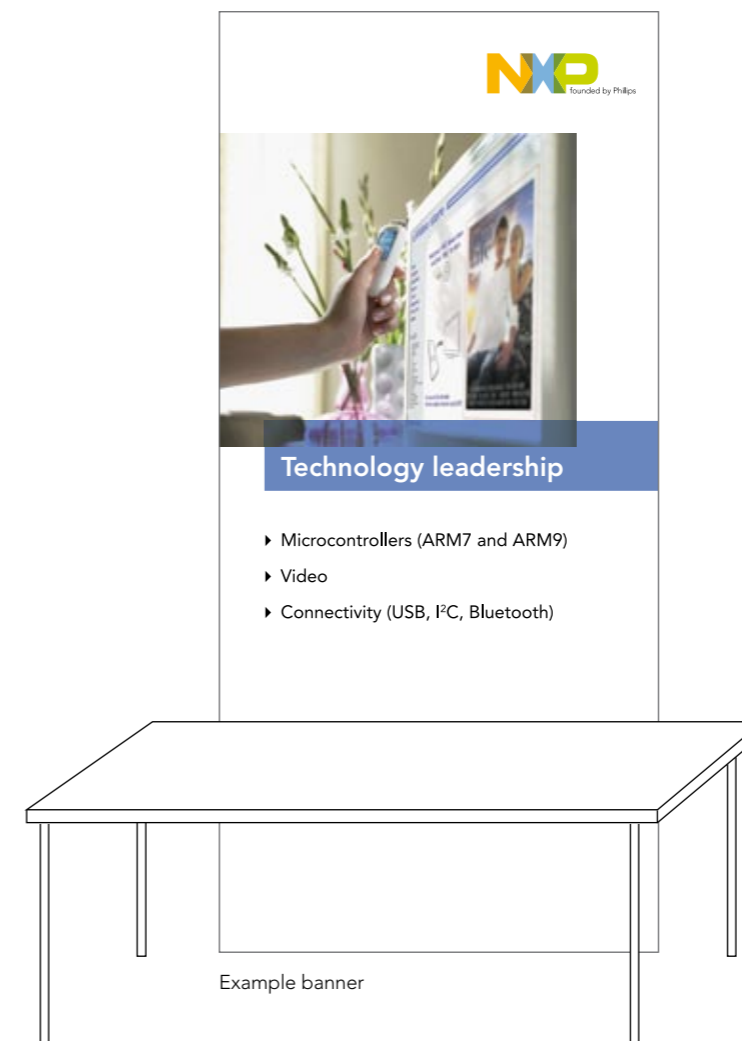
For support on creating NXP posters, contact your regional marcom contact.

Joint branded posters

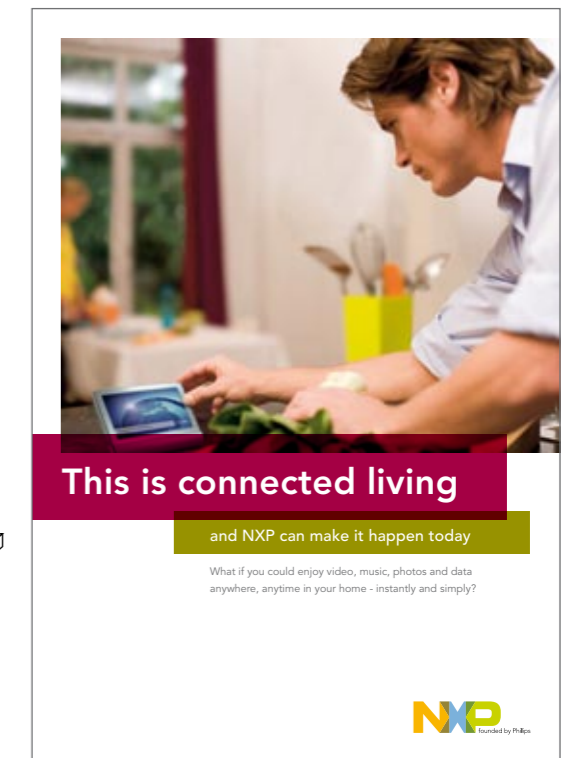
If posters are created that include distributor and NXP and other suppliers, stick to the general logo guidelines for NXP.

If posters are created that include distributor and NXP exclusively, the general poster rules apply. Depending on your poster design, NXP can be fitted into your template.

Contact your regional marcom contact for creation support and approval.



Example banner



Example poster

Merchandising

We often provide our partners with ready-made NXP items for promotional purposes (orderable via your account manager) and sometimes our partners create premiums with their logo as well as ours. If you create such premiums using the NXP logo, please follow these guidelines. All promotional items, including displays, CDs and one-offs also need to adhere to these basic guidelines.

Items

The items chosen should reflect the common promotional goal. Choose a white item to ensure that the NXP logo stands out well. If this is not possible and your only option is another color, then please contact your regional marcom contact to discuss the possible design alternatives.

Logo

- Ensure sufficient clear space
- The logo must be in full-color on a white background
- The logo must never be placed on top of a photograph

The examples shown here indicate how NXP is placed on merchandise.

Design elements

- The multi-colored line can be enlarged and used freely to make items more interesting
- Where appropriate (e.g. on a USB stick) the NXP website can be mentioned



T-shirts, front and back



USB Flash memory sticks

Business card holder

Key rings

Coffee mug

Pens

Press materials

Press releases provide information to the media in a relevant, accurate and concise manner. Ensure the message is easy to understand and as clear as possible.

They should tell an interesting story about a product, technology or business agreement. Remember the end-reader, and explain, for example, how technology is used to enhance users' sensory experiences.

The latest version of the NXP boiler plate should be included at the bottom of all press releases that mention NXP. It is available on the press release template, for more information contact your regional marcom contact.

Before you send out press releases that mention NXP, please make sure you have agreement from the marketing communication department via your regional marcom contact.

Sponsorship

General advice

Sponsorship is an important branding tool. To use it effectively, the NXP logo must always have a prominent position and the sponsorship must be relevant to our Brand Positioning.

We have key sponsorship plans identified in our programs and do not actively search out additional sponsorship opportunities. However, if suitable ones arise that fit with our aims then we are sometimes willing to support and contribute to them.

When you approach NXP for sponsorship support, please answer the following questions:

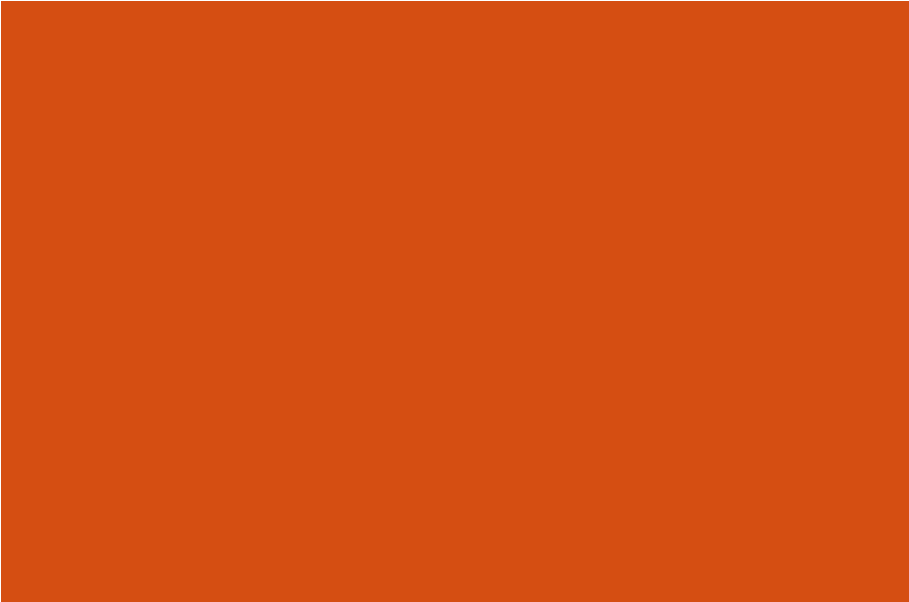
- Which business objectives will be served by the sponsorship?
- What target audience are we trying to reach?
- How visible will the NXP brand be relative to other sponsors?
- What's the additional effort involved (people and materials) in order for the sponsorship to have an impact?
- Is there any risk that it could give rise to negative publicity?
- What is the financial investment?

Sponsorship will always require additional marketing efforts. For example:

- When sponsoring a sports event, we need to leverage and set up hosting for customers and stakeholders
- When sponsoring a University event, make sure we can do a presentation, are on jury or otherwise actively participate in person
- When sponsoring any kind of community event, make sure our logo banners are visible and see if employees can actively invest their spare time
- When sponsoring a technical conference, we can contribute through presentations, speeches or participation on panels

Use of NXP name in sponsorship

- Background for the logo must always be an even color - preferably white
- Do not use the Philips wordmark in any way
- Do not use the tagline of our advertising



www.nxp.com

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