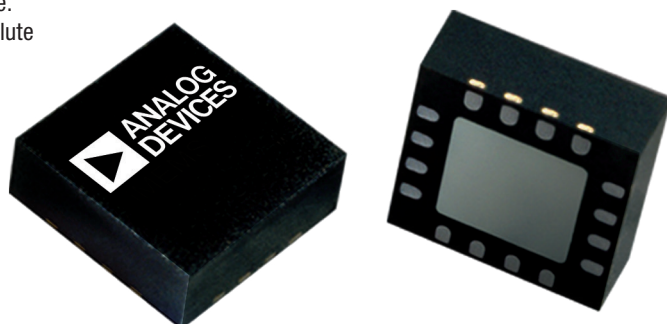


# Corporate Logo and Trademarks Usage Guidelines

## Analog Devices Marks

Analog Devices has developed these guidelines to ensure that previously approved outside parties, as well as internal ADI parties, properly apply Analog Devices' trademarks and logos (hereinafter "Analog Marks"). These Usage Guidelines may be used alone or in connection with the appropriate Emblem Usage Specifications to protect the Analog Marks. The strength of the Analog Marks depends upon their consistent and appropriate use.

Usage outside of these guidelines may dilute the Analog Marks and make them more difficult to protect. Analog Devices reserves the right to change these guidelines at any time and solely at its discretion.



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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 matter 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.

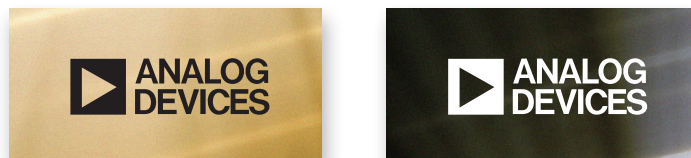
Before using the logo, make sure the background is not too busy and that it does not significantly detract from the logo itself. If the background is too distracting, subdue it to make it less prominent or adjust the placement of the logo to avoid the busy background. Nor is the logo to be placed in close proximity to other trademarks, text, graphics, or headings.

## Specifications

To maintain its visual integrity, the corporate logo should always appear to float in an open area, free and separate from any surrounding detail. Graphic detail may not be placed any closer to the logo than a distance equal to the height of the logo from the top, bottom, or sides. When appearing on the same page, panel, or banner, no other logo should subjugate the Analog Devices logo. In other words, no logo, internal or external, can appear larger or more visually evident than the Analog Devices logo.

The triangle inside the box is considered a “cutout.” Therefore, any background images or coloring behind the logo would, in fact, be seen through this cutout.

If the background is so busy that it badly detracts from the logo, the background design should be modified or the placement of the logo adjusted such that the distracting background does not show through the cutout. Similarly, copy and other visual elements should not overly crowd the logo in a way that detracts from the logo's prominence.



The triangle portion of the logo is cut out, allowing background colors and patterns to show through.

## Clear Space

Clear space is the area around the Analog Devices logo that must be free of all other logos, symbols, text, or other prominent graphic elements. 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 signature. In most print placements, the distance of “x” equals the height of the square at the left of the ADI logo. In online and restricted space placements, “x” equals half the height of the square.



## Minimum Size Requirement

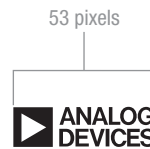
Minimum size refers to the smallest size at which the Analog Devices logo may be reproduced and still maintain legibility. When reduced or enlarged, the signature must always scale proportionally.

To ensure its legibility, the minimum reproduction size of the ADI logo is 0.72” wide for print applications and 53 pixels wide for Web and electronic media.

Minimum Size for Print Applications



Minimum Size for Screen Applications



## Onscreen and Software 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.

### *Splash Screen*



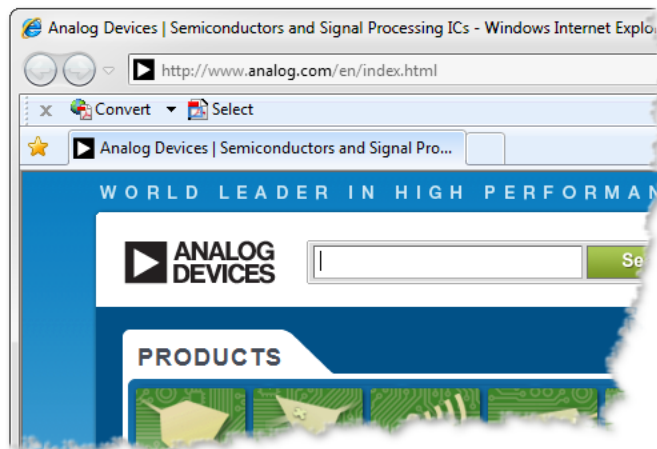
Maintaining appropriate balance: In the splash screen to the left, the ADI subbrand, CrossCore, technically appears larger than the ADI logo, but the ADI logo still holds a prominent position and is sized to the height of the “C” in CrossCore. This proportional relationship ensures that the ADI branding is appropriately balanced.

## 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, along with including the logo in the splash screen and in the Help or About screens, branding requirements can be met by simply including "by Analog Devices" text in the title bar. 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://www.analog.com) website favicon or software icons. Size will vary, but it may be set as small as 16 px × 16 px.



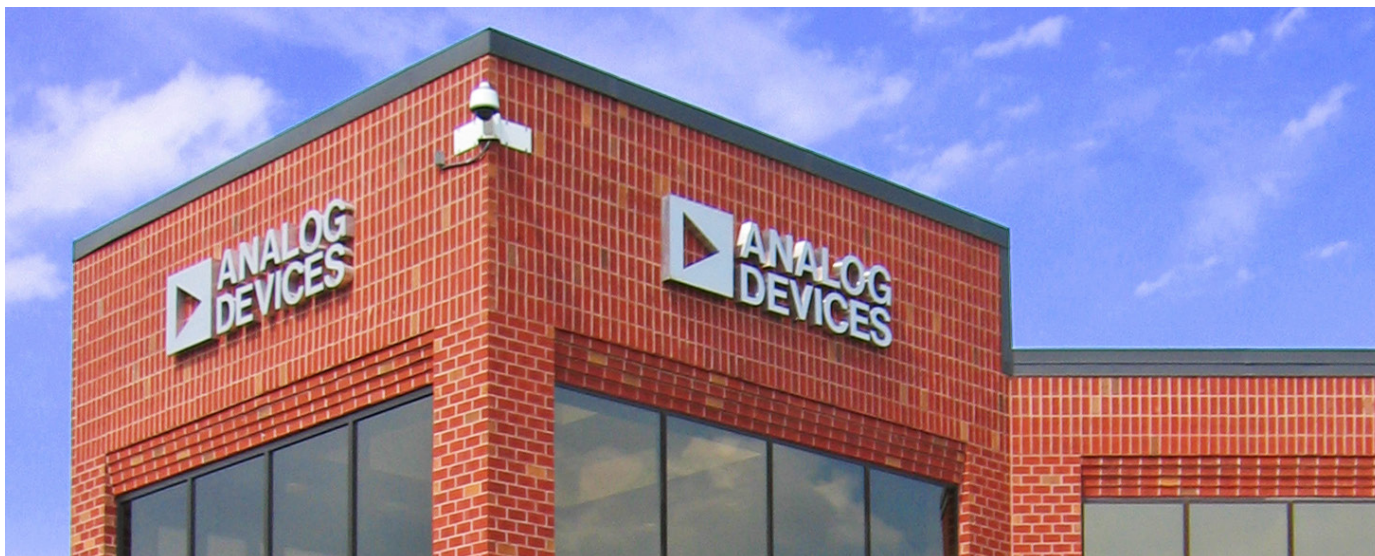
The favicon for [analog.com](http://www.analog.com) is one of the few places where the triangle-in-a-square symbol is permitted to be used by itself.

## Color and Signage

In all applications, print or onscreen, the logo is only permitted to be displayed in either black or white. In rare cases, such as business cards and stationery, it can be run in a spot Pantone® Blue after specific permission is obtained from Marketing Services, which will supply the Pantone number needed to specify the appropriate color.



In signage—building entrance installations, for example—the logo may also be formed out of bare metal for a reflective or brushed "silver" look.



## Wrong Logo Usage

Here are some examples of incorrect usages of the ADI logo:

The logo cannot be displayed in 3D. In this example, the logo was also retyped using the wrong font and color. The logo may only be presented in black or knocked out to white.		
It is impermissible to retype, recreate, or alter the logo in any way. The triangle-inside-a-square symbol cannot be altered or recreated.		
The logo cannot have a drop shadow, bevelled or embossed edges, outer glow, or strokes applied.		
Low resolution images are poor representations of the logo. All graphic elements, including text, rules, and background edges, must be at a distance equal to the height of the logo, or more.		
The logo cannot be compressed or stretched.		
The background color or pattern must show through the triangle.		
With the exception of the analog.com website favicon, some software icons, and the smallest chip packages, it is impermissible to use the triangle-inside-a-square symbol by itself or as part of another logo. Computer-generated marketing depictions of these packages must include the full logo.		

## The Real ADI Logo

There are only two authorized versions of the Analog Devices logo. The first is the 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.

The second authorized version is the MS Office version of the ADI logo, called ADI\_Logo.emf. It is used primarily in MS Office documents and should not be used in most printed collateral pieces. It is available for download at [techdocs.analog.com](http://techdocs.analog.com). The complete logo kit can be obtained by contacting [marketing\\_services\\_production@analog.com](mailto:marketing_services_production@analog.com).





# Trademark Usage Guidelines

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

Analog 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 Marks, in whole or in part, you acknowledge that Analog Devices is the sole owner of the Analog Marks and agree that you will not interfere with our company's rights in the Analog Marks, including challenging our company's use, registration of, or application to register such Analog 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 Marks. The goodwill derived from using any part of Analog 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, “*iCoupler*®” on packaging, advertising, etc. 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:**        *iCoupler* 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:**        *iMEMS*® brand accelerometers

**Incorrect:**    *iMEMS* 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 (*iCoupler*, *iMEMS*) 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 (*nanoDAC*®).

## Do Not Use the Mark in the Possessive Form

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

**Incorrect:**    *iMEMS*’ 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:**       *nanoDAC*\* digital-to-analog converters provide high performance in a small package.

\* *nanoDAC* 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.

## Proper Usage Guidelines

The Analog Marks may be used on consumer products, merchandise, product packaging, in-store displays, catalogs, advertising, trade show or event signage, and electronic media and television. Adhere to the appropriate Emblem Specifications for format, spacing, size, and color requirements. Emblem Specifications may be obtained from Analog Devices, Inc.

### Use on Products/Hardware

Use the following guidelines when displaying the Analog Marks on original equipment manufacturer (OEM) products and other authorized products:

- The Analog Marks must be printed directly onto the product, using conventional methods such as silkscreening, molding, or labeling.
- The Analog Marks must be conspicuously displayed on the front of OEM and authorized end equipment manufacturer's products (or on the same side of the product as the OEM's or authorized end equipment manufacturer's name), unless otherwise approved in writing by Analog Devices.
- The OEM's name must be more prominent than the Analog Marks.

### Use on Packaging

Place the Analog Marks on the front-, rear-, side-, or top-viewing panel of the package. The Analog Marks must never be obstructed by another label or sticker. The Analog Marks must be printed directly onto the packaging or placed securely on the package using a label.

### Use in Text

- References to Analog Marks in print or text include, but are not limited to, press releases, advertising, websites, collateral, direct mail, and editorial.
- The ® and ™ notices should not be used in titles or headlines where the mark subsequently appears in the body of the text.
- The first occurrence of an Analog Mark in body text must appear with its appropriate trademark symbol. All subsequent usage in the same document may appear without the trademark symbol.
- Always use the whole phrase in the first occurrence. For example, "Advantiv® Advanced Television Solutions by Analog Devices" would be used on the first occurrence. However, subsequent occurrences could use a shortened phrase such as "Advantiv products."
- Analog Marks are never used alone. When referring to trademarked items in press releases, product packaging inserts, and sales and marketing materials, include the appropriate modifiers.

**Example:** *i*MEMS® gyroscopes

*Blackfin*® processors by Analog Devices

### Acknowledgment

Appropriate acknowledgment of Analog Devices trademarks must be appended to each communication piece that uses Analog Marks. Always use a footnote in each piece of printed material.

**Examples:** SHARC, the SHARC logo, and *Blackfin* are registered trademarks of Analog Devices, Inc. ©2011 Analog Devices, Inc. All rights reserved. Trademarks and registered trademarks are the property of their respective owners.

### Online

When displayed on a website or in online advertising, the Analog Marks must function as links to the Analog Devices website. Preferably, each Analog Mark used online would link to a portion of the [www.analog.com](http://www.analog.com) website related to that Analog Mark.

**Example:** PulSAR® would link to [www.analog.com/pulsar](http://www.analog.com/pulsar)  
*Blackfin*® would link to [www.analog.com/Blackfin](http://www.analog.com/Blackfin)



### **Promotional/Merchandise**

- Use the Analog Marks on promotional items only if it is permitted by your licensing agreement and has been approved by Analog Devices.
- Integrate the Analog Marks into the existing design system in a balanced way if other elements will appear on the same item, such as a T-shirt at a trade show.
- Many items may restrict the Analog Mark use because of size (like a pen). In these cases, it is appropriate to typeset the Analog Mark in the written form as described in the Emblem Usage Guidelines.

### **Trade Show and Event Signage**

- The Analog Marks must be used in accordance with the Emblem Usage Guidelines with respect to clear space, size, and color.
- On text-only panels, typeset the Analog Marks in written form as described in the Emblem Usage Guidelines.

### **Company, Product, or Service Name**

You may not use or register, in whole or in part, any Analog Devices trademark or logo as or as part of a company name, trade name, product name, or service name, except as specifically noted in these guidelines.

### **Disparaging Manner**

You may not use Analog Marks in a disparaging manner.

### **Domain Names**

You may not use or register an identical or confusingly similar Analog Mark as a second level domain name.

### **Endorsement of Sponsorship**

You may not use the Analog Marks in any manner that expresses or implies Analog Devices' affiliation, sponsorship, endorsement, certification, or approval of a third-party product or service. You may not use the Analog Marks in such a manner that it appears Analog Devices is legally associated with your company. You must display your company name more prominently than the Analog Marks on all materials.

# Contact Information

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

<b>8/14—Rev. E to Rev. F</b>	
Added signage specifications	4
<b>2/14—Rev. D to Rev. E</b>	
Changes Throughout	Universal
<b>5/13—Rev. C to Rev. D</b>	
Minor Edit	2
<b>3/12—Rev. B to Rev. C</b>	
Update Image	1
Minor Edits	3
Deleted Spotting Illegal Logo Section	3
Added Confidentiality Statement	8
<b>2/11—Rev. A to Rev. B</b>	
Clarification of Size Specifications	3
Minor Edits	Universal
<b>11/09—Rev. 0 to Rev. A</b>	
Updated Format	Universal
Changes to Specifications	3
<b>10/07—Rev. 0: Initial Version</b>	

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