

# Corporate Identity and Brand Standards Manual

2013

## 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.

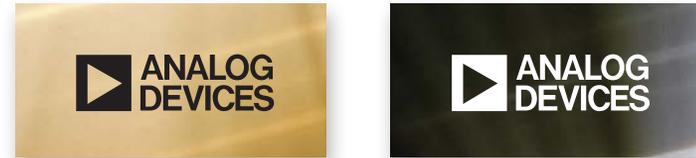
Before using the logo, make sure the background is not too busy and that it does not significantly detract from the logo itself. If the background is too distracting, subdue it to make it less prominent or adjust the placement of the logo to avoid the busy background. Nor is the logo to be placed in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

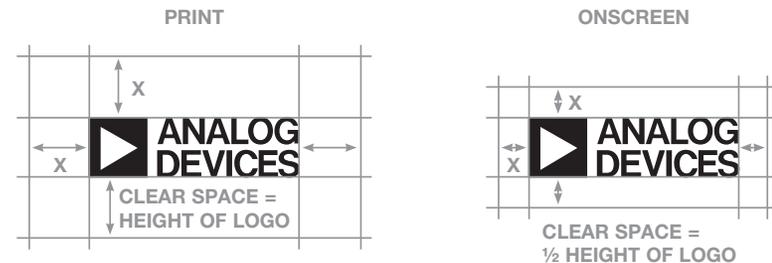


The triangle portion of the logo is cut out, allowing background colors and patterns to show through.

### 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 above, 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://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 is one of the few places where the triangle-in-a-square symbol is permitted to be used by itself.*

## Color

In all applications, print or onscreen, the logo is only permitted to be displayed in either black or white. In rare cases, such as 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.



## 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.*



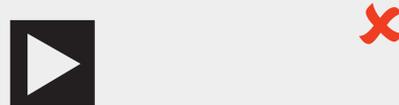
*The logo cannot be compressed or stretched.*



*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).

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