Semtech Logo
Graphic Usage Summary

SEMTECH®

OVERVIEW

Semtech Corporation has received worldwide recognition for the quality of its products and services to the industry.

The Corporation's most prominent symbol is its logo as it represents its identity. When the logo is used appropriately and consistently, it provides a visual expression of the Corporation's commitment to innovation, quality and service. The Corporation's logo is the basis for the entire visual identity system of Semtech Corporation.

The following is a short summary on the usage of the Corporation logo. To learn more or request permission for usage, please visit the Semtech website at semtech.com/company/brand-resources or email trademarks@semtech.com.

GENERAL USAGE

The logo should always be used in its entirety, never redrawn, re-typeset, or recreated in any way. The logo is based on an adaptation of official fonts and no attempt should ever be made to replicate it by using any other font. The logo is always treated as a single element. To ensure recognition and effectiveness, it must be surrounded by open spacing, equivalent to the height of the wave icon on all sides in order to prevent the logo from being inadvertently linked with an improper element. No background can interfere with the clarity of the logo (see examples on page 4 of this document).

COLORS

Semtech logo has two official colors

COLOR 1:
RGB – 0/175/170
CMYK – 77/6/39/0
HEX – #00AFAA
PANTONE – 236 C

COLOR 2:
RGB – 102/102/102
CMYK – 60/47/47/30
HEX – #666666
PANTONE – Cool Gray 11C

color

black

reverse

PMS 236 C

Cool Gray 11 CP

USAGE GUIDELINES

Always view PDF of these Brand Standards at 100% for proper reference.

OFFICIAL CORPORATE LOGO

This is the standard logo and the primary logo used in all communications.

HORIZONTAL CORPORATE LOGO

This is an alternative to the standard logo and used when space restrictions do not allow the use of the standard logo.
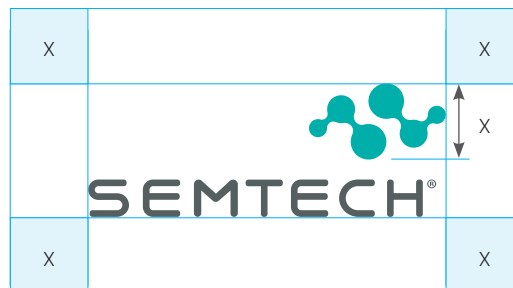

MINIMUM SUROUNDING SPACE

It is important that there be sufficient amount of blank space surrounding the logo. There should not be any element, including type, imagery or page edges in this space. To ensure this, a buffer zone equal to the height of the wave icon is requiried on all four sides.

When used in multi-level partnerships, the Semtech logo may be placed in line with other partner logos in situations when responsibility is shared.

Equal visual prominence must be shared with all logos. If Semtech is the lead organization, then its logo should appear first.

MINIMUM SIZE

The minimum logo size requirements is 20 millimeters wide for print applications, and 45 pixels wide for web. Smaller sizes will not reproduce clearly and are therefore are not permitted.

Minimum Print Size
20mm wide

Minimum Web Size
45 px wide

USAGE GUIDELINES

APPROPRIATE USAGE

The standard logo may be reproduced in the approved colors, enlarged or reduced (in accordance to minimum size requirements), but not altered in any other way.

INAPPROPRIATE LOGO VERSIONS

NEVER alter the visual identity of the logo. If you want to use the logo in a way not specified in this guide, please contact semtech@trademarks.com
Examples of inappropriate usage are shown below.

ACKNOWLEDGEMENT LINE

Always include trademark attribution on the page on which the Semtech logo or Semtech mark is being used or in the legal attribution segment of the printed material or website. Attribution statement will be provided when use permission is granted. Statement example:

Semtech and the Semtech logo are registered trademarks or service marks of Semtech Corporation or its subsidiaries.

PERMISSION REQUESTS

Customers seeking permission to use the Semtech logo or Semtech mark must complete the Permission Request Form available at semtech.com/company/brand-resources.

Do not use full color logo on a dark background that doesn't provide enough contrast

Do not use reverse-white logo on a light background that doesn't provide enough contrast

Do not use full color logo on dark photo or busy background

Do not remove the ®

Do not alter or distort the proportions

Do not add drop shadow

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