Our logo comes from a longstanding tradition, the amplifier symbol born from our foundation in engineering. Our identity and strategy embraces that tradition and amplifies it with a brand suite of prints inspired by our heritage. Our logo presents our name, amp symbol, and trademarked tagline.

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.”

Acceptable Uses of the ADI Logo Without the Tagline

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

► When the logo placement is so small that the tagline would be unreadable (see next page 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.
► When the logo without tagline appears on the front of certain business cards configurations.

Allowed Variations

With rare exceptions, always use the full version of the logo with the Ahead of What’s Possible tagline. In cases where the logo is too small for the tagline to be legible, the version without the tagline is acceptable in the colors outlined here.

The standalone amp symbol may also be used in a few select cases including website or software icons, screen printed on our chips, or as a prefix to our ADI family of brands.

Color

Use the full-color ADI blue version of the ADI logo whenever possible against light or white backgrounds—it is the official logo and should get preferential treatment when constructing layouts around it. The knockout (white) version can be used against dark color backgrounds such as on a field of ADI blue, ADI black, or against a dark photograph. The classic black logo remains an option wherever color is limited (B&W printing, for example), or where other color detail on the page or work makes the black logo more desirable than either the blue or white (where UI elements rely on color for navigation purposes, for instance, and the blue logo might become too distracting for the user).
Allowed Variations (Continued)

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 space equal to the height of the square at the left of the logo, \( \times \), should be maintained around each side of the logo or lockup. In online and restricted space placements, \( \times \) equals half the height of the square.

Minimum Size

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

Signage

In signage—building entrance installations, for example—the logo may also be crafted from 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.

Online and Software Screen Placement

When used in software, landing pages, email marketing, and other on-screen 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

The triangle-inside-a-square portion of the ADI logo may be used for branding on the smallest chip packages and certain on-screen applications—such as the analog.com website favicon or software icons. Size will vary, but it may be set as small as 16 px × 16 px.