

# Analog Devices Logo Guidelines



**The ADI 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.

ADI therefore places a high value on our trademarks, and any use of the trademark should conform with the below restrictions to preserve ADI rights in the trademarks.

- ▶ You must use the logo only in association with ADI products and/or services.
  - ▶ The shape, color, and relative sizes of components of the logo must conform to an acceptable format as specified in the logo guidelines below.
  - ▶ You must not replace the logotype with a different typeface.
  - ▶ You must not imitate any element of the logo, including its trade dress.
  - ▶ You must include the following trademark notice in all materials: The ADI words and logos are trademarks of Analog Devices, Inc. (or its subsidiaries) in the U.S. and/or elsewhere. All rights reserved.
  - ▶ You must not use the logo or logotype as an element in titles, headlines, or text.
  - ▶ You must not place competing visual elements (including but not limited to other trademarks) close to the ADI logo (see clear space requirements on Page 2).
  - ▶ You must not set type near to the ADI logo that could be construed as a corporate slogan or motto unless it is an approved ADI corporate slogan or motto.
  - ▶ You must not use the ADI logo in any orientation other than horizontally.
- ▶ If you are a third party using ADI logos in your marketing materials, you must not display the ADI logo more prominently than your own third-party trademarks, logos, and names. This includes, but is not limited to company name, trade name, product name, service name, technology name, social media name, or handle.
  - ▶ If you are a third party using ADI logos, you must not use or register the logo (or any part of it) as part of another trademark, logo, or name for your own or your company's benefit. This includes, but is not limited to a company name, trade name, product name, service name, technology name, social media name, or handle.
  - ▶ Absent any written agreement to the contrary, you must not use the logo in any manner that expresses or implies that Analog Devices has any affiliation, sponsorship, endorsement, certification, or approval of your product, service, or company.
  - ▶ You will not use the ADI logo kit or ADI licensed marks in a manner that would disparage ADI or be detrimental to or could (in ADI's sole judgment) diminish or otherwise damage the goodwill and reputation of ADI including without limitation to use on materials that could be considered obscene, pornographic, violent, or otherwise in poor taste, unlawful, or encouraging unlawful activities.
  - ▶ Any and all goodwill arising from use of the logo inures exclusively to Analog Devices, Inc.

You understand that failure to abide by these restrictions and the following guidelines may expose ADI's trademarks to irreparable harm, and agree that you shall cease use of any ADI trademarks promptly upon ADI's request should ADI determine that your use is noncompliant.

## 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."

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.

### 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.



△ ADI logo with tagline.



△ ADI logo without tagline—extremely small placements; for example, small banner ads.

# Specifications and Allowed Variations

## 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). These color restrictions apply to both the tagline and non-tagline versions of the logo.



△ **ADI blue** tagline version.



△ **Knockout (KO)** version—for dark backgrounds.



△ **Black** version—for cases where the blue and KO versions either do not provide enough contrast or detract from important visual detail and interface.

## Amp Symbol

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.



△ **Amplifier symbol version**—software and website icons, screen-printed on products, or as a subbrand prefix only.

## 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, **X**, should be maintained around each side of the logo or lockup. In online and restricted space placements, **X** equals half the height of the square.



△ Print with/without tagline: clear space (**X**) = height of ADI logo.



△ On-screen with/without tagline: clear space (**X**) = ½ height of ADI logo.

## 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.

- ▶ Minimum size for print applications: 0.3" / 7.62 mm.
- ▶ Minimum size for screen applications: 49 px.



△ Minimum size with tagline.

- ▶ Minimum size for print applications: 0.2" / 5 mm.
- ▶ Minimum size for screen applications: 34 px.



△ Minimum size without tagline.

# Specifications and Allowed Variations (Continued)

## Signage

In signage—for example, building entrance installations—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.*



## 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."

## 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 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.

