

Unifying the ADI Brand Family

We're unifying and standardizing the look of the logo design for all subbrands across ADI. This will improve the ease with which our customers identify and recall our brand names and strengthen the linkage to the ADI core brand. Each new subbrand logo will include the amplifier symbol and the ADI name to visually align with the core ADI brand. Instead of looking like many different companies, this will enable us to go to market as one ADI. Our largest and strongest subbrand, and a prime example of this, is Power by Linear™. With this design modification, it is easier to recognize Power by Linear as part of ADI, thus ensuring it benefits from ADI's equity, while at the same time conferring additional value to the ADI brand. You can see other examples below. While there may be instances when we elect not to integrate subbrands with the larger ADI brand, these will be rare exceptions, further reflecting the fact that we are making these decisions carefully and strategically.

For further background/details, please refer to *The Circuit* announcement:
thecircuit.web.analog.com/company-news/Pages/2019/New-Brand.aspx

Previously

Visually different logos, difficult to connect to the core brand.



July 2019

Visually unified logos, more clearly connected to the core brand.

