

Brand Guidelines

January 2025



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01

Building a Brand to Empower the Intelligent Edge

Analog Devices bridges the physical and digital worlds for the benefit of our planet and its people.

Our precise, high performance semiconductors convert and analyze data. By sensing and analyzing signals near their source, the Intelligent Edge helps us better translate physical forces like temperature, light, and sound into actionable insights, enabling the innovations that improve quality of life and solve the world's most pressing challenges.

As innovators at the Intelligent Edge, we bring vital intelligence to the technology that governs our daily lives. Our solutions harness and activate the data that make connected devices smarter and more responsive. From digitized factories, electrified and connected automobiles, healthcare, and energy to combating climate change and reliably connecting humans and the world, our analog, software, and digital solutions are at the forefront of the digital transformation.

We achieve this by collaborating with our customers, providing them with the technical expertise, support, and resources they need to overcome any challenge. Together, we deliver breakthroughs at the Intelligent Edge that help make our world safer, more efficient, and sustainable.

Brand Architecture



The Analog Devices brand is our hero brand and the core of the brand architecture.

The Analog Devices brand needs to reflect our unique archetype as an innovator that co-creates with customers—with messaging that clearly defines how we live our purpose by activating our strategy.

Our goal is to build and strengthen the Analog Devices brand, leverage the ADI brand to increase visibility of our capabilities, and build brand equity to achieve a consistent brand experience.

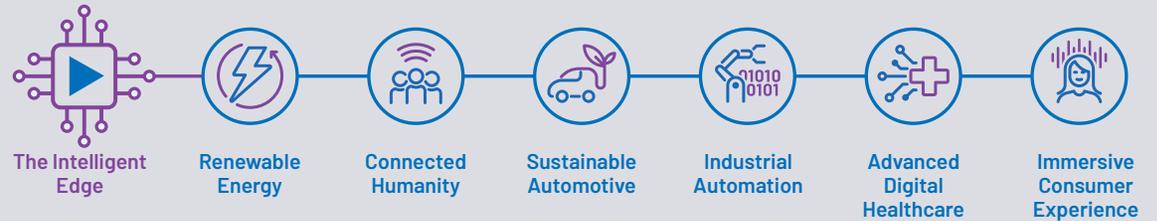
To do this we frame our capability set and the benefits they provide our customers around our **Purpose**, our **Vision**, and our **Strategy**.

Purpose

Accelerate human breakthroughs that enrich lives and the world

ADI's brand story must delineate our impact on these critical trends by outlining the purpose behind our vision—how we accelerate human breakthroughs that enrich lives and change the world.

From Trends to Purpose



Vision

Lead the Intelligent Edge

The ADI brand is at a pivotal point in time. We have big aspirations as a leader in the Intelligent Edge across analog, digital, and software solutions. How we position the ADI brand needs to evolve in line with changing customer needs, market dynamics, and our ambitions as a company.

Strategy

Drive customer success by combining analog, digital, and software into easy to use solutions that transform signals into actions

ADI lives our purpose by activating our strategy—to drive customer success by combining analog, digital, and software into easy to use solutions that transform signals into action.

Brand Architecture

Design and Experience Pillars

Experiences that Accelerate Breakthroughs

We believe that humankind's most difficult problems are solvable. So, whether it be by providing users with physical technology or strategic partnership, we aim to design products, experiences, and communications that spark breakthroughs in service of solving the world's greatest challenges.

Human Driven and Expertly Engineered

Design pillars are the unifying principles that inform how we think and work. These high level experience design principles should help teams make decisions based on brand and user needs with implications ranging from experience and design to technology and content.

Our experiences are realistically optimistic

While firmly rooted in the world of science, our designs and experiences should communicate the potential we see. Everything we design or write is tinged with a realistic optimism that helps users see us as leading partners.

Our experiences are ethical and kind

We always work to do the right thing through our design—whether it's for people or the planet. That means we meet users at their level, treat them with respect, prioritize inclusivity and accessibility, and purposefully design to solve challenges.

Our experiences are simply efficient

Even though we tackle complex challenges, our design or experiences never feel complicated. We simplify wherever possible and rely on user research to make experiences that feel helpful, effective, and seamless for users.

Boilerplate

Analog Devices, Inc. (NASDAQ: ADI) is a global semiconductor leader that bridges the physical and digital worlds to enable breakthroughs at the Intelligent Edge. ADI combines analog, digital, and software technologies into solutions that help drive advancements in digitized factories, mobility, and digital healthcare, combat climate change, and reliably connect humans and the world. With revenue of more than \$9 billion in FY24 and approximately 24,000 people globally, ADI ensures today's innovators stay Ahead of What's Possible.

Tagline

Our tagline "**Ahead of What's Possible**" defines ADI's brand story—leading the Intelligent Edge by seeing Ahead of What's Possible.

Include the tagline as plain text or use the approved brand logo in corporate communications, marketing and creative assets when necessary. Our tagline helps differentiate and create a memorable brand position for the ADI brand for our customers, investors, employees, and prospects. No other tagline should be associated with the company.

When Not to Use the Tagline

The tagline should not appear as part of the logo or in messaging in trade shows, events, or in campaign creative assets where specific theme slogans and messaging may supersede the corporate tagline or may conflict with the overall design or messaging.

The tagline should not appear as part of the logo in digital placements, nor any other placements where the tagline may appear too small to be legible.

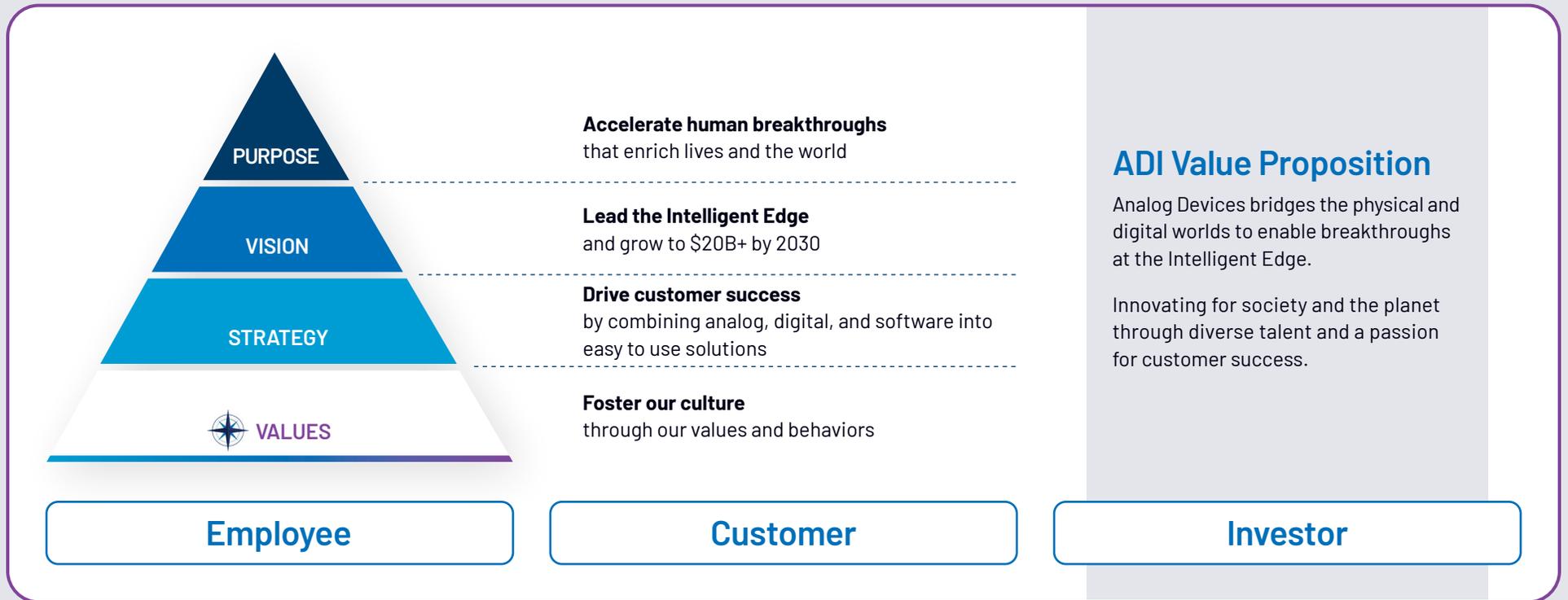
Brand Family Framework

Analog Devices brand family framework is used to clarify the relationship of our capabilities, technologies, and systems as cohesive branches of the parent ADI brand. Analog Devices leverages decades of equity built on the strength of our corporate name, "Analog Devices" and "ADI," to add the value of our reputation and brand recognition to our core products and services.

As ADI pivots business strategy and brand perception from a transactional components supplier to strategic systems and solutions co-creator with our customers, the way our parent brand and sub-brands are conveyed and communicated must align.

Company Messaging

Messaging Map



MESSAGING PILLARS



The Intelligent Edge



Customer Success



People & Planet

Company Messaging



The Intelligent Edge

As the world becomes increasingly digital—producing more data at an exponential rate—processing, decision making, and action will need to move closer to where the data is born. This will all happen at the Intelligent Edge—the intersection of the physical and digital worlds. Insights from the Intelligent Edge will be delivered faster, more efficiently, and more securely. ADI's impact can be felt almost everywhere—digitized factories, electrified and connected automobiles, healthcare, energy, combating climate change, and reliably connecting people around the world and out to the furthest reaches of space.

Integrated Platforms

ADI's core technology portfolio combined with diverse talent and expertise spanning high performance semiconductor technologies, embedded digital processing and software solutions drive value for flexible, software-defined platforms leading to easier adoption and expanded innovation.

[Energy Efficiency: Successfully Delivering the Intelligent Edge](#)

Ecosystem Orchestration

ADI's position within the value chain, collaborating with all members of the ecosystem, provides a unique position to be able to identify and facilitate conversations to accelerate breakthroughs with our partners and customers.

[Reuters: A Healthcare System for the Ages](#)

Pioneering Spirit

ADI has a long track record of identifying trends early, rapidly developing and leveraging the deep domain expertise and collaborative spirit of ADI's brilliant technologists to help customers capture value and win market share.

[Analog Devices Introduces Automotive Industry's First wBMS for Electric Vehicles](#)



Customer Success

Organizations are dealing with increasing complexities, including how to make technology, digital transformation, and energy transition a strategic advantage for their businesses. ADI's deeper, more intimate customer relationships, spearheaded by our industry-leading engineering talent and combined with technology leadership across ecosystems, will drive the next generation of industry breakthroughs.

Business Acceleration

Customers can optimize R&D development to accelerate their time to market by leveraging deeper, more strategic partnerships supported by ADI's expert field teams and streamlined digital go-to-market model.

[Synopsys and Analog Devices Collaborate to Accelerate Power System Design](#)

Market Disruption

Customers have an advantage by co-creating with ADI technologists to disrupt markets and win market share. We anticipate customer needs and support innovation through diverse talent and deep domain expertise, combined with high performance technologies across hardware, digital, and software.

[Analog Devices Introduces Apollo MxFE™](#)

Reduced Complexity

Customers can more easily navigate complexity by partnering with ADI, from design constraints to geopolitical, sustainability, or supply pressures. ADI provides the technology, expertise, and manufacturing resiliency needed to win in the most challenging environments.

[Analog Devices Recognized by JLR as Winner of Supplier Excellence Award](#)



People & Planet

Semiconductors are the bedrock of the modern economy, underpinning the innovation that benefits society and the planet. ADI believes that we can and should be a force for positive change in the world. This is the drive we bring to the way we operate our business and the transformational technology we create. The industry breakthroughs made possible through co-creation between ADI's brilliant technical talent and our customers have the potential to curb climate change, improve equitable access to technology, and shape our world.

Technology Leadership

ADI delivers innovative solutions to our customers that enables them to reach their transformation goals, address environmental and social issues, and make sustainability and the energy transition a strategic advantage for their businesses.

[Bridging the Digital Divide: Access to Satellite Broadband Connectivity](#)

Responsible Operational Commitment

ADI is committed to environmentally and socially sustainable manufacturing and operations through progressive goalsetting around key impact areas such as chemicals, energy, and water use.

[ADI's Global EHS Policy](#)

Community and Culture

ADI's collaborative culture, internally and with customers and ecosystem partners, is the cornerstone of the breakthrough solutions we provide. As a values driven destination for the brightest minds, we're home to a diverse array of insatiably curious and technical people who engineer good for our planet and society.

[Brightsource Energy: Pointing the Way to Solar Energy with Heliostat Technology](#)

Brand Character and Tone of Voice

We are charged with innovating the breakthroughs that help overcome humanity's greatest challenges. We are experts whose mission is to enable, empathize, and empower.

To do so, we must approach each human problem in a human way. With clarity, confidence, and a genuine simplicity that aids understanding. We aim to have the greatest possible impact by finding simple solutions to our customers' most complex problems. To that end, we use empathetic human design and straightforward language to convey complicated concepts in such a way that they become easily understood.

We never shy from difficult conversations or important questions. We always say what we mean and back up our claims. We don't just ask questions; we actively seek answers.

The credit we take is taken alongside our customers, and on behalf of the people we serve. We take part in the most vital conversations of the global community. And do so in the language necessary to help others join those conversations.

Personality

Ours is the voice of a leading solutions provider for multiple industries and markets. We provide concrete benefits for solving their real problems. We treat our audience respectfully, not as a customer but as a peer.

Tone

We have lasted over half a century thanks to our ability to adapt to changing times, from the earliest days of computing to the ongoing digital revolution. This flexibility is what makes us future-forward and aspirational in our words and informs how we design both our communications and products.

Our tone aspires and inspires, asks and answers, demands and provides. We live by our actions—maintaining an active, not passive, voice, and everything we say, we say and mean sincerely.

At the intersection of the physical and digital—of today and tomorrow—we are unsurprised by change, endlessly adaptable, and able to assume all necessary perspective, so long as they unite under one visionary, optimistic voice.

“If you can't explain it simply, you don't know it well enough.”

Albert Einstein

The ADI Brand Is



Intelligent
Aspirational
Experienced
Conversational
Optimistic
Confident
Human

The ADI Brand Is NOT



Complex
Audacious
Inflexible
Cavalier
Naive
Overbearing

02

Brand Identity

The following pages provide a high level overview of Analog Devices' creative direction and guidelines in utilizing the core elements of our brand. These include our corporate name and mark, corporate color palette, typography, and amplifier pattern library.

The detailed specifications, templates, and instructions that will be outlined in later sections all rely on these core elements to create a cohesive, yet highly distinctive visual identity system that will allow in-house and agency partners to ensure consistency across all media and platforms.

Logo

Our logo is the foundation of our visual identity as a company and is used in all materials. It functions as the distinctive symbol for our brand.

The ADI logo is a combination of a blue amp symbol, our wordmark, and the tagline.

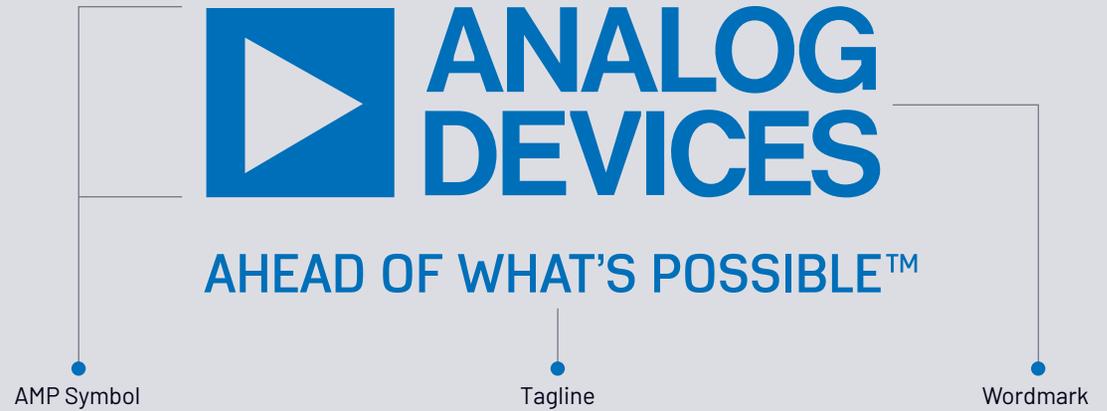
It is imperative to use our logo consistently and correctly. Variations in use can eventually cause confusion, loss of recognition externally, and also affect our legal trademark protection.

Always use approved artwork from the logo kit and do NOT re-create.

Third-Party Use Permission

Third-party use of our trademark including ADI's name, logo, or endorsement of any kinds must go through brand and legal approval, which requires an authorization and license agreement for limited use.

Do not use any ADI trademark without consent. A permission request with specific use case should be explained and submitted for approval with the [ADI Brand team](#).



Analog Devices, Inc.

The legal name, Analog Devices, Inc., is used whenever there is a contractual or other legal need, including the trademark notice at the bottom of our websites and marketing collateral, as well as when referring to our physical address.

Analog Devices

In standard communications, our full and preferred name is Analog Devices and should be used in the initial reference to our company in copy.*

ADI

The shorthand version of our name, ADI, can be used colloquially and after the first mention of Analog Devices in copy. ADI will also be used as a prefix with product and service names to establish ownership (for example, ADI Recharge™).

*The standalone phrase, Analog, has been used in past properties such as Analog Garage, Analog Dialogue, analog.com, and myAnalog. Customers have deep familiarity with these resources and they will continue to be used—but new Analog variants should not be created.

Logo

The Analog Devices logo kit includes three colorways:



AHEAD OF WHAT'S POSSIBLE™

ADI Blue Logo

The primary and preferred appearance is the blue logo and includes the tagline. This should be used in all applications whenever possible.



AHEAD OF WHAT'S POSSIBLE™

Reverse Logo

The reverse logo should be used with dark backgrounds or in black and white applications. Use only when it is impossible to adjust the background to accommodate the blue logo.



AHEAD OF WHAT'S POSSIBLE™

ADI Black Logo

The black logo should only be used where color is restricted and the use of the blue or the reverse is impossible; for example, in black and white applications.

Exceptions

These rare exceptions allow the best possible use of the logo in specialized media and applications where the logo cannot be reproduced as is or where size limitations would make the full logo or the tagline illegible. The exceptions are for use by professional graphic artists and visual designers, and should never be substituted for the approved ADI logo in routine communications. All exceptions require an approval from the [ADI Brand team](#).



Logo Without Tagline

We primarily use the logo and wordmark without the tagline in digital properties to ensure clear design hierarchy, and for small sizes where the tagline will be unreadable (for example, digital ads and social media).

This version should also be used for brand campaigns where the campaign slogan will conflict with the corporate tagline "Ahead of What's Possible," sub-brand logo lock ups, permanent signage, embroidery, and merchandise.



Amp Symbol

The amp may only be used in a few select cases including when screen-printed on our chips or as a prefix to our ADI brand family logos.

The black version should only be used for small monochrome applications/ product stamping.

The blue amp may also be used as an avatar for our approved social media channels.

Logo

Clear Space

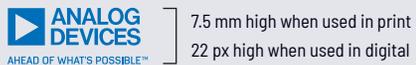
Clear space is defined as the 1/2 the height or width of the square amp symbol in the ADI logo. Keep this space free of copy, imagery, and other detail that may interfere or clutter a clean presentation of our brand identity.



Minimum Size

The minimum size of the ADI logo is the smallest that the logo can be reproduced without losing critical detail. Measurements in millimeters (mm) below are for print or physical reproductions and measurements in pixels (px) are for digital.

Print and Digital



Embroidery

2" wide



Engraving/Etching

1" wide



Incorrect Logo Usage

The ADI logo is a complete graphic element that must be presented as a whole. Never retype, redraw, or modify any part of the ADI logo.

The examples shown here illustrate some, but not all, unacceptable uses of the ADI logo. Always use approved artwork. Never assume a logo passed to you from another source is an official logo.



DO NOT change the color other than prescribed; do not fill the AMP triangle with any color, including white



DO NOT reposition or remove the AMP or any part of the logo



DO NOT alter, retype, or recreate the logo



When scaling, **DO NOT** distort the original proportions



DO NOT retype or replace the tagline with another tagline or department/team name



DO NOT pair the AMP with other logos or group name



DO NOT modify, skew, rotate, crop, or add effects to the logo



DO NOT use low resolution files for print material

Typography

Barlow

Barlow is our corporate font and is used as the primary branding font in all applications except digital copy, through all levels of text hierarchy—headlines, captions, and body copy.

The Barlow font family contains a wide range of weights, widths, and italics that may also be used—depending on factors such as media placement, size, accessibility requirements, etc.

Barlow is an open font typeface available on [Google Fonts](#).

Inter

Inter is our highly functional typeface for use in digital applications such as [analog.com](#), software, and mobile apps as it closely mimics Barlow online. Inter should never be used for print, marketing, or internal communications.

Inter is an open font typeface available on [Google Fonts](#).

Noto

Noto is our international font family and reserved exclusively for use in non-Latin languages and includes options for nearly all of the world's writing systems, including Chinese, Arabic, Hebrew, and all Indic scripts.

Noto is an open font typeface available on [Google Fonts](#).

Arial

Arial should also be used for certain electronic communications and media such as email marketing, newsletters, and Word documents but should never appear in printed collateral.

Arial should be used where Barlow may not be available for use in PowerPoint presentations.

Arial or Calibri may be used for email correspondence.

Barlow

Bold

Semi Bold

Medium

Regular

Headline

Headline (Digital)

Subhead

Body Copy

Inter

Bold

Medium

Regular

Subhead

Subhead

Body Copy

View the [Digital Guidelines](#) to learn about Inter and Noto.

The recommendations provided are general guidance for marketing materials, employee communications, and other placements. Different media touchpoints—like social media, digital experiences, trade show, etc. may have specific requirements on which weights from Barlow or Inter are appropriate. Please contact the [ADI Brand team](#) or the ADI representative for each media type, for more detailed guidance.

Typography should be set flush left, ragged right with normal letter spacing. Large-sized type, such as in headings or where a strongly typographic treatment is used, should be kerned as needed.

Do not alter any type by expanding or condensing it or substituting other typefaces, no matter how similar they may appear.

Color

The ADI color system is cool in tone and unique to our brand. The system is comprised of three groups and all colors are interchangeable, with preference given to using primary color first, secondary colors second, and tertiary colors last.

Primary

The primary color is the core to our color identity; to keep a consistent and recognizable brand, ADI blue should be used as the foundation and preferred color in all branded communication.

Secondary

The secondary colors should be used to support the primary color. Use of white is encouraged to maintain clear space.

Tertiary

Tertiary colors are used to complement the primary and secondary colors to distinguish industry, usage, applications, and ideas.

Tertiary colors should only be used as highlights and never for covering large splashes of color. These colors should never be the hero color and overpower the primary or secondary colors. While some of these colors are included in our templates, they should be used sparingly in overall designs.

Tertiary Extended

Extended colors can be used to highlight areas of interest in infographics, technical illustrations, or data overlays in imagery. It is recommended these colors be applied by trained creative designers when used in publications and digital graphic design.

Primary

ADI BLUE

Pantone 2144
CMYK 95 53 0 0
RGB 0 103 185
HEX 0067B9

Secondary

BLACK

Pantone Black 6
CMYK 40 30 0 100
RGB 16 24 32
HEX 101820

DARK BLUE

Pantone 2955
CMYK 100 43 0 60
RGB 0 50 92
HEX 00325C

MID BLUE

Pantone 7691
CMYK 100 43 0 33
RGB 0 73 133
HEX 004985

WHITE

CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFFFF

Tertiary

LIGHT BLUE

Pantone 298
CMYK 96 14 7 0
RGB 27 156 208
HEX 1B9CD0

PURPLE

Pantone 7442
CMYK 58 87 0 0
RGB 134 55 186
HEX 8637BA

GREEN

Pantone 2251
CMYK 87 0 74 0
RGB 23 153 99
HEX 179963

Tertiary—Extended

RED

Pantone 1945
CMYK 23 100 67 12
RGB 200 26 40
HEX C81A28

ORANGE

Pantone 179
CMYK 0 84 82 0
RGB 225 91 25
HEX E15B19

YELLOW

Pantone 1225
CMYK 0 19 79 0
RGB 254 209 65
HEX FED141

Grayscale

DARK GRAY

CMYK 32 24 0 80
RGB 61 66 87
HEX 3D4257

LIGHT GRAY

CMYK 12 9 0 30
RGB 158 161 174
HEX 9EA1AE

Download Color Palettes:

[Adobe CMYK](#)

[Adobe RGB](#)

[Microsoft Office Theme](#)

View [ADI's Digital Guidelines](#) for additional specific color guidance for use in digital use.

03

Editorial Standards

Analog Devices represents a diversity of voices. Our content authors hail from Chelmsford, Limerick, Cavite, and several other cities across the globe. While many have worked for ADI for years or even decades, others come from acquisitions—Maxim Integrated, Linear Technology, or other companies now included in the ADI family. Every year we produce numerous technical articles, brochures, email newsletters, and other types of content.

Editorial standards create a cohesive whole for all voices, in much the same way that fonts, colors, and imagery establish the ADI brand. This ensures a unified experience for readers whether they're at a trade show, reading an email, or visiting analog.com.

Editorial

Resources

These guidelines only briefly cover the standards. For more in-depth guidelines, contact the [ADI Brand team](#). ADI internal users can access the following documentation:

[Capitalization](#)

[Formatting Units of Measure](#)

[Word List](#)

Consistency

The most important rule to follow for all content is consistency. No set of standards can cover all use cases for how to spell a word or what terms should be hyphenated. If you're unsure whether a term like healthcare should be spelled as healthcare, health care, or health-care, pick one spelling and stick with it. This will make the material more consistent and easier to correct with find-and-replace should it need revision.

Capitalization

Capitalization follows the standard convention for proper nouns and common nouns. When using sentence case, only proper nouns (specific names for people, places, and things) are capitalized, while common nouns (generic names) are not. The specific name for a product or application, like ADI Precision Studio or Analog Filter Wizard, would be capitalized, but broader terms such as aerospace and defense, direct current, or smart cities would not be. This includes terms used in an acronym or initialism. An analog-to-digital converter is a common noun and would not be capitalized just because it is also called an ADC.

Commas

Always use serial commas (for example, one, two, three, and four).

Numbers

Numbers and units should be separated by a space. Use 1 V instead of 1V or 10 mΩ instead of 10mΩ.

Slashes [/]

Slashes should have no spaces on either side.

Spelling

To maintain consistency across the brand, spelling conventions should follow the U.S. English standard. For example, use utilization instead of utilisation or color instead of colour. If there is a question over spelling, check the [Word List](#) (ADI internal) or [Dictionary by Merriam-Webster](#).

04

Brand Family Framework

Analog Devices brand family framework is used to clarify the relationship of our capabilities, technologies, and systems as cohesive branches of the parent brand. Analog Devices leverages decades of equity built on the strength of our corporate name, "Analog Devices" and "ADI," to add the value of our reputation and brand recognition to our core products and services.

As Analog Devices pivots business strategy and brand perception from a transactional components supplier to strategic systems and solutions cocreator with our customers, the way our parent brand and sub-brands are conveyed and communicated must align.

Sub-Brand Strategy

Sub-brands must be selectively created in alignment with our business objectives and defined industry and technology leadership areas. So, rather than brands created for specific technologies and products, brands are aligned to the market and megatrend level—for instance, ADI Recharge, which represents our sustainable electrification capabilities encompasses aspects of our automotive electrification, sustainable energy, and industrial business objectives.

Brand Structure

Examples

Parent Brand



Sub-Brand

Vertical, customer benefits-led



Sub-Brand

Horizontal, technical capabilities



Named

Strategic products and solutions

GMSL

PassThru

Apollo

Blackfin

Sub-Brand Approval

All sub-brands **MUST** go through brand and legal approval.

DO NOT place the amp and ADI in front of any sub-brand name without approval search granting us the right to use the name

To learn more and before you market any brand came, contact the [ADI Brand team](#).

Always use approved artwork from the sub-brand logo kit and **DO NOT** re-create.

Sub-Brand Logos

Both horizontal and vertical sub-brands have a defined logo treatment that includes the ADI amp symbol, our shorthand name (ADI), and the brand logotype. The logotype is a highly customized version of our corporate font and should always be created by the Brand Creative team. The sub-brand logo treatment should not be stamped on products.

The graphic logo should NOT be used in headlines and copy, instead **always write out the brand name with the ADI prefix**. Never refer to the sub-brand name using the possessive “ADI’s.” For example, say, ADI Recharge, not ADI’s Recharge.

Named Products and Solutions

Named products and solutions exist as wordmarks **ONLY**, to be used as plain text within marketing or business written headlines or copy. They will be used without the ADI prefix and amplifier. The first use of the named products and solutions must be used in partnership with the possessive “Analog Devices” to draw connection to the parent brand, for example “Analog Devices’ PassThru” thereafter the named products and solutions can be referenced without the use of “Analog Devices.”

The only exception is when content space is limited—for example in banner ad creative, the ADI prefix may be used provided the Analog Devices logo is displayed in close proximity.

Color Logo



ADI Prefix Brand Name

Black Logo



Reverse Logo



Clear Space



Minimum Size



Correct Use

A sub-brand logo should always be paired as a lockup with the parent brand logo (without tagline) to signify the association with the overarching corporate brand.



The sub-brand logo should never be used as a standalone. The only exception is if the corporate brand is already displayed in close proximity. An example is trade shows where the parent brand logo is prominently displayed on the booth and the sub-brand logo may be used as a standalone.

Co-Branding

When pairing the ADI logo with a brand family or partner logo on ADI materials, care must be taken that the secondary logo does not subjugate the ADI logo—the ADI logo may not appear less prominent than the sub-brand or partner logo. Whether printed or onscreen, the clear space between the logos must equal the width of the square amp symbol with a vertical bar centered between the two logos.

Exact height and weight will vary, but the bar should be set in black, in a thin weight, and extended roughly 100% to 125% of the height of the ADI logo, as in the examples shown here. Excluding interim logo lockups, the ADI logo must always precede the sub-brand or partner logo on ADI materials.

Logo Lockup Kit and Guidance

Do not recreate any of the logos shown in this section. Co-branding logo guidance and the approved logo lockup files can be obtained from the [ADI Brand team](#).

Partner Lockup

Lockups between Analog Devices and partner logos should only include parent brands—never the partner's sub-brands, slogans, or taglines. When appearing together in a lockup, size the partner logo to the ADI logo so that they are visually the same scale or prominence—the goal being that neither feels larger or more important than the other.



Note: Logos shown here for illustrative purposes only.

Mergers and Acquisitions

ADI will occasionally acquire other companies, requiring an interim **Now Part of** ADI logo lockup alongside the acquired company's logo.

Interim logos are not permanent—they should be created alongside a schedule to retire the logo after a predetermined date. Temporary acquisition logos that have now been retired include Maxim Integrated, Linear Technology Corporation, and Hittite.

Internal Events

All internal events are prohibited from having a custom logo graphic but may opt for the designated type treatment that includes the ADI amp symbol, our shorthand name (ADI), and the event name.

ONLY enterprise level events are permitted to have a custom logo graphic.

05

Brand Imagery

From visual storytelling that complements our brand positioning or technical illustration that highlights our technical capabilities, ADI relies heavily on ownable and authentic imagery to help communicate with our customers and partners. Images of real people captured in real moments, and figures that we use to achieve these goals include—but are not limited to—high quality branded photography, technical illustrations, products, and 3D package drawings.

Photography

Photography is the preferred imagery style for our brand. Our photography style is human, authentic, sincere, convincing, aspirational, and approachable.

Photography should be bold, dynamic, and relevant—supportive of our brand archetype as an innovator that co-creates with customers.

✓ ALWAYS OK

Showcase People and Inclusivity

When possible, and to present ADI as authentic and engaging, incorporate photography of people that is natural and candid with a balanced representation of gender, race, and age. Environmental photos that show ADI engineers working in their natural surroundings is another way to incorporate humanity, convey emotions, and show determination in solving real-world problems and the pride of accomplishment.

Avoid staged photos of people staring at the camera and not engaged with the viewer but rather captured in the moment. Avoid people sitting at desks or on phones. Show a diverse range of engineers, teams, and customers actively engaged in the technology solutions that ADI provides.

Industry

Images identifying a particular industry should tell a story about accomplishments and solutions made possible by ADI. These are primarily used to focus on an ADI product by showing the industry or end product where it would be applied. Industry scenes should be modern, relevant, and convey emotions that are relatable to our customers and engineers.

Creative Pairing

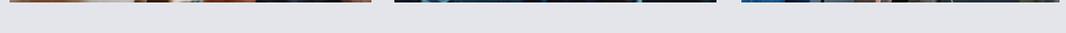
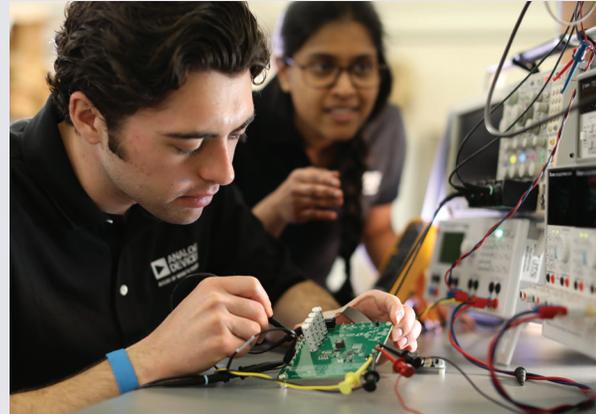
In a busy, image-laden world, a single subject, clean image, and direct message truly stand out. However, you can make nontechnical images more relevant to our industry by adding simple technical overlays (schematics or data streams, for example).

Refrain from using collaged images or overly complex combinations—instead composite images within a single scene to showcase the breadth our technology and its interplay within real-world scenarios.

✗ NOT OK

NEVER use imagery that reflects warfare, destruction, violence, discrimination, death, unconscious or vulnerable individuals, unconscientious representation of people with disabilities, or similar situations.

Imagery specific to aerospace and defense will require additional approval from ADI's Legal and Brand teams. View the [ADEF Imagery and Messaging Guidelines](#) for additional guidance for the use of specific imagery and language/terminology for the ADEF business.



Photography

Be Unique

Stock photos are a great resource to find modern, relevant images—but always ensure that the image you select is unique and not over-used by our competitors, partners, or other industry publications. Do an image search to make sure the market you are showcasing isn't already over saturated with any particular image.

Using original or edited photos or 3D artwork in a photorealistic composition is another way to create unique, ADI-branded imagery precisely tuned to our messaging.

Legal Guidance for Use of Imagery In Public Facing Material

- Always be cognizant of the source from where the image is acquired or downloaded including in public facing material.
- Reusing images from analog.com or the DAM should be acceptable to use in public facing material with low risk, as ADI should own the rights and license to use the images.
- Never download images from Google or similar search websites and use in public facing material as there is a greater risk of copyright infringement. Please avoid doing so unless there are clear rights listed for the image at the original source which grants the right to use free of restrictions and publicly.
- Downloading and using images from [123RF](https://123RF.com), our preferred enterprise vendor for royalty-free stock images, or by purchasing a image license from another image stock is acceptable to use in public facing material with low risk.

For any inquiries or information for 123RF, please reach out to the [ADX team](#).

- Be cautious when using royalty free images from the web; please review the rights granted with the image. While most images are labeled "free," they are not necessarily without restriction as some may be limited to personal or non-commercial use, or require attribution to the owner.
- Never use editorial images in public facing material.

Photography Overlays

Color overlays and data overlays can be used sparingly where a photograph needs additional context or flexibility. Avoid using more than one in any given setting and—whichever approach you use—make sure it is consistent and compliant with our brand.

Color Overlays

Color overlays can be used to mask detail and provide clear, high contrast areas for pairing copy over your image. These are best used in small format placements like social media or digital advertising, but can also be used in certain presentations where image is important, but copy must take top billing.



Data Overlays

Data overlays give nontechnical photography a technical context—highlighting smart sensor measurements in an industrial setting, for instance. They should be carefully selected and placed so they don't obstruct copy or other important detail and should use relevant, real-world measurements.



Composition Guidance

Compose branded thematic images (those created for events, campaigns, advertising, product releases) in a roughly 16:9 format at 300 DPI—using full size original or stock photography. Compose the scene on a 3x3 grid, where important subject matter sits approximately in the lower right or middle right nexus points. Following these guidelines will provide adequate clear space for copy along the top or left edges—ensuring your image can be cropped to fit a wide range of media placements including landing pages, digital banners ads, social media, and trade show wall panels.



Using the rule of thirds for image composition allows for copy space along the top or left edges of the image.

Product Photography

Product Hero

Product hero images—typically, although not limited to, ADI evaluation boards—must be shot by a professional photographer approved by the Brand Creative team. The intent is to make these visually interesting through the use of light, color, and depth of field.

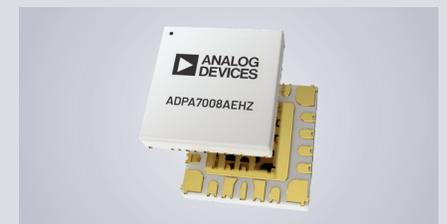
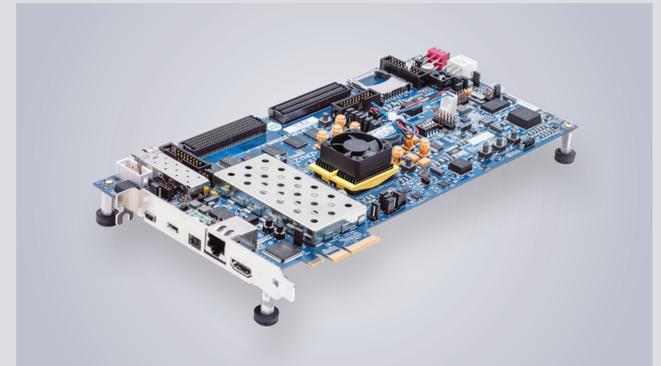
Product images are designed to be perceived as dramatic and when used in print or onscreen should be shown in high quality resolution, color corrected, and the background softened, blurred, and out of focus or masked out.

In product promotion, when describing the product functions, show the entire device and do not crop out important detail.

3D Package Drawings

3D package drawings are illustrations of our chips created to a standard specification for all new ADI product releases. They are created to scale using outline dimensions from ADI data sheets and rendered in 3D modeling software by the Brand Creative team.

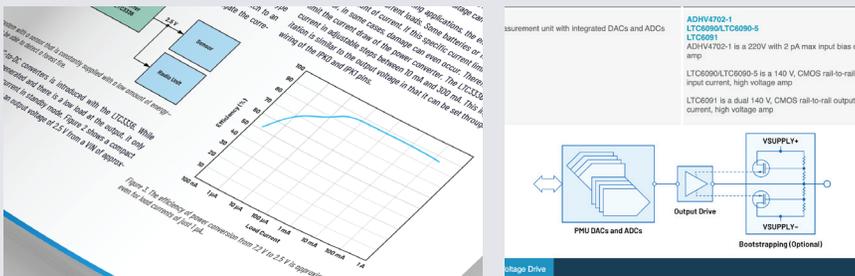
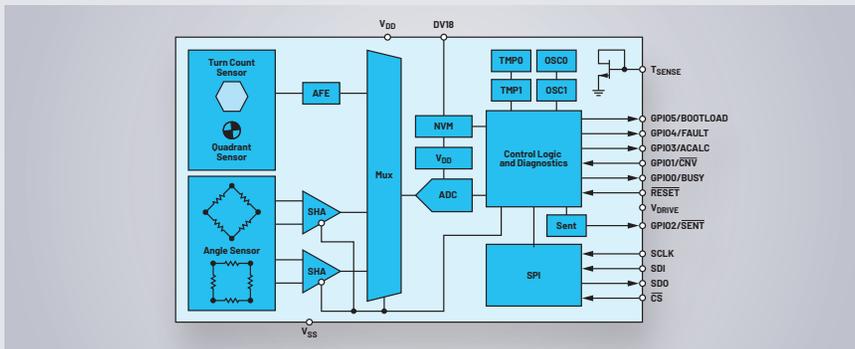
All package images are created using the same camera angle, perspective, and lighting; and use standard photorealistic materials for the casing, leads, and more. The face of the package drawing should typically include a pin one indicator, the ADI logo, and a part number.



Technical Illustration

All technical illustrations used in marketing materials are formatted in Adobe Illustrator. Vector source files are opened or imported into a new Illustrator file where symbols are replaced with ADI standard symbols, text is updated to standard type sizes and fonts, and colors are replaced using the corporate color palette.

Applying a uniform standard across all marketing collateral technical illustrations ensures that technical messaging is consistent and easily identifiable as ADI content—and makes it easy to share assets with various cross-function groups across ADI. Our standards are crafted to present technical content with a high degree of legibility and clarity wherever they are placed.



Technical illustrations for marketing purposes can be built using the [technical illustration template](#). This includes ADI-standard electronics symbols and components, art styles for line weights, type styles for formatting copy, and our full color palette.

Iconography

ADI iconography serves as a visual shorthand for the markets ADI serves, our technology expertise, the products we create, and other concepts central to our business. These can be used in marketing collateral at an application and product level, on our landing pages, internal and customer-facing presentations, and infographics.



Industry and technology solutions icon examples.



Capabilities icon examples.

ADI now has a library of icons reflecting our industry and technology solutions and capabilities that can be accessed on our brand hub. New icons are created using our standard template. It is important that icons are created using the guidelines outlined in the icon template to ensure that they are consistently created at the same scale, stroke widths, and using ADI colors. In this manner, whether you are constructing a landing page, a product brochure, or customer presentation, icons can be added and placed alongside each other without a jarring mismatch of styles.

[Download](#) SVG files of available icons. These can be placed and recolored as needed directly within Microsoft Office applications, many Adobe CC applications, and in software development tools.

Amp Pattern Fill

Fill backgrounds with a grid of amps in tints and shades of our primary and secondary brand colors. DO NOT use tertiary colors to color the grid. An amp pattern template can be [downloaded](#) to use in creative projects.



06

Brand Templates

Providing well-crafted, on-brand communication tools and templates to content creators allows us to communicate with a clear, consistent voice and message. To present a consistent brand to customers and our employees, it is important that we use the approved brand templates. The following pages describe our brand templates for a variety of commonly used communications.

PowerPoint Presentation

ADI's PowerPoint presentations provide an important opportunity to reinforce our brand and messaging consistently, for all standard corporate and sales presentations, both internally and externally.

This easy to use template includes our color palette, brand fonts, and predesigned copy styles matching the visual identity outlined in this guide. These have been created to provide maximum flexibility within the brand style and include frequently asked questions about using the template and instructions on updating older presentations. It is important not to veer away from our brand design style and take a disciplined approach in order to be consistent.

The template can be used as-is for standard employee presentations. Basic instructions on modifying or customizing the template to suit your needs can be found within the template. A modified template is available for trade shows, events, or town hall meetings.



Standard Template

Brand PowerPoint template for day-to-day creation of presentations for business needs. Available in 16:9 format with a variety of slide layouts, guidelines, best practices, and FAQs.

[Download](#)

Trade Shows, Events, Town Halls

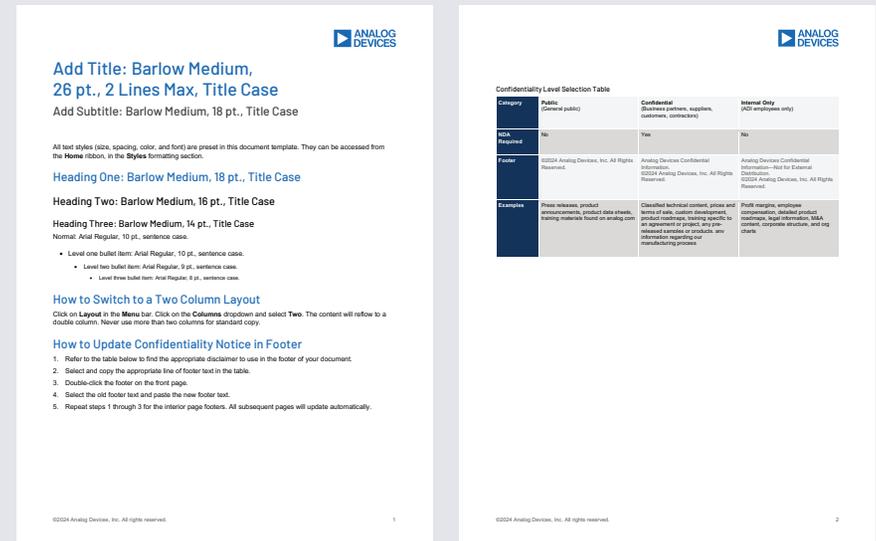
Brand PowerPoint template for trade show, event, or town hall meeting presentations meant for large audience/general sessions, including keynote presentations.

[Download](#)

Note: Use the most current template by checking the year in the footer. If it is the current year, you are using the latest version. If you are still unsure, use the download link above for the latest.

Word Document

ADI's MS Word document templates provides a consistent branded message for nontechnical internal and external documentation and memorandums. All word templates are available in U.S. Letter and A4 format.



Word Template

Used for standard communications such as employee instructional manuals, forms, and other content.

[Download](#)

Note: Data sheets and other technical content for customers use a specialized set of templates and should not use the Word files outlined on these pages. Please contact [Product Services](#) for more information.

Outlook Email

A universal Outlook email template for employee communications can be found in the Microsoft Office templates folder on every employee's PC or Mac workstation.

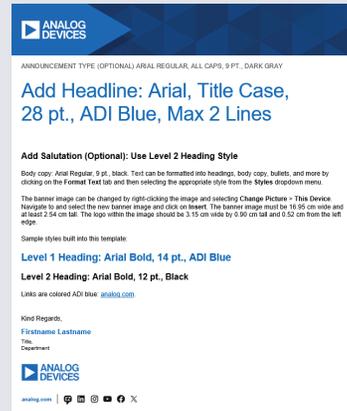
The template can be found by opening Outlook, selecting New Items > More Items, choose Form, and then choose User Templates in File System from the Look In drop-down.

The email template is available in .OFT format for PC users and .ETMPL for Mac users.

[Download for PC](#)

[Download for Mac](#)

Note: Marketing emails produced and delivered through Outlook for external audiences will adopt the more robust marketing email look.



Email Signature

The use of a uniform email signature helps create a consistent representation of ADI and upholds our brand image, particularly among external parties.

Within this document are detailed instructions and a sample of the ADI-approved signature that can be copied and pasted directly into your email client's signature editor.

[Download for PC](#)

[Download for Mac](#)



Business Card

Analog Devices has centralized the ordering of all business cards and stationery in an effort to maintain consistency of the company brand and to ensure appropriate use of the ADI logo, as well as other company information. To ensure consistency company-wide, all business cards must be ordered through an online ordering system managed by the Brand Creative team. All ADI employees have access to the site and can set up their own accounts.

Note: In an effort to support our environmental sustainability priorities, it is strongly recommended to only order business cards if you have a business need and meet with customers and partners often.

For detailed instructions, visit the business card [request page](#).



07

Brand Channels

Our brand defines how our customers and employees think and feel when they hear of our name and the experiences they may have through various touchpoints and resources—analog.com, social media, trade shows, facilities, marketing materials, or ordering products. The following section outlines many of these touchpoints and resources and provides guidance for executing in those communications against our parent brand and corporate vision.

In order to maintain a consistent on-brand experience, please have your creative reviewed and approved by the [ADI Brand team](#).

Advertising

Whether promoting high level, core capabilities to industry leaders, new products to engineers, or webinars and events, brand advertising is critical to build general awareness, drive traffic to analog.com, and generate leads with a strong focus on delivering breakthroughs at the Intelligent Edge.

While the media may dictate to some extent the exact execution of our visual identity, it is critical that advertising delivers a consistent experience in order build brand recognition. Our marketing and advertising exists in digital, traditional print, video, out-of-home, trade shows, and sponsorships.

Digital Experiences

These experiences include onscreen properties like analog.com, software tools, mobile apps, social media etc. They adhere to and utilize the ADI brand and visual identity system outlined in these brand guidelines—including logo use, messaging, color, and fonts. However, there are special considerations based on usability, accessibility, and customer experience that are crucial to the overall design system that these experiences are built upon.

analog.com

As the primary and the most comprehensive digital destination, analog.com is the face of the Analog Devices brand, delivering a seamless and consistent experience to millions of visitors a year. Our corporate site enables our customers, partners, and prospective candidates to have access to crucial information about our products, unique solutions, software technology, thought leadership, industry education, career opportunities, and connections to the ADI engineering community. To learn more and for queries, contact the [Analog.com Experience Design team](#).

Social Media

The goal of ADI social content is to find innovative ways to connect with our diverse audience—chiefly through engaging, relevant, and timely content paired with attention grabbing visual design—all the while maintaining the parent brand look and feel. To this end social media flexes certain aspects of the brand. For instance, tertiary colors may be used more extensively to create a more lively and colorful mix of content in our posts. However, care is taken to ensure that core aspects of the brand are consistently portrayed for an eye-catching but familiar customer engagement.



Email Communication

ADI maintains a series of templates for email marketing categories like newsletters, event promotion, webinars, new product launch, and more. These include standard headers, content structure, and footers that allow us to quickly produce a large volume of emails to interested customers in a timely manner. While most of these emails are generated and tracked using our marketing automation tools, certain email invites from leadership to select customers, for example, are created in an Outlook-friendly format.

All email projects should go through the Brand team for vetting and production. The Brand Creative team can help build these emails and provide the templates for brand consistency and for a more personalized customer interaction.

Marketing Collateral

ADI's marketing collateral continues to be an important component in how we support campaigns and promote our products and services even in the digital age. Whether it gets printed on the first run or not, all marketing materials—brochures, product highlights, guides, and technical articles—are produced press-ready so they can be reprinted at any time worldwide for sales purposes, trade shows, and more. At the same time, they are also available in digital format to build out the breadth of valuable content on analog.com. It is important that all collateral is designed and produced in a way that consistently and reliably relates our core brand messaging—both in copy and visually.

The Brand Creative team maintains various templates that outline the basic rules and guidelines for creating collateral that is visually consistent, quick to produce, and flexible to support our evolving campaign strategies for our growing list of products and services. Learn more by visiting [ADI's Brand Hub](#).

Facilities

Office and facility environments play an important role in the day-to-day brand experience for our employees, as well as contributing to brand perception for visiting customers and partners who spend time in ADI meeting and hospitality spaces, regional headquarters, showrooms, office locations, and other facilities. Consistent and recognizable place experiences are an essential part of the ADI brand. Building design, furnishing, etc. use these guidelines—alongside architectural guidelines maintained by facilities—as the basis for finish and material selection to provide holistic and consistent experiences in the spaces ADI occupies.

Guidance and questions on facility design may be directed to the [Facilities Engineering Manager](#).



Join Us at CES 2024

January 9 to 12
Las Vegas Convention Center
West Hall, 2nd Floor,
W237 and W238



[Book Meeting](#)

Heighten Your Experiences with Our Consumer Demos

Design groundbreaking consumer devices with our digital signal processing, video, audio, power, and software solutions—all to get you to market fast. See what we'll be showcasing at CES in 2024.

[View Demos](#)

Consumer Demos



Immersive Home Theater
Elevate your experience with our processing and interfacing capabilities to bring home entertainment to unprecedented levels.



Efficient Motor Control: The Path to Accelerated Lower Carbon Manufacturing

While navigating the path to net zero emissions, industrial motors have to operate at a greater level of efficiency than ever before. At Analog Devices, we combine precision operation and optimal power management across all aspects of intelligent motion control.

Explore the curated content below and begin your journey to more efficient motor operation.



Sustainable Motion Control Solutions for High Performance Servo Drives

This webinar showcases signal chain solutions for servo drives covering precision current and position feedback, signal and gate drive isolation, power management, connectivity, and cybersecurity protection.

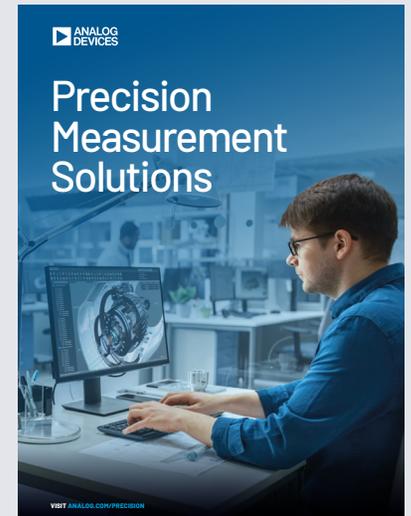
[Watch Now >](#)

Powering Your Drive—It's More Than Just Plugging It In

This blog examines the topic of power management in a variable speed drive and how to cater for different power domains: the main control power, the inverter-isolated power supplies, and multiple low voltage

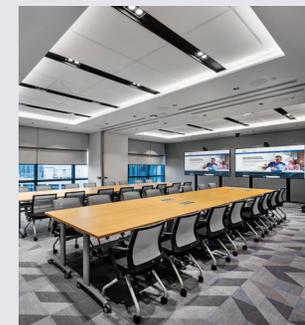


Patient Monitoring and Data Management for Clinical Trials and Beyond



Precision Measurement Solutions

VISIT ANALOG.COM/PRECISION



Trade Shows and Events

Physical environments such as trade shows and industry events are a valuable way to increase brand visibility and reinforce our positioning with new and existing customers. Each event is an opportunity to craft an exciting, memorable brand experience for our customers and care must be taken so that the design elements support a cohesive theme for the event, while relying on our visual identity to build brand recognition. [ADI's Events team](#) manages the trade shows and events from promotion to booth design to post-event communications.

Typical assets to be branded for an event can include digital signage (video and interactive), printed wall panel and booth graphics, posters and pull-ups, demo panels, and light boxes. Other assets include but are not limited to promotional content across PR, social media, and email marketing.



Internal Events

As a key opportunity to reinforce and encourage our corporate brand messaging and vision with our fellow employees, adherence to our brand visual identity is just as critical for internal events as external. Content often crosses over from internal to external—as well as from internal to external—making cohesiveness in our visuals and voice even more important. Care should be taken to craft a strong theme or central messaging aligned to our corporate brand.

If you have any questions and seek guidance, contact [ADI's Events team](#).



Merchandise

Promotional products are a valuable way of extending our brand and since they are unique, they help us stand out from our competitors and make it easier for customers to recognize our brand instantly once they see our logo. Branded merchandise also inspires and generates pride for our employees.

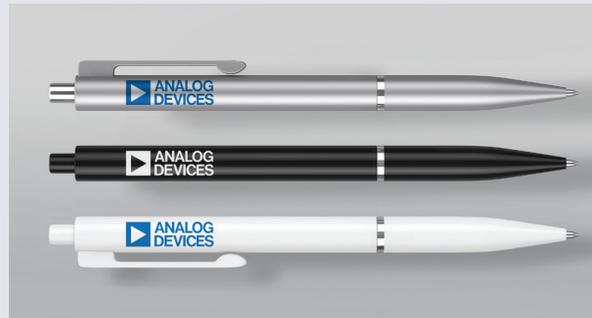
Promotional products come in many forms. Some of the more popular items include apparel, drinkware, smart devices, and writing materials such as books and pens. It is highly recommended to select products that will be useful to the recipients for their impact to be truly felt.



Producing Branded Merchandise

When getting promotional items produced, follow these guidelines:

- Always use the approved artwork from the logo kit and DO NOT recreate. The logo without tagline should be used for merchandise.
- Use items of high quality. Do not select items that are cheaply made or flimsy.
- Imprint the products with the ADI logo in an **appropriate color and at a correct scale.**
- Use vendors who can produce the highest-quality imprints, whether engraved, printed, stamped, or embroidered.



Preview Samples Before Production

Before production, review an actual sample of the item to be imprinted first to make sure it's of high quality. Leave sufficient lead time for this reproduction review to avoid errors and expensive rush charges.

For all brand reviews and any questions,
please send inquiries to the ADI Brand Team

brand@analog.com



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2025 Version 1