

CORPORATE IDENTITY AND BRAND STANDARDS MANUAL



Logo and Tagline

The ADI logo uses a triangle-inside-a-square graphic and a simple, powerful design for the company name. The logo usage policy ensures consistency across all communications.

Our tagline defines the brand and, along with the logo, should appear as a signoff for most marketing communications, including print ads, PowerPoint presentations (initial slide), collateral (back pages), and trade show signage.

A footnote should appear at the end of any document featuring the logo or tagline lockup (logo and tagline): “Ahead of What’s Possible is a trademark of Analog Devices.”

Use of the logo without the tagline is still acceptable. Some examples may include:

- ▶ When the phrase “Ahead of What’s Possible” already prominently appears on the same page as the logo (see advertising sample on Page 29).
- ▶ When the logo placement is so small that the tagline would be unreadable (see Page 15 for minimum sizes).



AHEAD OF WHAT’S POSSIBLE™



The trademark symbol is a part of the graphic logo file and must not be removed or recreated.

Logo and Tagline

Continued

There are two versions of the ADI logo and tagline lockup: a solid black version and a solid white version. These are the only permitted color variants.

When using the logo or lockup against a plain white background, use the solid black version. When using the logo or lockup against a color background, use the white version.

- ▶ **Please note that using the blue ADI logo is no longer permitted.**



AHEAD OF WHAT'S POSSIBLE™



AHEAD OF WHAT'S POSSIBLE™

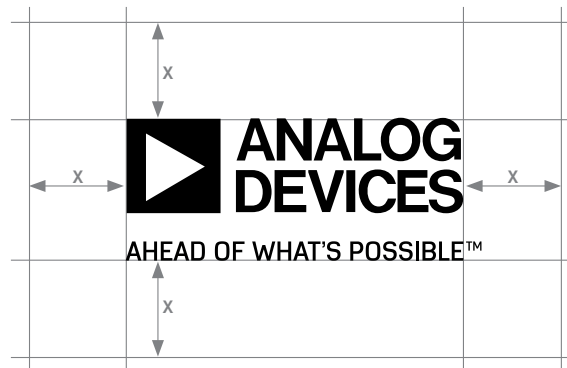
Logo and Tagline

Continued

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 tagline lockup



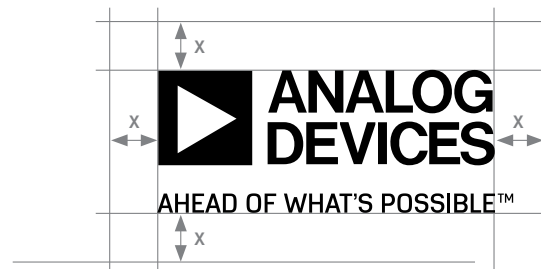
Clear Space = Height of Logo

Print



Clear Space = Height of Logo

Onscreen with tagline lockup



Clear Space = ½ Height of Logo

Onscreen



Clear Space = ½ Height of Logo

To ensure legibility, the minimum reproduction size of the ADI logo (without the tagline) is 0.6" wide for print applications, and 53 px wide for Web and electronic media.

*Minimum Size for
Print Applications*

0.75"



*Minimum Size for
Screen Applications*

120 px



*Minimum Size for
Print Applications*

0.6"



*Minimum Size for
Screen Applications*

53 px



Logo and Tagline

Continued

The ADI logo cannot be altered or modified in any way. The following examples are clear violations:

A) Rendering the logo in 3D

The logo cannot be displayed in 3D.

B) Using the wrong color

The logo may only be presented in black or knocked out to white.

C) Recreate the logo

The logo cannot be retyped, recreated, or altered in any way.

D) Adding a shadow

The logo cannot have a drop shadow, beveled or embossed edges, outer glow, or strokes applied to it.

E) Using a low resolution version

The logo cannot be reproduced in low resolution. It must be separated from all graphic elements—including text, rules, and background edges—by a distance equal to the height of the logo or greater.

F) Stretching or resizing the logo

The logo cannot be compressed or stretched.

G) Making the triangle within the logo a solid color

The logo must always display the background color or pattern through the triangle.

H) Separating the logo text from the logo design element

With the exception of the *analog.com* favicon, some software icons, and the smallest chip packages, the triangle-inside-a-square symbol cannot be used by itself or as part of another logo. Computer-generated marketing depictions of these packages must include the full logo.

A)



B)



C)



D)



E)



F)



G)



H)

