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PerSe®
by Semtech

Trademark and Brand Guidelines for Customer Use

SEMTECH®

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Semtech® Guidelines for Customer Use of the PerSe® Trademark and Brand

1. Overview

Semtech® Guidelines for Customer Use of the PerSe® Trademark and Brand

Semtech Corporation has received worldwide recognition for the quality of its products and services to the industry.

The PerSe® logo **can only be used by Semtech customers on or in connection with products that include a Semtech PerSe component**. When the PerSe logo is used appropriately and consistently, it provides a visual expression of the Corporation's commitment to the smart sensing markets.

In the event of any conflict between the guidelines in this document and any other document regarding usage of the PerSe logo and PerSe mark, this document prevails.

These guidelines relate solely to use of the PerSe logo and PerSe mark owned by Semtech Corporation ("Semtech").

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Semtech's PerSe® logo and PerSe® marks may be used by Semtech customers only on or in connection with products that include a Semtech smart sensing component.

To learn more or request permission for usage, go to semtech.com/company/brand-resources.

1. Overview

Official Logomark

The standard PerSe® logo is the color logo and the primary logo used in all communications. The PerSe logo should always be used in its entirety, never redrawn or recreated in any way and no attempt should ever be made to replicate it. The PerSe logo is treated always as a single element. To ensure recognition and effectiveness, it must be surrounded by open spacing, equivalent to the height and width of the PerSe 'icon' on all sides in order to prevent the logo from being inadvertently linked with an improper element. No background can interfere with the clarity of the logo (see examples on page 6 of this document).

COLOR
Primary Logo
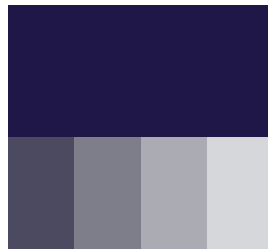
BLACK
Secondary Logo

WHITE
Secondary Logo

Official Colors

PerSe GREEN

RGB	0, 175, 170
CMYK	77, 6, 39, 0
HEX	#00AFAA
Pantone	326C

PerSe BLUE

RGB	32, 23, 71
CMYK	97, 99, 37, 44
HEX	#201747
Pantone	275C

PerSe GRAY

RGB	152, 152, 154
CMYK	43, 35, 34, 1
HEX	#98989A
Pantone	Cool Gray 7C

2. General Usage

Trademark Requirements for Print and Web

- Semtech's PerSe® logo and PerSe® marks may be used by **Semtech customers only on or in connection with products that include a Semtech smart sensing component**.

- Use of the PerSe logo or PerSe mark must be approved in advance by Semtech. To request approval, complete the Permission Request Form found at semtech.com/company/brand-resources. You will be required to provide the following information:

  » Company information, including company name, address and contact information for all correspondence related to the proposed use;

  » A statement of whether you are requesting to use the PerSe logo or PerSe mark;

  » The nature of the proposed use, e.g., in connection with product (include product name), printed collateral, company website, event, etc.;

  » A sample or proof of the proposed use;

  » Date when you propose to begin and end use; and

  » Any additional details about intended use that will assist Semtech in considering the proposed use.

- Specific uses of the PerSe logo and PerSe mark must comply with these guidelines and any other instructions provided by Semtech.

- Only approved forms of the PerSe logo as provided by Semtech may be used.

- The appropriate use of the registered trademark symbol with the PerSe mark is as follows: PerSe®

- The 'P' and 'S' of the PerSe name should always be capitalized in the same capitalization, and all lettering in PerSe should be in the same font and accompanied by a registered trademark symbol in all headlines and the first time the mark appears in the text of any materials.

- The PerSe mark should not be used in any manner that suggests that "PerSe" is a generic, common or descriptive term.

- The PerSe mark should be used as a noun and not as an adjective.

- The PerSe mark should not be used as a certification mark.

2. General Usage

Clear Space and Sizing Requirements

- Surround the PerSe® logo with clear space that is, at a minimum, space equivalent to the size of the PerSe logo icon is required on all four sides.

- Minimum print size for the PerSe logo with lockup is at least 31.75mm (1.25 inches) wide, and the ® should be at least 1.9mm (0.075 inches) in width.

- Minimum print size for the PerSe logo without lockup is at least 25.4mm (1 inch) wide, and the ® should be at least 20.5mm (0.8 inches) in width.

- When using the PerSe logo in smaller sizes, scale up the ® as needed to ensure legibility. Always scale the ® from the top edge and use the PerSe logo without the "by Semtech" lockup.

- Make sure the clear space between the ® and the end of the "e" in "PerSe" equals at least 1/4 of the width of the ® and that it is no further away than 1/2 of the width of the ®.

- The top edge of the ® should align with the top of the "e" in "PerSe".

MINIMUM ON-SCREEN SIZE
(With "By Semtech" lockup)
375 pixels wide (displayed at 72dpi)

MINIMUM ON-SCREEN SIZE
(Without lockup)
85 pixels wide (displayed at 72dpi)

MINIMUM PRINT SIZE
(With "By Semtech" lockup)
31.75mm (1.25 inches)

MINIMUM PRINT SIZE
(Without lockup)
25.4mm (1 inch)

2. General Usage

Restrictions

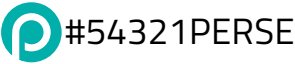The PerSe® logo may be reproduced in the approved colors, enlarged or reduced (in accordance to minimum size requirements), but not altered in any other way. Semtech is committed to upholding the logo standards to strengthen our product image. **NEVER alter the visual identity of the logo.** Examples of inappropriate usage are shown below.

DO NOT reposition or change the ® or the "by Semtech" lockup.

DO NOT crop the PerSe logo in any way.

DO NOT add elements.

DO NOT add glows, shadows, strokes or outlines to the PerSe logo.

DO NOT scale/resize the PerSe logo disproportionately or enlarge, reduce, rearrange or add elements.

DO NOT rotate the PerSe logo and use on an angle.

DO NOT skew, distort or create false perspectives.

DO NOT use unspecified colors.

DO NOT create a frame or shape around the logo or place on a busy or low contrast color background.

DO NOT create your own logo or product name using the Semtech Corporation PerSe logo or mark.

DO NOT use the PerSe logo within a text sentence or within a title.

DO NOT combine the PerSe logo with any other trademark or logo, or use as part of a company's name.

DO NOT combine the PerSe logo or mark with a model number, product identifier, tagline or name of business.

DO NOT combine the PerSe logo or mark with any third party marks that are confusingly similar products.

DO NOT use the PerSe logo or mark as a certification mark.

trademarks@semtech.com | semtech.com/company/brand-resources

2. General Usage

Label & Packaging Examples

Semtech's PerSe® logo and PerSe® marks may be used by Semtech customers only on or in connection with products that include a Semtech smart sensing component. However, certain restrictions apply:
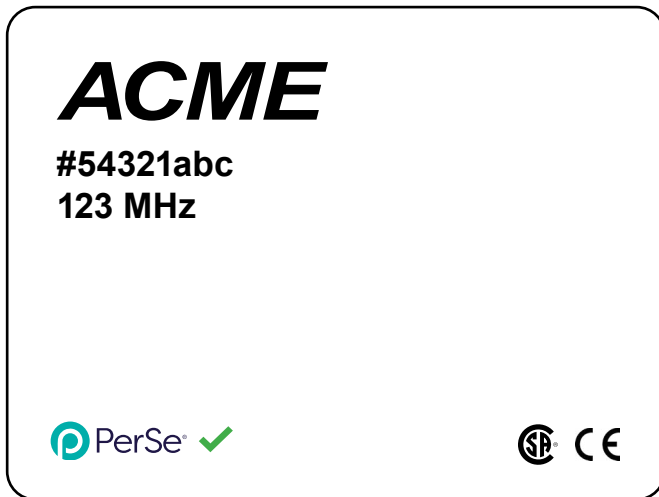
DO DISPLAY the PerSe logo on as a secondary or smaller element away from certification marks on products that contain a Semtech smart sensing component PerSe
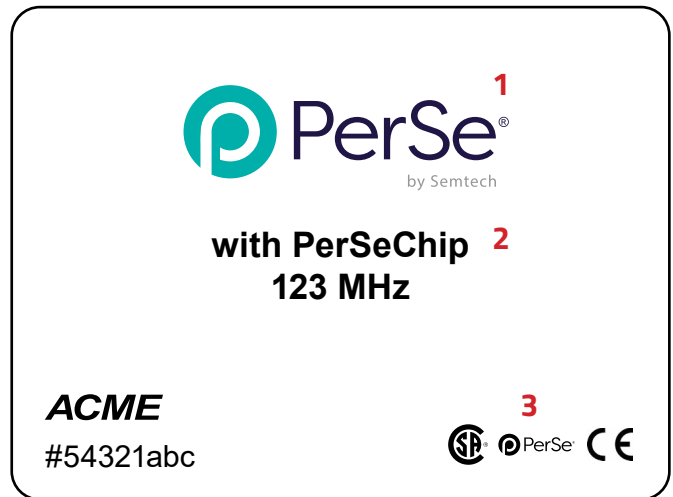
DO NOT DISPLAY

1. The PerSe logo as the dominant element on the product or label

2. Use the PerSe mark combined with another name or as part of a product name

3. The PerSe logo as a certification mark

2. General Usage

Co-branding

The baseline of any other logo situated horizontally to the PerSe® logo must always sit even with the baseline of the "PerSe" text in the PerSe® logo.

Cap Height

Baseline

Any other logo situated vertically to the PerSe logo must be centered directly above the center point of the "PerSe" logo.

Center point of logo

3. Permissions

Requests

Customers seeking permission to use the PerSe® logo or PerSe® mark, must complete the Permission Request Form available at semtech.com/company/brand-resources.

Acknowledgment

- All uses of the PerSe logo or PerSe mark must include one of the following acknowledgments, as appropriate:

  » The PerSe mark and PerSe logo are registered trademarks of Semtech Corporation.

  » The PerSe mark is a registered trademark of Semtech Corporation or its subsidiaries.

  » The PerSe logo is a registered trademark of Semtech Corporation or its subsidiaries.

- Always include trademark attribution on the page on which the PerSe logo or PerSe mark is being used or in the legal attribution segment of the printed or online material or website.

Reservation of Rights

Semtech reserves the right to refuse permission to use the PerSe logo or PerSe mark for any reason. Semtech reserves the right to change these guidelines at any time and solely at its discretion. Semtech reserves the right to review use of the PerSe logo or PerSe mark and conduct periodic spot checks of such use. Upon request from Semtech, you agree to provide a copy of any product, packaging, screenshot, publication, or other materials bearing the PerSe logo or PerSe mark, and to correct any deficiencies in the use of the PerSe logo or PerSe mark upon notice from Semtech.

By using the PerSe logo or PerSe mark in compliance with these guidelines, you are acknowledging that (a) Semtech is the sole owner of the PerSe logo and PerSe mark, (b) you will not interfere with Semtech's rights in the PerSe logo or PerSe mark, including challenging Semtech's use, registration of, or application to register the PerSe logo or PerSe mark, alone or in combination with other words, anywhere in the world, (c) you will not misuse the PerSe logo or PerSe mark, and (d) any goodwill derived from use of the PerSe logo or PerSe mark exclusively inures to the benefit of and belongs to Semtech. Except for any limited right to use as expressly set out in these guidelines, no other rights of any kind are granted to you.

SEMTECH®