



SEMTECH CORPORATION
Semtech[®] Logo
GRAPHIC USAGE SUMMARY

This document summarizes the logo visual usage guidelines to ensure brand and identity consistency. Users of this document are subject to the terms and conditions as stated in the Guidelines for Use of Semtech Logo Trademark and Brand Mark. For usage permission inquiries, complete the Permission Request Form available at www.semtech.com/mediacenter and email it to trademarks@semtech.com.

OVERVIEW

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

The Corporation's most prominent symbol is its logo as it represents its identity. When the logo is used appropriately and consistently, it provides a visual expression of the Corporation's commitment to quality and service. The Corporation's logo is the basis for the entire visual identity system of the Semtech Corporation.

The following is a short summary on the usage of the Semtech Corporation official logo. To learn more or request permission for usage, please visit the Semtech website at www.semtech.com/mediacenter or email trademarks@semtech.com.

GENERAL USAGE

The logo should always be used in its entirety, never redrawn, re-typeset, or recreated in any way. The logo is based on an adaptation of official fonts and no attempt should ever be made to replicate it by using any other font. The logo is treated always as a single element. To ensure recognition and effectiveness, it must be surrounded by open spacing, equivalent to the height of the 'S' 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 4 of this document).

COLORS

Colors Semtech Corporation has two official colors

GREEN:

RGB – 0, 102, 91

CMYK – 100, 35, 65, 22

HEX – #00665b

PANTONE 329 CVC

BLACK:

RGB – 0, 0, 0

CMYK – 0, 0, 0, 100

HEX – #000000

PANTONE Black CVC



color



black



reverse



PMS 329 CVC



Black

USAGE GUIDELINES

Always view PDF of these Brand Standards at 100% for proper reference.

OFFICIAL CORPORATE LOGO

This is the standard logo and the primary logo used in all communications.



HORIZONTAL CORPORATE LOGO

This is an alternative to the standard logo and used when space restrictions do not allow the use of the standard logo.

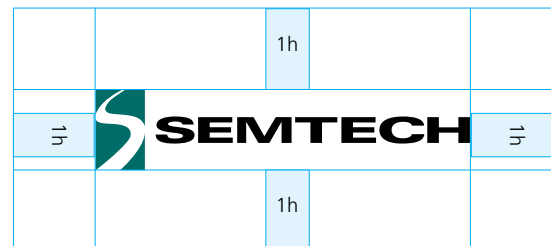
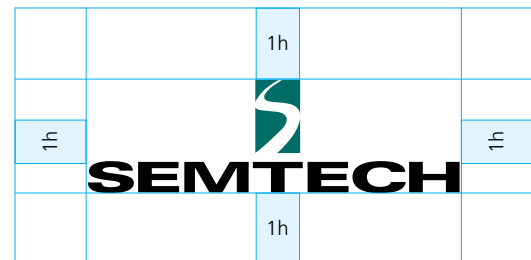


MINIMUM SURROUNDING SPACE

It is important that there be sufficient amount of blank space surrounding the logo. There should not be any element, including type, imagery or page edges in this space. To ensure this, a buffer zone the size of the "S" icon is required on all four sides.

When used in multi-level partnerships, the Semtech logo may be placed in line with other partner logos in situations when responsibility is shared.

Equal visual prominence must be shared with all logos. If Semtech is the lead organization, then its logo should appear first.



MINIMUM SIZE

The minimum logo size requirements is 1" x 0.3" (25.4mm x 7.62mm) for high quality print and 1.5" x 0.45" (38mm x 11.4) for newspaper print and 125 pixels x 38 pixels for web. Smaller sizes will not reproduce clearly and are therefore are not permitted.



1" x 0.3" high quality print
125 pixels x 38 pixels web



1.5" x 0.45" newspaper print

USAGE GUIDELINES

APPROPRIATE USAGE

The standard and horizontal logo may be reproduced in the approved colors, enlarged or reduced (in accordance to minimum size requirements), but not altered in any other way.

INAPPROPRIATE LOGO VERSIONS

NEVER alter the visual identity of the logo. Examples of inappropriate usage are shown below.

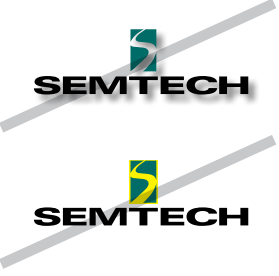
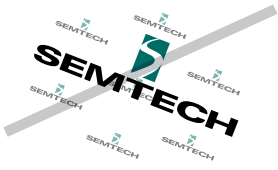
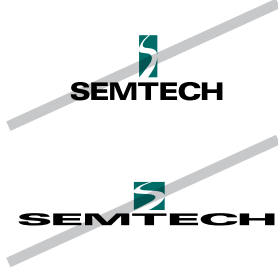


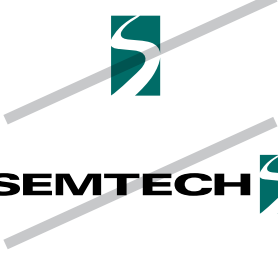

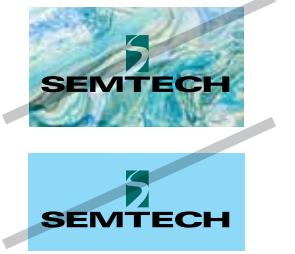
ACKNOWLEDGEMENT LINE

Always include trademark attribution on the page on which the Semtech® logo or Semtech® mark is being used or in the legal attribution segment of the printed material or website. Attribution statement will be provided when use permission is granted. Statement example:

The Semtech® Logo is a trademark of Semtech Corporation or its subsidiaries.

PERMISSION REQUESTS

Customers seeking permission to use the Semtech® logo or Semtech® mark, must complete the Permission Request Form and email it to trademarks@semtech.com. Form is available at www.semtech.com/mediacenter.

 <p>Do not add a drop shadow or box any of the elements.</p>	 <p>Do not tilt the logo off its axis or duplicate to create a pattern.</p>	 <p>Do not add a stretch or distort the logo.</p>	 <p>Do not manually reproduce the logo.</p>
 <p>Do not remove/exclude or add elements to the logo.</p>	 <p>Do not rearrange or separate the elements within the logo or use elements on their own.</p>	 <p>Do not replace or substitute the colors, outline or fill in.</p>	 <p>Do not use over complex or color backgrounds.</p>