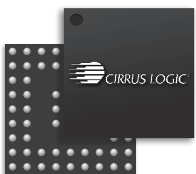




Corporate Graphics Style Guide External Marketing

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Advanced Signal Processing Products



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Note: The color reproduction in this manual may not be representative of the colors specified herein. They approximate the specified color as best as an ink jet printer and the graphics software can render. Colors for the printing process are specified by Pantone designation.

Purpose

This style guide is meant to provide Cirrus Logic customers and affiliated sales representatives and distributors with consistent, clear and professional guidelines for using the Cirrus Logic name, its logos, products and technologies in external, non-Cirrus Logic marketing materials.

Definitions

Reverse: A term used to describe the appearance of the organization signature, graphic device or copy when it appears white against a dark background.

Positive: A term opposite in meaning to “reverse”; wherein the organization signature, graphic device or copy appears in dark color on a light background.

Company colors: A set of colors specifically selected to help identify the organization signature. These colors are generally designated by “Pantone” or “PMS”, a method of achieving consistent color quality in printed materials. This standardized system is used worldwide.

Web safe colors: A palette of 216 colors that will not shift or dither when viewed on any operating system that is set to display 256 colors.

Name Usage

LEGAL ORGANIZATION NAME (name as registered for incorporation): Cirrus Logic, Inc. Organization signature: The unique Organization signature: The unique letterforms that have been designed especially for Cirrus Logic, coupled with the abstract “wafer” graphic, comprise the signature, also known as the logo. The logo is also a registered trademark.

When Cirrus Logic is used as a descriptor of a product, part number, or service, the registered trademark symbol (superscript “circle-R”) must appear after the name, e.g., “Cirrus Logic[®] CS42L51 stereo codec.” Generally, the registered trademark symbol only appears at the first usage of the trademark in a document. Put another way, if the Cirrus Logic CS42L51 stereo codec is mentioned multiple times in a document, only the first usage receives the registered trademark symbol. When Cirrus Logic is used in the context of a company name, the “circle-R” is not required. The “circle-R” is part of the extended character map of Times New Roman, Helvetica Condensed, Arial and Arial Narrow. To produce it in a word processor or graphic document, press “ALT” and using the numeric keypad, type “0174.” Please note that the “®” will always accompany the Cirrus Logic logo.

In 2014, Cirrus Logic acquired UK-based Wolfson Microelectronics. Upon completion of the acquisition, Cirrus Logic retired the Wolfson brand name and identity; however, Cirrus Logic continues to market several products originally developed and marketed by the former Wolfson Microelectronics organization. These products are designated by the “WMXXXX” naming convention. When referring to these products in marketing materials, these products should be referred to as Cirrus Logic[®] WMXXXX (product name). For example: “The Cirrus Logic[®] WM8524 is a stereo DAC with integral charge pump and hardware control interface.”

Trademarks

“Cirrus Logic®” is the corporation’s prime trademark. In addition, Cirrus Logic owns additional trademarks which, when used, should be designated registered trademarks “®”.



Logo Graphic
This icon represents semiconductor wafers in motion.

LogoType
This typeface is a custom font not found in any graphics/word processing software. For use in logo only.

Registered Trademark
Registered trademark symbol must always appear.

Corporate Logo Usage

The wafer icon should never be used without the text “CIRRUS LOGIC” rendered in its custom font.

Do not substitute other fonts. The logo must always include the registered trademark symbol (the ® is already present in official logo artwork). The logo should always be reproduced from electronic files which can be obtained from the image library on www.cirrus.com.

The preferred minimum sizes the logos should be used are displayed in *Figure 1*. In all cases, the element that dictates minimum size is the legibility of the smallest type.



FIGURE 1

A boundary space greater than the height of the word CIRRUS in the logo should be maintained on all four sides of the complete logo element. (*Figures 2a and 2b*). Utilizing this proportion will ensure the logo will stand as an element separate from the copy and graphics around it, thus maintaining its clear appearance as a trademark.

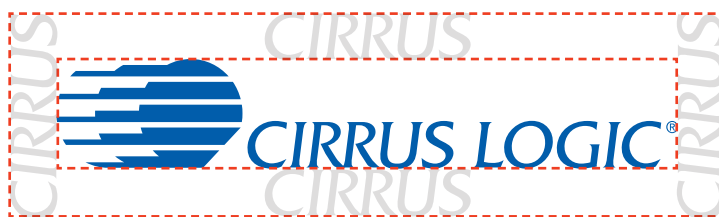


FIGURE 2a

A boundary space greater than the height of the word CIRRUS in the logo should be maintained on all four sides.



FIGURE 2b

A boundary space greater than the height of the word CIRRUS in the logo should be maintained on all four sides.

Primary Registered Corporate Logo

The Cirrus Logic logo is intended for use in a consistent and precise manner, and should be used exactly as registered. Do not change the aspect ratio, redraw the logo or use a different font or color. The logos must not be turned in another direction, condensed, extended, combined with other graphic elements, or modified in any other way. Deleting any part of the logo is not permitted.

PRIMARY LOGO The primary Cirrus Logic logo is reproduced using PMS 286, of the Pantone Color Matching System, or its process color equivalent.



OPTIONAL Additionally, the logo can be reproduced in black as shown.



OPTIONAL The logo can also be reversed out of a dark background, preferably black or PMS 286 as illustrated.



Optional Configurations

In *Figures 3, 4, 5 and 6*, accommodation is made for extreme applications where a relatively long organizational signature will not fit the space provided. An example might be a one-column ad (CIRRUS LOGIC has been “stacked” to make a shorter rectangle shaped logo).



FIGURE 3



FIGURE 4



FIGURE 5



FIGURE 6

Color

Primary Color Application:



For process printing:

Blue: C=100 M=66 Y=0 K=2

Gray: C=11 M=1 Y=0 K=64

For Internet applications:

The blue is designated in hexadecimal as #005DAA

These designations will make sense to designers and printers. Printers and other vendors not utilizing the Pantone Color Matching System must make every attempt to match the specified Pantone colors.

Improper Corporate Logo Usage

To establish and maintain legibility, consistency and good design, the following examples of IMPROPER logo usage are provided. Do not use any of these techniques or practices.

Changing logo elements: The proportions and relationship of the icon and name must be maintained for several reasons: consistency, professional “look”, and because it is the way the logo has been registered. Do not change the proportions or the relationship of the elements. *(Figure 7)*



Patterned or colored background: If the background is not plain, it competes with the logo and can make the overall design distracting and confusing. Avoid graphics and photo backgrounds particularly. Also, when using the positive logo, do not use any background darker than a 30-percent screen. *(Figure 8)*



Box or enclosing signature: Use the minimum margins described in the “LOGO USAGE” section to separate the signature from other elements. Do not box or otherwise enclose or encircle the signature. It is distracting and confusing. *(Figure 9)*



Use of different colors: The one-color 286 blue logo should be utilized in most materials. If another one-color logo is to be utilized, the single color may be black or white. No other colors may be substituted. *(Figure 10)*



SoundClear® Logo



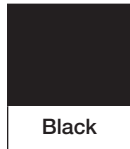
REGISTERED TRADEMARK

Registered trademark symbol must always appear and be legible.

LOGOTYPE

This typeface is a custom font not found in any graphics/word processing software.

Color



For process printing:

Black: C=0 M=0 Y=0 K=100

For Internet applications:

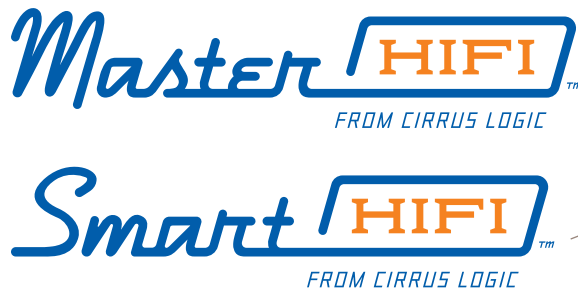
The black is designated in hexadecimal as #000000.

These designations will make sense to designers and printers. Printers and other vendors not utilizing the Pantone Color Matching System must make every attempt to match the specified Pantone colors.

Optional Configuration



MasterHIFI and SmartHIFI Logos



LOGOTYPE

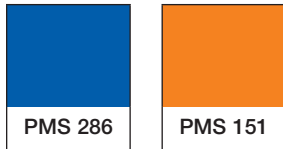
This typeface is a custom font not found in any graphics/word processing software.

REGISTERED TRADEMARK

Registered trademark symbol must always appear and be legible.

Color

These designations will make sense to designers and printers. Printers and other vendors not utilizing the Pantone Color Matching System must make every attempt to match the specified Pantone colors.



For process printing:

PMS 286 C=100 M=66 Y=0 K=2

PMS 151 C=0 M=48 Y=95 K=0

For Internet applications:

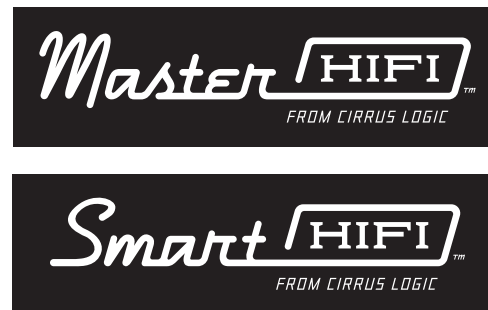
The blue is designated in hexadecimal as #005DAA.

The orange is designated in hexadecimal as #00529B.

Optional Black Usage



Optional Reversed-Out Usage



Improper Logo Usage

To establish and maintain consistency and good design, the following example of an IMPROPER logo usage is provided. All previous examples of good practices listed for the corporate logo should be followed as well (Figure 7-10).

Changing logo elements: The descriptor text "FROM CIRRUS LOGIC" must always stay locked with the logo. Never alter the size of it or delete it. (Figure 11)



FIGURE 11



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