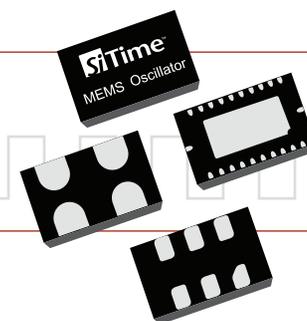




DESIGN GUIDE 2011



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Corporate Branding

SiTime's logo is a core component of the SiTime brand and visually represents the company. Managing the usage of SiTime's logo is key to managing the SiTime brand.

This design guide has been created to explain the usage of SiTime's logo and to ensure that the logo is used correctly, consistently and with the required permissions. Please read this document carefully before using the SiTime logo. Please also refer any outside designers to this page so they can use the logo correctly.

SiTime reserves the right to make changes to these guidelines at any time and solely at our discretion.

For more information, please email pr@sitime.com.

The Smart Timing Choice™

1. Logo Use

The SiTime wordmark is set in a **Gill Sans Bold**. Please note that the words SiTime have been carefully letterspaced and should only be reproduced from original art.

The recommended upper and lower safety area is equal to the height of the **T** in Time. The recommended left and right safety area is equal to the width of the T in Time.

At a minimum, use the safety zone between the wordmark and other graphic elements such as type, images, and other logos to ensure it retains a strong presence wherever it appears.

The recommendation is to allow even more space around the wordmark where possible.



2. Logo Color Options

The SiTime logo must only print as seen to the right.

The Pantone Matching System (**PMS**) Colors are the following:

PMS 1797 (red)

PMS black

The **CMYK** process colors for printing the SiTime logo are:

DS 77-1 (C10 M100 Y100 K0)

100% **black** is used for black version.
(or use Rich Black - contact printer for CMYK color combination required for their press)

Contact your printer to find out more information about printing with a Rich Black color instead of 100% black. Different printers and medias require different combinations of process colors for printing a rich solid black color.



PMS 1797



CMYK



BLACK

3. Misuse of the Logo

Protect the integrity of the SiTime brand by being aware of the improper logo usage illustrated at the right. If questions about usage arise, email pr@sitime.com.



 Do not use wordmark in a non approved color

 Do not stretch or distort the wordmark or "Si" icon

 Do not stretch or distort the wordmark

 Do not stretch or distort the wordmark

 Do not recreate the wordmark with wrong typefaces

4. Si Square

To be used when space is too tight for full logo.

The Pantone Matching System (**PMS**) Colors are the following:

PMS 1797 (red)

The **CMYK** process color for printing the Si Square is:

DS 77-1 (C10 M100 Y100 K0)

100% **black** is used for black version.
(or use Rich Black - contact printer for CMYK color combination required for their press)

Contact your printer to find out more information about printing with a Rich Black color instead of 100% black. Different printers and medias require different combinations of process colors for printing a rich solid black color.



PMS 1797



CMYK



BLACK

5. Tagline

The SiTime tagline is set in a **Gill Sans Regular**. Please note that the words “The Smart Timing Choice” have been carefully letterspaced and should only be reproduced from original art.

The recommended upper and lower safety area is equal to the height of the T in The.
The recommended left and right safety area is equal to the width of the T in The.

At a minimum, use the safety zone between the tagline and other graphic elements such as type, images, and other logos to ensure it retains a strong presence wherever it appears.

The recommendation is to allow even more space around the tagline where possible.



The Smart Timing Choice™

PMS 1797

The Smart Timing Choice™

CMYK

The Smart Timing Choice™

BLACK



REVERSED OUT ON MEDIUM AND DARK BACKGROUNDS

