



## SiTime Logo Guide

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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 guide has been created to ensure that the logo is used correctly and with the required permissions. Please read this document carefully before using the SiTime logo.

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

For more information, email [pr@sitime.com](mailto:pr@sitime.com).

# Primary logo

The SiTime logo wordmark is set in Myriad Bold. The mark has been carefully letterspaced and should only be reproduced from original art.

Primary SiTime logo is most commonly used for all communications and should be specified as full-color version in red and black color values which are shown on this page for reference.

Primary SiTime logo in digital communications should be used in full red and black colors. RGB and HEX values for web applications are shown below for reference.

The SiTime logo must only print in prepared CMYK or PMS (Pantone Matching System) color modes.

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

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

## Web



Red

Black

HTML			
#ba0c2f		#231F20	
RGB			
R	186	R	35
G	12	G	31
B	47	B	32

## Print



Red


Black

CMYK			
C	3	C	0
M	100	M	0
Y	70	Y	0
K	12	K	100



Red

Black

PANTONE	
PMS 200	PMS black
	
Black 100%	
Black version	

# Background control and logo usage

Secondary SiTime logo types are provided for flexibility in various design settings, mostly to accommodate a different background colors.

When placing the logo on a background, maintain maximum visibility by keeping a sharp contrast between the background and the logo.

The secondary logo should be used sparingly. The primary logo in red and black is preferred and should be used whenever possible.

The logo should not be placed over a complex image or patterned background. If the logo must be placed over an image, adjust the position of the image or retouch the area as needed.

Here are some examples of correct and incorrect usage.

Primary logo

The primary SiTime logo, consisting of a red square with a white 'Si' and the word 'Time' in black, is displayed on a solid 35% grey background.

Example of the red and black primary logo on 35% grey background. Do not place the primary logo on a darker backgrounds.



Example of the red and black primary logo on the image pattern background.

Secondary logo


The secondary SiTime logo, with a red 'Si' square filled with white and 'Time' in white, is displayed on a solid dark grey background.

On a dark grey background (80% or darker), it is preferred to use the logo with a red “Si” square filled with white and white “Time” letters.



Example of the red and black secondary logo with a red “Si” square filled with white and white “Time” letters on the image pattern background.

Tertiary logo

The tertiary SiTime logo, with a white 'Si' square and 'Time' in white, is displayed on a solid 36% grey background.

Example of the tertiary logo on 36% grey background. If the background has more than 35% tint, use the white (reversed) logo.



Example of the white (reversed) tertiary logo on a the solid color background.

## Incorrect use

Do not use the logo on a heavily textured or patterned background or a complex image






# Alternate mark

Si square is a simplified logo mark that is still representative of SiTime brand. To be used for specific aspects or when space is too tight for full logo\*.

RGB and HEX values for web applications are shown below for reference.

## Web



HTML  
#ba0c2f

RGB  
R 186  
G 12  
B 47

Red RGB

The logo mark must only print in prepared CMYK or PMS color modes with provided values.

## Print



CMYK  
C 3  
M 100  
Y 70  
K 12

Red CMYK



PANTONE  
PMS 200

Red PMS



Black 100%

The Si square alternate mark can be used as an icon that represents SiTime brand only in specified red, black, white and grayscale color.

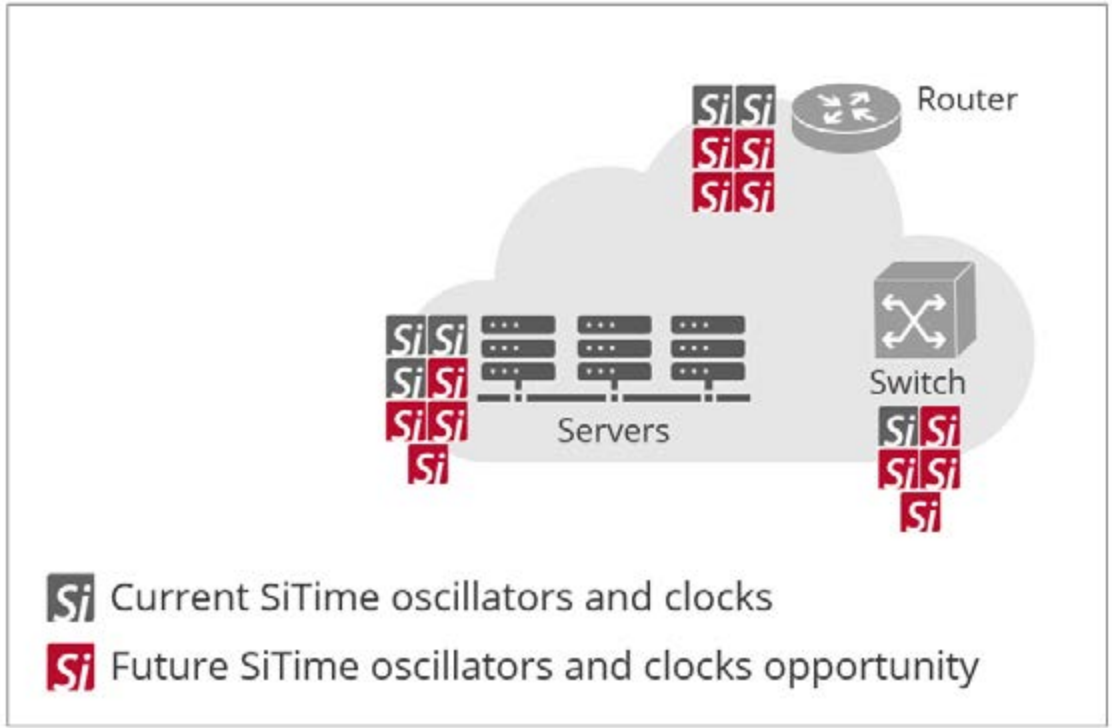
## Favicon



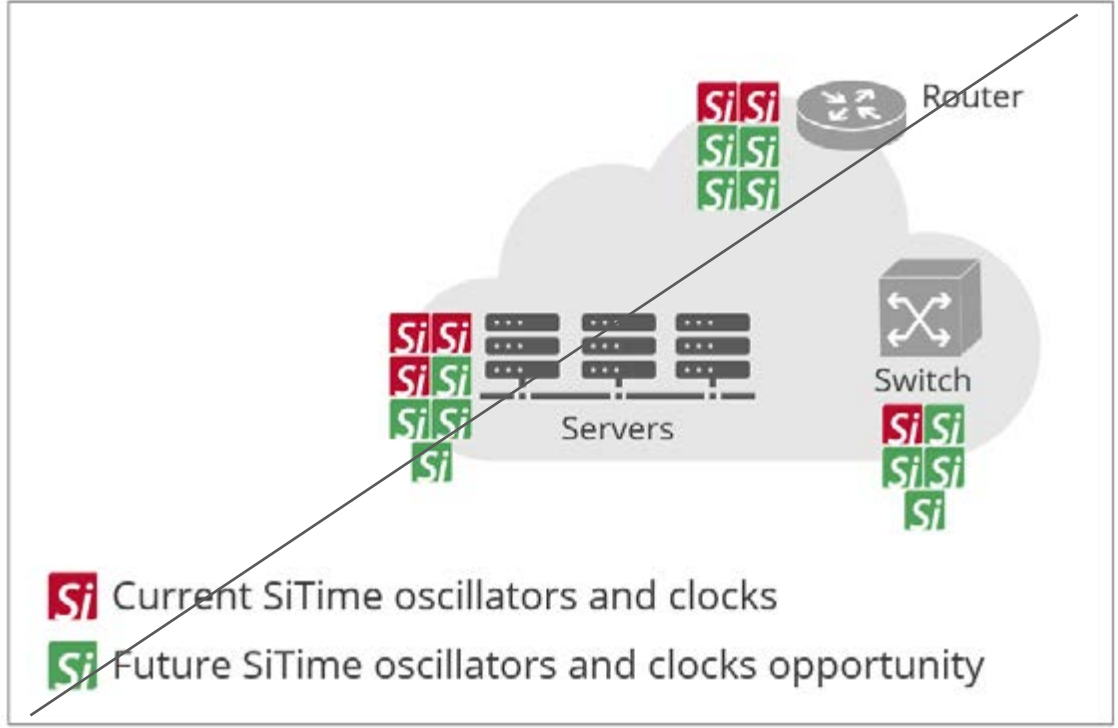
128 px64 px48 px32 px16 px

Si square mark can be used in a specified red or reversed white color as a favicon for website, desktop, mobile, software or social media profile image.

## Logo icon



Example of Si square alternate mark used in specified red and grayscale color as an icon that represents SiTime brand in a diagram layout.



Do not use the Si square alternate mark in not approved color to represent SiTime brand.

\*Contact [pr@sitime.com](mailto:pr@sitime.com) for approvals on use the alternate logo mark.

# Clearing space

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. Where possible, allow even more space around the wordmark.


**Note:** When aligning the logo wordmark with the margins to the right side on the page (or aligning type and design elements with the logo on the right), the guideline should snap to the wordmark letter **e**, not the ® symbol.

Logo wordmark




\*In specific cases (i.e. collateral materials like Datasheets, AppNotes etc.) it is okay to keep the safety area equal or ½ width of the **T** in **Time** for each side.


Alternate logo mark




The recommended upper and lower safety area (clear space around the logo) 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**.


Web | Minimum width size

  
110 px

  
32 px

Print | Minimum width size

  
2 in / 50.8 mm

  
0.6 in / 15.24 mm

# Misuse of the logo

Protect the integrity of the SiTime brand. Examples illustrated on the right show improper logo usage.

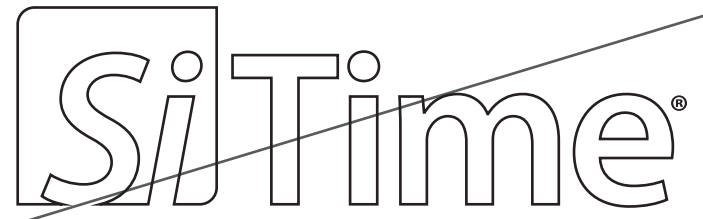
Contact [pr@sitime.com](mailto:pr@sitime.com) if you have questions.

## Incorrect use

Do not change the transparency of the logo



Do not outline the logotype (Contact Marketing for approvals on printing the logo on a circuit boards)



Do not use a drop shadow or any other effects



Do not use wordmark in a non approved color



Do not stretch or distort the wordmark or “Si” icon



Do not rotate the logo in the layout at any angle



Do not stretch or distort the wordmark



Do not stretch or distort the wordmark



Do not rotate the logo in the layout at any angle



Do not recreate the wordmark with wrong typefaces





# SiTM Nasdaq-listed logo

The Nasdaq-listed logo was created in order to identify the marketplace where SiTime is traded.

Logo lockup should not be altered in any way.

On a promotional materials, it is recommend to place the SiTM Nasdaq logo in a corner as a less prominent spot and not any larger than SiTime logo.

## Components

The Nasdaq-listed logo has three graphic components: the SiTM trading symbol, the Nasdaq name, and the word “listed.”

## Color

The SiTM Nasdaq-listed logo should appear in black or white only.

## Size

The maximum size of the vertical SiTM logo should be equal in height of the SiTime logo used in the same layout.  
The maximum size of the horizontal SiTM logo should be equal in width of the SiTime logo used in the same layout.

## Positioning

The position of the elements in all configurations should not be altered in any way. When using the logo, do not: 1) distort the logo, 2) add elements to the logo, or 3) use the logo within text in place of the company name. Whenever possible, leave ample space around the logo. (Make the space equivalent to the x-height of the “N” in Nasdaq.)

### Vertical



Max Height

### Horizontal



Max Width

### Color options



# Signage

Please refer to [Background control and logo usage](#) section of the SiTime Logo Guide.

For building signage the ® symbol can be removed. It is not typically included on building signs, especially when produced with dimensional materials.

SiTime logo signages are typically produced from acrylic/plastic or vinyl materials. Traditional neon sign with neon tubes should not be used for signage material. Illumination of the letters can be applied as forward lighting with LED lamps.

## Primary logo in defined color systems



Red

Black

RAL	Ruby Red	Traffic B
	RAL 3003	RAL 9017



Red

Black

PANTONE		
	PMS 200	PMS black

## Secondary logo



White Si

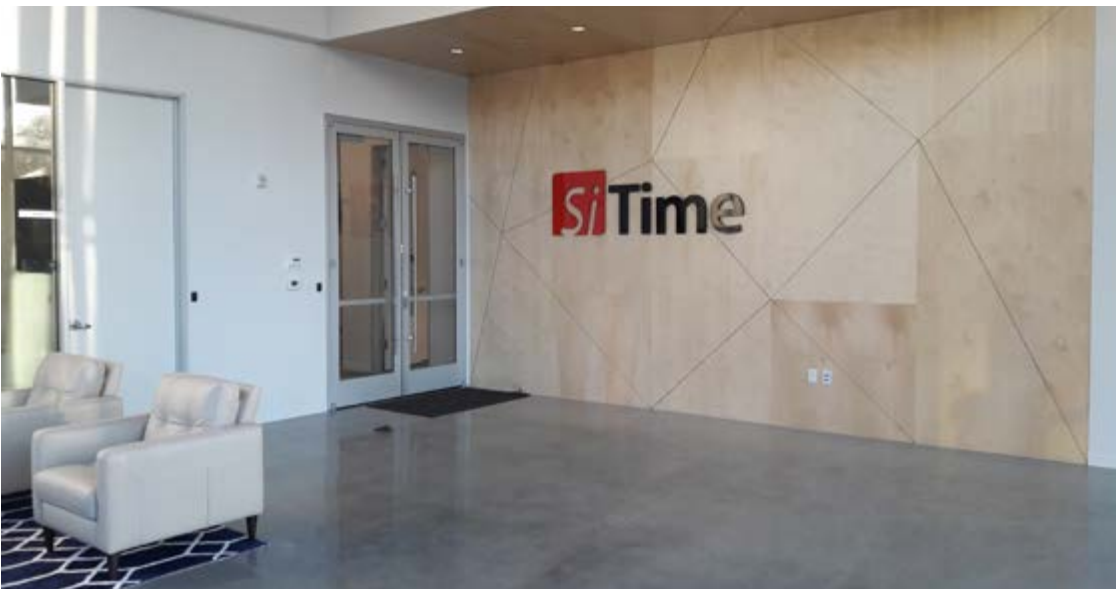
Red

White

## Building signage example



## Interior signage example



## Secondary signage example



# Questions?

Contact [pr@sitime.com](mailto:pr@sitime.com)