



# LOGO

## GUIDELINES

2018

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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).

# 1. Logo use

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

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.

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.



## 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 200 (red)*
- *PMS black*

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

- *CMYK (C3, M100, Y70, K12)*

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.*

### RGB

R 186  
G 12  
B 47



# ba0c2f

### CMYK

C 3  
M 100  
Y 70  
K 12



### PANTONE

PMS 200



### Black

100%



### 3. Background control

When placing the logo on a background, maintain maximum visibility by keeping a sharp contrast between the background and logo. If the background has more than 35% tint, use the white (reversed) logo. Use of the white 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.*

Example of the primary logo in red and black on 35% grey background



On a dark background, use the logo in white (example of 36% grey background)



On a saturated background color, use the logo in white



On a dark grey background (80% or darker), it is okay to use the logo with a red Si square and white letters



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



## 4. 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.

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



## 5. Si square

To be used when space is too tight for full logo. The Pantone Matching System (**PMS**) Colors are the following:

- *PMS 200 (red)*
- *PMS black*

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

- *CMYK (C3, M100, Y70, K12)*

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.*



### RGB

**R** 186

**G** 12

**B** 47

**#** ba0c2f



### CMYK

**C** 3

**M** 100

**Y** 70

**K** 12



### PANTONE

**PMS 200**



### Black

100%



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