



LOGO USE GUIDELINES

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Logo

Our logo symbolizes everything we stand for. It is vibrant and dynamic. It is colorful and stimulating, yet still fresh and uncomplicated.

Standardized form

You must never change it in any way, under any circumstances. This ensures legal protection and helps recognition and awareness worldwide.

Logo size

The size of the logo should be based on the following formula:

$$\frac{\text{Height} + \text{Width of Document}}{11} = \text{NXP}$$

In text

Never use the logo in running text. When the word NXP needs to be used in text, use the same typeface, style and color as the rest of the text. Always use upper case characters—never nxp or Nxp, for example—unless you are referring to it in a URL (e.g., www.nxp.com).



Logo clear space

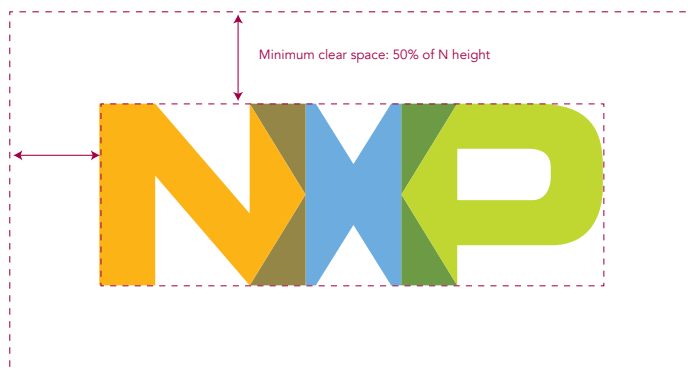
Our logo must be shown in a clear and legible form. To help ensure this, be sure to maintain a white “clear space” around the logo—where no text, images or symbols may appear.

Handy hints

- ▶ Make sure the logo is clearly legible by keeping the clear space around the logo.

The easy-to-follow rule to achieve the correct clear space is to ensure a minimum of 50% of the cap height of the N of the logo is left clear around the NXP logo (see example).

For “big impact” items such as exhibition booths, sponsorships or building signage, or where the NXP logo fights for visibility among a collection of other logos, graphics and images, the “clear space” can be reduced or eliminated and the logo made larger to increase the visibility of the logo.



Logo colors

We're a colorful company, and our logo communicates this instantly. The colors were specially chosen to be dynamic and inspiring.

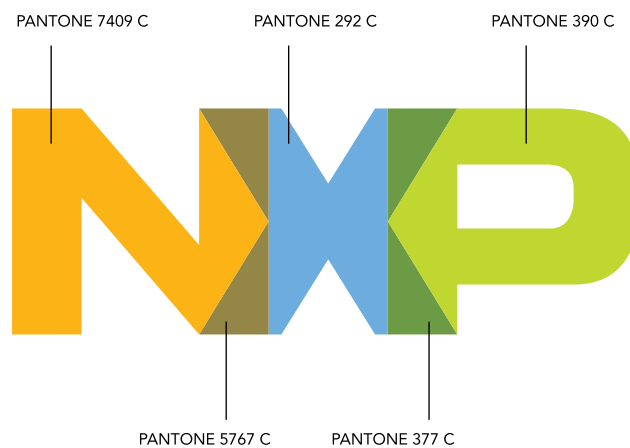
The correct colors are specified in this document for use in pixel and print—e.g., Pantone (for pure solid color in print), CMYK (full-color for print) and RGB (for digital).

When using the three Pantone colors for offset printing (e.g., stationery), the colors will mix on the overlap. Always print the Pantone 292 C on top of the orange and green as the last color. For silk screen printing, use the five Pantone color version of the logo.

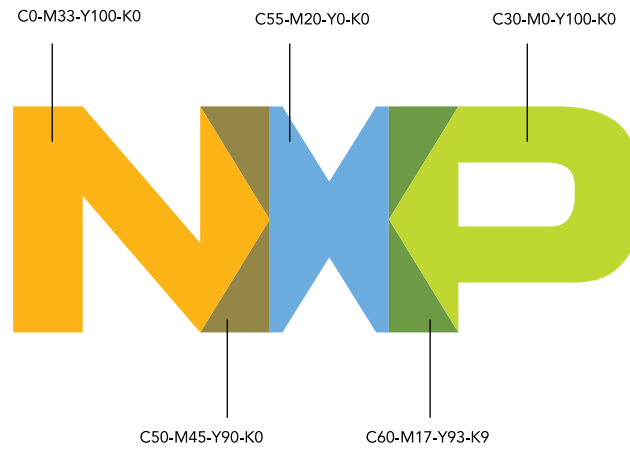
Handy hints

- ▶ Always use the full-color logo on a white background.
- ▶ When using the three Pantone colors for offset printing (e.g., stationery), the colors will mix on the overlap; always print the Pantone 292 C on top of the orange and green as the last color.
- ▶ For silk screen printing, use the five Pantone color version of the logo.

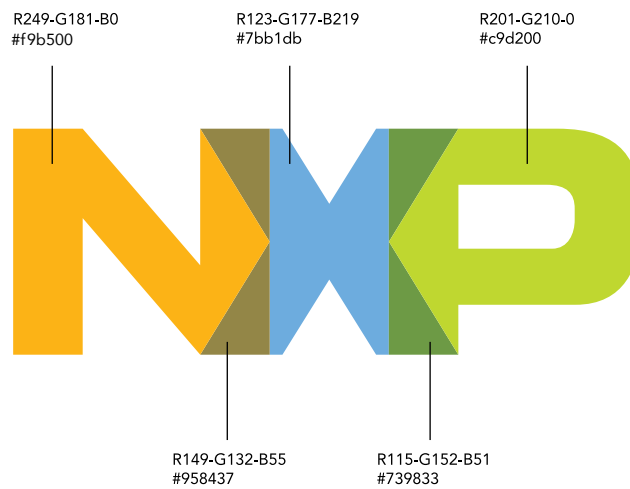
Full-color Pantone version



Full-color CMYK version



Full-color RGB version



Minimum size: for print



Minimum size: for on-screen use



Logo exception—solid logo

The solid version of the logo can only be used in exceptional circumstances, such as when an event or carrier dictates a single-color background (e.g., a non-distracting backdrop at a tennis tournament or the team color of a racing car).

Depending on the background color, the logo should be used in solid white — preferably on one of the color palette background colors. If white does not show the logo clearly enough, then the solid black may be used.

Another option is the logo reversed out of one of the accent colors (but never in one of the company colors). On all other items, the full-color logo is compulsory on a white background.



Handy hints

- ▶ The solid logo can only be used if one-color printing is needed and should only ever appear on a white background.
- ▶ In exceptional circumstances, such as if the sponsorship item itself is colored, the solid logo version may be used in solid white.
- ▶ Never use company colors in the solid logo—only use black or white.
- ▶ Never use tints in the solid logo.

Logo—What Not to Do

Consistency is crucial if our brand identity is to be effective. Nowhere is that more important than when using the logo.

You must ensure the NXP logo is never altered or tampered with. Here are some examples of the ways that the logo could be compromised, so you can understand how to avoid inappropriate logo use.

Handy hints

- ▶ Never alter the logo in any way.
- ▶ The NXP “Software” logo is the only time, other than the Chinese name, when any other text may appear inside the clear space.



Never substitute the company colors in any letters other than the ones shown on pages 5 and 6.



Never change the overlap position of the letter layers in any way.



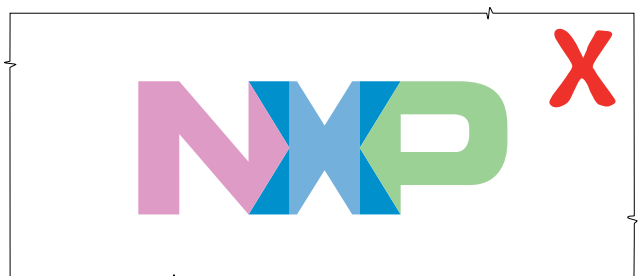
Never rotate the logo in any way.



Never use the full-color logo in just one color (not even if it is one of the colors from the company palette).



Never place the full-color logo on any background other than white.



Never use any colors in the full-color logo other than the logo colors specified on pages 5 and 6.



Never use one of the corporate colors for the solid logo.



Never change the size or the position of the letters in any way.



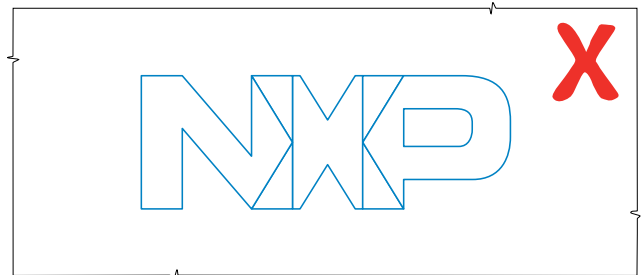
Never change the transparency of the letters' overlap.



Never allow text or symbols to appear on top of the logo.



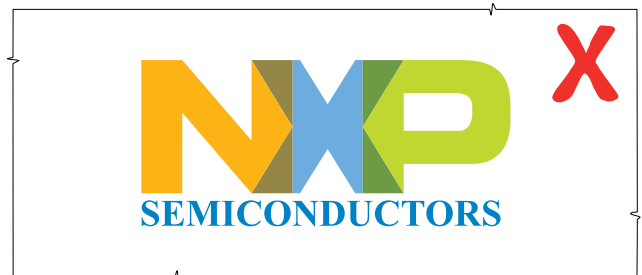
Never place the full-color logo on a background shape or color.



Never use the full-color logo as an outline (only use the official one-color version).



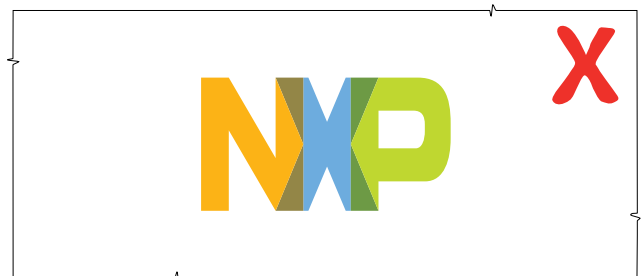
Never use combinations or blends of the company colors.



Never encroach the clear space of the logo with any other names or words.



Never change the shape of the characters or use different fonts.



Never stretch or distort the logo.

Logo—How to Use

- We will always use the full color logo on white.
- When the use of the color is not an option, we will use the solid black logo on a white background.
- Do not use any NXP logo (solid or full-color) on photography or busy backgrounds.
- We will never alter the trademarked NXP logo or the trademarked NXP name in copy.
- The NXP name must always be “NXP” in all caps and never combined with another brand name or other letters to spell something else, whether in its logo form or in copy.
- The logo is positioned in the top left corner or in the bottom right corner of a communication.
- The top left position is used when the logo needs to be most prominent, (e.g., events, brochures, the web and keynote communications).
- Avoid using multiple logos on a single communication. As a general rule, we lead or sign off with the NXP logo.
- Never use more than one version (full-color and solid) of the NXP logo on one communication.

Legal attributions

Be certain the following legal attributions are included when using the NXP logo on your materials. The year of the attribution changes depending on the year the logo is being used. The following legal attribution statement should appear at the bottom of the last page of a document.

NXP and the NXP logo are trademarks of NXP B.V. All other product or service names are the property of their respective owners. © 2022 NXP B.V.

For additional attribution rules and examples, please email brand.support_1@nxp.com.

Contact Information

If you have questions or comments about the content of these guidelines or logo use in general, contact us at the following address.

Brand Identity Team:

brand.support_1@nxp.com

THANK YOU!



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