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EMCORE Logo Use Guidelines

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Approved EMCORE Logos

- **Our logo is the visual expression of who we are. It symbolizes the quality of our people, our products, our processes and our core compound semiconductor wafer technology**

- **There are two approved configurations of the logo in color, black & white and reverse white versions**

Logo With Tagline

(this is the preferred version for most purposes)

Color

Black & White – for one-color applications

Reverse White – For use on dark backgrounds

Logo Without Tagline

(primarily for small scale use of less than 2 inches wide where the tagline becomes too small to read)

Color

Black & White – for one-color applications

Reverse White – For use on dark backgrounds

Logo and Corporate Colors

- **Print Pantone Colors**
  - Light Blue = Pantone 659
  - Dark Blue = Pantone 662
  - Gray = Pantone 425

Pantone 659

Pantone 662

Pantone 425

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- **Print 4-color Process Colors - Cyan, Magenta, Yellow, Black (CMYK)**
  - Dark Blue = Cyan: 100, Magenta: 71, Yellow: 0, Black: 18
  - Light Blue = Cyan: 55, Magenta: 30, Yellow: 0, Black: 0
  - Gray = Cyan: 0, Magenta: 0, Yellow: 0, Black: 77

- **Web Colors**
  - Dark Blue = Hex: 234c8e, RGB = 35, 76, 142
  - Light Blue = Hex: 809bcf, RGB = 128, 156, 208
  - Gray = Hex: 5f6062, RGB = 95, 96, 98

Logo Placement and Clearspace

- **The placement and appropriate scale of the logo is important for maximum impact and presence**
  - **The EMCORE logo is generally best placed in the upper left or right corners areas versus in the center of a document**
  - **Appropriate scale in relation to other elements on the page or surface where the logo is used is important**
    - The logo does not need to be the largest element on the page. Generally it should not be overly large
    - The recommended minimum size of the logo for most purposes is approximately 1 ½ inches wide, although there could be applications where it is reproduced smaller. The no tagline version should be used at this scale

- **Logo Clearspace**
  - **Clearspace helps stage the logo, separating it from other elements, such as headlines, text, imagery, or the outside edge of printed materials**
    - Clearspace is defined as a clear area outside the boundary of the logo that is important to maintain. Giving the logo plenty of room to breath is the most important element in placement of the logo
    - The gray space around the logo in the graphic example below is the required minimum clearspace where no other object, text or outside edge of a page should invade

Clearspace

Clearspace

- **DO NOT stretch or distort the logo proportions**

  IMPORTANT TIP: Always hold the shift key on your keyboard when scaling the logo. It keeps it in proportion

- **DO NOT alter the colors of the logo**

- **DO NOT rearrange the elements of the logo**

- **DO NOT try to recreate the logotype in another font**

- **DO NOT use the logo symbol by itself**

- **DO NOT use the logotype by itself**

- **DO NOT put the logo on a busy background**