



EMCORE Brand and Logo Use Guidelines

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Overview of EMCORE Brand Update/Refresh

- **Why the update of our branding and logo**
 - The Company's brand style and logo had not been formally updated since 2008
 - The previous branding is associated with the EMCORE dating back to the period between 2008 to 2014 when the company had two divisions. Fiber Optics and Solar Photovoltaics
 - Following an internally undertaken brand evaluation begun in 2016, we determined that EMCORE's brand was due for a refresh to update EMCORE's brand identity, image, look and feel to reflect the different company we are today
 - The brand refresh and update is designed to express the more streamlined, efficient company EMCORE has become
 - We chose to streamline the existing EMCORE logo using its logotype only (removing the rings), instead of completely redesigning it, but did evaluate complete redesign options
 - In this way it is not completely inconsistent with the existing logo on current materials, and Engineering and Operations level items such as product marking, shipping boxes, labels, stickers etc.
 - And we don't need to incur short-term expenses to completely change everything at once
- ***Mixed-Signal Optics* positioning statement and graphic trim element**
 - Certain marketing communications will bear the positioning statement of *Mixed-Signal Optics* in italicized text and a graphic design element symbolic of chip level foundation of EMCORE products and our vertical integration capability
 - There is NO need to add this to any of your own materials. It is on the title slide of this Powerpoint template

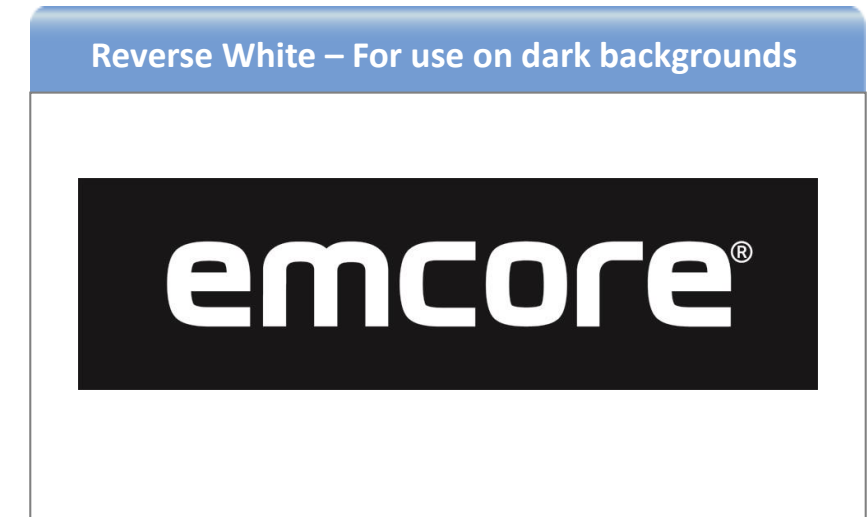
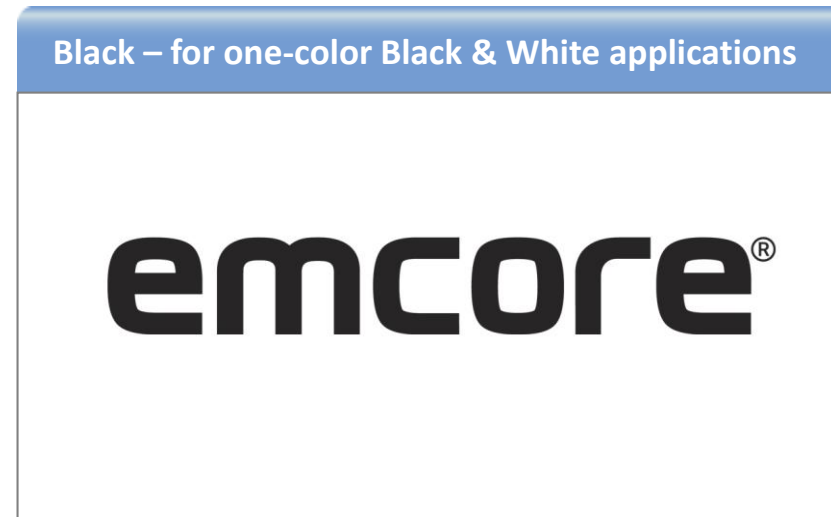


Approved Updated EMCORE Logos

- Our updated brand style and streamlined logo is the visual expression of who we are. It symbolizes the quality of our people, our products, our processes and our core *Mixed-Signal Optics* and compound semiconductor wafer technology
- There is now only one version of the logo in color, black and reverse white versions



This is the preferred version for most uses



Contact Marketing for File needed for this

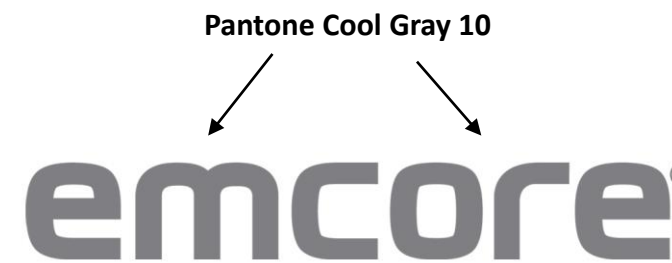
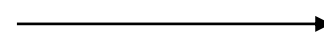
- Specialized Bevel Effect and Pantone 302 Blue Color versions for specific approved applications are available. Please contact Joel Counter in Marketing Communications, Ext. 3735 for these.

Logo, Corporate Colors and Fonts

- The corporate color scheme has been updated in subtle ways as part of the brand refresh

- **Print Pantone Colors**

- Gray = Pantone Cool Gray 10
- Dark Blue = Pantone 302
- Light Blue = Pantone 304



- **Print 4-color Process Colors - Cyan, Magenta, Yellow, Black (CMYK)**

- Gray - Pantone Cool Gray 10 = Cyan: 0, Magenta: 2, Yellow: 0, Black: 60
- Dark Blue - Pantone 302 = Cyan: 100, Magenta: 25, Yellow: 0, Black: 50
- Light Blue - Pantone 304 = Cyan: 30, Magenta: 0, Yellow: 8, Black: 0

- **Web Colors**

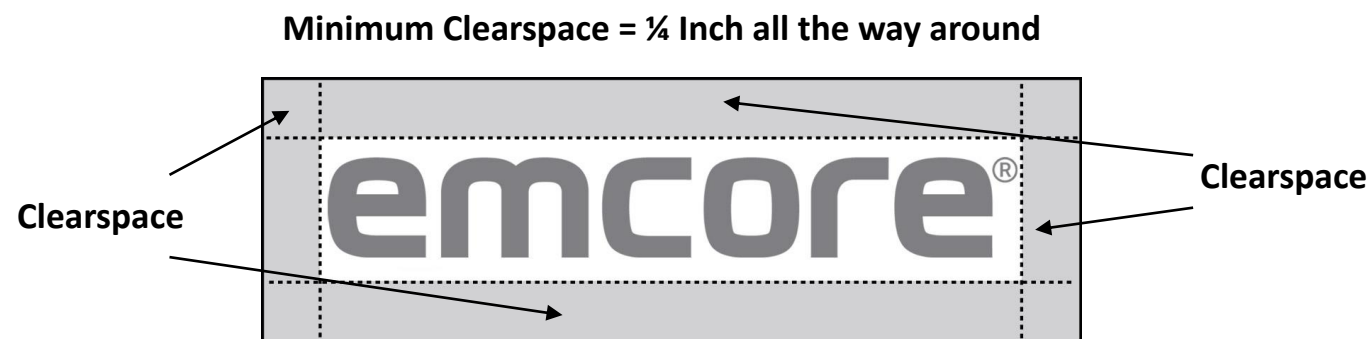
- Gray = Hex: 7f7f82. The RGB equivalent is R=127, G=127, B=130
- Dark Blue = Hex: 00557E. The RGB equivalent is R=0, G=85, B=126

- **EMCORE Fonts**

- Website and Marketing Communications, Stationary Identity System – Roboto Family, Arial Family including Arial Narrow
- Powerpoint and Email Communications – Calibri Family

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, although centered placement is OK depending on the use
 - 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. 1 ¼" to 2 ¼" wide for most uses
 - The minimum size of the logo for most purposes is approximately 1 ¼" inches wide, although there could be applications where it is reproduced smaller
- **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 required minimum Clearspace is ¼" all the way around, but more room is recommended where space allows
 - in the example below the gray space around the logo represents the minimum clearspace where no other object, text or outside edge of a page should invade



Incorrect Logo Use – Don't do this

- It is critical that you do not deviate from correct logo use by doing anything like you see below:

- 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 try to recreate the logo in another font

- DO NOT put the logo on a busy background



- There are specialized applications of the logo such as promotional merchandise that require approval and design consultation from Marketing. Please do not order any merchandise with our logo without review by Joel Counter, Marketing Communications, Ext. 3735.