

BRAND GUIDELINES

LOGO: PRIMARY

SEMICON[®]
WEST

SEMICON[®]WEST
SMART STARTS HERE

Emphasis on “SMART” when used in the tagline and lock-up.

Emphasis switches to Smart “IDENTIFIER” in Vertical usage.

LOGO: EXTENDED

SEMICON[®]
WEST

“SMART” emphasis

“IDENTIFIER” emphasis

SEMICON[®]WEST
SMART STARTS HERE

MAKE SMART

THINK SMART

CONNECT SMART

DREAM SMART



SEMICON[®]
WEST
SMART STARTS HERE

LOGO: GUIDELINES



Clear Space: Use the narrow width of the “N” as a guide for the clear space around the Show Lockup. No photography or text should appear within the space.



The logo should appear in white when placed on color.



The horizontal logo should not appear smaller than 1.0” wide



The stacked logo should not appear smaller than 0.65” wide



DO NOT: Warp, rotate, adjust the color, or change the logo in any way.

