



## Guidelines for Customer Use of the **Semtech® Corporate Trademark and Brand**

In the event of any conflict between the guidelines in this document and any other document regarding usage of the Semtech logo and Semtech mark, this document prevails.

*These guidelines relate solely to use of the Semtech logo and Semtech mark owned by Semtech Corporation (“Semtech”).*

### General Trademark **Usage**

- Semtech logo and Semtech mark may be used by Semtech customers only on or in connection with products and services that include a Semtech component, service or technology.
- Use of the Semtech logo or Semtech mark must be approved in advance by Semtech. To request approval, complete the Permission Request Form found at [semtech.com/company/brand-resources](https://www.semtech.com/company/brand-resources). You will be required to provide the following information:
  - Company information, including company name, address and contact information for all correspondence related to the proposed use;
  - The nature of the proposed use, e.g., in connection with product (*include product name*), printed collateral, company website, event, etc.;
  - A sample or proof of each proposed use;
  - Date when you propose to begin and end use; and
  - Any additional details about intended use that will assist Semtech in considering the proposed use.
- Specific uses of the Semtech logo and Semtech mark must comply with these guidelines and any other instructions provided by Semtech.
- Only approved forms of the Semtech logo as provided by Semtech may be used.
- The size, color, proportion, or other features of the Semtech logo provided by Semtech should not be changed.
- The Semtech logo and Semtech mark may not be altered, truncated, cropped, shortened, distorted, or modified in any way.
- The Semtech logo and Semtech mark may not be incorporated into, made a part of or combined with any other trademark or logo, or used or included as part of a customer’s company name or product brand name.
- The Semtech logo and Semtech mark may not be incorporated into, made a part of or combined with a model number or other product identifier.
- The Semtech logo and Semtech mark may not be used together with any third party marks that are confusingly similar to the Semtech logo or the Semtech mark.
- The Semtech logo and Semtech mark may not be used on any promotional items or at any trade shows or events without prior written consent by an authorized representative of Semtech.
- No transliterations or translations of the Semtech logo and Semtech mark are allowed.

## Additional Trademark Usage Requirements for **Printed Materials and Websites**

- The Semtech logo should not be used within a text sentence or within a title.
- The Semtech mark should be used as an adjective and not as a noun.
- The Semtech mark should not be used in any manner that suggests that “Semtech” is a generic, common or descriptive term.
- The Semtech name should always be capitalized.
- The Semtech logo and Semtech mark, if used as a hyperlink or other linking element on the Internet, must always link to [semtech.com](http://semtech.com). If other links within the [semtech.com](http://semtech.com) domain are desired, please indicate the desired link on the Permission Request Form at [semtech.com/company/brand-resources](http://semtech.com/company/brand-resources).
- The Semtech logo should always be used in a manner that associates the logo with a Semtech product, service or technology.
- The appropriate use of the registered trademark symbol with the Semtech mark is as follows: Semtech®

## Trademark Usage **Acknowledgements**

- All uses of the Semtech logo or Semtech mark must include one of the following attributions, as appropriate:

*Semtech and the Semtech logo are registered trademarks or service marks of Semtech Corporation or its subsidiaries.*

- Always include trademark attribution on the page in which the Semtech logo or Semtech mark is being used or in the legal attribution segment of the printed or online material or website.

## Graphics Requirements for **Use of the Semtech Logo**

- Clear space requirements for the Semtech logo
  - Surround the Semtech logo with clear space that is, at a minimum, the height of the ‘Wave’ icon in the Semtech logo on both sides and above and below it.
  - When using the Semtech logo do not place the logo on active backgrounds that may reduce legibility.
- Minimum print size for the Semtech logo is at least 20mm wide.
- Depiction of the Semtech logo
  - Only copies of the following screen-quality JPEG versions of the Semtech logo may be used:



*(color)*



*(black)*

*If this file format is NOT appropriate, you may request a different version by sending an email with a description of the request and intended use to Semtech at [trademarks@semtech.com](mailto:trademarks@semtech.com).*

## Graphics Requirements [continued]

- Color specifications for the Semtech logo
  - Pantone equivalent: ICON (PMS 326 C) and TEXT (PMS Cool Gray 11 C)
  - RGB equivalent: ICON (R-0, G-175, B-170) and TEXT (R-102, G-102, B-102)
  - CMYK equivalent: ICON (C-77, M-6, Y-39, K-0) and TEXT (C-60, M-,47 Y-,47 K-30)
  - Hex#: ICON (#00AFAA), TEXT (#666666)
- Lock-up specifications for the Semtech logo

Apply the standards below when using the Semtech logo as part of a list of features contained in a product.

  - Surround the Semtech logo with clear space that is, at a minimum, at least the height of the 'Wave' icon above, below and each side.
  - The baseline of any other logo situated horizontally to the Semtech logo must always sit even with the baseline of the Semtech logo.
  - Any other logo situated vertically to the Semtech logo must be centered directly above the center point of the Semtech logo.
  - When used to acknowledge donations and sponsorships, the Semtech logo will be used on all the event/organization/initiative promotional materials. The Semtech logo will be preceded by the words "Sponsored by".
  - When used in multi-level partnerships the Semtech logo may be placed in line with other partner logos in situations when responsibility is shared. **Equal visual prominence** must be shared with all logos. If Semtech is the lead organization, then its logo should appear first.

## Reservation of Rights

Semtech reserves the right to refuse permission to use the Semtech logo or Semtech mark for any reason. Semtech reserves the right to change these guidelines at any time and solely at its discretion. Semtech reserves the right to review use of the Semtech logo or Semtech mark and conduct periodic spot checks of such use. Upon request from Semtech, you agree to provide a copy of any product, packaging, screenshot, publication, or other materials bearing the Semtech logo or Semtech mark, and to correct any deficiencies in the use of the Semtech logo or Semtech mark upon notice from Semtech.

By using the Semtech logo or Semtech mark in compliance with these guidelines, you are acknowledging that (a) Semtech is the sole owner of the Semtech logo and Semtech mark, (b) you will not interfere with Semtech's rights in the Semtech logo or Semtech mark, including challenging Semtech's use, registration of, or application to register the Semtech logo or Semtech mark, alone or in combination with other words, anywhere in the world, (c) you will not misuse the Semtech logo or Semtech mark, and (d) any goodwill derived from use of the Semtech logo or Semtech mark exclusively inures to the benefit of and belongs to Semtech. Except for any limited right to use as expressly set out in these guidelines, no other rights of any kind are granted to you.