Corporate Identity Guidelines

3rd February 2005

eASIC®

The configurable logic company™

Introduction

A strong corporate identity helps strengthen our image and support, our marketing activities. When our corporate identity program is presented consistently, we create a positive and lasting impression of our company. The value of our brand symbol (logo and corporate identity) is immeasurable. Its value increases each time it is presented properly and decreases with every incorrect or improper application.

This eASIC® Corporate Identity Standards is designed for eASIC partners and system integrators as well as eASIC employees and agencies who are authorized to use the corporate logos in creating presentations, packaging, collateral or ads. Please read this guide carefully to make sure logo usage complies with eASIC corporate policy. Our Marketing Communications Department has the authority and responsibility for the maintenance and control of the corporate identity system and is your resource for guidance and clarification in applying these standards.

The standards and guidelines provide a unified and visible means of identifying eASIC to our employees, customers and all others who help shape and share in our performance. Your help and support in applying the guidelines strictly and consistently will add to the strength of our company.

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Don't forget list

- Never recreate or alter the eASIC logo. Downloadable logos can be found at http://www.easic.com/corp/image_kit.html.

- The eASIC logo must appear on everything produced.

- Never use the logo as a graphic element within a sentence.

- When in doubt about how to use our identity, or if you need additional information or assistance, first check http://www.easic.com/corp/identityguide.pdf.

If you still cannot find the answers to your questions, please e-mail: tsipi@eASIC.com. Remember, as a market-driven company, our standards will continue to evolve. Please check http://www.easic.com/corp/image_kit.html for updates.

The Logo

The logo is the main visual brand identifier of eASIC and must be displayed on the front of all materials. Examples include:

- All print advertising and collateral material;
- Business cards;
- Pre-printed letterhead, forms, checks;
- Trade show signage;
- Name tags;
- Table tents;
- Meeting signage;
- PDF distributed forms;
- Presentations;
- Web;
- Video;
- Architectural signage;
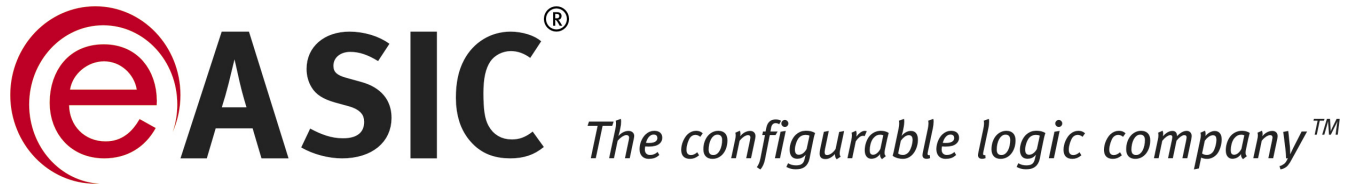- Imprinted premium items;
- Chips;

Logo Size and Positioning

Adjust size of the logo according to page sizes. Avoid using multiple logo sizes within one printed piece.

Do not use an old version of the eASIC logo. The new eASIC logo has been modified. The new eASIC logo files can be downloaded at http://www.easic.com/corp/image_kit.html.

8x 6x 5x 2x

To maintain a consistent level in the reproduction of this mark, always use the electronic art provided on http://www.easic.com/corp/image_kit.html. Do not recreate the logo. Always enlarge and reduce the logo proportionally. The logo itself may not be reduced smaller than 1.5 inch / 3.81 centimeters in width.

eASIC
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Alternate Logo Usage

eASIC®

eASIC® *The configurable logic company™*

eASIC®
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Identity Palette

Print (CMYK)

Primary colors

0 / 100 / 100 / 0   0 / 0 /0 / 100

Secondary colors

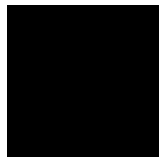35 / 5 / 100 / 0   69 / 0 /37 / 0   60 / 30 /0 / 0

Web/screen (RGB)

Primary colors

210 / 40 / 0   0 / 0 /0

Secondary colors

147 / 192 / 32   5 / 172 / 164   96 / 135 / 191

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Tipography

MetaBook

The eASIC corporate typeface is MetaBook. It should be used on all eASIC materials. Body text should be black. Headings should be set in black or eASIC Red; subhead colors are the choice of you and your designer. Copy-heavy pieces such as brochures, folders, and sales sheets should have type sizes larger on the cover than on the inside. Similarly, the size of headlines, subheads, and body copy should be scaled in order of importance. Headline size should be between 14 - 36 point. Subhead and body copy size should be reduced accordingly. While these are the preferred sizes for type, the format and overall dimensions of the piece you are creating will dictate the appropriate type size. Upper- and lowercase type is the standard for all headlines, copy, etc. All-caps should not be used in body copy with the exception of the name eASIC and other company names.

If you are sending an electronic document to recipients who may not have MetaBook, Arial Narrow can be used as the default typeface.

ABCDEFGHIJKLMNOPQRSTUZ
abcdefghijklmnopqrstuvwxyz
1234567890

MetaBold

MetaBold may be used as an accent font. Headline, body text, or any core communications can never be set in MetaBold. It may be used for captions, sidebars, or as a graphic accent. It should be used sparingly and can never overpower the MetaBook font.

If you are sending an electronic document to recipients who may not have MetaBold, Times-Bold can be used as the default typeface.

**ABCDEFGHIJKLMNOPQRSTUZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Verdana

Verdana may be used only in situations where space is limited and copyfitting is difficult. Never use Verdana as a headline or for main body copy.

ABCDEFGHIJKLMNOPQRSTUZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trademark and Copyright

Trademarks

The name eASIC is a registered trademark of eASIC Corporation. The name eASICore is a registered trademark of eASIC Corporation. The name "The configurable logic company" is a registered trademark of eASIC Corporation. The name FlexASIC™ is a trademark of Flextronics™.

Structured eASIC™, eI/O™, eCell™, eUnit™, eRAM™, eTool™, eGenPLD™, eDebug™, eMacroWare™, eGenSim™, eGenMem™, eGenModule™, eMμ™ are trademarks of eASIC Corporation in the United States. Other company and product names may be trademarks or registered trademarks of the respective owners with which they are associated.

Writing eASIC®

The correct way of writing eASIC (following the above guidelines) is: "e" lowercase, followed by "ASIC" all uppercase, one word, and no spaces between letters (also, italic or underlined is not allowed). For the first use in a document, the "®" (registered sign) must follow the eASIC logo (preferred superscripted, in a smaller font size).

Writing eASICore®

The correct way of writing eASICore (following the above guidelines) is: "e" lowercase, followed by "ASIC" all uppercase and "ore" all lowercase, one word, and no spaces between letters (also, italic or underlined is not allowed).

For the first use in a document, the "®" (registered sign) must follow the eASICore logo (preferred superscripted, in a smaller font size).

Writing eCore®

The correct way of writing eCore (following the above guidelines) is: "e" lowercase, followed by "C" uppercase and "ore" all lowercase, one word, and no spaces between letters (also, italic or underlined is not allowed).

eCore is an abbreviation of eASICore and if used should first be marked as such e.g. eCore (eASICore).

Writing Structured eASIC™

The correct way of writing Structured eASIC (following the above guidelines) is: "S" uppercase, followed by "tructured" lowercase, then " " (space) followed by "eASIC" (following the above guidelines), two words, and no spaces between letters (also, italic or underlined is not allowed). For the first use in a document, the "™" (trademark sign) must follow the name Structured eASIC (preferred superscripted, in a smaller font size).

Writing eI/O™

The correct way of writing eI/O (following the above guidelines) is: "e" lowercase, followed by "I" uppercase, then "/" (fraction slash) followed by "O" uppercase, one word, and no spaces between letters (also, italic or underlined is not allowed). For the first use in a document, the "™" (trademark sign) must follow the name eI/O (preferred superscripted, in a smaller font size).

Writing eCell™

The correct way of writing eCell (following the above guidelines) is: "e" lowercase, followed by "C" uppercase and "ell" all lowercase, one word, and no spaces between letters (also, italic or underlined is not allowed). For the first use in a document, the "™" (trademark sign) must follow the name eCell (preferred superscripted, in a smaller font size).

Writing eDebug™

The correct way of writing eDebug (following the above guidelines) is: "e" lowercase, followed by "D" uppercase and "ebug" all lowercase, one word, and no spaces between letters (also, italic or underlined is not allowed). For the first use in a document, the "™" (trademark sign) must follow the name eDebug (preferred superscripted, in a smaller font size).

Writing eMμ™ / eMu™

The correct way of writing eMμ / eMu (following the above guidelines) is: "e" lowercase, followed by "M" uppercase and "μ" (micro sign) / "u" all lowercase, one word, and no spaces between letters (also, italic or underlined is not allowed). For the first use in a document, the "™" (trademark sign) must follow the name eMμ / eMu (preferred superscripted, in a smaller font size).

Writing eRAM™

The correct way of writing eRAM (following the above guidelines) is: "e" lowercase, followed by "RAM" all uppercase, one word, and no spaces between letters (also, italic or underlined is not allowed). For the first use in a document, the "™" (trademark sign) must follow the name eRAM (preferred superscripted, in a smaller font size).

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Writing eUnit™

The correct way of writing eUnit (following the above guidelines) is: "e" lowercase, followed by "U" uppercase and "nit" all lowercase, one word, and no spaces between letters (also, italic or underlined is not allowed). For the first use in a document, the "™" (trademark sign) must follow the name eUnit (preferred superscripted, in a smaller font size).

Writing eTool™

The correct way of writing eTool (following the above guidelines) is: "e" lowercase, followed by "T" uppercase and "ool" all lowercase, one word, and no spaces between letters (also, italic or underlined is not allowed). For the first use in a document, the "™" (trademark sign) must follow the name eTool (preferred superscripted, in a smaller font size).

Writing eGenPLD™

The correct way of writing eGenPLD (following the above guidelines) is: "e" lowercase, followed by "G" uppercase, "en" all lowercase, then followed by "PLD" all uppercase, one word, and no spaces between letters (also, italic or underlined is not allowed). For the first use in a document, the "™" (trademark sign) must follow the name eGenPLD (preferred superscripted, in a smaller font size).

Writing eMacroWare™

The correct way of writing eMacroWare (following the above guidelines) is: "e" lowercase, followed by "M" uppercase and "acro" all lowercase, followed by "W" uppercase and "are" all lowercase, one word, and no spaces between letters (also, italic or underlined is not allowed). For the first use in a document, the "™" (trademark sign) must follow the name eMacroWare (preferred superscripted, in a smaller font size).

Writing eGenSim™

The correct way of writing eGenSim (following the above guidelines) is: "e" lowercase, followed by "G" uppercase and "en" all lowercase, followed by "S" uppercase and "im" all lowercase, one word, and no spaces between letters (also, italic or underlined is not allowed). For the first use in a document, the "™" (trademark sign) must follow the name eGenSim (preferred superscripted, in a smaller font size).

Writing eGenMem™

The correct way of writing eGenMem (following the above guidelines) is: "e" lowercase, followed by "G" uppercase and "en" all lowercase, followed by "M" uppercase and "em" all lowercase, one word, and no spaces between letters (also, italic or underlined is not allowed). For the first use in a document, the "™" (trademark sign) must follow the name eGenMem (preferred superscripted, in a smaller font size).

Writing eGenModule™

The correct way of writing eGenModule (following the above guidelines) is: "e" lowercase, followed by "G" uppercase and "en" all lowercase, followed by "M" uppercase and "odule" all lowercase, one word, and no spaces between letters (also, italic or underlined is not allowed). For the first use in a document, the "™" (trademark sign) must follow the name eGenModule (preferred superscripted, in a smaller font size).