MUSIC
SEMICONDUCTORS ™

MUSIC Semiconductors Standard Logo

The standard logo for use in all daily applications.

MUSIC Semiconductors Signage Logo

This special version of the logo is designed for large scale applications, such as external signage, transportation applications and architectural installations. This version is also excellent for celebratory uses such as apparel, wine bottles, and other promotional giveaways.

MUSIC Semiconductors Mark

The MUSIC Semiconductors mark may be used alone ONLY in the circumstance that the combined standard logo is used on the same page or surface in such a way as to ensure immediate recognition of the relationship between the mark and the MUSIC Semiconductors name.

Trademark Size and Placement

The letterforms in the logo have been carefully spaced for legibility and recognition. The positioning of the trademark symbol "TM" should conform to the standard shown in the diagram to the right.
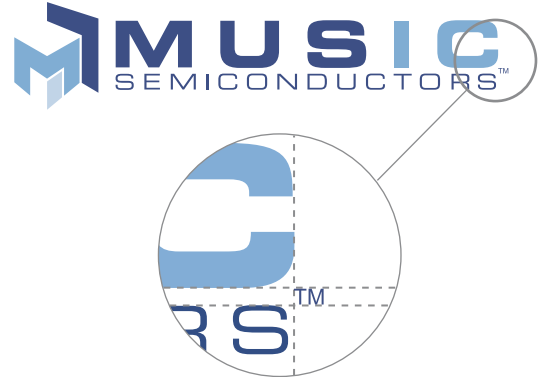
Open Space Requirements

The area around the MUSIC logo should be even and unpatterned. The minimum distance between the logo and anything adjacent to it, on any side, is equal to the "C" in the word MUSIC.

Black and White Versions

When using the logo in Black and White, conform to the examples on the right.
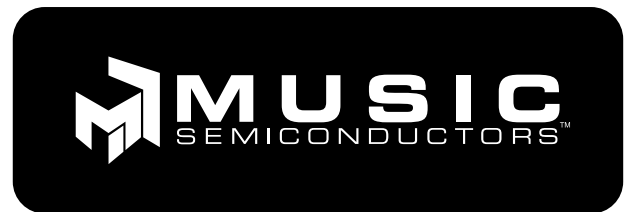
Reversed Version with Background Colors

Do not use the light blue when reversing the logo on a colored background. Only use the dark or medium blue specified in the color section.

Note: The round corner boxes shown in the examples are not part of the MUSIC identity.

Incorrect Color

Always use the specified colors for the logo. See colors p.05.
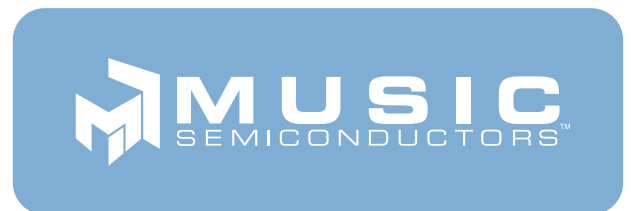
Outlines

Do not outline any part of the logotype or mark.

Layout

Never change the relationship of the mark and the logotype. Never use the logotype without the mark.

Compressing or Condensing

The logo should never be stretched horizontally or vertically. Always keep the aspect ratio by scaling horizontally and vertically by the same amount. Great care must be taken when scaling the logo to avoid this common logo violation.

Background Colors

Do not put the logo on a pattern, textured background, or gradient. The logo should only be presented on a background that provides enough contrast for maximum legibility and readability. The preferred background color for the full color logo is white. However, if a colored background must be used, the reversed version of the logo is recommended in conjunction with the appropriate company colors.

MUSIC Semiconductors Logotype

The letterforms and precise leading (spacing) in the logo must be maintained. Do not recreate the logo with a different typeface.

MUSIC Semiconductors Mark

Use of the mark must not result in an alteration, swap, or reversal of the mark or its components. The mark must never be used alone.
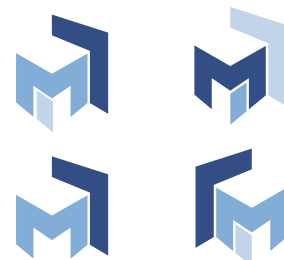
The corporate logo for MUSIC Semiconductors will immediately convey the characteristics of the corporation. To achieve instant recognition in all instances it is necessary to uphold the color palette established for MUSIC Semiconductors outlined in the guidelines below.

When displaying the logo on screen, use the electronic color data. The preferred colors are the RGB values given below. If websafe colors are required, then use the hexadecimal values.

When printing the logo, there are 2 options to consider. The logo can be reproduced using 3 PMS colors (preferred) or it can be printed on white with 2 PMS colors by substituting a 42% screen of the Medium Blue PMS for the Light Blue.

For custom printing or silk screening, match the coated PMS colors.

The colors of the logo were carefully chosen to provide consistency across a variety of media. It is imperative that this color scheme is adhered to.
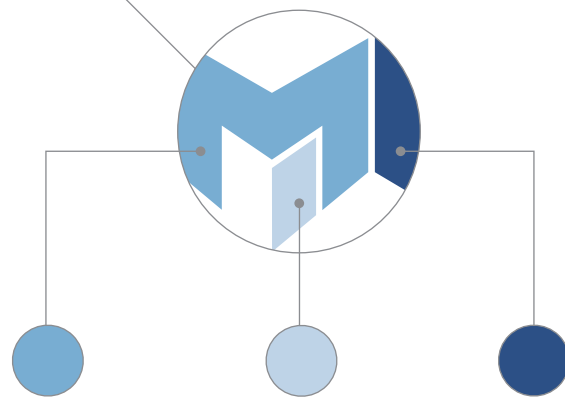
FORMAT	USAGE		COLOR VALUE	MEDIUM BLUE	LIGHT BLUE	DARK BLUE
PRINT	4 color process or color printer		cyan- C	62	32	100
			magenta- M	22	10	67
			yellow- Y	0	0	0
			black- K	3	3	30
	Pantone for Professionals		Pantone (coated)	542 CVC	544 CVC (preferred) or 42% screen 542 CVC*	653 CVC
			Pantone (uncoated)	542 CVU	544 CVU (preferred) or 42% screen 542 CVU*	654 CVU

FORMAT	USAGE		COLOR VALUE	MEDIUM BLUE	LIGHT BLUE	DARK BLUE
ELECTRONIC	on-screen presentation		red- R	104	179	26
			green- G	164	209	79
			blue- B	204	229	136
	internet		hexadecimal (websafe)	336699	99CCFF	000033

*only when printed on a white background

.eps (Encapsulated PostScript) The EPS file format is used for PostScript graphics files that include information such as the bounding box, page number and fonts used.

.gif (Graphic Interchange Format) An image file format often used on the World Wide Web to store graphic images. Because it can only store up to 256 colors, it is a poor choice for photographic imagery.

.jpg (JPEG) The standard algorithm for the compression of digital images. This image file format is primarily used for photos rather than graphics because it can store millions of colors.

.pdf (Portable Document Format) PDF is the file format for representing text and graphics in a multi-page format that is independent of the original application software, hardware, and operating system used to create the document.

.tif (Tagged Image File Format, TIFF) A file format used for still-image bitmaps.

CMYK (process color, Cyan, Magenta, Yellow, Key or blacK) A subtractive color model that describes each color by the quantity of cyan, magenta, yellow, and key (black) that it contains. The CMYK system is used for the 4 color process of printing.

font A complete set of letters and numbers of one size and style.

hexadecimal Coined in the early 1960's to replace earlier "sexadecimal', which was too racy and amusing for IBM, and later adopted by the rest of the industry. The value of a hexadecimal is any combination of 6 letters / numbers to designate a specific color.

identity A collective aspect of the set of characteristics by which a company is recognizable or known.

logo A name, symbol, or trademark designed for easy and definite recognition, a company emblem or device.

mark A symbol, emblem or icon. See logo.

Pantone (PMS, coated/uncoated) A set of standard ink colors for printing, each of which is specified by a number, enabling a print shop to exactly reproduce the desired color. Each pantone color is produced with only one ink color and is not a combination of colors like the CMYK (process) color model.

RGB Red, Green, Blue. The three colors of light which can be mixed to produce any other color. This additive color model is used to display images on a computer monitor or television.

trademark (TM) A name, symbol, or other device identifying a product, officially registered and legally restricted to the use of the owner or manufacturer.

typeface An entire family of fonts in all sizes. (regular, bold, italic, bold italic, etc.)

white space (negative space) The absence of objects in the area around an element.