

Introduction

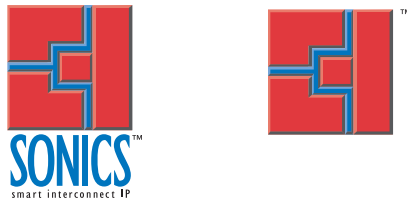
The Sonics logo is an important part of the overall Sonics brand. Our logo is not only our name, but also our distinctive signature. It is the symbol of Sonics products, Sonics facilities, Sonics promotions, and Sonics people. Because the logo is an important business asset, we require you to follow these guidelines when using the logo:

Logo Definition

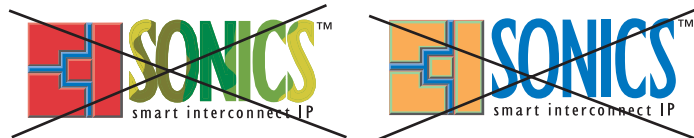
The logo is the entire object shown to the right including logo bug, Sonics word, tagline and TM.



- a. The logo should be used with a clear isolation area around it. That area should never be smaller than $\frac{1}{4}$ of the size of the logo.
- b. If necessary, the logo may be altered to fit into a layout for a printed piece or sign. The bug may also be used without the words Sonics. This is not preferred, and the examples shown are the only additional acceptable uses of the logo. At all times, the ratio of the symbol to the type should be as shown.



- c. If it is necessary to produce the logo at a small size where the text is unreadable, the tag line "Smart Interconnect IP" may be removed, however, this is not preferable.
- d. The official colors of the logo are PMS 2935 blue, PMS 186 red and black. It may also be used all black or all reversed to white in any color background that allows good visibility of the logo. Outlined letters, cross-hatched letters, varied colored letters or other artistic variations may not be used.

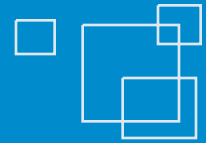


Unacceptable examples

- e. When using Sonics name (not logo) in a document, use the same typeface as other text.
- f. When only used in one color, the logo should be printed black, no other colors should be used.

Availability

This logo is available in .GIF .AI .EPS .PSD .TIFF formats.



GIF-Opens in browsers and other programs. Smallest file used for websites, PowerPoint presentations or to import into other programs that only use a low resolution file.

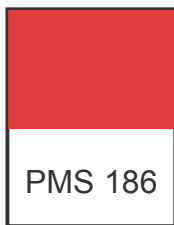
JPG-Small file used in websites, Powerpoint presentations or to import into programs that use low resolution files. They offer better color accuracy GIFs.

EPS-Opens in Adobe Illustrator. It is a vector file that is small and can be scaled to almost any size. Often used in professionally printed documents, signs, banners and posters.

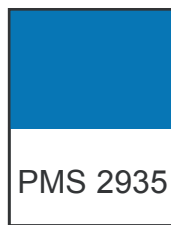
PSD-Opens in Adobe Photoshop. This is used on various backgrounds by graphic artists and power users.

TIFF-Can be used for incorporation into printed materials such manuals produced with FrameMaker.

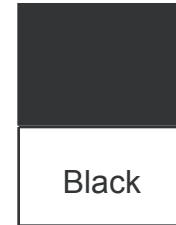
SONICS Corporate Color Values



CMYK values:
C:0/M:91/
Y:76/K:6
RGB values:
R:237/G:23/B:31
Hexadecimal:
#CC0033



CMYK values:
C:100/M:47/
Y:0/K:0
RGB values:
R:10/G:85/B:163
Hexadecimal:
#0066CC



CMYK values:
C:0/M:0/
Y:0/K:100
RGB values:
R:0/G:0/B:0
Hexadecimal:
#000000

PMS colors are specific standard ink colors that are available through local printers worldwide. These are the only colors that may be used when the logo is printed on letterhead, envelopes, business cards and other corporate stationery.

CMYK values are used for professional printed marketing literature and tradeshow graphics. **RGB** & **Hexadecimal** values are used for websites and computer based electronic documents or presentations. Black is appropriate where only one color can be used.

Trademark

The trademark must always appear with the corporate logo. When scaled to larger sizes above 6" wide the TM should be reduced in size to look more visually pleasing.

Minimum & Maximum Size

The size of Sonics logo should never be less than a ½ inch wide for the entire logo and there is no maximum size provided the logo is printed clearly. At the smallest sizes the tagline may be dropped only when absolutely necessary.

Questions or Comments about the Style Guide

For questions on usage on a case by case basis, please contact info@sonicsinc.com.