Logo

Our logo symbolizes everything we stand for. It is vibrant and dynamic. It is colorful and stimulating, but still fresh and uncomplicated.

**Standardized form**
You must never change it in any way, under any circumstances. This ensures legal protection and helps recognition and awareness worldwide.

**Logo size**
The size of the logo should be based on the following formula:

\[
\frac{\text{Height} + \text{Width of Document}}{11} = \text{NXP}
\]

**In text**
Never use the logo in running text. When the word NXP needs to be used in text, use the same typeface, style and color as the rest of the text. Always use upper case characters – never nxp or Nxp for example, unless you are referring to it in a URL (e.g. www.nxp.com).
Logo clear space

Our logo must be shown in a clear and legible form. To help ensure this, please maintain a white ‘clear space’ around the logo – where no text, images or symbols may appear.

The easy-to-follow rule to achieve the correct clear space is to ensure a minimum size of 50% of the cap-height of the N of the logo is left clear around the NXP logo (see example).

For ‘big impact’ items such as exhibition booths, sponsorships or building signage, or where the NXP logo fights for visibility among a collection of other logos, graphics and images, the “clear space” can be reduced or eliminated and the logo made larger where this will increase the visibility of the logo.

Handy hints

› Make sure the logo is clearly legible by keeping the clear space around the logo
Logo colors

We're a colorful company and our logo communicates this instantly. The colors have been specially chosen to be dynamic and inspiring.

The correct colors are specified below for use in pixel and print – CMYK (full-color for print), RGB (for digital) and Pantone (for pure solid color in print).

When using the three Pantone colors for offset printing (e.g. stationery), the colors will mix on the overlap. Always print the Pantone 292 on top of the orange and green as the last color. For silk screen printing use the five Pantone color version of the logo.

Handy hints

- Always use the full-color logo on a white background
- When using the three Pantone colors for offset printing (e.g. stationery), the colors will mix on the overlap. Always print the Pantone 292 on top of the orange and green as the last color
- For silk screen printing use the five Pantone color version of the logo

Full-color Pantone version

![Logo with Pantone colors](image.png)
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**Full-color CMYK version**

**Full-color RGB version**

**Minimum size: for print**

**Minimum size: for on screen use**
Logo exception – solid logo

The solid version of the logo can only be used in exceptional circumstances, such as when an event or carrier dictates a single colored background (e.g. a non-distracting backdrop at a tennis tournament or the team color of a racing car).

Depending on the background color, the logo should be used in solid white – preferably on one of the color palette background colors. If white does not show the logo clearly enough, then the solid black may be used.

Another option is the logo reversed out of one of the accent colors (but never in one of the company colors). On all other items, the full-color logo is compulsory on a white background.

<table>
<thead>
<tr>
<th>Handy hints</th>
</tr>
</thead>
<tbody>
<tr>
<td>▶ The solid logo can only be used if one color printing is needed and should only ever appear on a white background</td>
</tr>
<tr>
<td>▶ In exceptional circumstances, if the sponsorship item itself is colored, the solid logo version may be used in solid white</td>
</tr>
<tr>
<td>▶ Never use company colors in the solid logo. Only use black or white.</td>
</tr>
<tr>
<td>▶ Never use tints in the solid logo</td>
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Never...

Consistency is crucial if our brand identity is to be effective. Nowhere is that more important than when using the logo.

You must ensure the NXP logo is never altered or tampered with. Here are some examples of the ways that the logo could be compromised, so you can understand how to avoid them.

**Handy hints**

- Never alter the logo in any way
- The NXP ‘Software’ logo is the only time, other than the Chinese name, when any other text may appear inside the clear space.
Never use one of the corporate colors for the solid logo.

Never change the size or the position of the letters in any way.

Never change the transparency of the letter’s overlap.

Never allow text or symbols to run on top of the logo.

Never place the full-color logo on a background shape or color.

Never use the full-color logo as an outline (only use the official outline version).

Never use combinations or blends of the company colors.

Never encroach the clear space of the logo with any other names or words.

Never change the shape of the characters or use different fonts.

Never stretch or distort the logo.
Legal attributions

Please use the following legal attributions when using the NXP logo on your materials:

NXP and the NXP logo are trademarks of NXP B.V. © 2021 NXP B.V.

The year of the attribution changes depending on the year the logo is being used.
Contact Information

If you have questions or comments about the content of these guidelines or logo use in general, please contact us at the address below:

Brand Identity Team:
brand.support_1@nxp.com