



Corporate Guidelines

Freescale Brand Identity

Logo usage





Introduction

How to Use These Guidelines

Our voice must be unified in advertising, on the Web, in collateral, on the packaging, at the facilities, in the lobbies, in presentations, at events, to customers, to employees, to analysts and to the press.

Absolutely everything must resonate as one. Treat these guidelines with care, attention to detail and in the spirit of building the best brand experience we possibly can.

It Starts Here

These guidelines will help you to present every aspect of our brand in a consistent and appropriate way.

They will give you—and our customer—a clear and positive view of who we are and what we are here to do. Communicating our brand in a consistent, dynamic and engaging way will help us connect with our audience and stand out in the market.

As the global leader in embedded processing solutions, our brand is about innovation, empowerment and connecting—to our audience and the world around us. Our brand celebrates our shared vision and partnership with the world's engineers and our common goal to make the world a smarter, more connected place. It's also about creating a dialogue with, and anticipating and responding to the needs of our customers. The Freescale Brand Identity Standards and Practices are designed to help you make that conversation as productive as possible. We hope you'll welcome this set of guidelines as a useful tool to enhance every piece of communication you produce. It should inspire, guide and enable you to express our brand promise and personality, and communicate the vision shared by more than 20,000 Freescale employees worldwide.

Tools for reference:

<http://compass.freescale.net/go/brand>



Our Logo

The Revised Wordmark

One of the most significant and fundamental indicators of our new focus as a company is the removal of “Semiconductor” from our logo wordmark. We are a solutions company, and the pure focus on the Freescale name and Momentum Mark provides a stronger, more impactful and contemporary corporate signature for the company. The logo redesign will be aligned with the brand makeover and advertising campaign launch in June 2011, and will roll out in a phased execution during the year.

Freescale Corporate Signature Definition

The platform of our brand is the logo itself. Visually speaking, it is one of the most valuable assets we own. Therefore, it should not be altered under any circumstances. To maximize its impact, please use only approved master reproduction art and follow the standards and specifications outlined here.

The Freescale signature consists of two main components. The first is the Freescale Momentum Mark, a graphical element that telegraphs the forward-thinking nature of our company. The second is the Freescale logotype, which reflects our solid position in the marketplace.

Both elements combine to form the Freescale corporate signature. The Freescale Momentum Mark and logotype, and their relationships to each other, express our name and brand image.



Logo Guidelines

- Use the four-color version of the logo whenever possible
- For special events or invitations, the logo may appear in gold, silver, letterpress or as a spot varnish
- Distributor and co-op usage guidelines are available as references for branding opportunities
- Never re-create logos
- Use only approved master reproduction art

Vertical Logos

- Use the vertical logo only when space is limited and the normal Freescale logo will not fit into a given area
- Use on podiums, event signage, baseball caps and videos

Horizontal color logo



Horizontal reverse logo



Vertical color logo



Vertical reverse logo





Logo Guidelines, *continued*

Incorrect Logo Usage

It is important that the Freescale corporate logo is always used in its correct, trademarked form. The design of the logo must never be altered. Never modify the shape or proportion, or set the logo in a different typeface.

The logo should never appear in any color except those approved in this guide. It should always appear prominently and be used in its entirety. The simplest way to ensure that the logo is used in its correct form is to use only approved master reproduction art. Incorrect presentations of the logo are illustrated here.

Do not change the colors of the Momentum Mark



Do not alter the placement of the Momentum Mark



Do not put a stroke around the logo



Do not use the non-reversed logo on dark backgrounds



Do not change the scale of the Momentum Mark



Do not alter the colors of the logo text



Do not place the logo on busy backgrounds



Do not crop the logo in any way





Logo Guidelines, *continued*

Space

The Freescale corporate logo should always appear with space around it. The Freescale corporate signature must always be surrounded on all four sides by a clear space of at least 1x, where x equals the height of the letter “f” in Freescale. This is the minimum space needed between the logo and any other graphic element or type.

Different rules apply for Web usage, online templates for which are currently in development and will be available in the coming weeks. The illustration below explains the key measurements of the elements that make up the Freescale corporate signature.

Smallest Scalable Size

The smallest allowable size in width for the horizontal Freescale signature is 1.25" (7p6) (3.175 cm) and 0.75" (1.905 cm) for the vertical version. For situations when the Freescale logo must be rendered smaller than minimum size, please contact the Identity Manager at identity@freescale.com.



Minimum size



Minimum size





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We hope you'll use this set of resources to enhance every piece of communication you produce. Let it inspire, guide and enable you to communicate our vision and be a strong brand advocate for Freescale worldwide.

If you have questions or comments about the content of these guidelines, we'd like to hear from you. Please contact us at the addresses below:

Brand Identity: identity@freescale.com

