

What is a Style Guide?

A company's logo is the single most important component of its identity. A style guide sets the standard as to how a logo should and should not be used. In doing so, the integrity of our corporate brand and vision are simultaneously protected and promoted.

At Oak, we are proud of the logo we've created to brand our identity. Our style guide informs and instructs employees, partners, vendors and customers on specific guidelines. Consequently, the Oak logo will continue to gain brand recognition and strength.

If you have questions regarding this guide or the usage of our logo, please contact Corporate Marketing at 408.737.0888.

These guidelines depict the correct treatment of the Oak Technology logo. Use of the logo is governed by the Oak Technology trademark license agreement, and it is the responsibility of Oak Technology employees and third-party licensees to comply with these guidelines at all times.



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Guidelines for Using the Oak Technology Logo

Space Requirements

When the logo is presented as a graphic only, graphics, type, photographs, or illustrations should not appear within 1/4 inch circumference of the logo as illustrated.



Logo Variations

Please use only the approved logo variations indicated within this document. Use the color or grayscale version without the outside white border when printing on white backgrounds. The outside white border can be used when printing on color backgrounds.

Treatment on White Background



Treatment on Colored Background



Grayscale Logo



Primary application for reverse logo: chip and circuit board silkscreen printing

Treatment in Reverse Grayscale



Logo with text - using the Oak Condensed font, scale text to width of logo. The distance of the text from the logo should equal the height and width of the letter "O" in the added "Oak Technology" text.

Treatment with Text Included



The text can appear to the left, right, above or below the logo always reading horizontally.

X=the height of the "O" in Oak Technology

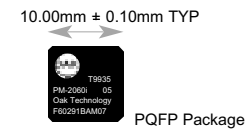
Minimum Size

Do not print the logo any smaller than 0.5 inches in height.



The Oak logo will be provided to you in a range of sizes. For your specific purpose, please use the appropriately sized logo and do not attempt to alter or resize.

Size exception for chip and board silkscreen printing. Industry-standard metric 52-pin Plastic Quad Flat Pack (PQFP).



Incorrect Usage of Logo

Do not attempt to alter or recreate the logo in any way. Use only logo artwork approved by Oak Technology Corporate Communication Department.

Do not wrap text



Do not tilt the logo



Do not alter colors or add elements.



Do not distort logo



Do not bleed or crop the logo



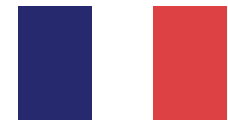
Do not place logo on patterns.



Acceptable Colors

The acceptable logo colors are:

Pantone# 2766
Pantone# 186



2766

186

When printing in 4-color (CMYK), use the following equivalents:

Pantone# 2766: 100/C, 85/M, 0/Y, 35/K
Pantone# 186: 0/C, 90/M, 75/Y, 5/K

When working with (RGB) use the following equivalents:

Pantone# 2766: 0/R, 0/G, 102/B
Pantone# 186: 255/R, 0/G, 0/B

Guidelines for Using Typography

Typography

For logo treatment, headlines and captions within documents use the following typefaces:

Truetype:
OAK Condensed
OAK Italic Condensed
OAK Bold Condensed
OAK Bold Condensed Italic

For body text within documents use the following typefaces:

Truetype:
Times New Roman

For PowerPoint documents use the following typefaces:

Truetype:
Tahoma