

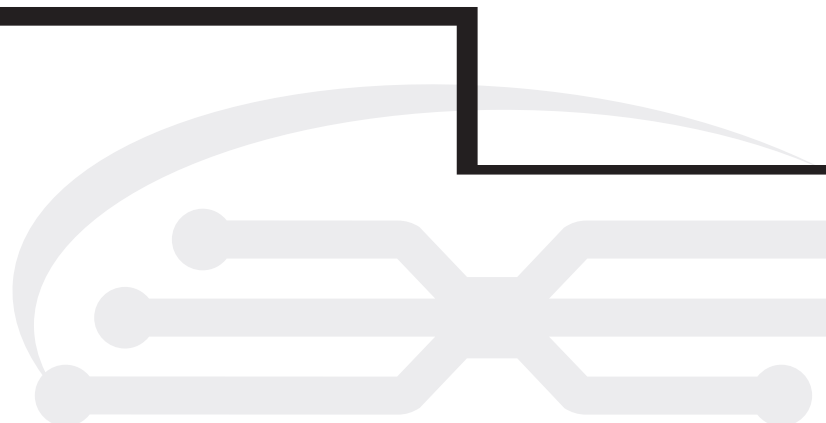


## ***CORPORATE IDENTITY***

### **Consistency in Global Identity**

The Zarlink Semiconductor logo is the most immediately recognizable emblem of our business. Taking care to maintain the consistent appearance of our identity, regardless of where it appears—from semiconductor chips through collateral—reflects the attention to quality we bring to everything we make and everything we do and gives our customers a means of recognizing us in the marketplace.

Geoff Norbury, Director Global Marketing  
Zarlink Semiconductor



## About the Global Identity

The Zarlink Semiconductor logo represents a trademark of Mitel Corporation. A clear, coordinated global identity system is one of the most important means by which we can project a positive impression of our organization, activities and products.

Zarlink Semiconductor's global identity (logo) consists of a symbol and a wordmark. The symbol contains two parts: the first is six points connecting and converging into the center of the symbol; the second part is two arcs visually creating an ellipse and connecting two of the points on the ellipse. The wordmark consists of the words "Zarlink Semiconductor" set in a slightly modified Myriad type face.

Rather than trying to reconstruct the logo yourself, refer to the Image Bank on the Zarlink Semiconductor internet site at <http://www.zarlink.com>. There you will find logos of various colours and formats, all complying with the guidelines set out in this document for use in different applications.



*These are the only accepted uses of the Zarlink Semiconductor logo. The full colour version at the top also demonstrates the logo buffer zone.*

## General Guidelines

It is possible to use the Zarlink Semiconductor logo in any of the four colour arrangements shown on this page. However, unless it is not possible, the logo should only be reproduced with the arcs in the symbol in 100% Pantone 193 and the rest of the logo in 100% black, on a white background. On a dark background, the logo should only be reproduced by dropping it out to white. Any other colour combinations of the logo must have the approval of Global Marketing. When used in four colour process, the arcs in the logo print 91% magenta, 65% yellow and 11% black, the balance being printed in 100% black. In any application, you should make sure to leave a buffer zone around the logo that matches the height of the letter "Z" in the wordmark. There are also rules to follow when applying the logo. A few examples of "don'ts" are: never skew the logo in any direction, never orient the logo vertically and never use the logo in a sentence. The appearance of the logo is critical to the integrity of our corporate identity and to the consistent impression we make in the marketplace.

Depending on the application, there may be exceptions to the guidelines (e.g. promotional T-shirts, gold or silver reproduction or embossing, alternative sizing requirements, etc.). All exceptions must have the approval of Global Marketing for Zarlink Semiconductor.

## Using the Logo and Wordmark...

### ...On Stationery

On the first page of letterhead, the Zarlink Semiconductor logo should appear centered at the top of the page. The logo must be printed in the PMS colours described under "General Guidelines". The address should be printed in a single line of 8.5pt Arial type along the bottom of the page. Samples are available on the Image Bank. Continuation sheets should be blank sheets.

Your paper stock should be Mohawk Superfine Ultrawhite Smooth 24lb writing. It is acceptable to change these paper specifications; however the replacement must be a suitable equivalent that is acid free and laser compatible. The colour of the stock must match the colour selected for corresponding envelopes, continuation sheets and business cards.

### ...On Business Cards

The Zarlink Semiconductor logo is to appear centered at the top of a business card. The correct size is 31 points in height, positioned 22 points from the top. The logo must be printed in the PMS colours described under "General Guidelines". Arial Italic should be used for all contact information. The stock is Mohawk Superfine Ultrawhite Smooth 100 Cover. The dimensions are 3.5 x 2.0 inches.

### ...On Envelopes

Zarlink Semiconductor uses many different sizes and styles of envelopes to enclose and distribute our correspondence. We have divided envelopes into two categories, depending on size and function:

#### Category 1:

Windowed envelopes, 8.625 x 3.625 inches  
Imperial number 10, 9.5 x 4.125 inches or International equivalent "DL"  
General purpose 9 x 12 inches

#### Category 2:

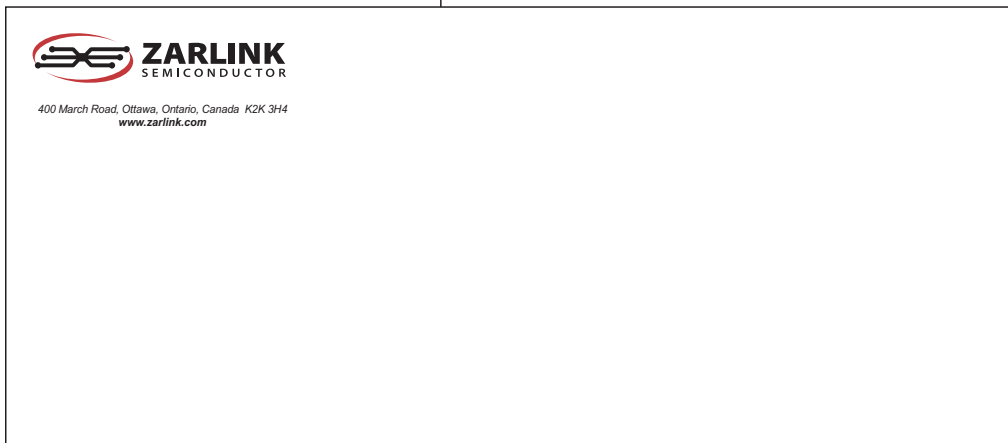
Envelopes larger than 9 x 12 inches

On Category 1 envelopes the Zarlink Semiconductor logo should appear in the top left corner, spaced 18 points from the top and 18 points from the left side. Our

address should appear in Arial Italic 8 point type with 1 point leading (i.e. 8 point type on 9 point leading). The logo should be 171 points in length.

On Category 2 envelopes the Zarlink Semiconductor logo should appear in the top left corner, spaced 27 points from the top and 27 points from the left side. Our address should appear in Arial Italic 12 point type with 1 point leading (i.e. 12 point type on 13 point leading). The symbol of the logo should be 256 points in length.

The arcs in the symbol should be printed in 100% Pantone 193 and the rest of the logo in 100% black. If the envelopes are any colour other than white, the whole logo should be printed in black. Envelope stock should be chosen to suit its intended use, but envelopes used for stationery should be 24lb White Wove.



*Scaled down versions of the letterhead, envelope and business card used to demonstrate construction of the stationery package.*



[www.zarlink.com](http://www.zarlink.com)

