



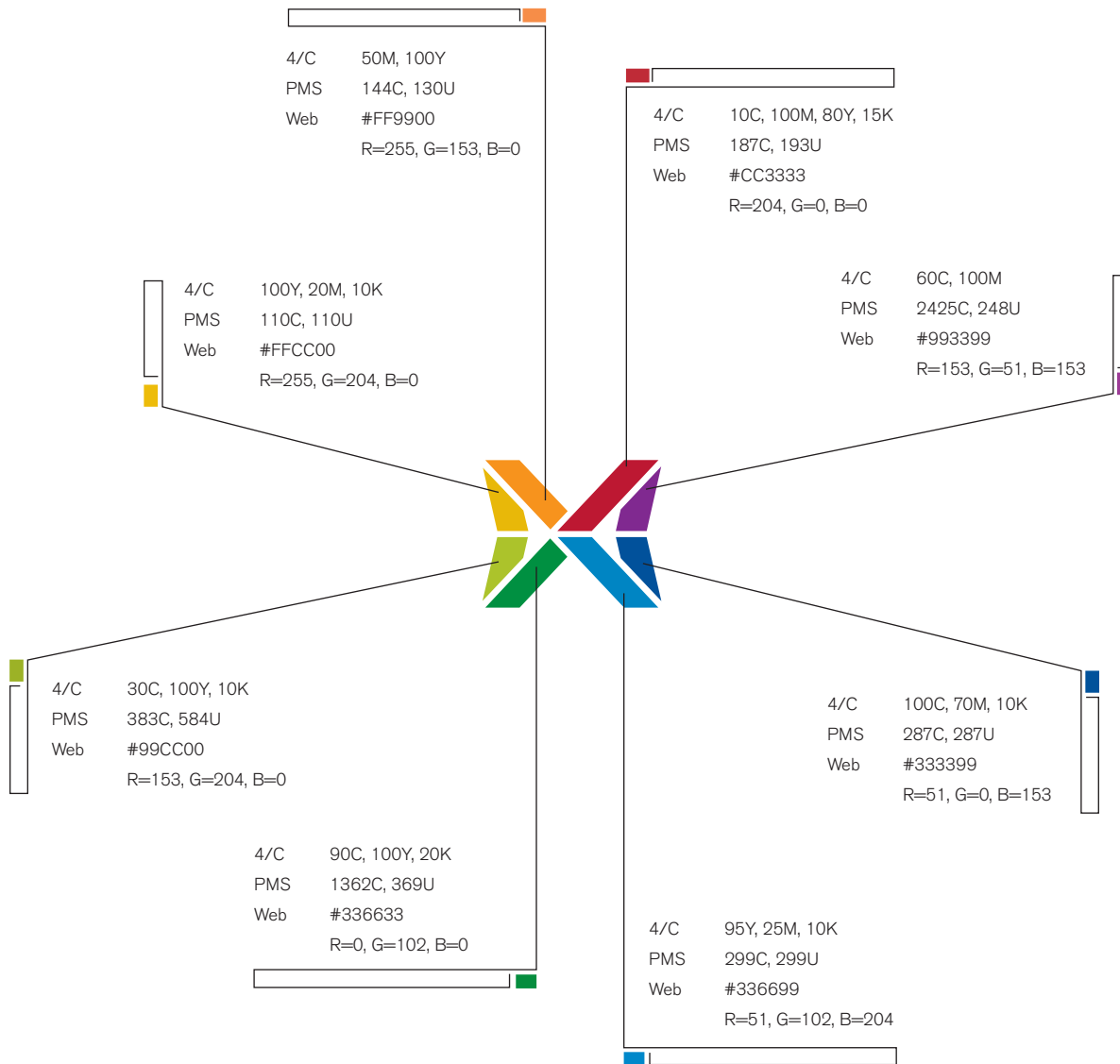


The color palette is provided below for four color process printing, PMS printing and the Internet. The colors cannot be substituted with any other color system.

Color	4/C	PMS	Web	CMYK (R, G, B)
Black	100K	Black	#000000	R=0, G=0, B=0
Orange	50M, 100Y	144C, 130U	#FF9900	R=255, G=153, B=0
Red	10C, 100M, 80Y, 15K	187C, 193U	#CC3333	R=204, G=0, B=0
Purple	60C, 100M	2425C, 248U	#993399	R=153, G=51, B=153
Blue	100Y, 20M, 10K	110C, 110U	#FFCC00	R=255, G=204, B=0
Light Blue	30C, 100Y, 10K	383C, 584U	#99CC00	R=153, G=204, B=0
Dark Blue	100C, 70M, 10K	287C, 287U	#333399	R=51, G=0, B=153
Green	90C, 100Y, 20K	1362C, 369U	#336633	R=0, G=102, B=0
Light Green	95Y, 25M, 10K	299C, 299U	#336699	R=51, G=102, B=204
White	100K	Black	#000000	R=0, G=0, B=0



The color palette is provided below for four color process printing, PMS printing and the Internet. The colors cannot be substituted with any other color system.





FOUR COLOR USAGE

When printing 4-color process, the 4/C logo should always be used. It is okay to print the logo against a solid color as long as the guidelines for the buffer area are followed. A white rule MUST APPEAR around the logo (bug only).

If it prints on a light to mid-range color, always use the black logotype. If printing on dark colors, always use the white logotype. See the next page for printing over textures and photos.



ONE COLOR USAGE

When printing with one color, the black or white versions of the logotype should always be used. It is okay to print on a solid color as long as the guidelines for the buffer area are followed. If printing on light to mid-range colors, always use the black logotype. If printing over dark colors, always use the white logotype. See the next page for printing over textures and photos.



Matrix Memory

In instances where the Matrix Memory logo must print over a photo, such as a full page ad or in packaging, it should always be placed in a solid box with a white border over an area of the photo where the background tone is smooth. The logo should not be placed in an area of the photo where the image obstructs logo readability or where the photo changes from very light to very dark.

The color of the box should be the following: 1) Four Color: 100% Cyan, 70% Magenta, 10% Black; 2) Pantone®: PMS 287; 3) Web: #333399 or R=51, G=0, B=153

The size of the box is equal to 1/4 of the height of the logo (bug only) on all four sides. (See pages 5 & 6 for buffer zone area.) The logo inside the box should always be four-color with reversed logotype. For jobs fewer than four-color, the box should be black with a white logo or PMS 287 with a white logo. No other color can be used without the permission of Matrix.

Separate digital files for this logo have been provided on disk in a "MM Logo/Box" folder. It should always be used in the same proportion provided here and cannot be altered (enlarged or reduced) in any way.

- Minimum permissible size is 0.25" up to 6" (vertical height)
- For use greater than 6", contact Matrix

FOUR COLOR USAGE



mmbx01.eps



mmbx02.eps



mmbx03.eps



mmbx04.eps



mmbx05.eps



mmbx06.eps



mmbx07.eps

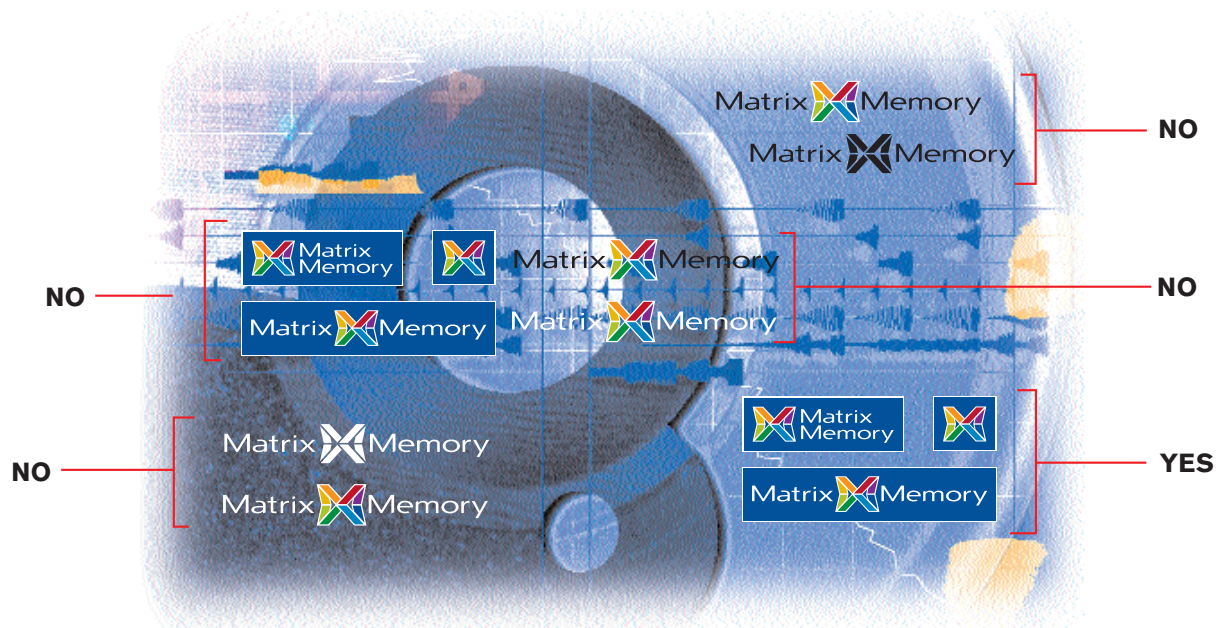


mmbx08.eps



mmbx09.eps

ONE COLOR USAGE





In instances where the Matrix Memory corporate logo must print over a photo, such as a full page ad or in packaging, it should always be placed in a solid box with a white border over an area of the photo where the background tone is smooth. The logo should not be placed in an area of the photo where the image obstructs logo readability or where the photo changes from very light to very dark.

The color of the box should be the following: 1) Four Color: 100% Cyan, 70% Magenta, 10% Black; 2) Pantone®: PMS 287; 3) Web: #333399 or R=51, G=0, B=153

The size of the box is equal to 1/4 of the height of the logo (bug only) on all four sides. (See pages 5 & 6 for buffer zone area.) The logo inside the box should always be four-color with reversed logotype. For jobs fewer than four-color, the box should be black with a white logo or PMS 287 with a white logo. No other color can be used without the permission of Matrix.

Separate digital files for this logo have been provided on disk in a "MMSI Logo/Box" folder. It should always be used in the same proportion provided here and cannot be altered (enlarged or reduced) in any way.

- Minimum permissible size is 0.25" up to 6" (vertical height)
- For use greater than 6", contact Matrix

FOUR COLOR USAGE



mmsibx01.eps



mmsibx02.eps

ONE COLOR USAGE



mmsibx03.eps



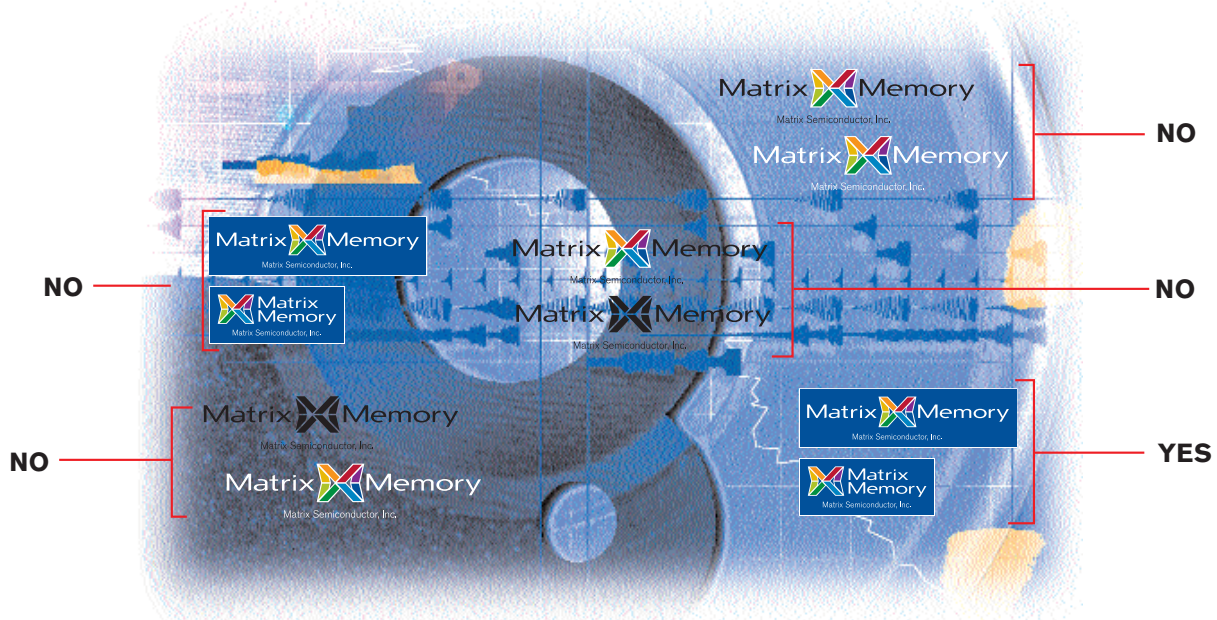
mmsibx04.eps



mmsibx05.eps

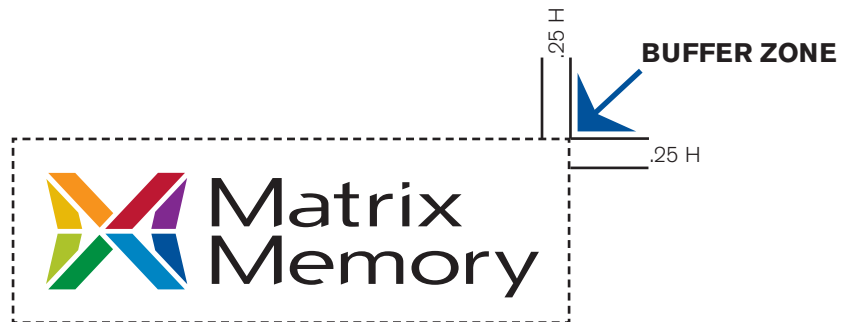
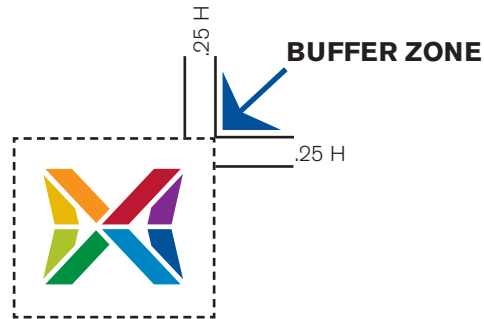


mmsibx06.eps



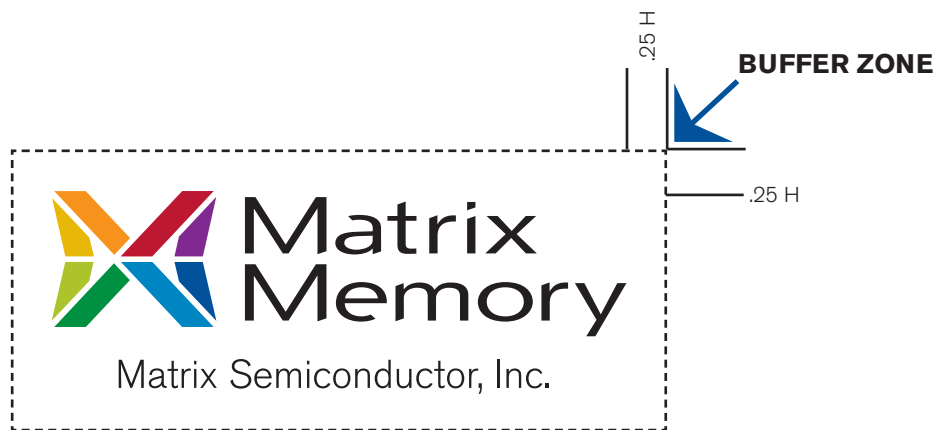
Matrix Memory

A buffer zone of 25% of the height of the logo (bug only) must be on all four sides. No other graphic elements can print within these boundaries.





A buffer zone of 25% of the height of the logo (bug only) must be on all four sides. No other graphic elements can print within these boundaries.



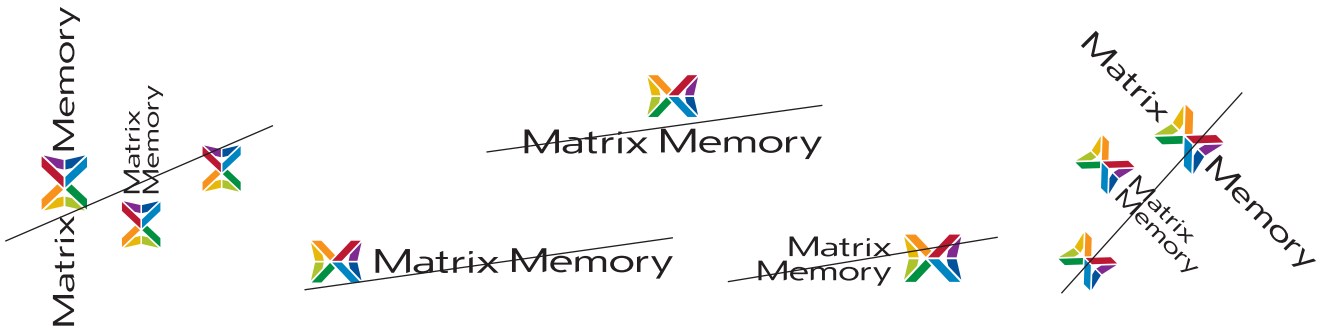
Matrix Memory

The logo and logotype can only be configured in three ways:

- A. Logo between Matrix and Memory in one line.
- B. Logo on left - logotype stacked flush left to the right of the logo.
- C. Logo on its own.

Always use logo A whenever possible for high promotional impact and preferred corporate branding. Partner logos are not to appear larger than the Matrix Memory Logo. All crossed out marks are examples of how NOT to format the Matrix Memory logo. It cannot be placed on its side or on an angle.

NOTE: The Matrix Memory logotype is a custom font. DO NOT substitute with any other typeface.



*** LIMITED USE:** The only exception to the crossed out logos below is for use on memory chips where space is severely limited. The logos marked with an asterisk below are allowed ONLY with Matrix's permission.

Matrix Memory*

mm12.eps

Matrix*
Memory

mm13.eps

Matrix*
Memory

mm14.eps

~~Matrix
Memory~~

Matrix Memory

A digital file library has been provided for the Matrix Memory logo. They are to be used "as is" and cannot be altered in any way without the specific written permission of Matrix Semiconductor, Inc. The file name written under each logo (see logos on page below) corresponds with the filenames provided on disk.

- Minimum permissible size is 0.25" up to 6" (vertical height)
- Minimum permissible size for the bug is .375" up to 2"

4-COLOR

Matrix  Memory

mm01.eps

 Matrix
Memory

mm02.eps



mm03.eps

BLACK

Matrix  Memory

mm06.eps

 Matrix
Memory

mm07.eps



mm08.eps

REVERSE

Matrix  Memory

mm04.eps

 Matrix
Memory

mm05.eps

Matrix  Memory

mm09.eps

 Matrix
Memory

mm10.eps



mm11.eps



Matrix Memory is a product and brand of Matrix Semiconductor, Inc. Whenever possible, the Matrix Memory logo should be used. In official company communication or special cases when the company identity is important, there is an approved corporate logo. All of the same rules used for the Matrix Memory logo apply.

Separate digital files for this logo have been provided on disk in a Corporate folder. Matrix Semiconductor, Inc should always be used in the same proportion provided here and cannot be altered (enlarged or reduced) in any way.

- Minimum permissible size is 0.25" up to 6" (vertical height)
- For use greater than 6", contact Matrix

4-COLOR



Matrix Semiconductor, Inc.

mmsi01.eps



Matrix Semiconductor, Inc.

mmsi02.eps

BLACK



Matrix Semiconductor, Inc.

mmsi05.eps



Matrix Semiconductor, Inc.

mmsi06.eps

REVERSE



Matrix Semiconductor, Inc.

mmsi03.eps



Matrix Semiconductor, Inc.

mmsi04.eps



Matrix Semiconductor, Inc.

mmsi08.eps

mmsi07.eps



Because the size of this logo can range from as small as usage on memory chips to as big as signage, separate sets of digital files have been created to accommodate legibility. A "_sml" has been added to the digital filename of the small logos to help you differentiate it from the larger logo files. Be careful which set of logos you are using as they are not the same line weights.

- Small logo (_sml.eps) – Minimum Permissible Size 0.1" up to 0.25"
- Above 0.25", use standard logos on previous pages (not _sml)

4-COLOR/SMALL

mm01_sml.eps 

mm02_sml.eps 

mm03_sml.eps 

BLACK/SMALL

mm06_sml.eps 

mm07_sml.eps 

mm08_sml.eps 

ONE COLOR/SMALL/BOX



mm01_smlbx.eps



mm02_smlbx.eps


REVERSE/SMALL


mm04_sml.eps


mm09_sml.eps


mm10_sml.eps


mm05_sml.eps


mm11_sml.eps


mm11_sml.eps



FOR USE IN PRINT

Font choices for body text that accompanies the Matrix Memory logo should be used in the following order of preference.

NOTE: The typeface used for the Matrix Memory logotype is custom. DO NOT substitute with any other typeface.

- A. Berthold Akzidenz Grotesque (Adobe®)
- B. Folio (Adobe®)
- C. Bell Gothic (Adobe®)
- D. Helvetica Neue (Adobe®)

All fonts are san serif and should be used in their lightest weight for body copy. See below for examples. Serif fonts are not recommended.

- | | |
|-------------------------------------|--|
| A. Berthold Akzidenz Grotesk | Toj fise rnvisd viesnv dsivhs ifvnam snfeiuhbv fd nvjn vieyf dkjfsdfdkf dfdks fdjf efns dvnuefu webkdfvn; xioh k djfi sernv isd vies nvds iv hsifvna msnfeiuhbv fdn vjn viey fe fn sdv nuef uw ebkdfvn; xioh k djf iser n visd vie snvd sivhsif vn amsnfeiuhbv fdn vjnv. |
| B. Folio | Toj fise rnvisd viesnv dsivhs ifvnam snfeiuhbv fd nvjn vieyf dkjfsdfdkf dfdks fdjf efns dvnuefu webkdfvn; xioh k djfi sernv isd vies nvds iv hsifvna msnfeiuhbv fdn vjn viey fe fn sdv nuef uw ebkdfvn; xioh k djf iser n visd vie snvd sivhsif vn amsnfeiuhbv. |
| C. Bell Gothic | Toj fise rnvisd viesnv dsivhs ifvnam snfeiuhbv fd nvjn vieyf dkjfsdfdkf dfdks fdjf efns dvnuefu webkdfvn; xioh k djfi sernv isd vies nvds iv hsifvna msnfeiuhbv fdn vjn viey fe fn sdv nuef uw ebkdfvn; xioh k djf iser n visd vie snvd sivhsif vn amsnfeiuhbv fdn vjnv. |
| D. Helvetica Neue | Toj fise rnvisd viesnv dsivhs ifvnam snfeiuhbv fd nvjn vieyf dkjfsdfdkf dfdks fdjf efns dvnuefu webkdfvn; xioh k djfi sernv isd vies nvds iv hsifvna msnfeiuhbv fdn vjn viey fe fn sdv nuef uw ebkdfvn; xioh k djf iser n visd vie snvd sivhsif vn amsnfeiuhbv fdn vjnv ie yfe fnsd vnue fu web kdfvn;xioh kdjf ise mvi s dvi esn vdsi vhs ifvna ies nvd sivhs ifvn amsnfeiu hbv fd. |

FOR USE IN WEB

Font choices for body text that accompanies the Matrix Memory logo should be used in the following order of preference.

- A. Arial (Adobe®)
- B. Helvetica (Adobe®)
- C. Verdana (Adobe®)

All fonts are san serif and should be used in their lightest weight for body copy. Serif fonts are not recommended.

FOR USE IN CORPORATE STATIONERY

- A. Berthold Akzidenz Grotesque Light (Adobe®)