Texas Instruments TI-RFid™ Logo

This document defines the Texas Instruments RFID Technology Branding Guidelines that are to be used in print, text, and broadcasting. Anyone who wishes to use the TI-RFid logo must first have an agreement with TI or other written permission directly from TI relating to the use of the logo. TI may periodically update these guidelines without notice. It is the user's responsibility to stay informed of the latest logo rules and requirements.

Fundamentals

The fundamentals of the TI-RFid Branding Guidelines are:

1. The "TI-RFid" logo shall be conspicuously displayed on the front of OEM and authorized end equipment manufacturer's products (or on the same side of the product as the OEM's or authorized end equipment manufacturer's name) unless otherwise approved in writing by TI.
2. The TI-RFid logo shall be used in accordance with the guidelines outlined in this document in all advertisements, web, broadcast, packaging and other media when a TI-RFid product is featured or shown.
3. Logo usage must be reviewed and approved prior to production of equipment or other media and a signed legal agreement must be in place.

Print

When displaying the TI-RFid logo in any print medium, the following guidelines should be met by all sellers/ distributors of TI-RFid products.

Logo Size
The minimum size of the TI-RFid logo in all print shall be 1(w) x .49(h) inches, 72.2(w) x 35.5(h) points, or 2.55(w) x 1.25(h) centimeters as shown directly below.

In larger displays, the aspect ratio should be maintained.

Logo color

- The TI-RFid mark shall be on a white background.
- The space around the logo shall be equal to the height of the "F."
- The waves should be in Blue (PANTONE® 639 or 83% Cyan, 11% Yellow). The dot should be in Red (PANTONE® 032 or 91% Magenta, 81% Yellow). The remaining text shall be in black.
- The TI-RFid logo can be in white with the waves in Blue and the dot in Red as mentioned above when the print medium is a dark or black background.
- When printing in black and white medium (e.g. newsprint), the entire TI-RFid logo can be reversed out in black or white.

Logo usage guidelines

- The TI-RFid logo shall be at least 2 inches or 5.08 centimeters away from any other company names, awards, etc. measured from the closest point.

- The TI-RFid logo cannot be featured in a strip of other marks, e.g. graphic representations referring to awards, associations, or products.

Multi-product/catalog usage

When multiple products are featured, the TI-RFid logo may be reduced to thumbnail size. In these cases the Branding Guidelines that apply are:

- The TI-RFid logo shall be on a white background, using the Blue waves, Red dot, and black lettering.
- The logo shall be boxed, keeping to the same aspect ratio as described above.

Acknowledgement

Always use the footnote stated below in each piece of print material:

The TI-RFid logo is a trademark of Texas Instruments.

Broadcast

Web

When a TI-RFid product is featured on a website:

- The TI-RFid logo shall be used and its smallest pixel height shall be 55 pixels.
- The ™ next to the TI-RFid logo will need to be touched up due to the small size.
- The TI-RFid logo shall be linked to the appropriate TI-RFid web page. If no specific page is determined, then it should be linked to "http://www.ti-rfid.com/"

Radio and Television

When airing a commercial on radio or television that features a TI-RFid product, the words "Texas Instruments Radio Frequency Identification Systems technology by Texas Instruments" shall be used when referring to this technology. When the TI-RFid logo is aired on television, the TI-RFid logo shall be featured in color as stated in the Print section.

Product

Logo size

- When displaying the TI-RFid logo on the product, there are two styles of logos that may be used. The first logo is the same logo as demonstrated in the Print section above. This logo shall be used in all situations in which the logo will measure more than 1" in width. The second logo eliminates the tag line "A TEXAS INSTRUMENTS TECHNOLOGY." This logo shall ONLY be used in circumstances in which the logo will measure less than 1" in width.
- The logo can never be used smaller than 0.50 inches wide.
- The aspect ratio must always be maintained and never altered.

The TI-RFid logo shall be conspicuously displayed on the front of the product (or on the same side of the product as the OEM's name) unless otherwise approved in writing by TI. The OEM's name shall be more prominent than the TI-RFid logo. If your company's logo is smaller than the TI-RFid logo, or if your product is too small to effectively showcase the logo in this size, please contact your TI Market Communications Representative for instructions on using the TI-RFid logo.

Logo color

Color usage of the TI-RFid logo can be displayed in one or two colors as described below.

- For one color usage: Black or white (reversed out of a color).
- For four color usage: The waves shall always print Blue (PANTONE® 639 or 83% Cyan, 11% Yellow). The dot should be in Red (PANTONE® 032 or 91% Magenta, 81% Yellow). The remaining text shall be in black or white (reversed out of color).
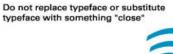
Product Name

The TI-RFid brand name shall not be used in or on a part of the OEM's or Qualified Customer's product model number or the product name.

Examples of how NOT to use the TI-RFid brand with your product name:

- TI-RFid™ XYZ1000
- <Company Name> TI-RFid™ <Product Name>

Examples of improper/unauthorized usage of the TI-RFid Logo Art:

Do not replace typeface or substitute typeface with something "close"

Do not alter or change the colors in any element of the signature

Do not alter or deform the shape of the signature