The IDT WinChip™ logo is a visual representation of the quality and value of the IDT WinChip product line. The objectives of this guide are to create a specific and consistent standard for displaying the IDT WinChip product name and logo in a variety of different settings and media, and to convey a uniform brand image that is recognizable at a glance.

Logo Usage Guidelines

The IDT WinChip logo is an intrinsic part of the WinChip identity. It helps distinguish IDT WinChip as a unique and distinctive product line. The logo and mark should not be altered in any manner which could cause its identity to be misconstrued.
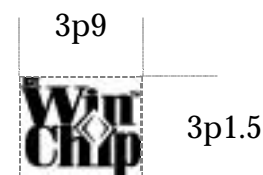
Color

The IDT WinChip logo should appear in two colors whenever possible. In two color applications the type should appear in black on white and very light (<15%) colored backgrounds and appear as a white knockout on black or very dark (>85%) backgrounds. The dot over the i and graphical microprocessor representational bars (GMRBs) shall appear in PMS 390. In one color applications all elements shall appear in full value.

In printed material use inks mixed to meet Pantone Matching System specifications for PMS 390 CV.

Where four color process printing is employed please use the following color build up: 18% C , 0% M, 100% Y, 6% K.
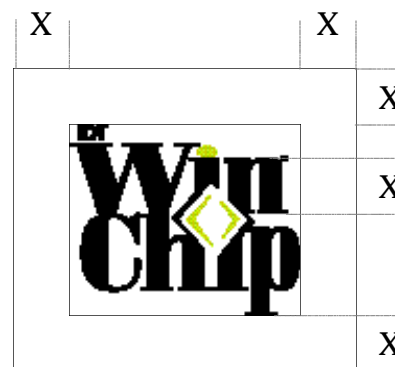
Where the color is displayed on a RGB video monitor please use the following buildup: 204 R, 204 G, 0 B.

Minimum Size

The logo should be no smaller than 3p9 picas wide and 3p1.5 picas high. This minimum size is to be used for ideal viewing situations only. For less than ideal situations such as web design the minimum size will increase to 7p3 picas wide and 6 picas high or 87 pixels wide by 72 pixels high.
The copyright mark should never be reduced more than 0p3.5 picas or 1.25mm wide.

3p9

3p1.5

Offset

The IDT WinChip logo requires a minimum offset from other graphic elements and material to ensure its ease of identification.

X is equal to the height of the n in IDT WinChip and is the minimum offset.

X   X
X
X
X

Usage

DO insure the WinChip name is upper and lower case with uppercase "W" and "C" and lower "in" and "hip" wherever the name appears in headlines, text or captions, insure the logo is always placed on a background color that is sufficiently dark or light for the logo colors to have a high contrast, place the logo in a promi-nent position, upper left or lower right is pre-ferred, place in a horizontal position, and include all elements of the logo.

DO NOT position the logo on an angle, place the logo on a pattern other than the one at left, print the logo in any other color than the IDT WinChip colors, print the logo on a color that does not provide sufficient contrast, print the logo in multicolor, add graphic elements to the logo, alter the configuration or proportions of the logo in any way, shadow, slant, outline, or curve the logo in any way, or recreate the logo using similar type.