

# Arteris

## Logo Usage Guidelines

# Logo

## Primary Logo

The Arteris logo was built to convey speed, dependability and a collaborative spirit.

The logo is composed of the *Arteris Wordmark* and the *IP Square*.

Arteris Wordmark

"IP Square"

**ARTERIS**



**ARTERIS** 

**ARTERIS** 

**ARTERIS** 

Primary Logo Colors



Pantone Orange 021 C  
RGB 254, 80, 0  
CMYK 0, 83, 100, 0  
HEX #FE5000



Pantone Black C  
RGB 0, 0, 0  
CMYK 75, 68, 67, 90  
HEX #000000



Pantone 11-0601 TPG  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0  
HEX #FFFFFF

## Logo

### Clearspace

The clearspace around the logo can be determined by the *IP Square*. The spacing between the wordmark and the *IP Square* should always be  $1/3$  of the *IP Square*. The distance between the x-height of the wordmark and the top of the *IP Square* is determined by the registered trademark symbol.



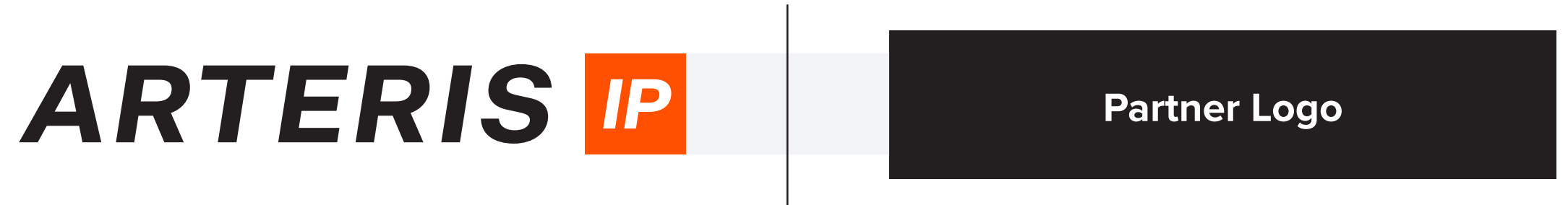
# Logo

## Partnership Lockups

For partnerships, make sure that both logos have a similar visual weight, and respect the clearspace of each logo. Use the *IP Square* to find the clearspace. Prioritize using the horizontal layout whenever possible.

Horizontal Partner Lockup

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Vertical Partner Lockup

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# Logo

## Don'ts

Do not alter the logo. Avoid the following common mistakes.

Do not stretch

~~ARTERIS IP~~

Do not overlay patterns

~~ARTERIS IP~~

Do not position on an angle

~~ARTERIS IP~~

Do not outline

~~ARTERIS IP~~

Do not use any color besides the primary brand colors

~~ARTERIS IP~~

Do not use drop shadow

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"Arteris" should never appear without "IP" and vice versa

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~~ARTERIS~~

~~IP~~