

## USING EXTERNAL LOGOS IN SEMICON DESIGNS

Third-party logos may appear on SEMICON materials in limited cases, such as exhibitor promotions, sponsor signage and partnership assets. However, inconsistent usage can lead to confusion about brand ownership—making it appear as though SEMICON is hosted or co-organized by an external organization.

When creating a design that adds third-party logos, it is important to maintain all of the design standards established in this guide. Here are some guidelines that will protect the SEMICON brand and maintain clarity when adding third-party logos:

### 1. SEMICON must always lead

SEMICON is the organizing brand and must appear as the primary and most prominent identity in any layout that includes third-party logos. Here are some best practices when adding third-party logos to any SEMICON design:

- Place the SEMICON show logo in the top or lead position.
- Make the SEMICON show logo larger than third-party logos.
- Use consistent margins and alignment to reinforce visual hierarchy.
- Keep the SEMICON show logo close to the brand content.
- Do not create logo “lockups” (i.e., side-by-side combinations) that suggest organizational partnerships unless explicitly approved by the SEMI Corporate Brand Team.

### 2. Hierarchy and spacing rules

To preserve brand clarity:

- Maintain a minimum 1x logo height margin between the SEMICON show logo and any third-party logo.
- SEMICON's show logo should be at least 25% larger than any accompanying logo.
- Group third-party logos in a secondary row, column or zone.

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### Proper Usage

Below are a few specific examples to guide how third-party logos and the SEMICON show logo interact.

**Do** place the SEMICON show logo in the lead position.



**Do not** size other logos equal to the SEMICON logo.



**Do not** split the SEMICON show logo from show content.



**Do** make the SEMICON show logo the largest logo.



**Do** use consistent margins that reinforce visual hierarchy.



**Do not** create logo "lockups" that suggest equal ownership.

