

SEMI Global Expositions

Brand Identity Guidelines

Without Limits 2014-2015



Contents

Introduction

Brand Statement	3
Look and Feel	4

1: Visual and Verbal Theme

Visual Theme & New Fractal	6
Verbal Theme	8
Theme Applied to Sample Pieces	14
Global Samples	18

2: Kit of Parts

Without Limits Badges	20
Without Limits Badges with Descriptors	21
Without Limits Global Badges	22
Fractal Library / Dimensional	23
Fractal Library / Dimensional / White	24

Fractal Library / Dimensional / Grey Gradient	25
Fractal Library / Flat	26
Color Palettes	27
Typography	29
Image Library	30
Image Colorization / Instructions	31
Image Colorization / examples	32

3: Do's & Don'ts

Fractal Library / Dimensional / Do's & Don'ts	34
Typography / Do's & Don'ts	35

4: Brand Hierarchy Guidelines

Brand Hierarchy Strategy and Purpose	38
Brands and Brand Elements	39

SECTION 1 Brand Statement

There are no limits to where technology can take us or to where we can take technology.

There are no limits to our abilities to connect across markets, across oceans, and across languages to advance technology development and grow new business.

There are no challenges we cannot overcome because there are no limits to what we can achieve by working together.

SEMI Global Expositions provide unlimited access to the people, products, and technologies that move microelectronics, advance innovation, and grow business worldwide.

Explore opportunity without limits.



SECTION 1 Look and Feel

Without Limits is accompanied by new graphic and color themes made to reinforce its core concept. Defining elements of this brand design include:

Hexagonal Fractals

Hexagonal Badge

Horizontal Gradients
and Image Overlays



SEMICON[®]
Europa 2014

Visual and Verbal Theme

This section portrays the theme visually and verbally using samples across global tradeshow.

SECTION 1

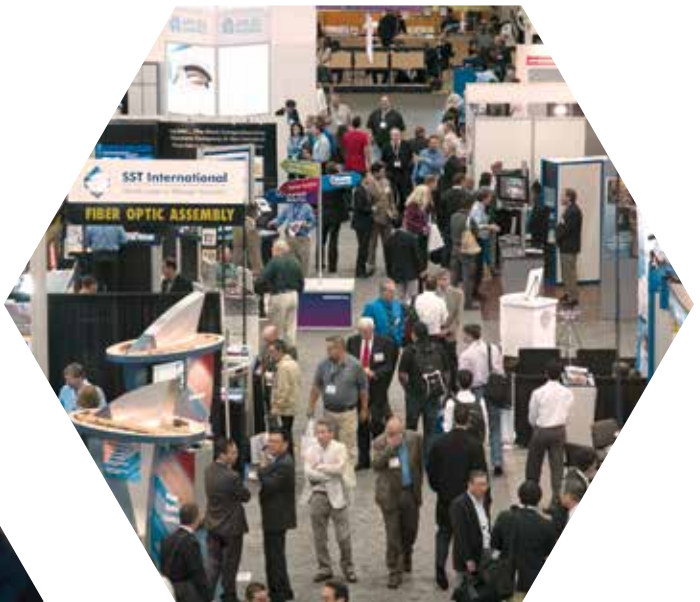
Visual & Verbal Theme Overview: Design Samples

SECTION 1 Visual Theme & New Fractal

SEMICON[®]
Singapore2014

SEMICON[®]
Japan 2014

without
limits.



SECTION 1 Verbal Theme

“Without Limits” is meant to inspire people to look beyond challenges and boundaries to the limitless possibilities and opportunities in technology, business, connection, and other areas we traditionally promote around SEMI expositions.

The “Without Limits” graphic is primarily intended to be used alone; however, where appropriate, the graphic may be paired with complimentary words/ideas that expand the theme.

Complimentary words are optional and should be used sparingly. You should not “force” pairings just for the sake of adding words or if the space does not allow it. Note that most samples provided in this style guide do not use complimentary pairings.

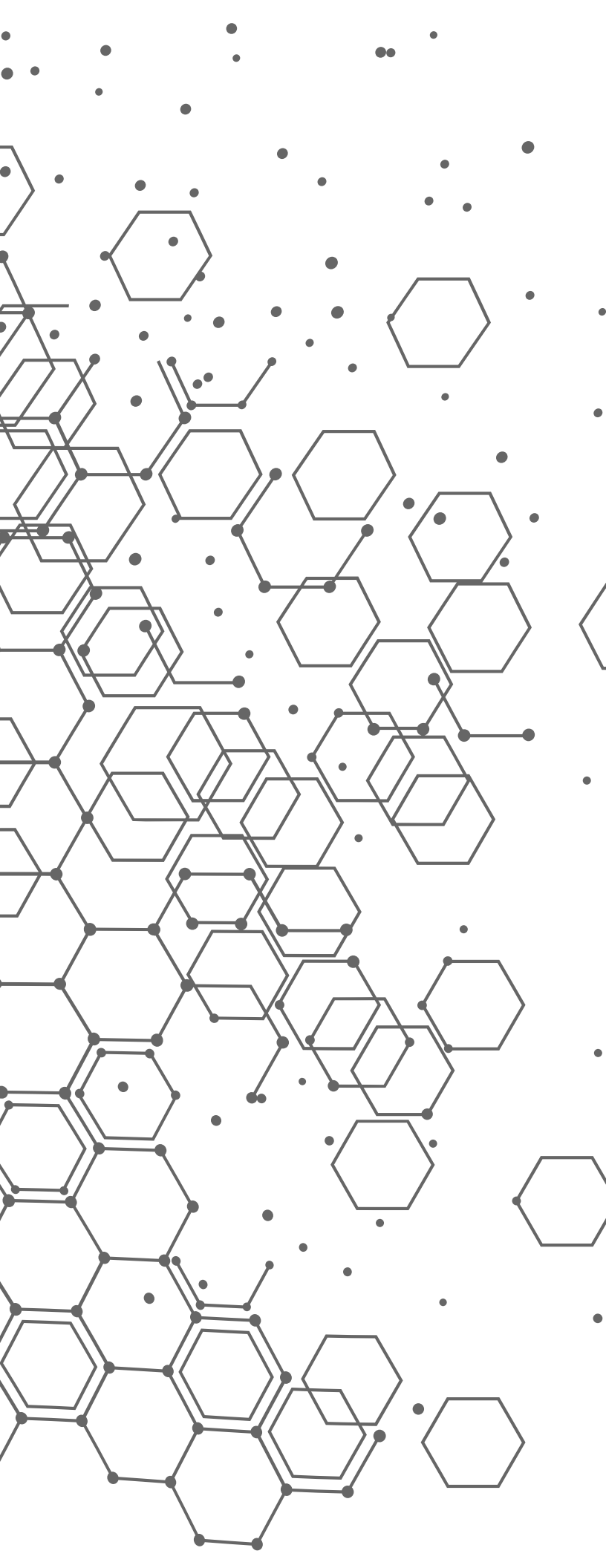
business
technology
mobility
community
brilliance
future
creativity
PV
connection



SEMICON[®]
Europa2014

mobility





без
ограничений

SEMICON[®]
Russia2014

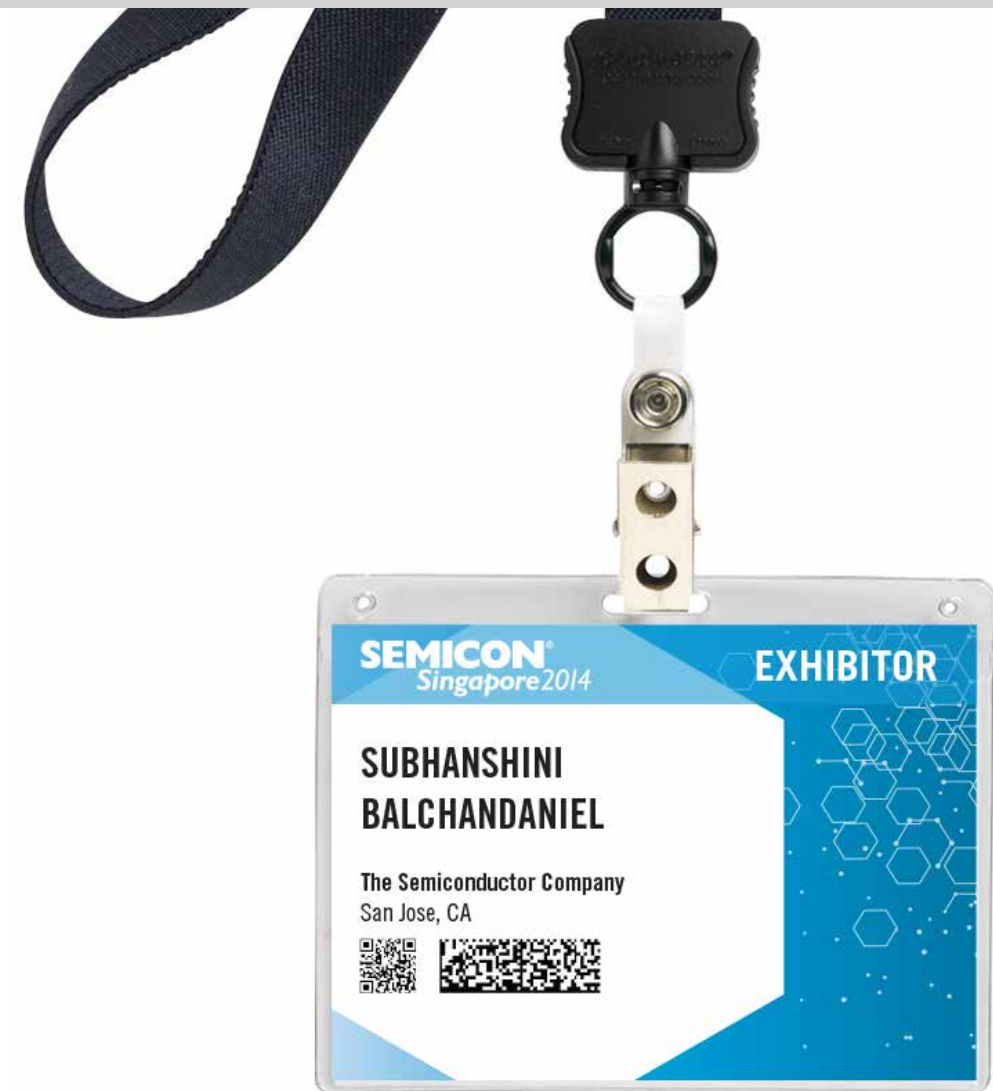
SEMICON[®]
China2014



The background is a blue-tinted photograph of a modern office interior with glass partitions and people working. Overlaid on the left side is a large, intricate white hexagonal grid pattern, resembling a molecular or circuit structure. Scattered throughout the blue background are several smaller, isolated white hexagons and small white dots.

SEMICON[®]
Korea2014

SECTION 1 Theme Applied to Sample Pieces





SEMICON[®]
West2014

A large billboard on the left side of a modern building. It features a bright orange background with a white hexagonal shape in the center. Inside the hexagon, the text "SEMICON[®]" is written in bold black letters, and "West2014" is written in orange letters below it. The background of the billboard is decorated with a white circuit board pattern of lines and dots.

without
limits.

A large billboard on the right side of the building. It has a bright orange background with a white circuit board pattern. In the center, the words "without limits." are written in a white, lowercase, sans-serif font.

SEMICON[®]
West2014

A vertical banner hanging from a pole on the right side of the image. It has an orange background with a white circuit board pattern. The text "SEMICON[®]" is written in bold white letters, and "West2014" is written in white letters below it.



SEMICON[®]
West2013

July 9–11, 2013
San Francisco, CA

EXHIBIT NOW

REGISTER

EXHIBITS

SESSIONS/EVENTS

HOTEL/TRAVEL

PARTICIPATE

ABOUT/INFORMATION

semi

EXHIBITORS

SEGMENTS

PRESS

Search

Google Custom Search

SEMICON West 2013
is brought to you by:

ADVANTEST

APPLIED
MATERIALS

KLA
Tencor
Accelerating Yield



Registration is now open for Programs and Exhibits.

More than a tradeshow, SEMICON West connects you to hundreds of manufacturers and suppliers of semiconductor and related microelectronic products and services. Find innovative products, learn new manufacturing solutions, network with other industry professionals and stay up-to-date on the latest market and technology...all in one place—SEMICON West.

Access to Ideas and Information

Your registration includes free access to all TechXPOT sessions, keynote and executive panels. Register through May 10 and get all this for FREE:

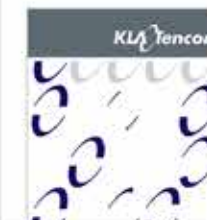
- Silicon Innovation Forum —Top strategic investors review an exciting

A Conversation on the Future of Semiconductor Technology

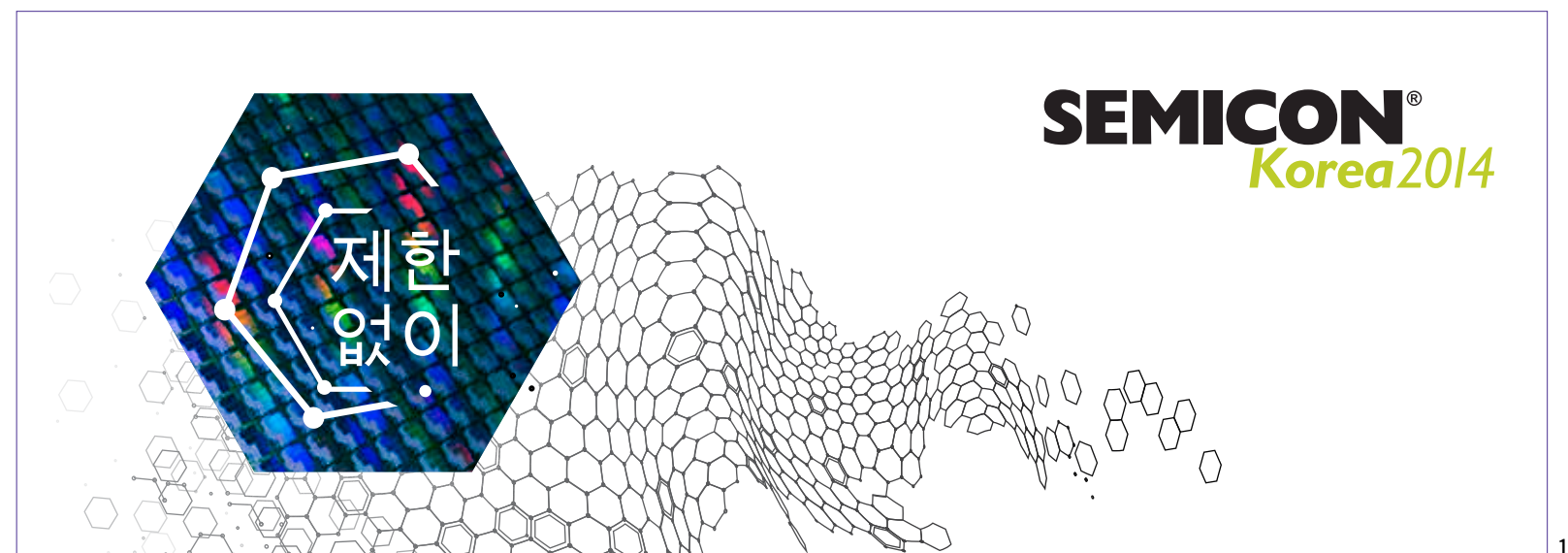
Wednesday, July 10 • 10:00–11:00 • Explorade Hall



APPLIED
MATERIALS



SECTION 1 Global Samples



Kit of Parts

This section breaks down the assets and how to use them. It includes logos, fractals, theme badges, color palette, typography and photographic library.

SECTION 2 Without Limits Badges



1 - use alone with highlight gradient or reversed out of full color background



2 - use over color hex (gradient or solid)



3 - use over image-filled hex

SECTION 2 Without Limits Badges with Descriptors



1 - pair a descriptor with the lockup
and no badge on a white background



3 - pair a descriptor with the hex badge
match the color of the text and the hex



2 - reverse it out of a color background



2 - reverse it out of a color background
with the hex

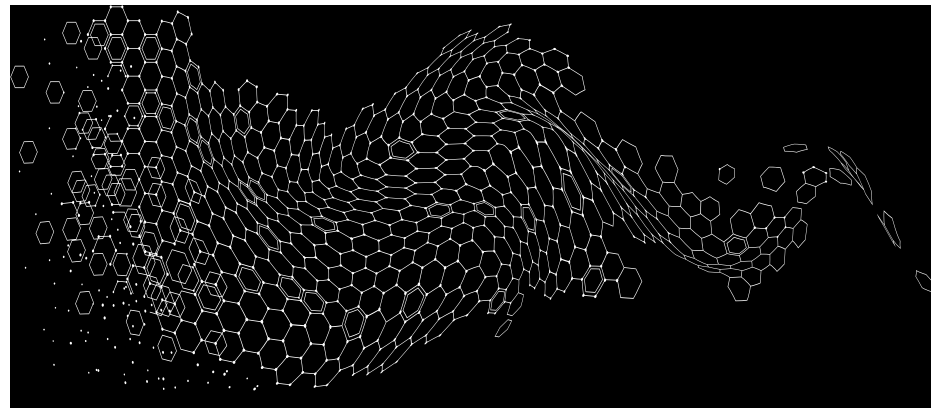
SECTION 2 Without Limits Global Badges



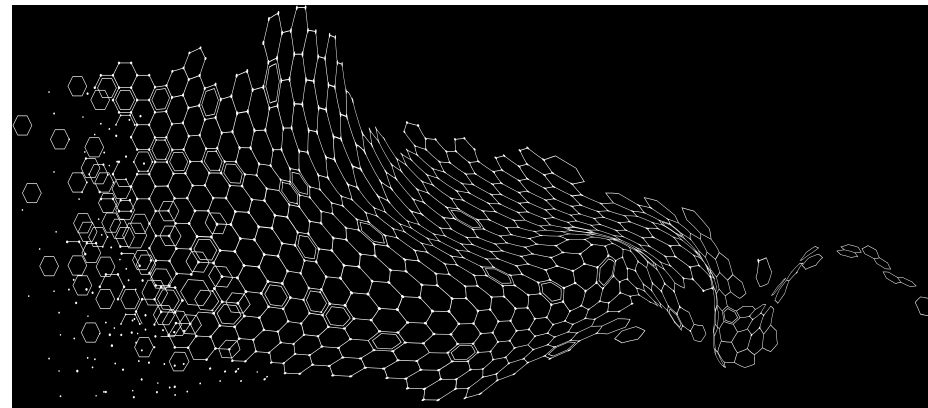
SECTION 2 Fractal Library / Dimensional



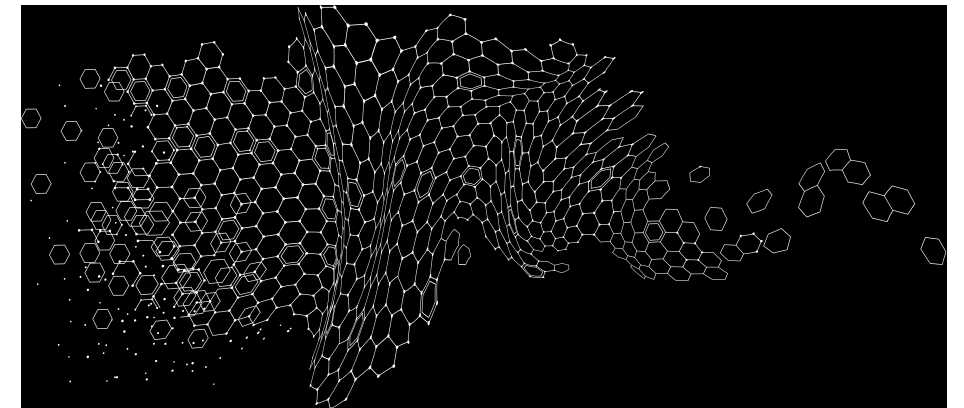
SECTION 2 Fractal Library / Dimensional / White



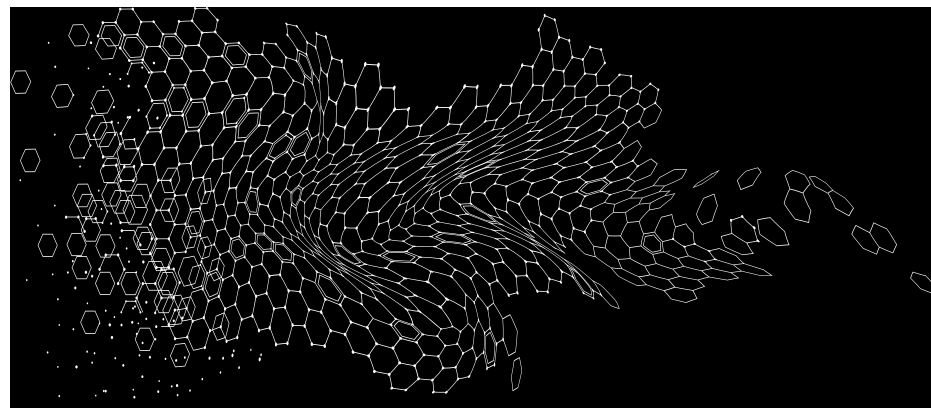
1 / SEMI-fractal1-white.ai



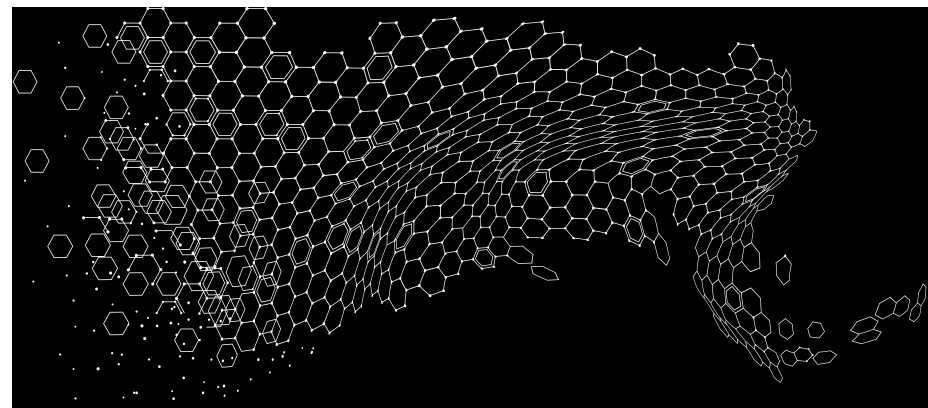
2 / SEMI-fractal2-white.ai



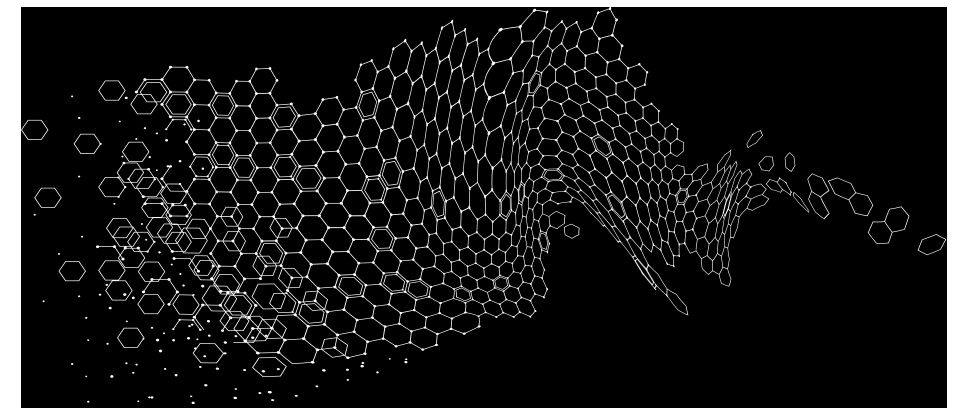
3 / SEMI-fractal3-white.ai



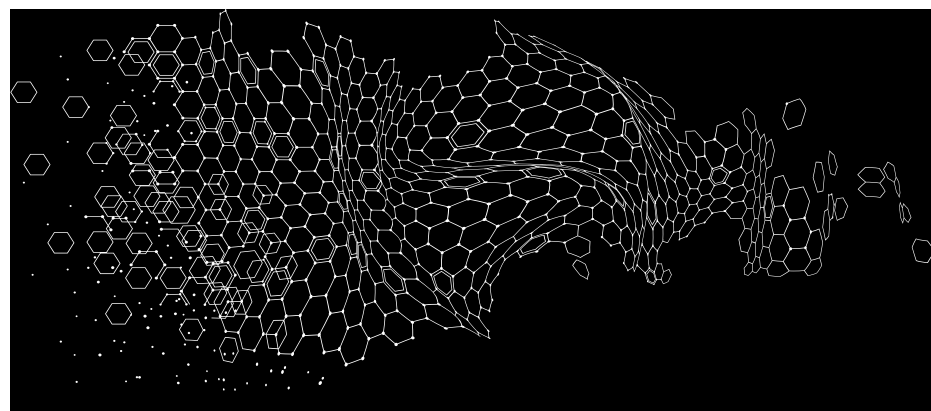
4 / SEMI-fractal4-white.ai



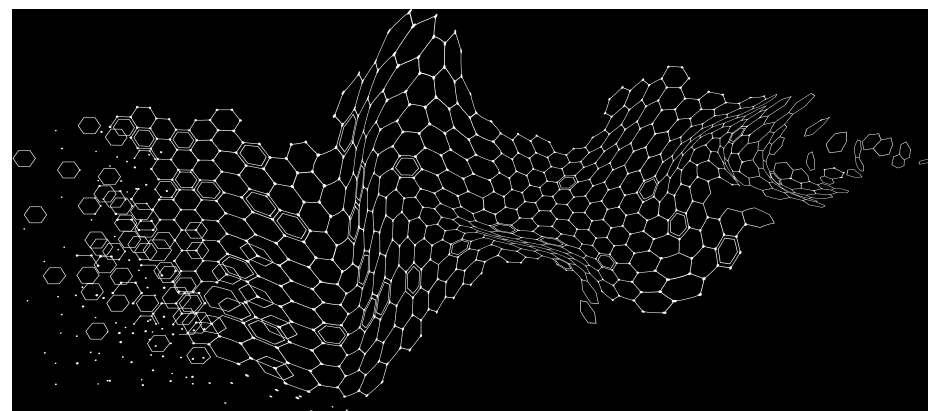
5 / SEMI-fractal5-white.ai



6 / SEMI-fractal6-white.ai

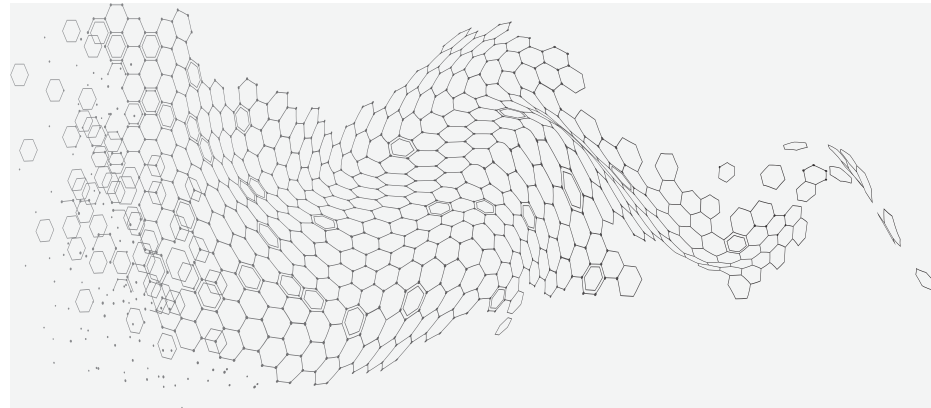


7 / SEMI-fractal7-white.ai

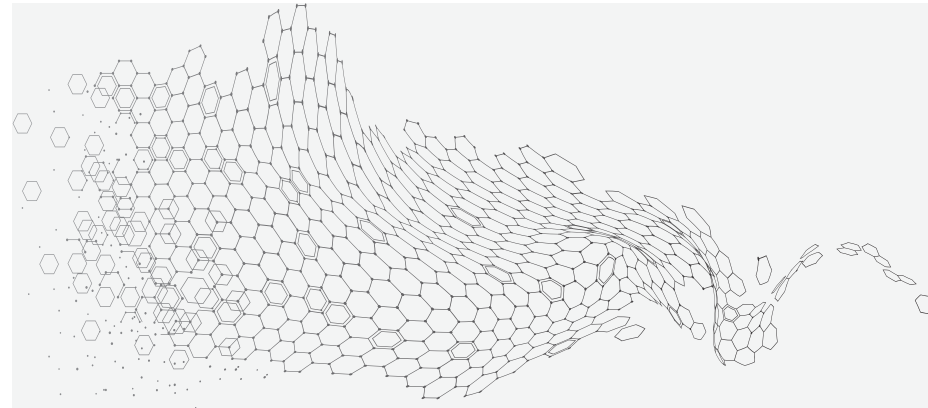


8 / SEMI-fractal8-white.ai

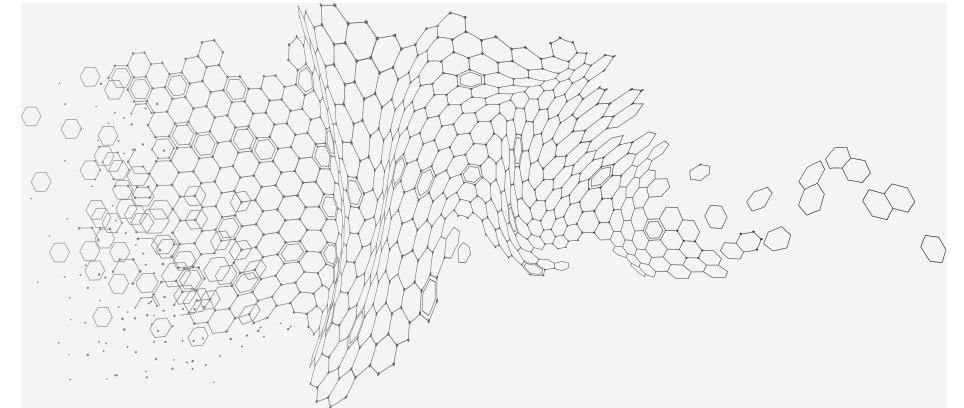
SECTION 2 Fractal Library / Dimensional / Grey Gradient



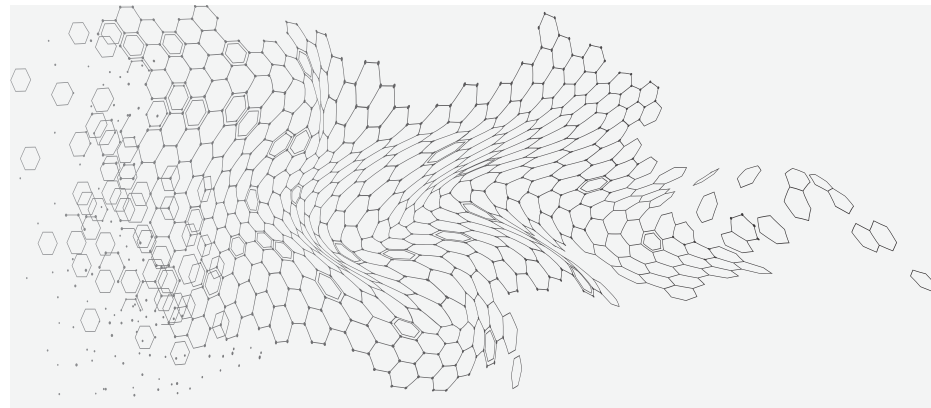
1 / SEMI-fractal1-gradient.ai



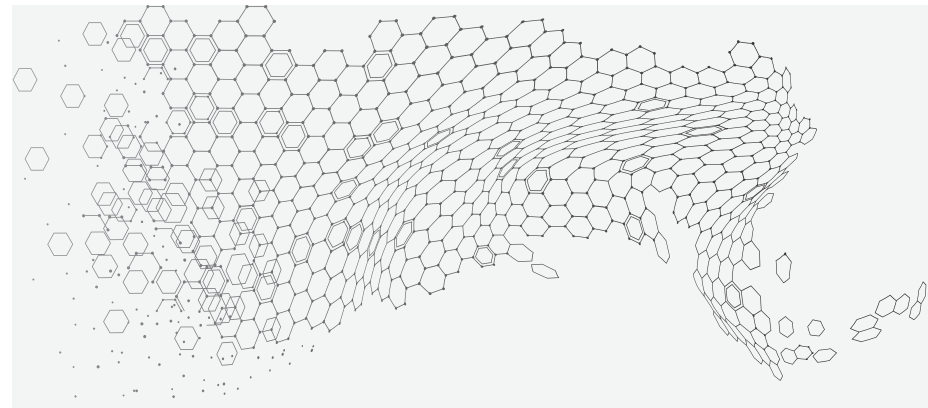
2 / SEMI-fractal2-gradient.ai



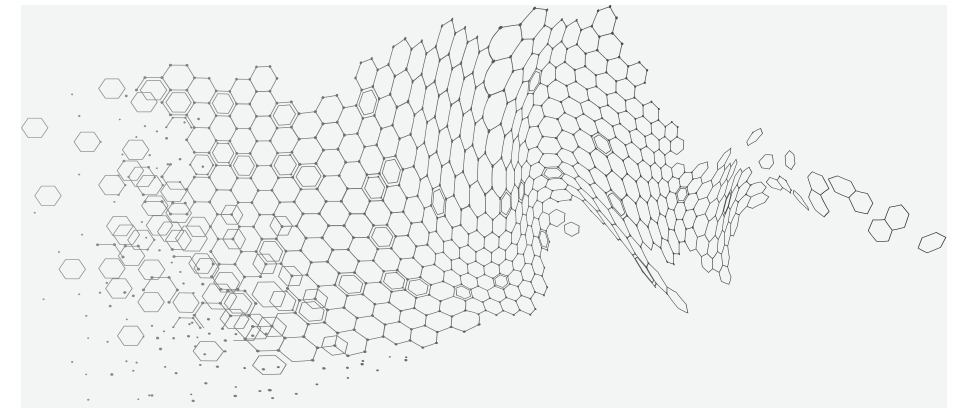
3 / SEMI-fractal3-gradient.ai



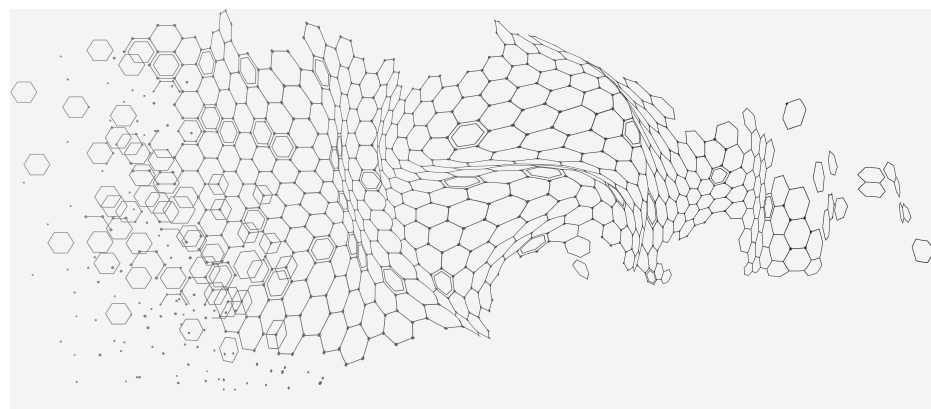
4 / SEMI-fractal4-gradient.ai



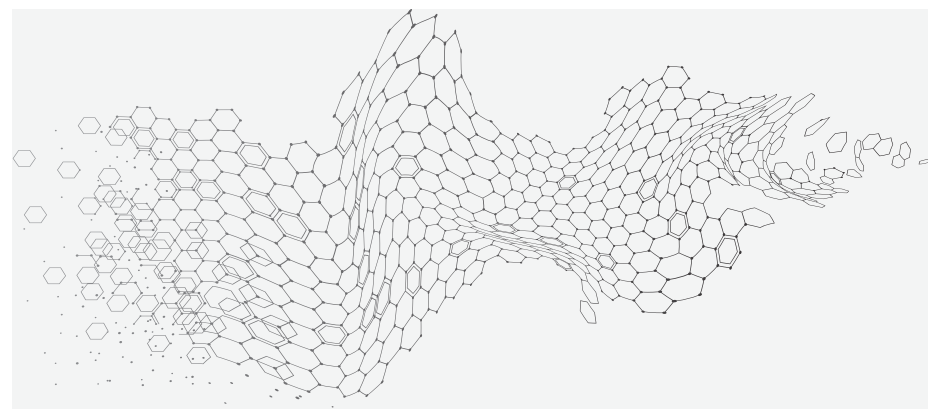
5 / SEMI-fractal5-gradient.ai



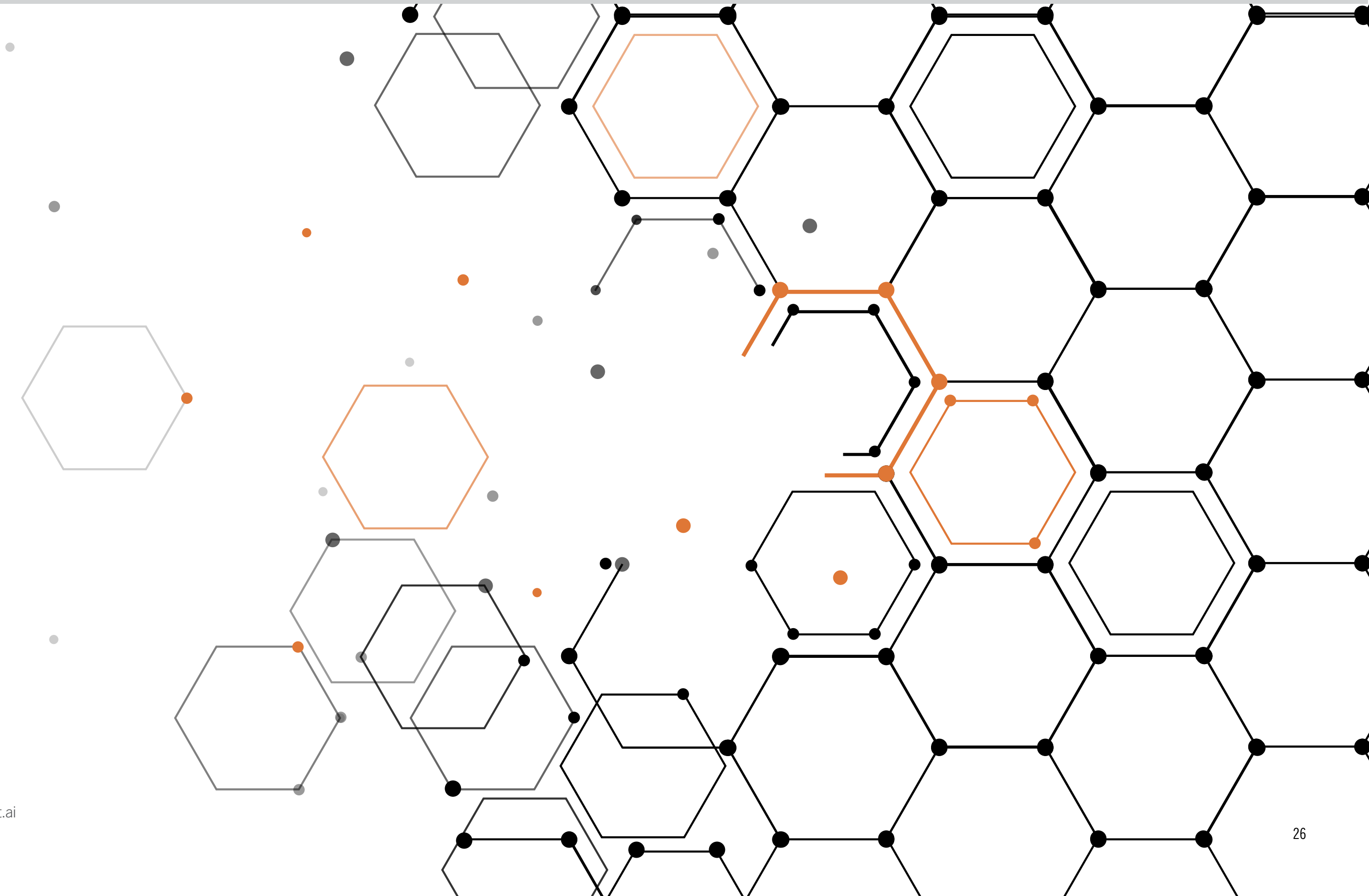
6 / SEMI-fractal6-gradient.ai



7 / SEMI-fractal7-gradient.ai

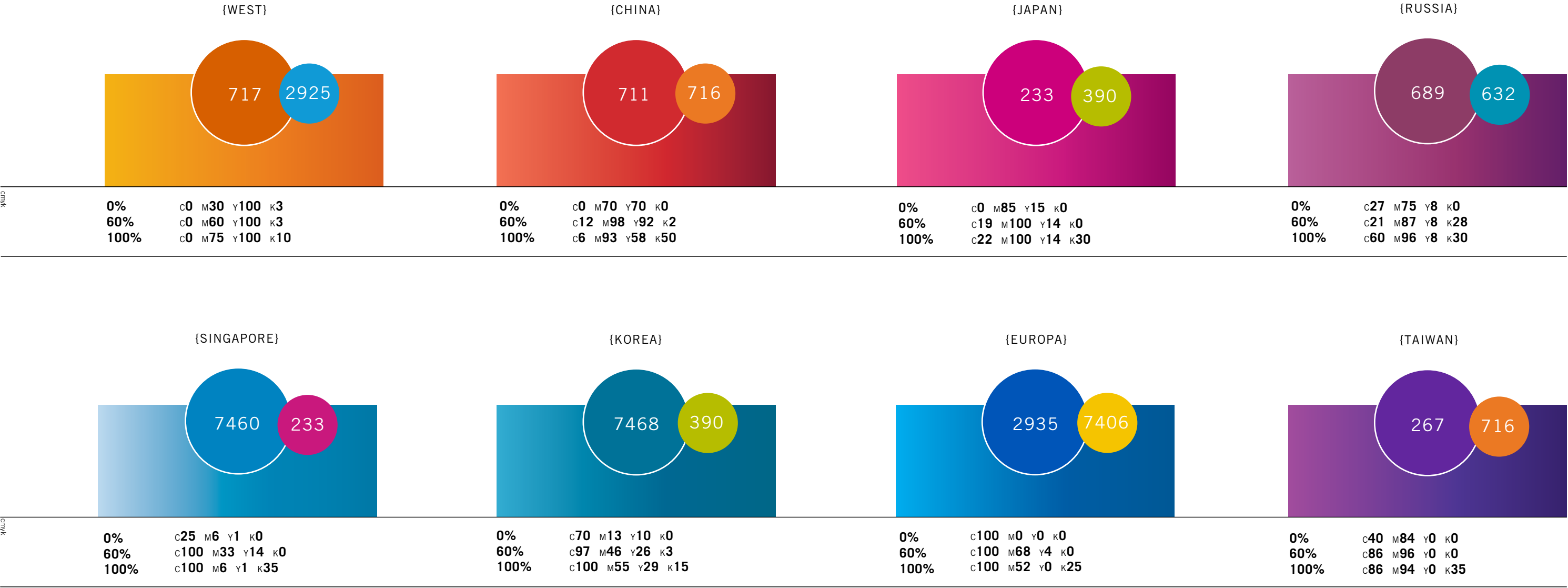


8 / SEMI-fractal8-gradient.ai



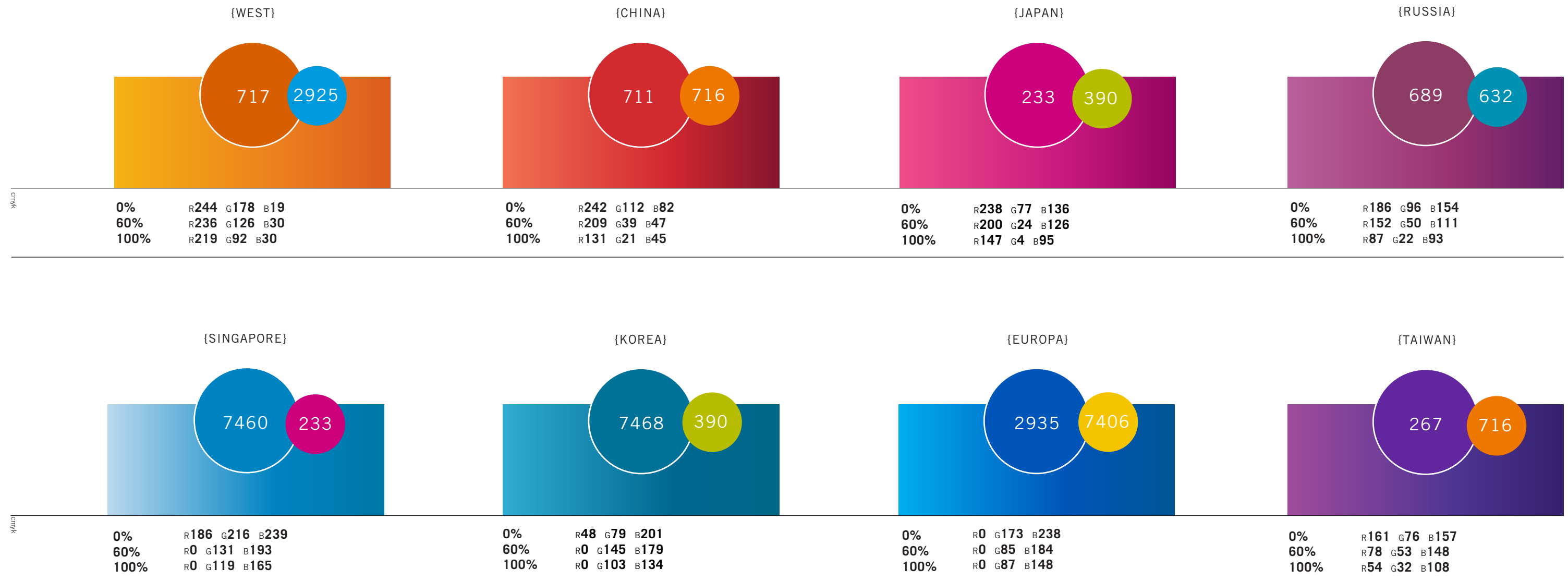
SECTION 2 Color Palettes / CMYK

CMYK GRADIENTS



SECTION 2 Color Palettes / RGB

CMYK GRADIENTS



SEMI Global Expositions primary typeface is Trade Gothic. Font weights may be used for general messaging and communications.

SEMI’s secondary font, Gill Sans, is used for the Without Limits badge, complimentary words and stylized headlines only.

WITHOUT LIMITS BADGE (BELOW)
“without limits” uses Gill Sans Light

WITHOUT LIMITS MESSAGING (BELOW)
“brilliance” uses Gill Sans Regular



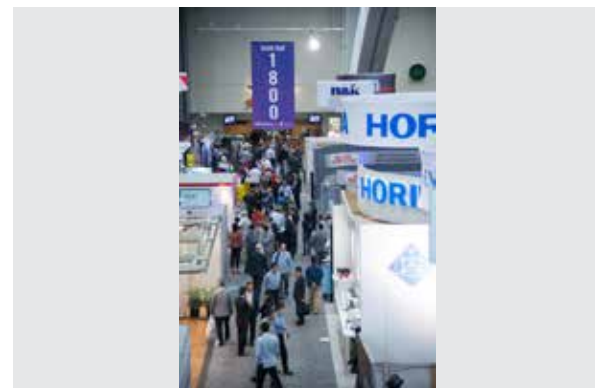
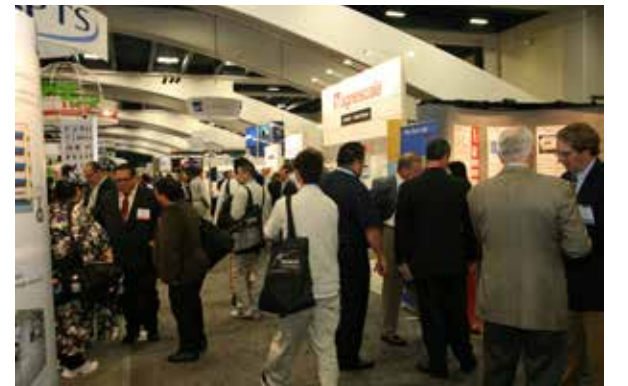
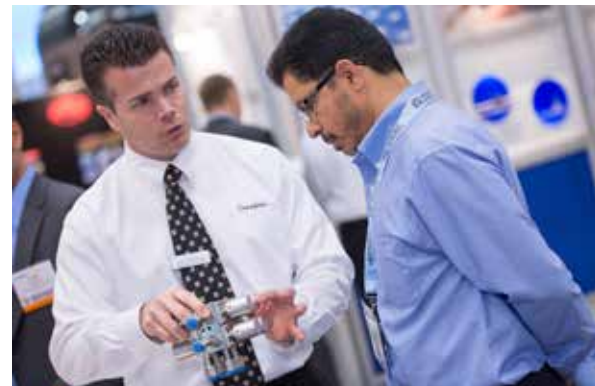
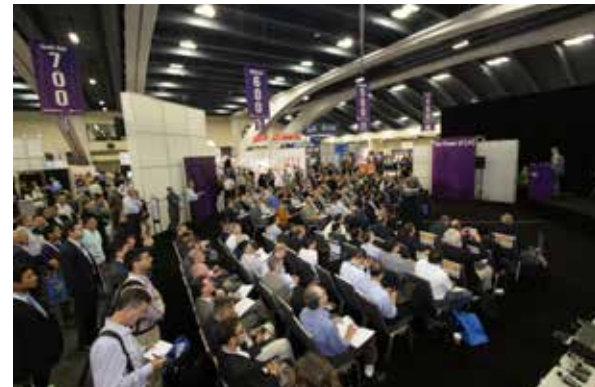
Gill Sans

Light	abcdefghijklmnopqrstuvwxyz
Regular	abcdefghijklmnopqrstuvwxyz
Medium	abcdefghijklmnopqrstuvwxyz
Bold	abcdefghijklmnopqrstuvwxyz
Extrabold	abcdefghijklmnopqrstuvwxyz

Trade Gothic

Condensed No. 18	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Condensed No. 18 Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Bold No. 2	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

SECTION 2 Image Library



Continue to use the full spectrum of show and technology imagery available to you. Here are some new images from SEMICON West.

SECTION 2 Image Colorization / Instructions

Step 1:
Select Imagery



Step 2:
Desaturate by
50%



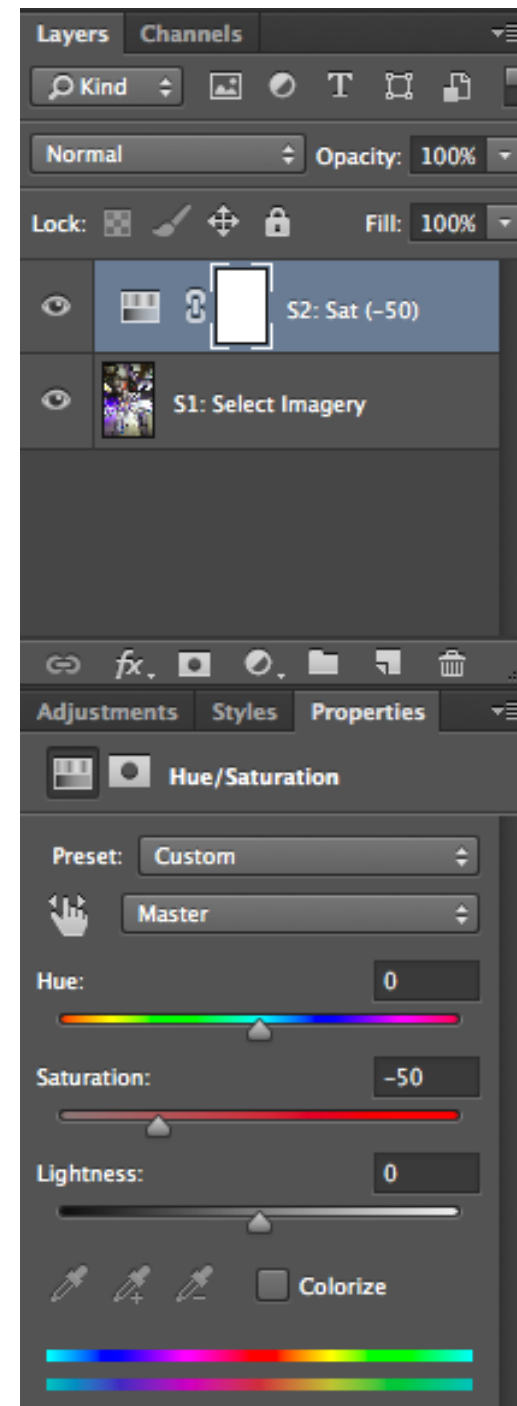
Step 3:
Clip Output
Levels to 80:200



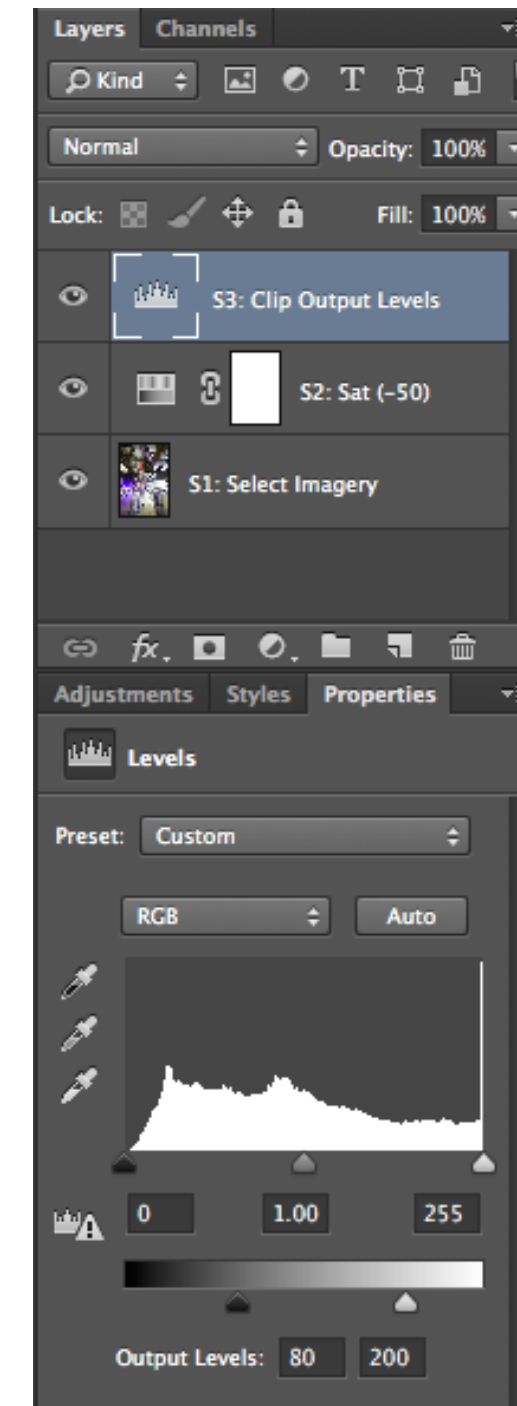
Step 3:
Apply gradient
with “overlay”
blending mode



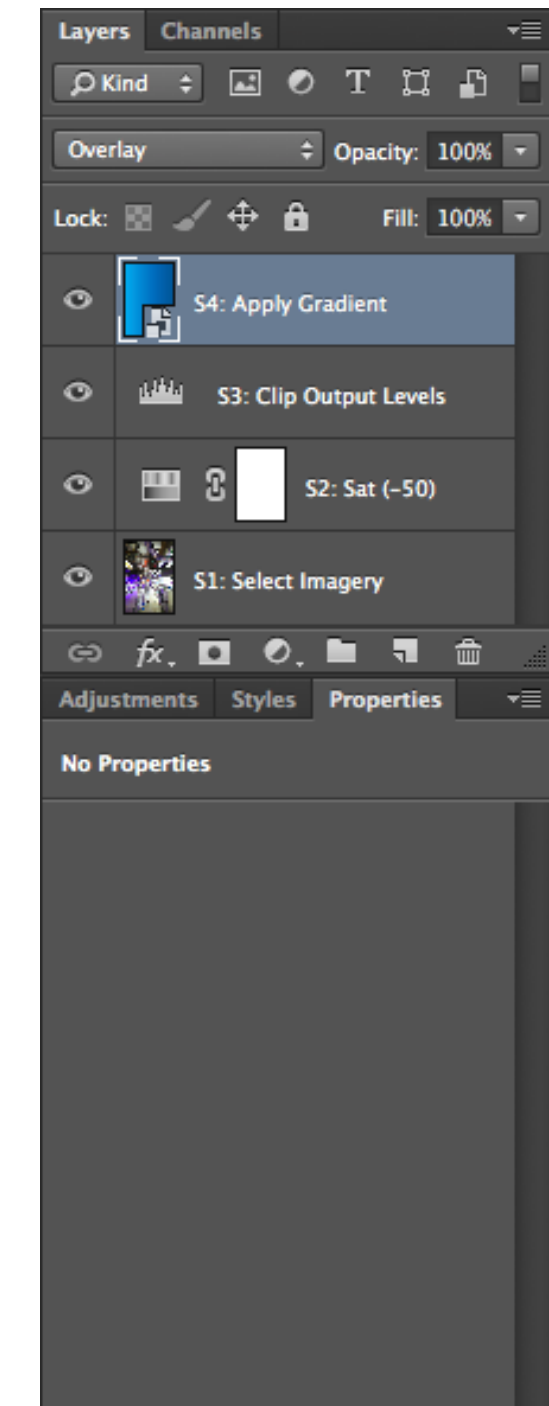
Step 2:



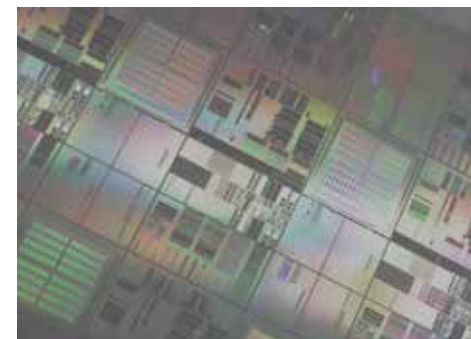
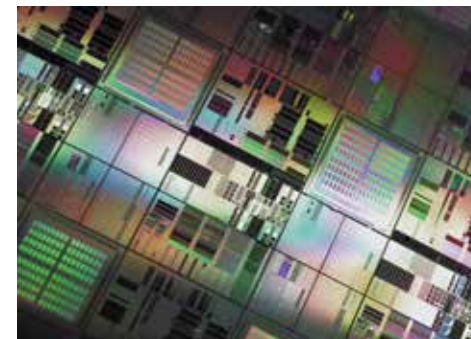
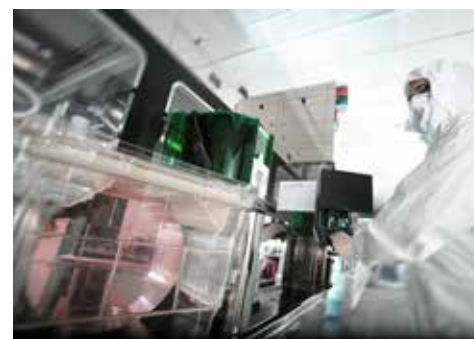
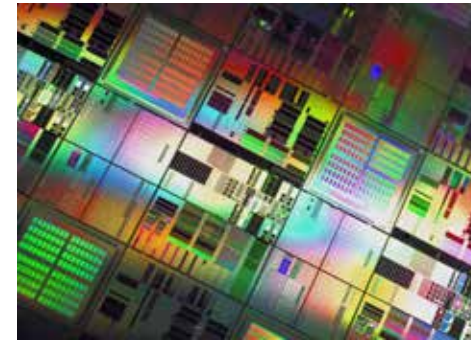
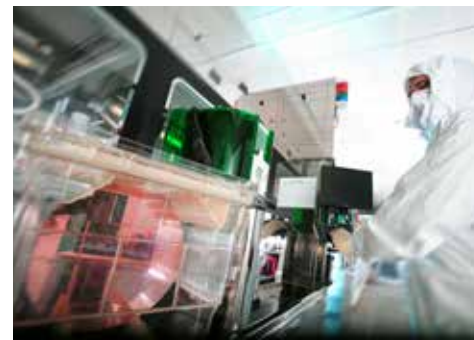
Step 3:



Step 4:



SECTION 2 Image Colorization / examples



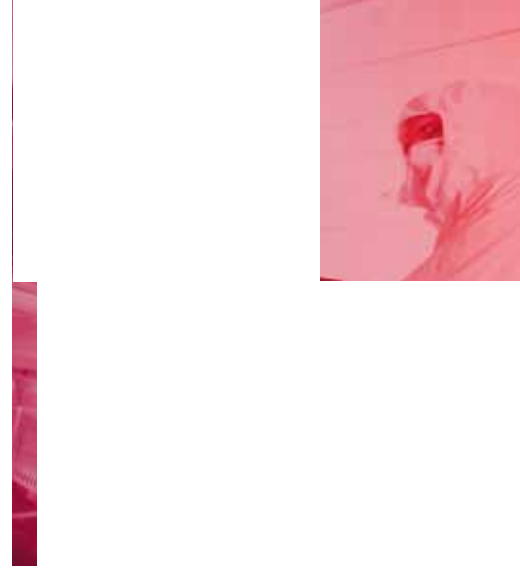
Do's and Don'ts

This section breaks down the proper usage of Without Limits branding elements including logo usage, fractals, images and colors.

YES



DO / Use grey fractals over white

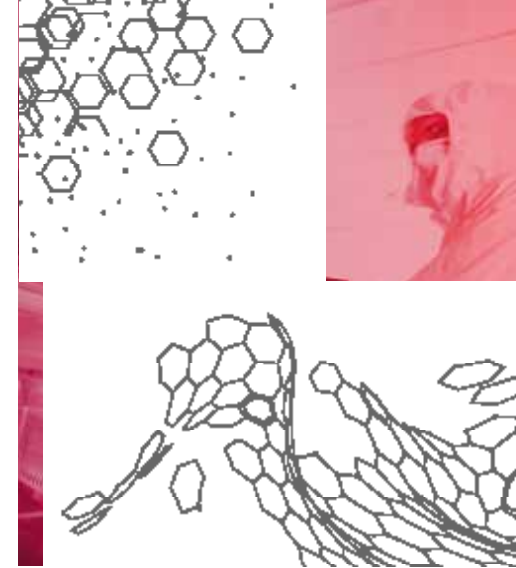


DO / Use white fractals over color or colorized photography

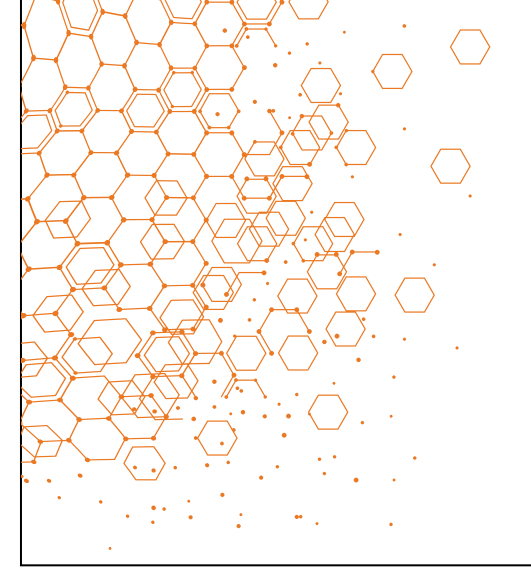


DO / Occasionally screen back the opacity of the fractal

NO



DO NOT / Use grey fractals over color or photography



DO NOT / Colorize the fractals unless using the pre-colored "flat" fractal.

YES



DO / Use plain or colored images inside hex shapes



DO / Use colored images as a background

NO



DO NOT / Use a gradient vertically



DO NOT / Use plain images as a background

YES



DO / Use the Semicon Logo in conjunction with the badge.



DO / Place complimentary words before badge.

NO



DO NOT / Place the Semicon Logo inside of the badge.



DO NOT / Capitalize the badge or complimentary words.

DO NOT / Place complimentary words after badge.

Brand Hierarchy Guidelines

This section provides a framework for which brands and brand elements should be prominent at different times across the exhibition experience.

SECTION 4 Brand Hierarchy Strategy and Purpose



Offsite Marketing and Advertising



Onsite Marketing and Advertising

For SEMICON 2014-15, we are providing guidelines on the use of multiple brands (SEMI, SEMICON, sponsors and exhibitors) and brand elements (SEMICON verbal and visual theme), to ensure that the proper prominence is being given to each brand and brand element.

Each brand needs to be prominent at different times and places, determined by the location and by the audience. The following pages outline exactly which brands and elements need to be represented at each marketing channel, and in what hierarchy.

We mentioned that the SEMICON theme includes verbal and visual elements—fractals and theme lockups. You don't always have to use both. If you think the verbal theme has been used enough, just show the fractals and imagery. If you think the communication needs more content, use the verbal theme. Let your own discretion be your guide in deciding when using both will create the greatest SEMICON experience.

SECTION 4 Brands and Brand Elements

Offsite Marketing and Advertising Emphasis

SEMI BRAND

SEMI logo



SEMICON BRAND

SEMICON logo with and without year



Onsite Marketing and Advertising Emphasis

SEMICON BRAND ELEMENTS

SEMICON Verbal and Visual Theme



SPONSOR LOGOS

Sponsor Logos

