

CORPORATE IDENTITY



CONSISTENCY IN GLOBAL IDENTITY

The Zarlink Semiconductor logo is the most immediately recognizable emblem of our business. It is a visual message that tells our customer and suppliers, the media and the general public who we are and what we do. It differentiates us from our competitors and acts as a focus for our employees and partners to establish values. It is our brand. Taking care to maintain the consistent appearance of our identity, regardless of where it appears—from semiconductor ICs through collateral—reflects the attention to quality we bring to everything we make and everything we do and gives our customers a means of recognizing us in the marketplace.

Mike McGinn
Corporate Communications
Zarlink Semiconductor

About the Global Identity

The Zarlink Semiconductor corporate logo, which includes trademarks of Zarlink Semiconductor Inc, is a clear, coordinated global identity system and is one of the most important means by which we can project a positive impression of our organization, activities and products.

Zarlink Semiconductor's global identity consists of a design mark and a wordmark. The design mark contains two parts, the first is six points connecting and converging into the center of the mark, the second part is two arcs visually creating an ellipse and connecting two of the points on the ellipse. The wordmark consists of the word "Zarlink" along with the generic term "Semiconductor" set in a slightly modified Myriad type face. Rather than trying to reconstruct the logo yourself, refer to the Image Bank on the Zarlink Semiconductor internet site at <http://www.zarlink.com>. There you will find logos of various formats, all complying with the guidelines set out in this document for use in different applications.

General Guidelines

It is important that the Zarlink Semiconductor corporate logo appear in one of two colour arrangements if at all possible, as demonstrated below.

The preferable way to reproduce the logo is with the arcs in the symbol in 100% Pantone 193 and the rest of the logo in 100% black. If the Pantone colour cannot be reproduced due to the production process, see the "Primary Colour Palette" section for equivalents. It is also acceptable, if necessary, to reproduce the entire logo in black.



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On a dark background, the logo should be dropped out or printed white as shown below to maintain the highest possible contrast.



In any application, you should make sure to leave a buffer zone around the logo that matches the height of the letter "Z" in the wordmark.



Corporate Fonts

The primary font for marketing use is Myriad Pro. It is a versatile font which comes in a variety of weights and it remains readable at a wide range of point sizes. Arial is an acceptable alternative when Myriad is not available.

MYRIAD REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MYRIAD BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MYRIAD BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary Colour Palette

In addition to the colours used in the logo, Zarlink has adopted an accent colour. It is a blue, Pantone 5415, that complements the Zarlink red. Priority should be given to using these colours in all promotional material.

Equivalents to our Pantone colours are listed below for use in applications where the Pantone colour cannot be reproduced.

Pantone 193 R 191 H 347° C 0%
G 18 S 91% M 100%
B 56 B 75% Y 66%
K 13%

HEX #BF1238

Pantone 5415 R 92 H 207° C 42%
G 120 S 36% M 8%
B 143 B 56% Y 0%
K 40%

HEX #5C788F





DO NOT add elements



DO NOT change the angle



DO NOT change colours



DO NOT change the size relationship



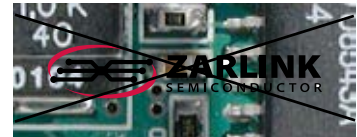
DO NOT use outlines



DO NOT change fonts



DO NOT change character spacing



DO NOT use dark or intricate backgrounds



DO NOT use elements alone



DO NOT distort the elements

Incorrect Logo Usage

The appearance of the corporate logo is critical to the integrity of our corporate identity and to the consistent impression we make in the marketplace. There are rules to follow for using the corporate logo. A few examples of "DO NOTs" are: never skew the corporate logo in any direction, never orient the logo vertically and never use the logo in a sentence.

Depending on the application, it may be impossible to apply these guidelines to the logo (e.g. promotional T-shirts, gold or silver reproduction or embossing, alternative sizing requirements, etc.).

All exceptions must have prior written approval from Zarlink Corporate Communications.

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Corporate Stationery

LETTERHEAD—On the first page of letterhead, the Zarlink Semiconductor logo should appear centered at the top of the page. The logo must be printed in the PMS colours described under “General Guidelines”. The address should be printed in a single line of 9pt Arial type along the bottom of the page. Continuation sheets should be blank sheets.

Your paper stock should be Mohawk Superfine Ultrawhite Smooth 24lb writing. It is acceptable to change these paper specifications; however the replacement must be a suitable equivalent that is acid free and laser compatible. The colour of the stock must match the colour selected for corresponding envelopes, continuation sheets and business cards.

BUSINESS CARD—The Zarlink Semiconductor logo is to appear centered at the top of a business card. The correct size is 31 points in height, positioned 22 points from the top. The logo must be printed in the PMS colours described under “General Guidelines”. Arial Italic should be used for all contact information. The stock is Mohawk Superfine Ultrawhite Smooth 100 Cover. The dimensions are 3.5 x 2.0 inches.

ENVELOPES—Zarlink Semiconductor uses many different sizes and styles of envelopes to enclose and distribute our correspondence. We have divided envelopes into two categories, depending on size and function:

Category 1:

- Windowed envelopes, 8.625 x 3.625 inches
- Imperial number 10, 9.5 x 4.125 inches or International equivalent “DL”
- General purpose 9 x 12 inches

Category 2:

- Envelopes larger than 9 x 12 inches

On Category 1 envelopes the Zarlink Semiconductor logo should appear in the top left corner, spaced 18 points from the top and 18 points from the left side. Our address should appear in Arial Italic 8 point type with 1 point leading (i.e. 8 point type on 9 point leading). The logo should be 171 points in length.

On Category 2 envelopes the Zarlink Semiconductor logo should appear in the top left corner, spaced 27 points from the top and 27 points from the left side. Our address should appear in Arial Italic 12 point type with 1 point leading (i.e. 12 point type on 13 point leading). The symbol of the logo should be 256 points in length.

The arcs in the symbol should be printed in 100% Pantone 193 and the rest of the logo in 100% black. If the envelopes are any colour other than white, the whole logo should be printed in black. Envelope stock should be chosen to suit its intended use, but envelopes used for stationery should be 24lb White Wove.



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 **ZAR**
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