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A New Era in Navigation

EMCORE Brand and Logo Use Guidelines

https://emcore.com/brand/

LAND   SEA   AIR   SPACE
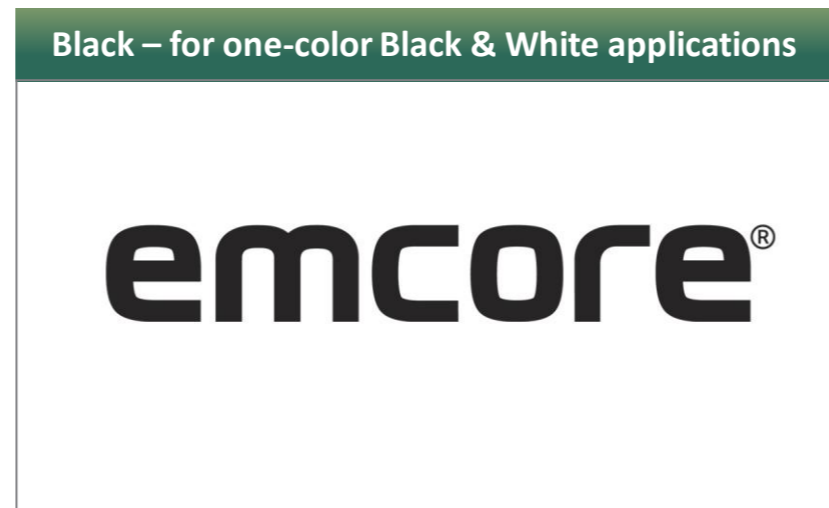
Joel Counter

JULY 12, 2023

Corporate & Marketing Communications

- **Our brand style and logo is the visual expression of who we are. It symbolizes the quality of our people, our products, our processes, our core technologies and vertically-integrated manufacturing capabilities**
- **There is one approved version of the logo with three color options:**
  - Gray (preferred for most uses), Black, and reverse White (for use on dark color backgrounds)

| Color Version – Pantone Cool Gray 10	Black – for one-color Black & White applications	Reverse White – For use on dark backgrounds
emcore®	**emcore**®	**emcore**®
Gray is the preferred version for most uses	**For Black & White document use**	**Reverse White for use on dark backgrounds**

Specialized applications of the logo such as promotional merchandise require approval and design consultation from Marketing. Please do not order any merchandise with our logo without review by Joel Counter, Marketing Communications, 626-999-7017. joel_counter@emcore.com

Logo Placement and Clearspace

- **The placement and appropriate scale of the logo is important for maximum impact and presence**
  - The EMCORE logo is generally best placed in the upper left or right corners areas versus in the center of a document, although centered placement is OK depending on the use
  - Appropriate scale in relation to other elements on the page or surface where the logo is used is important
    - The logo does not need to be the largest element on the page. Generally, it should not be overly large. 1 ¼" to 2 ¼" wide for most uses
    - The minimum size of the logo for most purposes is approximately 1 ¼" inches wide, although there could be applications where it is reproduced smaller

- **Logo Clearspace**
  - Clearspace helps stage the logo, separating it from other elements, such as headlines, text, imagery, or the outside edge of printed materials
    - Clearspace is defined as a clear area outside the boundary of the logo that is important to maintain. Giving the logo plenty of room to breath is the most important element in placement of the logo. The required minimum Clearspace is ¼" all the way around, but more room is recommended where space allows
    - In the example below the gray space around the logo represents the minimum clearspace where no other object, text or outside edge of a page should invade

Minimum Clearspace = ¼ Inch all the way around

Clearspace

Clearspace

Clearspace

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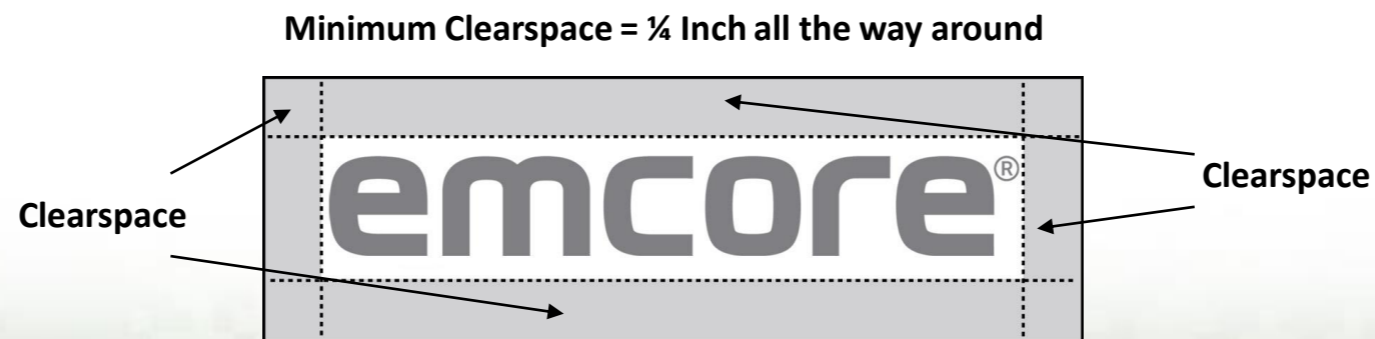
- **It is critical that you do not deviate from correct logo use by doing anything like you see below:**

  - **DO NOT stretch or distort the logo proportions**

    IMPORTANT TIP: Always hold the shift key on your keyboard when scaling the logo. It keeps it in proportion

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  - **DO NOT alter the colors of the logo**

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  - **DO NOT try to recreate the logo in another font**

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  - **DO NOT put the logo on a busy background**

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- **Also, don't add taglines, catch-phrases, or slogans to, or near the logo**

Corporate Colors and Fonts

- **The corporate color scheme has been updated to a green and gray-based palette in conjunction with EMCORE's transition to an aerospace and defense navigation company**

  - **Print Pantone Colors**
    - Dark Green = Pantone 561
    - Logo (medium) Gray = Pantone Cool Gray 10 → **emcore®**
    - Dark Gray = 85% Black

  - **Print 4-color Process Colors - Cyan, Magenta, Yellow, Black (CMYK)**
    - Dark Green - Pantone 561 = Cyan: 72, Magenta: 0, Yellow: 47, Black: 43
    - Logo (medium) Gray - Pantone Cool Gray 10 = Cyan: 0, Magenta: 0, Yellow: 0, Black: 72
    - Dark Gray – 85% Black = Cyan: 0, Magenta: 0, Yellow: 0, Black: 85

  - **Web and Powerpoint Colors**
    - Dark Green = Hex: 2C6859. The RGB equivalent is R=44, G=104, B=89
    - Light Green = Hex: 789669. The RGB equivalent is R=120, G=150, B=105
    - Dark Gray = Hex: 4E4E50. The RGB equivalent is R=78, G=78, B=80

- **EMCORE Fonts**
  - Powerpoint and Email Communications – Calibri
  - Stationary Identity System – Roboto and Arial
  - Marketing Communications and Website – Helvetica, Arial, Frutiger, Roboto (website)