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The Samtec corporate logo is the most immediate representation of our company, our people, and our brand to the world. It is a valuable corporate asset that must be used consistently in the proper, approved forms.

These branding guidelines will help you to determine the best way to use our logo in your application.

The Samtec logo must never be altered or recreated without the permission of Samtec, Inc. The logo should only be reproduced from master digital artwork supplied specifically for this purpose by Samtec's Marketing Department.

MINIMUM CLEAR SPACE REQUIREMENTS

For maximum impact and to prevent competition from surrounding elements provide clear space around the logo equal to the upper stem of the letter "t."

COLOR REQUIREMENTS

The primary color scheme of the 2-color logo uses the Pantone Matching System (PMS). When spot-color is not available, such as with 4-color process printing and web usage, use only the conversions below.

	ORANGE	BLACK
Orange	PMS 165	PMS Black
CMYK	C = 0 M = 70 Y = 100 K = 0	C = 0 M = 0 Y = 0 K = 100
RGB	R = 255 G = 119 B = 0	R = 0 G = 0 B = 0
WEB SAFE	#FF7700	#000000

ACCEPTABLE LOGO VARIATIONS

Please refer to attached .zip file or contact Samtec's Marketing Department to retrieve the correct files for use. File names in italic below.

LIGHT BACKGROUNDS

For the primary logo used in 2-color or 4-color applications with pale background tints that don't compete with either the primary or secondary corporate colors, no additional modifications are required. *(samtec-logo.eps)*

For 1-color applications that permit grayscale halftones the PMS spot-color may be replaced with a tone of 40% black. Note that this usage is only permitted on white backgrounds since a tone would not provide adequate contrast on any other background. *(samtec-logo-40k.eps)*

For 1-color applications that do not permit halftones, or for backgrounds that contain a tone, an all-black version is permitted for use. *(samtec-logo-K.eps)*

DARK BACKGROUNDS

For usage on dark backgrounds with a hue (orange, red, etc.) that would compete with the primary corporate color, the word "samtec" is permitted to be reversed to provide contrast. *(samtec-logo-reverse.eps)*

For usage on dark backgrounds (black, brown, etc.) that would compete with the secondary color, the black bars are permitted to be reversed to provide contrast. *(samtec-logo-reversebars.eps)*

For 1-color applications that permit grayscale halftones, but are on a dark background that competes with the secondary color, the PMS spot-color may be replaced with a ton of 40% blank and the black bars are permitted to be reversed to provide contrast. *(samtec-logo-reversegray.eps)*

For 1-color applications that do not permit halftones, an all-white version is permitted for use. *(samtec-logo-WHT.eps)*

Do not reverse or alter the colors.

Do not compress or expand.

Do not distort the shape.

Do not use with low contrast.

Do not add competing graphics.

Do not use over patterns.

Do not add modeling effects.

Do not use as a word in a sentence.

Do not reconstruct with typography.

YOU CAN
COUNT ON
samtec
SUDDEN
SERVICE

CONTACT CORPORATE MARKETING

Samtec's brand identity is an extremely valuable asset so your help is needed to maintain its integrity. Please direct any questions or concerns regarding logo usage, file acquisition, graphic treatments, etc., to any of the individuals below:

Laura Bartlett - laura.bartlett@samtec.com

Davis Dillard - davis.dillard@samtec.com

Samtec, Inc.
P.O. Box 1147
New Albany, IN 47151-1147 USA

Tel: 812-944-6733
1-800-SAMTEC-9 (USA & Canada)

Fax: 812-948-5047

Email: info@samtec.com