Ambiq Logo & Branding Guidelines

January 1, 2023

Our
Mission

To enable **intelligent** devices
everywhere by developing the lowest-
power **semiconductor** solutions to
drive a more **energy-efficient**,
sustainable, and data-driven world

What is
Ambiq?

Ambiq's mission is to enable intelligent devices everywhere by developing the lowest-power semiconductor solutions to drive a more energy-efficient, sustainable, and data-driven world. Ambiq is a pioneer of ultra-low-power semiconductor solutions based on the proprietary and patented Subthreshold Power Optimized Technology (SPOT®) platform. SPOT provides a game-changing, multi-fold improvement in energy efficiency for our end customers' electronic products. Ambiq has helped leading manufacturers worldwide develop products that run for weeks (rather than days) on a single charge while delivering a maximum feature set in compact industrial designs. Ambiq's goal is to take Artificial Intelligence (AI) where it has never gone before in mobile and portable devices, using Ambiq's advanced ultra-low power system on chip (SoC) solutions. Ambiq has shipped more than 150 million units as of April 2022. For more information, visit www.ambiq.com.

Logotype
In print & web design

___

![ambiq logo]

Safe
Space

The logo consists of three components – the symbol, the logotype, and the descriptor. The descriptor font is Myriad Pro. In some cases, it is allowed to use the logo without a descriptor. The radio-dial symbol must be used in all communications as part of the logo.

The minimum clear space that must surround the logo is equivalent to Ambiq's logo, as shown left.

Safe space increases under interaction with other logos or graphic objects.

Safe
Space

![ambiq logo with safe space guides]

![ambiq endpoint intelligence logo with safe space guides]

Safe area
When interacting with other logos

![ambiq logo with safe area guides]

![ambiq endpoint intelligence logo with safe area guides]

![ambiq logo]

Fonts
Size & Colors

The color has been optimized for on-screen (RGB) or print (CMYK) use. Use the color specifications provided here. Do not use the automated color conversion tools in your software.

The min. size must be used without the description. In print, the logo should never appear smaller than 5 mm. On-screen, it must appear at least 20 pixels hidden.

The min. size of the logo with the descriptor in print must be smaller than 10 mm. On-screen, it must appear at least 40 pixels hidden.

The logo has the Myriad Pro typeface in both Regular and Bold Condensed typefaces.

Corporate
Color Options

#3044B5

RGB 48.68.181

CMYK 7.35 6.24 0 2.9

PANTONE 2728C

Minimum
Recommended logo size

ambiq] 20 px

ambiq
endpoint intelligence] 40 px

Fonts
For logo design

Myriad pro regular
ABCDEFGHIKLMNOPQRSTVXYZ
abcdefghiklmnopqrstvxyz

⬇ Download font

Myriad pro bold condensed
ABCDEFGHIKLMNOPQRSTVXYZ
abcdefghiklmnopqrstvxyz

⬇ Download font

ambiq

![ambiq logo]

Download
Logo

The logo with and without a description can be downloaded from the links on Google Drive in .svg, .png, .ai extensions.

Main
Logo

⤓ Download logo

⤓ Download logo

Logo
With tagline

⤓ Download logo

⤓ Download logo

![ambiq logo]

![ambiq logo]

Logo placement
On the background

The full-color logo can be used on colored backgrounds, considering if the logo color is contrasting enough with the background (or parts of the photos) so it can be easily recognized.

![ambiq logo]

The wrong way of
Logo use

This indicates incorrect and non-compliant use of the logo.

Do not change the size relationship of the symbol to the logotype.

Don't place the logo on backgrounds that provide insufficient contrast.

Don't add effects like shadows, dimensions, and gradients to the logo.

Don't create logo "lockups" by adding text in close proximity to the logo.

Don't stretch the logo.

Don't compress the logo.

Don't place the logo over busy photographic backgrounds.

Don't alter the color specifications within the symbol or the logotype.

Do not attach text of any kind to the symbol.

**Contact
corp.marketing@ambiq.com
for additional support**