Logo Guidelines

These guidelines are provided to show you how the Broadcom Logo should be visually communicated

LOGO REPRODUCTION

The logotype comprises custom-drawn shapes and letterforms. Do not attempt to duplicate the logotype from stock typefaces, recreate the pulse, or otherwise alter the original logo artwork. Always reproduce the logo from an approved, unaltered electronic file. For most instances the logo *without* tagline (primary logo) should be used. In cases such as corporate sponsorships, advertising, exhibits, public presentations and the like, the logo *with* tagline (alternate logo) is appropriate. The Broadcom logos shown throughout this guide are for instructional purposes only and should never be used for logo reproduction.

LOGO COLORS

The Broadcom logo comprises Broadcom Red (PANTONE 186), black and white (full color). The full color logo is the preferred version. The Broadcom logo should never be reproduced in colors other than those listed here. When Pantone colors cannot be used, substitute the appropriate color space values for Broadcom Red as listed below.

Color Space	RED	BLACK	WHITE
Pantone	186	Pantone Black	NA (White)
CMYK	0-100-81-4	0-0-0-100	0-0-0-0
RGB	204-9-47	0-0-0	255-255-255
Hex	#CC092F	#000000	#FFFFFF

SIZE

Generally speaking, the primary Broadcom logo should never be scaled to less than .75 inches (19.05 mm) wide in print, or 100 pixels wide in online use. In instances where the alternate logo is required, never scale to less than 1 inch (25.4 mm) or 100 pixels wide.

CLEAR SPACE

To maintain brandmark integrity, all applications of the Broadcom logo must include clear space equal to the height/width of the round "pulse" symbol.

PRIMARY LOGO

PMS 186 — Black — White

ALTERNATE LOGO

PMS 186 — Black — White

Logo colors on white or light colored backgrounds

Logo colors on black or dark colored backgrounds

The primary logo should be no smaller than .75 inches or 100 pixels wide

.75 inch

The alternate logo should be no smaller than 1 inch or 175 pixels wide

1 inch

LOGO REQUEST

Visit Broadcom Logo Request Portal to request Broadcom logos. Questions? Please contact: brand-list@broadcom.com

Logo Guidelines

BACKGROUNDS

The Broadcom logo should always be in a location of prominence that provides for easy and clear recognition without distraction or competition from surrounding elements. The logo should not be used on a patterned or noisy background, such as a photograph with detailed or contrasting elements. It is preferable to place the full color logo on a white or light gray background instead. When necessary, use the all-white version on dark backgrounds.

LOGO VIOLATIONS

Some examples of logo violations are provided below to better illustrate the rules set forth in this document.

DO NOT
change the colors

DO NOT
mix with legacy
typefaces

DO NOT
distort the
proportions

DO NOT
distort any part
of the logo

DO NOT
use the logo
in a container

DO NOT
alter the size
relationship
of logo elements

DO NOT
alter the position
of logo elements

DO NOT
alter the "pulse"
symbol in any way

DO NOT
use the full color logo
on dark backgrounds

DO
use a white version
on dark backgrounds

DO NOT
place on noisy
backgrounds

DO
place on lightly toned
backgrounds

DO NOT
alter the opacity of
the "pulse" symbol

DO
preserve the opaque
white "pulse" symbol

LOGO REQUEST

Visit Broadcom Logo Request Portal to request Broadcom logos. Questions? Please contact: brand-list@broadcom.com

Logo Guidelines

LEGACY BRANDS

With the creation of Broadcom Inc., all legacy brands are being phased out. This includes Avago Technologies, Broadcom Corporation, LSI, Emulex, PLX and other companies acquired by Avago Technologies or Broadcom Corporation.

BROADCOM ®

Logo Guidelines

These guidelines are provided to show you how the Brocade,
A Broadcom Company logo should be visually communicated

LOGO REPRODUCTION

The logotype comprises custom-drawn shapes and letterforms.
Do not attempt to duplicate the logotype from stock typefaces,
recreate the stylized B symbol, or otherwise alter the original logo
artwork. Always reproduce the logo from an approved, unaltered
electronic file. The Brocade logos shown throughout this guide are
for instructional purposes only and should never be used for logo
reproduction.

LOGO COLORS

The Brocade logo comprises Broadcom Red (PANTONE 186) and
black (full color). The full color logo is the preferred version. The
Brocade logo should never be reproduced in colors other than
those listed here. When Pantone colors cannot be used, substitute
the appropriate color space values as listed below.

Color Space	RED	BLACK
Pantone	186	Pantone Black
CMYK	0-100-81-4	0-0-0-100
RGB	204-9-47	0-0-0
Hex	#CC092F	#000000

SIZE

Generally speaking, the Brocade logo should never be scaled to
less than 1.5 inches (38.1 mm) wide in print, or 108 pixels wide in
online use.

CLEAR SPACE

To maintain brandmark integrity, all applications of the Brocade
logo must include the minimum clear space equal to the height of
the red stylized B symbol, which is defined as "Y".

Black   Stylized B (PMS 186)

Logo colors on white or light colored backgrounds
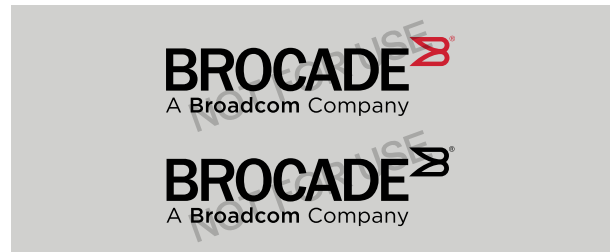
Logo colors on black or dark colored backgrounds

The Brocade logo should be no smaller than 1.5 inches or
108 pixels wide

1.5 inch

LOGO REQUEST

Visit Broadcom Logo Request Portal to request Broadcom logos. Questions? Please contact: brand-list@broadcom.com

Logo Guidelines

BACKGROUNDS

The Brocade, A Broadcom Company logo should always be in a location of prominence that provides for easy and clear recognition without distraction or competition from surrounding elements. The logo should not be used on a patterned or noisy background, such as a photograph with detailed or contrasting elements. It is preferable to place the full color logo on a white or light gray background instead. When necessary, use the all-white version on dark backgrounds.

LOGO VIOLATIONS

Some examples of logo violations are provided below to better illustrate the rules set forth in this document.

DO NOT
change the colors

DO NOT
change the word
mark typefaces

DO NOT
distort the
proportions

DO NOT
distort any part
of the logo

DO NOT
use the logo
in a container

DO NOT
alter the size
relationship
of logo elements

DO NOT
alter the position
of logo elements

DO NOT
alter the "stylized B"
symbol in any way

DO NOT
use the full color logo
on dark backgrounds

DO
use a white version
on dark backgrounds

DO NOT
place on noisy
backgrounds

DO
place on lightly toned
backgrounds

DO NOT
alter the
transparency of the
"stylized B" symbol

DO
preserve the
transparency of the
"stylized B" symbol

LOGO REQUEST

Visit Broadcom Logo Request Portal to request Broadcom logos. Questions? Please contact: brand-list@broadcom.com

BROADCOM®

Logo Guidelines

These guidelines are provided to show you how the CA, A Broadcom Company logo should be visually communicated

LOGO REPRODUCTION
The logotype comprises custom-drawn monogram and letterforms. Do not attempt to duplicate the logotype from stock typefaces, recreate the CA monogram, or otherwise alter the original logo artwork. Always reproduce the logo from an approved, unaltered electronic file. The CA logos shown throughout this guide are for instructional purposes only and should never be used for logo reproduction.

LOGO COLORS
The CA logo comprises Broadcom Red (PANTONE 186) and black (full color). The full color logo is the preferred version. The CA logo should never be reproduced in colors other than those listed here. When Pantone colors cannot be used, substitute the appropriate color space values as listed below.

Color Space	RED	BLACK	WHITE
Pantone	186	Pantone Black	NA (White)
CMYK	0-100-81-4	0-0-0-100	0-0-0-0
RGB	204-9-47	0-0-0	255-255-255
Hex	#CC092F	#000000	#FFFFFF

ALTERNATE LOGO CONFIGURATIONS
For most instances the primary logo in full color (red+black) should be used. In circumstances where there is limited or constrained space, the alternate stacked version of the CA logo can be used.

SIZE
Generally speaking, the primary CA logo should never be scaled to less than 0.6 inches (15.24 mm) high in print, or 40 pixels high in online use. In instances where the alternate logo is required, never scale to less than 1 inch (25.4 mm) or 75 pixels high.

CLEAR SPACE
To maintain brandmark integrity, all applications of the CA logo must include the minimum clear space equal to at least 1/2 the height of the "c" from all sides of the logo.

Note that clear space may not apply on the web where space is limited. In these cases, provide as much breathing room for the logo as possible.

PRIMARY LOGO
Black   PMS 186   Min.
0.6 inch

ALTERNATE LOGO
Black   PMS 186
1 inch

Logo colors on white or light colored backgrounds

Logo colors on black or dark colored backgrounds

1/2 c

LOGO REQUEST
Visit Broadcom Logo Request Portal to request Broadcom logos. Questions? Please contact: brand-list@broadcom.com

Logo Guidelines
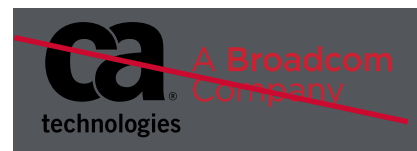
BACKGROUNDS

The CA, A Broadcom Company logo should always be in a location of prominence that provides for easy and clear recognition without distraction or competition from surrounding elements. The logo should not be used on a patterned or noisy background, such as a photograph with detailed or contrasting elements. It is preferable to place the full color logo on a white or light gray background instead. When necessary, use the all-white version on dark backgrounds.

LOGO VIOLATIONS

Some examples of logo violations are provided below to better illustrate the rules set forth in this document. The same rules apply to the alternate stacked version of the CA logo.

DO NOT change the colors

DO NOT change the word mark typefaces

DO NOT distort the proportions

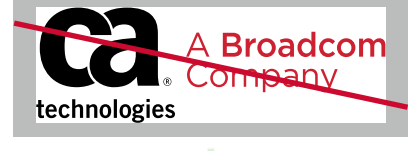DO NOT distort any part of the logo

DO NOT use the logo in a container

DO NOT alter the size relationship of logo elements

DO NOT alter the position of logo elements

DO NOT alter the "ca" monogram in any way

DO NOT use the full color logo on dark backgrounds

DO use a white version on dark backgrounds

DO NOT place on noisy backgrounds

DO place on lightly toned backgrounds

DO NOT alter the transparency of the CA logo

DO preserve the transparency of the CA logo

LOGO REQUEST

Visit Broadcom Logo Request Portal to request Broadcom logos. Questions? Please contact: brand-list@broadcom.com

BROADCOM®

Logo Guidelines

These guidelines are provided to show you how the Symantec, A Division of Broadcom logo should be visually communicated

LOGO REPRODUCTION
The logotype comprises custom-drawn monogram and letterforms. Do not attempt to duplicate the logotype from stock typefaces, recreate the Symantec check mark/circle symbol, or otherwise alter the original logo artwork. Always reproduce the logo from an approved, unaltered electronic file. The Symantec logos shown throughout this guide are for instructional purposes only and should never be used for logo reproduction.

LOGO COLORS
The Symantec logo comprises yellow (PANTONE 7408 CP) and black (full color). The full color logo is the preferred version. The Symantec logo should never be reproduced in colors other than those listed here. When Pantone colors cannot be used, substitute the appropriate color space values as listed below.

Color Space	YELLOW	BLACK	WHITE
Pantone	7408 CP	Pantone Black	NA (White)
CMYK	0-29-100-0	0-0-0-100	0-0-0-0
RGB	243-186-22	0-0-0	255-255-255
Hex	#F3BA16	#000000	#FFFFFF

ALTERNATE LOGO CONFIGURATIONS
For most instances the primary logo in full color (yellow+black) should be used. In circumstances where there is limited or constrained space, the alternate stacked version of the Symantec logo can be used.

SIZE
Generally speaking, the primary Symantec logo should never be scaled to less than 0.5 inches (12.7 mm) high in print, or 36 pixels high in online use. In instances where the alternate logo is required, never scale to less than 1 inch (25.4 mm) or 75 pixels high.

CLEAR SPACE
To maintain brandmark integrity, all applications of the Symantec logo must include the minimum clear space equal to 1/2 the height of the circle symbol diameter, which is defined as "X".

Note that clear space may not apply on the web where space is limited. In these cases, provide as much breathing room for the logo as possible.
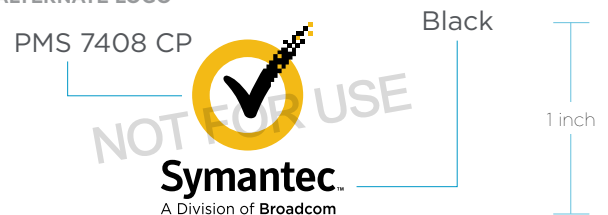
PRIMARY LOGO
PMS 7408 CP — Black — Min.

0.5 inch

ALTERNATE LOGO
PMS 7408 CP — Black

1 inch

Logo colors on white or light colored backgrounds

Logo colors on black or dark colored backgrounds

LOGO REQUEST
Visit Broadcom Logo Request Portal to request Broadcom logos. Questions? Please contact: brand-list@broadcom.com

Logo Guidelines
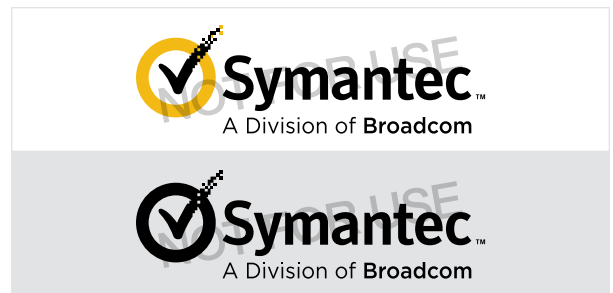
BACKGROUNDS

The Symantec, A Division of Broadcom logo should always be in a location of prominence that provides for easy and clear recognition without distraction or competition from surrounding elements. The logo should not be used on a patterned or noisy background, such as a photograph with detailed or contrasting elements. It is preferable to place the full color logo on a white or light gray background instead. When necessary, use the all-white version on dark backgrounds.

LOGO VIOLATIONS

Some examples of logo violations are provided below to better illustrate the rules set forth in this document. The same rules apply to the alternate stacked version of the Symantec logo.

DO NOT
change the colors

DO NOT
change the word
mark typefaces

DO NOT
distort the
proportions

DO NOT
distort any part
of the logo

DO NOT
use the logo
in a container

DO NOT
alter the size
relationship
of logo elements

DO NOT
alter the position
of logo elements

DO NOT
alter the check mark/
circle symbol in any way

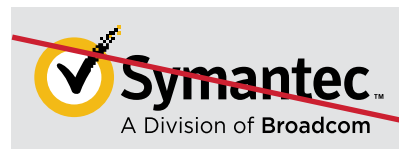DO NOT
use the full color logo
on dark backgrounds

DO
use a white version
on dark backgrounds

DO NOT
place on noisy
backgrounds

DO
maintain a distinct
contrast between
the logo and the
background

DO NOT
alter the transparency
of the Symantec logo

DO
preserve the
transparency of the
Symantec logo

LOGO REQUEST

Visit Broadcom Logo Request Portal to request Broadcom logos. Questions? Please contact: brand-list@broadcom.com