

# LOGO

## Our logo is our most valuable asset.

It is straightforward, simple, and direct, reflecting the personality of a market leader.

Care should be taken to assure that the logo is never modified and used always in a complimentary manner.



The area surrounding the logo must be clear of text and other competing elements. The minimum clear space is the "x" height of the "s" in Synopsys.

The minimum size of the logo for print use is 85px wide at a standard screen resolution of 72 dpi.

The Synopsys logo is available in a number of color variations and formats to meet the needs of a variety of design layouts.

The full-color logo against a white background is preferred as this provides the highest contrast artwork. Use the solid-black logo when color reproduction is limited or unavailable. Use the solid-white logo when placed against dark backgrounds.

**SYNOPSYS®**

Full Color Logo

**SYNOPSYS®**

Solid Black Logo



Solid White Logo

## Logo In Use

The first choice is to place the color logo on a solid white background. The second choice is to use the white or reversed logo on a solid dark color background whenever possible.

But in instances when using the logo over colors, patterns or images, it is critical to maintain the contrast between the background and logo to optimize legibility.

The examples below illustrates the logo and background combinations dos and don'ts.

Abstract Pattern (Primary)



Tech Image (Reversed)



People (Grayscale)



Abstract Pattern (Black)



Not Enough Contrast



Too Busy



Too Busy



Too Busy



## Logo Misuse

We have placed strict limitations on usage of the Synopsys logo to preserve the integrity of the brand.

The examples on this page illustrate some, but not all, potential misuses of the logo. Keep in mind that the logo is carefully rendered artwork and any alteration of the logo, apart from proportional scaling, is considered misuse.

**DO NOT** change the logo color or orientation.



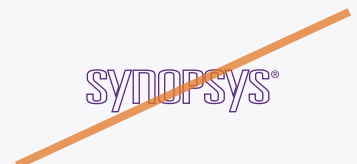
**DO NOT** skew, distort or rotate the logo.



**DO NOT** apply a gradient or pattern to the logo.



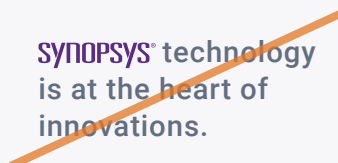
**DO NOT** outline or add stroke to the logo.



**DO NOT** place logo on busy background.



**DO NOT** use the logo in a sentence, headline or title.



**DO NOT** use graphic effects on logo (e.g. drop shadows).



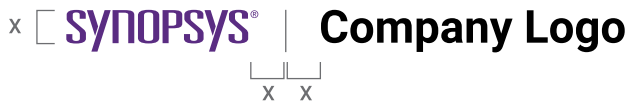
**DO NOT** retype or recreate any portion of the logo.



## Partner Logo Lockups

Use a vertical rule and even spacing to separate the Synopsys logo from the partner logo.

### Full Color Logo



### Inverted Logo



### Partner Logo Lockup Example



### Inverted Partner Logo Lockup Example



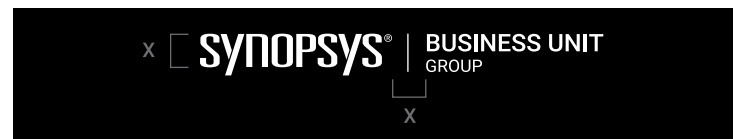
## Other Logo Lockups

Internal groups may need to use the Synopsys logo in conjunction with group or business unit names. This use is allowed provided it follows the spacing and font criteria specified below.

### Horizontal Logo Lockup



### Inverted Horizontal Logo Lockup



### Horizontal Logo Lockup Example



### Inverted Horizontal Logo Lockup Example



### Vertical Logo Lockup



### Inverted Vertical Logo Lockup



### Vertical Logo Lockup Example



### Inverted Vertical Logo Lockup Example

