



Style Guide &
Brand Guidelines

Engineering Exceptional Experiences

OUR MISSION

Millions of people experience Synaptics every day. Our solutions impact how users interact with technology in numerous ways; what they see, what they hear, how they touch, how they engage, and how they connect. Our goal is to Engineer Exceptional Experiences for people at home, at work, in the car or on the go.



Our full color logo is comprised of 2 colors, Black for logo type, and Synaptics Blue for the logo mark.






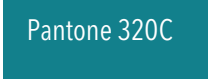


This is the horizontal version of the logo and is the primary logo.

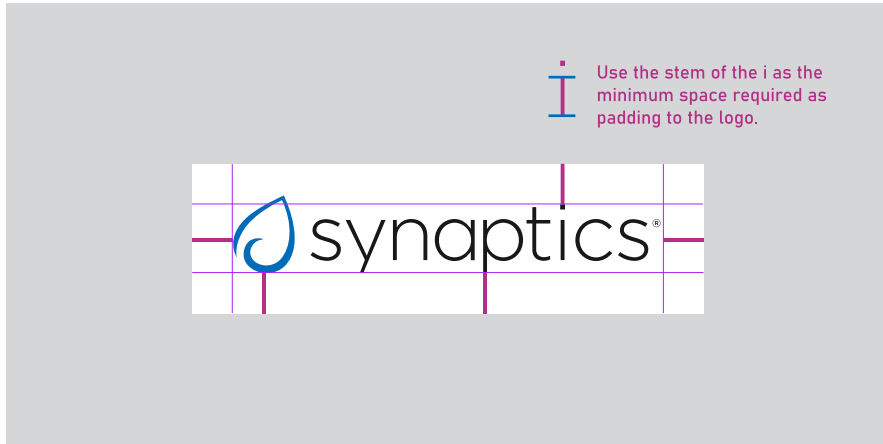


A stacked version may be used where a 1:1 aspect ratio is required.

COLORS

	Pantone Colors for Print	CMYK Percentages for Print	RGB & Hex Values for Web or Screen
main colors	 Pantone 285C	C88 M44 Y0 K0 Synaptics Blue	R0 G125 B195 #007dc3
	 Pantone Black 6C	C82 M71 Y59 K75 Synaptics Black	R16 G24 B32 #0f1820
accent colors	 Pantone 1585C	C0 M72 Y90 K0 Optical Orange	R255 G109 B34 #ff6d22
	 Pantone 2736C	C90 M90 Y0 K0 Possibilities Purple	R60 G41 B170 #3d29ab
	 Pantone 2592C	C68 M100 Y0 K0 VR Violet	R168 G38 B235 #a826eb
	 Pantone 320C	C100 M0 Y30 K2 IoT Teal	R18 G128 B140 #12808c

LOGO WHITE SPACE & USE WITH IMAGES



To maintain the brand's integrity, do not crowd the logo with other visual elements.

Maintain the minimum designated amount of white space around the entire logo.

Use the stem of the "i" without the dot for a measurement guide.



Ensure that the logo always has a strong contrast with the background so that it can be clearly seen.

Use all white, or all black when necessary.

Or use a white or black bullet bubble to keep the logo clear when used with complex background images or textures.

ALTERNATE LOGO COLORS



A 1-color logo is acceptable in white, black or Synaptics Blue. The white, black or blue single color logos are to be used in the following situations:

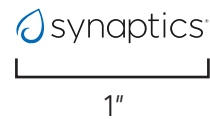
- 1) The two color logo is hard to see on a given background.
- 2) Production requires a single color, or when it is not possible to use the 2 color logo.



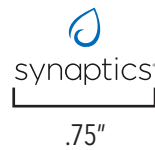
Do not use any other brand or non-brand colors or other color configurations.



LOGO SCALE



The main logo should not be used smaller than 1 inch wide.



The stacked logo should not be used smaller than .75 inches wide.

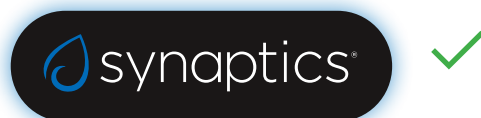


The Synaptics logo mark may be used on its own for very small sizes.

LOGO FIDELITY & LOGO PROPORTION



EFFECTS, OPACITY & ANGLE



Logos should not be redrawn, modified or displayed in low resolution. Always reproduce from high-quality, original artwork.

The logo is designed according to a specific height and width ratio. Even slight distortions will impact the consistency of the presentation. Always display the logo in its exact, original proportions, regardless of logo size, placement or use.

The logo should not have a drop shadow or other effect such as beveling, embossing, etc., applied.

It should always be shown at 100% opacity and it should never be presented at an angle.

An outer glow on the logo bullet is acceptable as long as it is used only when necessary to keep the logo clearly visible or distinct from background textures or images.

Avenir Next Font Family

Avenir Next Ultra Light

Avenir Next Ultra Light Italic

Avenir Next Regular*

Avenir Next Italic

Avenir Next Medium*

Avenir Next Medium Italic

Avenir Next Demi Bold

Avenir Next Demi Bold Italic

Avenir Next Bold

Avenir Next Bold Italic

Avenir Next is the brand sans serif font and is available for desktop (not all weights may be available, check with Marketing for assistance. . Specific styles (marked with an *) are better for body text than others.

The heavier weight styles (Demi and Bold) are ideal for subheads or headlines.

Avenir Next for desktop is available for use from Microsoft Office and also from Monotype.

If Avenir Next is not available, Nunito Sans can be used for desktop or web projects, and is a free similar font that can be obtained here:

Google Fonts:

<https://fonts.google.com/specimen/Nunito+Sans>

Bahnschrift Font Family

Bahnschrift Light Condensed

Bahnschrift Light Semi Condensed

Bahnschrift Light

Bahnschrift Condensed

Bahnschrift Regular

Bahnschrift SemiBold Condensed

Bahnschrift SemiBold

Bahnschrift Bold Condensed

Bahnschrift Bold

If Avenir Next is not available, or you need a condensed typeface, Bahnschrift font family can be used for Microsoft applications (available for download from Microsoft).

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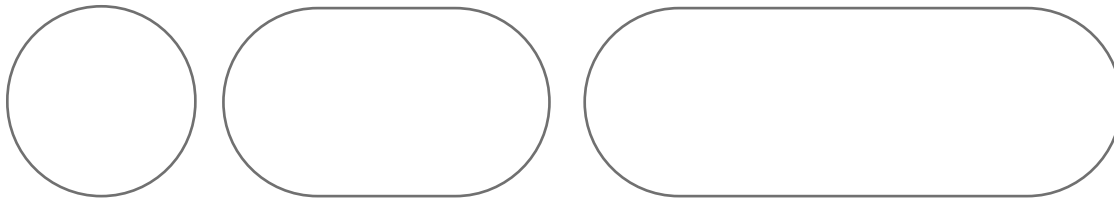
Avenir Next DemiBold

When using for the tag line,
capitalize each word as shown.

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Bahnschrift Regular

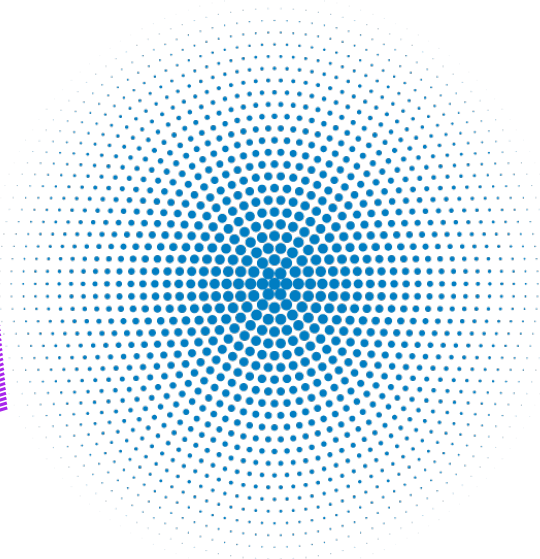
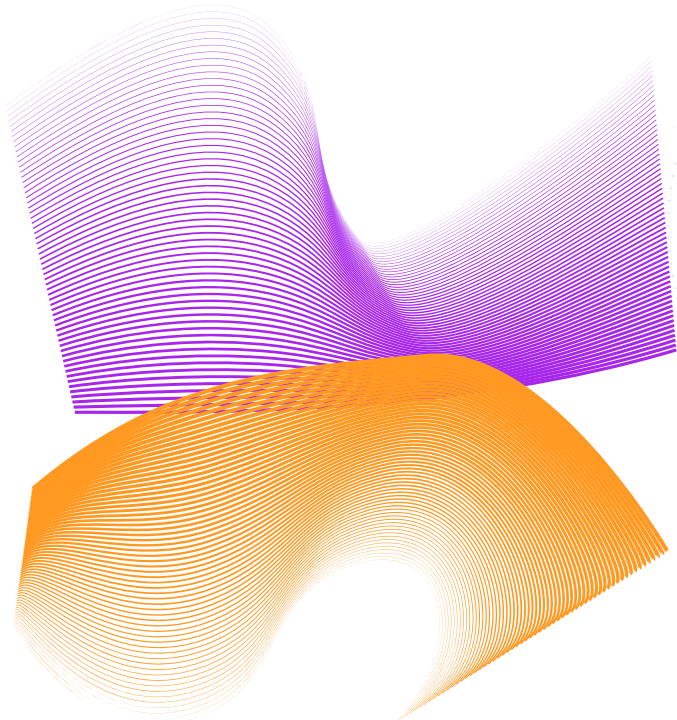
ADDITIONAL BRAND GRAPHICS



Circles and bullets are used for photo frame or image masks (use 50% rounded corners on rectangles, buttons and more).

Most common photo frame shape uses a 1:1 ratio (turns a square into a circle) or a 2:3 ratio for a rounded rectangle or bullet shape.

SWOOPING LINES



CONCENTRIC CIRCLES

Use swooping lines as photo overlays or page background elements. They may be used at varying degrees of opacity as the usage dictates to allow for legibility.

Concentric circles can be used in a similar manner.

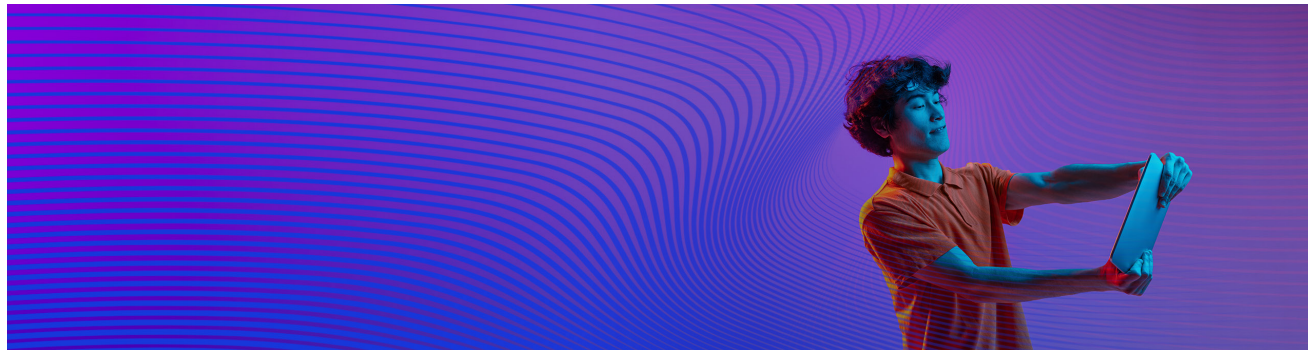
Either may use any of the brand colors.

PHOTO STYLES



Combining the swooping lines with the bullet photo frame creates a signature element.

Adding the swooping lines to any photo as long as subject matter is still clear.



ICONS & ILLUSTRATIONS



Icons use monoline icons that use primarily blue lines, with accent orange and purple shapes.



Bullets & arrow style



Illustration style uses isometric drawings to show applications, product and concepts in various environments.



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