

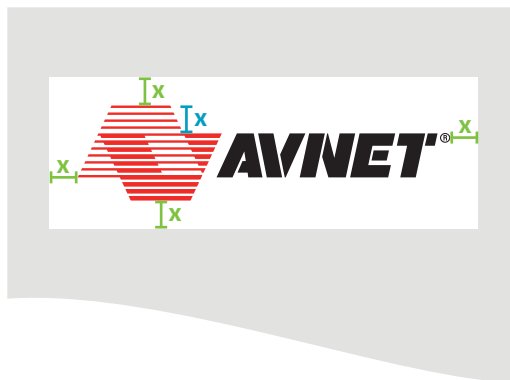
# Avnet Logo | Correct Usage

The Avnet corporate logo has two elements – an AV icon, representing Avnet value, and the Avnet name. When used as a logo treatment, the Avnet name must be accompanied by the AV icon, in the font shown, and in these relative dimensions. The logo is usually used in the two-color version. In special cases it may be necessary to use a negative (reversed) logo, e.g. for giveaways or T-shirts.



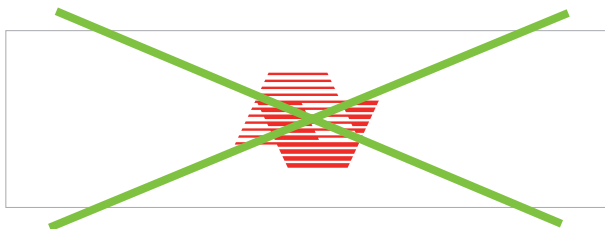
To effectively identify Avnet materials, the logo needs to have presence. To create this, the appropriate use of clear space is essential.

One easy way to ensure the presence of the logo is to maintain a protected area or clear space where no other elements may be placed. Headlines, text, graphic elements, imagery or physical page limitations are not permitted within the clear space. In many situations, using additional clear space, beyond the minimum clear space, is preferable.



# Avnet Logo | Don'ts

**In NO instances the logo elements may be used alone!**



Don't squeeze the logo, stretch it, transform it in any other dimension or rearrange its elements.

**In general, never touch the logo!**



# Avnet Logos | File Usage

## Logos for print usage

The CMYK and Pantone vector .eps Avnet logos are intended for print use only. EPS-files are scalable without any quality losses.

The two-color logo on a white background is recommended for most applications because of its visual energy and effectiveness. When it isn't possible to use the two-color logo, use the one-color versions in black or white. The white logo may be reversed out of black or other appropriate colors with sufficient contrast. Do not use screens of the colors in positive or reverse usage.

The following vector .eps logos are provided for Avnet, Inc., Avnet EM and Avnet TS:

- CMYK 4C
- CMYK 1C
- CMYK 1C negative
- Pantone 485 C

## Logos for screen usage

The sRGB Avnet logos are intended for on-screen use only (Website, Flash, application, mobile device, etc.) and never in print media.

These logos have been provided at specific sizes common to on-screen use and should not be altered, recolored, scaled, modified, etc. in any way. The sRGB logos are provided in multiple file formats. The .jpg and .png format logos can usually be placed into the intended document as-is. The .psd format logo is for professional usage in an Adobe Photoshop document. The document will then need to be saved in an appropriate file format. If saving as a .gif, .jpg, or .png use the highest possible quality settings and the sRGB color space.

The following logos are provided for Avnet, Inc., Avnet EM and Avnet TS:

- sRGB.eps
- sRGB-1000x350px.psd
- sRGB-1000x350px.jpg
- sRGB-1000x350px.png
- sRGB-w600px.jpg
- sRGB-w600px.png
- sRGB-w300px.jpg
- sRGB-w300px.png
- sRGB-w150px.jpg
- sRGB-w150px.png

In general, please make sure using the correct files for CMYK or sRGB color space.