Logo Guidelines
Semiconductor Research Corporation

The SRC logo represents the value and legacy that SRC brings to the semiconductor industry and beyond. It serves as the face of our company in print and digital communication. All promotional materials should include the logo using the guidelines below.

The SRC logo and alternate variations are available for download at https://www.src.org/about/logos/.

The SRC logo as shown below is the correct logo to use to represent SRC.

CLEAR SPACE

Any background inside of this clear space must be even, unpatterned, and free from typography or any other graphic elements. If the SRC logo is used directly on a photographic image, the clear space area must provide good contrast between background and the SRC logo, be even in tone and pattern free.

To ensure maximum impact, all applications of the SRC logo should include clear space around the SRC logo equal to the height of "SRC".

SIZE

The logo should never be scalled down to a height smaller than 5/8 inches for print communication and a height of 50 pixels for digitial communication.
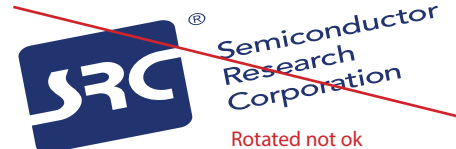
SCALE

When sizing the logo up or down, be sure to size it to scale so that it is kept in its original proportions. It should not be stretched, distorted or rotated in any way.
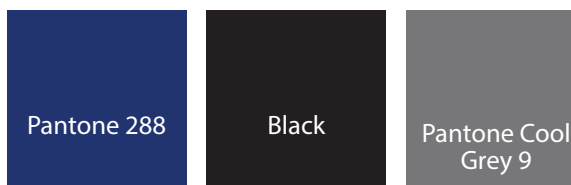
Stretched not ok

Rotated not ok

PLACEMENT

The logo should be placed near the top or bottom of any promotional materials in an area that can easily be seen. The logo should never be crowded with other graphics or hidden, unless special consideration has been approved.

COLORS

The SRC logo may be used in the approved corporate color palette.

Pantone 288

Black

Pantone Cool Grey 9

Primary Palette

PMS	CMYK	RGB	HTML
PMS 288	100, 80, 6, 32	0, 45, 114	002D72
Pantone Cool Grey 9	30, 22, 17, 57	117, 120, 123	75787B
BLACK	0, 0, 0, 100	0, 0, 0	000000

Always reproduce colors using these formulas. Do not use the stadard software translation values when converting PMS colors CMYK or RGB.

The primary colors of SRC are Pantone 288 and Pantone Cool Grey 9.

*Note: The white version of the logo may be used on alternate background colors with approval from marketing.

VARIATIONS

The SRC logo may not be embellished or altered in anyway. The only variations of the logo that may be used include the individual initiative logos as shown below.

Initiative Logos

Each initiative may use the sub-logo for promotional materials as shown below.

SRC ® Semiconductor Research Corporation	SRC ® Semiconductor Research Corporation	SRC ® Semiconductor Research Corporation
Global Research Collaboration	Global Research Collaboration	Global Research Collaboration
SRC ® Semiconductor Research Corporation	SRC ® Semiconductor Research Corporation	SRC ® Semiconductor Research Corporation
Education Alliance	Education Alliance	Education Alliance
SRC ® Semiconductor Research Corporation	SRC ® Semiconductor Research Corporation	SRC ® Semiconductor Research Corporation
Nanoelectronics Research Initiative	Nanoelectronics Research Initiative	Nanoelectronics Research Initiative
SRC ® Semiconductor Research Corporation	SRC ® Semiconductor Research Corporation	SRC ® Semiconductor Research Corporation
STARnet	STARnet	STARnet
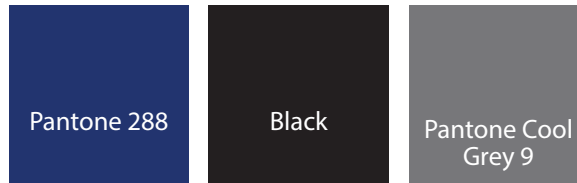
Semiconductor Research Corporation ®

Semiconductor Research Corporation ®

| Pantone 288 | Black | Pantone Cool Grey 9 |

Primary Palette

PMS	CMYK	RGB	HTML
PMS 288	100, 80, 6, 32	0, 45, 114	002D72
Pantone Cool Grey 9	30, 22, 17, 57	117, 120, 123	75787B
BLACK	0, 0, 0, 100	0, 0, 0	000000

Always reproduce colors using these formulas. Do not use the stadard software translation values when converting PMS colors CMYK or RGB.

The primary colors of SRC are Pantone 288 and Pantone Cool Grey 9.

Global Research Collaboration

Semiconductor Research Corporation ®
Global Research Collaboration

Semiconductor Research Corporation ®
Global Research Collaboration

Semiconductor Research Corporation ®
Global Research Collaboration

| Pantone 288 | Pantone Cool Grey 9 | Pantone 555 | Digital Green |

PMS	CMYK	RGB/Digital	HTML
PMS 288	100, 80, 6, 32	0, 45, 114	002D72
Pantone Cool Grey 9	30, 22, 17, 57	117, 120, 123	75787B
PMS 555	80, 17, 76, 51	40, 114, 79	28724F
Digital Green		65, 167, 121	41a779

Master Color Palette: (Navy & Grey) Corporate Branding Materials (business cards, letterhead, etc.)

Print Accent Color: (Pantone 555 Green) to use with master palette for print materials (promotional brochures, flyers, etc)
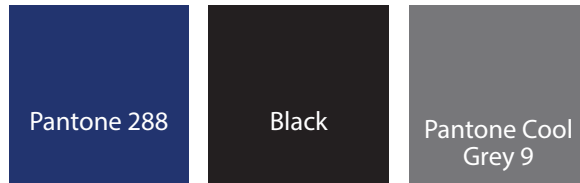
Digital Accent Color: (Digital Green)To use with master palette for digital materials (website, web graphics, social media, presentations, etc)

Semiconductor Research Corporation

Semiconductor Research Corporation

| Pantone 288 | Black | Pantone Cool Grey 9 |

Primary Palette

PMS	CMYK	RGB	HTML
PMS 288	100, 80, 6, 32	0, 45, 114	002D72
Pantone Cool Grey 9	30, 22, 17, 57	117, 120, 123	75787B
BLACK	0, 0, 0, 100	0, 0, 0	000000

Always reproduce colors using these formulas. Do not use the stadard software translation values when converting PMS colors CMYK or RGB.

The primary colors of SRC are Pantone 288 and Pantone Cool Grey 9.

Education Alliance

Semiconductor Research Corporation
Education Alliance

| Pantone 288 | Pantone Cool Grey 9 | Pantone 7690 | Digital Blue |

PMS	CMYK	RGB/Digital	HTML
PMS 288	100, 80, 6, 32	0, 45, 114	002D72
Pantone Cool Grey 9	30, 22, 17, 57	117, 120, 123	75787B
PMS 7690	95, 41, 10, 0	0, 118, 168	0076A8
Digital Blue		0, 155, 222	009bde

Semiconductor Research Corporation
Education Alliance

Master Color Palette: (Navy & Grey) Corporate Branding Materials (business cards, letterhead, etc.)

Print Accent Color: (Pantone 7690 Blue) to use with master palette for print materials (promotional brochures, flyers, etc)
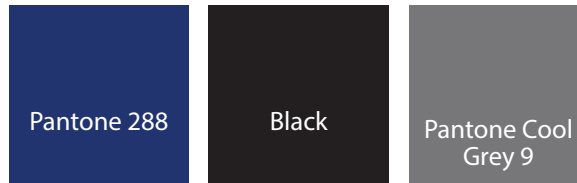

Semiconductor Research Corporation
Education Alliance

Digital Accent Color: (Digital Blue) to use with master palette for digital materials (website, web graphics, social media, presentations, etc)

Semiconductor Research Corporation

Semiconductor Research Corporation

Pantone 288   Black   Pantone Cool Grey 9

Primary Palette

PMS	CMYK	RGB	HTML
PMS 288	100, 80, 6, 32	0, 45, 114	002D72
Pantone Cool Grey 9	30, 22, 17, 57	117, 120, 123	75787B
BLACK	0, 0, 0, 100	0, 0, 0	000000

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The primary colors of SRC are Pantone 288 and Pantone Cool Grey 9.

Nanoelectronics Research Initiative

Semiconductor Research Corporation
Nanoelectronics Research Initiative

Semiconductor Research Corporation
Nanoelectronics Research Initiative

Semiconductor Research Corporation
Nanoelectronics Research Initiative

Pantone 288   Pantone Cool Grey 9   Pantone 715   Digital Yellow

PMS	CMYK	RGB/Digital	HTML
PMS 288	100, 80, 6, 32	0, 45, 114	002D72
Pantone Cool Grey 9	30, 22, 17, 57	117, 120, 123	75787B
PMS 715	0, 54, 87, 0	246, 141, 46	F68D2E
Digital Yellow		236, 189, 12	ecbd0c

Master Color Palette: (Navy & Grey) Corporate Branding Materials (business cards, letterhead, etc.)

Print Accent Color: (Pantone 715 Orange) to use with master palette for print materials (promotional brochures, flyers, etc)
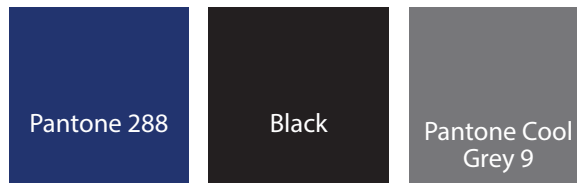
Digital Accent Color: (Digital Yellow) to use with master palette for digital materials (website, web graphics, social media, presentations, etc)

SRC ® Semiconductor Research Corporation

| Pantone 288 | Black | Pantone Cool Grey 9 |

SRC ® Semiconductor Research Corporation

Primary Palette

PMS	CMYK	RGB	HTML
PMS 288	100, 80, 6, 32	0, 45, 114	002D72
Pantone Cool Grey 9	30, 22, 17, 57	117, 120, 123	75787B
BLACK	0, 0, 0, 100	0, 0, 0	000000

Always reproduce colors using these formulas. Do not use the stadard software translation values when converting PMS colors CMYK or RGB.

The primary colors of SRC are Pantone 288 and Pantone Cool Grey 9.

Semiconductor Technology Advanced Research Network

SRC ® Semiconductor Research Corporation
STARnet

| Pantone 288 | Pantone Cool Grey 9 | Pantone 7620 | Digital Red |

SRC ® Semiconductor Research Corporation
STARnet

PMS	CMYK	RGB/Digital	HTML
PMS 288	100, 80, 6, 32	0, 45, 114	002D72
Pantone Cool Grey 9	30, 22, 17, 57	117, 120, 123	75787B
PMS 7620	0, 95, 94, 28	183, 49, 44	B7312C
Digital Red		217, 51, 58	d9333a

SRC ® Semiconductor Research Corporation
STARnet

Master Color Palette: (Navy & Grey) Corporate Branding Materials (business cards, letterhead, etc.)

Print Accent Color: (Pantone 7620 Red) to use with master palette for print materials (promotional brochures, flyers, etc)

Digital Accent Color: (Digital Red) to use with master palette for digital materials (website, web graphics, social media, presentations, etc)