



Corporate Identity, Brand Position, & Graphic Standards Manual



Covering information on logos, trademarks, fonts, signature-blocks, software, apps, development tools, PowerPoint® presentations, facility signage, flags, and other aspects of corporate branding.

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Introduction

The graphic identity, or “look and feel” of ON Semiconductor is at the heart of establishing and maintaining our brand. The ON Semiconductor brand is the value promise we make to our customers and its credibility will result from persistence, consistency and continuity in all facets of our corporate communications. The objective of this Identity Manual is to help you produce marketing communications materials that will support and enhance our brand while legally protecting our trademarks. As a communicator for ON Semiconductor, it is important you read, understand, and use this manual in developing all marketing communications materials. An internal website has been established to provide artwork, fonts and sample materials for you to reference. The logos, fonts and templates are available on the Marketing Communications SharePoint page at:

theconnection.onsemi.com/sm/mc

ON Semiconductor Trademarks

ON Semiconductor trademarks include the corporate name, **ON Semiconductor**, the logo symbol, and the stylized ON Semiconductor logo in a specified typography.

Trademark rights may be lost through the improper use of the mark, whether by the owner of the mark or by others. Therefore it is **essential** that you establish practices that implement the following guidelines. Misuse of a trademark may result in the mark becoming the common descriptive name of the product category and available for use by any and all competitors. Aspirin, Escalator, Thermos and Shredded Wheat were all trademarks at one time but became generic product category names as a result of careless treatment by their owners.

Who Are We?

ON Semiconductor is actually a registered trademark with the US Patent and Trademark Office, as well as internationally, that describes our company. Our legal company name, under which we conduct business, is Semiconductor Components Industries, LLC, or the acronym SCILLC. All legal references to the company must be as Semiconductor Components Industries, LLC (SCILLC).

Corporate Brand Positioning

Corporate Marketing has developed a multi-level, comprehensive corporate brand position. All external messages should support one or more of these statements, and ultimately, the corporate brand position.

Corporate Brand Position

ON Semiconductor is driving innovation in energy efficient electronics. The company:

- Provides a comprehensive portfolio of energy efficient solutions
- Helps customers solve their unique design challenges
- Empowers design engineers to reduce global energy use
- Operates a responsive, reliable world-class supply chain and quality program
- Maintains global environmental sustainability and social responsibility programs

Tagline:

“Energy Efficient Innovations”

Markets Served:

- Automotive
- Communications
- Computing
- Consumer
- Industrial/Mil-Aero/Medical

Target Constituents:

- Customers
- Investors
- Employees
- Partners
- Media
- Analysts
- Opinion Leaders
- Public Policy Makers

When writing the name of our company in articles, technical documents, emails, or in general communications, the “ON” must be capitalized along with the initial “S” in Semiconductor.

The company name is **ON Semiconductor**.
NOT ON Semi; NOT ONSemiconductor; NOT onsemi; NOT ON; and NOT On.

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The Corporate Logo



The ON Semiconductor symbol.

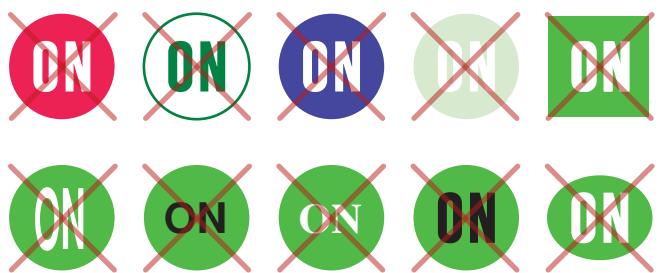
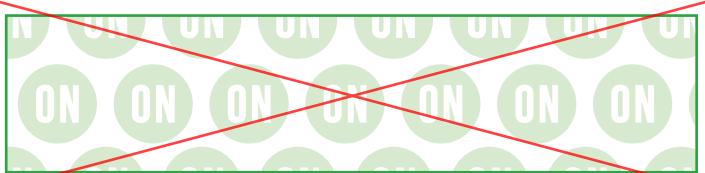
The ON Semiconductor logo “symbol” or “button” is the cornerstone of the ON Semiconductor identity system. The ON Semiconductor “symbol,” also referred to as the ON Semiconductor “button,” instantly identifies our products and communications. It is our most valuable visual asset. The rendered version of the ON Semiconductor button that includes shading and shadow detail (three dimensional) is always the preferred configuration. Electronic files of acceptable versions of the ON Semiconductor symbol are available from the SharePoint internal website on the Marketing Communications main page. Bookmarking this site is recommended, as it will be the central repository for approved artwork and identity system revisions and updates.

theconnection.onsemi.com/sm/mc

For print applications, the rendered ON Semiconductor button is achieved by a combination of two color screens or four color process screens. For two-dimensional applications like signs, the rendered button on a contoured shape, whenever possible, gives the symbol an extra degree of authenticity.

When it is not feasible to print, stamp or fabricate the ON Semiconductor logo or button in the rendered format (three dimensional version) it is acceptable to create the button in a solid color. Any of the approved colors from the ON Semiconductor colors color palette may be used (see page 9). It is important to select a color that works with the color scheme and design of the material being produced. In fact, the button should be considered an important part of the overall design. The three dimensional logo is available in a two and four color format.

The button MAY NOT BE USED as wallpaper, a watermark, or have any sort of illustration that conflicts with the design. For instance, placing the button as part of the body of a cartoon character is not approved.



Solid One-Color Green
PMS 361 or
CMYK: C 76% M 0% Y 91% K 0%
RGB: R - 46 G - 180 B - 87



Solid One-Color Gray
PMS 417 or
CMYK: C 1% M 0% Y 25% K 65%
RGB: R - 117 G - 117 B - 97



Solid One-Color Black
Process or Spot Black
CMYK: K 100%
RGB: R - 35 G - 31 B - 32

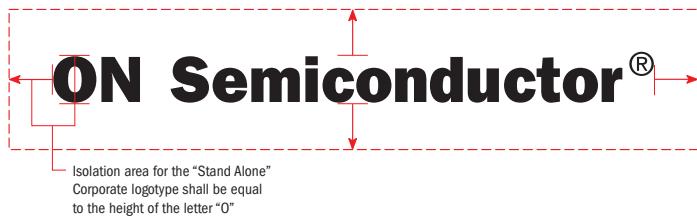
ACCEPTABLE SOLID COLORS

The ON Semiconductor Logotype

The ON Semiconductor logotype consists of the words "ON Semiconductor", set in Franklin Gothic BT font, and is a key component in our identity system, and a compliment to the ON Semiconductor symbol. It should only be produced in black, grey, silver or reversed to white.

ON Semiconductor®

When using the ON Semiconductor logotype as a stand-alone element, it is required that the minimum clear space surrounding the logotype be equal to the height of the letter "O" in the word "ON".



Do not attempt to reproduce the logotype in another font or color other than black, grey, silver or reversed to white.

The ON Semiconductor Signature

The ON Semiconductor company signature is composed of the ON Semiconductor symbol and logotype together. In addition to the informality of using the ON Semiconductor symbol and/or ON Semiconductor logotype as a stand-alone design element, the ON Semiconductor signature is a more formal visual expression of the brand.

The company signature is more like a legal signature rather than a design element. It is intended for use in instances where it is desired to have all three components reading as a single unity, not unlike your own personal signature. The company signature is our registered trademark, so it is imperative that the signature be used consistently. See the images above.

For flexibility, there are two approved configurations of the ON Semiconductor company signature: Vertical and Horizontal. Electronic files of those depicted are available on the SharePoint website:

theconnection.onsemi.com/sm/mc



ON Semiconductor®

ON Semiconductor®



In order for the ON Semiconductor signature to stand alone, it should always be surrounded by a clear space, or Area of Isolation, in all applications. A minimum distance of one-half the height of the ON Semiconductor symbol must be allowed to separate the company from text, phrases or graphics appearing above, below, to the left or right of the signature. (See the examples on the page 7.)

Additional Logo Versions

In four color and two color (black and green) applications, the rendered version of the ON Semiconductor symbol is always preferred. In two color applications (black or green), where screens are not feasible, it is permissible to use a solid green symbol in combination with solid black typography. (Example on the page 8.)

For single color applications, two versions are acceptable: Rendered and Flat. To obtain the Rendered version, you must

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use a black or PMS 8402 silver halftone screen symbol and solid black or PMS 8402 logotype. No other Rendered, single color application is acceptable. In all other single color applications, or Flat versions, you have may only use black, PMS 877 gray or PMS 8402 silver for both the symbol and the logotype (See examples on pages 8-9).

For reverse applications, the entire company signature may be reversed out of a color field to white. If the color field is neutral, the rendered symbol may be reversed as well. The color field chosen should provide sufficient contrast to the company signature and never be lighter than a 50% value of black.

Typography (Fonts)

Typography, or fonts, play an integral role in creating distinctive and memorable communications. We have chosen several variations of font families for our communications. Three families of typefaces have been selected to be used for all FORMAL company communications, such as advertisements, sales collaterals, tradeshow graphics, etc. These two typeface families are Franklin Gothic, and Times Roman. This combination of sans-serif (Franklin Gothic) and serif (Times Roman) typefaces allow flexibility needed for the diversity of communications that ON Semiconductor produces. As these fonts are not typically found on the standard PC desktop that is provided to employees, partners and customers, INFORMAL communications and EXTERNAL ELECTRONIC communications should use the Arial family and Times family of fonts, for proper viewing. Both of these font families come installed on all standard PC desktops.

ON Semiconductor has also created a TrueType logo-font called "ONSemi" font. This font is capable of creating the ON Semiconductor logos in a solid black in 3 formats: horizontal, vertical and the ON Semiconductor ball alone.

To download the FORMAL fonts go to:

theconnection.onsemi.com/sm/mc

All versions and weights of Franklin Gothic are acceptable. It is acceptable to use both families of type within context of the same communication.

FORMAL Font Families

Franklin Gothic Book

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 “ ” ‘ ’

Franklin Gothic Book Condensed

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 “ ” ‘ ’

EXTERNAL and INFORMAL Font Families

Arial

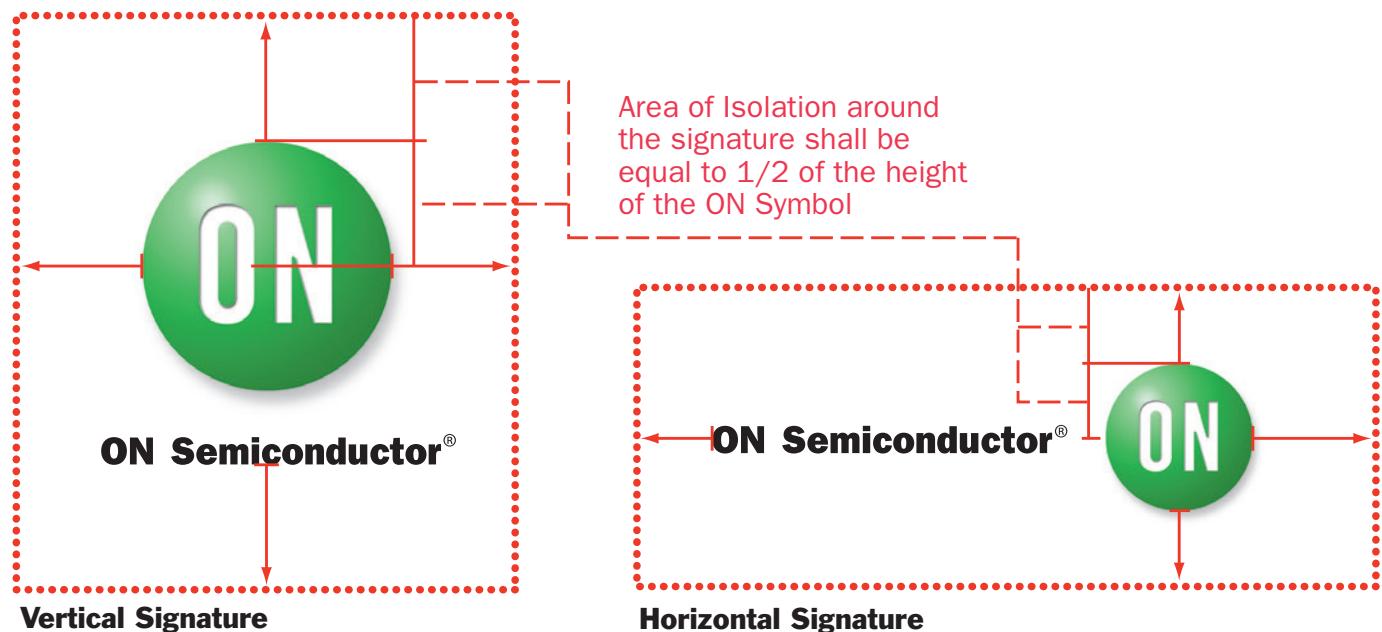
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 “ ” ‘ ’

Arial Narrow

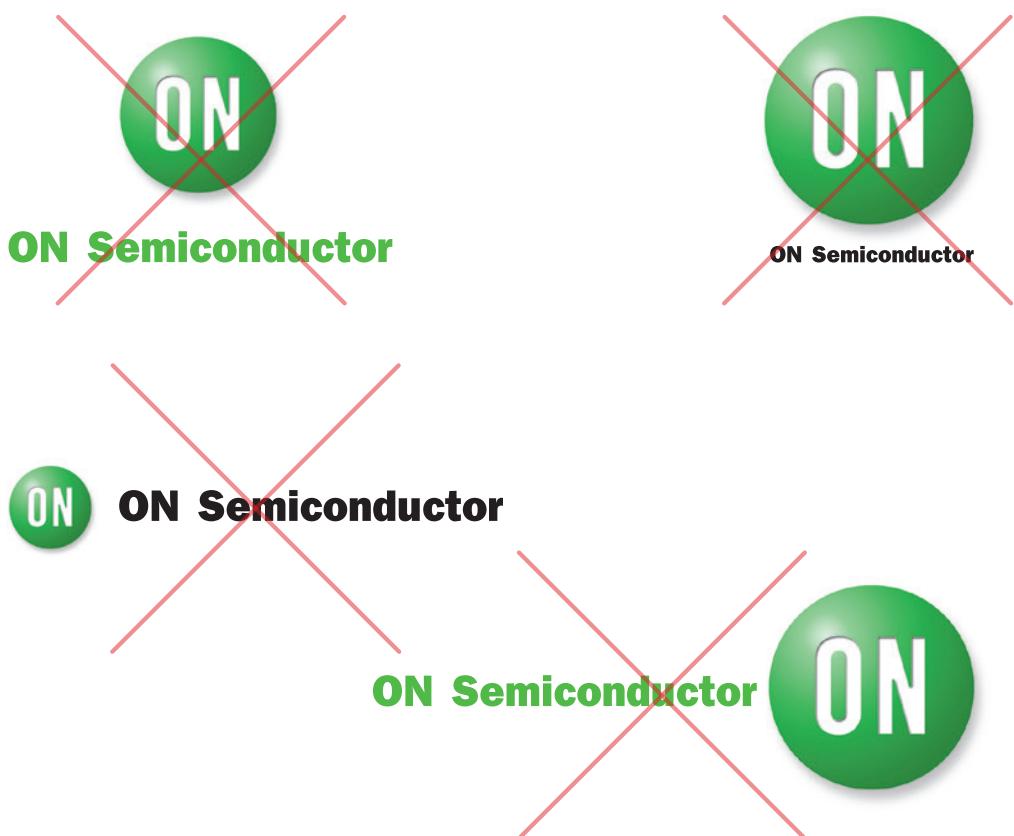
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 “ ” ‘ ’

Times Roman

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 “ ” ‘ ’



AREA OF ISOLATION



UNACCEPTABLE "VERSIONS" OF THE SIGNATURE - Incorrect proportions, arrangements, and colors.

Four Color, 3D Rendered
This is the PREFERRED Version



ON Semiconductor®

Grayscale, 3D Rendered
This May Be Used in Black & White Documents



ON Semiconductor®

2-Color, Flat
This is the PREFERRED Version



ON Semiconductor®

Single Solid Color
Must Be in ALL BLACK or WHITE



ON Semiconductor®

Four Color, 3D Rendered
on Black or Colored Background



ON Semiconductor®

Single Solid Color
on Black or Colored Background



ON Semiconductor®

Colors

Like the company name, symbol and typography, color represents another visual tool in our identity system. Our company's identity will be more memorable and the equity of our brand enhanced, when the use of color is consistent.

The new ON Semiconductor color palette includes black, green, blue, gray and white. Some of the colors in the palette corresponds to a specific Pantone® Matching System (PMS) color. The additional colors have CMYK and RGB color formulas for use in both printed (CMYK) and on-screen or electronic (RGB) applications.

It is also important to note that colors in electronic presentations (PowerPoint) can have a great impact on both the presentation's aesthetics and on the overall branding of the company. A new "slide guidelines" presentation has been posted in the same folder with the PowerPoint Corporate Template. In that presentation, some basic "color" rules have been addressed. If you have any questions, or need assistance with your slides, contacts have been provided in the guidelines document. The guidelines and template can be downloaded from:

theconnection.onsemi.com/sm/mc



Solid (Rich) Black
PMS Process Black
CMYK: 65 50 50 100
RGB: 0 0 0



Solid Green
PMS 361
CMYK: 69 0 100 0
RGB: 84 185 72



Solid Gray
PMS 877
CMYK: 0 0 0 40
RGB: 167 169 172



Dark Blue
PMS (N/A)
CMYK: 90 67 26 8
RGB: 44 89 133



Light Blue
PMS (N/A)
CMYK: 65 36 0 0
RGB: 91 143 203

General Guidelines of Name and Logo Use

The Do's and Don'ts

In all forms of communications, both internal and external, there are some general guidelines that need to be followed with regards to the company name and logo. Because ON Semiconductor is a registered trademark, it is imperative to the corporate brand, that these guidelines be adhered to.

When writing the ON Semiconductor name in headlines, subheads, text or in general communications, the ON must be capitalized along with the initial "S" in Semiconductor. Also, the company name is **ON Semiconductor** - **NOT** *ON Semi*; and **NOT** *ON*; and **NOT** *On*.

ON Semiconductor is a registered trademark, which, by definition, makes the name an adjective describing the company. Therefore, it may not be made possessive. It is inappropriate to say "ON Semiconductor's" - the correct way to indicate that something is part of, owned by, or released by the company, would be "...from ON Semiconductor." For example, "Introducing the New Power MOSFETs from ON Semiconductor." For detailed instructions, refer to page 18 of this manual.

The website address should prominently appear in all internal and external communications. Since the website is the cornerstone to our business model, it is imperative to advertise it everywhere possible.

The logo button or ON Semiconductor logo in type solution, may not be used as wallpaper, as a watermark, or have any sort of illustration that conflicts with the design. For example, placing the button as part of the body in a cartoon character is not approved.

Please remember that we are **ON Semiconductor**. Although some countries and regions may have individual legal names for tax purposes, such as ON Semiconductor Belgium BVBA or SCG Hong Kong SAR Ltd., these names should **never** be used as part of our branding on business cards, letterhead, or other branded items.

For additional information or assistance, you may contact a member of the Corporate Marketing Communications team at employee.questions@onsemi.com.

Exceptions to ON Semiconductor branding guidelines must be approved through corporate marketing and legal. Requests can be sent to employee.questions@onsemi.com. Please include business justification with your request.

INAPPROPRIATE USE OF THE NAME, LOGOS, FONTS AND COLORS



DO NOT USE THE LOGO AS PART OF A WORD

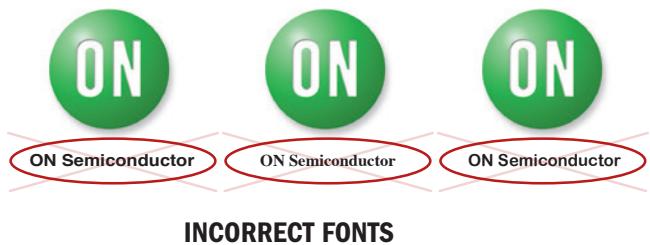
~~Power CONtrollers~~

~~Power Controller~~

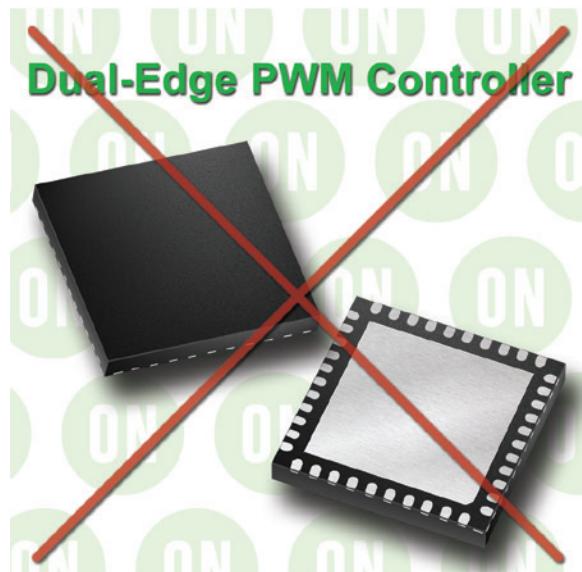
~~Turn the Power ON !~~

DO NOT USE THE LOGO OR NAME AS PART OF WORDS,
PHRASES, CATCH LINES, OR SENTENCES,
SUCH AS: MOVE ON, POWER ON, DRIVE ON, GAME ON

THIS ALSO APPLIES TO THE USE OF "ON SEMI"
SUCH AS "ON SEMI...NAR"



INCORRECT FONTS



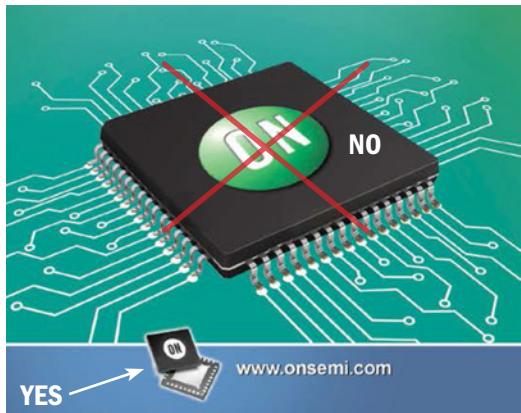
DO NOT USE THE LOGO AS "WALLPAPER"



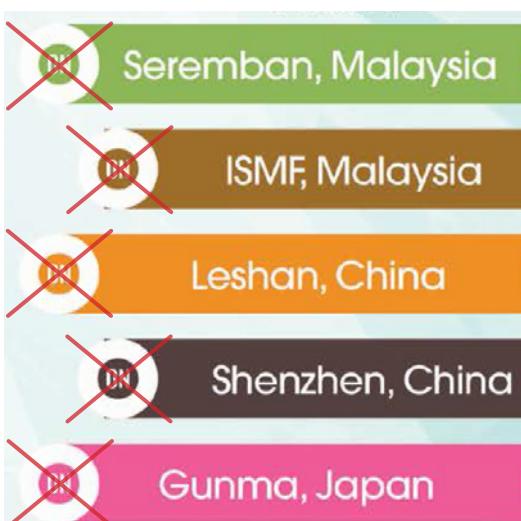
DO NOT SUPERIMPOSE ANYTHING OVER THE LOGO

Exceptions to ON Semiconductor branding guidelines must be approved through corporate marketing and legal. Requests can be sent to employee.questions@onsemi.com. Please include business justification with your request.

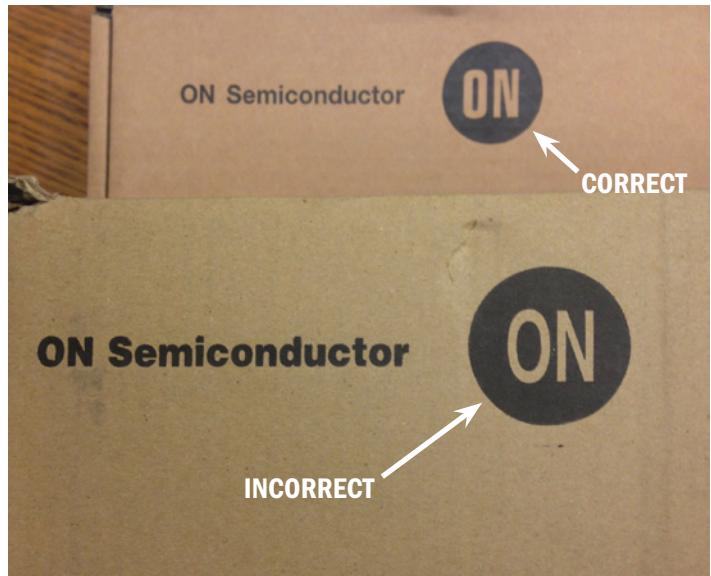
INAPPROPRIATE USE OF THE NAME, LOGOS, FONTS AND COLORS



ONLY THE WHITE LOGO SHOULD BE USED
ON REPRESENTATIONS OF PRODUCT



INAPPROPRIATE COLORS, AND THE LOGO
MAY NOT BE USED AS A GRAPHIC ELEMENT



THE WORD "ON" USING A RANDOM FONT IN A CIRCLE
IS NOT AN ACCEPTABLE LOGO



UNACCEPTABLE COLORS



UNACCEPTABLE COLOR, FONT, AND USE AS A GRAPHIC

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All New Corporate PowerPoint® Template

A new corporate PowerPoint template has been deployed by the corporate marketing and communications teams. The new template can be downloaded from:

[theconnection.onsemi.com/sm/mc/PowerPoint%20Templates/
Forms/AllItems.aspx](http://theconnection.onsemi.com/sm/mc/PowerPoint%20Templates/Forms/AllItems.aspx)

This new template includes all marking options (public information, internal use only and confidential) in one template. For additional information or assistance with these templates, view the tutorial located on the SharePoint site with the template. You may also contact a member of the team at employee.questions@onsemi.com.

The template includes a size standardization of 16x9. The company will begin uniformly using only one size creating greater consistency. (See more details starting on page 13.)

Security Levels for PowerPoint Presentations

Our global information security and legal departments have implemented a classification policy which has been built into the template. Please choose the appropriate layout with corresponding marking based on the material you are sharing. You will see all three options available now in one PowerPoint template.

For additional guidance, please refer to [SOP 8-13](#) (Classification, Marking and Protection of Proprietary or Confidential Information).

**NO
ICON** Public Information

 Internal Use Only

 Confidential



www.onsemi.com

**THINK
ON.**

Click to add title

Click to add subtitle

ON Semiconductor® 

Public Information

Public Information Version

Standard Slide Layouts for Each Option

The screenshot shows the Microsoft PowerPoint interface with the slide master view open. The left pane displays a list of slides numbered 1 through 6, each with a thumbnail preview. The top ribbon bar shows tabs for Home, Insert, Design, Transitions, Animations, Slide Show, Review, and View. The Home tab is selected. The ribbon also includes a 'Corporate PowerPoint Template' section and a search bar. The main workspace shows a slide with a blue background featuring a collage of images related to semiconductor technology (laser engraving, assembly, close-up of a chip, etc.) and the 'THINK ON.' logo. The slide contains placeholder text boxes for 'Click to add title' and 'Click to add subtitle'. The bottom status bar indicates 'Side 1 of 8 English (United States)'.



Internal Use Only Version



Confidential Version

New PowerPoint Template Instructions

A full presentation on using and applying the new PowerPoint template is available on SharePoint at:

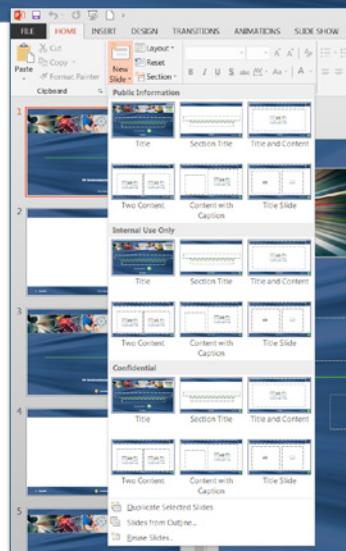
theconnection.onsemi.com/sm/mc/PowerPoint%20Templates/Forms/AllItems.aspx



The slide features a collage of five images: a car's side mirror reflecting light, a robotic arm working on a circuit board, a person using a smartphone with icons floating around it, a close-up of a person's hands holding a microchip, and a silicon wafer. To the right of the images is the website address www.onsemi.com and the slogan "THINK ON." Below the images is the title "Instructions for Applying the New Corporate PowerPoint Template". The date "March 2018" is centered below the title. The ON Semiconductor logo is in the bottom right corner, and a shield icon with the text "Internal Use Only" is in the bottom left.

How to Mark Your Information

- When creating a new PowerPoint presentation, choose the marking that works for the information you will be sharing.
 - Click on the bar at the top of the template under the home tab and “new slide.”
 - Various options will appear for the marking designation appropriate for the information you are sharing.



Standardized Corporate Email Signature Block – External Communications

The company is now standardizing the Email signature block to be used for *external communication* on all company email accounts. The new signature block includes a disclaimer that has

been approved by the ON Semiconductor Legal Department. For a template and instructions on how to create and apply the new signature block, go to:

theconnection.onsemi.com/sm/mc/branding/Pages/Signature%20Block.aspx



Jane Q. Public | ON Semiconductor
Sr. Design Engineer
Image Sensor Group
1234 N. Example Rd., M/D A123 | Any Town, Arizona 65000
888.555.1212 (O) | 866.555.1212 (M) | 800.555.1212 (F) | jane.public@onsemi.com

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Software, Apps, and Development Tools

As we move forward and continue to grow as a company, we will continue to develop software, applications and mobile apps, and development tools. These must also be in compliance with the Corporate Identity Guidelines, as with any other publicly

accessible documentation from ON Semiconductor. For assistance in design and compliance, please contact marcom@onsemi.com during the initial phase of development.

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PAPER SYSTEM - Business Cards, Letterhead, Envelopes

Keith Jackson
President and Chief Executive Officer

ON Semiconductor
5005 E. McDowell Road, Phoenix, AZ 85008 USA
Maildrop C-320
Office: 1-602-244-7346 Fax: 1-602-244-4830
Mobile: 1-602-370-9741
Email: keith.jackson@onsemi.com
www.onsemi.com

7.5 Franklin Gothic; 8.5 pt leading
7.5 Franklin Gothic BT
4 color process logo

8.0 Franklin Gothic BT
8.0 Franklin Gothic

ON 4 color process logo

ON Semiconductor
5005 East McDowell Road
Phoenix, AZ 85008
(602) 244-5654
Fax: (602) 244-3345
www.onsemi.com

8.5 Franklin Gothic BT
9.5 Franklin Gothic
All type is 100% black with 13 pt. leading

ON Semiconductor 8.5 Franklin Gothic BT
5005 East McDowell Road
Phoenix, AZ 85008 9.5 Franklin Gothic

All type is 100% black with 13 pt. leading

ON 4 color process logo

Multi-Language Business Cards

ITC Franklin Gothic Demi 7.5pt
ITC Franklin Gothic Heavy 8.5pt

ITC Franklin Gothic Book 8pt
ITC Franklin Gothic Heavy 8.5pt

Bob Mahoney
Executive Vice President
Sales & Marketing

鲍選採
郭經選採
柳樹荷選采

ボブ マホーニー
エグゼクティブバイスプレジデント
バイスプレジ

방 마니
영 일 바的办法 풍 허 험 흥

ON Semiconductor
www.onsemi.com

Multi-Language Business Card Front – Three Languages
Languages as Needed - Size Appx 8pt

Front – Two Languages

Front – One Language

Multi-Language Business Card – Back Side English

ITC Franklin Gothic Demi 7.5pt
ITC Franklin Gothic Book 7.5pt
ITC Franklin Gothic Heavy 8.5pt

ON Semiconductor
5005 E. McDowell Road, Phoenix, AZ 85008 USA
Maildrop A-1000
Office: 1-602-244-6453 Fax: 1-602-244-3217
Mobile: 1-602-410-9579
Email: Paul.Rolls@onsemi.com
www.onsemi.com

Paul Rolls
Executive Vice President
Sales & Marketing

ITC Franklin Gothic Book 8pt
ITC Franklin Gothic Heavy 8.5pt

General Trademark Guidelines

The following guidelines will help ensure that trademarks of SCILLC are used properly. These guidelines apply to print, electronic and broadcast applications of advertising, product literature, product user guides, displays, signs, banners, product packaging, labels, technical documents, correspondence or any other method of communication in which trademarks are used and referenced.

Always use a trademark as an adjective followed by a generic name of the product. A trademark should never be used as a noun. Do not use a trademark in the plural or possessive form. When using a trademark in text, it should be used in the exact manner that it was filed with the patent and trademark office. For example, if the filed mark is in all capitals, then it should be displayed within the text in all capitals. Trademarks should be identified as such in all applications. Trademarks registered in the US Patent and Trademark Office should be identified by applying the ® symbol at the end of the trademark and the accompanying legend "...is a registered trademark of SCILLC" at the end or conclusion of the material. Trademarks that are not registered are identified by the ™ symbol at the end of the mark. Never use the ® symbol for unregistered marks, as there are civil penalties for misuse of the symbol. Identification symbols need only be applied at the first trademark reference in a document. If the trademark is used frequently throughout the document, a good rule of thumb is one marking per chapter. A one-time notation may be made at the conclusion or end portion of printed material that lists all trademarks of SCILLC, without specifying which are registered and which are unregistered. However, if any trademarks are marked with the ® symbol, please use the following phrase: "...is a registered trademark of SCILLC." Treat the trademarks of others by following the same guidelines used to treat those of SCILLC. A general disclaimer may be used at the end of a document; however, SCILLC may have entered into agreements with certain companies that require us to give recognition to specific trademarks. Always check with the Intellectual Property Department to ensure that proper attribution is given when and where required.

The SCILLC Housemarks

A housemark is a trademark that is used on essentially all of a company's manufactured products. SCILLC housemarks are the name "ON Semiconductor" and the ON Semiconductor logo. See the "ON Semiconductor Symbol" section of the identity manual on page 4 for additional information.

The ON Semiconductor identity system is based on a specific graphic arrangement of our housemarks for consistent presentation, both inside and outside of the company. Creation of logos or logo systems that incorporate the name ON Semiconductor or the ON Semiconductor logo is inconsistent with our brand management policies and is strongly discouraged. Exceptions to this policy are rare and must be approved by the specific guidelines that are detailed at the end of this section.

Do not use the name ON Semiconductor, in its specific logotype letterform or any other typeface, or ON Semiconductor logo, to refer to the products of others or closely connected with the trademarks of others.

Do not use the name ON Semiconductor alone to refer to a generic product such as a chip or IC. The proper usage would be either "ON Semiconductor brand IC" or "ON Semiconductor brand chip".

Do not use the name ON Semiconductor as part of the name of any joint venture company, without the express written permission of Legal Affairs.

Do not create a mark or attempt to register as a trademark any word derived from the name ON Semiconductor or a recognizable portion of the name ON Semiconductor, or a design incorporating or altering the ON Semiconductor logo.

Do not permit any third-party dealer, distributor, retailer, etc., to use the name ON Semiconductor or the ON Semiconductor logo in the trade name or business name of their company or as part of their internet domain name.

Reproduce the housemarks from approved artwork only. Use of "homemade" or "counterfeit" versions weakens their uniqueness in the marketplace as well as our ability to defend them against

loss to competitors. The use of unapproved artwork also impairs SCILLC's ability to present a uniform company image to the customer or consumer.

At the conclusion or end portion of any document, advertisement, flyer or other printed material that incorporates the ON Semiconductor housemarks, the following statement should be printed: "ON Semiconductor and the ON Semiconductor logo are registered trademarks of SCILLC or its subsidiaries in the United States and/or other countries." This applies to all materials produced by SCILLC as well as those materials produced for SCILLC by a third party.

ON Semiconductor Used as a Possessive

(Submitted by the ON Semiconductor Legal Department, Corporate IP Counsel, Mar-2009)

Is it ever appropriate to use ON Semiconductor in the possessive form? From a legal standpoint, the answer depends on whether or not ON Semiconductor is being used as a trademark, service mark, or a trade name. As a reminder, trademarks identify products; service marks identify services; and trade names identify businesses. We use ON Semiconductor in all three contexts. ON Semiconductor is a federally registered trademark and service mark, but there is no federal registration process for trade names.

When using ON Semiconductor to identify our products and services (i.e., as a trademark or service mark), the guidelines and rules set forth in Corporate Identity and Graphics Standards Manual must be followed.

As you recall, the general rules for trademark and service mark use include the following:

1. The trademark/service mark should be used as an adjective, not a noun. The mark (adjective) modifies the generic term (noun), e.g., KLEENEX® brand facial tissues.
2. The trademark/service mark should not be used in the plural (unless the mark itself is plural).
3. The trademark/service mark should not be used in the possessive (unless the mark itself includes the possessive – an example of this is LEVI'S® jeans).

Failure to follow these rules may cause the company to lose its trademark rights over time, thus losing a significant investment in the development of our brand.

The above rules do not have to be followed when using ON Semiconductor as our trade name to identify the company, but the rules may be followed if so desired. ***There is a distinction from a legal standpoint***, and the rules are less restrictive with trade names. Below, we will give you the examples necessary to clarify this distinction.

The following examples and additional rules should help clarify appropriate usage of ON Semiconductor depending on the context:

Proper ON Semiconductor Trademark/Service Mark Usage

Rule: When referring to the company's products and services, use of the possessive is **not** okay; use the mark as an adjective; use ® as appropriate.

ON Semiconductor® power management integrated circuits
ON Semiconductor® brand integrated circuits
Power MOSFETs from ON Semiconductor®
ON Semiconductor® foundry services
Foundry services from ON Semiconductor®
ON Semiconductor® ASIC design services
BELASIGNA® Programmable Audio Processing System from
ON Semiconductor®
EasyPRO™ Portable Programming Tool from ON Semiconductor®

Proper ON Semiconductor Trade Name Usage

Rule: When referring to the company itself and not its products and services, use of the possessive is okay; do not use the symbols SM, TM or ®

ON Semiconductor's corporate offices are in Phoenix
ON Semiconductor's President & CEO is Keith Jackson
ON Semiconductor's Q4 results were announced today...

Trade names may also be used as adjectives:

The ON Semiconductor corporate offices are in Phoenix,
If you have any doubts about the context in which you are using ON Semiconductor, please seek the advice of the Law Department, or err on the side of protecting our rights and ***avoid using the possessive form***.

Creation and Use of Other Corporate Trademarks

Trademarks can provide significant competitive advantage and contribute to the financial success of your product as well as the company. However, improper use of trademarks may expose the company to significant legal and financial risk. Existing marks must be managed with care. New marks must be created with attention to accepted practices and a focus on the end-user,

through applied market research. The process required to file for a trademark registration is detailed, lengthy and costly, and necessitates the early involvement of a trademark attorney. For more information on related training, processes, and documentation, contact the Legal or Marketing Communications organizations (employee.questions@onsemi.com).

APPENDIX A: INTERNATIONAL VERSIONS OF THE ON SEMICONDUCTOR LOGO



安森美半导体
ON Semiconductor®

CHINESE



オン・セミコンダクター
ON Semiconductor®



オン・セミコンダクター
ON Semiconductor®

JAPANESE

APPENDIX B: SIGNAGE

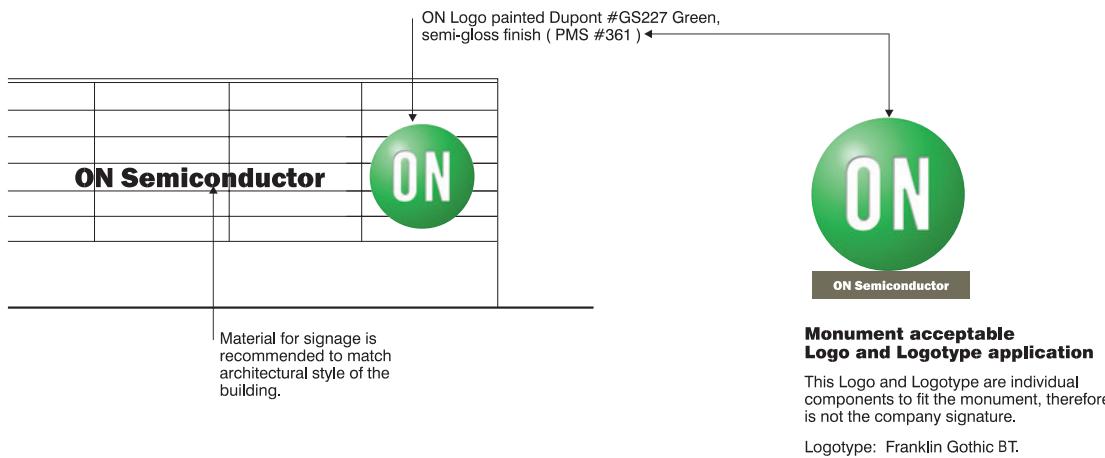
The sign program should be consistent at all sites. If there are architectural or site conditions that do not allow for a certain sign type, contact Rick Corea at 602-244-3517 for approval on sign type alternatives. You may choose to use a local sign fabricator, or work in part with Young Electric Sign Company (Yesco) in Phoenix (602-275-5791). It may be cost effective to use existing molds that Yesco has already made. Signs are always externally illuminated, consult your fabricator for the best alternative. The drawings shown here are the final spec drawings and must be followed when working with your sign fabricator.

Symbol and Logotype Applications

The ON Semiconductor symbol alone identifies the company; therefore the logotype or signature is not required to identify a company site. Each building has the option to use the “ON Semiconductor” logotype in one location: either the wall mount or on the monument, but not both. The symbol and logotype may only be used together in the wall mount and/or monument configurations starting on page 21.

Building Identification

If a site requires a larger symbol than 6' it is acceptable to output the logo using 3M scotch-cal for flat applications up to 12'0" (see alternate B on page 18). When using the symbol above 7'0" it is not acceptable to use the logotype or the signature layout. Consult your fabricator for the best external illumination option for your site.

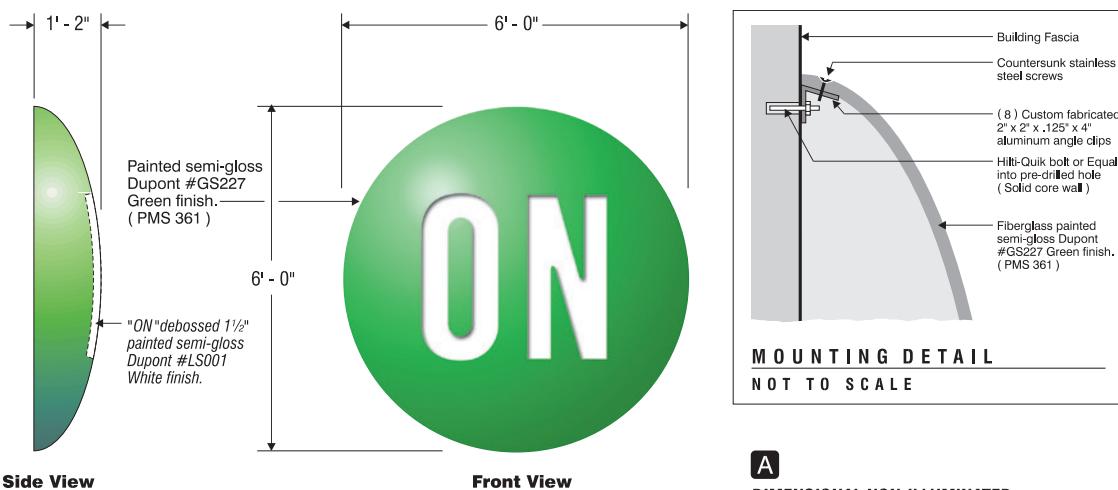


Wall Mount acceptable Signature application

The Logo and Logotype may only be used in layouts as shown above.

Each building site has the option to use the "ON Semiconductor" signage in one location: either on the wall mount or on the monument, but not both.

External lighting of display to be determined by owner.



LOGO - SINGLE FACED SIGNAGE

SCALE 1 / 2 " = 1 ' - 0 "

A

DIMENSIONAL NON-ILLUMINATED SINGLE FACED LOGO.

MATERIAL...

FIBERGLASS FABRICATION, SMOOTH OUTSIDE FINISH.

ILLUMINATION...

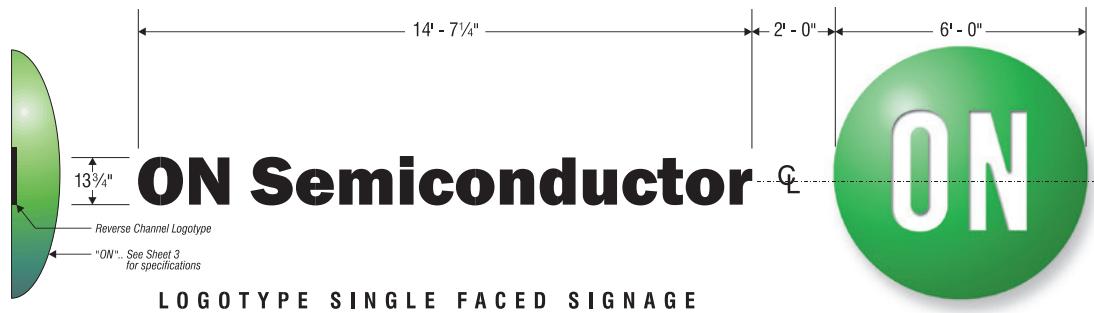
NO ILLUMINATION

FINISH... (SEMI-GLOSS)

BKGD. PAINTED DUPONT #GS227 GREEN FINISH. (PMS 361)
1 1/2" DEBOSSED COPY "ON", INCLUDING RETURN EDGES PAINTED DUPONT #LS001 WHITE FINISH.

INSTALLATION...

MONTEED FLUSH TO BUILDING FASCIA (See Mounting Detail).



B

NON-ILLUMINATED REVERSE CHANNEL LETTERS.

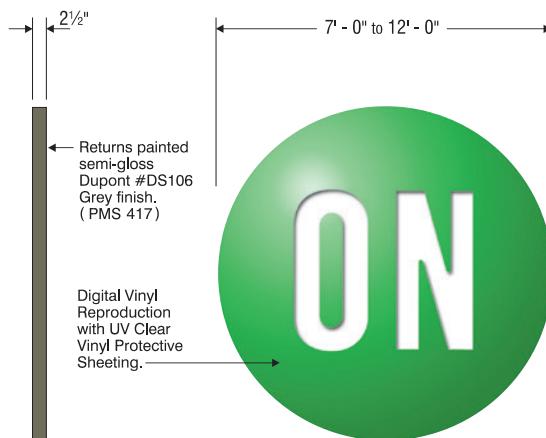
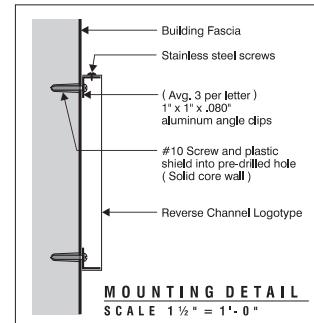
MATERIAL (Choose One Type)

- A.. FACES: .080" ALUMINUM - MILL FINISH,
1 1/2" RETURNS: .063" ALUMINUM - MILL FINISH
- B.. FACES: .080" ALUMINUM - BRUSHED HORIZ. GRAIN.
1 1/2" RETURNS: ".080" ALUMINUM - BRUSHED HORIZ. GRAIN.
- C.. FACES: 20 GA. STAINLESS STEEL - BRUSHED HORIZ. GRAIN.
1 1/2" RETURNS: 24 GA. STAINLESS STEEL - BRUSHED HORIZ. GRAIN.
- D.. .080" ALUMINUM LETTERS PAINTED SEMI-GLOSS DUPONT #LS001 WHITE
(for dark color buildings) OR #DS001 BLACK FINISH (for light color buildings)

INSTALLATION...

MONTEED FLUSH TO BUILDING FASCIA (See Mounting Detail).

Logotype: Franklin Gothic BT



Side View

Front View

LOGO - SINGLE FACED SIGNAGE
NOT TO SCALE

To be used when a logo larger than 6' - 0" is necessary to replace an existing Motorola logo.
Logo may be sized between 7' to 12' and may not be used with logotype " ON Semiconductor ".

C

DIMENSIONAL NON-ILLUMINATED SINGLE FACED LOGO.

MATERIAL...

FACE: .080" ALUMINUM, 2 1/2" RETURNS: .063" ALUMINUM.

FINISH...

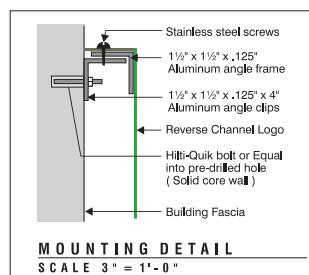
FACE PAINTED DUPONT PRIMER WHITE FINISH.

DECORATION...

DIGITAL VINYL REPRODUCTION WITH UV CLEAR VINYL PROTECTIVE SHEETING.

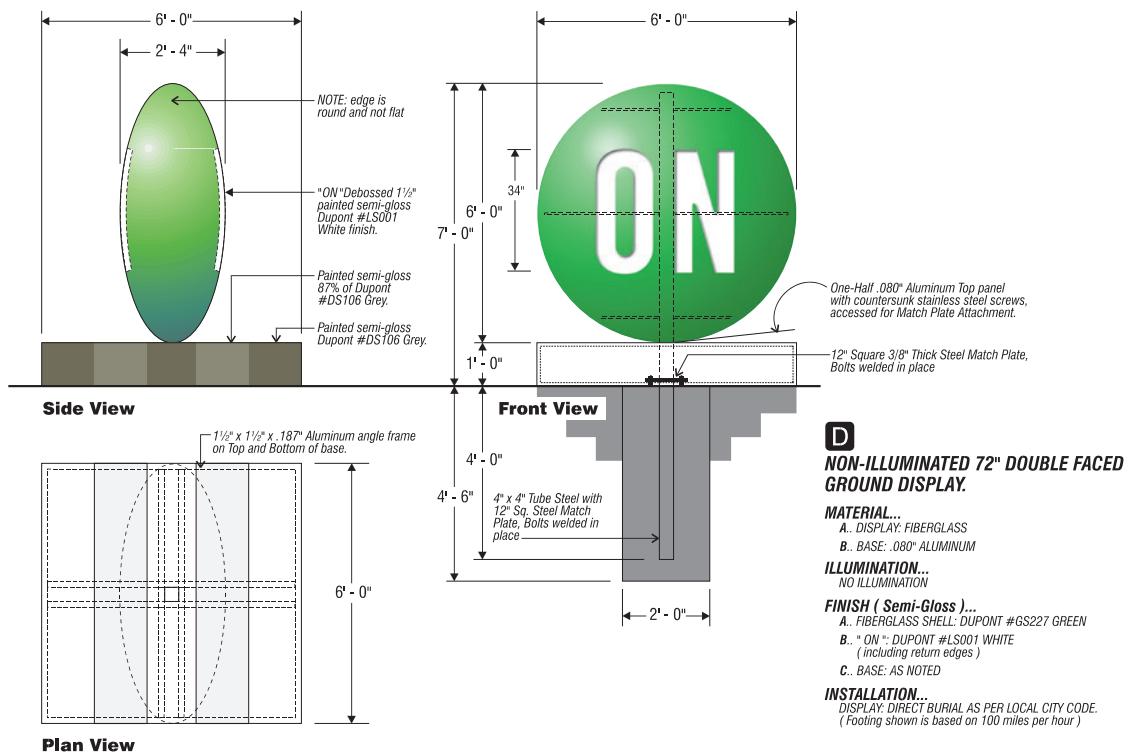
INSTALLATION...

MONTEED FLUSH TO BUILDING FASCIA (See Mounting Detail).

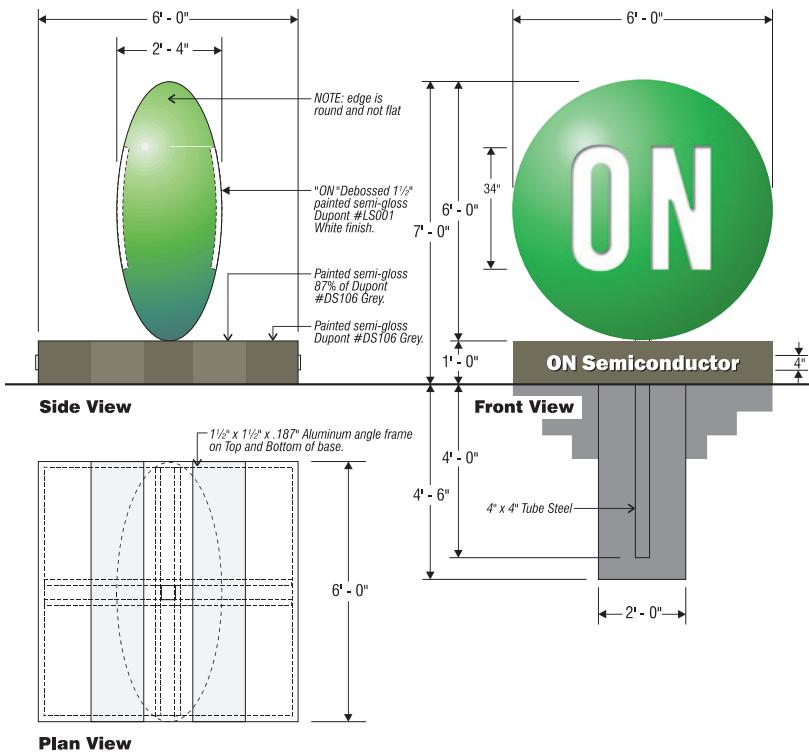


Monument Signs

The monument may be fabricated at 4'0" or 6'0" with or without the logotype (shown below and on pages 24-26). The convex shape should be continuous on both sides and connected with a seamless look (shown below). The monument should be externally lit. Consult your fabricator for the best external illumination option for your site.



Energy Efficient Innovations



E

NON-ILLUMINATED 72" DOUBLE FACED GROUND DISPLAY WITH LOGOTYPE.

MATERIAL...

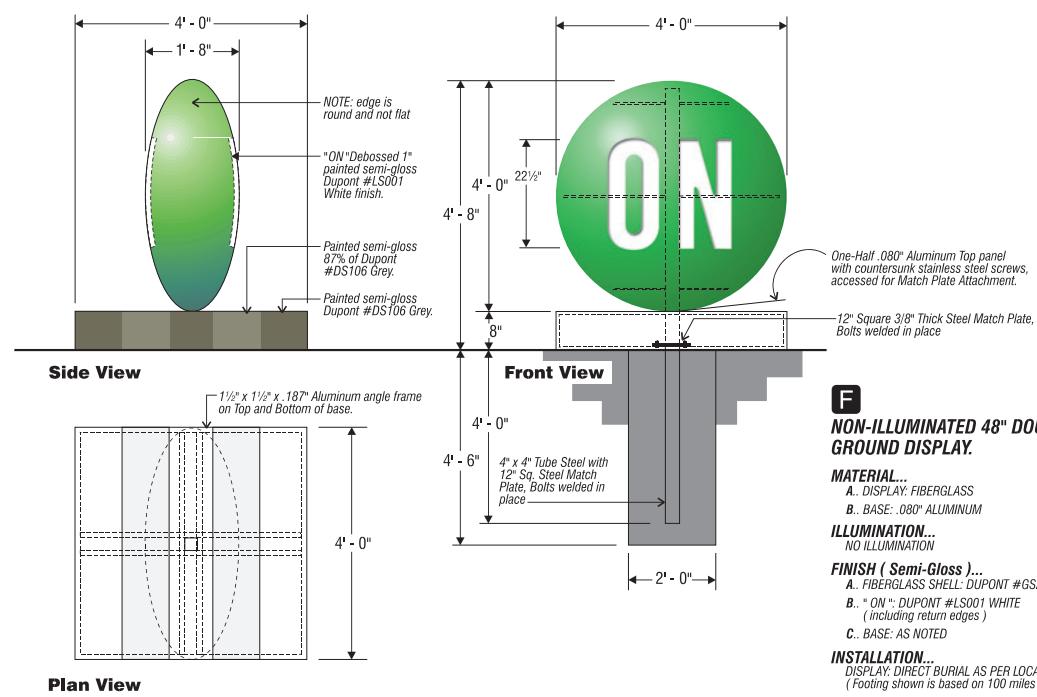
- A. DISPLAY: FIBERGLASS
- B. BASE: .080" ALUMINUM
- C. "ON Semiconductor": 4" HIGH FLAT CUT OUT .250" ALUMINUM LETTERS

FINISH (Semi-Gloss)...

- A. FIBERGLASS SHELL: DUPONT #GS227 GREEN
- B. "ON": DUPONT #LS001 WHITE (including return edges)
- C.. "ON Semiconductor": DUPONT #LS001 WHITE
- D.. BASE: AS NOTED

INSTALLATION...

- DISPLAY: DIRECT BURIAL AS PER LOCAL CITY CODE.
- (Footing shown is based on 100 miles per hour)
- 4" HIGH, F.C.O. LETTERS MOUNTED FLUSH TO BASE WITH ALUMINUM STUDS.



F

NON-ILLUMINATED 48" DOUBLE FACED GROUND DISPLAY.

MATERIAL...

- A. DISPLAY: FIBERGLASS

- B. BASE: .080" ALUMINUM

ILLUMINATION...

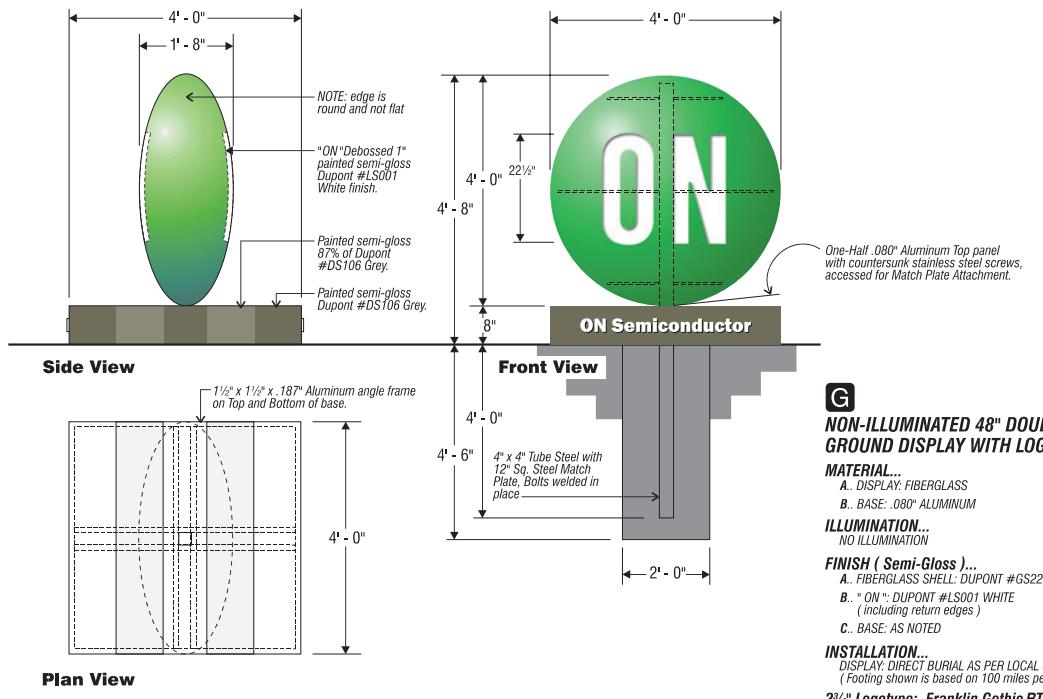
- NO ILLUMINATION

FINISH (Semi-Gloss)...

- A. FIBERGLASS SHELL: DUPONT #GS227 GREEN
- B.. "ON": DUPONT #LS001 WHITE (including return edges)
- C.. BASE: AS NOTED

INSTALLATION...

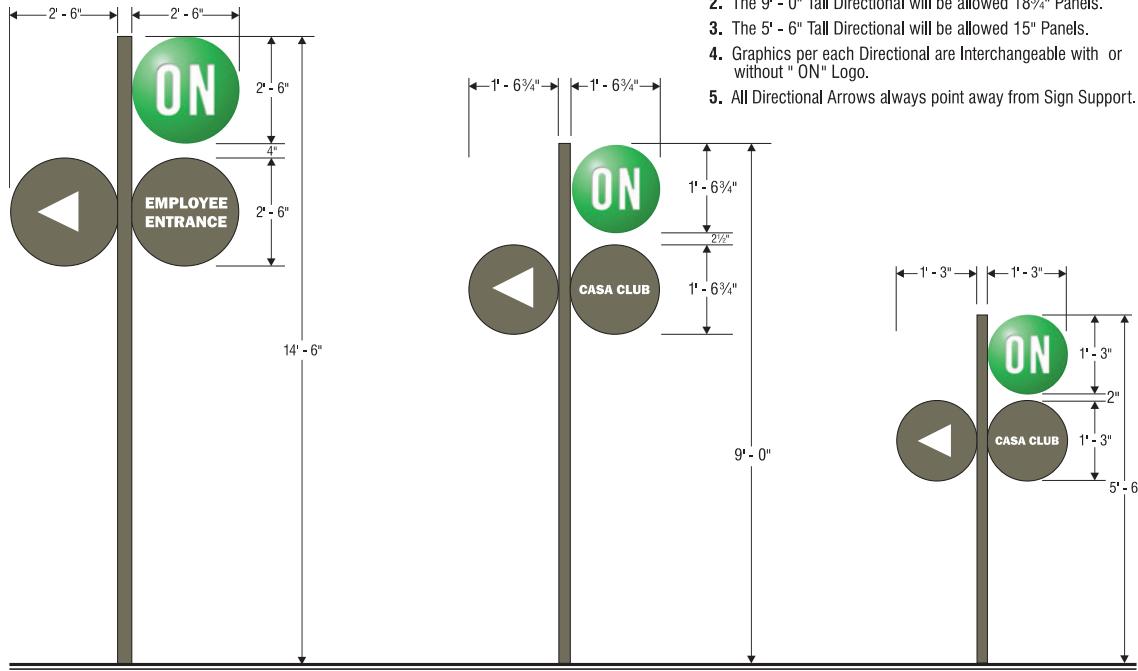
- DISPLAY: DIRECT BURIAL AS PER LOCAL CITY CODE.
- (Footing shown is based on 100 miles per hour)



Directional Signs

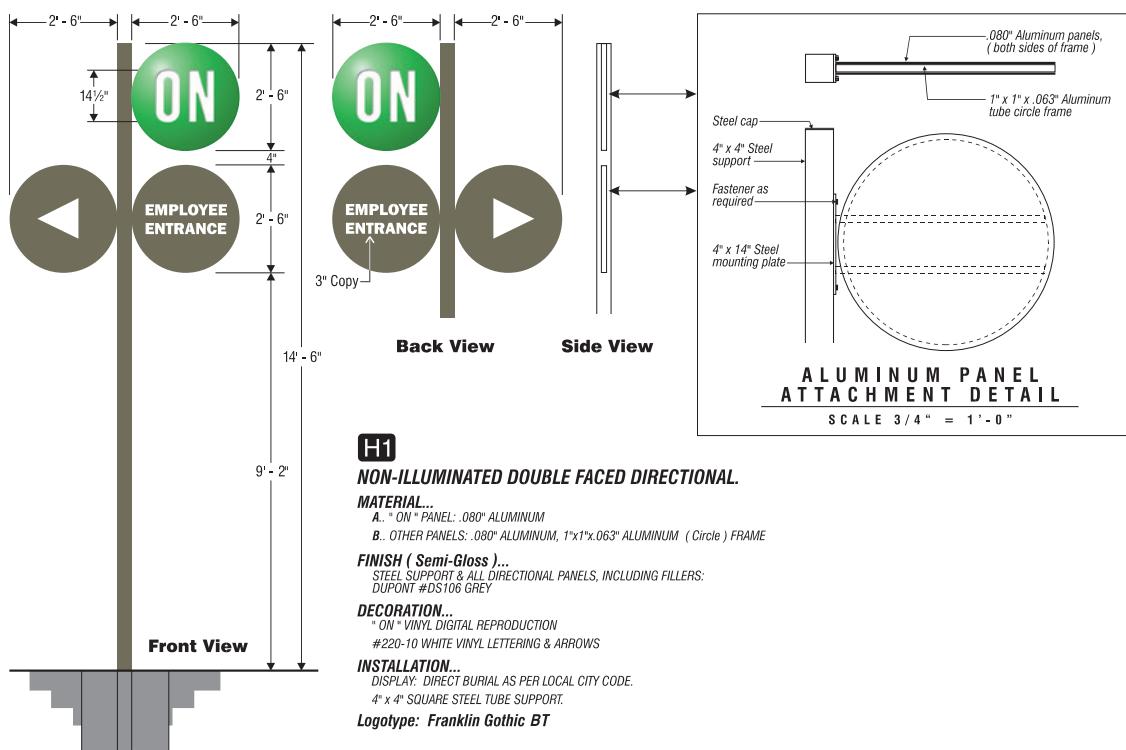
Directional signs consist of three sizes. Each size addresses the traffic conditions specific to its location. For fast or heavy traffic conditions, such as along the property line on a busy street, the 14'6" entrance identification signs should be used to ensure visibility (shown on pages 26 and 27). For direction within the site, the 9'0" vehicular direction should be used (shown on pages 27 and 28). For smaller single panel information, such as handicap or security booths, the 5'6" sign should be used (shown on page 28 and 29). Any of the 3 signs may be used as long as the disc and pole height follow specs. Directional signs may be externally lit. Consult your fabricator for the best external illumination option for your site.

Energy Efficient Innovations



All Directional Signage Are Restricted To Panel Sizes:

1. The 14' - 6" Tall Directional will be allowed 30" Panels.
2. The 9' - 0" Tall Directional will be allowed 18 1/4" Panels.
3. The 5' - 6" Tall Directional will be allowed 15" Panels.
4. Graphics per each Directional are Interchangeable with or without "ON" Logo.
5. All Directional Arrows always point away from Sign Support.



H1

NON-ILLUMINATED DOUBLE FACED DIRECTIONAL.

MATERIAL...

- A. "ON" PANEL: .080" ALUMINUM
- B. OTHER PANELS: .080" ALUMINUM, 1"x1"x.063" ALUMINUM (Circle) FRAME

FINISH (Semi-Gloss)...

STEEL SUPPORT & ALL DIRECTIONAL PANELS, INCLUDING FILLERS:
DUPONT #DS106 GREY

DECORATION...

" ON " VINYL DIGITAL REPRODUCTION

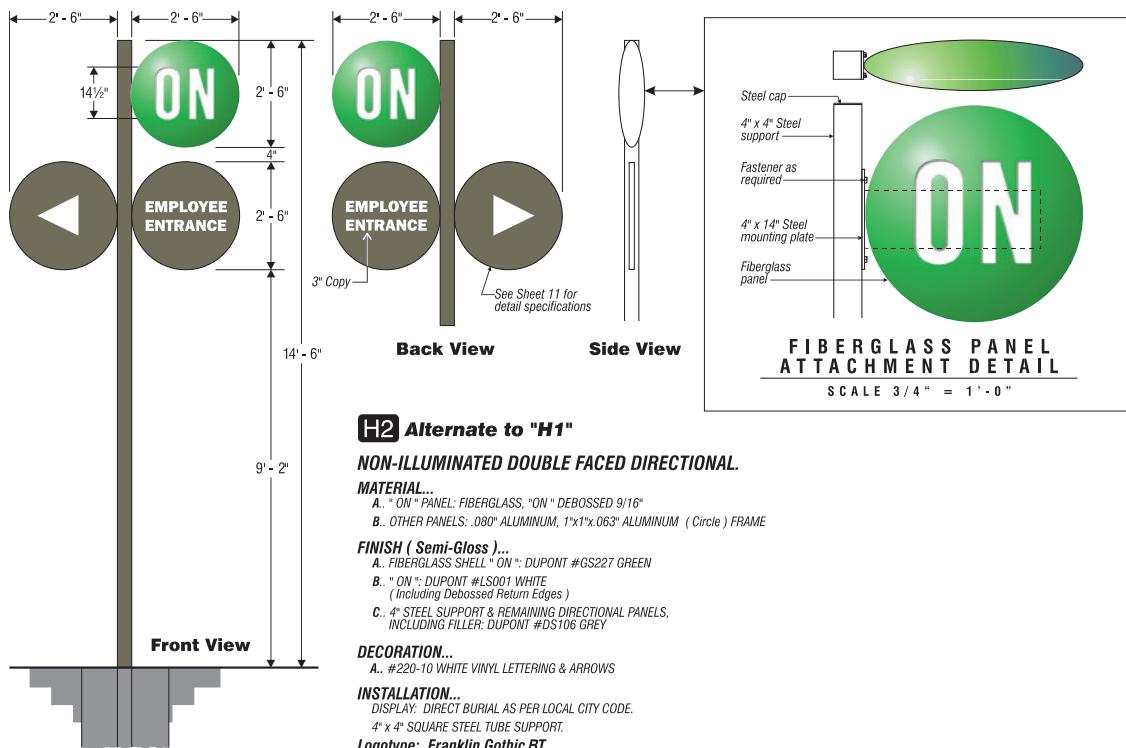
#220-10 WHITE VINYL LETTERING & ARROWS

INSTALLATION...

DISPLAY: DIRECT BURIAL AS PER LOCAL CITY CODE.

4" x 4" SQUARE STEEL TUBE SUPPORT.

Logotype: Franklin Gothic BT



H2 Alternate to "H1"

NON-ILLUMINATED DOUBLE FACED DIRECTIONAL.

MATERIAL...

- A. "ON" PANEL: FIBERGLASS, "ON" DEBOSSED 9/16"
- B. OTHER PANELS: .080" ALUMINUM, 1"x1"x.063" ALUMINUM (Circle) FRAME

FINISH (Semi-Gloss)..

- A. FIBERGLASS SHELL "ON": DUPONT #GS227 GREEN
- B. "ON": DUPONT #LS001 WHITE
(Including Debossed Return Edges)
- C. 4" STEEL SUPPORT & REMAINING DIRECTIONAL PANELS,
INCLUDING FILLER: DUPONT #DS106 GREY

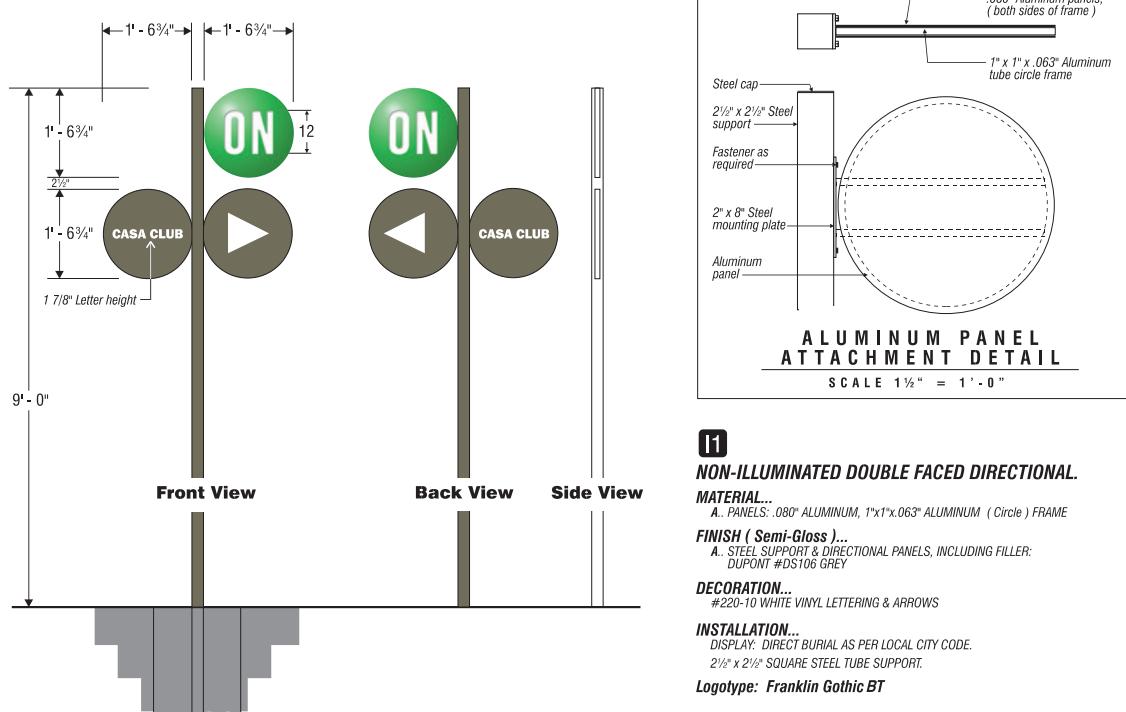
DECORATION...

- A.. #220-10 WHITE VINYL LETTERING & ARROWS

INSTALLATION...

- DISPLAY: DIRECT BURIAL AS PER LOCAL CITY CODE.
- 4"x4" SQUARE STEEL TUBE SUPPORT.

Logotype: Franklin Gothic BT



I1

NON-ILLUMINATED DOUBLE FACED DIRECTIONAL.

MATERIAL...

- A. PANELS: .080" ALUMINUM, 1"x1"x.063" ALUMINUM (Circle) FRAME

FINISH (Semi-Gloss)..

- A. STEEL SUPPORT & DIRECTIONAL PANELS, INCLUDING FILLER:
DUPONT #DS106 GREY

DECORATION...

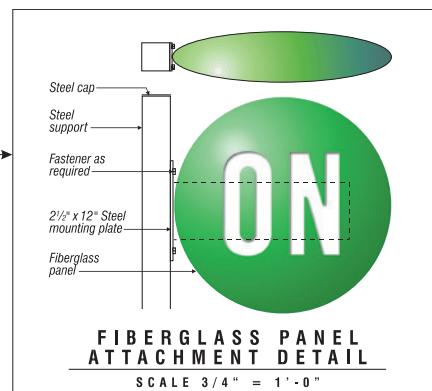
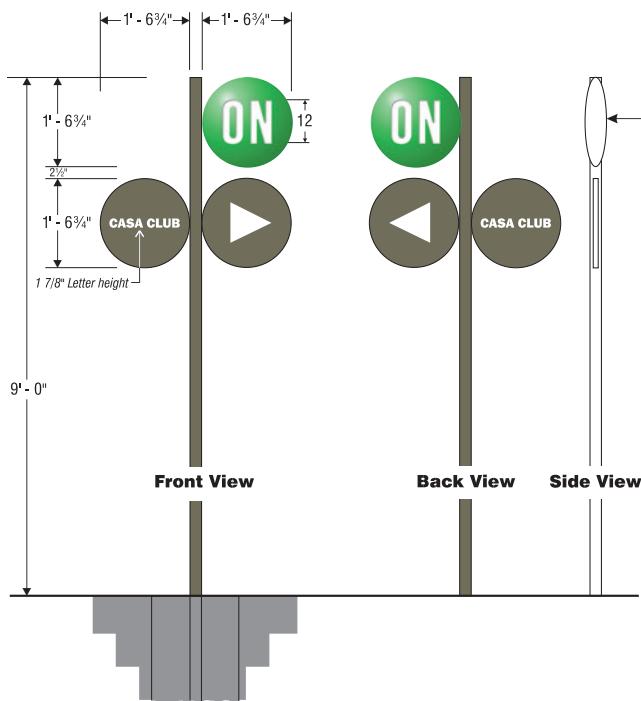
- #220-10 WHITE VINYL LETTERING & ARROWS

INSTALLATION...

- DISPLAY: DIRECT BURIAL AS PER LOCAL CITY CODE.
- 2 1/2" x 2 1/2" SQUARE STEEL TUBE SUPPORT.

Logotype: Franklin Gothic BT

Energy Efficient Innovations



I2 Alternate to "I1"

NON-ILLUMINATED DOUBLE FACED DIRECTIONAL.

MATERIAL...

A. "ON" PANEL: FIBERGLASS, "ON" DEBOSSED 3/8"

B. OTHER PANELS: .080" ALUMINUM, 1" x 1" x .063" ALUMINUM (Circle) FRAME

FINISH (Semi-Gloss)...

A. FIBERGLASS SHELL "ON": DUPONT #GS227 GREEN

B. "ON": DUPONT #LS001 WHITE

(Including Debossed Return Edges)

C. 2 1/2" STEEL SUPPORT & REMAINING DIRECTIONAL PANELS, INCLUDING FILLER: DUPONT #DS106 GREY

DECORATION...

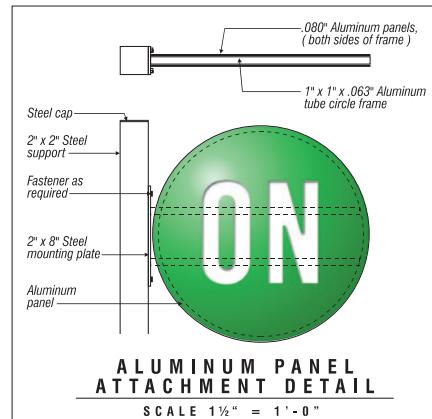
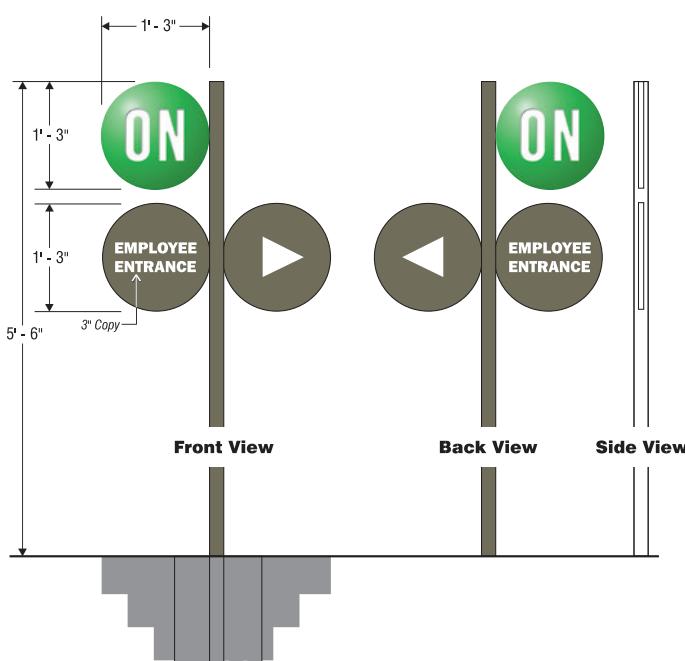
A. #220-10 WHITE VINYL LETTERING & ARROWS

INSTALLATION...

DISPLAY: DIRECT BURIAL AS PER LOCAL CITY CODE.

2 1/2" x 2 1/2" SQUARE STEEL TUBE SUPPORT.

Logotype: Franklin Gothic BT



J1

NON-ILLUMINATED DOUBLE FACED DIRECTIONAL.

MATERIAL...

"ON" PANEL: .080" ALUMINUM, 1" x 1" x .063" ALUMINUM (Circle) FRAME

FINISH (Semi-Gloss)...

STEEL SUPPORT & DIRECTIONAL PANEL, INCLUDING FILLER: DUPONT #DS106 GREY

DECORATION...

"ON" VINYL DIGITAL REPRODUCTION

INSTALLATION...

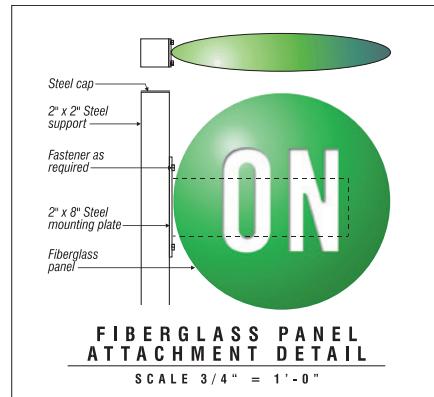
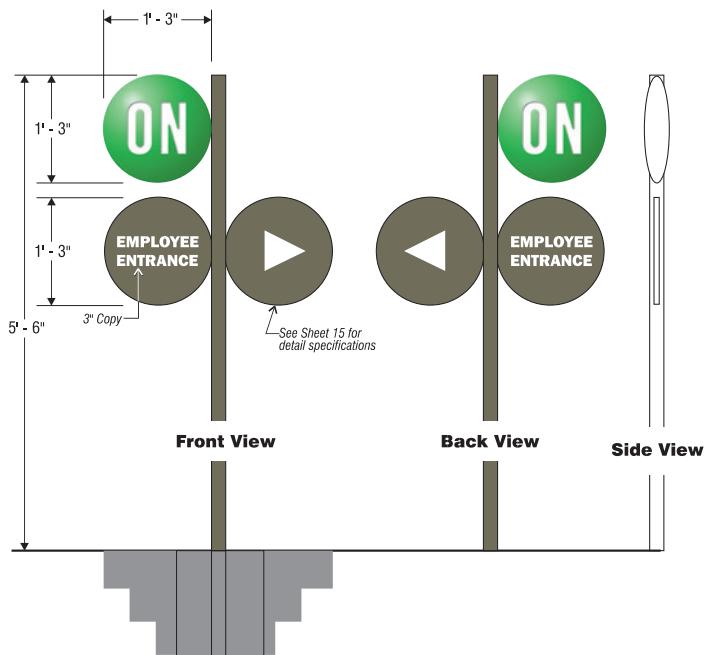
DISPLAY: DIRECT BURIAL AS PER LOCAL CITY CODE.

2" x 2" SQUARE STEEL TUBE SUPPORT.

Logotype: Franklin Gothic BT

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All other brand and product names appearing in this publication are registered trademarks or trademarks of their respective holders.



J2 Alternative to "J1"

NON-ILLUMINATED DOUBLE FACED DIRECTIONAL.

MATERIAL...

A. "ON" PANEL: .080" ALUMINUM
B. OTHER PANELS: .080" ALUMINUM, 1"x1"x.063" ALUMINUM (Circle) FRAME

FINISH (Semi-Gloss)...

A. FIBERGLASS SHELL "ON": DUPONT #GS227 GREEN
B. "ON": DUPONT #LS001 WHITE
INSET SHADOW: DUPONT #LS095 SHADOW GREY
C. STEEL SUPPORT: DUPONT #DS106 GREY

INSTALLATION...

DISPLAY: DIRECT BURIAL AS PER LOCAL CITY CODE.
2x2 SQUARE STEEL TUBE SUPPORT.

Logotype: Franklin Gothic BT



Outputting Vinyl

Please follow the instructions below when outputting the vinyl ON Semiconductor symbol for indoor or outdoor use. It is important that the color match throughout our identity program.

A. ON Semiconductor Logo Creation Specifications

The following software is to be used: **Adobe Photoshop**. Set up the art as channels in b/w to save memory - you'll have to change to CMYK later. The **ON Semiconductor** green is PMS 361 (the specific match is Cyan=80% Magenta=0% Yellow=96% K (Black)=0%). Next, you load the green channel and fill it with 100% of the above-specified green. Then load the black channel and fill it with black at 25% opacity. Next, add a noise filter to the entire image at a setting of 4 to eliminate any gradation banding. The ON path needs to be loaded in a new layer, filled with white and an inner shadow effect added.

To apply the effect go to >layer >effects> inner shadow. The settings are: Inner shadow, color 90% black, 123 degree angle, opacity 90%, intensity 0%. The Distance and Blur were set at 84 and 50 respectively for a 30" logo; you will need to multiply this out to the final size. **OUTPUT FILES MUST MATCH THE ORIGINAL ARTWORK.**

The paths (ON letters and circle) are available for cleaning up at the larger sizes (masking off and deleting aliased edges).

B. Indoor/Outdoor UV-Resistant Adhesive Vinyl Signage Specifications

The resulting Adobe PhotoShop .tif file must be exported to Onyx Postershop v4.2+ ripping software as a new job file (set the input and output profiles in Postershop to default). The job file must be plotted on the Hewlett-Packard DesignJet model CP3000 using Hewlett-Packard pigmented inks.

The plotter must be set on "Heavy Coated Paper" and not "UV Opaque Vinyl" when loading 3M Scotchcal Opaque Imaging Media (Order #8522CP). Finally, the combined output is UV sealed using the Seal Image 62+ and 3M Matte Overlaminate (Order #8520CP).

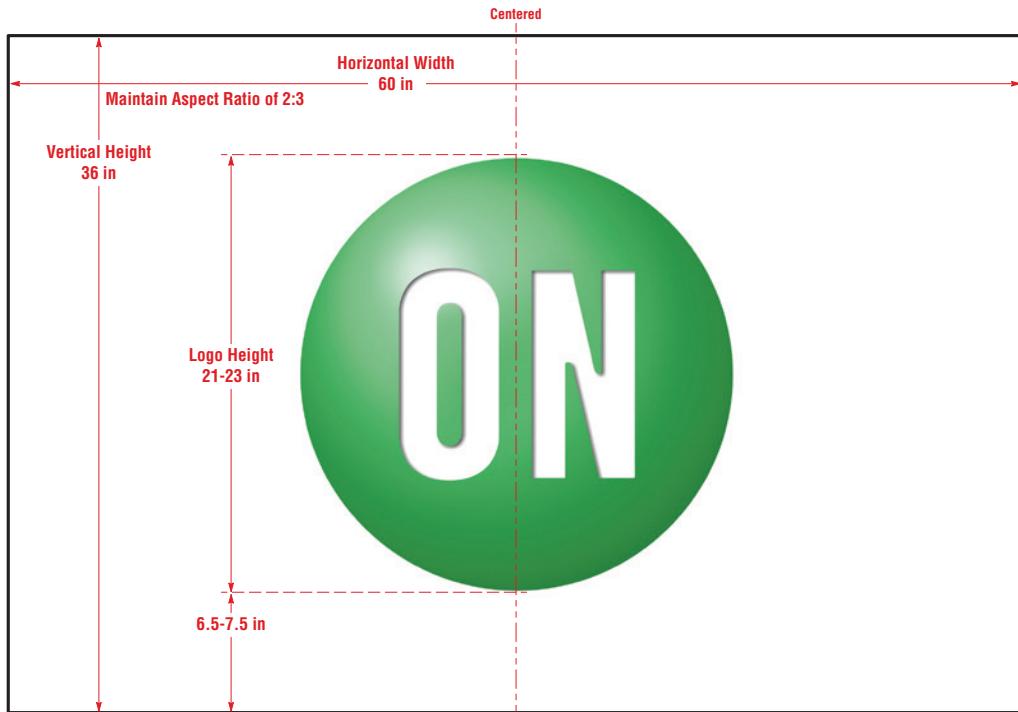
NOTE: ONLY 3M CERTIFIED FABRICATORS CAN OFFER AND PROMOTE THE 3M MCS WARRANTY. UNDER THIS WARRANTY, GRAPHICS PRODUCED USING 3M SCOTCHCAL OPAQUE IMAGING MEDIA 8522CP, THE HP DESIGNJET CP INK SYSTEM UV AND THE APPROPRIATE 3M OVERLAMINATE ARE WARRANTED AGAINST FAILURE - TWO YEARS OUTDOORS AND FIVE YEARS INDOORS.

CHERON USA IS A 3M CERTIFIED FABRICATOR.

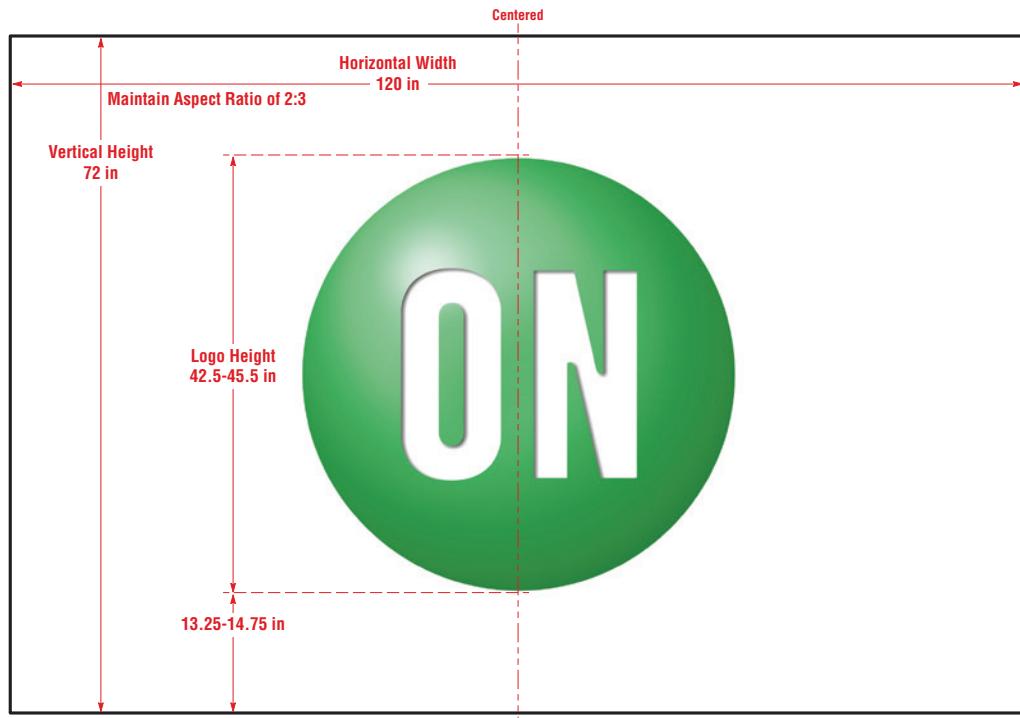
Cheron USA can output vinyl to color match the above specifications. To Contact Cheron USA for vinyl, call Jon Beyler at (602) 678-1710 or (800) 606-9005

APPENDIX C: FLAGS

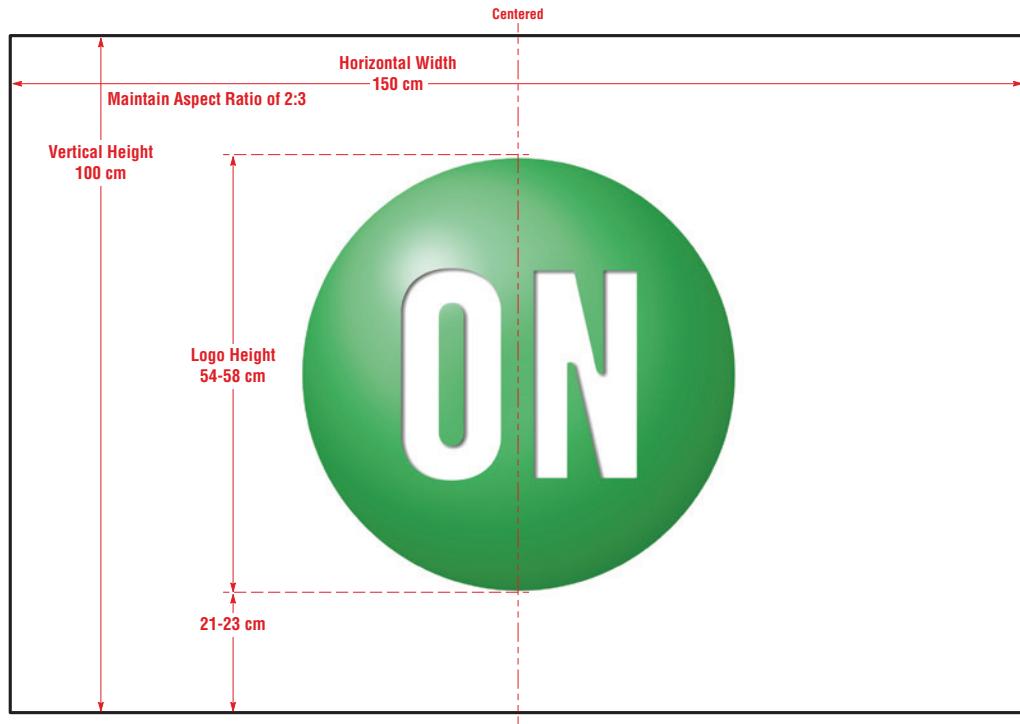
The flag program should be consistent at all sites. There are 3 sizes that are acceptable for flags. If you have any questions, or need assistance, contact Rick Corea at 602-244-3517 for approval on flag type alternatives. You may choose to use a local sign fabricator, or work with corporate in Phoenix to obtain flags. (Please note: the ® is intentionally not present on the flags.)



Logo only, two sides, opaque material, US size 1



Logo only, two sides, opaque material, US size 2



Logo only, two sides, opaque material, non-US size

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LITERATURE FULFILLMENT:

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Fax: 303-675-2176 or 800-344-3867 Toll Free USA/Canada
Email: orderlit@onsemi.com

N. American Technical Support: 800-282-9855 Toll Free

USA/Canada.

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