

## INTRODUCTION

Diodes Incorporated produces a wide variety of printed and digital pieces of communication every year. These guidelines have been created to ensure that there is consistency and clarity for each of them.

Our corporate identity is very important as it differentiates us from our competitors. It represents our personality as a modern, forward looking company.

Please help us by following these guidelines so that Diodes can communicate its messages effectively at all levels.



**[Click Here to download 'Blue Diodes logo'](#)**

This is a PNG file and is suitable for use on PowerPoints / Word docs etc.  
To receive a high-resolution logo contact **[marcom@diodes.com](mailto:marcom@diodes.com)**

### 1.0 THE DIODES LOGO

The corporate logo consists of the Diodes' blue lettering containing the 'Diode symbol' arrow from the initial 'D' to the beginning of the second 'D' on the logo.

The registered trademark® appears to the right of the blue lettering. The word 'INCORPORATED' features underneath in grey.

To access logo specifications, usage, preferences and digital artwork contact:  
[marcom@diodes.com](mailto:marcom@diodes.com)



### 1.1 AREAS OF ISOLATION

The Diodes logo must always be separated from competing graphic elements.  
The logo should always be surrounded by an amount of clear space at least equal to the height of the letter 'D'.

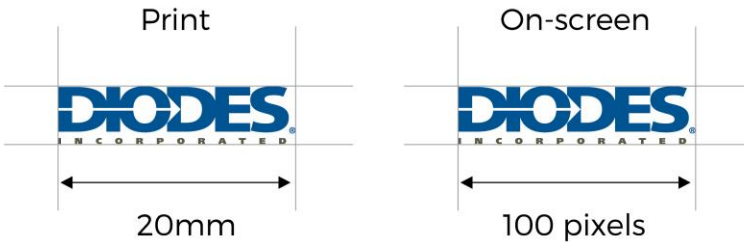
---

## 1.2 MINIMUM SIZE

To maintain legibility the logo shouldn't be used below the following minimum sizes:

Print: 20mm width

On-screen: 100 pixels width.



---

## 1.3 MONOCHROME LOGO

Where possible the color version of the logo should be used. If due to the limitations of printing this isn't possible a monochrome version should be used.

When monochrome is used, then all elements are to be 100% black.

This form of the logo must only be used against background colors light enough to hold enough contrast to maintain legibility.



**[Click Here to download the 'Monochrome Diodes logo'](#)**

This is a PNG file and is suitable for use on PowerPoints / Word docs etc.  
To receive a high-resolution logo contact [marcom@diodes.com](mailto:marcom@diodes.com)

---

## 1.4 LOGO USE ON DARK BACKGROUNDS

White logo version - When the Diodes logo is used on a dark background the logo and text is inverted to white as shown.

This form of the logo must only be used against background colors that are strong and dark enough to hold enough contrast to maintain legibility.

All other logo rules apply when the logo is used on a dark background.



**[Click Here to download the 'White Diodes logo'](#)**

This is a PNG file and is suitable for use on PowerPoints / Word docs etc.

To receive a high-resolution logo contact **[marcom@diodes.com](mailto:marcom@diodes.com)**