



**Trademark and Logo Usage
Guidelines**
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Contact Information

While implementing these identity standards, situations may occur which require further clarification or guidance. Any visual identity issues not covered in this Standards Manual should be referred to:

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SPMT™ (Serial Port Memory Technology) Positioning Statement

Serial Port Memory Technology is the industry's first high-performance serial memory interface architecture standard for DRAM. The technology offers low power, high bandwidth, reduced pin count, and overall system cost reductions for mobile and consumer electronics applications with high bandwidth requirements like HD video, 3D gaming, mobile projection, and more.

Serial Port Memory Technology incorporates SerialSwitch™ technology to enable a new memory interface architecture that combines the capabilities of a serial interface and a parallel interface, and offers low power in all bandwidth situations. SerialSwitch technology provides low power during power-down and low-bandwidth environments, but can automatically switch to high-performance SPMT serial mode with bandwidths ranging from 1.6 GB/s in parallel mode to 6.4 GB/s in serial mode. SerialSwitch technology delivers four times the bandwidth pin-for-pin at half the power of existing memory solutions, and offers smooth, low cost migration from parallel to serial memories.

The SPMT Consortium and its promoter members ARM; Hynix Semiconductor, Inc.; LG Electronics; Marvell, Samsung Electronics Co., Ltd.; and Silicon Image, Inc. are responsible for developing the SPMT memory interface specification and are committed to preparing the technology for broad market adoption as an industry standard.

SPMT™ or Serial Port Memory Technology

In text you may refer to the fact that your product incorporates Serial Port Memory Technology by using phrases such as “incorporates Serial Port Memory Technology” or “incorporates the Serial Port Memory Technology architecture” or “incorporates the SPMT architecture”. This is important to avoid any implication that your product is manufactured, supported, or otherwise endorsed by the SPMT Consortium.

Also include the following notice on all marketing materials, such as brochures, manuals, and advertising, product fliers that mention SPMT or display the SPMT logo: “SPMT and the SPMT logo are a trademark, registered trademark or service mark of SPMT, LLC in the United States and/or other countries.”

SPMT Color Palette

The SPMT colors designated for use in the corporate logo, business cards, letterhead, envelopes, fax sheets, memo sheets, press release, presentation templates, product briefs and website applications.



SPMT Logo Color Usage

The distinctive use of color helps to increase the impact of the SPMT identity. The SPMT logo is designed to be most effective in the two color format denoted below. Although the two color version of the logo is preferred, a black-only version has been designed for use in one color media and in order to accommodate possible budgetary restrictions. The SPMT logo can alternatively be reproduced in white when reproduced on a black or dark background.

Logo Element	Pantone	CMYK	RGB	Hex
Blue SPMT	PMS 301	C=100, M=45, Y=0, K=20	R=0, G=100, B=65	00 65 A4
Grey Lines on "T"	PMS 429	C=5, M=0, Y=0, K=30	R=176, G=180, B=185	B0 B6 BB

SPMT Logo

The SPMT logo is the fundamental visual component of the SPMT identity. The logo contains two elements: the stylized “SPMT” and the underlying type that spells out “Serial Port Memory Technology.”

The logo may not be altered in any way, including but not limited to outlining, rotating, skewing, stretching, reproducing the mark three-dimensionally, using graphic fills or adding drop shadows.



Logo Clearance Area

The clearance area is defined as the minimum distance allowed between the logo and any other element (graphic, type or edge of page). This helps ensure legibility, enhances recognition and prevents obstruction of the logo. The clearance area around the SPMT logo on all four sides must never be less than the twice the height of the letter “S” in “Serial.”



Minimum Logo Size

The reproduction size of the SPMT logo for typical applications should be 7mm tall or larger. In certain applications, such as silk-screening on SPMT-compliant devices, the logo may need to be smaller than the size listed above. When smaller than 10mm tall, the (™) symbol as well as the underlying type may be omitted, as smaller sizes will cause the type to “fall apart.” In these applications, the logo should not be scaled smaller than 3mm tall. When using the full mark, the underlying type should never be scaled independently of the SPMT logo, both the logo and underlying type should always be scaled together. When applied to a product, the SPMT logo should not be less prominent than other 3rd-party technology marks or logos also appearing on the product.

Placement Guidelines

The following are specific placement guidelines:

Hardware

When placed upon hardware, the Logo should be placed on the front- or back-viewing plane of a product or on the top of a product. Do not place the Logo on the bottom or sides of the product or on any peripheral components. The Logo should never be obstructed by other labels or stickers. The Logo should be printed directly onto the end-user product using conventional methods such as silk-screening, pad printing or molded in, and not placed on the product using a label or sticker.

Packaging

When used on external packaging (cardboard, paper or plastic), place the Logo on the front, rear, side or top-viewing panel of your package (e.g., carton). The Logo should never be obstructed by another label or sticker. The Logo should be printed directly onto product packaging or placed securely on the package using a label or sticker.

Web Pages

When used on a web site or web page, the Logo may be placed only next to content directly related to SPMT. On launch buttons, the minimum mark size is 50 pixels wide x 27 pixels high.

Advertisement, Direct Mail, Collateral and Documentation

When used in advertisements, direct mail, collateral or documentation, the Logo may be used only to refer to Products or Services directly related to SPMT.

Improper Use of Trademark and Logo

With respect to the Program Trademarks (“Trademarks”) and Logo (“Logo”), you must comply with SPMT, LLC’s then current Trademark and Logo Usage Guidelines (“Guidelines”) at all times. The Consortium may update the Guidelines at any time and without notice to you. Please see the Consortium’s website for any updates to the Guidelines.

Logo Alteration

You may not alter the Logo (alteration includes outlining, rotating, skewing, stretching, changing the colors or reproducing the mark three-dimensionally), or add a drop-shadow or texture fill to any element of the Logo.

The Trademarks and Logo must always be used with a TM or ® as indicated by the Guidelines.

Where Not to Use the Trademarks and Logo

The Logo and Trademarks and any variations thereof may never be incorporated as part of the name of a component, product or service that has not received written approval from SPMT, LLC marketing department. Send your email request to admin@spmt.org.

The Logo and Trademarks and any variations thereof may never appear on any materials that disparage other products, that infringe the intellectual property or other rights of any party, or that violate any state, federal, local or international law or regulation.