1.0

Navitas
SEMICONDUCTOR

Brand Identity Guidelines

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Navitas Semiconductor was formed in 2014 to enable a high-speed revolution in power electronics. As the only pure-play, next-generation power semiconductor company, we are making this revolution possible with GaNFast™ integrated gallium nitride (GaN) power ICs, and GeneSiC™ silicon carbide power MOSFETs and Schottky MPS diodes that deliver best-in-class performance, ruggedness and quality.

Overview

Culture

NVTS 2.0 executes, transforms and scales with speed, urgency, discipline, clarity and focus.

We excel as “ONE Team Navitas”. We must adopt a start up mindset and embrace a high-performance culture.

Our Core Values

- Speed and decisiveness
- One team, one mission
- Trust, respect and collaboration
- Ownership and accountability
- Results driven

Primary logo

Primary logo - horizontal, full color





Primary logo - horizontal, dark background





Primary logo

Primary logo - horizontal, single color





Primary logo - horizontal, single color, dark background





Secondary logo

Secondary logo - vertical, full color





Secondary logo - vertical, dark background





Secondary logo

Secondary logo - vertical, single color





Secondary logo - vertical, single color, dark background





Primary logo usage



Exclusion zones

Always allow a minimum space around the logo.
The minimum space is defined by the size of the “N circle” which should fit on all sides of the logo.

Minimum size

The width of the logo should be a minimum of 1”.



Improper usage

Do not place other logos or icons within the minimum clear space



Do not remove or copy the shape from the logo



Do not outline the logo



Do not replace the color of the logo



Do not place the logo in a holding shape



Do not distort, rotate, or alter the logo orientation



Do not make a pattern



Do not place any text or elements on top of the logo



Do not place the logo on busy backgrounds



Typography

Primary Font

Poppins is our font for general use materials such as presentations, press releases, Word documents, and data sheet headers.

We use three font weights, Poppins Light, Regular and Bold.

This font is available in Google and Adobe font collections.

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@$%^&*()_+=":?><

The quick brown fox jumps over the lazy dog

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@$%^&*()_+=":?><

The quick brown fox jumps over the lazy dog

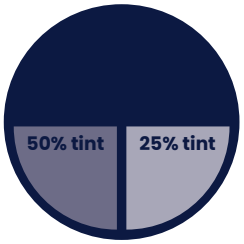
Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@$%^&*()_+=":?><

The quick brown fox jumps over the lazy dog

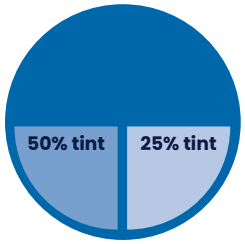
Color

Primary Color Palette



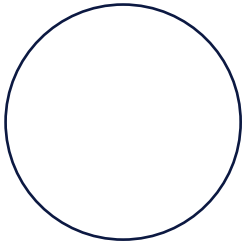
Dark Blue

Hex – # 0e1b43
RGB – 14, 27, 67
CMYK – 100, 91, 37, 50



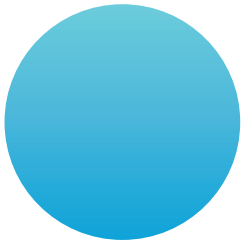
Light Blue

Hex – # 0061a7
RGB – 0, 98, 167
CMYK – 100, 50, 0, 10



White

Hex – # ffffff
RGB – 255, 255, 255
CMYK – 0, 0, 0, 0

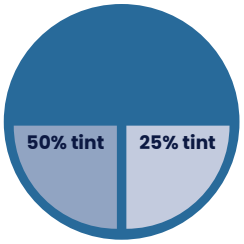


Gradient

0-50-100, -90° angle

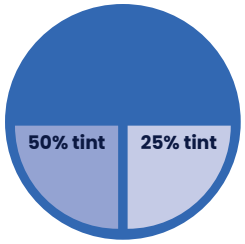
Light Blue	To Darker blue
Hex – #6dccdd	Hex – #07a3d7
RGB – 109, 204, 221	RGB – 7, 163, 215
CMYK – 52, 0, 13, 0	CMYK – 75, 18, 3, 0

Secondary Color Palette



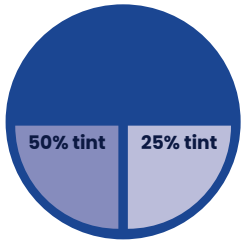
Secondary Blue - 1

Hex – # 2e6597
RGB –47, 102, 151
CMYK – 85, 55, 19, 5



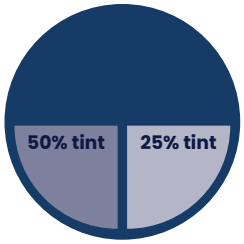
Secondary Blue - 2

Hex – # 3c62ab
RGB – 220, 65, 67
CMYK – 83, 61, 0, 0



Secondary Blue - 3

Hex – # 213686
RGB – 225, 75, 53
CMYK – 100, 85, 10, 0



Secondary Blue - 4

Hex – # 1c3661
RGB – 217, 70, 38
CMYK – 100, 83, 35, 20

Social Media & Favicon

Social Media

The”N” logo icon is to be used for social media websites, with no border added.



LinkedIn

File size set to 400x400px
Logo set to 320x320px



Facebook

File size set to 320x320px
Logo set to 250x250px



YouTube

File size set to 800x800px
Logo set to 630x630px



Favicon

File size set to 144x144px

Navitas
SEMICONDUCTOR

Brand Identity Guidelines

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