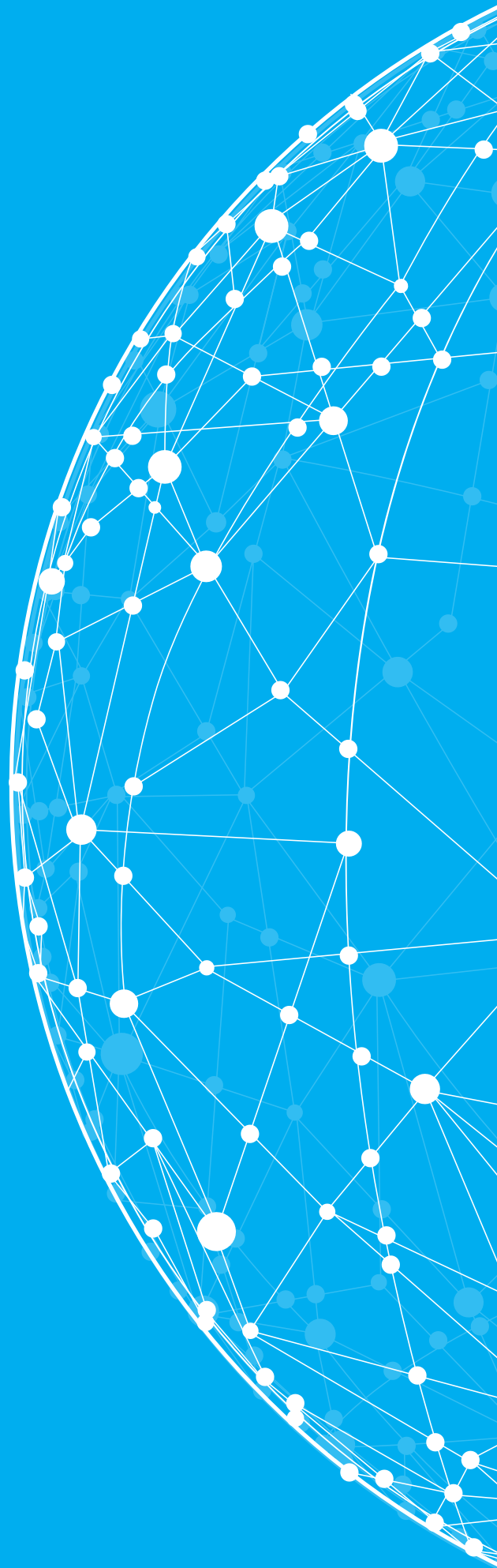




# Trademark and Brand Guidelines for Customer Use



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## Semtech® Guidelines for Customer Use of the LoRa® Trademark and Brand

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# 1. Overview

## Semtech® Guidelines for Customer Use of the LoRa® Trademark and Brand

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Semtech Corporation has received worldwide recognition for the quality of its products and services to the industry.

The LoRa® logo **can only be used by Semtech customers on or in connection with products that include a Semtech wireless RF component**. When the LoRa® logo is used appropriately and consistently, it provides a visual expression of the Corporation's commitment to the wireless RF and IoT markets.

in the event of any conflict between the guidelines in this document and any other document regarding usage of the LoRa® logo and LoRa® mark, this document prevails.

**These guidelines relate solely to use of the LoRa® logo and LoRa® mark owned by Semtech Corporation ("Semtech"), and do NOT relate to the trademarks and certification marks administered by the LoRa Alliance®, for which approval must be separately obtained.**



**Semtech's LoRa® logo and LoRa® marks may be used by Semtech customers only on or in connection with products that include a Semtech wireless RF component.**

**To learn more or request permission for usage, go to [semtech.com/company/brand-resources](https://semtech.com/company/brand-resources).**

# 1. Overview

## Official Logomark

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The standard LoRa® logo is the color logo and the primary logo used in all communications. The LoRa® logo should always be used in its entirety, never redrawn or recreated in any way and no attempt should ever be made to replicate it. The LoRa® logo is treated always as a single element. To ensure recognition and

effectiveness, it must be surrounded by open spacing, equivalent to the height and width of the 'o' in LoRa® on all sides in order to prevent the logo from being inadvertently linked with an improper element. No background can interfere with the clarity of the logo (see examples on page 6 of this document).



**COLOR**  
Primary Logo



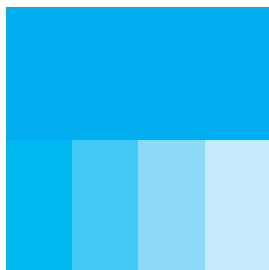
**BLACK**  
Secondary Logo



**WHITE**  
Secondary Logo

## Colors

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**LoRa BLUE**  
RGB 0, 174, 239  
CMYK 100, 0, 0, 0  
HEX #00AEEF  
Pantone Process Cyan CVC



**BLACK**  
RGB 0, 0, 0  
CMYK 0, 0, 0, 100  
HEX #000000  
Pantone Black CVC

# 2. General Usage

## Trademark Requirements for Print and Web

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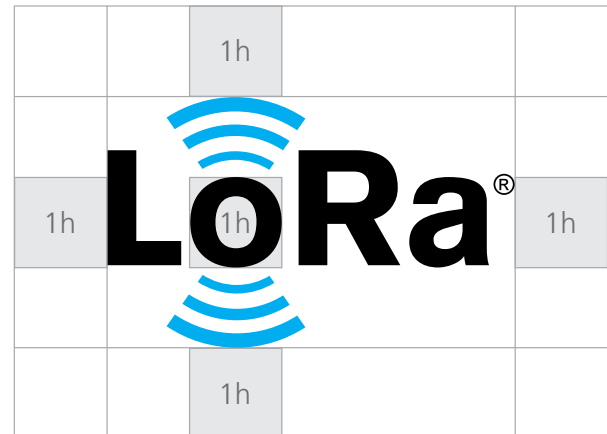
- Semtech’s LoRa® logo and LoRa® marks may be used by **Semtech customers only on or in connection with products that include a Semtech wireless RF component.**
- Use of the LoRa® logo or LoRa® mark must be approved in advance by Semtech. To request approval, complete the Permission Request Form found at [semtech.com/company/brand-resources](https://semtech.com/company/brand-resources). You will be required to provide the following information:
  - » Company information, including company name, address, and contact information for all correspondence related to the proposed use;
  - » A statement of whether you are requesting to use the LoRa® logo or LoRa® mark;
  - » The nature of the proposed use, e.g., in connection with product (include product name), printed collateral, company website, event, etc.;
  - » A sample or proof of the proposed use;
  - » Date when you propose to begin and end use; and
  - » Any additional details about intended use that will assist Semtech in considering the proposed use.
- Specific uses of the LoRa® logo and LoRa® mark must comply with these guidelines and any other instructions provided by Semtech.
- Only approved forms of the LoRa® logo as provided by Semtech may be used.
- The appropriate use of the registered trademark symbol with the LoRa® mark is as follows: LoRa®
- The ‘L’ and ‘R’ of the LoRa® name should always be capitalized in the same capitalization, and all lettering in LoRa® should be in the same font and accompanied by a registered trademark symbol in all headlines, in all headings, and the first time the mark appears in the text of any materials.
- The LoRa® mark should not be used in any manner that suggests that “LoRa” is a generic, common or descriptive term.
- The LoRa® mark should be used as a noun and not as an adjective.
- The LoRa® mark should not be used as a certification mark. Information regarding certification of products by the LoRa Alliance® is available at [LoRa-Alliance.org](https://LoRa-Alliance.org).

## 2. General Usage

### Clear Space and Sizing Requirements

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- Surround the LoRa® logo with clear space that is, at a minimum, space equivalent to the size of the “o” in the LoRa® logo is required on all four sides.
- Minimum print size for the LoRa® logo is at least 8mm (0.317 inches) wide, and for the ® is at least 0.76mm (0.03 inches) in width.
- Align the top edge of the ® with the top of the “a” in “LoRa.”
- When using the LoRa® logo in smaller sizes, scale up the ® as needed to ensure legibility. Always scale the ® from the top edge.
- Make sure the clear space between the ® and the end of the “a” in “LoRa” equals at least 1/4 of the width of the ® and that it is no further away than 1/2 of the width of the ®.



**MINIMUM ON-SCREEN SIZE**  
55 pixels wide (displayed at 72dpi)



















**MINIMUM PRINT SIZE**  
8mm (0.315 inches)

## 2. General Usage

### Restrictions

The LoRa® logo may be reproduced in the approved colors, enlarged or reduced (in accordance to minimum size requirements), but not altered in any other way. Semtech is committed to upholding the logo standards to strengthen our product image. **NEVER alter the visual identity of the logo.** Examples of inappropriate usage are shown below.

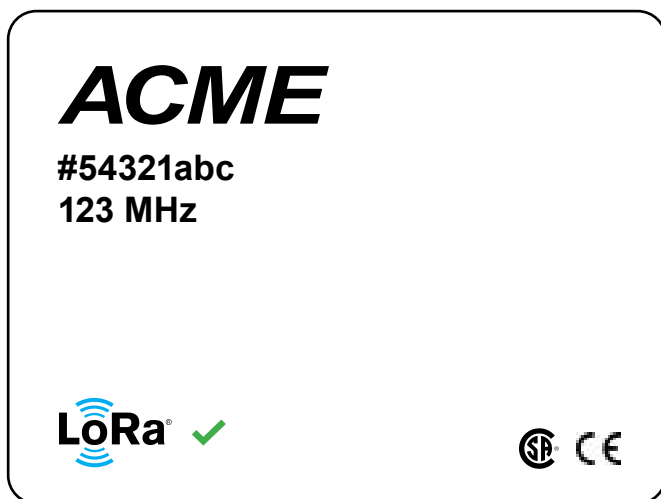
<p>✗</p>  <p><b>DO NOT</b> use old versions of the LoRa® logo, including screen or ™ versions in early material.</p>	<p>✗</p>  <p><b>DO NOT</b> remove or reposition the ®.</p>	<p>✗</p>  <p><b>DO NOT</b> crop the LoRa® logo in any way.</p>	<p>✗</p>  <p><b>DO NOT</b> add elements.</p>
<p>✗</p>  <p><b>DO NOT</b> add glows, shadows, strokes or outlines to the LoRa® logo.</p>	<p>✗</p>  <p><b>DO NOT</b> scale/resize the LoRa® logo disproportionately or enlarge, reduce or add elements.</p>	<p>✗</p>  <p><b>DO NOT</b> rotate the LoRa® logo or use on an angle.</p>	<p>✗</p>  <p><b>DO NOT</b> skew, distort or create false perspectives.</p>
<p>✗</p>  <p><b>DO NOT</b> use unspecified colors.</p>	<p>✗</p>  <p><b>DO NOT</b> create a frame or shape around the logo or place on a busy or low contrast color background.</p>	<p>✗</p>  <p><b>DO NOT</b> create your own logo or product name using the Semtech Corporation LoRa® logo or mark.</p>	<p>✗</p> <p>Lorem Ipsum  Dolor Sit.</p> <p><b>DO NOT</b> use the LoRa® logo within a text sentence or within a title.</p>
<p>✗</p>  <p><b>DO NOT</b> combine the LoRa® logo with any other trademark or logo, or use as part of a company's name.</p>	<p>✗</p>  <p><b>DO NOT</b> combine the LoRa® logo or mark with a model number, product identifier or tagline.</p>	<p>✗</p>  <p><b>DO NOT</b> use the LoRa® logo or mark with any third party marks that are confusingly similar.</p>	<p>✗</p>  <p><b>DO NOT</b> use the LoRa® logo or mark as a certification mark.</p>

## 2. General Usage

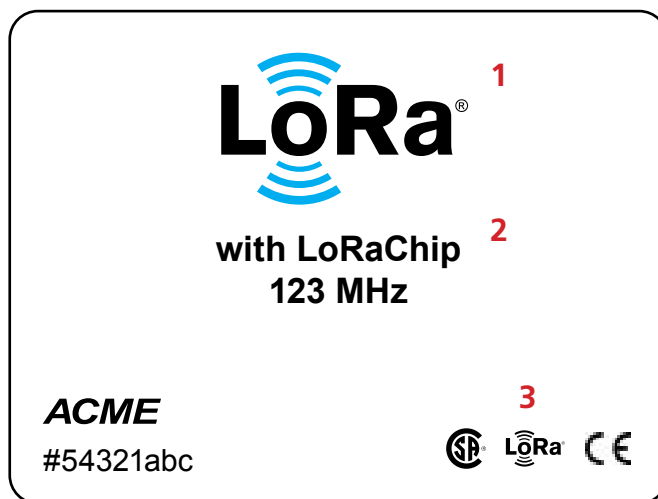
### Labeling Example

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Semtech's LoRa® logo and LoRa® marks may be used by Semtech customers only on or in connection with products that include a Semtech wireless RF component. However, certain restrictions apply:



**DO DISPLAY** the LoRa logo on as a secondary or smaller element away from certification marks on products that contain a Semtech wireless RF component LoRa®



**DO NOT DISPLAY**

1. The LoRa® logo as the dominant element on the product or label
2. The LoRa® mark combined with another name or as part of a product name
3. The LoRa® logo as a certification mark

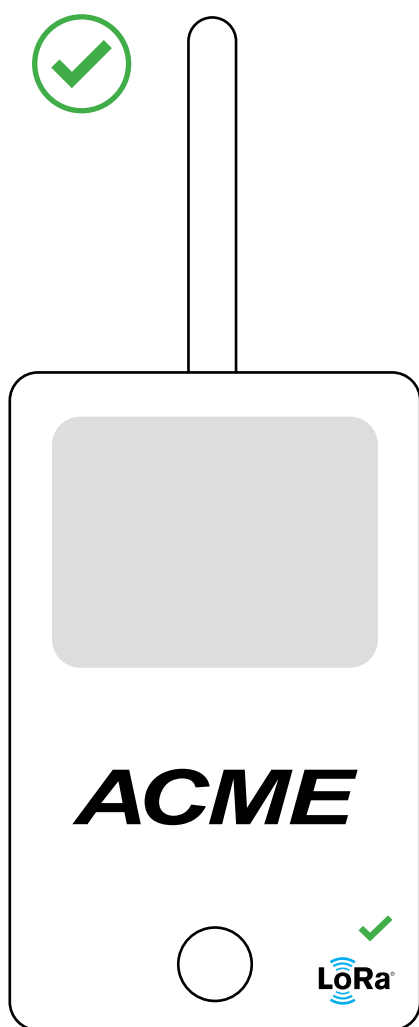


## 2. General Usage

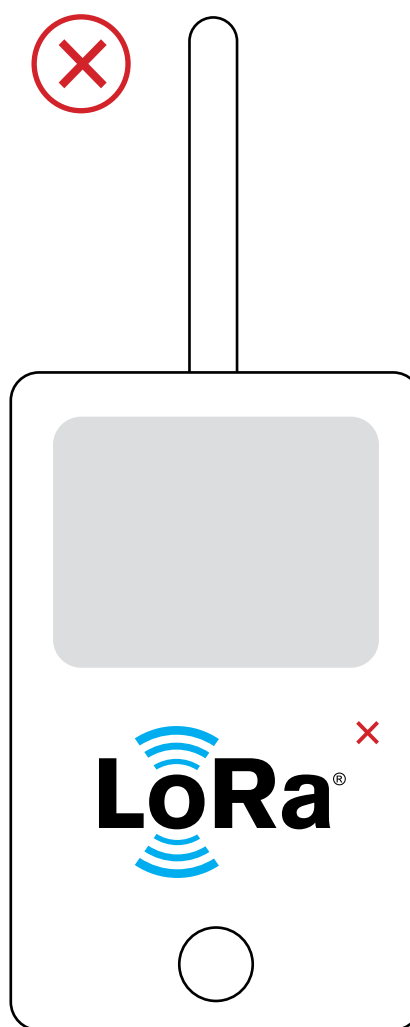
### Product Example

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Semtech's LoRa® logo and LoRa® marks may be used by Semtech customers only on or in connection with products that include a Semtech wireless RF component. However, certain restrictions apply:



**DO DISPLAY** the LoRa logo on as a secondary or small element on products that contain a Semtech wireless RF component LoRa®



**DO NOT DISPLAY** the LoRa® logo as the dominant element on the product or label

## 2. General Usage

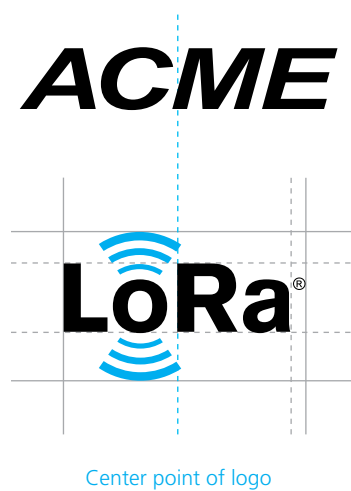
### Co-branding

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The baseline of any other logo situated horizontally to the LoRa® logo must always sit even with the baseline of the “LoRa” text in the LoRa® logo.



Any other logo situated vertically to the LoRa® logo must be centered directly above the center point of the “LoRa” text in the LoRa® logo.



# 3. Permissions

## Requests

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**Customers seeking permission to use the LoRa® logo or LoRa® mark, must complete the Permission Request Form and email it to [trademarks@semtech.com](mailto:trademarks@semtech.com). Form is available at [semtech.com/company/brand-resources](https://semtech.com/company/brand-resources).**

## Acknowledgment

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- All uses of the LoRa® logo or LoRa® mark must include one of the following acknowledgments, as appropriate:
  - » The LoRa® Mark and LoRa Logo are trademarks of Semtech Corporation.
  - » The LoRa® Mark is a trademark of Semtech Corporation or its subsidiaries.
  - » The LoRa® Logo is a trademark of Semtech Corporation or its subsidiaries.
- Always include trademark attribution on the page on which the LoRa® logo or LoRa® mark is being used or in the legal attribution segment of the printed or online material or website.

## Reservation of Rights

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Semtech reserves the right to refuse permission to use the LoRa® logo or LoRa® mark for any reason. Semtech reserves the right to change these guidelines at any time and solely at its discretion. Semtech reserves the right to review use of the LoRa® logo or LoRa® mark and conduct periodic spot checks of such use. Upon request from Semtech, you agree to provide a copy of any product, packaging, screenshot, publication, or other materials bearing the LoRa® logo or LoRa® mark, and to correct any deficiencies in the use of the LoRa® logo or LoRa® mark upon notice from Semtech.

By using the LoRa® logo or LoRa® mark in compliance with these guidelines, you are acknowledging that (a) Semtech is the sole owner of the LoRa® logo and LoRa® mark, (b) you will not interfere with Semtech's rights in the LoRa® logo or LoRa® mark, including challenging Semtech's use, registration of, or application to register the LoRa® logo or LoRa® mark, alone or in combination with other words, anywhere in the world, (c) you will not misuse the LoRa® logo or LoRa® mark, and (d) any goodwill derived from use of the LoRa® logo or LoRa® mark exclusively inures to the benefit of and belongs to Semtech. Except for any limited right to use as expressly set out in these guidelines, no other rights of any kind are granted to you.



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