



LOGO GUIDELINES

LOGO

Mellanox's logo must always be in one of 2 Formats: Tall or Wide.

The preferred Format is always the Tall Format - if the logo is too small or unreadable in the Tall Format - you may use the Wide one.

Tall Expression:



Wide Expression:



Additional options are the square and rectangle negative logos.
(less preferable, use only when necessary).



COLOR PALETTE

White background



C=100, M=100, Y=0, K=28
R=34, G=31, B=114
Pantone 280c
hex color #221f72

C=0, M=0, Y=0, K=60
R=128, G=130, B=133
Pantone Cool Gray 8 c
hex color #808285

ADDITIONAL COLOR SCHEME

For the Layout grid. NOT for the logo.

Turquoise



Green



White



Grays



DON'T DO

Incorrect Logo Uses, Examples:



Do not recreate, retype or redraw our logo



Do not stretch or alter the logo in any way



Do not modify our colors in any way



Do not add graphics to the logo



Do not add graphic effects (ex: drop shadow) to the logo



Do not change the Proportions of the logo's elements



Do not place any text inside the logo



Do not crop logo



Do not use any color in the descriptor other than grey



Do not break up the logo



Do not tilt the logo



Do not use the old logo

MAIN LAYOUT GUIDE

- The logo should be positioned at one of the corners, with all 3 colored strips, at the correct angle.
- The grey strip must always create a triangle with the corner.
- The logo must be seated inside an imaginary triangle, creating equal distances between it and all three strips.
- The minimum size of the logo should be at least 15% of the overall object's size.



POSITION & LAYOUT

It may be positioned anywhere but we prefer the upper left corner or lower right corner, depending on the graphics and artistic needs.

Preferred Position (Adjacent to the margins):



Black & White Logo



C=0, M=0, Y=0, K=80
R=88, G=89, B=91
hex color #58585b

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