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=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:

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Mellanox Logo" /></td>
<td><img src="image2" alt="Mellanox Logo" /></td>
<td><img src="image3" alt="Mellanox Logo" /></td>
<td><img src="image4" alt="Mellanox Logo" /></td>
<td><img src="image5" alt="Mellanox Logo" /></td>
</tr>
<tr>
<td>Do not recreate, retype or redraw our logo</td>
<td>Do not stretch or alter the logo in any way</td>
<td>Do not modify our colors in any way</td>
<td>Do not add graphics to the logo</td>
<td></td>
</tr>
<tr>
<td><img src="image6" alt="Mellanox Logo" /></td>
<td><img src="image7" alt="Mellanox Logo" /></td>
<td><img src="image8" alt="Mellanox Logo" /></td>
<td><img src="image9" alt="Mellanox Logo" /></td>
<td><img src="image10" alt="Mellanox Logo" /></td>
</tr>
<tr>
<td>Do not add graphic effects (ex: drop shadow) to the logo</td>
<td>Do not change the Proportions of the logo’s elements</td>
<td>Do not place any text inside the logo</td>
<td>Do not crop logo</td>
<td></td>
</tr>
<tr>
<td><img src="image11" alt="Mellanox Logo" /></td>
<td><img src="image12" alt="Mellanox Logo" /></td>
<td><img src="image13" alt="Mellanox Logo" /></td>
<td><img src="image14" alt="Mellanox Logo" /></td>
<td><img src="image15" alt="Mellanox Logo" /></td>
</tr>
<tr>
<td>Do not use any color in the descriptor other than grey</td>
<td>Do not break up the logo</td>
<td>Do not tilt the logo</td>
<td>Do not use the old logo</td>
<td></td>
</tr>
</tbody>
</table>
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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