



Everspin Technologies Logo Usage and Branding Guidelines

This document is designed to cover the recent change in the Everspin Technologies corporate logo as well as outline branding for the company. Please refer all questions regarding branding to info@everspin.com or contact your Everspin representative.

Partners can be pointed to <https://www.everspin.com/everspin-logo-usage-guide-and-images> for a public-facing copy of these branding guidelines as well as downloadable logos.

Trademark

Everspin is a registered trademark (registration #3981863) and should always include a ® symbol for the first usage; subsequent usages should omit the ® symbol. If the document features the Everspin logo, it is acceptable to omit the ® symbol from all of the text as the official logo does carry a registration symbol.

The spinning E is a trademark. The TM symbol is included in the artwork. A spinning E without a TM should never be used.

“The MRAM Company” is a trademark. If used in text, the first reference should include a ™ symbol. As this is no longer part of the official logo, the ™ symbol should be used for first text reference regardless of whether a logo is included or not on the document.

nvNITRO™ is a trademark as well and should include a ™ symbol for first usage. As nvNITRO is an ingredient brand of 3rd party products, the trademark nvNITRO cannot be utilized as part of a product name, but may be utilized as a modifier in a product name.

Incorrect:

- Company X nvNITRO
- Company X nvNITRO Accelerator

Correct:

- Company X Accelerator with nvNITRO Technology
- Company X Accelerator Powered by nvNITRO
- Company X Accelerator with Everspin nvNITRO Technology
- Company X Accelerator with Everspin nvNITRO

As a standard style rule, ® and ™ should not be used in a title; their first reference should be in the body of the text.



Primary Everspin Technologies Logo

The Everspin logo has been updated in November 2017 to simplify and draw more impact. While it retains the “spinning E” and “Everspin Technologies” text, we have removed the subtext (“The MRAM Company”). The new logo increases the size of “Everspin Technologies” relative to the spinning E, making the name more relevant and impactful.



Proportionally, the Everspin Technologies should be 75% of the size of the spinning E.



The Spinning E Logo

The spinning E logo can be used as a secondary reference to the company in cases where the standard logo has already been displayed. For instance, in a Microsoft PowerPoint presentation if the Everspin Technologies logo is on the first page, subsequent pages in the template may refer to just the spinning E.



The spinning E logo should never be used on its own, without the standard Everspin logo. The only acceptable situations are:

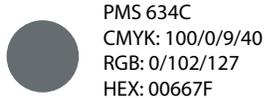


1. As a social media icon/profile picture
2. On a chip package itself where there is not enough room to silkscreen a full logo

We should refrain from partners utilizing the spinning E logo in their materials, they should always utilize the full Everspin Technologies logo as almost every case would be a single reference to the logo.

Brand Colors

Brand color palette is comprised of the following colors:



The logo contains some variations on the three standard colors with gradients on two of the three to create separation on the spinning E.





[Naming/References](#)

The proper name of the company is Everspin Technologies. In verbose text, it is acceptable to refer to the company as “Everspin” only, after a first reference of Everspin Technologies has been used.

Any document that includes the Everspin Technologies logo can be assumed to have “first reference” with the logo, clearing the remaining document to use a simple “Everspin” for flow and simplicity.

[Logo Variants](#)

The standard Everspin logo .zip file distribution includes all of the following directories with variants and usage guides:

- Logo Usage Guide – Includes this usage guide document along with corporate color definitions
- Mono Black – Solid monochrome black logo on transparent and white backgrounds for use in monochrome documents
- Mono White – Solid monochrome logo on transparent background (EPS and PDF only) for use in monochrome documents with colored backgrounds
- Spinning E – Spinning E logo with no text
- Standard Logo – Standard full color logo with text in all formats
- Standard with White Text – Standard logo with white lettering and transparent background for use on colored background documents (EPS and PDF only)