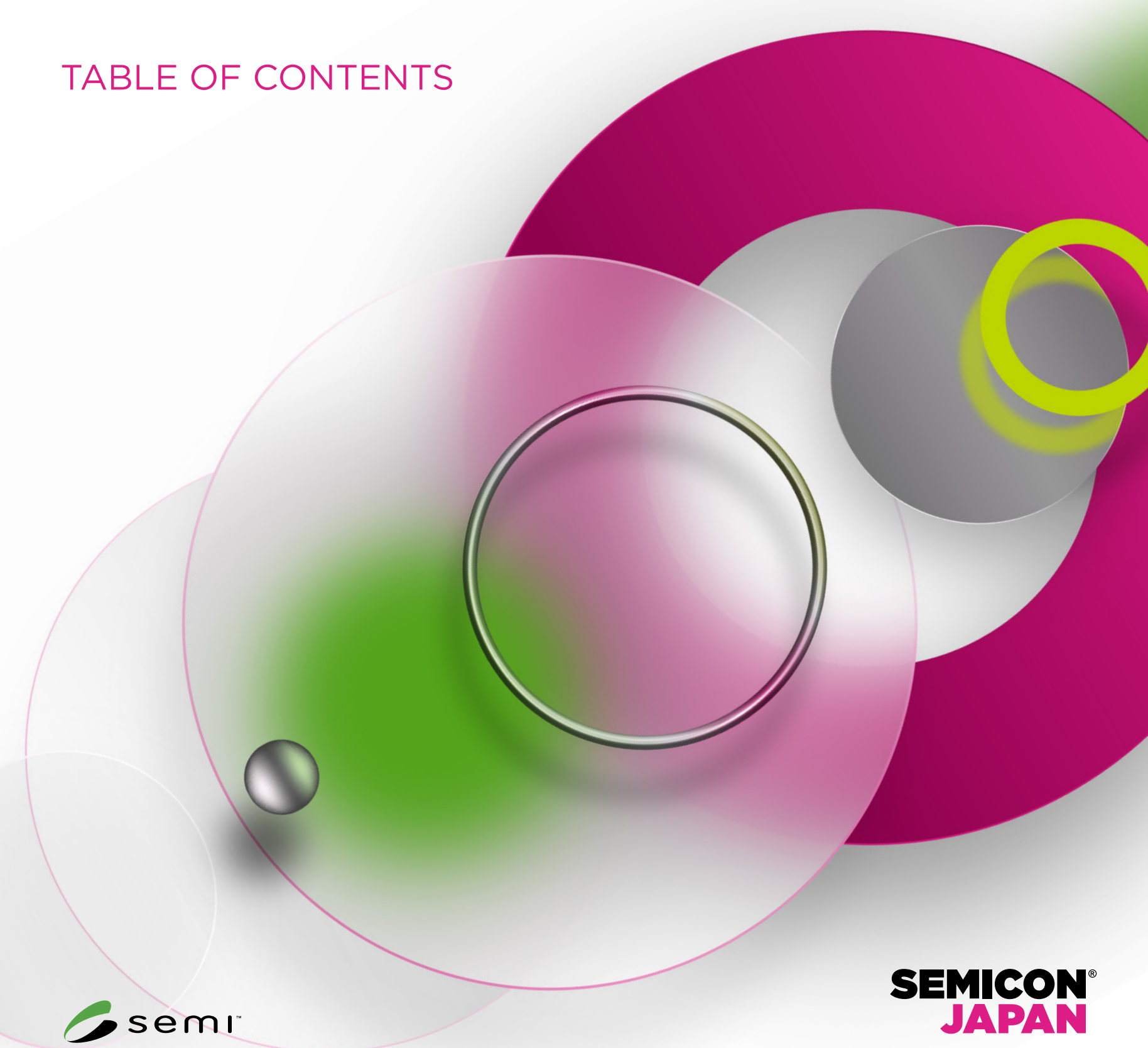


# BRAND GUIDELINES 2024



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SEMICON  
THEME

# STRONGER TOGETHER

Collectively, SEMI member companies provide the equipment, materials, software, devices, and services that enable technologies creating a smarter world. SEMICON expositions bring the incredibly diverse global electronics supply chain together to move “Stronger Together” in accelerating innovation for greater economic and social prosperity.



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**JAPAN**

# SHOW LOGO

## VARIATIONS

There are two variations of the SEMICON Japan show logo: a regular stacked logo and a regular horizontal logo.

## WHICH VARIATION TO USE

Use the show logo with the largest horizontal dimension that will fit in the required space, making sure to include clear space.

## COLOR

The show logo can only appear in these three color combinations: all white; black and SC Japan regional color; or all black.

The all white version should be used when the show logo appears on any colored background. Only use the all black version in one-color situations. Use the full-color show logo in all other situations.



**SEMICON<sup>®</sup>  
JAPAN**

STACKED LOGO

**SEMICON<sup>®</sup>  
JAPAN**

HORIZONTAL LOGO

**SEMICON<sup>®</sup> JAPAN**

ALL WHITE (REVERSE) VERSION ON SC JAPAN REGIONAL COLOR



FULL-COLOR VERSION



ALL WHITE (REVERSE) VERSION



ALL BLACK VERSION



# SHOW LOGO

## MINIMUM SIZE

The stacked logo should not appear smaller than 0.65" wide. The horizontal logo should not appear smaller than 1.0" wide.

0.65" (ACTUAL SIZE)

SEMICON®  
JAPAN

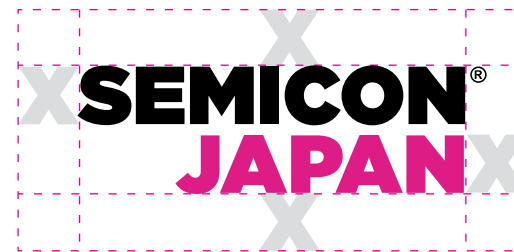
1.0" (ACTUAL SIZE)

SEMICON® JAPAN

## CLEAR SPACE

Use the size of a Gotham Ultra capital "X" with the same height as the word SEMICON as a guide for the clear space around the show logo.

STACKED LOGO CLEAR SPACE

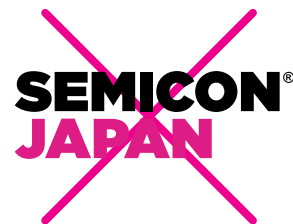
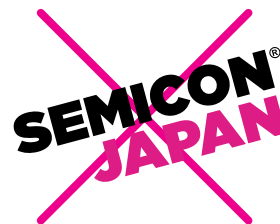
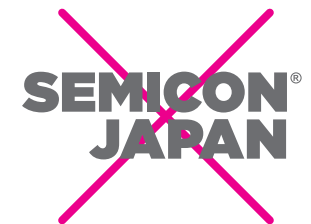
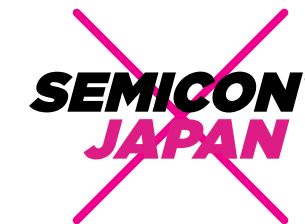
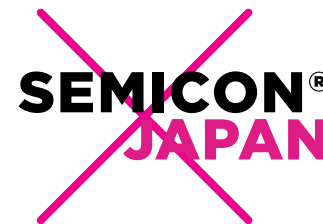


HORIZONTAL LOGO CLEAR SPACE



## DO NOT

- Build the show logo from scratch
- Change alignment of the show logo parts
- Use unapproved colors or color combinations
- Tilt or angle the show logo
- Modify, shear or warp the show logo
- Place the show logo over busy photography
- Place the show logo over patterns



SEMICON®  
JAPAN

# SHOW FONTS

## FONTS

The Gotham type family is used in all SEMICON campaigns. Refer to **layout examples** (pages 31-34) for application and direction.

## TEXT TREATMENTS

Refer to **layout examples** (pages 31-34) for font placement, size and spacing recommendations.

GOTHAM BOOK

ABCDEFGHIJ  
KLMNOPQRST  
UVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789

GOTHAM BLACK

**ABCDEFGHIJ  
KLMNOPQRST  
UVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789**

GOTHAM ULTRA

**ABCDEFGHIJ  
KLMNOPQRST  
UVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789**

HEADLINES—ALL CAPS

**GOTHAM ULTRA**

DIRECTIONALS AND SUBHEADS—ALL CAPS

**GOTHAM BLACK**

SUBTITLES—ALL CAPS

GOTHAM BOOK

LONG TEXT—SENTENCE CASE

Gotham Book

# SHOW COLORS

## PRIMARY COLORS

## DEDICATED COLORS

These colors are the SC Smart background color—Pantone 7710—to be used **only** for Smart Mobility, Smart Data-AI, Smart Manufacturing and Smart MedTech; and SEMI green—Pantone 369—to be used **only** for content or activity related to broader SEMI topics/activities.

## TERTIARY COLORS

These colors are no longer being used to designate floor areas. They can only be used in minor secondary applications like graphs, buttons and tabs.

SC JAPAN REGIONAL COLOR

**PANTONE:** 219  
**CMYK:** 7/98/8/0  
**RGB:** 222/28/133  
**HEX:** DE1C85

BLACK

**PANTONE:** Process Black  
**CMYK:** 0/0/0/100  
**RGB:** 0/0/0  
**HEX:** 000000

GRAY

**PANTONE:** Cool Gray 11  
**CMYK:** 0/0/0/80  
**RGB:** 102/102/102  
**HEX:** 666666

SC SMART BACKGROUND COLOR

**PANTONE:** 7710  
**CMYK:** 81/0/23/0  
**RGB:** 0/167/181  
**HEX:** 00A7B5

SEMI GREEN

**PANTONE:** 369  
**CMYK:** 71/11/100/1  
**RGB:** 85/165/28  
**HEX:** 55A51C

NAVY

**PANTONE:** 2935  
**CMYK:** 100/65/2/0  
**RGB:** 0/90/187  
**HEX:** 005ABB

PURPLE

**PANTONE:** 2587  
**CMYK:** 58/80/0/0  
**RGB:** 131/76/177  
**HEX:** 834CB1

RED

**PANTONE:** 1797  
**CMYK:** 15/98/93/4  
**RGB:** 201/40/45  
**HEX:** C9282D

GOLD

**PANTONE:** 7408  
**CMYK:** 4/34/100/0  
**RGB:** 244/175/0  
**HEX:** F4AF00

BLUE

**PANTONE:** 2915  
**CMYK:** 58/13/0/0  
**RGB:** 91/180/229  
**HEX:** 5BB4E5

DARK ORANGE

**PANTONE:** 158  
**CMYK:** 4/68/99/0  
**RGB:** 234/113/37  
**HEX:** EA7125

## SHOW THEME

### VERBAL THEME

The verbal theme is **Stronger Together**. When used in text it should be set title case and bold compared to the surrounding type. When used as a graphic it should be secondary in visual dominance only to the visual theme.

Do not typeset the verbal theme. Only use the provided art for graphic applications. There are two variations provided: stacked and horizontal.

When used as a graphic, the verbal theme should be horizontal whenever possible. In extremely vertical aspect ratios where the theme would be very small relative to the other elements, it may be turned vertically. See page 35 for an acceptable example.

### WHICH VARIATION TO USE

The stacked version is preferred. When in doubt, use the logotype that allows for the tallest letter size that will fit in the required space, making sure to allow for clear space.

### CLEAR SPACE

Create a square from the size of the lower counter in the “E” as shown by ❶. Use this square as a guide for the clear space around the verbal theme.

### COLOR

On black and regional color backgrounds, use the white version of the theme graphic. On white use the regional color version.

STACKED THEME GRAPHIC

STRONGER  
TOGETHER

HORIZONTAL THEME GRAPHIC

STRONGER TOGETHER

CLEAR SPACE



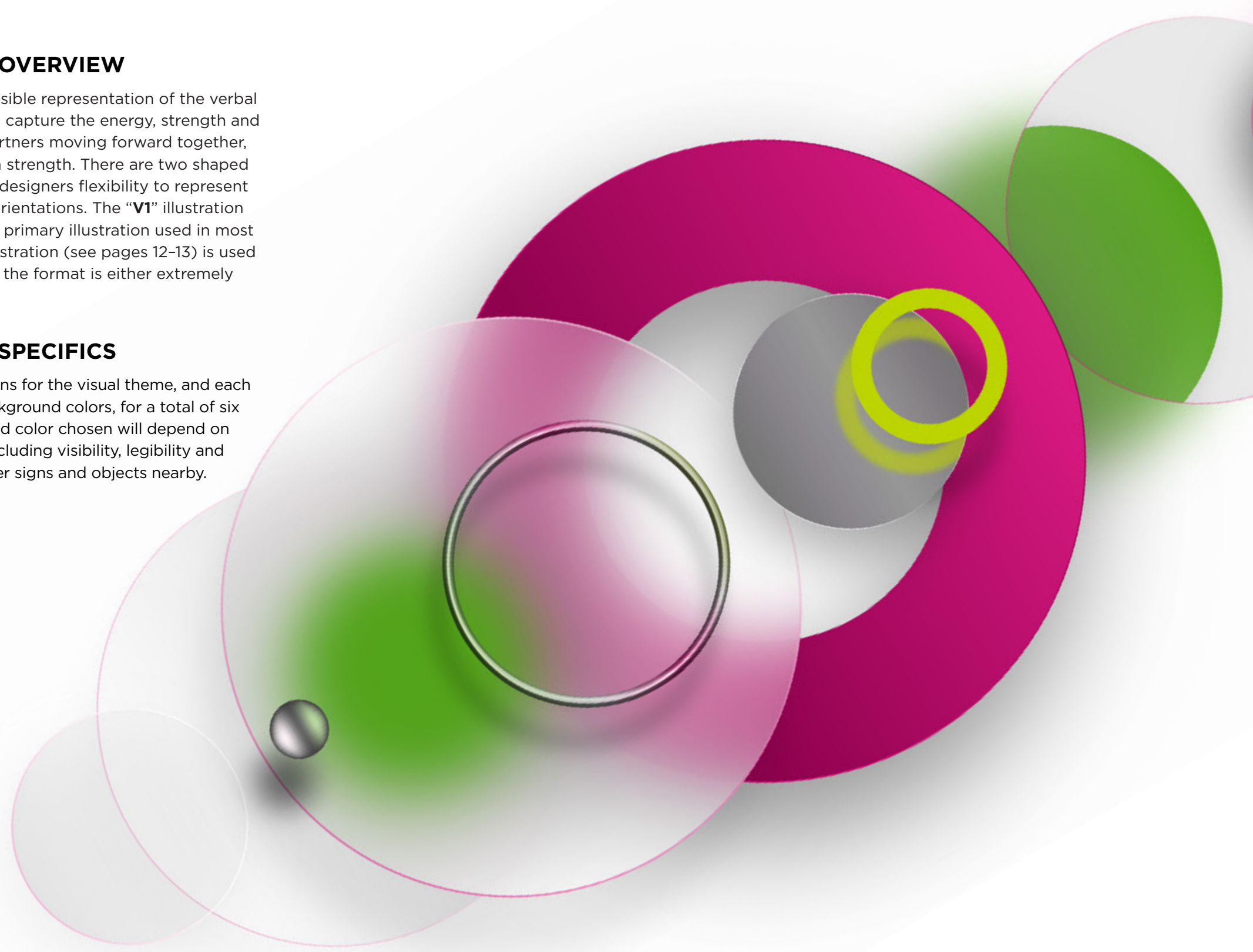
## SHOW THEME

### VISUAL THEME OVERVIEW

The visual theme is a visible representation of the verbal theme. The illustrations capture the energy, strength and flow of SEMI and its partners moving forward together, but independently with strength. There are two shaped representations giving designers flexibility to represent the theme in multiple orientations. The “**V1**” illustration (see pages 10-11) is the primary illustration used in most situations. The “**V2**” illustration (see pages 12-13) is used in rare instances where the format is either extremely horizontal or vertical.

### VISUAL THEME SPECIFICS

There are two illustrations for the visual theme, and each is available in three background colors, for a total of six options. The background color chosen will depend on many design factors, including visibility, legibility and visual balance with other signs and objects nearby.



SHOW  
THEME

## VISUAL THEME VERSION ONE

The primary visual theme is version one. This will fit most uses and aspect ratios. It comes in the three background color options shown to the right.

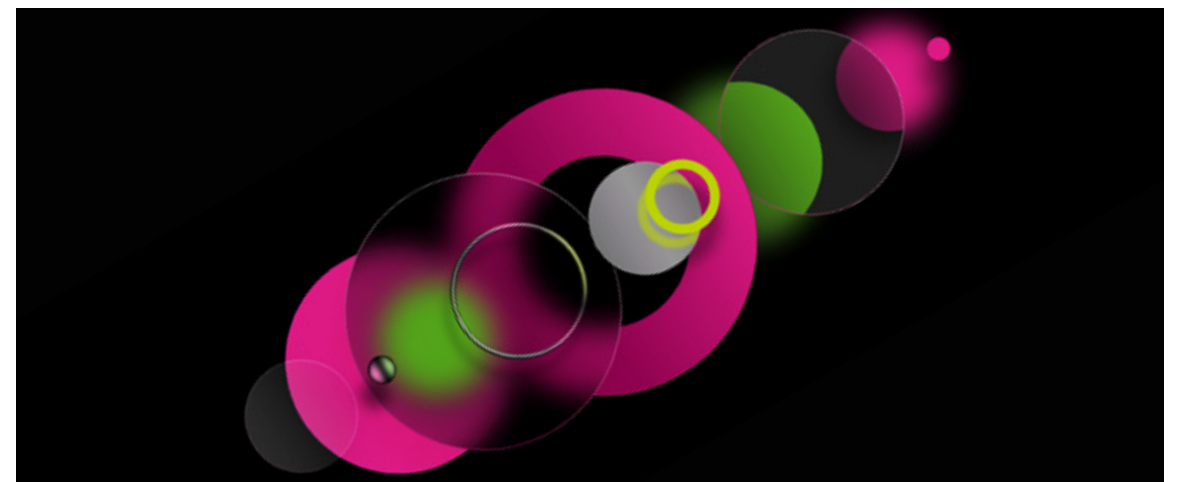
VISUAL THEME V1  
Background: SC Japan Regional Color  
Angle: 30°



VISUAL THEME V1  
Background: White  
Angle: 30°



VISUAL THEME V1  
Background: Black  
Angle: 30°

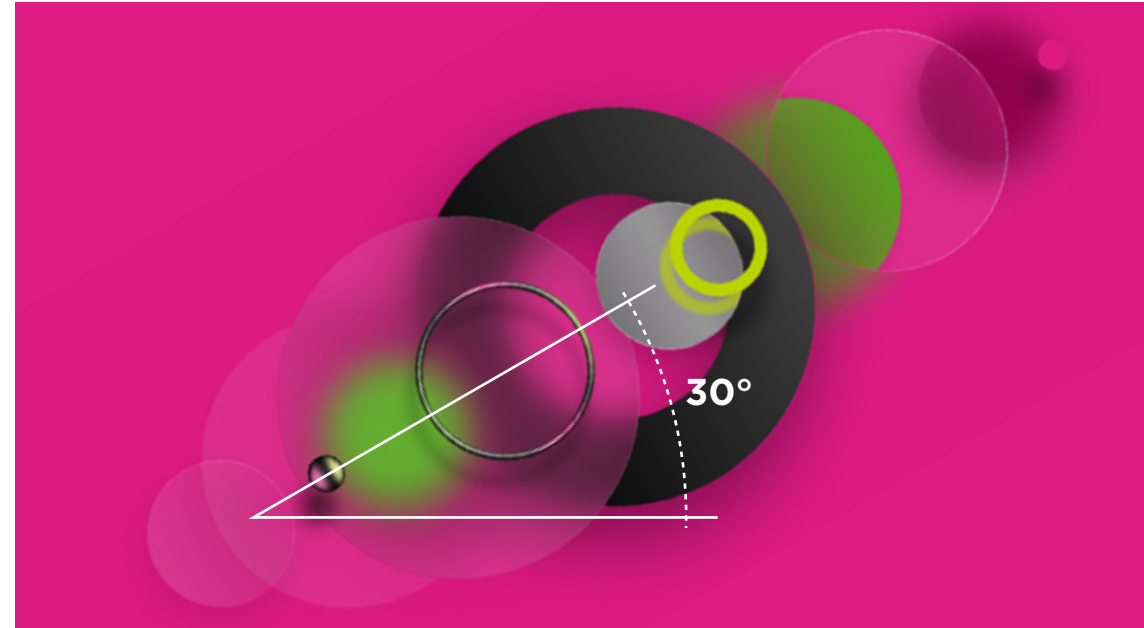


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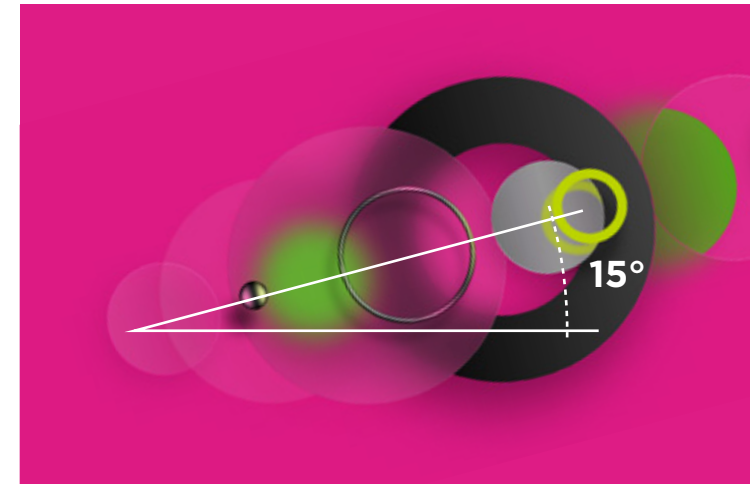
# SHOW THEME

## VISUAL THEME VERSION ONE: ANGLES

The visual theme should always be at an angle, and that angle should point up and to the right. **The preferred angle of the visual theme version one is 30°.** In layouts with more extreme aspect ratios, 15° and 60° may be used. Examples are shown to the right.



VISUAL THEME V1  
Background: SC Japan Regional Color  
Angle: 30°  
**This is the preferred angle**



VISUAL THEME V1  
Background: SC Japan Regional Color  
Angle: 15°



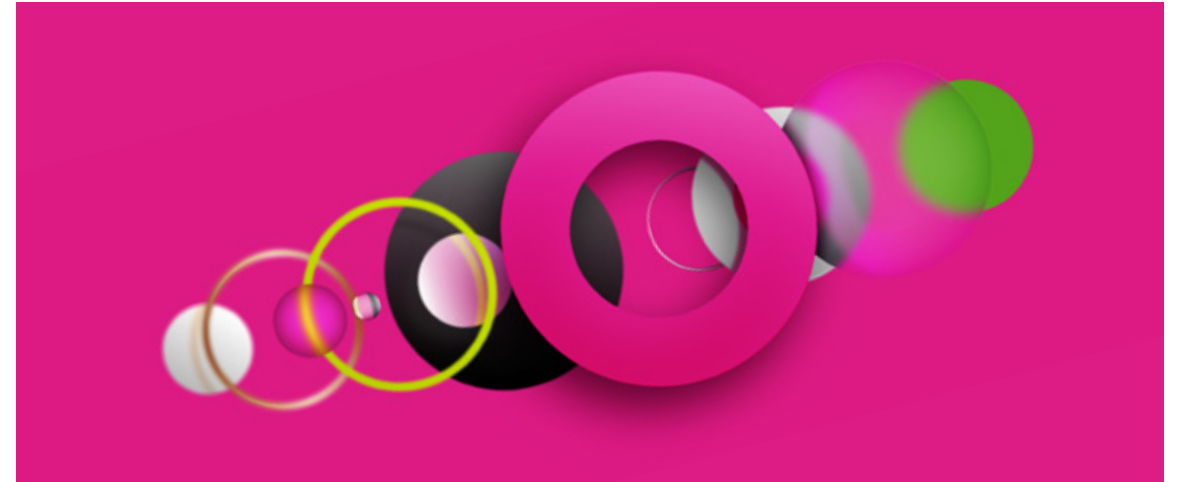
VISUAL THEME V1  
Background: SC Japan Regional Color  
Angle: 60°

# SHOW THEME

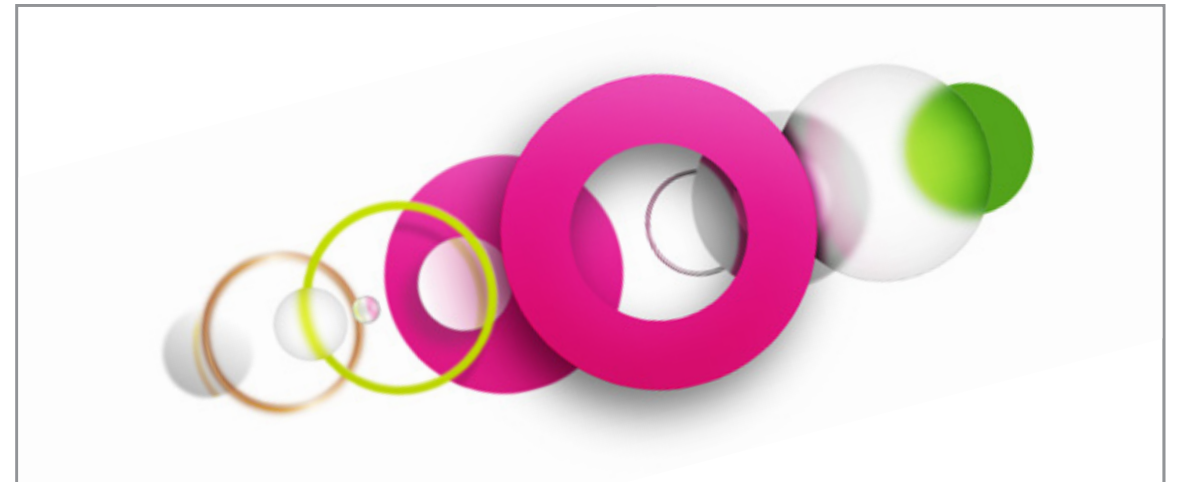
## VISUAL THEME VERSION TWO

The secondary visual theme is version two. This version contains different shapes, different materials and different color combinations than version one. It is also designed to be wider for use in extremely horizontal or vertical aspect ratios. It comes in the three background color options shown to the right.

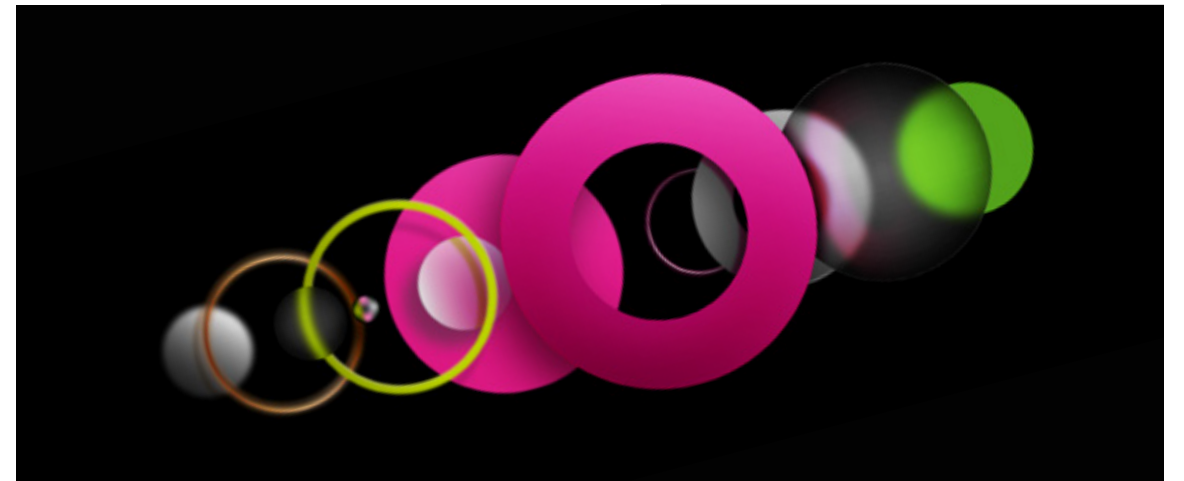
VISUAL THEME V2  
Background: SC Japan Regional Color  
Angle: 15°



VISUAL THEME V2  
Background: White  
Angle: 15°



VISUAL THEME V2  
Background: Black  
Angle: 15°



SHOW  
THEME

## VISUAL THEME VERSION TWO: ANGLES

Version two is for rare, extreme aspect ratios only. Depending on what is most appropriate to the layout, 5°, 15° or 75° angles may be used. Examples are shown to the right.



VISUAL THEME V2  
Background: SC Japan Regional Color  
Angle: 15°



VISUAL THEME V2  
Background: SC Japan Regional Color  
Angle: 5°



VISUAL THEME V2  
Background: SC Japan Regional Color  
Angle: 75°

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**JAPAN**

# SHOW THEME

## THEMES IN USE

Below are the names of the different parts that will be used to create the show visuals. The dominant visual should be the visual theme. The second most dominant visual should be the verbal theme graphic. Use the column guide rules on pages 26–30 to determine basic spacing. You can find more about the spatial relationships surrounding the visual theme on page 16.

STACKED  
VERBAL THEME

STRONGER  
TOGETHER

THEME GRAPHIC  
VERSION ONE

SHOW LOGO

BRAND LOGO



**SEMICON® JAPAN**

**SEMICON®  
JAPAN**

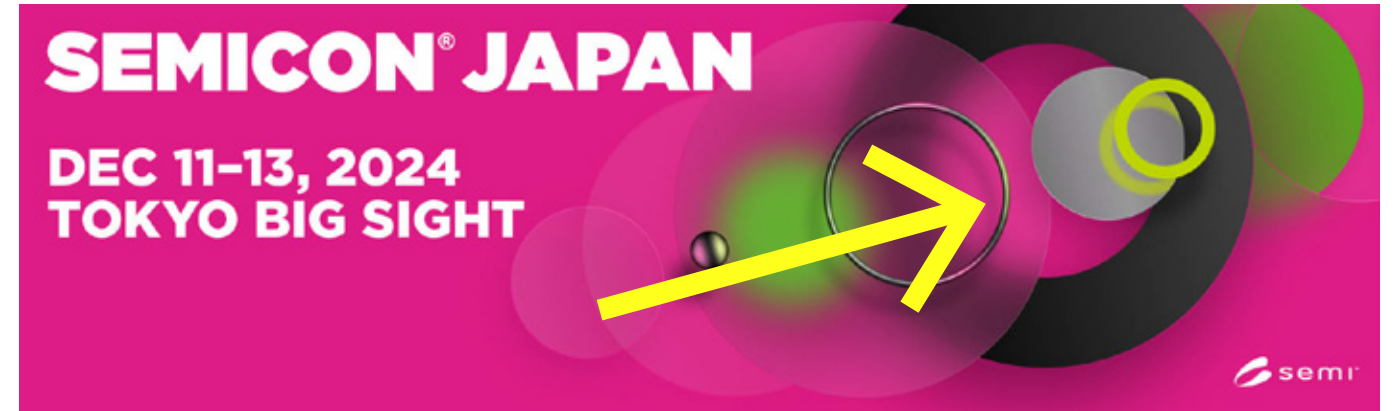
# SHOW THEME



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JAPAN**

## VISUAL DIRECTION

As mentioned on previous pages, the energy for the visuals should flow up and to the right. Here are some examples to help clarify this point. The arrows show the energy direction of the illustration using the angles described on earlier pages.



# SHOW THEME

## VISUAL THEME CLEAR SPACE

The visual theme should dominate the space it is in. However, type can slightly overlap either visual theme, but must be done with legibility in mind. For instance, black type should not overlap a black shape as it will blend in. Type should not completely cover the shape, maintaining a dominance by the visual theme. For more “do not’s” see page 17.



*In this example, the headline color gets lost in the color of the illustration. All text and logos should be clearly legible. Resize the illustration to accommodate the text and logos.*



*In this example, there is too much clear space given to the visual theme. The visual theme should be the dominant visual element.*



*In this example, the verbal theme completely covers the illustration. The visual theme should maintain visual dominance in any layout.*

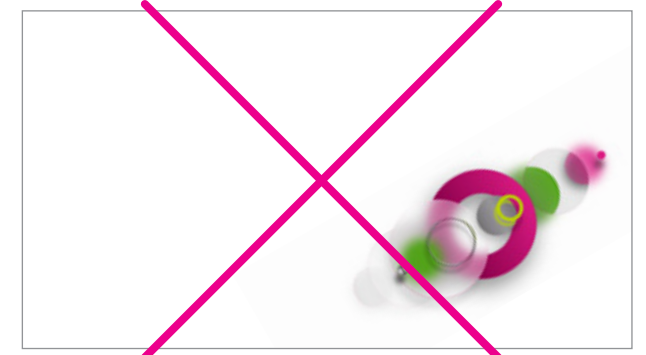
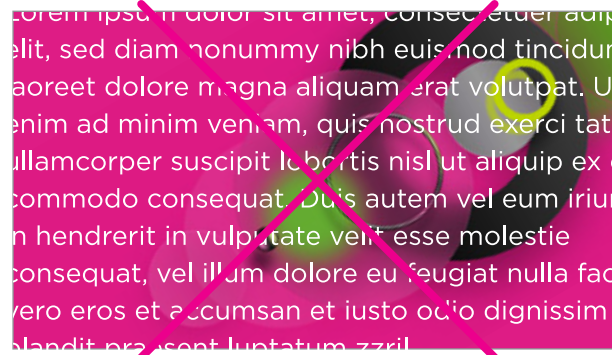
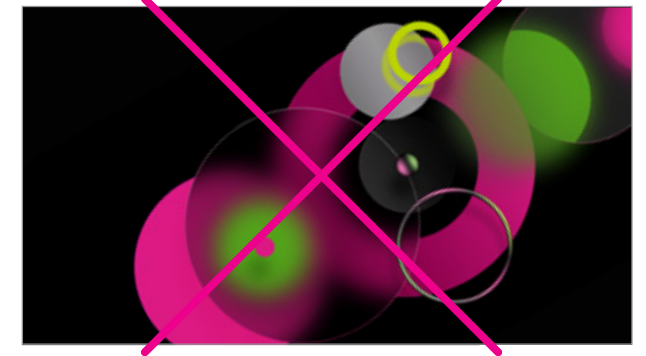
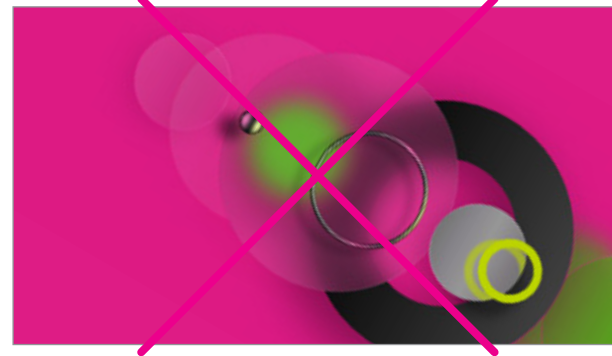
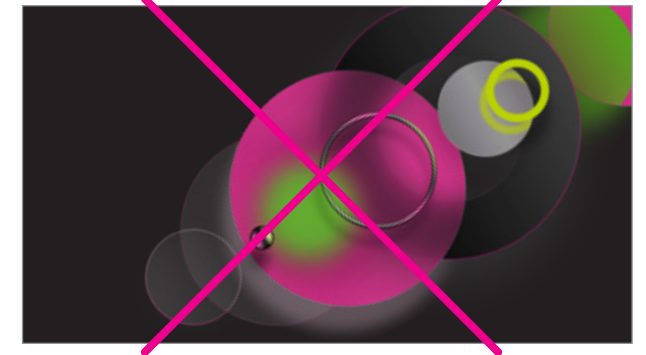
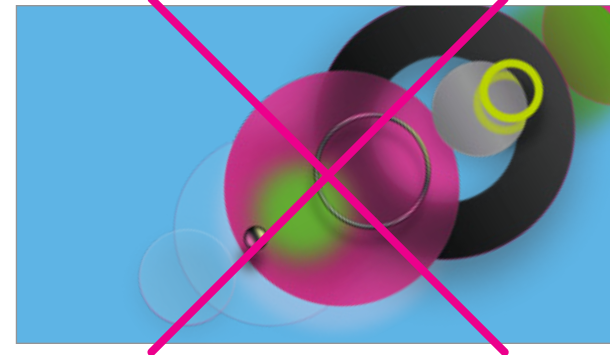
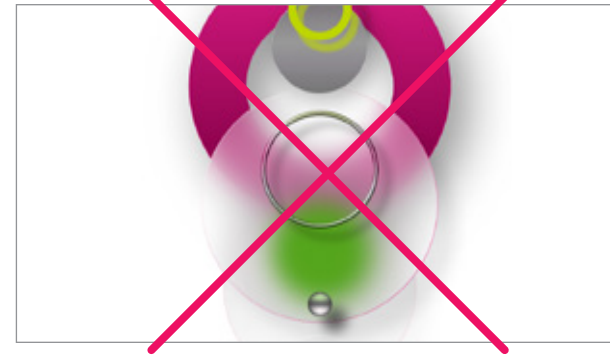
# SHOW THEME



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## DO NOT

- Overly compress or stretch the theme illustrations
- Use the theme illustrations at the wrong angle
- Place the theme illustrations over photography
- Place the theme illustrations over patterns
- Use the theme illustrations over secondary colors
- Mix theme art and background colors
- Angle theme illustrations downward
- Recolor theme illustrations
- Recreate theme illustrations
- Place theme illustrations under blocks of copy
- Make theme illustrations transparent
- Overlay type or logos on the theme illustration
- Under fill space with theme illustration



# SMART INITIATIVES: LOGOTYPE

## LOGOTYPE VARIATIONS

There are four Smart Initiatives. Each one has its own logotype. There are two variations of each of the Smart logotypes—a horizontal and a stacked version.

## WHICH VARIATION TO USE

Use the logotype with the largest horizontal dimension that will fit in the required space, making sure to include clear space.

## LOGOTYPE COLOR

The Smart logotype can only appear in these four color combinations: black and white; black and Smart background color; all white; or all black.

Only use the all black version in one-color situations. The all white version should be used when the logotype appears on any colored background other than the Smart background color. The black and white version should only be used when appearing on the Smart background color. Use the two-color logotype in all other situations.

*For the sake of brevity, only one logotype is shown in the color examples. However, the rules apply to both variations of all four logotypes.*

### HORIZONTAL SMART LOGOTYPES

**SMART MOBILITY**

**SMART MEDTECH**

**SMART MANUFACTURING**

**SMART DATA-AI**

### STACKED SMART LOGOTYPES

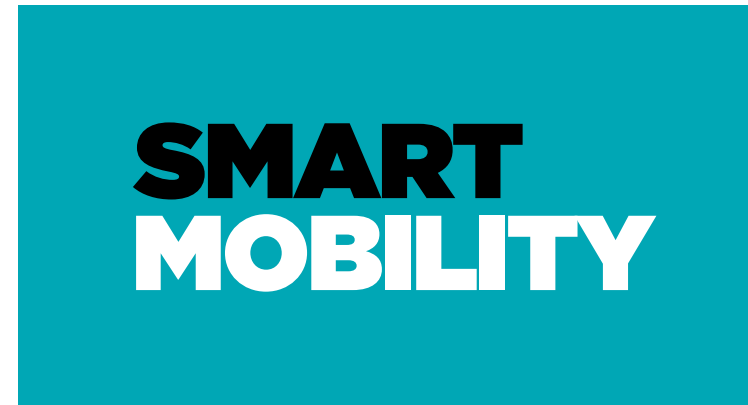
**SMART  
MOBILITY**

**SMART  
MEDTECH**

**SMART  
MANUFACTURING**

**SMART  
DATA-AI**

### BLACK AND WHITE VERSION ON SMART BACKGROUND COLOR



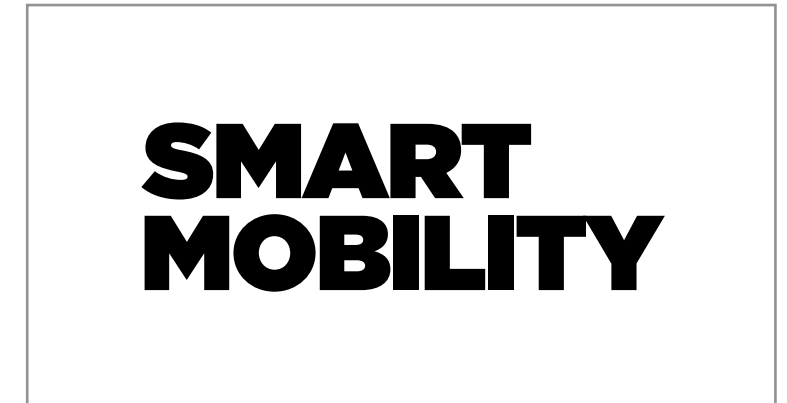
### BLACK AND SMART BACKGROUND COLOR VERSION



### ALL WHITE (REVERSE) VERSION



### ALL BLACK VERSION



# SMART INITIATIVES: LOGOTYPE

## MINIMUM SIZE

The horizontal logotype should not appear smaller than 1" wide. The stacked logotype should not appear smaller than 0.65" wide.

1.0" (ACTUAL SIZE)



0.65" (ACTUAL SIZE)



## CLEAR SPACE

Use the size of a capital "X" in Gotham Ultra that matches the letter height in the logotype as a guide for the clear space around the logotype in question.

STACKED LOGO CLEAR SPACE



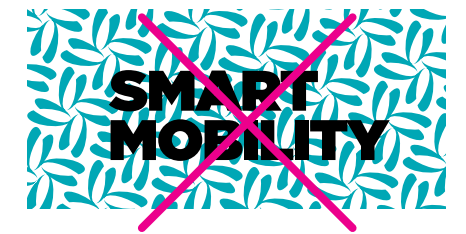
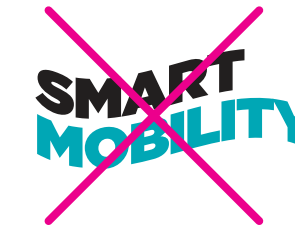
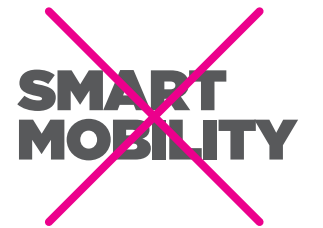
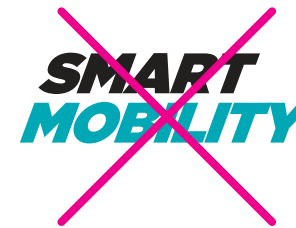
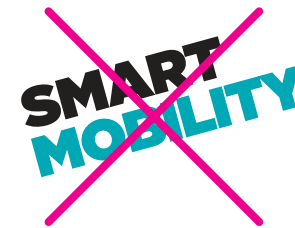
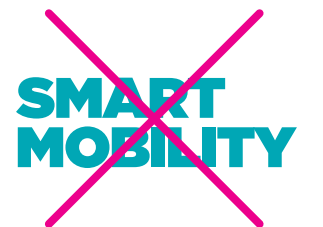
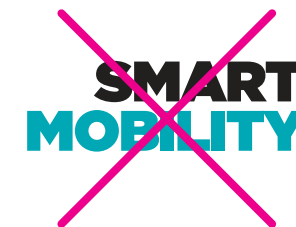
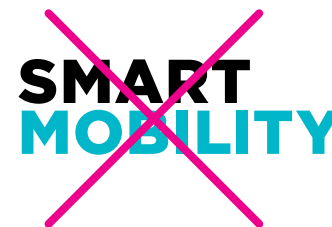
HORIZONTAL LOGO CLEAR SPACE



## DO NOT

- Build Smart logotype from scratch
- Change alignment of the logotype parts
- Use unapproved colors or color combinations
- Tilt or angle the logotype
- Modify, shear or warp the logotype
- Place the logotype over busy photography
- Place the logotype over patterns

*For the sake of brevity, only one logotype is shown in the "Do Not" examples. However, the rules apply to both variations of all four logotypes.*



# SMART INITIATIVES: ICONS

## SMART ICONS

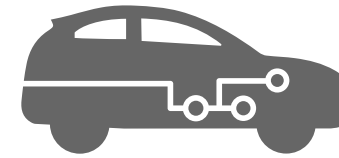
There are four Smart Initiatives. Each one has its own icon. The Smart icons are never used without their corresponding logotype. The icons can only be used on a black, white, or Smart background color. The icons are always in the color gray (see page 7) when on a white background. The icons are always white when on a black or Smart background color.

These icons have been updated for consistency in weight/style. Old versions cannot be used.

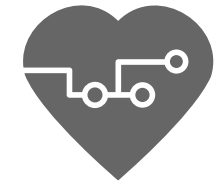
## CLEAR SPACE

The circles used inside the icons are all the same size. The size of those circles is used to define the size of the clear space around the icon.

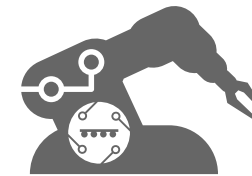
SMART MOBILITY ICON



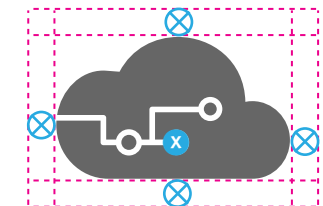
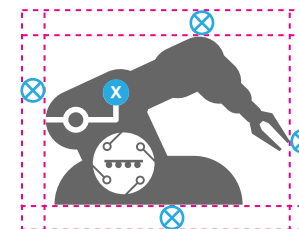
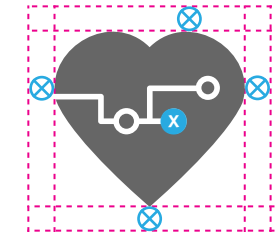
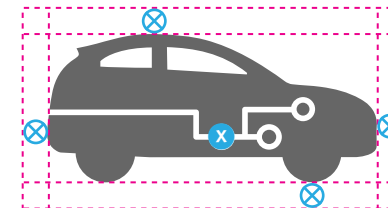
SMART MEDTECH ICON



SMART MANUFACTURING ICON



SMART DATA-AI ICON



# SMART INITIATIVES: LOCKUPS

## SMART LOGO LOCK-UPS

Ready-to-use files of the logotype and icon lock-ups are available for all four Smart Initiatives in these four configurations. The files are available in all of the color combinations below, in CMYK, RGB and Spot color versions. All applicable versions are available as both .eps and .png files.

## COLOR

The Smart logo lock-ups can only appear in these four color combinations: black and white; black, gray and Smart background color; all white; or all black.

Only use the all black version in one-color situations. The all white version should be used when the lock-up appears on any colored background other than the Smart background color. The black and white version should only be used when appearing on the Smart background color. Use the three-color lock-up in all other situations.

*For the sake of brevity, only one Smart Initiative logo lock-up set is shown in the color examples. However, the rules apply to all variations of all four lock-ups.*

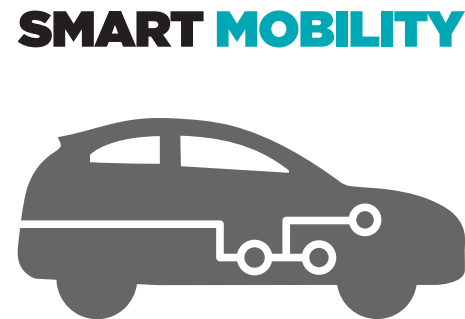
HORIZONTAL INLINE SMART LOGO LOCK-UP



STACKED INLINE SMART LOGO LOCK-UP



HORIZONTAL STACKED SMART LOGO LOCK-UP



VERTICAL STACKED SMART LOGO LOCK-UP



BLACK AND WHITE VERSION ON SMART BACKGROUND COLOR



BLACK, GRAY AND SMART BACKGROUND COLOR VERSION



ALL WHITE (REVERSE) VERSION



ALL BLACK VERSION

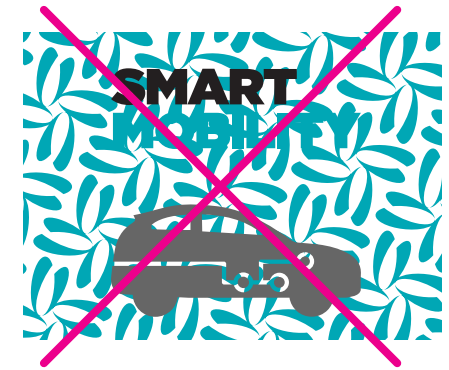
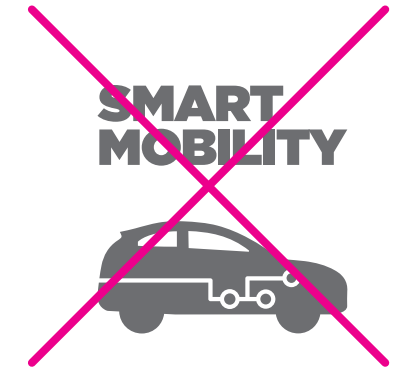
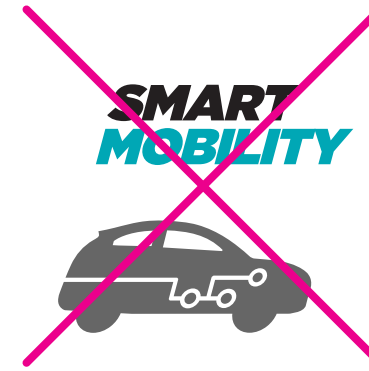
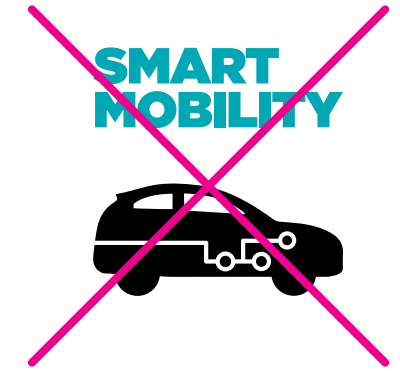
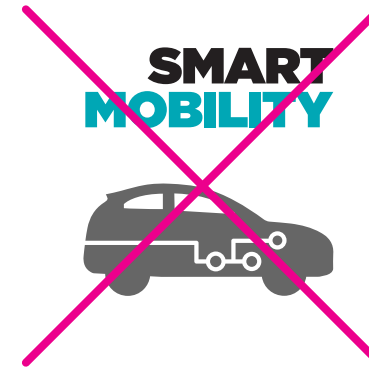
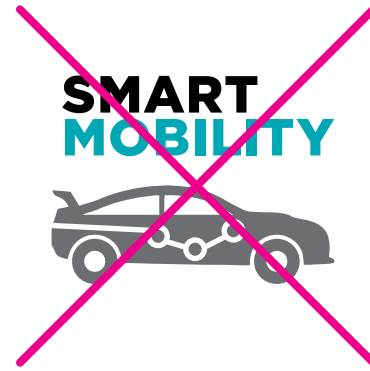


# SMART INITIATIVES: LOCKUPS

## DO NOT

- Build the Smart logo lock-ups from scratch
- Change alignment of the lock-up parts
- Use unapproved colors or color combinations
- Tilt or angle the lock-up
- Modify, shear or warp the lock-up
- Place the lock-up over busy photography
- Place the lock-up over patterns

*For the sake of brevity, only one lock-up is shown in the "Do Not" examples. However, the rules apply to all variations of all four lock-ups.*



# SMART INITIATIVES: LOCKUPS

## EXHIBITION SIZE LOGO LOCK-UP CLEAR SPACE

The exhibition size lock-up of the logotype and icon is available for all four Smart Initiatives in these four configurations.

When using the icon with its corresponding logotype, add the two clear space areas together. For horizontal applications, the size of the icon and its clear space will be equal in height to the clear space of the Smart logotype. For vertical applications, the clear space of the logotype dictates the width of the clear space.

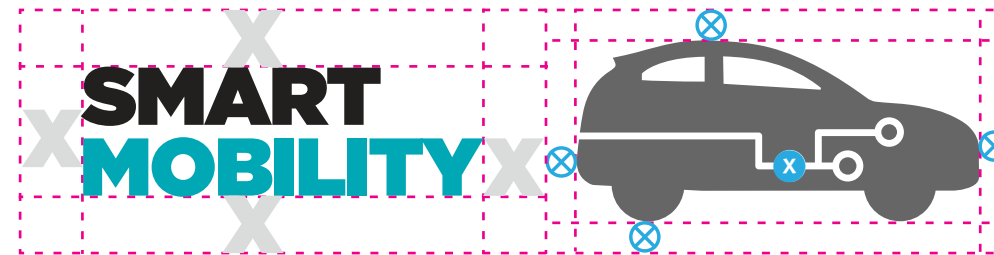
This clear space only applies to exhibition signage that is larger than A4/letter size. For uses equal to or smaller than A4/letter, please use the lock-up standards on page 24.

*For the sake of brevity, only one Smart Initiative logo lock-up set is shown in the clear space examples. However, the rules apply to all variations of all four lock-ups.*

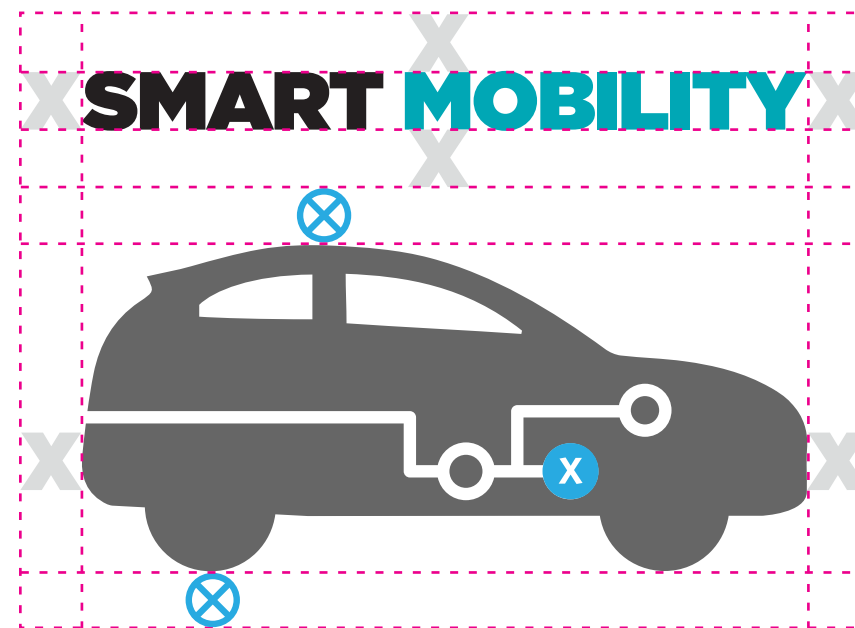
EXHIBITION SIZE  
HORIZONTAL INLINE SMART LOGO LOCK-UP CLEAR SPACE



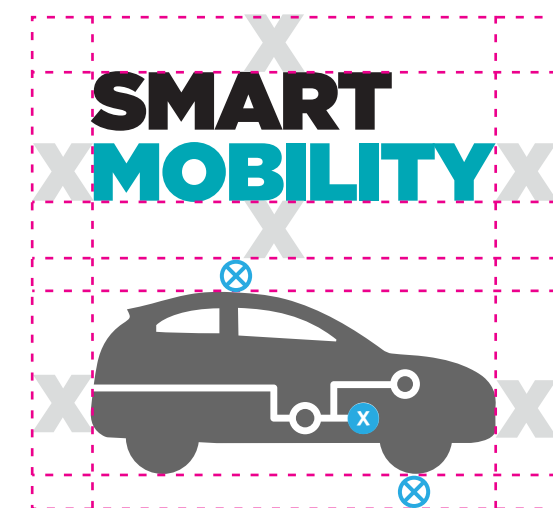
EXHIBITION SIZE  
STACKED INLINE SMART LOGO LOCK-UP CLEAR SPACE



EXHIBITION SIZE  
HORIZONTAL STACKED SMART LOGO LOCK-UP CLEAR SPACE



EXHIBITION SIZE  
VERTICAL STACKED SMART LOGO LOCK-UP CLEAR SPACE



# SMART INITIATIVES: LOCKUPS

## STANDARD SIZE LOGO LOCK-UP CLEAR SPACE

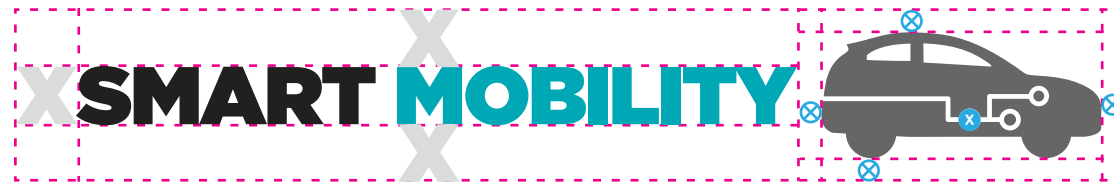
The standard size lock-up of the logotype and icon is available for all four Smart Initiatives in these four configurations.

When using the icon with its corresponding logotype, the icon clear space is used where the icon meets the logotype. For horizontal applications, the size of the icon and its clear space will be equal in height to the clear space of the Smart logotype. For vertical applications, the clear space of the logotype dictates the width of the clear space.

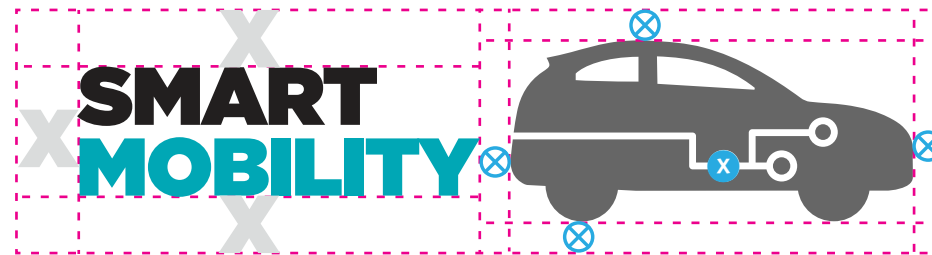
This sizing only applies to uses equal to or smaller than A4/letter. For exhibition signage that is larger than A4/letter size, please use the lock-up standards on page 23.

*For the sake of brevity, only one Smart Initiative logo lock-up set is shown in the clear space examples. However, the rules apply to all variations of all four lock-ups.*

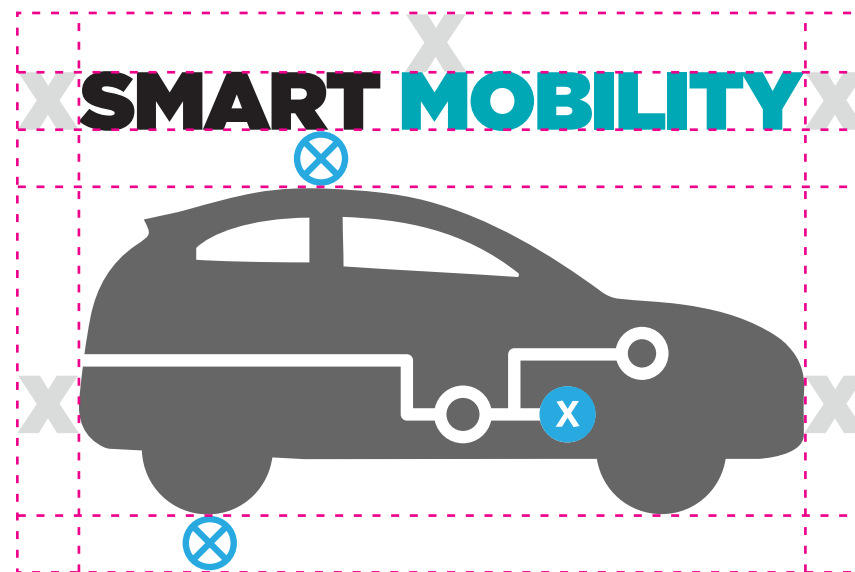
STANDARD SIZE  
HORIZONTAL INLINE SMART LOGO LOCK-UP CLEAR SPACE



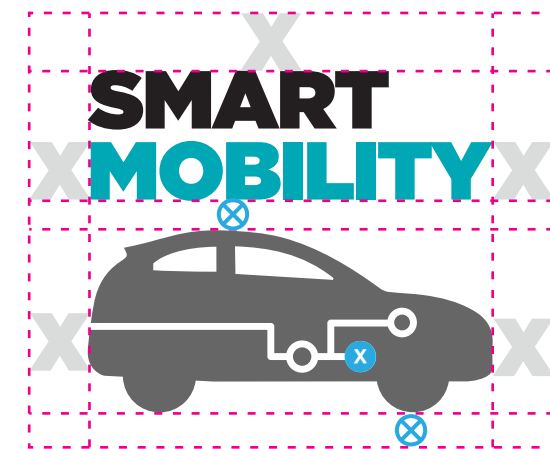
STANDARD SIZE  
STACKED INLINE SMART LOGO LOCK-UP CLEAR SPACE



STANDARD SIZE  
HORIZONTAL STACKED SMART LOGO LOCK-UP CLEAR SPACE



STANDARD SIZE  
VERTICAL STACKED SMART LOGO LOCK-UP CLEAR SPACE



# SMART INITIATIVES: LOCKUPS

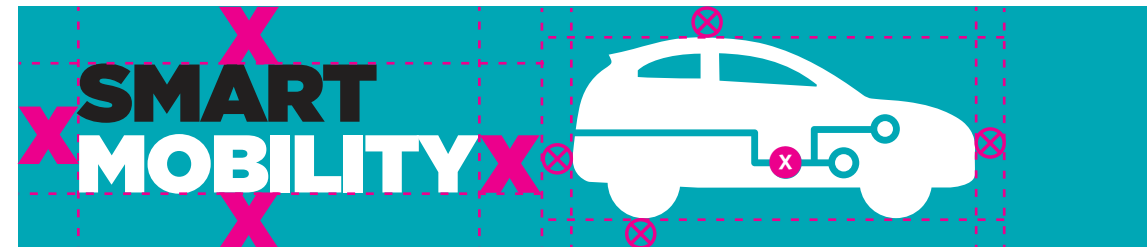
## USING WITHIN A CONFINED SPACE

When using the lock-up within a confined space, at least two of the four clear space sides must touch a defined area. As a general rule, use a horizontal combination on horizontal applications and a stacked combination in vertical applications. If unsure whether to use the horizontal or stacked combination, use whichever has the largest “X” height in the given space.

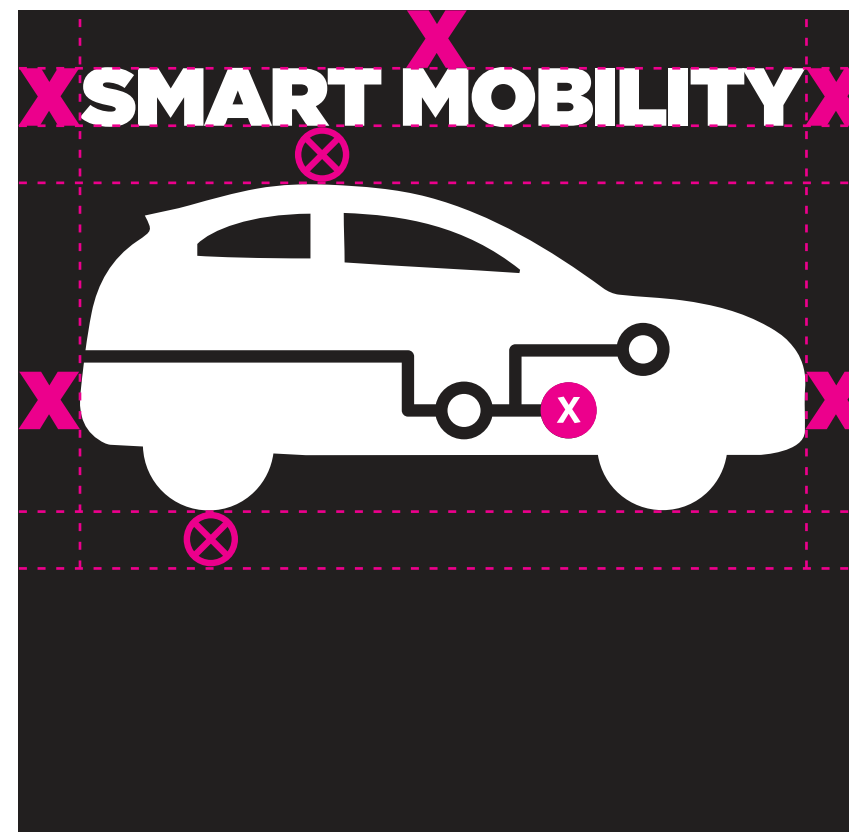
EXHIBITION SIZE HORIZONTAL INLINE SMART LOGO LOCK-UP IN A CONFINED SPACE



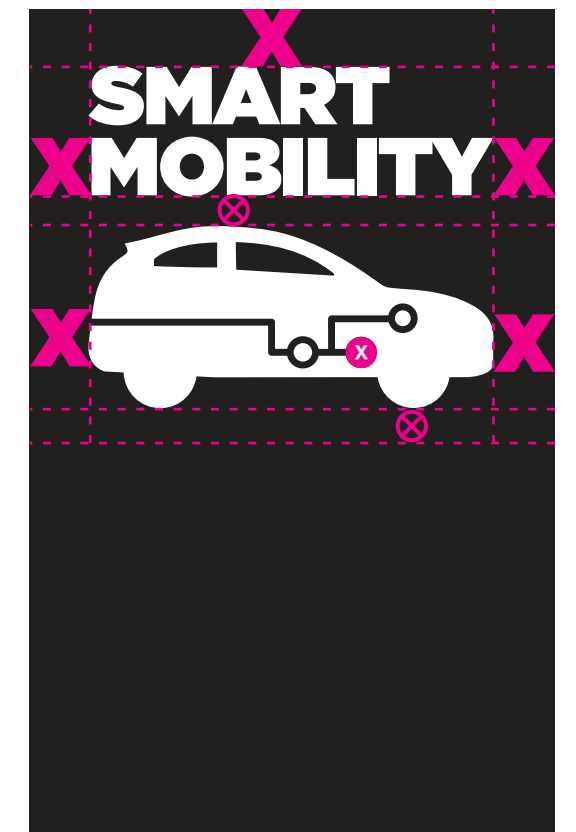
EXHIBITION SIZE STACKED INLINE SMART LOGO LOCK-UP IN A CONFINED SPACE



STANDARD SIZE HORIZONTAL STACKED SMART LOGO LOCK-UP IN A CONFINED SPACE



STANDARD SIZE VERTICAL STACKED SMART LOGO LOCK-UP IN A CONFINED SPACE



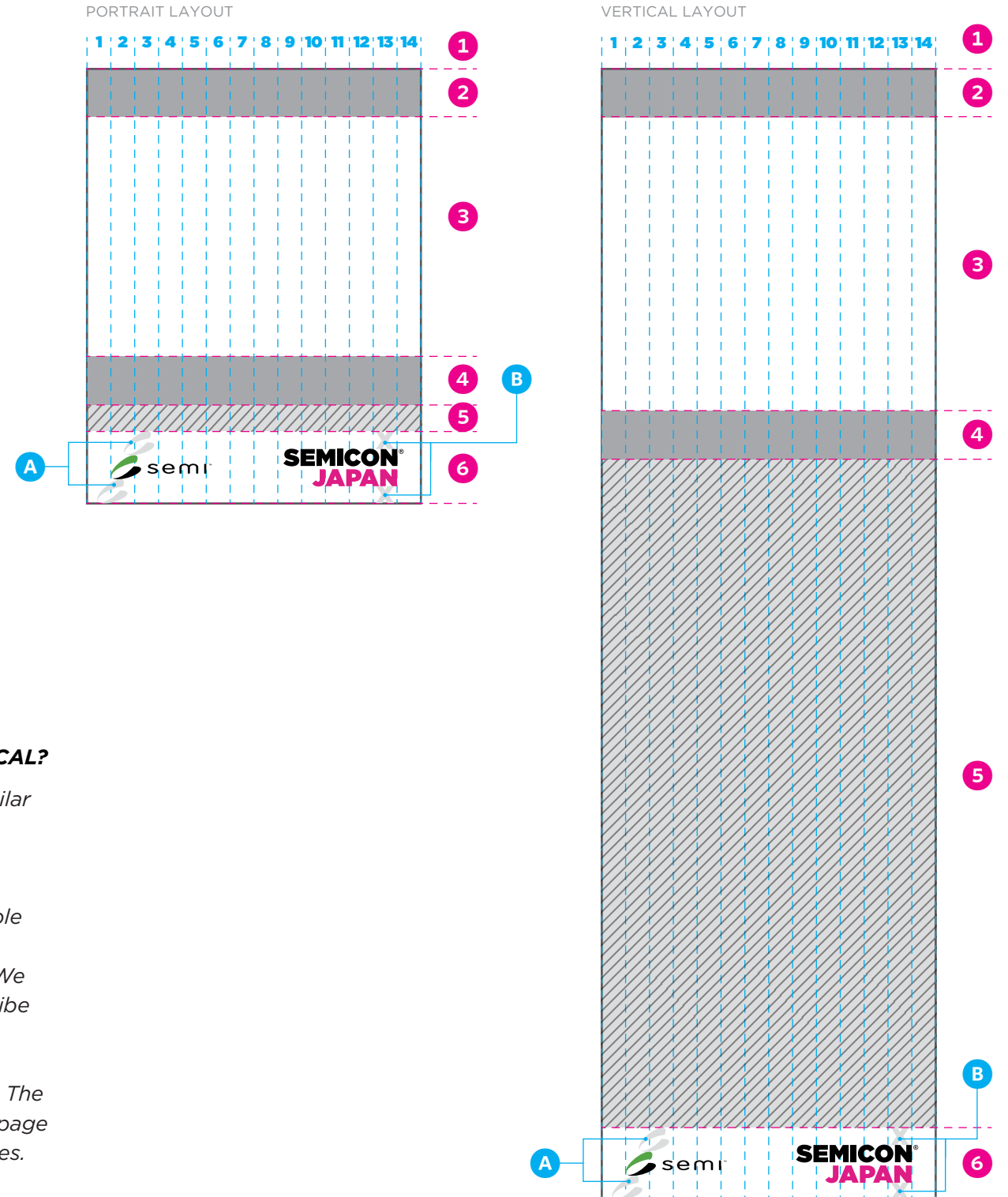
## PORTRAIT AND VERTICAL DESIGN SET UP

- ① Split layout into a grid of 14 columns.
- ② Top color bar is two column widths tall. This bar will be whatever color corresponds to the sign usage (show, Smart or SEMI).
- ③ The content area will be determined by the amount of content. Please see page 27. This area will be white.
- ④ Bottom color bar is two column widths tall. This bar will be whatever color corresponds to the sign usage (show, Smart or SEMI) and should match ②.
- ⑤ Theme area is the height remaining after the other dimensions have been established. This area will house the verbal and visual themes on a white, black or SC Japan regional color background. If this height is less than three column widths tall, there will not be enough clearance for theme graphics. Merge ⑤ with ④ and make it all a solid color according to ④.
- ⑥ Logo area is three column widths tall. This area will be whatever background color is used for the theme area.

## LOGO PLACEMENT

The SEMI logo is placed one column in from the left corner. It fits in the middle of the designated area height with the height of one SEMI logo icon above and below (see **A**).

The show logo is placed one column in from the right corner. It fits in the middle of the designated area height with the space of one uppercase Gotham Ultra "X" above and below (see **B**).



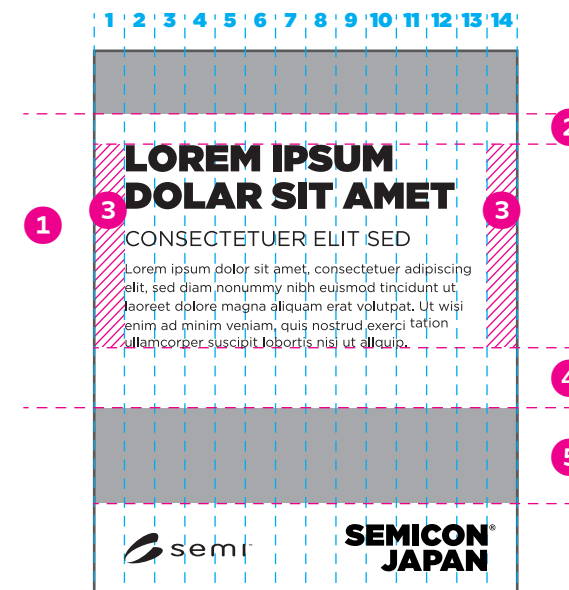
### PORTRAIT VS. VERTICAL?

Although they are similar terms, here we use "portrait" to denote layouts that have an aspect ratio comparable to a vertical A4/letter sized sheet of paper. We use "vertical" to describe layouts that are more elongated than the A4/letter aspect ratio. The two examples on this page illustrate the differences.

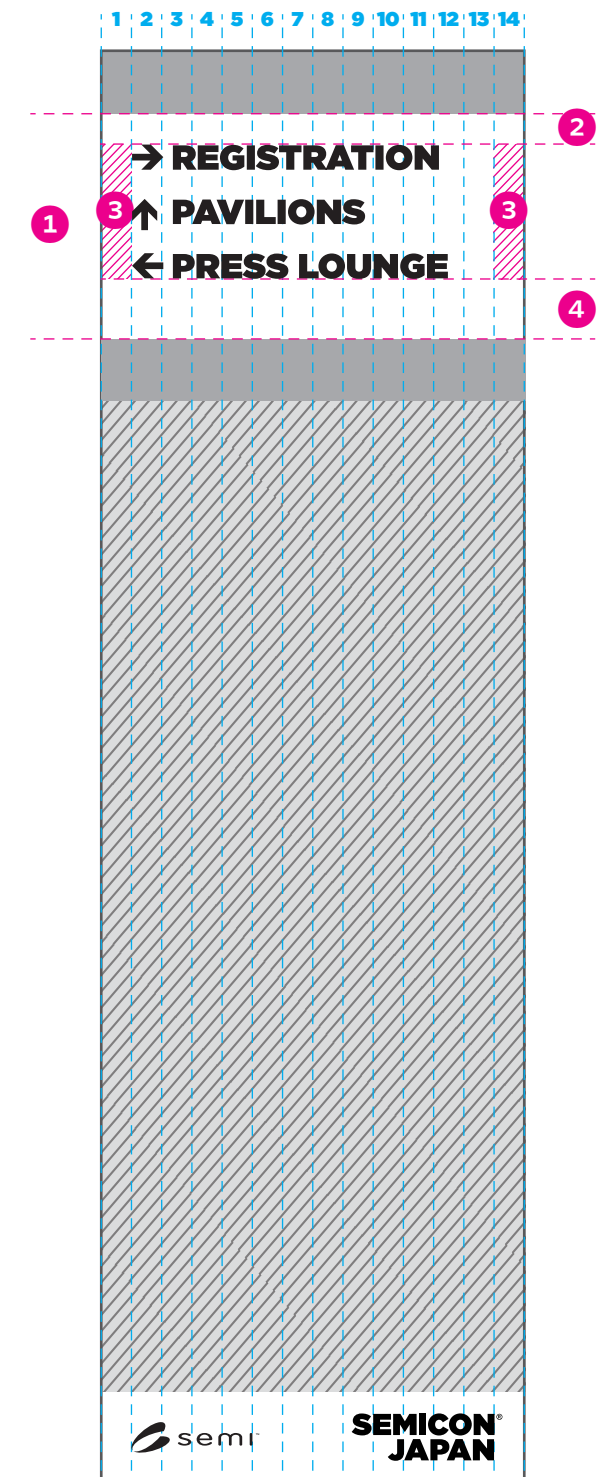
## PORTRAIT AND VERTICAL CONTENT AREA

- ❶ The content area is the height of the content (see page 31-32 for examples) plus items ❷ and ❹.
- ❷ Leave a clear space equal to one column width in height immediately below the top color bar.
- ❸ No content should be placed in the first and last columns.
- ❹ Leave a clear space equal to two column widths in height immediately above the lower color bar.
- ❺ Notice in the portrait layout that the bottom color bar has merged with the theme area due to lack of clearance for theme graphics (see page 26, item ❺ for clarification).

PORTRAIT LAYOUT



VERTICAL LAYOUT



# SHOW DESIGN GUIDE

## HORIZONTAL DESIGN SET UP

Horizontal layouts get set up differently than vertical layouts in order to facilitate aesthetics.

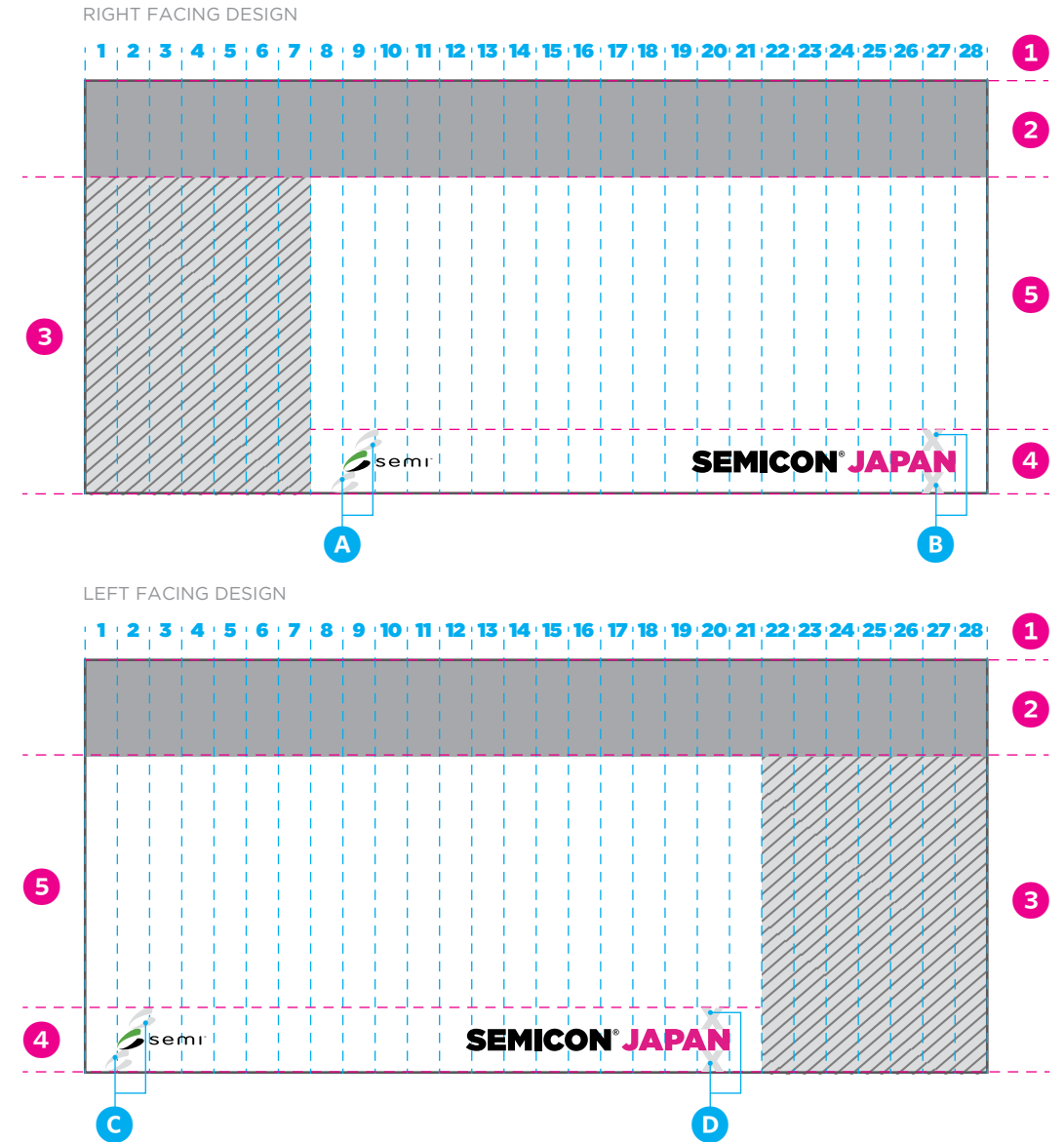
- 1 Use the first two digits of the width in inches  $\times$  2. This figure gives you the number of columns. In this illustration the banner is 144 inches wide. The first two digits are 14. Multiplied by 2 equals 28 columns wide.
- 2 Top color bar is three column widths tall. This bar will be whatever color corresponds to the sign usage (show, Smart or SEMI).
- 3 The theme area is 25% of the width. This layout has 28 columns so the theme area is 7 columns ( $28/4 = 7$ ). This area will house the visual theme only on a white, black or SC Japan regional color background. It can be either on the right or left side, depending on the orientation of 5.
- 4 The logo area is two column widths tall. The width is the total column width minus the width of 3, in this case  $28-7 = 21$  columns wide. This area will be whatever background color is used for the theme area.
- 5 The content area is determined by the area remaining after the other dimensions have been established. Please see page 27 for content design specifics. This area will be white for all informational signs.

## LOGO PLACEMENT— RIGHT FACING

In this example, the SEMI logo is placed eight columns in from the left corner. It fits in the middle of the designated area height with the height of one SEMI logo icon above and below (see A). The show logo is placed one column in from the right corner. It fits in the middle of the designated area height with the space of one uppercase Gotham Ultra “X” above and below (see B).

## LOGO PLACEMENT— LEFT FACING

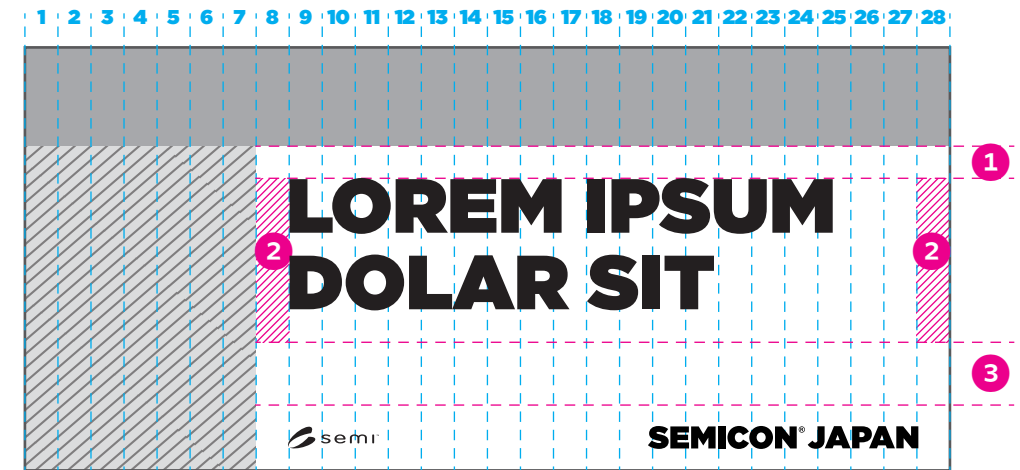
In this example, the SEMI logo is placed one column in from the left corner. It fits in the middle of the designated area height with the height of one SEMI logo icon above and below (see C). The show logo is placed eight columns in from the right corner. It fits in the middle of the designated area height with the space of one uppercase Gotham Ultra “X” above and below (see D).



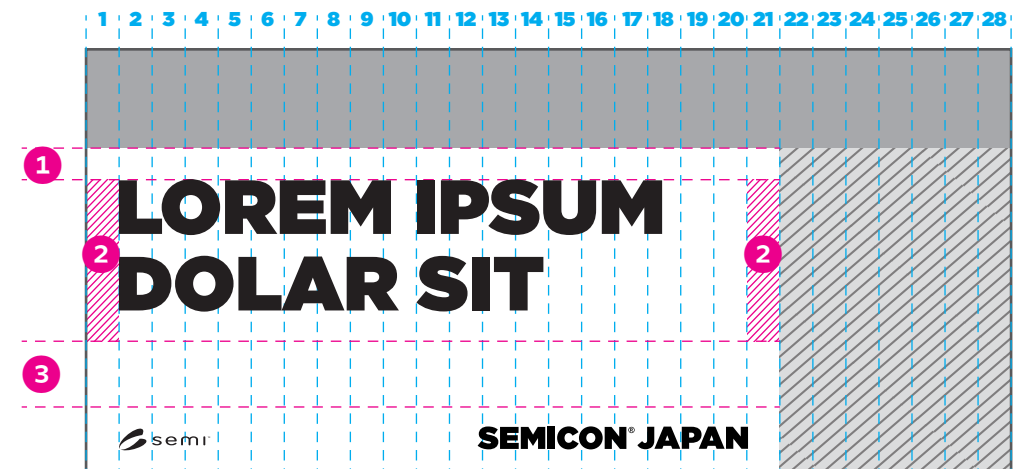
## HORIZONTAL DESIGN CONTENT AREA

- 1 Leave a clear space equal to one column width in height immediately below the top color bar.
- 2 The first and last columns should be clear of content and graphics.
- 3 Leave a clear space equal to two column widths in height immediately above the logo clear space.

RIGHT FACING DESIGN



LEFT FACING DESIGN

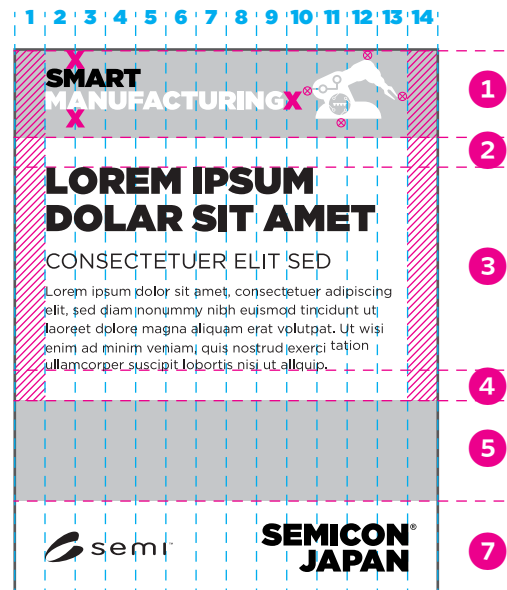


# SHOW DESIGN GUIDE

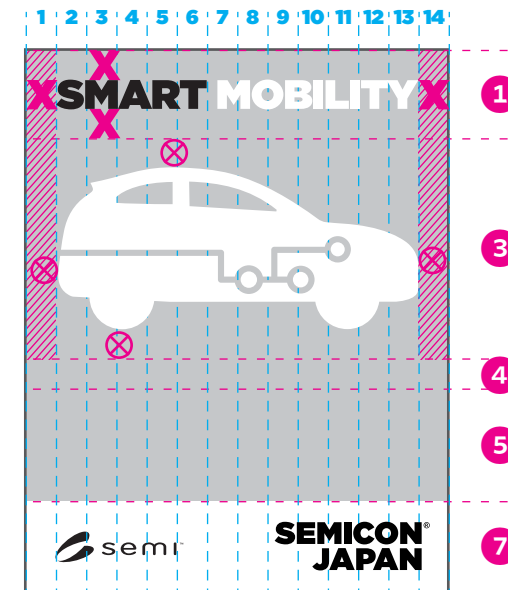
## SMART DESIGN VARIATIONS

- 1 For Smart only, this measurement is three column widths tall. Use the appropriate Smart lock-up standards on pages 23–25. Align the lock-up to the top of the space.
- 2 This measurement rule stays the same (see page 27 or 29).
- 3 This measurement rule stays the same (see page 27 or 29) unless using a stacked Smart logo in place of content.
- 4 For Smart only, this measurement is now one column in height on vertical designs and two on horizontal.
- 5 This measurement rule stays the same (see page 26). **Note that the bottom color bar merges with the theme area 6 in some aspect ratios.**
- 6 This measurement rule stays the same (see page 26 or 28).
- 7 This measurement rule stays the same (see page 26 or 28).

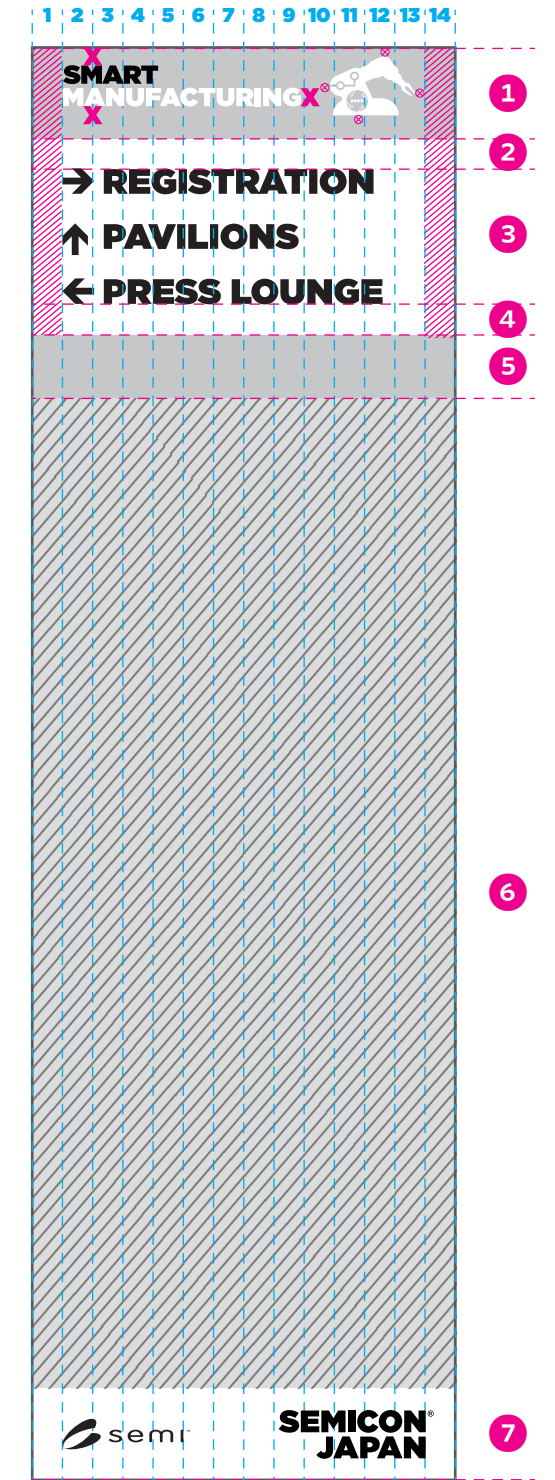
SMART STANDARD PORTRAIT LAYOUT



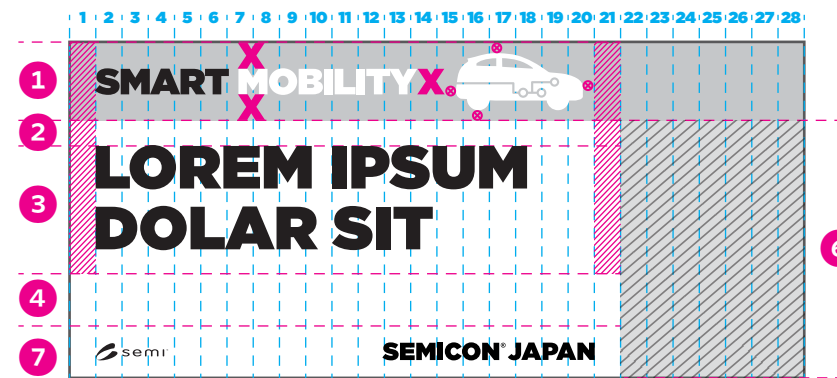
STACKED SMART LOGO PORTRAIT LAYOUT



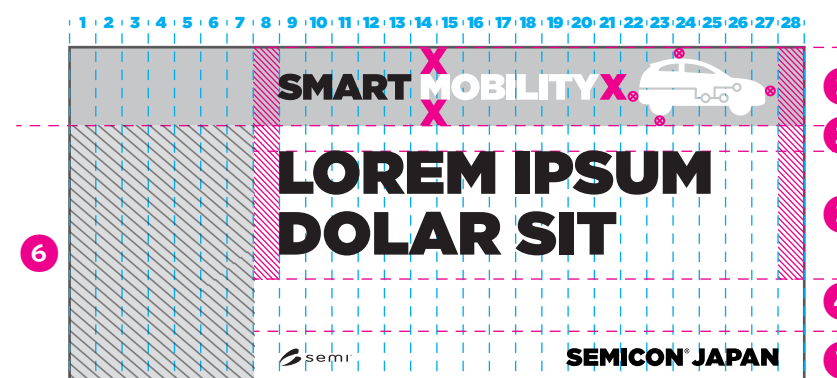
SMART VERTICAL LAYOUT



SMART HORIZONTAL LEFT FACING DESIGN



SMART HORIZONTAL RIGHT FACING DESIGN

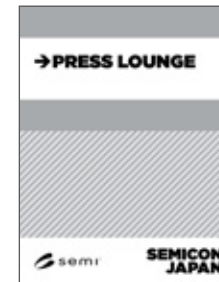


# SHOW DESIGN GUIDE

## PORTRAIT LAYOUTS

Following the content rule and design rules described on previous pages, these layouts offer specific visual guidance for some common sizes.

22 × 28—PORTRAIT LAYOUT: SHOW, SEMI



HEADLINE:  
*Gotham Ultra*  
130pt / 130  
All caps

ARROWS:  
*Wingdings Regular*  
130pt / 130

FONT / ARROW COLOR: *Black*



HEADLINE:  
*Gotham Ultra*  
140pt / 140  
All caps

SUBHEAD:  
*Gotham Book*  
80pt / 80  
All caps

BODY:  
*Gotham Book*  
50pt / 60  
Sentence case

FONT / ARROW COLOR: *Black*

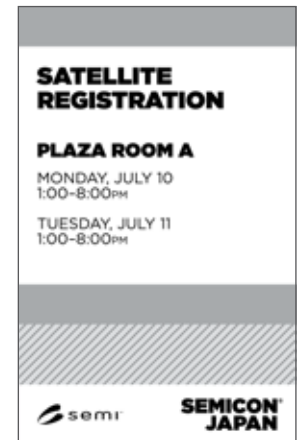
28 × 44—PORTRAIT LAYOUT: SHOW, SEMI



HEADLINE:  
*Gotham Ultra*  
160pt / 250  
All caps

ARROWS:  
*Wingdings Regular*  
160pt / 250

FONT / ARROW COLOR: *Black*

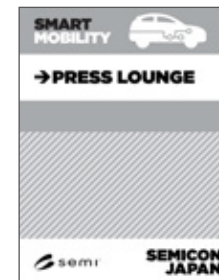


HEADLINE:  
*Gotham Ultra*  
175pt / 175  
All caps

DAY & TIME:  
*Gotham Book*  
110pt / 110  
All caps

FONT / ARROW COLOR: *Black*

22 × 28—PORTRAIT LAYOUT: SMART



ALL FONT SIZES SAME  
AS ABOVE

FONT / ARROW COLOR:  
*SC Smart background*

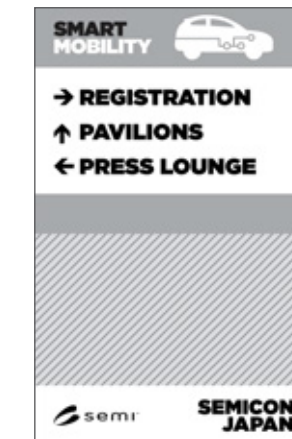


ALL FONT SIZES SAME  
AS ABOVE

HEADLINE FONT / ARROW  
COLOR: *SC Smart background*

BODY FONT COLOR: *Black*

28 × 44—PORTRAIT LAYOUT: SMART



ALL FONT SIZES SAME  
AS ABOVE

FONT / ARROW COLOR:  
*SC Smart background*



ALL FONT SIZES SAME  
AS ABOVE

HEADLINE FONT / ARROW  
COLOR: *SC Smart background*

BODY FONT COLOR: *Black*

# SHOW DESIGN GUIDE

## VERTICAL LAYOUTS

Following the content rule and design rules described on previous pages, these layouts offer specific visual guidance for some common sizes.

24 × 87 — VERTICAL LAYOUT: SHOW, SEMI



HEADLINE:  
*Gotham Ultra*  
140pt / 215  
All caps

ARROWS:  
*Wingdings Regular*  
140 pt / 215

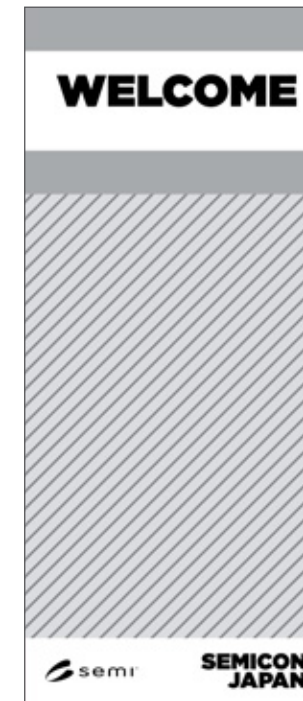
FONT / ARROW  
COLOR: Black



HEADLINE:  
*Gotham Ultra*  
240pt / 240  
All caps  
Centered vertically

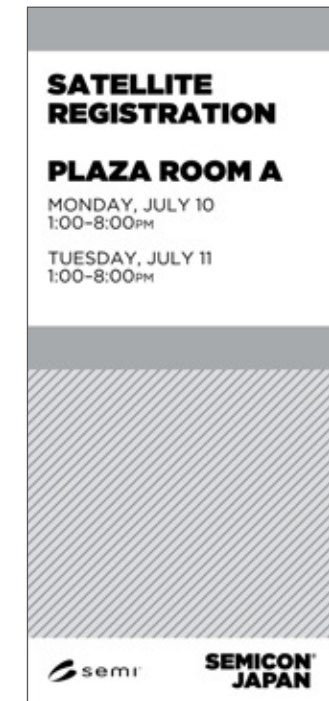
FONT / ARROW  
COLOR: Black

38 × 87 — VERTICAL LAYOUT: SHOW, SEMI



HEADLINE:  
*Gotham Ultra*  
400pt / 400  
All cap  
Horizontally  
Centered

FONT / ARROW  
COLOR: Black



HEADLINE:  
*Gotham Ultra*  
260pt / 260  
All caps

DAY & TIME:  
*Gotham Book*  
160pt / 160  
All caps

FONT / ARROW  
COLOR: Black

24 × 87 — VERTICAL LAYOUT: SMART



ALL FONT SIZES  
SAME  
AS ABOVE

FONT / ARROW  
COLOR:  
*SC Smart*  
background

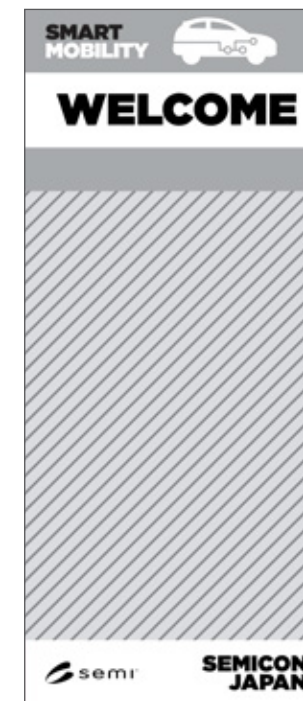


ALL FONT SIZES  
SAME  
AS ABOVE

HEADLINE FONT /  
ARROW COLOR:  
*SC Smart*  
background

BODY FONT  
COLOR: Black

38 × 87 — VERTICAL LAYOUT: SMART



ALL FONT  
SIZES SAME  
AS ABOVE

FONT / ARROW  
COLOR:  
*SC Smart*  
background



ALL FONT  
SIZES SAME  
AS ABOVE

HEADLINE  
FONT / ARROW  
COLOR:  
*SC Smart*  
background

BODY FONT  
COLOR: Black

# SHOW DESIGN GUIDE

## HORIZONTAL LAYOUTS

Following the content rule and design rules described on previous pages, these layouts offer specific visual guidance for some common sizes.

144 × 72—HORIZONTAL LAYOUT: SHOW, SEMI



HEADLINE:  
*Gotham Ultra*  
1050pt / 1050  
All caps

144 × 72—HORIZONTAL LAYOUT: SMART



ALL FONT SIZES  
SAME AS ABOVE  
  
FONT / ARROW  
COLOR:  
*SC Smart*  
background

240 × 72—HORIZONTAL LAYOUT: SHOW, SEMI



HEADLINE:  
*Gotham Ultra*  
1300pt / 1300  
All caps

240 × 72—HORIZONTAL LAYOUT: SMART



ALL FONT SIZES  
SAME AS ABOVE  
  
FONT / ARROW  
COLOR:  
*SC Smart*  
background

# SHOW DESIGN GUIDE

## HORIZONTAL LAYOUTS—MORE EXAMPLES

These additional layouts offer specific visual guidance for another common size.

288 × 53—HORIZONTAL LAYOUT: SHOW, SEMI



HEADLINE:  
*Gotham Ultra*  
1140pt / 1140  
All caps

288 × 53—HORIZONTAL LAYOUT: SMART



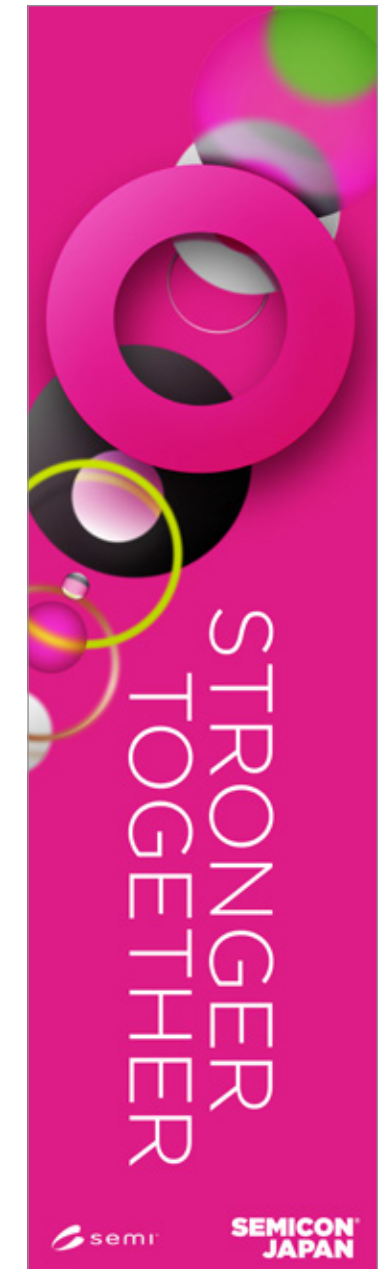
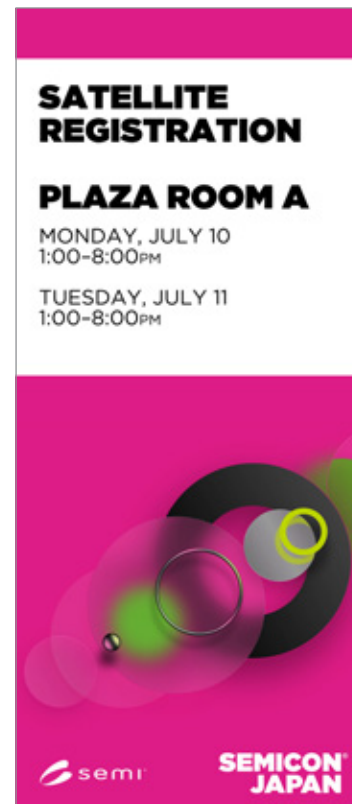
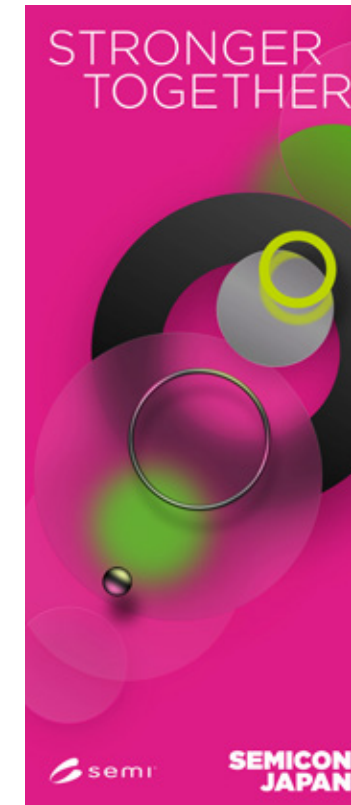
ALL FONT SIZES  
SAME AS ABOVE

FONT / ARROW  
COLOR:  
SC Smart  
background

# SHOW DESIGN GUIDE

## PORTRAIT AND VERTICAL BRAND SIGNAGE EXAMPLES

Some of the signage needed won't be informational. There will be co-op, branding and special use signage needed. These signs should follow the design guidelines from the previous pages, but with extra consideration given to the graphic nature of the information being addressed. Here are a few examples.

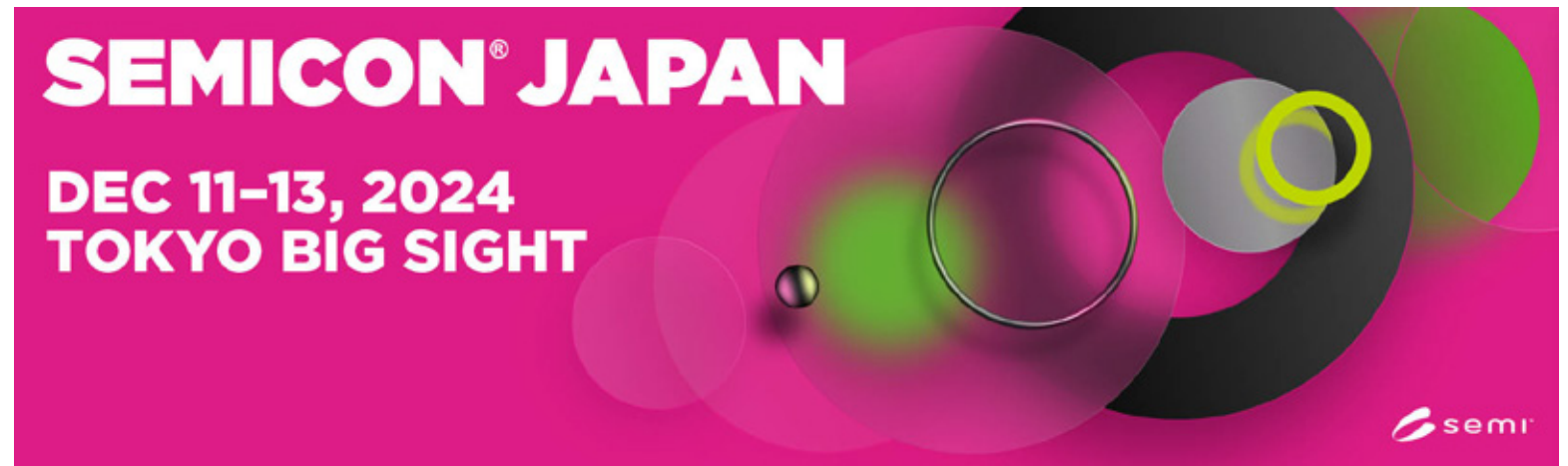


**SEMICON  
JAPAN**

# SHOW DESIGN GUIDE

## HORIZONTAL EXAMPLES

Some of the uses needed won't be informational. There will be advertising, promotional, co-op, and branding needed. These uses should follow the design guidelines from the previous pages, but with extra consideration given to the graphic nature of the information being addressed. Here are a few examples.



# SEMICON® JAPAN

# MARKETING AND SUPPORT ASSETS

## PROVIDED ART

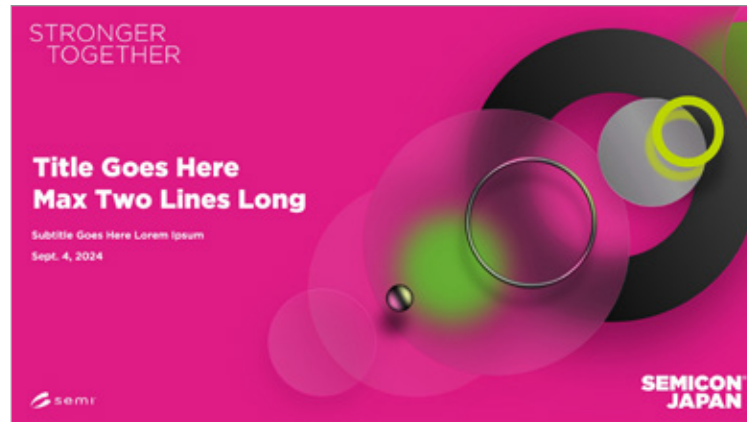
PowerPoint templates, video-call backgrounds and several sizes of standard-size banner ads have been provided. Each asset is available in the three background colors and uses the appropriate illustration. A few examples are shown here. Examples are not sized proportionally to each other.



1275 × 300 DIGITAL BANNER



1920 × 1080 VIDEO BACKGROUND IN THE REGIONAL COLOR



POWERPOINT TEMPLATE SAMPLE PAGES



750 × 200 DIGITAL BANNERS

## PROVIDED ILLUSTRATION ASSETS

The two versions of the theme graphics are provided in the original vector format (.ai) in both RGB and CMYK versions. This is a large and complex file that can take additional time to render when using. There are a few solutions that will be outlined on this page.

### WHY VECTOR ART?

Vector art is infinitely scaleable. Instead of providing large rasterized versions of the art at every conceivable scale and format, **providing the original vector art allows the designer to create new art in perfect resolution and format at any scale.**

### DO YOU NEED TO USE THE VECTOR VERSIONS OF THE THEME ART?

If digital assets are being created, such as banner ads, the vector art is probably not necessary. In addition to the vector art, there are several raster sizes of both theme graphics provided. These can be placed into any program being used and can be manipulated with less lag time than using the original vector version with no loss of quality.

To create CMYK (printed) graphics, we would suggest creating CMYK raster versions of the theme graphics at the scale and resolution needed. See the explanation to the right, “How to create raster versions.”

### USING THE VECTOR ART

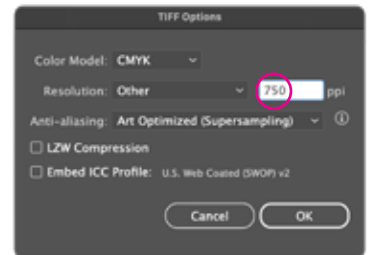
If the original vector version of the theme graphics must be used in each asset developed, below are two options to help mitigate the lag time if using the original vector art in Adobe Illustrator:

- 1. Work in outline view.** This will cut down on the render lag time while working. Go under “View” to “Outline View” in Illustrator.
- 2. Place the art.** The preferred method is to “place” the vector theme art into the asset file. By *placing* the art into *another* illustrator file you are creating a rasterized proxy for the original file. When output, a file with placed art will use the original art file data, resulting in the same exact output as if using the original art in the file. This rasterized proxy allows the art to be manipulated without re-rendering each time. Go under “File” to “Place...” in Illustrator. The original file will need to be included with the final file if sending to a third-party for output.

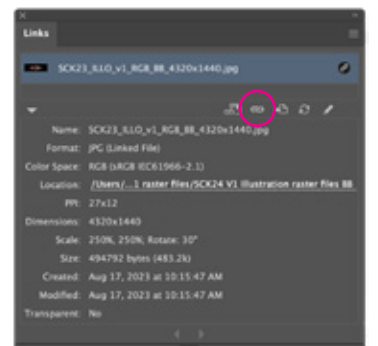
## HOW TO CREATE RASTER VERSIONS OF THE VECTOR THEME ART

It is easier to place raster versions of the theme art—using the appropriate scale and resolution—into an asset file than it is to manipulate the original vector version. There are several sizes of the RGB files already provided. These should work for most digital assets. However, no rasterized CMYK versions have been provided. Follow these steps to create new art:

- 1. Determine size and resolution.** Start by placing the 4320 × 1440 RGB raster file into the destination Illustrator asset. This raster file is dimensionally 1× the vector theme art. As an example, if you place the raster art in the file, and need to enlarge it 250%, you will need to increase the output of the vector file by 2.5.
- 2. Export the vector art.** Open the vector version of the theme art in Illustrator. Make sure the color format is correct. Go under “File” to “Export as...” and select the preferred file format and name. The next modal window (see example #1) will confirm your color format (RGB or CMYK) and ask for the resolution. If, as in the above example, you need the file to be 250% larger, take 2.5 × 300 ppi and use that as the resolution. Select the other options as required by your file and select “OK”.
- 3. Place the new raster art.** In Adobe Illustrator, open the destination asset and click on the 4320 × 1440 RGB file you placed earlier. Go under “Window” to “Links” and click on the 4320 × 1440 RGB file in the list. Select the “Relink” icon (see example #2) and find the newly created art, choose the file and select “place”. This will place the new art in the exact same position and size as the 4320 × 1440 file.



EXAMPLE #1 —The example export modal window.



EXAMPLE #2 —The example Links modal window.

A NOTE ON THE LISTED PPI OF ROTATED RASTER GRAPHICS IN ILLUSTRATOR—Adobe Illustrator does not calculate the PPI of rotated graphics correctly. If a graphic is at the right size and resolution before rotating, it will still be the same PPI after rotating.