

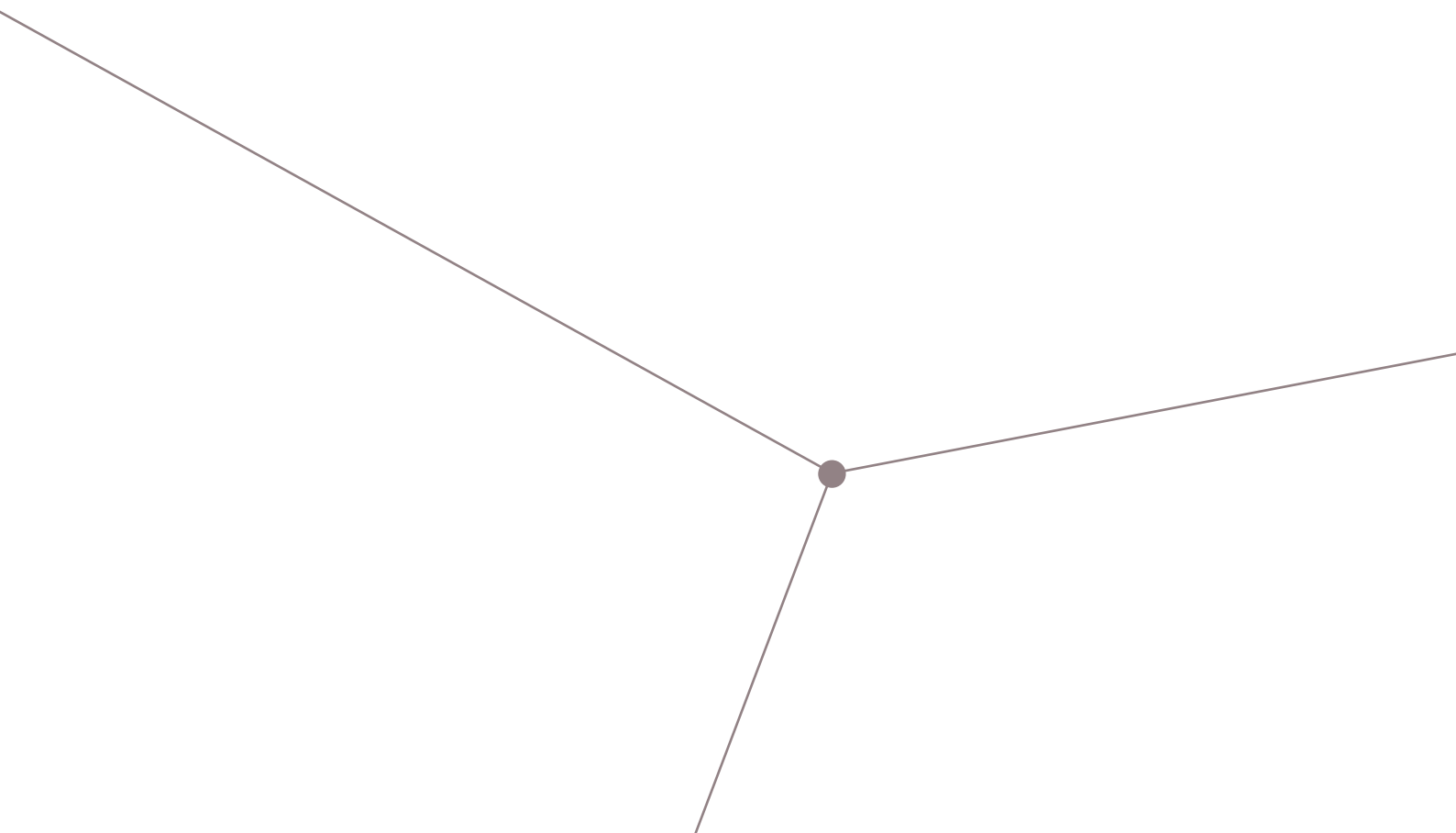


# Guideline Ecosystem Partner

May 2020

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# Welcome

## Welcome to Infineon's Partner Ecosystem Brand Guidelines

These Partner Branding Guidelines are designed for Infineon's Ecosystem Partners.

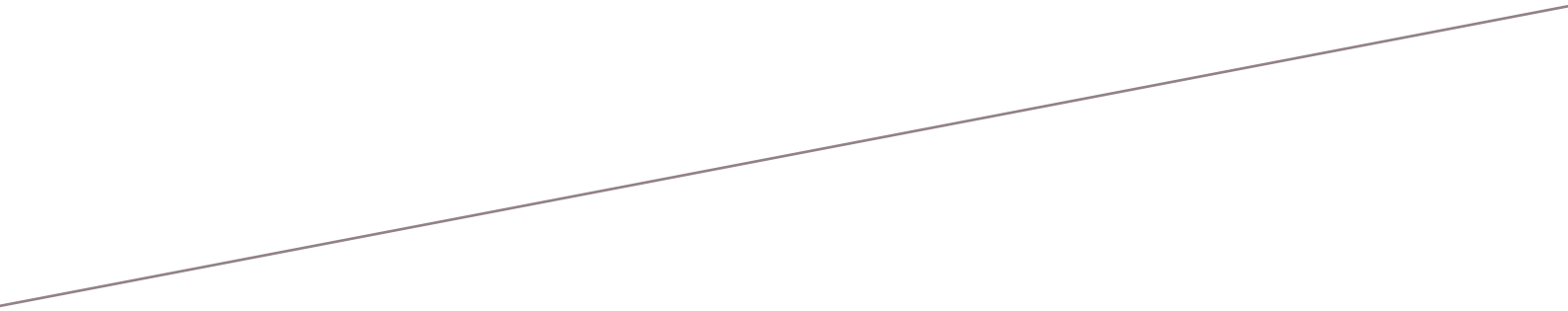
Through these guidelines, we empower our partners to reference Infineon brands effectively and correctly and create clear and effective marketing materials.

- › Prior to creating collaborative marketing materials, please discuss them with your Infineon Partner Manager and obtain the approval to proceed.
- › When creating collaborative marketing materials, please refer to these guidelines as it should address most of your questions.
- › Once your material has been created, submit it to us for final approval before it is published/released.

Please distribute these to your marketing managers, product managers, product marketers, and graphic designers to ensure your marketing materials are in line with Infineon branding policies.

Remember: You — and not Infineon — are legally responsible for your materials and any claims you make.

Kindly note that these guidelines are secondary to the rights and restrictions in any contract you have with Infineon. For example, if your contract does not grant you the right to use the Infineon brand, then this guide is not applicable.



# 1. Ecosystem Partner signet

Infineon partner signet may be used for indicating the relationship between partner and Infineon. Partner may only use the signet corresponding to his actual partner-status according to the partner agreement actually in force.

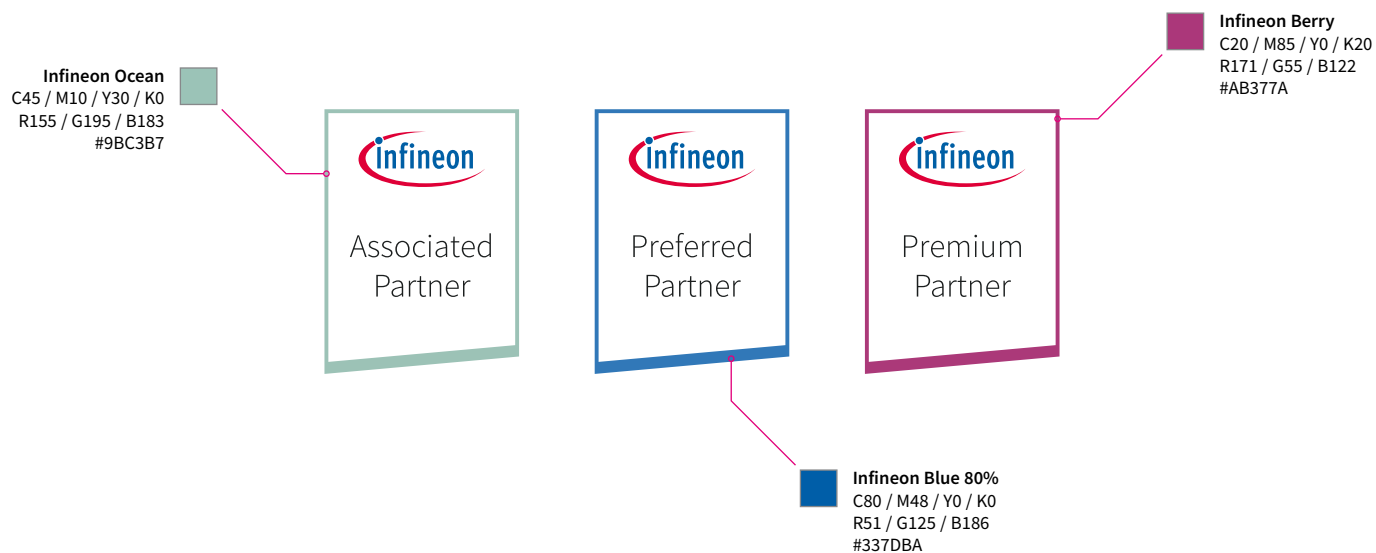


Please download your assigned partner signet from our [style guide](#).

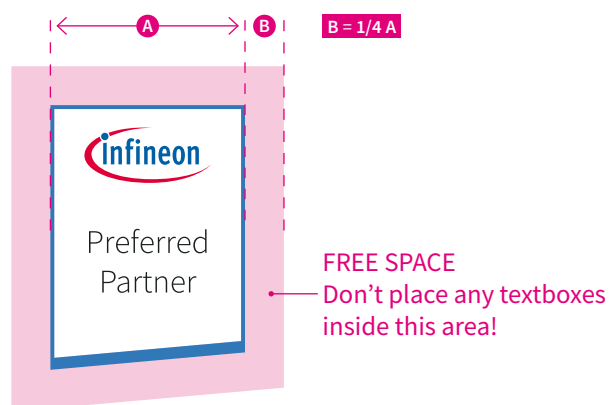
- › The signet must not be altered in any way.
- › The background of the Infineon partner signet inside shall always be white; no other colors and no images are permitted.
- › The Infineon partner signet is made available in multiple sizes as JPG files as well as EPS file (vector format for printing).

In addition to the partner signet reference to Infineon products is highly appreciated and shall be made according to attached usage guidelines for Infineon Product-Trademarks.

## Colors



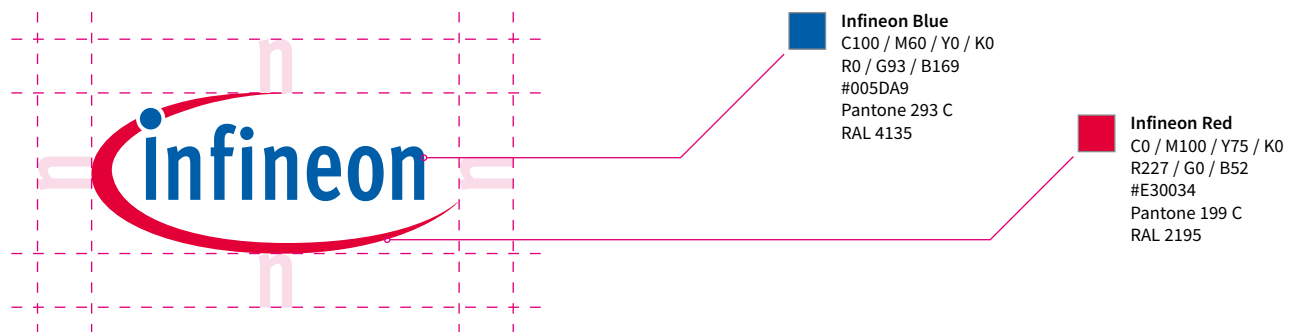
## Measurements



The Infineon partner signet has to be surrounded by a sufficient amount of blank space “B”. This minimum distance shall be maintained to other elements such as other logos, typography, illustrations, photos, etc. Minimum width “A” of the partner signet should be 20 mm.

## 2. Infineon Technologies AG logo

It is obligatory to use the Infineon logo according to the Infineon Style Guide:



Please download your Infineon logo from our [style guide](#).

- › The Infineon logo has to be surrounded by a sufficient amount of blank space, the so-called “minimum distance”. The minimum distance is the permissible distance between the Infineon logo and other elements such as other logos, typography, illustrations, photos, etc. The surrounding elements must never be closer than the distance “n”.
- › The Infineon logo must not be altered.

### Alternative logo Versions



#### Silver metallic

Use Silver Pantone 877 C for premium publications; never gold, copper, or the like.



#### Black on unicolored background

Use the black version of the logo on light unicolored backgrounds.



#### Negative version

Use the logo's negative version on dark unicolored backgrounds.



#### Embossing

The embossed logo adds an elegant touch to premium publications.

## Logo size

The size of the logo is variable. But there are standard values for each format. If the format of your media is different to the listed sizes, you are allowed to scale the logo around 10% bigger or smaller. The minimum size of the Infineon logo is determined by the need to ensure that the word “Infineon” remains legible.

The logo should never be smaller than 15 mm in length.



**50 mm** Size to use for big ads (f.e. DIN A3 prints, double page ads)

**40 mm** Size to use for normal ads (f.e. DIN A4 prints, single page ads)

**30 mm** Size to use for small ads (f.e. 1/2, 1/3, 1/4 page ads)

**15 mm** Minimum size

## Do's and don'ts

- › Never alter the logo by adding, subtracting, or modifying content in any way.
- › Do not extract excerpts for separate use.
- › Do not use the previous logo version with the tagline “Never stop thinking” anymore.
- › Do not use the old logo with the word “technologies” anymore.

### Do's



### Don'ts



# 3. Infineon product-trademarks in connection with customer products

Infineon appreciates any reference to genuine Infineon products by their associated trademarks, as long as such reference is veritable, fair, not misleading and complies with these guidelines.

## 3.1 For indicating use within customer products

“Powered by Infineon” + trademark + TM-sign + generic industry term.

### Examples:

- › Powered by Infineon CoolMOS™ superjunction bare die.
- › Powered by Infineon CoolSiC™ diode.
- › Powered by Infineon OptiMOS™ low voltage MOSFET.
- › Powered by Infineon TRENCHSTOP™ IGBT.

## 3.2 For indicating unchanged and originally packaged genuine Infineon products

Trademark + TM-sign + “is a trademark of Infineon Technologies.”

### Example:

AURIX™ is a trademark of Infineon Technologies.

## 3.3 The Infineon logo cannot be used in conjunction with Infineon’s product-trademarks

Selected registered trademarks of Infineon:

AURIX™	EasyPIM™	INTERNATIONAL RECTIFIER™	OPTIREG™	SPOC™
C166™	EconoBRIDGE™	IR MOSFET™	ORIGA™	StrongIRFET™
CIPOS™	EconoDUAL™	ISOFACE™	PowIRaudio	TEMPFET™
CIPURSE™	EconoPACK™	IsoPACK™	PrimePACK™	TRENCHSTOP™
CoolGaN™	EconoPIM™	LITIX™	PrimeSTACK™	TriCore™
CoolMOS™	EiceDRIVER™	MERUS™	PROFET™	XDP™
CoolSET™	eupec™	MIPAQ™	PRO-SIL™	XENSIV™
CoolSiC™	FCOS™	ModSTACK™	RASIC™	XHP™
DAVE™	HEXFET™	my-d™	REAL3™	XMC™
DirectFET™	HITFET™	NovalithIC™	SECORA™	
EasyDUAL™	HybridPACK™	OPTIGA™	SmartLEWIS™	
EasyPACK™	iMOTION™	OptiMOS™	SOLID FLASH™	



## 4. Branding of partner solutions, products and/or services

The use of the Infineon logo or the program symbol on partner solutions (e.g. Boards) is allowed in combination with the partner logo. The customer has clearly to identify who the manufacturer of the board is and therefore legally responsible. When using an Infineon brand mark, there must be a clear and unambiguous distinction between your solutions, products and/or services and Infineon's.

## 5. FAQ

How do I get permission to use the Partner Ecosystem signets?

The signed partner agreement defines the level of membership (Associated, Preferred, and Premium). Once you have been qualified as Ecosystem Partner, Infineon grants the right to use the Infineon logo and the partner program signet.

## 6. Support & contact

If you have questions on any application of the branding guidelines, or want to ensure that you're within the appropriate guidelines before publishing anything, please get in contact with us: [brand@infineon.com](mailto:brand@infineon.com)

Link to the Brand portal: [www.infineon-brandportal.com](http://www.infineon-brandportal.com)

In case you need any product picture in hi-res please get in contact with your partnership manager.



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