IDENTITY/D
Rev. 0, Dec-1999

ON Semiconductor Corporate Identity Manual

ON Semiconductor
Formerly a Division of Motorola

Containing Information on Trademarks, Logos, Fonts, Format, Advertising, Technical Publications and Signage

Introduction

The graphic identity, or "look and feel" of ON Semiconductor is at the heart of establishing and maintaining our brand. The ON Semiconductor brand is the value promise we make to our customers and its credibility will result from persistence, consistency and continuity in all facets of our corporate communications. The objective of this Identity Manual is to help you produce marketing communications materials that will support and enhance our brand while legally protecting our trademarks. As a communicator for ON Semiconductor, it is important you read, understand and use this manual in developing all marketing communications materials. An internal website has been established to provide artwork, fonts and sample materials for your to reference.

http://onsemi.com/idguide

Contents

Trademarks

ON Semiconductor Trademarks

ON Semiconductor trademarks include the name ON Semiconductor, the logo symbol, and the stylized ON Semiconductor logo in a specified typography.

Trademark rights may be lost through the improper use of the mark, whether by the owner of the mark or by others. Therefore it is essential that you establish practices that implement the following guidelines. Misuse of a trademark may result in the mark becoming the common descriptive name of the product category and available for use by any and all competitors. Aspirin, Escalator, Thermos and Shredded Wheat were all trademarks at one time but became generic product category names as a result of careless treatment by their owners.

What Is SCILLC

Who Are We?

ON Semiconductor is actually a trademark (currently being registered with the US Patent and Trademark Office) that describes our company. Our legal company name, under which we conduct business, is Semiconductor Components Industries, LLC or the acronym SCILLC. All legal references to the company must be as Semiconductor Components Industries, LLC (SCILLC).

General Guidelines

General Trademark Guidelines

The following guidelines will help assure that trademarks of SCILLC are used properly. These guidelines apply to print, electronic and broadcast applications of advertising, product literature, product user guides, displays, signs, banners, product packaging, labels, technical documents, correspondence or any other method of communication in which trademarks are used and referenced.

Using Trademarks: The Basics

Always use a trademark as an adjective followed by a generic name of the product. A trademark should never be used as a noun. Do not use a trademark in the plural or possessive form. When using a trademark in text, make sure it stands out from surrounding words. This may be accomplished by capitalizing the first letter of a trademark, capitalizing the entire trademark, using a bold or italic typeface or placing the trademark in quotation marks. Trademarks should be identified as such in all applications. Trademarks registered in the US Patent and Trademark Office should be identified by applying the ® symbol at the

end of the trademark and the accompanying legend "® Reg. U.S. Patent and Trademark Office" at the end or conclusion of the material. Trademarks that are not registered are identified by the ™ symbol at the end of the mark. Never use the ® symbol for unregistered marks, as there are civil penalties for misuse of the symbol. Identification symbols need only be applied at the first trademark reference in a document, if the trademark is used frequently throughout the document. A good rule of thumb is one marking per chapter. A one-time notation may be made at the conclusion or end portion of printed material that lists all trademarks of SCILLC, without specifying which are registered and which are unregistered. However, if any trademarks are marked with the ® symbol, please use this phrase together with the phrase "® Reg. U.S. Patent and Trademark Office" Treat the trademarks of others by following the same guidelines used to treat those of SCILLC. A general disclaimer may be used at the end of a document; however, SCILLC may have entered into agreements with certain companies that require us to give recognition to specific trademarks. Always check with the Intellectual Property Dept. to ensure that proper attribution is given when and where required.

® or TM

Questions about trademarks? Please contact your local Intellectual Property Department

The SCILLC Housemarks

What Is a Housemark

A housemark is a trademark that is used on essentially all of a company's manufactured products. SCILLC housemarks are the name "ON Semiconductor" and the ON logo. See the "ON Symbol" section of the identity manual on page 8 for additional information.

The ON Semiconductor identity system is based on a specific graphic arrangement of our housemarks for consistent presentation, both inside and outside of the company. Creation of logos or logo systems that incorporate the name ON Semiconductor or the ON logo is inconsistent with our brand management policies and is strongly discouraged. Exceptions to this policy are rare and must be approved by the specific guidelines that are detailed at the end of this section. **Do not** use the name ON Semiconductor, in its specific logotype letterform or any other typeface, or ON logo, to refer to the products of others or closely connected with the trademarks of others.

Do not use the name ON Semiconductor alone to refer to a generic product such as a chip or IC. The proper usage would be either "ON Semiconductor brand IC" or "ON Semiconductor brand chip".

Do not use the name ON Semiconductor as part of the name of any joint venture company, without the express written permission of Legal Affairs.

Do not create a mark or attempt to register as a trademark any word derived from the name ON Semiconductor or a recognizable portion of the name ON Semiconductor, or a design incorporating or altering the ON logo.

Do not permit any third-party dealer, distributor, retailer, etc., to use the name ON Semiconductor or the ON Semiconductor logo in the trade name or business name of their company or as part of their internet domain name.

Reproduce the housemarks from approved artwork only. Use of "homemade" or "counterfeit" versions weakens their uniqueness in the marketplace as well as our ability to defend them against loss to competitors. The use of unapproved artwork also impairs SCILLC's ability to present a uniform company image to the customer or consumer.

At the conclusion or end portion of any document, advertisement, flyer or other printed material that incorporates the ON Semiconductor housemarks, the following statement should be printed: "ON Semiconductor and the ON Semiconductor logo are registered trademarks of SCILLC." This applies to all materials produced by SCILLC as well as those materials produced for SCILLC by a third party.

What Is a Trademark

Trademark Basics

Trademarks are commonly known to consumers and business people as brand names. As brand names, trademarks play a significant role in our lives by influencing purchasing decisions. From a marketing standpoint, a strong, well-known trademark provides its owner a significant competitive advantage in the marketplace. A trademark itself can even achieve a tangible value as a component of a company's brand equity. It can be argued that a brand name such as "Motorola" is the single most valuable asset of the corporation. The value of this mark can be measured in billions of U.S. dollars. If managed properly, it is a powerful catalyst for growth, as the strong recognition factor of the mark makes it much less costly for businesses to introduce a new product or enter new markets.

The legal definition of a trademark is "a word, name, symbol, slogan, package design or device used to identify the source or origin of products or services." It serves to distinguish the product or service from others in the same category. A trademark also carries a promise of a specific level of quality that allows the consumer or end-user to use past experience with the product to remain loyal to that particular product or to seek an alternative brand.

Research has shown that consumers are exposed to more than 1,500 brand messages every day. With this vast number of trademarks competing for their attention, it is easy to see that a distinctive trademark can provide a significant competitive advantage in the marketplace.

Trademark and brand management are integral to our company's development. It takes substantial resources to develop, promote and protect trademarks, and to create lucrative, widely recognized brands. All employees, as well as suppliers who provide identity application services, must be aware of the company's trademark policies and follow these policies at all times.

There are two key components of trademark management of which you should be aware: The proper use and control of existing trademarks; and the selection of appropriate names or symbols to be developed as trademarks.

Selecting Appropriate Trademarks

Selecting Trademarks

The selection of a new trademark for a product, or a service mark for a service, is as important as the product or service itself. There are significant marketing, brand and legal ramifications involved in the choice. Significant company resources, as well as significant financial investment, are necessary to register a trademark and to create awareness, then value, in a trademark. Therefore, the entire process requires serious attention from start to finish. To maximize the commercial success and minimize delay in the trademark selection process, the following steps should be taken:

Consult a member of Legal Affairs at the very beginning of the product/service development cycle. Do not treat the naming process as an afterthought, to be completed at the last minute. Establish criteria for what you think the name must accomplish in the marketplace, taking into account the channels in which the product is to be marketed and

sold. Be sure that the name connects with the market or end-user. This can only be done through appropriate market research. Don't run a naming contest – use objective, proven techniques and guidelines that connect to the end-user or market. Be sure that the name selected is culturally appropriate for all markets. Choose a memorable name. A name derived from the product's benefit is better than one describing a feature or characteristic of the product. Some types of trademarks are more distinctive and protectible than others. The following categories of types of trademarks are ranked from strongest to weakest as to their inherent distinctiveness and ability to be successfully enforced.

Coined Marks

A coined mark is a made-up word, without a meaning that can be found in a dictionary. Coined marks are enforceable not only against use with similar products and services but also against use with unrelated products or services. This is the strongest type of mark.

Arbitrary Marks

An arbitrary mark is a word that has a dictionary meaning, but is used as a trademark on products or services completely unrelated to its dictionary meaning

Suggestive Marks

A suggestive mark "suggests" a positive characteristic or benefit of the product without directly describing it.

Descriptive Words

Descriptive words or phrases are the types of trademarks to be avoided. Marks of this type directly describe a feature or function of the product an are extremely difficult to register and enforce. Personal Coffeemaker, is an example of a merely descriptive mark. Remember that if the proposed trademark informs you of exactly what the product is or does, then it is merely descriptive.

Conclusion

Trademarks can provide significant competitive advantage and contribute to the financial success of your product as well as the company. Existing marks must be managed with care. New marks must

be created with attention to accepted practices and a focus on the end-user, through applied market research. The process required to file for a trademark registration is detailed, lengthy and costly, and necessitates the early involvement of a trademark attorney.

The name ON Semiconductor and the ON symbol or button are the trademarked signatures of SCILLC.

The Corporate Logo

ON Symbol

The ON symbol is the cornerstone of the ON Semiconductor identity system. The ON symbol, commonly referred to as the ON “button”, instantly identifies our products and communications. It is our most valuable visual asset. The rendered version of the ON button that includes shading and shadow detail (three dimensional) is always the preferred configuration. Electronic files of acceptable versions of the ON symbol are available on the onsemi.com website, under “idguide”. Bookmarking this site is recommended as it will be the central repository for approved artwork and identity system revisions and updates.

http://onsemi.com/idguide

For print applications, the rendered ON button is achieved by a combination of two color screens or four color process screens. For two-dimensional applications like signs, the rendered button on a contoured shape, whenever possible, gives the symbol an extra degree of authenticity.

When it is not feasible to print, stamp or fabricate the ON logo or button in the rendered format (three dimensional version) it is acceptable to create the button in a solid color. Any of the approved colors from the ON colors color palette may be used (see page 18). It is important to select a color that works with the color scheme and design of the material being produced. In fact, the button should be considered an important part of the overall design. The three dimensional logo is available in a two and four color format.

The button **may not** be used as wallpaper, a watermark, or have any sort of illustration that conflicts with the design. For instance, placing the button as part of the body of a cartoon character is not approved.

ON Symbol

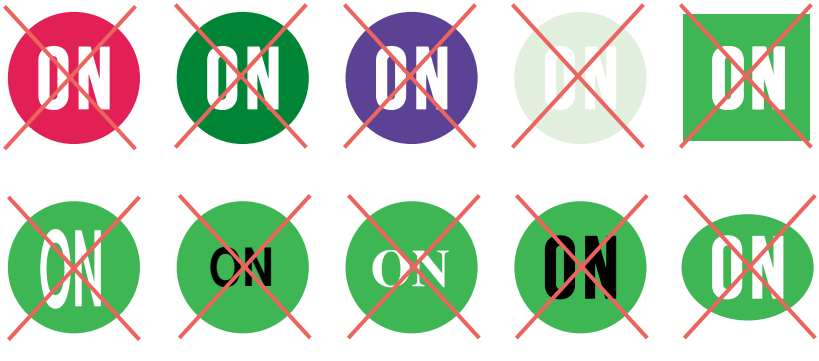
Colored Rendered Symbol
4-Color Process and 2 Color Spot

Solid One-Color Symbol
PMS 361 Green or
CMYK: C 43% M 0% Y 79% K 0%

Solid One-Color Symbol
PMS 417 Grey or
CMYK: C 0% M 0% Y 23% K 69%

Solid One-Color Symbol
Process or Spot Black
CMYK: K 100%

Incorrect



None of these colors or symbols are acceptable.

ON Logotype

The ON Semiconductor logotype consists of the words “ON Semiconductor”, set in Franklin Gothic BT font, and is a key component in our identity system, and a compliment to the ON symbol. It is recommended that it only be produced in black, grey, silver or reversed to white.

When using the ON logotype as a stand-alone element, it is required that the minimum clear space surrounding the logotype be equal to the height of the letter “O” in the word ON (example below right).

Do not attempt to reproduce the logotype in another font or color other than black, grey, silver or reversed to white.

What Is the “Transition Statement”

For information on the appropriate use of the transition statement, please contact Marketing Communications.

Transition Statement

The legal transition statement “Formerly a Division of Motorola” is recommended and should be placed below the ON Semiconductor logotype until 1-August-2000. The proper placement is shown on the next page. The distance between the ON Semiconductor logotype and the transition statement is measured by the height of the capital “F” in the word “Formerly”. The top of the “F” in the transition statement should be one “F”-height from the bottom of the “O” in the logotype. The transition statement should also be the exact same width as the logotype. Font specifications are listed on the next page.

ON Semiconductor

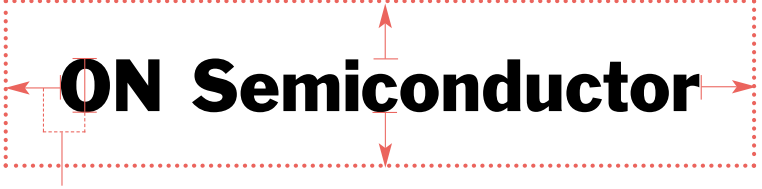
ON Semiconductor

Formerly a Division of Motorola

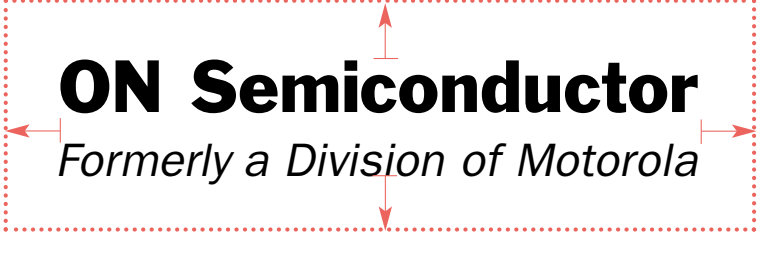
Logotype typeface: Franklin Gothic BT

Tagline typeface: Franklin Gothic book oblique

Equal to the cap height of the equal to the letter “F” in the word Formerly



“Stand Alone” distance around the logotype shall be equal to the height of the letter “O”



ON Signature

The ON company signature is composed of the ON symbol and logotype. In addition to the informality of using the ON symbol and/or ON logotype as a stand-alone design element, the ON signature is a more formal visual expression of the brand.

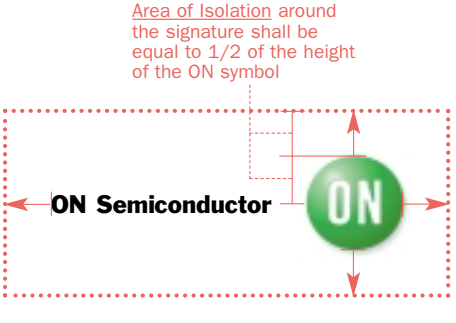
The company signature is more like a legal signature rather than a design element. It is intended for use in instances where it is desired to have all three components reading as a single unity, not unlike your own personal signature. The company signature will ultimately become our registered trademark, so it is imperative that the signature be used consistently. See the images on page 13.

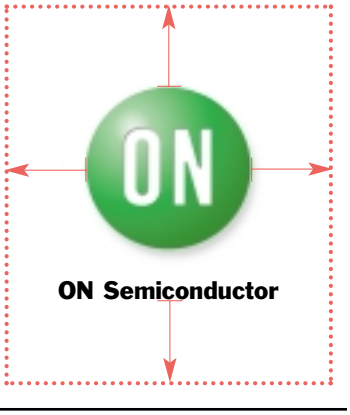
For flexibility, there are two approved configurations of the ON company signature: Vertical and Horizontal. Electronic files of those depicted are available on the compass website:

http://onsemi.com/idguide

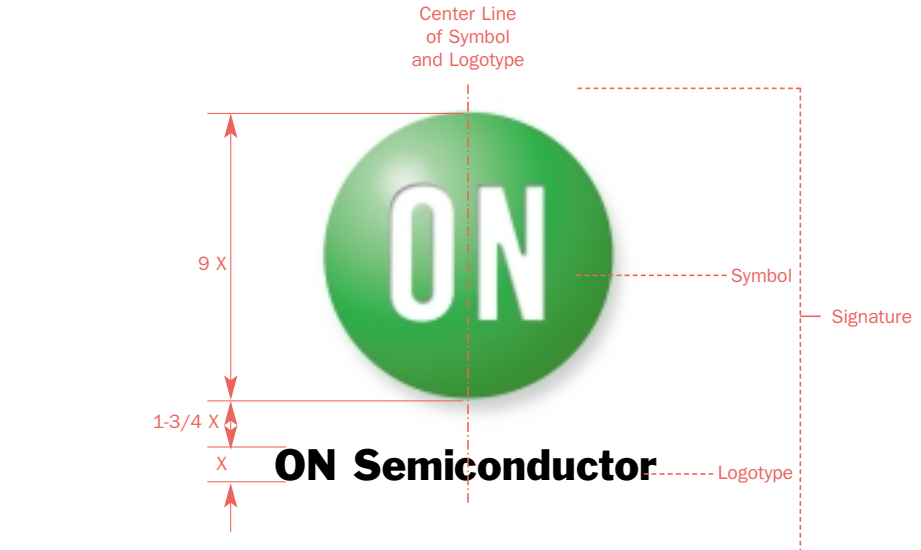
Area of Isolation

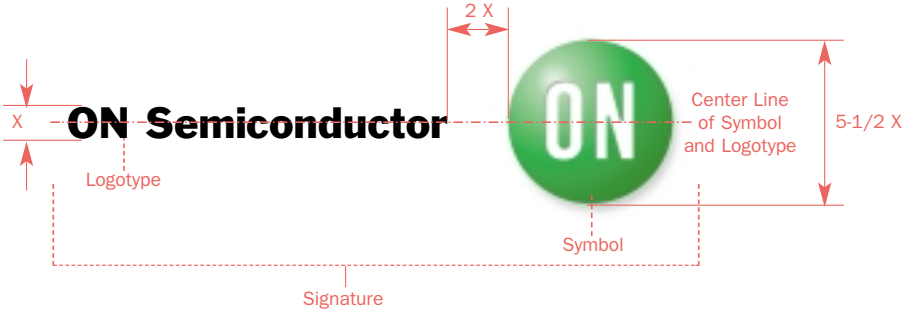
In order for the ON signature to stand alone, it should always be surrounded by a clear space, or Area of Isolation, in all applications. A minimum distance of one-half the height of the ON symbol must be allowed to separate the company from text, phrases or graphics appearing above, below, to the left or right of the signature. (See the examples on the right-hand page.)





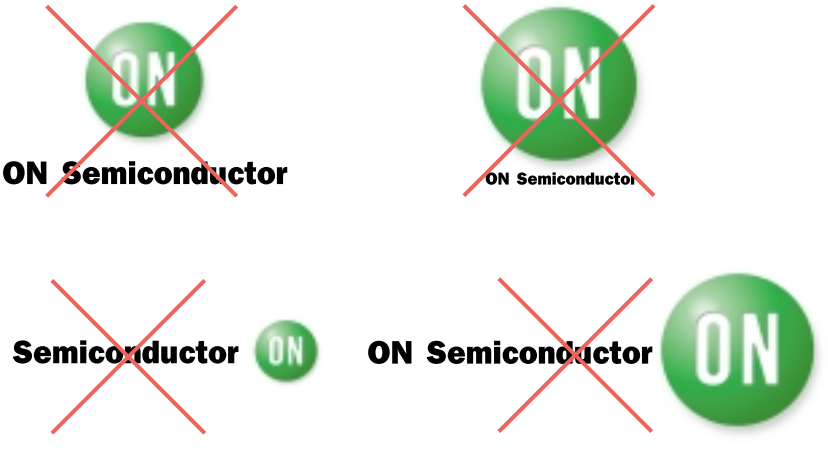
Corporate Signature Overview





Relative Proportions of Symbol to Logotype to create the Corporate Signature – Do Not Change Aspect Ratio

Incorrect



All of these examples are incorrectly proportioned.

Additional Logo Versions

In four color and two color (black and green) applications, the rendered version of the ON symbol is always preferred. In two color applications (black or green), where screens are not feasible, it is permissible to use a solid green symbol in combination with solid black typography. (Example on the next page.)

For single color applications, two versions are acceptable: Rendered and Flat. To obtain the Rendered version, you must use a black or PMS 8402 silver halftone screen symbol and solid black or PMS 8402 logotype. No other Rendered, single color application is acceptable. In all other single color applications, or Flat versions, you have may only use black, PMS 417 gray or PMS 8402 silver for both the symbol and the logotype.

For reverse applications, the entire company signature may be reversed out of a color field to white. If the color field is neutral, the rendered symbol may be reversed as well. The color field chosen should provide sufficient contrast to the company signature and never be lighter than a 50% value of black.

4-Color Process, 2 Spot Colors Rendered or Flat

ON Semiconductor

Four or Two Color,
Preferred - Rendered

ON Semiconductor

PMS 361 Symbol,
Black Type - Flat

Single Color Applications Rendered or Flat

ON Semiconductor

Halftone Symbol in Black
Black Type

ON Semiconductor

Halftone Symbol in PMS 8402,
PMS 8402 Type

ON Semiconductor

Solid Black, or PMS 8402
Symbol with Black Type

Reversed to White Rendered or Flat

Signature on PMS 417 Grey

Signature Reversed to White

Typography (Fonts)

Typography plays an integral role in creating distinctive and memorable communications. Two families of typefaces must be used for all company communications. These two typeface families are Franklin Gothic and Garamond. This combination of sans-serif (Franklin Gothic) and serif (Garamond) typefaces allow flexibility needed for the diversity of communications that ON Semiconductor produces.

To download the fonts go to:

http://onsemi.com/idguide

Correct Use

All versions and weights of Franklin Gothic and Garamond are acceptable. It is acceptable, even desired, to use both families of type within context of the same communication.

Incorrect Use

Do not substitute other typefonts to replace the approved Franklin Gothic and Garamond typefaces. If for any reason a substitute typeface is considered, contact an advertising or marketing communications manager at headquarters for approval.

Approved Typography (Fonts)

Franklin Gothic BT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 “ ” ‘ ’

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 “” ‘’

Franklin Gothic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 “ ” ‘ ’

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 “ ” ‘ ’

AGaramond Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 “ ” ‘ ’

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 “ ” ‘ ’

AGaramond

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 “ ” ‘ ’

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 “ ” ‘ ’

Colors

Like the company name, symbol and typography, color represents another visual tool in our identity system. Our company's identity will be more memorable and the equity of our brand enhanced, when the use of color is consistent.

The ON color palette includes black, green, gray, silver and white. Each color in the palette corresponds to a specific Pantone ® color and CMYK screen mix.

Embossing & Stamping

In certain print applications, it is acceptable to emboss or foil stamp the ON symbol. This is achieved in three ways: embossing the circular shape of the rendered ON symbol using a color (green, black, or gray); blind embossing, that is no color in the circular shape of the logo; or foil stamping the ON symbol using a color (green, black or silver). Please note that the shadow is not part of the emboss. The foil stamp may be embossed or flat.

There are four stamping dies that are available from Imperial Lithography in Phoenix, 602-257-8500. The dies are in 1/2 inch, 1 inch, 1-1/2 inch and 2 inch sizes. Dies must be returned to Imperial following project completion.

Approved Colors

PANTONE® 361

PANTONE® 417

PANTONE® Process Black

White

PANTONE® 8402

Astor Universal M909 Foil

Embossing & Stamping

Embossed Rendered Symbol

Foil-Stamped Embossed Symbol
Astor Universal M909 Foil

Blind Embossed Symbol

Section

Advertising

The approval procedure for advertising produced in locations other than headquarters is as follows: The final draft must have already passed through legal review in the originating region. Once legal review is complete, the draft must be sent to headquarters, to the attention of the advertising manager. Once received at headquarters, the advertising manager must reply to the proposed advertising material in ten (10) working days with approval or recommended/required revisions.

Advertising materials that are submitted for review should be sent in an Adobe® Acrobat™ PDF format to the advertising manager, Carol Smith, at: carol.t.smith@onsemi.com. The advertising placement schedule must accompany the submission.

Specifications

Advertising Mechanics

All type in advertising text or copy must be executed in either Franklin gothic or Garamond typeface.

When writing the ON Semiconductor name in headlines, subheads, text or in general communications, the ON must be capitalized along with the initial “S” in Semiconductor.

The logotype name and button must appear in the lower right, live copy area of the advertisement. The horizontal or vertical orientations are approved depending upon the overall design and layout.

The website address must prominently appear in the advertisement. Placement is recommended in the lower left, live copy area in color or bold typeface, or may be placed in the lower right as an alternative.

Garamond Font

MOTOROLA SEMICONDUCTOR COMPONENTS GROUP

Motorola SCG is now ON Semiconductor.

The Semiconductor Components Group of Motorola, a company that's been a proud citizen of Phoenix for over 50 years, is now ON Semiconductor. A new and exciting company being led into the future by the same smart, focused people who made us a success in the past. Global experts with a renewed commitment to serving the community. And to providing prompt, reliable customer service and superior power and interface components that turn on technology and connect it to your world. ON Semiconductor.

www.onsemi.com

ON Semiconductor
Formerly a Division of Motorola

Web Address: Lower Left (Preferred)

Franklin Gothic Fonts

Signature: Lower Right

Arizona Republic two-page advertisement, Phoenix

Similar billboards appeared throughout the Phoenix Valley

Advertising Specifications (cont.)

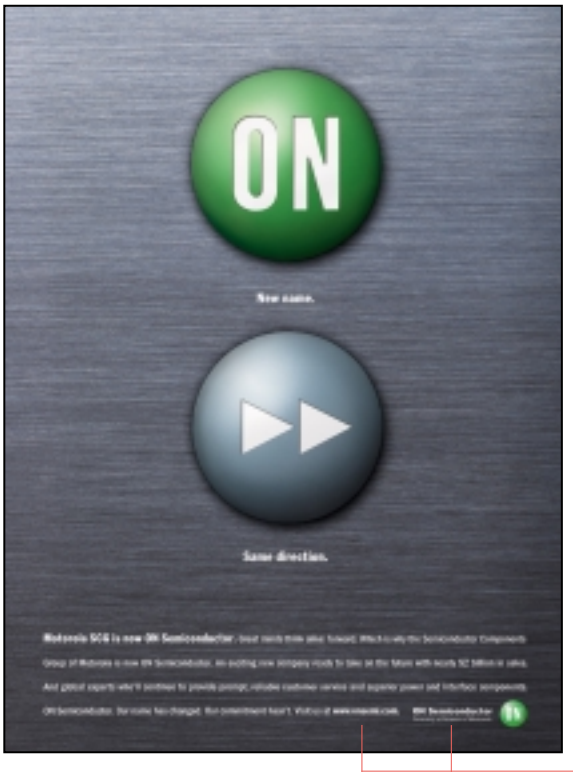
The logo button or ON Semiconductor logo in type solution, may not be used as wallpaper, as a watermark, or have any sort of illustration that conflicts with the design. For example, placing the button as part of the body in a cartoon character is not approved.

Approved Pantone Matching System ® (PMS) colors are:
PMS 361 green, PMS 417 grey, PMS 8402 silver.

For additional information regarding colors, please refer to the Color section on page 18 of this identity manual.

Agency

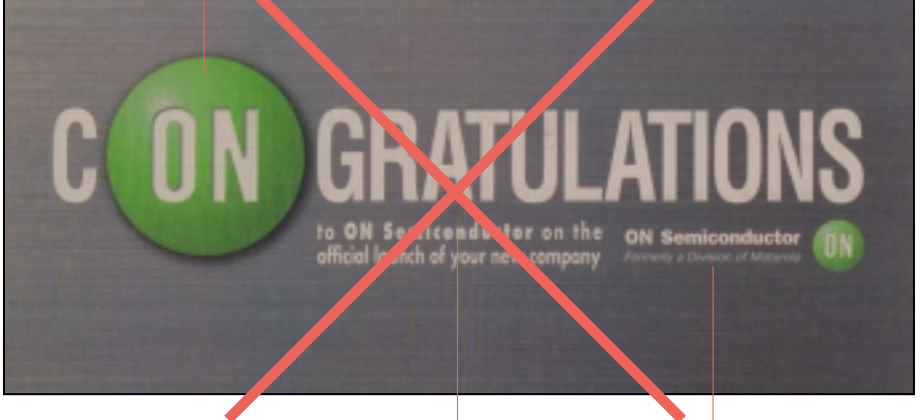
The Richards Group, of Dallas, Texas is the Agency of Record for ON Semiconductor worldwide. Regional agency affiliations have been established in Japan, Asia and Europe. For detailed contact information regarding the advertising agency affiliate for your region, please contact the advertising manager, Carol Smith at 602-244-3569 or via email at carol.t.smith@onsemi.com.



Signature and Web Address: Lower Right (Alternative)

EDN North America one-page advertisement.

Incorrect Use



Improper Use of Symbol

Incorrect Font Used for Logotype

Insufficient Space Surrounding Signature; Improper Placement of Signature

Technical Publications

ON Semiconductor technical publications have the power to differentiate our company as a technical leader and significantly contribute to the power of our brand. To assure the highest quality of technical publishing, all technical publications must be produced by the headquarters team or by a regional technical publications team and forwarded to headquarters for publication. This discipline will result in uniform and consistent technical communications and ensure QS9000 compliance. To identify the technical publications team or liaison/coordinator in your region, refer to the contact sheet available on the Compass website at:

http://compass.mot.com/go/techpub1

Data Sheets and Application Notes

Software & Templates

Questions about Technical Publications can be addressed to Steve West at 602-244-3882 or by email at steve.west@onsemi.com

Please Note: Effective 1-March-2000, Microsoft® PowerPoint® based artwork will no longer be accepted as input for data sheets or application notes. Data sheet and application note inputs must be provided in the data sheet template format in Microsoft Word®. This decision has been established following extensive review by finance and supply management in cooperation with the technical publications management team. PowerPoint based input no less than doubles the cost of producing these materials, negatively impacting our EBITDA goals to unacceptable levels. We realize this will be a difficult transition for many of the regions and have negotiated the transition deadline with finance and supply management to the end of first quarter. To ease this transition, the headquarters team, led by Steve West, is prepared to provide training or other assistance to help you in the transition. Compliance with the new technical publications methodology must take place by 1-March-2000. There will be no exceptions.

Where Is the Template

To increase production efficiency and accuracy, the new data sheet template in Microsoft Word can be downloaded from the Compass website at http://compass.mot.com/go/techpub1. Once the template information is complete, email the document to techpub1@onsemi.com for final production and printing. Following this process will assure the publication's placement on the web as well as in all document storage systems used in revising materials and collecting materials for data books, selector guides, reference manuals, etc. The production of data sheets and application notes must follow the described process. For any exceptions, please contact the Technical Publications Manager, Steve West.

Data Sheets and Application Notes


MC44608

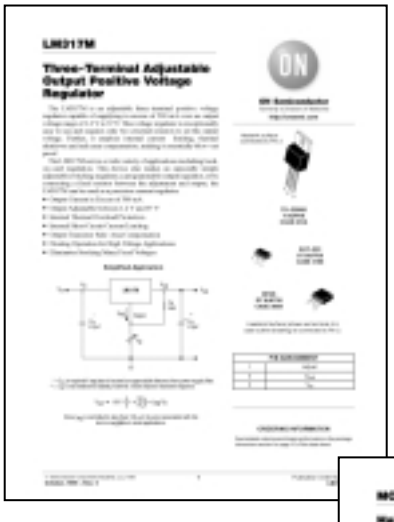
Advance Information

Low External Components Reliable and Flexible GreenLine™ Very High Voltage PWM Controller


AND8002/D

ECLinPS Lite™ and ECLinPS Plus™ Device Type and Date Code Guide

APPLICATION NOTE


LM217M

Three−Terminal Adjustable Output Positive Voltage Regulator


MC33157

Half Bridge Controller and Driver for Industrial Linear Tubes

Document Styles

Technical publication books are arranged in a series of levels, 1-4. All cover designs must follow the guidelines by category. All covers shall be coated using a high gloss, UV coating.

Level 1

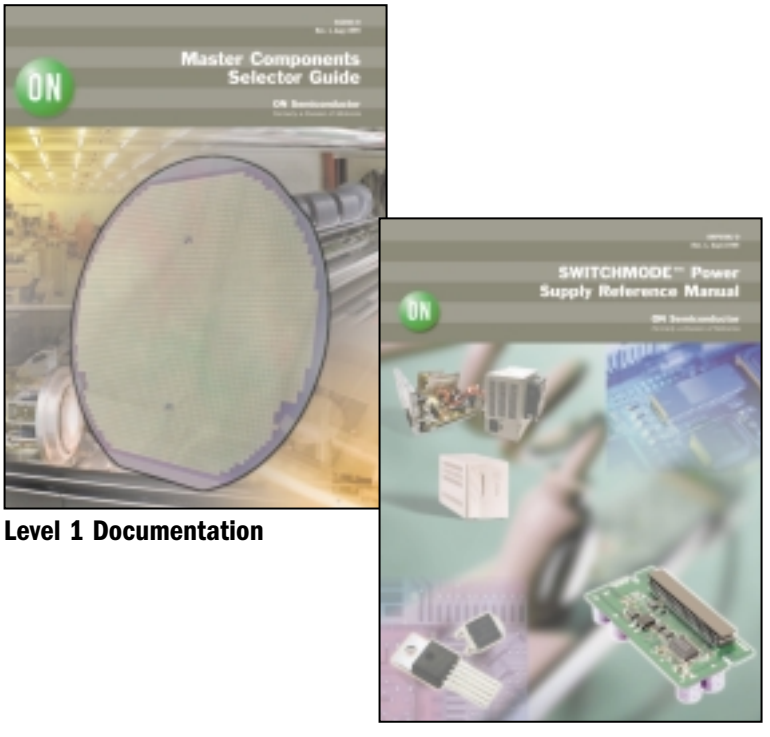
Level 1: High Impact Materials

Level 1 materials consist of the Master Components Selector Guide and other product selector guides (SG's), reference manuals (RM's), brochures (BR's) and related technical publications. These are documents that have a high impact in the marketplace and are used as key sales pieces. The top of the level 1 documents shall have the PMS 417 gray horizontal bars and the lower portion of the cover shall be designed to assist in the sales impact of the document and shall be tied into the branding and advertising policies of the corporation. All designs for level 1 covers must be approved by the Global Technical Publications Manager, Steve West. All art comps should be submitted as a PDF file to steve.west@onsemi.com.

Level 2

Level 2 - Special Materials: Literature Packs & Kits

Level 2 materials usually comprise collections of level 1, 3 and 4 documents, along with CDROMs, or other collateral materials in a folder or similar packaging. It is important to carry a consistent look and feel throughout the package. Level 2 designs should all have the same PMS 417 gray banded bar down the left side of the materials with the ON symbol placed just left of the top color bar. The color bar shall be designed to accent the colors of the imagery in the lower part of the covers. The top color bar should be the same color for all the items within the literature pack and a different color from other literature packs. All of the text information about the literature pack should stay within the color bar at the shown locations. The image below the color bar should be a bold image relating to the product, similar to that of a level 1 document. If a CD is included in the pack, the CD sleeve shall match the other material in the kit. All art comps for level 2 documents should be submitted as a PDF file to Steve West at steve.west@onsemi.com for approval.



Level 1 Documentation

Level 2 Documentation

Level 3

Level 3: Data Books

Data books (DL's) are collections of related data sheets, application notes and other technical information required to fully represent a product family or line. Data books shall have the top color band representing its parent product family (Purple for Analog; Yellow for Discrete; Blue for Logic; and Orange for Power). Beneath the identity band, shall be the PMS 417 gray horizontal bands. The lower portion of the cover shall contain the 4-color process, 3-dimensional corporate symbol set on a white background.

Analog (Purple) C: 100, M: 90, Y: 0, K: 20

Discrete (Yellow) C: 0, M: 35, Y: 100, K: 0

Logic (Blue) C: 100, M: 0, Y: 0, K: 20

Power (Orange) C: 0, M: 60, Y: 100, K: 0

Level 4

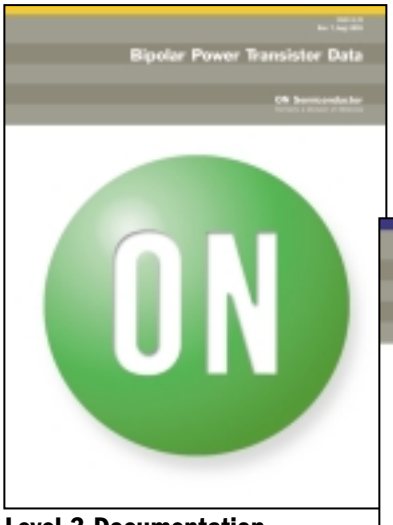
Level 4 - Miscellaneous Technical Publications Materials

Level 4 materials include hand books (HB's), low impact brochures (BR's) and any other materials that do not meet the criteria of levels 1, 2 or 3. The top of the level 4 documents shall have a color band that either reflects the related product line or is designed for a specific reason. The lower part of the cover shall have the PMS 417 gray horizontal bars running all the way to the bottom. The corporate symbol shall be located below the color band on the right side of the page. Room shall be made available within the gray banding for additional descriptive text.

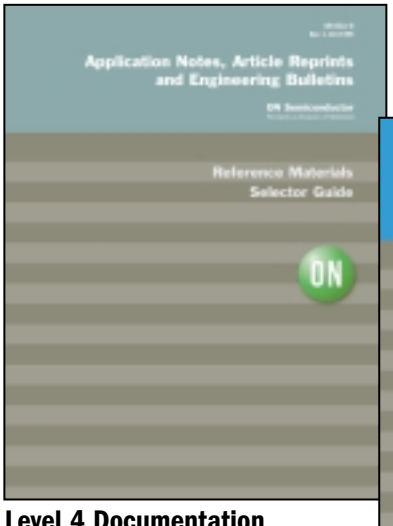
Specifications

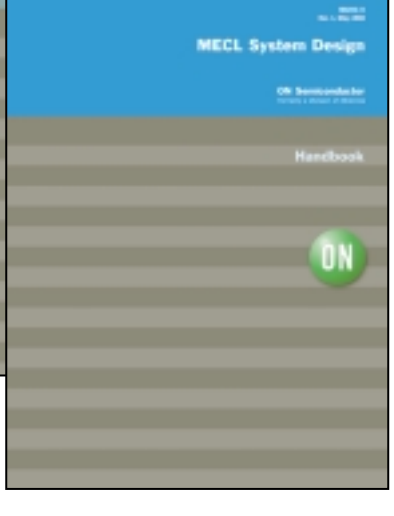
Mechanical Specifications

For specific details on document printing sizes, relative top, side and lower cover areas, logo, symbol and corporate typography placement, please contact the Technical Publications Manager, Steve West, at steve.west@onsemi.com or 602-244-3882.



Level 3 Documentation





Level 4 Documentation

Website Design

An essential component to the value promise we make to our customers (brand) is the ON Semiconductor website. It is crucial that there be one centralized, external website that represents ON Semiconductor. If ON Semiconductor businesses, operations or regions wish to create externally accessible websites, it must be done in close coordination with, and direction from, the ON Semiconductor web team, Phoenix Headquarters.

Intranet sites must follow the look and feel of the external website. This includes page layout, navigation and product catalog organization. Coordination with, and approval from, the web team is strongly encouraged.

To contact the website team:

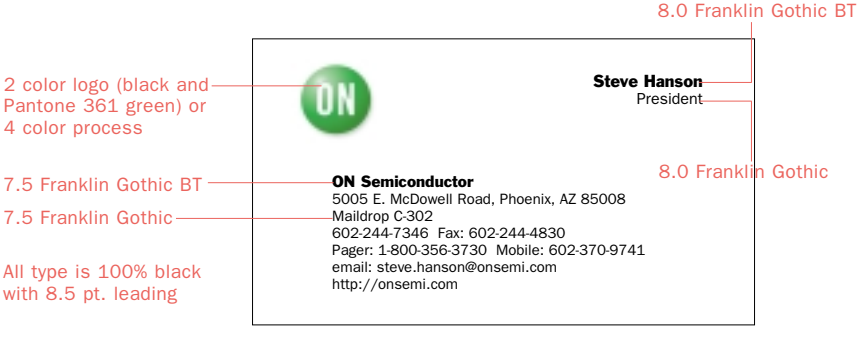
Maria Arizpe 602.244.4332 or r43050@onsemi.com

Paper System

The ON Semiconductor paper system represents business card, letterhead, envelope and second sheet design. The recommended paper is: Strathmore writing, Ultimate white. Please follow these guidelines when producing letterhead, envelopes and business cards.

The examples on the following pages are not actual size.

Business Cards



2 color logo (black and Pantone 361 green) or 4 color process

ON Semiconductor
5005 East McDowell Road
Phoenix, AZ 85008
(602) 244-5654
Fax: (602) 244-3345
www.onsemi.com

Formerly a Division of Motorola

8.5 Franklin Gothic BT

9.5 Franklin Gothic

6.5 Franklin Gothic Italic

All type is 100% black with 13 pt. leading

ON Semiconductor
5005 East McDowell Road
Phoenix, AZ 85008

Formerly a Division of Motorola

8.5 Franklin Gothic BT

9.5 Franklin Gothic

6.5 Franklin Gothic Italic

All type is 100% black with 13 pt. leading

2 color logo (black and Pantone 361 green) or 4 color process

APPENDIX A: SIGNAGE

ON Signs

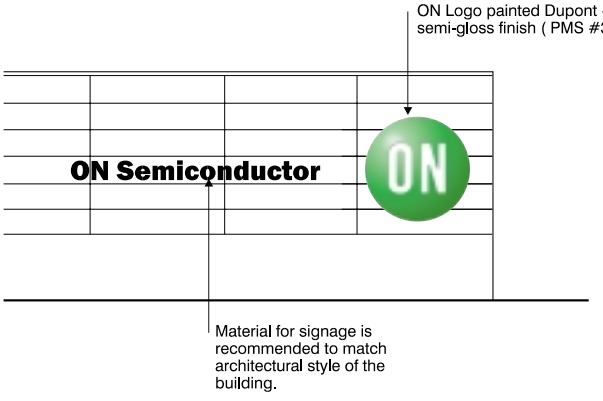
The sign program should be consistent at all sites. If there are architectural or site conditions that do not allow for a certain sign type, contact Dave Madden at 602.244.6261 for approval on sign type alternatives. You may choose to use a local sign fabricator, or work in part with Young Electric Sign Company (Yesco) in Phoenix (contact Keith Roberts 602.275.5791). It may be cost effective to use existing molds that Yesco has already made. For further information and specification drawings see the website at: http://onsemi.com/idguide. Signs are always externally illuminated, consult your fabricator for the best alternative. The drawings shown here are the final spec drawings and must be followed when working with your sign fabricator.

Symbol and Logotype Applications

The ON symbol alone identifies the company; therefore the logotype or signature is not required to identify a company site. Each building has the option to use the "ON Semiconductor" logotype in one location: either the wall mount or on the monument, but not both. The symbol and logotype may only be used together in the wall mount and/or monument configurations shown on pages 35, 36, 38 and 39.

Building Identification

If a site requires a larger symbol than 6' it is acceptable to output the logo using 3M scotch-cal for flat applications up to 12'0" (see alternate B on page 36). When using the symbol above 7'0" it is not acceptable to use the logotype or the signature layout. Consult your fabricator for the best external illumination option for your site.



Monument acceptable
Logo and Logotype application

This Logo and Logotype are individual components to fit the monument, therefore is not the company signature.

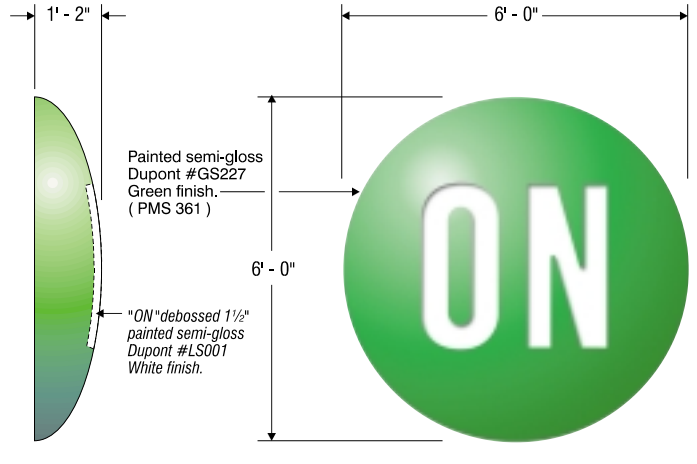
Logotype: Franklin Gothic BT.

Wall Mount acceptable Signature application

The Logo and Logotype may only be used in layouts as shown above.

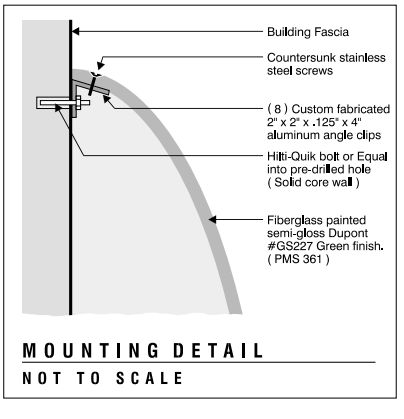
Each building site has the option to use the " ON Semiconductor " signage in one location: either on the wall mount or on the monument, but not both.

External lighting of display to be determined by owner.



LOGO - SINGLE FACED SIGNAGE

SCALE 1/2" = 1'-0"



MOUNTING DETAIL

NOT TO SCALE

A

DIMENSIONAL NON-ILLUMINATED SINGLE FACED LOGO.

MATERIAL...
FIBERGLASS FABRICATION, SMOOTH OUTSIDE FINISH.

ILLUMINATION...
NO ILLUMINATION

FINISH... (SEMI-GLOSS)
BKG'D. PAINTED DUPONT #GS227 GREEN FINISH. (PMS 361)
1½" DEBOSSED COPY " ON ", INCLUDING RETURN EDGES PAINTED DUPONT #LS001 WHITE FINISH.

INSTALLATION...
MOUNTED FLUSH TO BUILDING FASCIA (See Mounting Detail).

LOGOTYPE SINGLE FACED SIGNAGE

SCALE 3/8" = 1'-0"

B

NON-ILLUMINATED REVERSE CHANNEL LETTERS.

MATERIAL (Choose One Type)

A.. *FACES: .080" ALUMINUM - MILL FINISH, 1½" RETURNS: .063" ALUMINUM - MILL FINISH*

B.. *FACES: .080" ALUMINUM - BRUSHED HORIZ. GRAIN, 1½" RETURNS: ".080" ALUMINUM - BRUSHED HORIZ. GRAIN.*

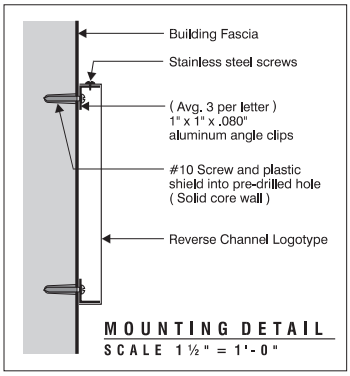
C.. *FACES: 20 GA. STAINLESS STEEL - BRUSHED HORIZ. GRAIN. 1½" RETURNS: 24 GA. STAINLESS STEEL - BRUSHED HORIZ. GRAIN*

D.. *.080" ALUMINUM LETTERS PAINTED SEMI-GLOSS DUPONT #LS001 WHITE (for dark color buildings) OR #DS001 BLACK FINISH (for light color buildings)*

INSTALLATION...

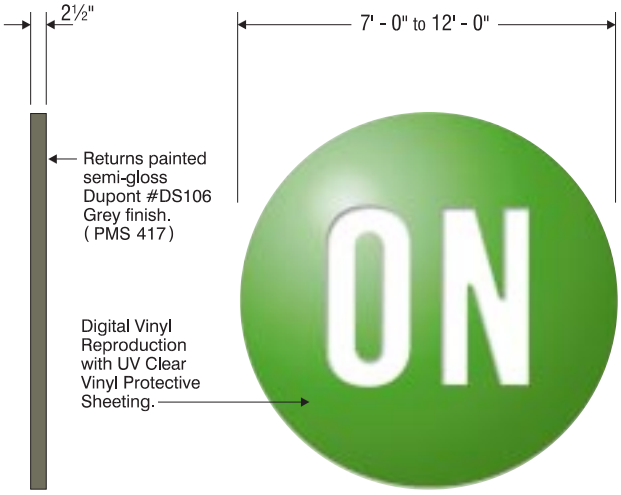
MOUNTED FLUSH TO BUILDING FASCIA (See Mounting Detail).

Logotype: Franklin Gothic BT



MOUNTING DETAIL

SCALE 1½" = 1'-0"



Side View **Front View**

LOGO - SINGLE FACED SIGNAGE

NOT TO SCALE

To be used when a logo larger than 6' - 0" is necessary to replace an existing Motorola logo. Logo may be sized between 7' to 12' and may not be used with logotype " ON Semiconductor ".

C

DIMENSIONAL NON-ILLUMINATED SINGLE FACED LOGO.

MATERIAL...

FACE: *.080" ALUMINUM,* ***2½" RETURNS:*** *.063" ALUMINUM.*

FINISH...

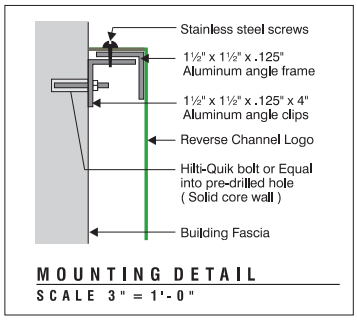
FACE PAINTED DUPONT PRIMER WHITE FINISH.

DECORATION...

DIGITAL VINYL REPRODUCTION WITH UV CLEAR VINYL PROTECTIVE SHEETING.

INSTALLATION...

MOUNTED FLUSH TO BUILDING FASCIA (See Mounting Detail).

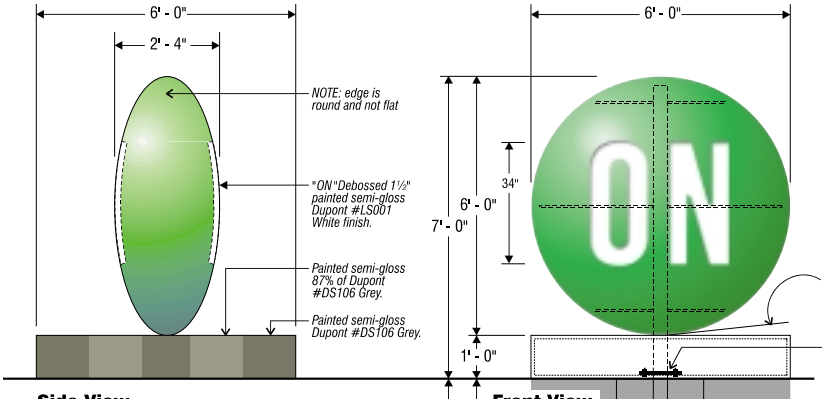


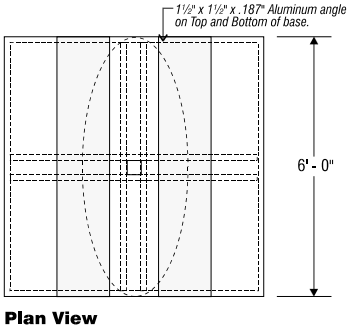
MOUNTING DETAIL

SCALE 3" = 1'-0"

Monument Site Identification

The monument may be fabricated at 4'0" or 6'0" with or without the logotype (shown below and on pages 38 and 39). The convex shape should be continous on both sides and connected with a seamless look (shown below). The monument should be externally lit. Consult your fabricator for the best external illumination option for your site.





D

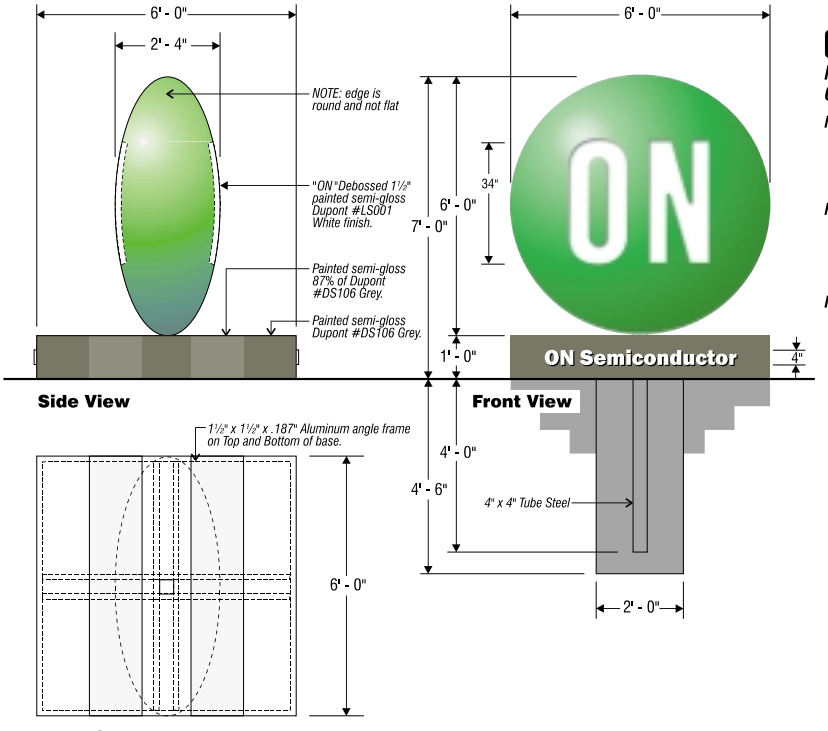
NON-ILLUMINATED 72" DOUBLE FACED GROUND DISPLAY.

MATERIAL...
A.. DISPLAY: FIBERGLASS
B.. BASE: .080" ALUMINUM

ILLUMINATION...
NO ILLUMINATION

FINISH (Semi-Gloss)...
A.. FIBERGLASS SHELL: DUPONT #GS227 GREEN
B.. " ON ": DUPONT #LS001 WHITE (including return edges)
C.. BASE: AS NOTED

INSTALLATION...
DISPLAY: DIRECT BURIAL AS PER LOCAL CITY CODE. (Footing shown is based on 100 miles per hour)



E

NON-ILLUMINATED 72" DOUBLE FACED GROUND DISPLAY WITH LOGOTYPE.

MATERIAL...

A.. DISPLAY: FIBERGLASS

B.. BASE: .080" ALUMINUM

C. "ON Semiconductor": 4" HIGH FLAT CUT OUT .250" ALUMINUM LETTERS

FINISH (Semi-Gloss)...

A.. FIBERGLASS SHELL: DUPONT #GS227 GREEN

B.. " ON ": DUPONT #LS001 WHITE(including return edges)

C.. " ON Semiconductor ": DUPONT #LS001 WHITE

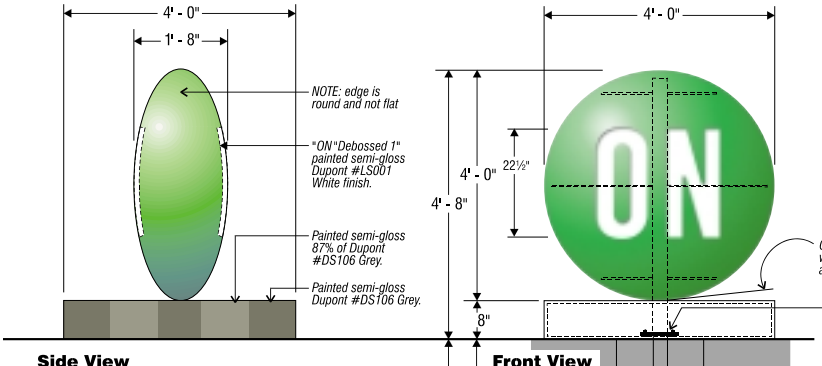
D.. BASE: AS NOTED

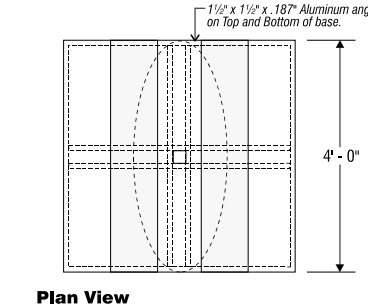
INSTALLATION...

DISPLAY: DIRECT BURIAL AS PER LOCAL CITY CODE. (Footing shown is based on 100 miles per hour)

4" HIGH, F.C.O. LETTERS MOUNTED FLUSH TO BASE WITH ALUMINUM STUDS.

Logotype: Franklin Gothic BT





F

NON-ILLUMINATED 48" DOUBLE FACED GROUND DISPLAY.

MATERIAL...

A.. DISPLAY: FIBERGLASS

B.. BASE: .080" ALUMINUM

ILLUMINATION...

NO ILLUMINATION

FINISH (Semi-Gloss)...

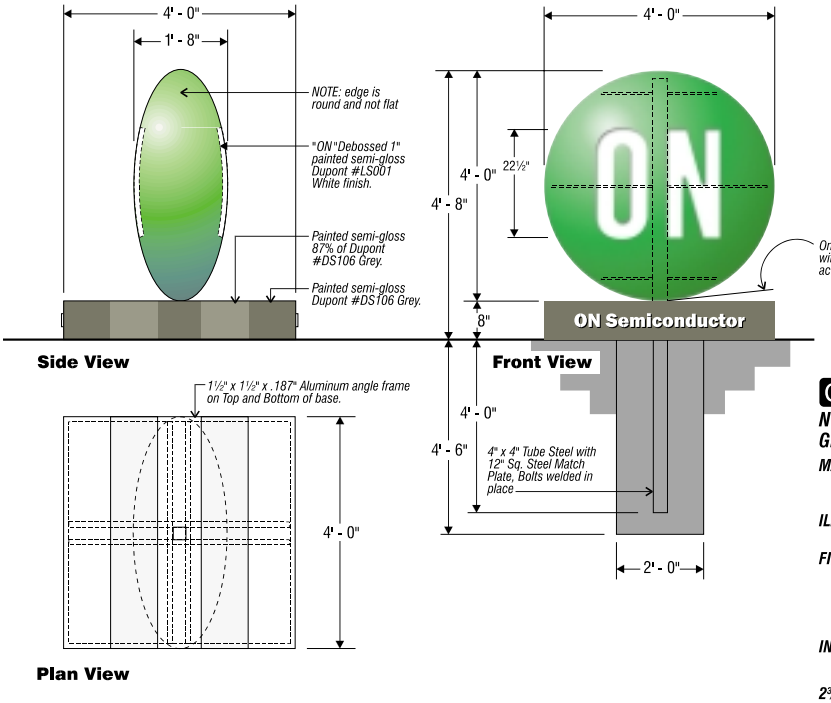
A.. FIBERGLASS SHELL: DUPONT #GS227 GREEN

B.. " ON ": DUPONT #LS001 WHITE (including return edges)

C.. BASE: AS NOTED

INSTALLATION...

DISPLAY: DIRECT BURIAL AS PER LOCAL CITY CODE. (Footing shown is based on 100 miles per hour)



G

NON-ILLUMINATED 48" DOUBLE FACED GROUND DISPLAY WITH LOGOTYPE.

MATERIAL...
A.. DISPLAY: FIBERGLASS
B.. BASE: .080" ALUMINUM

ILLUMINATION...
NO ILLUMINATION

FINISH (Semi-Gloss)...
A.. FIBERGLASS SHELL: DUPONT #GS227 GREEN
B.. " ON ": DUPONT #LS001 WHITE (including return edges)
C.. BASE: AS NOTED

INSTALLATION...
DISPLAY: DIRECT BURIAL AS PER LOCAL CITY CODE. (Footing shown is based on 100 miles per hour)

2¾" Logotype: Franklin Gothic BT

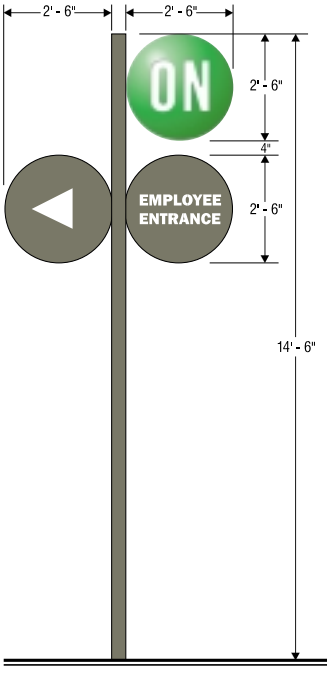
Directional Signs

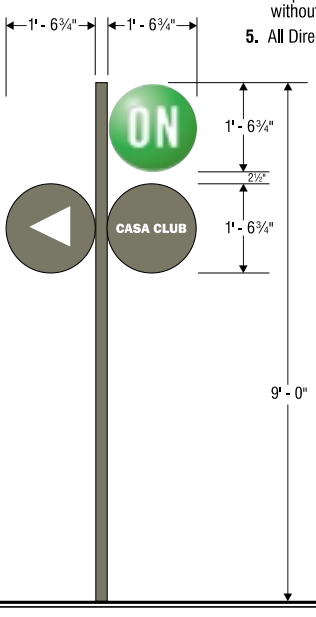
Directional signs consist of three sizes. Each size addresses the traffic conditions specific to its location. For fast or heavy traffic conditions, such as along the property line on a busy street, the 14'6" entrance identification signs should be used to ensure visability (shown on pages 40 and 41). For direction within the site, the 9'0" vehicular direction should be used (shown on pages 41 and 42). For smaller single panel information, such as handicap or security booths, the 5'6" sign should be used (shown on page 42 and 43). Any of the 3 signs may be used as long as the disc and pole height follow specs. Directional signs may be externatlly lit. Consult your fabricator for the best external illumination option for your site.

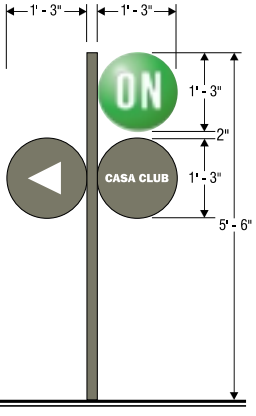
Schematics for Directional SIgns begin on page 40

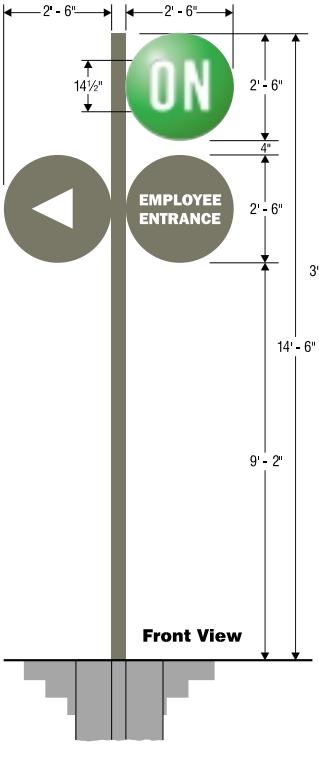
All Directional Signage Are Restricted To Panel Sizes:

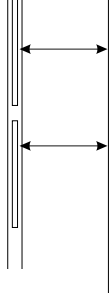
1. The 14' - 6" Tall Directional will be allowed 30" Panels.
2. The 9' - 0" Tall Directional will be allowed 18¾" Panels.
3. The 5' - 6" Tall Directional will be allowed 15" Panels.
4. Graphics per each Directional are Interchangeable with or without " ON" Logo.
5. All Directional Arrows always point away from Sign Support.

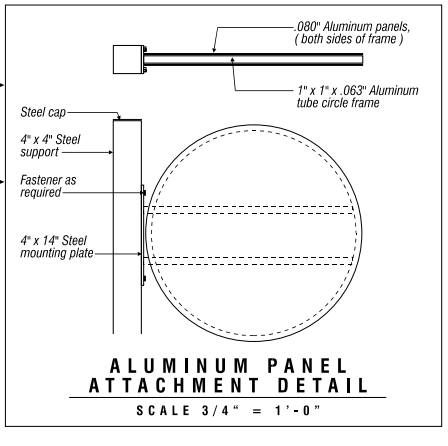












H1

NON-ILLUMINATED DOUBLE FACED DIRECTIONAL.

MATERIAL...

A.. " ON " PANEL: .080" ALUMINUM

B.. OTHER PANELS: .080" ALUMINUM, 1"x1"x.063" ALUMINUM (Circle) FRAME

FINISH (Semi-Gloss)...

STEEL SUPPORT & ALL DIRECTIONAL PANELS, INCLUDING FILLERS: DUPONT #DS106 GREY

DECORATION...

" ON " VINYL DIGITAL REPRODUCTION

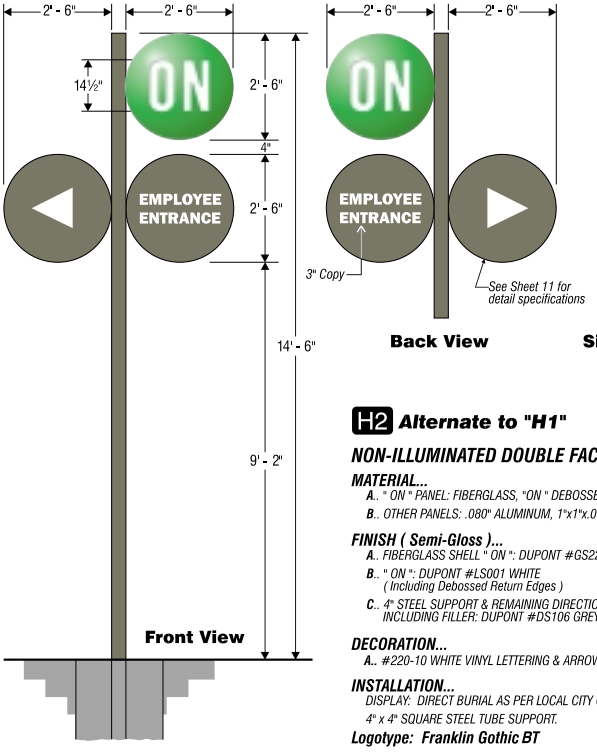
#220-10 WHITE VINYL LETTERING & ARROWS

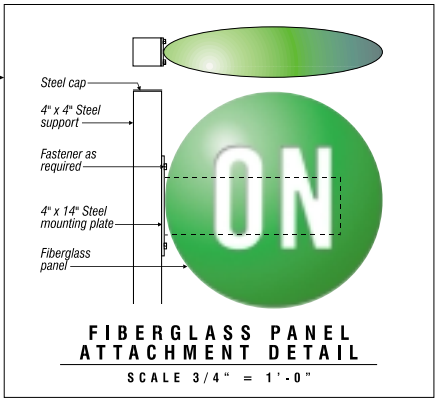
INSTALLATION...

DISPLAY: DIRECT BURIAL AS PER LOCAL CITY CODE.

4" x 4" SQUARE STEEL TUBE SUPPORT.

Logotype: Franklin Gothic BT





H2 ***Alternate to "H1"***

NON-ILLUMINATED DOUBLE FACED DIRECTIONAL.

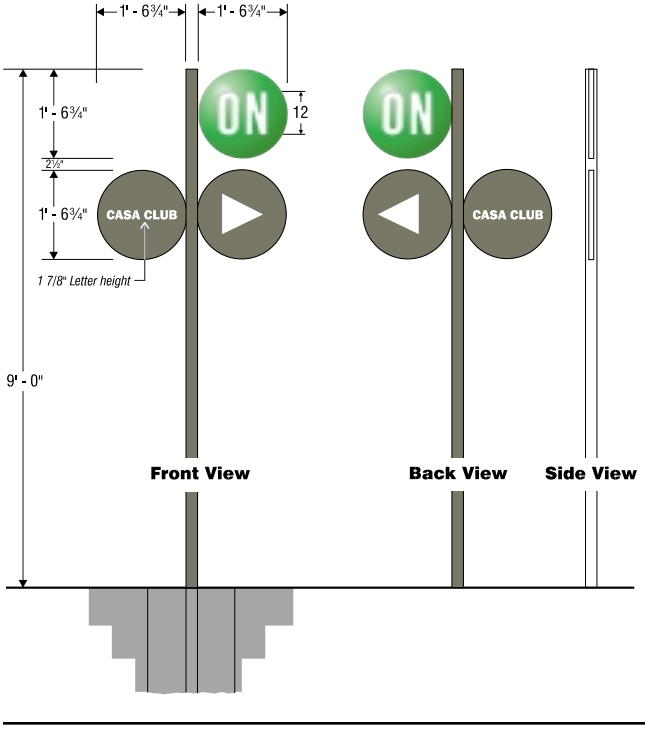
MATERIAL...
A.. " ON " PANEL: FIBERGLASS, "ON " DEBOSSED 9/16"
B.. OTHER PANELS: .080" ALUMINUM, 1"x1"x.063" ALUMINUM (Circle) FRAME

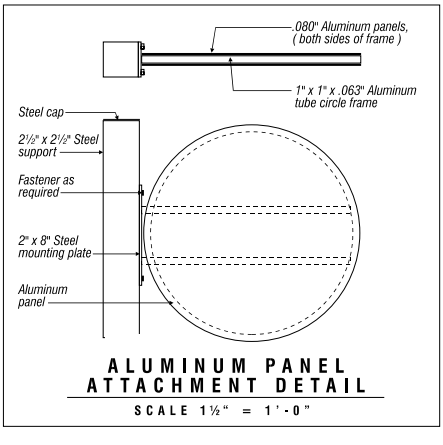
FINISH (Semi-Gloss)...
A.. FIBERGLASS SHELL " ON ": DUPONT #GS227 GREEN
B.. " ON ": DUPONT #LS001 WHITE
(Including Debossed Return Edges)
C.. 4" STEEL SUPPORT & REMAINING DIRECTIONAL PANELS, INCLUDING FILLER: DUPONT #DS106 GREY

DECORATION...
A.. #220-10 WHITE VINYL LETTERING & ARROWS

INSTALLATION...
DISPLAY: DIRECT BURIAL AS PER LOCAL CITY CODE.
4" x 4" SQUARE STEEL TUBE SUPPORT.

Logotype: Franklin Gothic BT





I1

NON-ILLUMINATED DOUBLE FACED DIRECTIONAL.

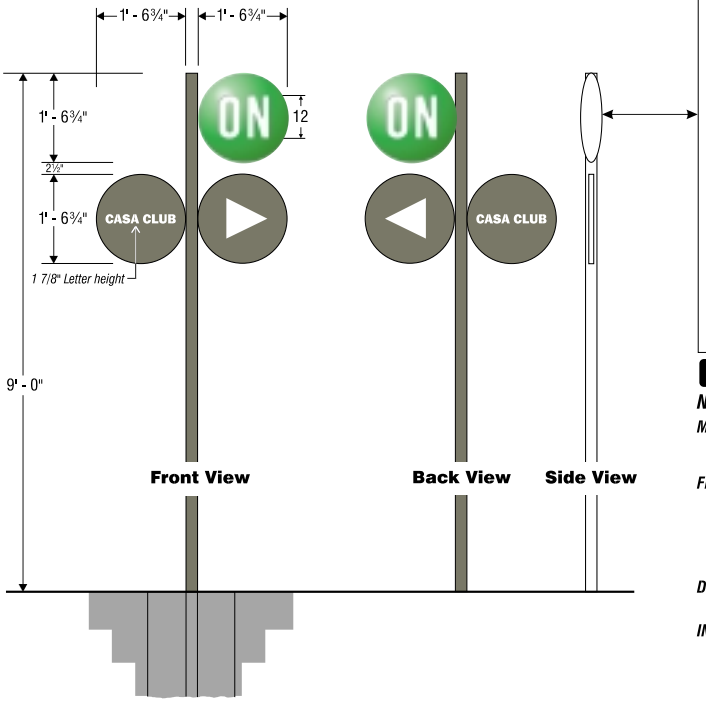
MATERIAL...
A.. PANELS: .080" ALUMINUM, 1"x1"x.063" ALUMINUM (Circle) FRAME

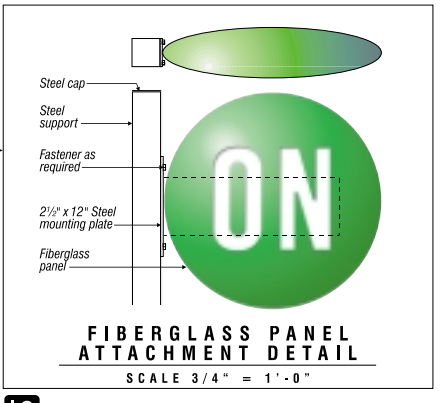
FINISH (Semi-Gloss)...
A.. STEEL SUPPORT & DIRECTIONAL PANELS, INCLUDING FILLER: DUPONT #DS106 GREY

DECORATION...
#220-10 WHITE VINYL LETTERING & ARROWS

INSTALLATION...
DISPLAY: DIRECT BURIAL AS PER LOCAL CITY CODE.
2½" x 2½" SQUARE STEEL TUBE SUPPORT.

Logotype: Franklin Gothic BT





I2 Alternate to "I1"

NON-ILLUMINATED DOUBLE FACED DIRECTIONAL.

MATERIAL...

A.. " ON " PANEL: FIBERGLASS, "ON " DEBOSSED 3/8"

B.. OTHER PANELS: .080" ALUMINUM, 1"x1"x.063" ALUMINUM (Circle) FRAME

FINISH (Semi-Gloss)...

A.. FIBERGLASS SHELL " ON ": DUPONT #GS227 GREEN

B.. " ON ": DUPONT #LS001 WHITE (Including Debossed Return Edges)

C.. 2½" STEEL SUPPORT & REMAINING DIRECTIONAL PANELS, INCLUDING FILLER: DUPONT #DS106 GREY

DECORATION...

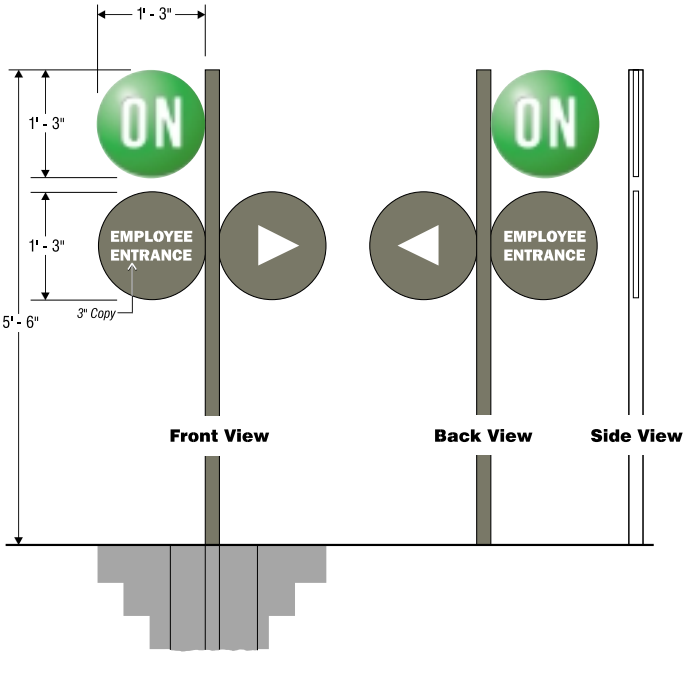
A.. #220-10 WHITE VINYL LETTERING & ARROWS

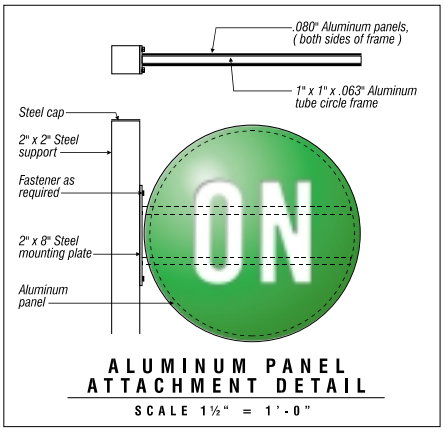
INSTALLATION...

DISPLAY: DIRECT BURIAL AS PER LOCAL CITY CODE.

2½" x 2½" SQUARE STEEL TUBE SUPPORT.

Logotype: Franklin Gothic BT





J1

NON-ILLUMINATED DOUBLE FACED DIRECTIONAL.

MATERIAL...

" ON " PANEL: .080" ALUMINUM, 1"x1"x.063" ALUMINUM (Circle) FRAME

FINISH (Semi-Gloss)...

STEEL SUPPORT & DIRECTIONAL PANEL, INCLUDING FILLER: DUPONT #DS106 GREY

DECORATION...

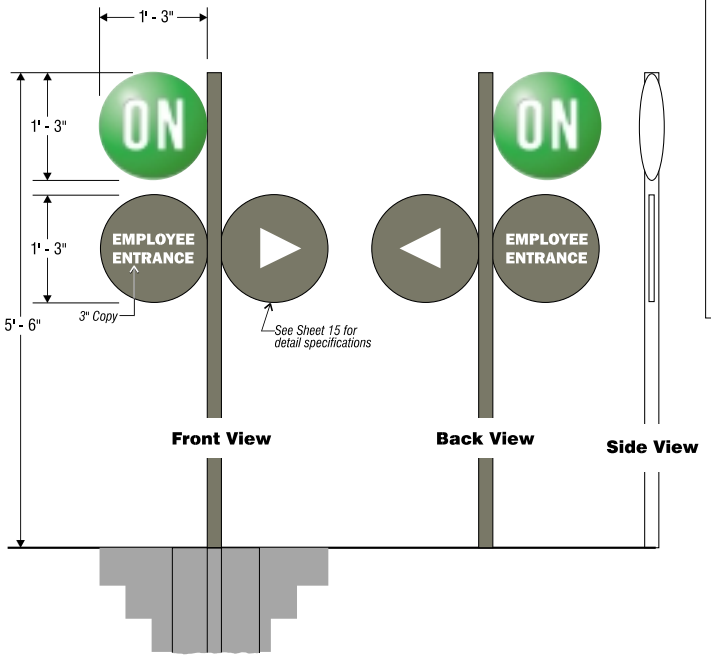
" ON " VINYL DIGITAL REPRODUCTION

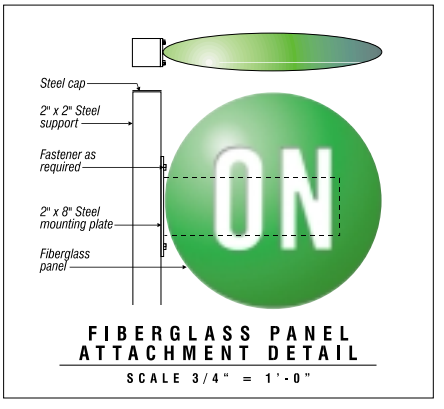
INSTALLATION...

DISPLAY: DIRECT BURIAL AS PER LOCAL CITY CODE.

2" x 2" SQUARE STEEL TUBE SUPPORT.

Logotype: Franklin Gothic BT





J2 ***Alternative to "J1"***

NON-ILLUMINATED DOUBLE FACED DIRECTIONAL.

MATERIAL...

A.. " ON " PANEL: .080" ALUMINUM

B.. OTHER PANELS: .080" ALUMINUM, 1"x1"x.063" ALUMINUM (Circle) FRAME

FINISH (Semi-Gloss)...

A.. FIBERGLASS SHELL " ON ": DUPONT #GS227 GREEN

B.. " ON ": DUPONT #LS001 WHITE
INSET SHADOW: DUPONT #LS095 SHADOW GREY

C.. STEEL SUPPORT: DUPONT #DS106 GREY

INSTALLATION...

DISPLAY: DIRECT BURIAL AS PER LOCAL CITY CODE.

2" x 2" SQUARE STEEL TUBE SUPPORT.

Logotype: Franklin Gothic BT

Outputting Vinyl

Please follow the instructions below when outputing the vinyl ON symbol for indoor or outdoor use. It is important that the color match throughout our identity program.

A. ON Semiconductor Logo Creation Specifications

The following software is to be used: **Adobe Photoshop 5.0.** Set up the art as channels in b/w to save memory - you'll have to change to CMYK later. The **ON Semiconductor** green is PMS 361 (the specific match is Cyan=80% Magenta=0% Yellow=96% K (Black)=0%). Next, you load the green channel and fill it with 100% of the above-specified green. Then load the black channel and fill it with black at 25% opacity. Next, add a noise filter to the entire image at a setting of 4 to eliminate any gradation banding. The ON path needs to be loaded in a new layer, filled with white and an inner shadow effect added.

To apply the effect go to >layer >effects> inner shadow. The settings are: Inner shadow, color 90% black, 123 degree angle, opacity 90%, intensity 0%. The Distance and Blur were set at 84 and 50 respectively for a 30" logo; you will need to multiply this out to the final size.
OUTPUT FILES MUST MATCH THE ORIGINAL ARTWORK.

The paths (ON letters and circle) are available for cleaning up at the larger sizes (masking off and deleting aliased edges)

B. Indoor/Outdoor UV-Resistant Adhesive Vinyl Signage Specifications

The resulting Adobe PhotoShop V5.0 .tif file must be exported to Onyx Postershop v4.2+ ripping software as a new job file (set the input and outp ut profiles in Postershop to default). **The job file must be plotted on the Hewlett-Packard DesignJet model CP3000 using Hewlett-Packard pigmented inks.**

The plotter must be set on "Heavy Coated Paper" and not "UV Opaque Vinyl" when loading 3M Scotchcal Opaque Imaging Media (Order #8522CP). Finally, the combined output is UV sealed using the Seal Image 62+ and 3M Matte Overlaminate (Order #8520CP).

NOTE: ONLY 3M CERTIFIED FABRICATORS CAN OFFER AND PROMOTE THE 3M MCS WARRANTY. UNDER THIS WARRANTY, GRAPHICS PRODUCED USING 3M SCOTCHCAL OPAQUE IMAGING MEDIA 8522CP, THE HP DESIGNJET CP INK SYSTEM UV AND THE APPROPRIATE 3M OVERLAMINATE ARE WARRANTED AGAINST FAILURE - TWO YEARS OUTDOORS AND FIVE YEARS INDOORS.

CHERON USA IS A 3M CERTIFIED FABRICATOR.
Cheron USA can output vinyl to color match the above specifications. To Contact Cheron USA for vinyl, call Jon Beydler at (602) 678-1710 or (800) 606-9005

PUBLICATION ORDERING INFORMATION

NORTH AMERICA Literature Fulfillment:
Literature Distribution Center for ON Semiconductor
P.O. Box 5163, Denver, Colorado 80217 USA
Phone: 303-675-2175 or 800-344-3860 Toll Free USA/Canada
Fax: 303-675-2176 or 800-344-3867 Toll Free USA/Canada
Email: ONlit@hibbertco.com

N. American Technical Support: 800-282-9855 Toll Free USA/Canada

EUROPE: LDC for ON Semiconductor - European Support
German **Phone**: (+1) 303-308-7140 (M-F 2:30pm to 5:00pm Munich Time)
Email: ONlit-german@hibbertco.com
French **Phone**: (+1) 303-308-7141 (M-F 2:30pm to 5:00pm Toulouse Time)
Email: ONlit-french@hibbertco.com
English **Phone**: (+1) 303-308-7142 (M-F 1:30pm to 5:00pm UK Time)
Email: ONlit@hibbertco.com

ASIA/PACIFIC: LDC for ON Semiconductor - Asia Support
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800-344-3810 Toll Free USA/Canada

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For additional information, please contact your local Sales Representative