

BRAND KIT FOR EMPLOYEES,  
CUSTOMERS, & MEDIA, ETC.



# MOSCHIP BRAND MANUAL

The A-Z of MosChip Technologies Limited as a Brand.

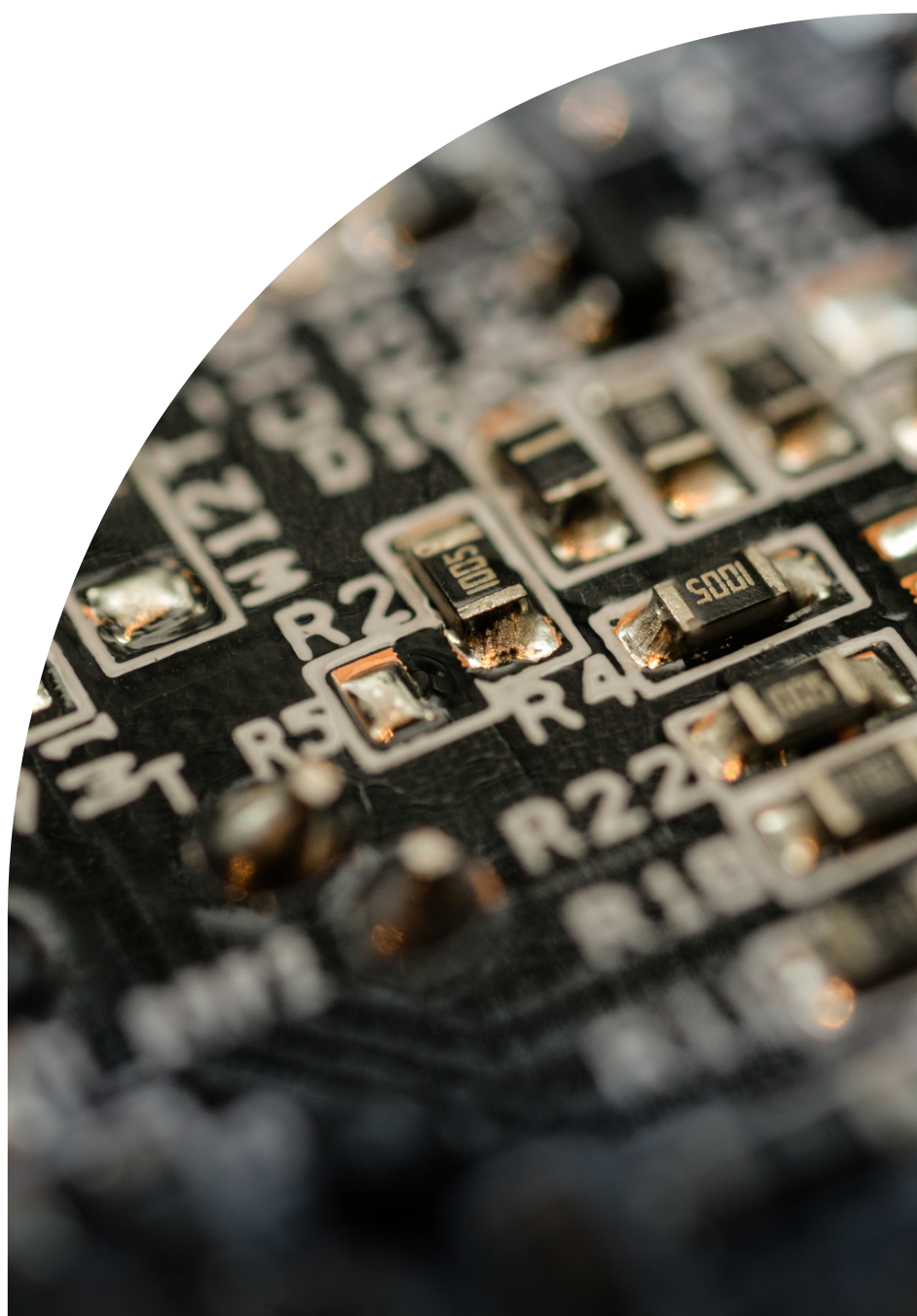




# TABLE OF CONTENTS



## TOPICS COVERED

1. Name
  2. Logo History
  3. About the Logo
  4. Symbols & Meanings
  5. Color Palette
  6. Logo Font & Typography
  7. Exclusion Zones
  8. Logo Variation
  9. Positioning
  10. Application Reminders
  11. About Us
  12. Download Resources
- 

# NAME

## HOW TO WRITE MOSCHIP

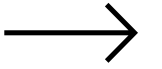
↓  
It is MosChip,  
Not Moschip.  
Period.

## NOTE:

- Requesting all our employees, stakeholders, media & partners to note this.
- Please follow the brand kit\* available on the website for best brand practices.

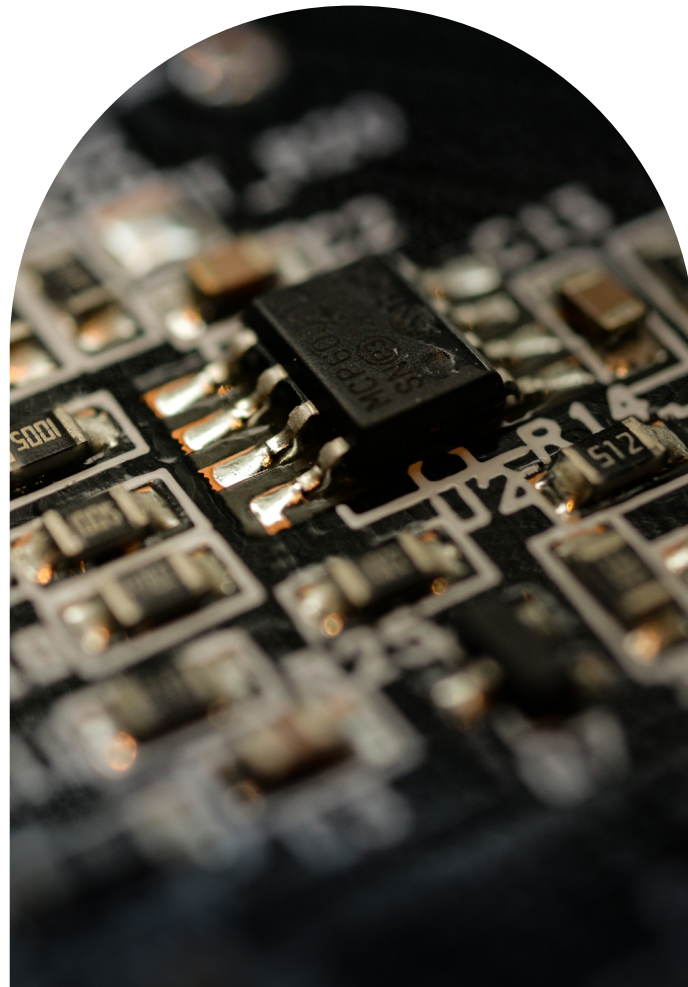
# LOGO HISTORY

THE EVOLUTION OF THE MOSCHIP TECH. LOGO



Since 1999, over the span of 2+ decades, MosChip has been in various forms, however, here are the last 3 notable logos.





# ABOUT THE LOGO

## THE MOSCHIP TECH. LOGO TODAY

We are the semiconductor company with the font representing the connecting & the colors represent we are back stronger after a few hiccups with focused strategy & business





# SYMBOLS AND MEANINGS

PARTS OF THE MOSCHIP TECH. LOGO



## Connections

The connection between the letters represents how the chips are connected

## Patches

The connection between the letters represents how the chips are connected

# THE MOSCHIP TECH. COLORS



## OUR COLOR PALETTE FOR LOGO USAGE

### USE OF PANTOME RED COLOR:

for Digital media (RGB): 235,83, 63 {HEX: #EB533F}

for Print media (CMYK): 0, 75, 100, 0 {HEX: #FF4000}

The color codes might vary based on the purpose of the design where the logo was used. However, for Print, make sure the pantome red has the variations as given above.

# LOGO FONT



**moschip**

## OUR OFFICIAL LOGO FONT

The logo is more of the text than the design & the font we used is...

## STOP FONT:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.:,' " (!?) +-\* /=**



# YPOGRAPHY

The typography rule is adjusted to our new concept without making any major change in the overall rule

Aa

## Title Font

Montserrat Extra-Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Aa

## Subtitle Font

Montserrat Semi-Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Aa

## Body Font

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

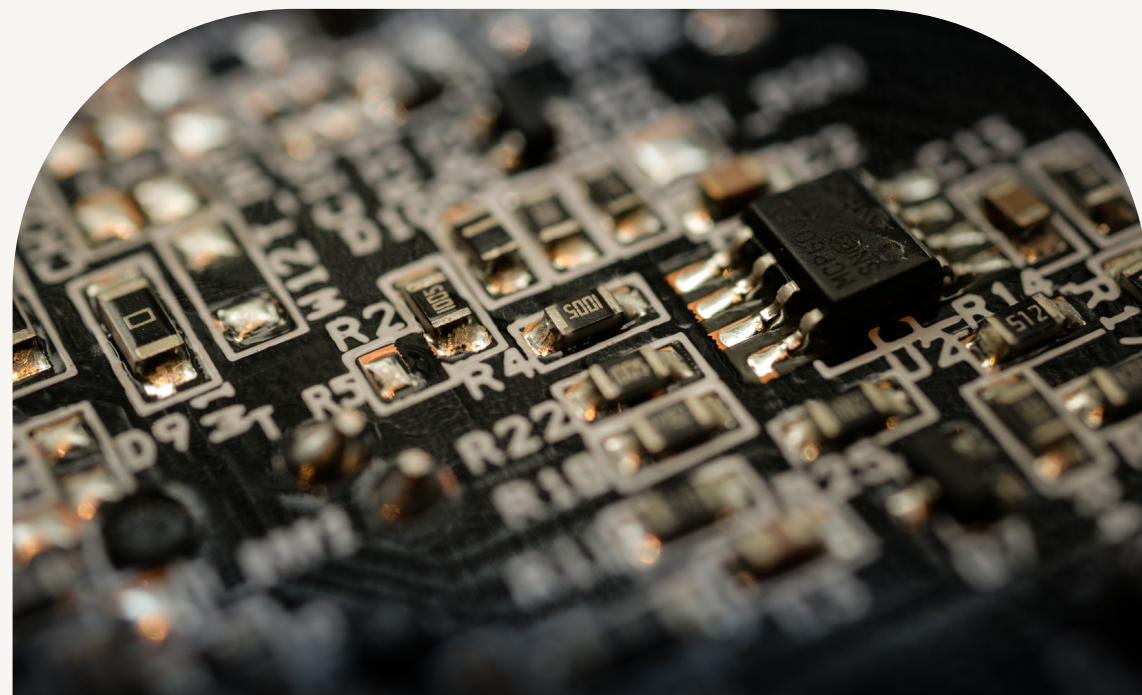
1 2 3 4 5 6 7 8 9 0

# EXCLUSION ZONES

## THE SAFE DISTANCE TO PUT YOUR LOGO IN

The safe place to use your logo is a protocol to follow in all kinds of presentations. This is the proper way to present the logo for its clear visibility & user interface to have minimum to no irritation.





# LOGO VARIATIONS

The MosChip logo is centered within a white square, which is itself set against a light gray background. The logo consists of the word "moschip" in a lowercase, sans-serif font, with "mos" in purple and "chip" in purple, and a small orange square above the 'i'.

## Square

Box Representation  
usually for Profile Pics,  
Social Media Page  
Logo, etc.

The MosChip logo is centered within a white horizontal rectangle, which is itself set against a light gray background. The logo consists of the word "moschip" in a lowercase, sans-serif font, with "mos" in purple and "chip" in purple, and a small orange square above the 'i'.

## Horizontal

The original logo where  
used in the most of the  
places like, website,  
promotional activites,  
marketing materials, etc.



## Bordered

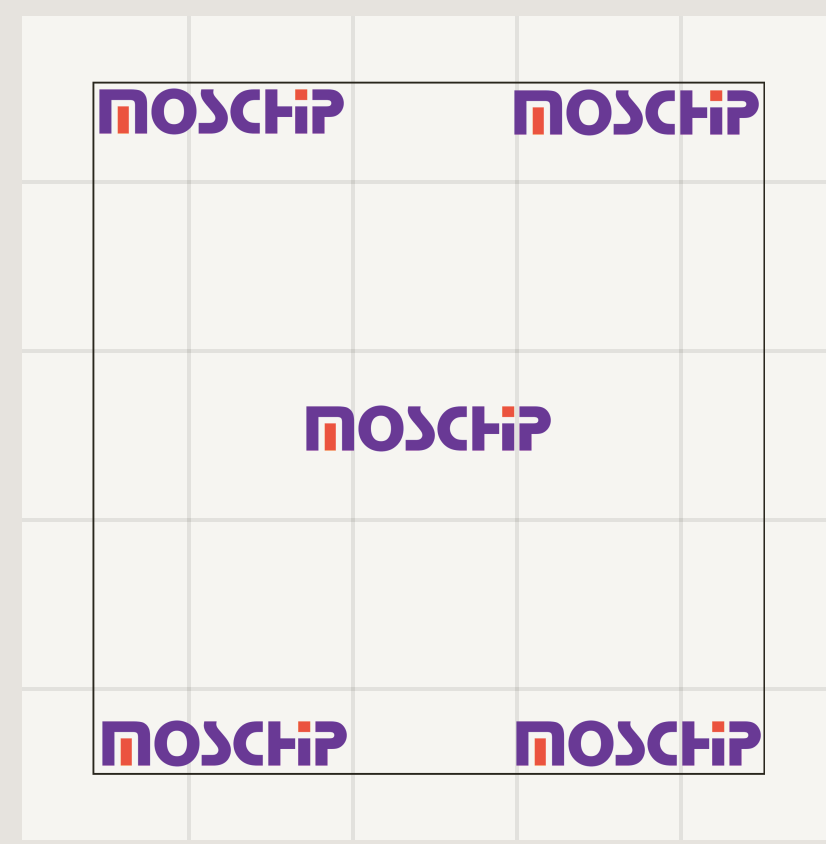
This is similar to the top  
one but, usually used to  
highlight logo with the  
same border everywhere.



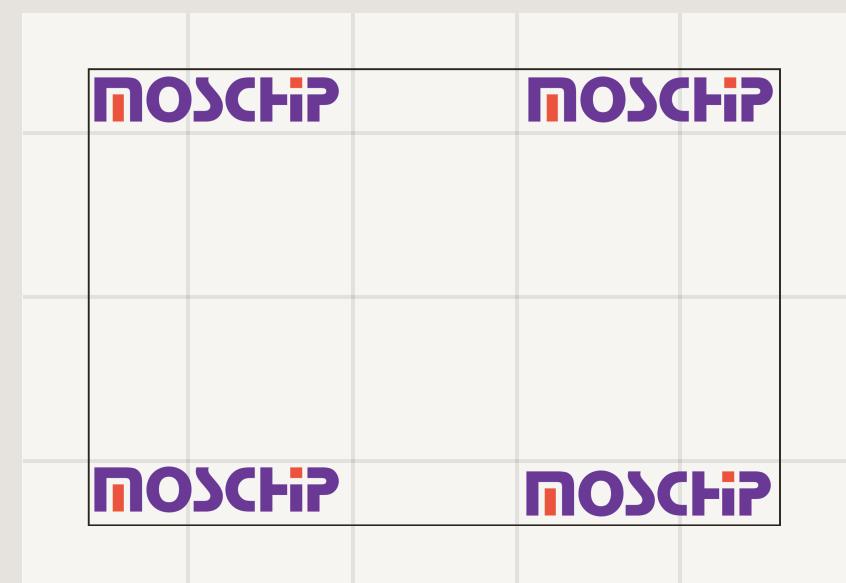
# LOGO POSITIONING

## THE SAFE DISTANCE TO PUT YOUR LOGO IN

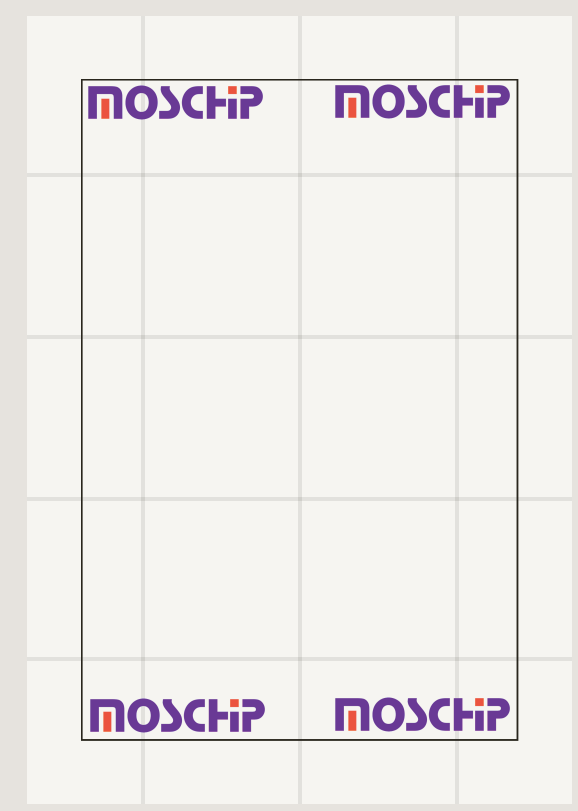
The logo can be placed based on where it is best suited depending on application and tone.



Square



Landscape



Portrait



# REMINDERS

## RULES ON LOGO USE TO KEEP IN MIND

→  
**NOTE:** However, In some cases, the use of complete white logo was observed used only by the Brand itself, but no other.



**DO NOT** change the color. Use only the colors in the palette.



**DO NOT** crop the logo.



**DO NOT** add shadows or effects.

# REMINDERS



## RULES ON LOGO USE TO KEEP IN MIND



**DO NOT** rotate the logo.



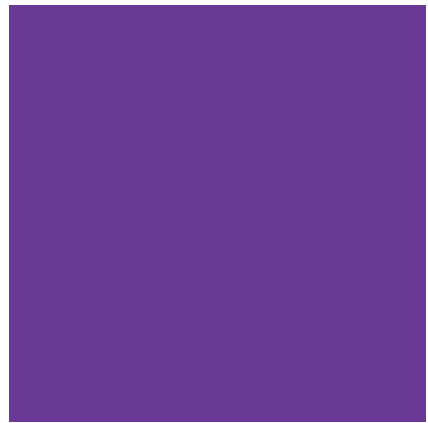
**DO NOT** put over another illustration.



**DO NOT** use tint or opacity.

# COLOR PALETTE

## PRIMARY COLORS



#6A3996



#EB533F

**Hex Code:** #6a3996

**RGB:** 106, 57, 150

**CMYK:** 29, 62, 0, 41

**Description:** This color serves as the primary brand color, representing the brand identity. It should be used prominently in the logo, key visuals, and important brand elements.

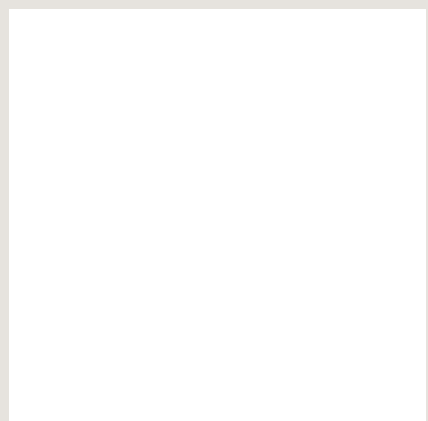
**Hex Code:** #eb533f

**RGB:** 235, 83, 63

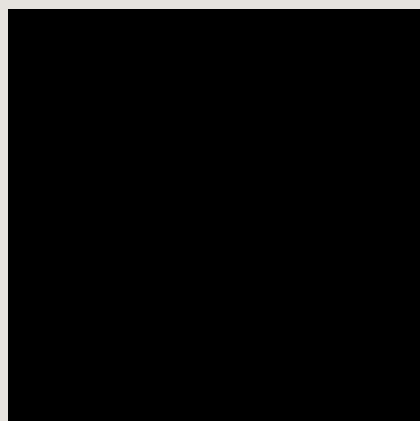
**CMYK:** 0, 79, 73, 8

**Description:** This color complements the primary color and can be used to add visual interest and variety to the brand's color palette. It can be used for accents, buttons, or other key elements.

## NEUTRAL COLORS



#FFFFFF



#000000

**Hex Code:** #ffffff

**RGB:** 255, 255, 255

**CMYK:** 0, 0, 0, 0

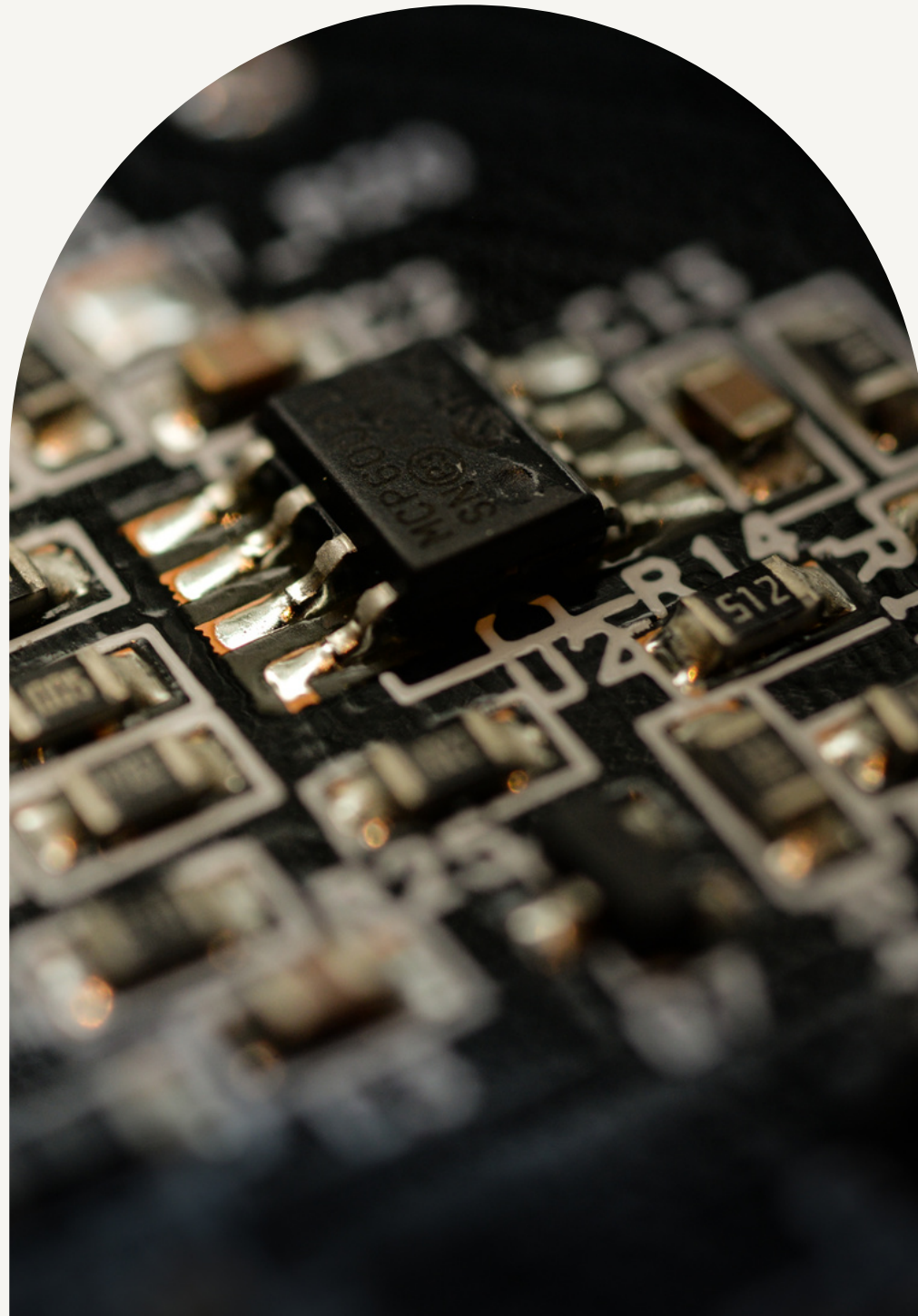
**Description:** This color represents pure white and should be used as the background color or for clean, minimalist design elements.

**Hex Code:** #000000

**RGB:** 0, 0, 0

**CMYK:** 0, 0, 0, 100

**Description:** This color serves as the neutral color, representing black. It can be used for text, borders, and other design elements that require strong contrast with the background.



# ABOUT MOSCHIP TECH.

## FOLLOW MOSCHIPTECH ON SOCIAL MEDIA

**MosChip Technologies Limited** is a publicly-traded semiconductor and system design services company headquartered in Hyderabad, India, with 700+ engineers located in silicon valley-USA, Hyderabad, and Bangalore. MosChip provides turn-key digital and mixed-signal ASICs, design services, SerDes IP, and embedded system design solutions. Over the past 2 decades, MosChip has developed and shipped millions of connectivity ICs.





**MOSCHIP**

**DOWNLOAD THE  
BRAND MANUAL**

**[WWW.MOSCHIP.COM](http://WWW.MOSCHIP.COM)**