

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



MOSCHIP® BRAND MANUAL

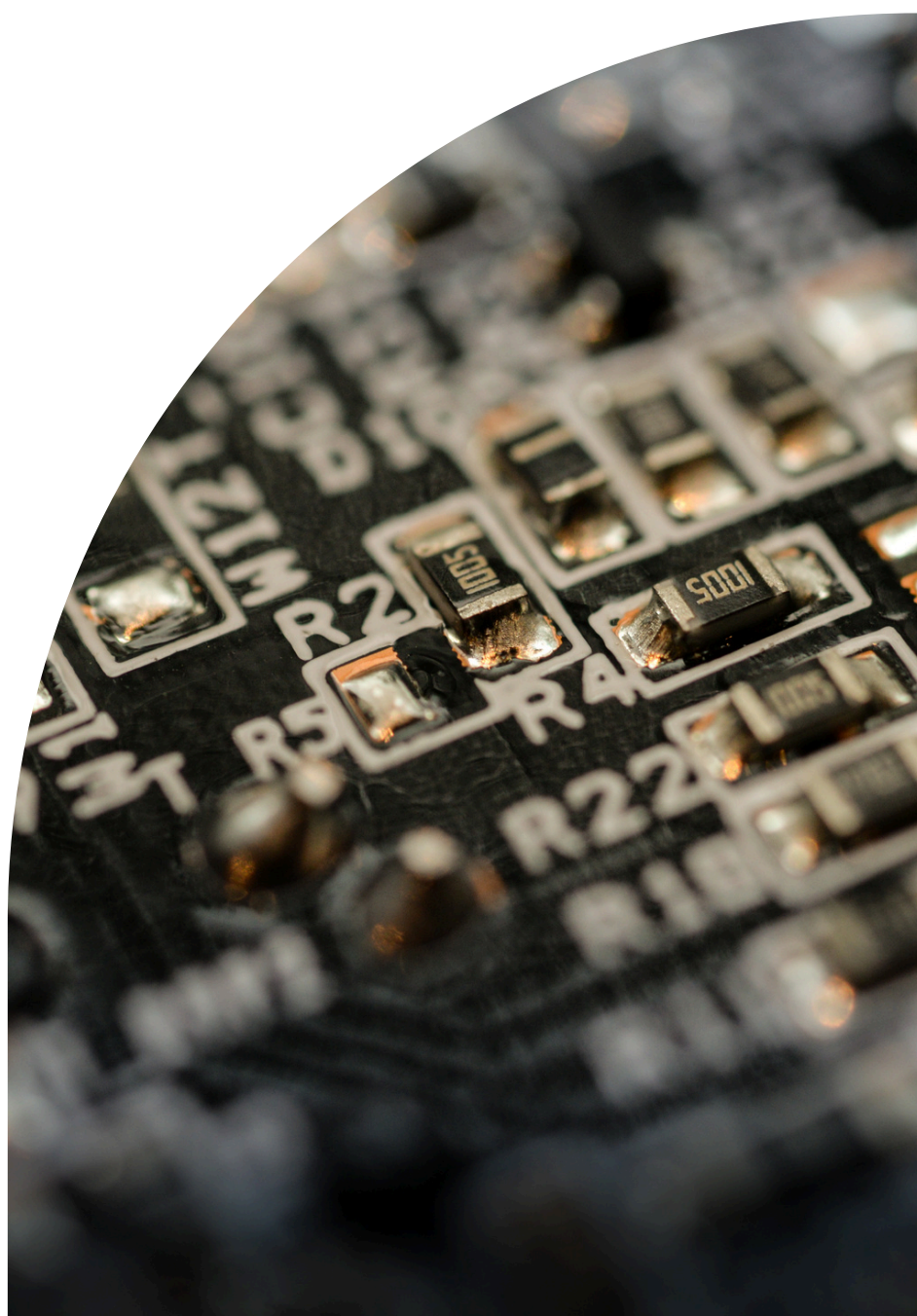
The A-Z of MosChip® Technologies Limited as a Brand.



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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.

REPRESENTATION

OUR ORGANIZATION IS ALSO REPRESENTED IN THE FOLLOWING FORMATS

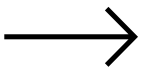
MosChip®

MosChip® Technologies

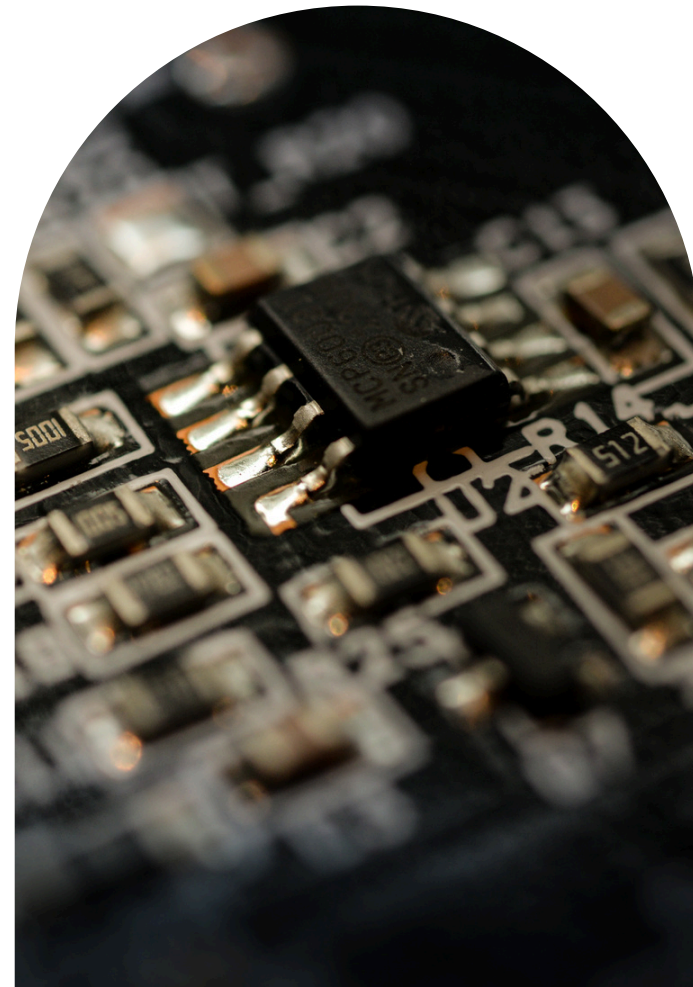
MosChip Technologies Limited

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



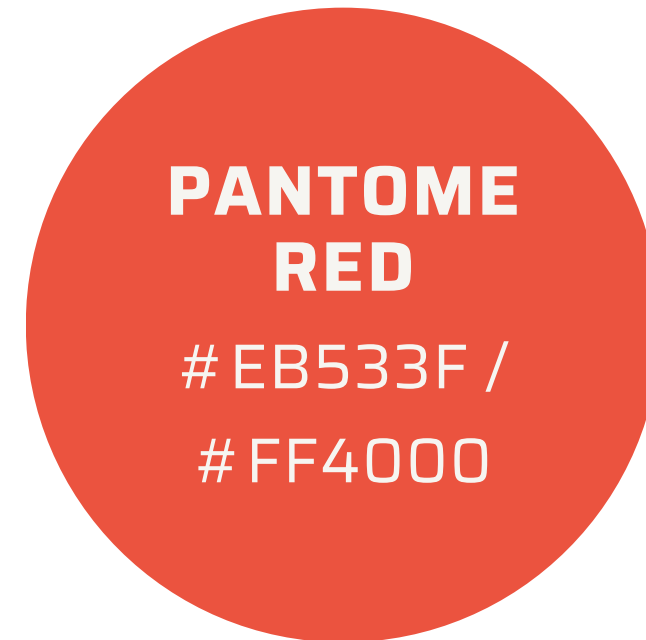
Connections

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



OUR OFFICIAL LOGO FONT

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

STOP FONT:

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

TYPOGRAPHY

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

Aa

Title Font

Saira 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

Saira 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

Rubik- Regular

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

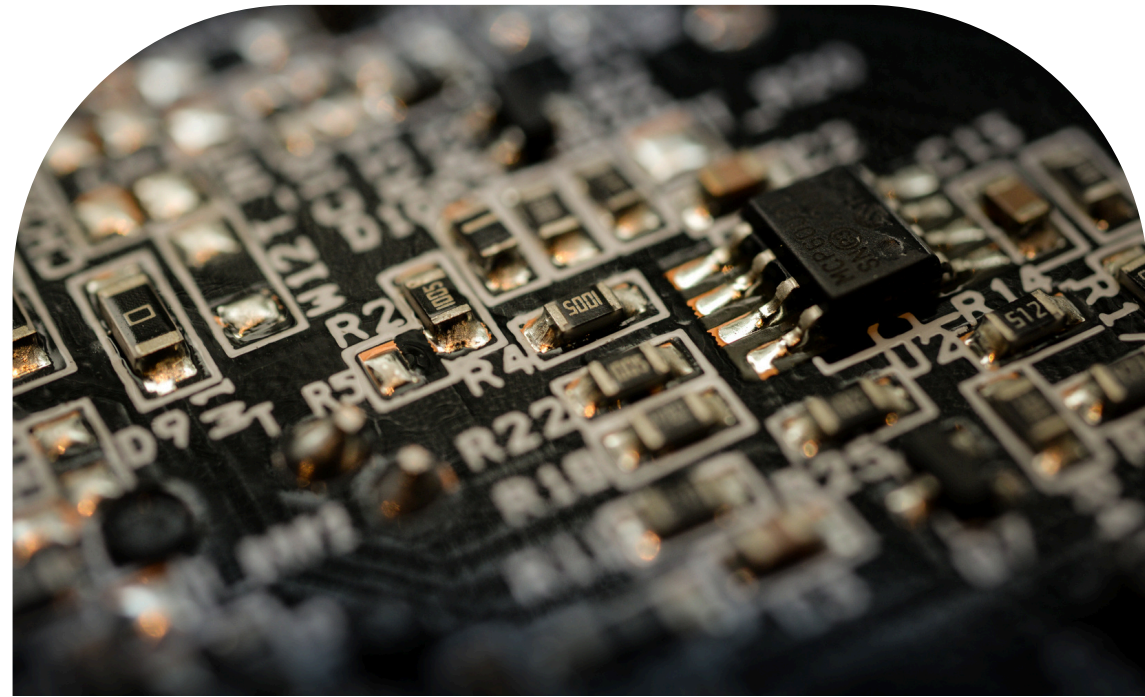
1 2 3 4 5 6 7 8 9 0

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



Square

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



Horizontal

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



Bordered

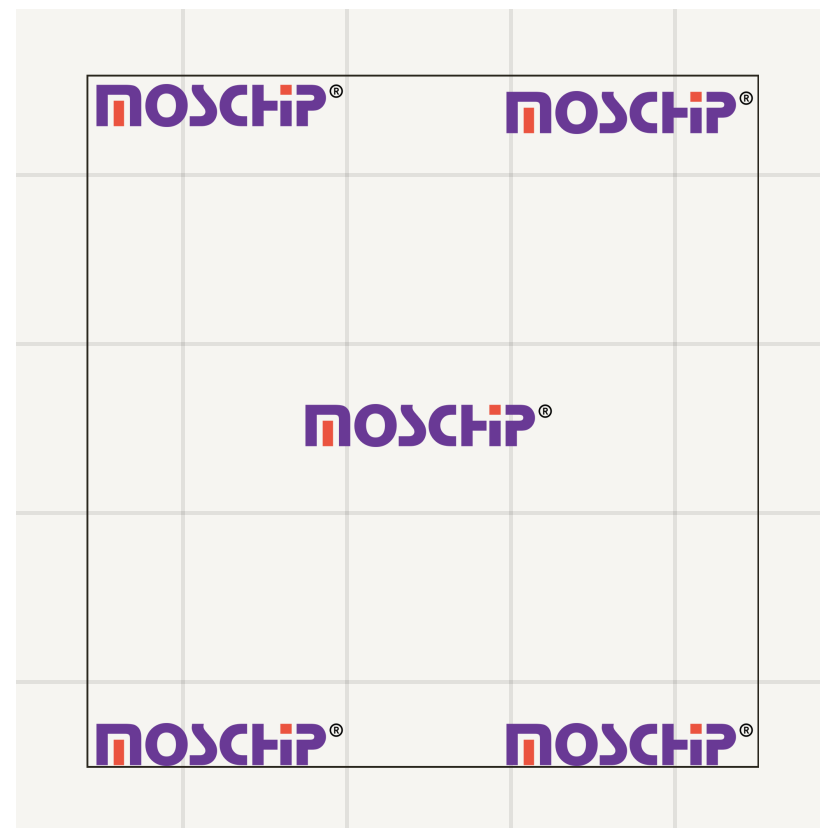
This is similar to the top one but, usually used to highlight logo with the same border everywhere.



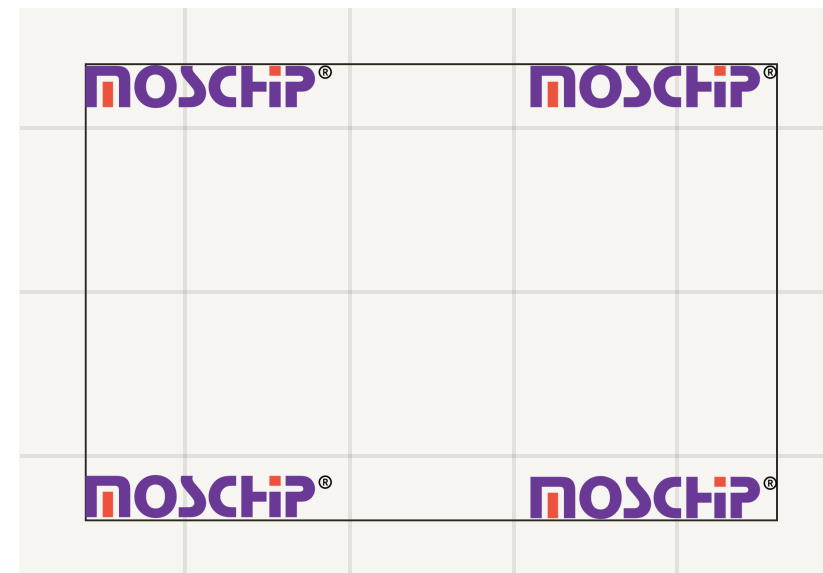
LOGO POSITIONING

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

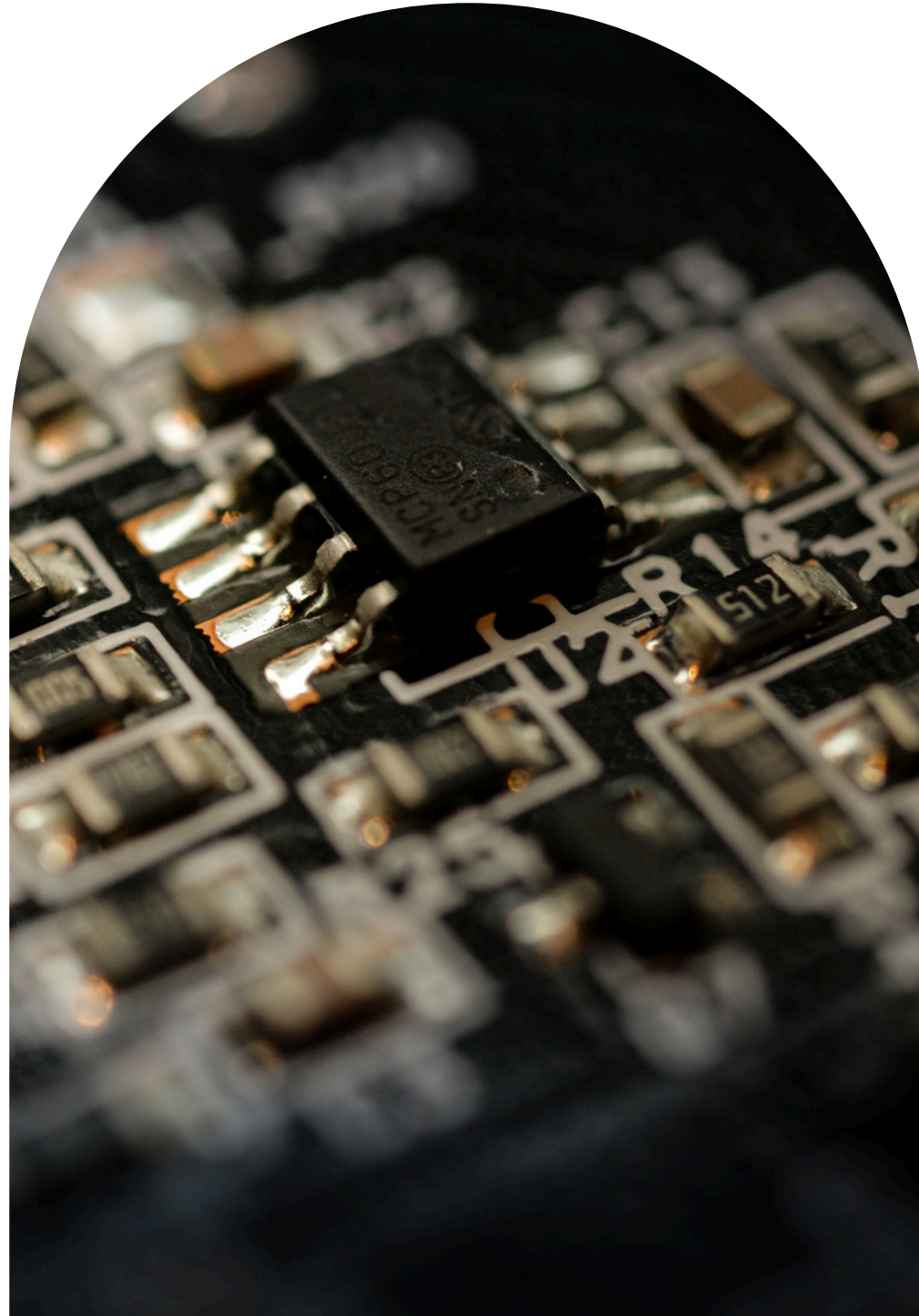
Description: This color represents pure white and should be used as the background color or for clean, minimalist design elements.

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 MOSCHIP® TECH ON SOCIAL MEDIA

We are MosChip® – A trusted technology partner for SILICON | PRODUCT | AI/ML Engineering. With 1300+ engineers and domain experts across India and the USA, MosChip continues to bring in digital and product transformation for businesses across industries. We offer engineering services comprising systems and product design, IoT solution design, Artificial Intelligence and Machine Learning, FPGA design, Mixed Signal IP design, ASIC design, verification, and validation.

Established in 1999, MosChip® Technologies [BSE: 532407] is a publicly traded company headquartered in Hyderabad, India, with a vision to be a preferred partner for technology and excellence throughout the entire product/solution development cycle, designing comprehensive and best-in-class solutions on time to achieve business and operational goals. Our team of experts empowers businesses, technology providers, and manufacturers to deliver innovative, customized, and scalable solutions for domains like Automotive, Media & Entertainment, Industrial and Home Automation, Consumer Electronics, Telecommunications, Computer Vision, Networking, Data Center, and Healthcare, etc.



MOSCHIP®

**DOWNLOAD THE
BRAND MANUAL**

www.moschip.com