MOSCHIP®

From ASICs to AI Engineering

PROGRESSIVE ENGINEERING EXCELLENCE

Brand & Identity Guidelines

www.moschip.com

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WHY THESE GUIDELINES?

Our Brand, Our Promise.

These guidelines ensure a unified and powerful brand presence by defining:

Consistency → A cohesive look and feel across all touchpoints.

Clarity → Clear communication of our identity and values.

Recognition → Instant identification and recall of MosChip®.

Integrity → Protecting our brand's reputation and visual assets

BRAND INTRODUCTION

MosChip® Technologies is a trusted partner to leading global enterprises and technology innovators. Our semiconductor and product engineering services and solutions, backed by over 25 years of expertise in chip design, hardware engineering, embedded software development, cloud computing, and AI solutions, empower clients to develop next-generation intelligent products that drive industry transformation.

REPRESENTATION

Our organization is also represented in the following formats

MosChip®

MosChip Technologies

MosChip Technologies, USA

MosChip Technologies Limited

LOGO HISTORY

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

SYMBOLS & MEANINGS

The stylized "H" and dot embody cutting-edge Silicon and AI Engineering. The "H" signifies High-Performance semiconductors and integrated systems. The distinctive dot represents intelligent innovation, precision, and the core of AI embedded within their solutions. Together, they convey a modern, precise, and forward-thinking approach to advanced technology.

BRAND COLORS

The MosChip® Palette.

Our colors are carefully chosen to reflect our brand's personality

Accents/CTA

#683A96

RGB (106, 57, 150)
CMYK (29, 62, 0, 41)

#EB533F

RGB (235, 83, 63)
CMYK (0, 79, 73, 8)

Body Font

#242526

RGB (36, 37, 38)
CMYK (5, 3, 0, 85)

TYPOGRAPHY

The Voice of MosChip®.

Our typefaces ensure clarity and reinforce our brand's professional yet innovative tone.

Aa

Title Font

Poppins 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

Poppins - 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

Poppins - 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

LOGO FONT

The Foundation of Our Mark

Defining the Unique Typeface of The MosChip® Logo

Stop Font

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

LOGO VARIATIONS

Standard

Our Standard Logo for Broad Applications

Squared

Ideal for Profile Pictures & Digital Icons

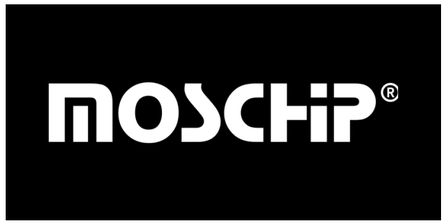
Circled

Emphasized for Distinctive Placement

LOGO USAGE ON BACKGROUNDS

White Background

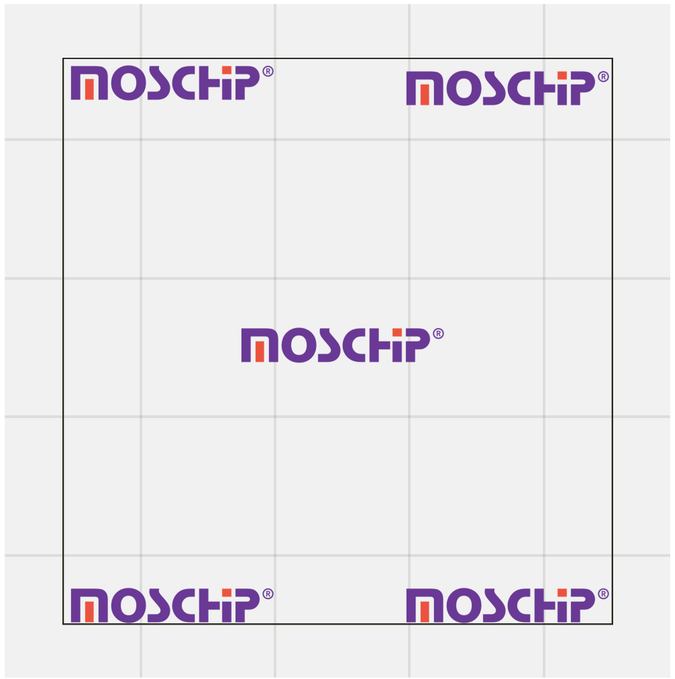
Light Backgrounds

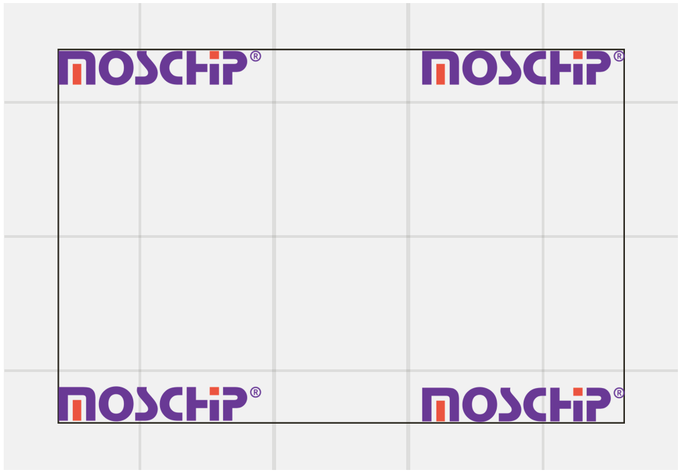


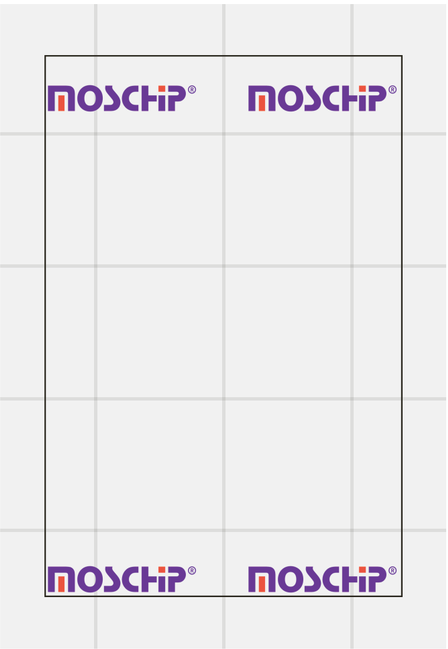
Dark Background

Purple Background

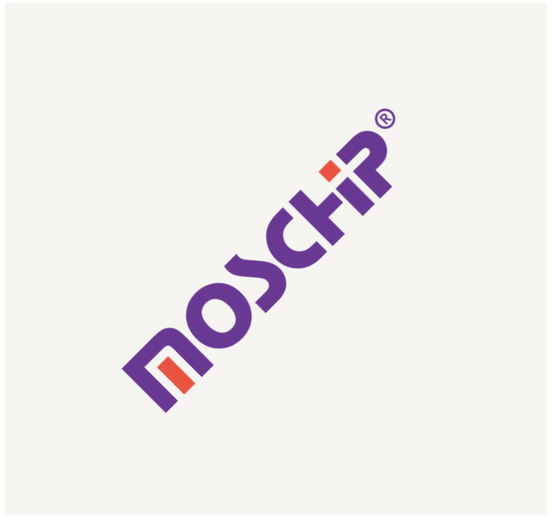
LOGO POSITIONING







HOW NOT TO USE LOGO



DO NOT rotate the logo.

DO NOT put over another illustration.

DO NOT use tint or opacity.

MOSCHIP®

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