



EDA Awareness Program
Symbol Usage Guidelines

EDA Awareness Program

Branding

The EDA Consortium has created a new branding symbol integrating an industry tagline for use by members to help bring “brand awareness” to the EDA industry.



To be used by members like the elements of the “Intel Inside” campaign to increase awareness both inside and outside EDA, the symbol was designed to be simple, strong, and easily incorporated into advertising, promotional materials, websites, etc. Its design is label-like and it should be used as one. Its color scheme can be customized to best suit the needs of the user.

Objectives

- Recast image of EDA industry to demonstrate its vital role and relevance to electronics industry
- Boost visibility and interest in EDA
- Revitalize the spirit of EDA and renew excitement about the industry
- Boost professional and mature image of EDA

Target Audience

Customers/Prospects, Employees, New Recruits, Industry Influencers, General Public

System Usage Guidelines

This document was produced to provide member companies and their agencies and other service providers a set of basic guidelines for the customization and graphic implementation of the symbol.

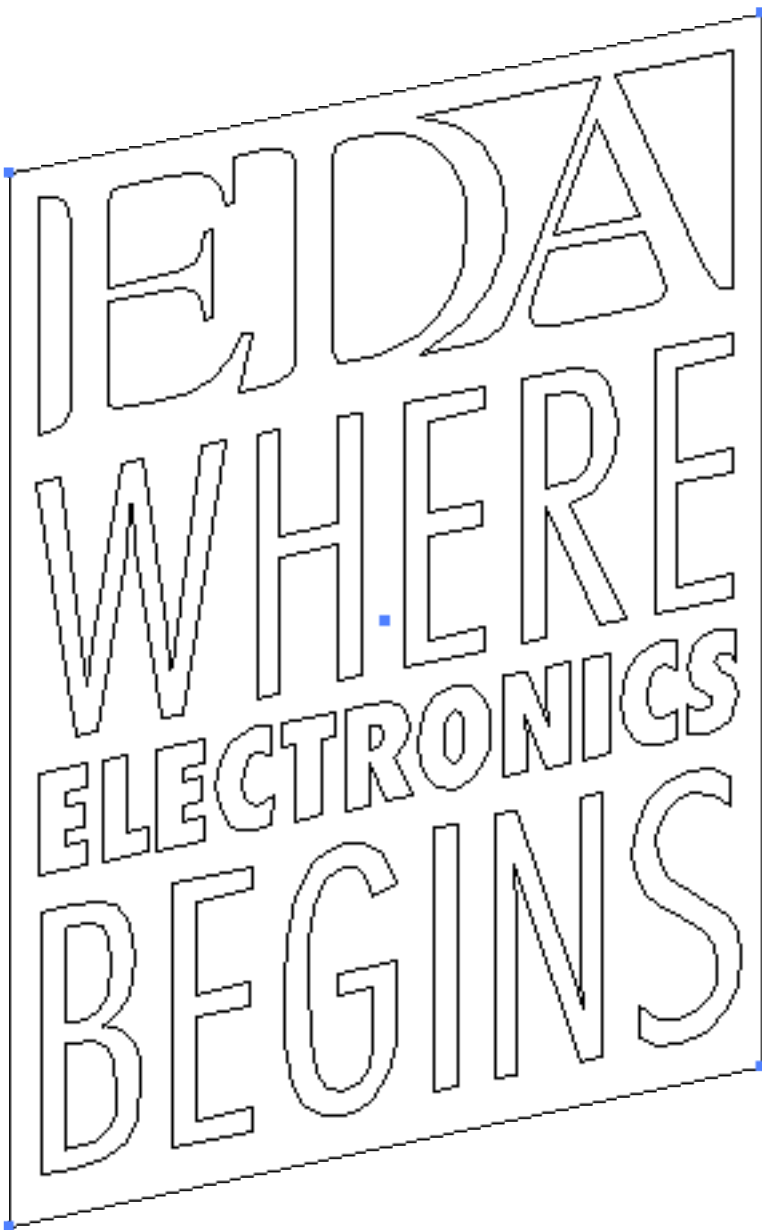
Changing Symbol Attributes

The Border

The original artwork was drawn using Adobe® Illustrator®. Additional file formats have been converted from this original. Changing the symbol's attributes is more easily accomplished in Illustrator than in the other (bitmapped) formats.

The “artwork” view or “wireframe” of the symbol is shown at left. The **border** is shown as “selected”. It may be left invisible or it may be “stroked” and/or “filled” to best suit the user's layout needs.

Do not rotate or alter the symbol's aspect ratio.



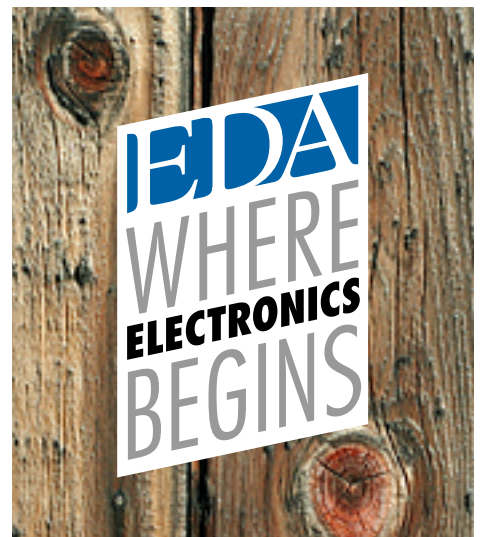
Border is shown here “stroked”
1 point in black



Border is shown here filled with
white separating symbol from solid
background tint of black



Border is shown here filled with
white separating symbol from a
patterned background



Border is shown here filled with
white separating symbol from a
photograph



Preferred version



Preferred version with stroked border

Changing Symbol Attributes

The Color

The preferred color version of the mark is blue and black, matching the blue of EDA Consortium logo from which the symbol is derived. To best suit the user's layout needs, the symbol's colors may be changed .

When changing the color of the type the emphasis must remain on "EDA" and "ELECTRONICS".



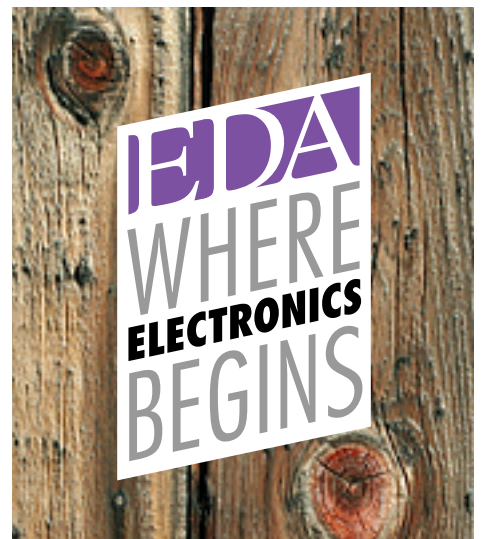
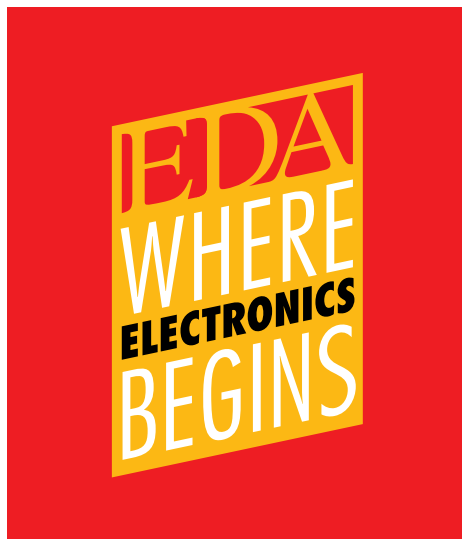
Single-color, positive



Single-color, reversed



Single-color, reversed, border



Three examples of the mark's customization possibilities.