Cree® Authorized Logos Co-Branding Style Guide
1.0 Introduction

Cree is united with its agents, distributors and upgrade partners in the pursuit of a common goal — to deliver beautiful LED light while slashing energy and maintenance costs associated with traditional incandescent bulbs and without the toxic mercury found in fluorescents. Cree provides unparalleled innovation and proven technology with LED lighting. The value of LED lighting is already being realized with installations around the world.

Working with Cree enables access to market-leading products and technology, a commitment to future innovation and most importantly, the assurance that Cree products have been tested and refined to perform as advertised. That’s why Cree is leading the LED lighting revolution.

Cree is proud to work with companies who share our values. Cree has developed a set of logos designed to help our authorized agents, distributors and upgrade partners to leverage the success of Cree with your own company identity.

The examples and standards outlined in this guide are designed to ensure the Cree brand is clearly and consistently represented, while also ensuring that your organization is the main interface for your customers. While it is beneficial to your organization, to Cree and to your customers to show your relationship with Cree, your identity should be the most prominent.

These guidelines cover only Cree-specific elements that reference our particular relationships and initiatives. You must always use your company’s proprietary design when creating your communications materials.

1.1 Corporate marketing contacts

If you have any questions about the content in this guide or proper usage of Cree Authorized logos, please contact lightingmarketing@cree.com.
2.0 Cree Authorized logos

Cree Authorized logos represent an unwavering dedication to innovation, to delivery of the industry’s highest performing products and to a no-compromise approach to efficiency and quality of light.

Proper use of Cree Authorized logos is used to leverage the benefits of Cree’s innovative technology and components in the marketplace. Co-branding logos appear as the Cree logo in a defined format with an associated mark used to distinguish them in the market.
2.1 Use of Cree Authorized logos by third parties

Cree Authorized logos may be used by a third party only if the third party has a signed Co-Branding and Trademark License Agreement with Cree. All uses of Cree Authorized logos and related word marks for purposes of branding by third parties must be in accordance with the provisions of the Trademark License Agreement and this Guide.

The purpose of these requirements is to maintain the integrity of the marks and strengthen the brand. Any non-compliant use of the word marks or logos erode the value of Cree as a brand.

Cree offers three Cree Authorized logos. Your relationship and signed agreements with Cree will determine the correct logo for your use. The logo you need is provided in the logo package you will receive upon execution of the signed agreement. Use only the Cree Authorized logo art files provided by Cree to ensure proper reproduction. When using the Cree Authorized logos, third parties must use camera-ready art or approved computer graphic files supplied by Cree and may not generate the logo independently. Guidelines on proper file formats are provided in section 4.4.
2.2 Cree Authorized logo misuse

Cree monitors the use of Cree Authorized logos very closely. Cree has the right to exercise all rights and remedies for violations of the requirements for use of Cree Authorized logos set forth in this Guide and any associated License Agreement. Typically, the general course of action for violating the requirements for use of Cree Authorized logos will be as follows:

1. Those who violate the guidelines will receive a call or written notice of the specific violation.

2. They must advise Cree in a determined or set timeframe of a course of action for correction of the mark violation.

3. Cree will follow up with them to ensure that the mistake/violation has been corrected.

Further misuse or blatant disregard for the mark guidelines and rules may result in loss of rights to Cree Authorized logos as well as Cree’s exercise of other available rights and remedies.

If you have any questions regarding the use of Cree Authorized logos, please contact lightingmarketing@cree.com.

2.3 Cree master logo

The Cree master logo is reserved exclusively for use by Cree. However, you may use the Cree master logo on your website if the logo usage has a clear association with the product and no association with your company logos or product. See the example provided in Section 2.3.1. Additional exceptions may be considered on a case-by-case basis. If you would like to pursue permission to use the Cree master logo, please contact lightingmarketing@cree.com.
2.3.1 Cree solid logo for very small and digital use

In very small applications (less than 25.5mm) and some digital applications, such as product identification on websites, it is recommended that the solid Cree logo be used.

The **express written consent** of Cree corporate marketing is needed for you to use the solid Cree logo. Cree will supply computer graphic files and camera-ready artwork of the Cree solid logo. Do not generate the Cree solid logo on your own.

All other guidelines for the standard Cree logo must be applied to use of the Cree solid logo.

The logo is available from: branding@cree.com
3.0 Use of the Cree Authorized trademarks

Proper usage of the Cree Authorized trademarks identifies our products and services as technologically superior and market-leading and identifies you as an authorized agent, distributor or upgrade partner for those products and services.

The Cree Authorized trademarks can only be used by authorized Cree agents, distributors and upgrade partners who have signed the appropriate Trademark License Agreement with Cree.

For information on licensing and trademark usage, please contact trademarks@cree.com.

3.1 Trademark symbol

Use the correct trademark symbol. Cree is a registered trademark of Cree, Inc. and must display the ® after the first occurrence of the mark when used in text. The ® symbol will always be superscript with no space between it and the mark Cree.

For example:

**Cree® Authorized Agent**

**Cree® Authorized Distributor**

**Cree® Authorized Upgrade Partner**
3.1.1 When is the ® symbol required?

Preferred usage:

• Use the ® symbol with the first use of the word mark Cree as an adjective.

Considerations:

Trademarks need to only be marked once, per contiguous document. The attribution statement can appear on the last page, back cover or other location that complements the design.

The ® symbol should be used as a superscript, but DOES NOT need to be the same font size/family as the copy. It can be made smaller, to increase aesthetic appeal, as long as it is still legible.

3.1.2 Trademark attribution

Use a trademark attribution statement at the bottom of any documentation containing the logos including language consistent with the following example:

*Cree® is a registered trademark and the Cree Authorized Agent logo is a trademark of Cree, Inc.*

Alternative 1

If the preferred usage as indicated in Section 3.1.1 above is not desirable because of spacing limitations or other aesthetic issues, then the ® symbol can be used on the word mark adjective anywhere in the text, along with an appropriate trademark attribution statement at the bottom of the document.

Alternative 2

For truly space-constrained applications such as small premiums or web banners ads, it is permissible to omit the trademark attribution statement at the bottom of the document and to use the ® symbol on a word mark that is used as an adjective.
3.2 Proper usage of the Cree Authorized phrases in text

Do not vary the spelling or capitalization, add hyphens, make one word two or use a plural form of the Cree Authorized Agent, Cree Authorized Distributor or Cree Authorized Upgrade Partner phrases.

- There is only one correct usage of the phrases and that is Cree Authorized Agent, Cree Authorized Distributor or Cree Authorized Upgrade Partner.

Cree Authorized Agent

Cree Authorized Distributor

Cree Authorized Upgrade Partner

- The phrases should always be capitalized as shown here.

- If the usage of the word mark Cree in the Cree Authorized phrases is the first and/or only usage of the word mark in text, then the ® symbol should be used with the mark consistent with the guidelines provided in Sections 3.1 and 3.1.1.

- Do not hyphenate or place an extra space anywhere in the phrases. For example: Cree Authorized Agent should never be Cree-Authorized Agent.

- Do not use Authorized Agent, Authorized Distributor or Authorized Upgrade Partner by themselves.

- Do not shorten or make acronyms out of the Cree Authorized Agent, Cree Authorized Distributor or Cree Authorized Upgrade Partner phrases.

- Do not display Cree Authorized logos or related Cree Authorized phrases in a manner that is illegible or difficult to read.

- On materials that include both Cree Authorized logos and your company name, you must display your company name more prominently than the Cree Authorized logos.

- Do not use Cree Authorized logos or the related phrases in a manner such that they appear to be associated with products of other manufacturers.
3.3 Exceptions

With the express written consent of an authorized representative of Cree, other attributions may be used.

If you have any questions regarding the use of the Cree Authorized logos, please contact lightingmarketing@cree.com.

4.0 Presentation of Cree Authorized logos

4.1 Color

The Cree Authorized logos appear in “Cree Blue” as defined below:

Pantone: 294
RGB: 0, 85, 150
Hex: #005596
CMYK: C 100, M 58, Y 0, K 21
4.2 Examples of correct color usage

The Cree Authorized logos can appear in three color formats: Cree Blue (PMS 294), solid black or a solid white, knockout version.

Cree Authorized logos can only appear on a white, black or Cree Blue (PMS 294) background.

No other colors or combinations are permitted without the express written consent of an authorized Cree corporate marketing representative.

If you have any questions regarding the use of the Cree Authorized logos, please contact lightingmarketing@cree.com.

![Cree Blue (PMS 294) lettering on a white background.](image)

![Black lettering on a white background](image)

![White lettering on a Cree Blue (PMS 294) background](image)

![White lettering on a black background](image)
4.3 Examples of incorrect background usage

Cree Authorized logos may not be placed on a busy, obtrusive or non-approved colored background. The following are a few examples of unacceptable uses.
4.4 Logo file formats

Cree Authorized logos are provided in these file formats: EPS, JPEG, PNG and GIF. Following are some recommended guidelines designed to help you select the right file format for your particular application.

4.4.1 EPS format

EPS format is applicable for high-quality print and reproduction applications and may be scaled to any size without sacrificing image quality. EPS format is ideal for page layout or graphics programs and may also be used to create files in any other image formats and sizes. EPS files should not be used for on-screen, office or web applications.

4.4.2 JPEG format

JPEG format is best suited for office, on-screen and web applications and works well for printing on low-resolution printers. Never use JPEGs for high-quality print output or for scaling to larger logo sizes. Do not animate any Cree Authorized logo.

4.4.3 PNG format

The PNG format works well for office applications such as PowerPoint® presentations and Microsoft® Word® documents, but should never be used to resize the logo larger than provided in the initial PNG file.

4.4.4 GIF format

GIF format logos are ideal for on-screen and web applications. They should never be used for high-resolution printing and should not be scaled to make the logo larger than the size provided in the original GIF file. Do not animate any Cree Authorized logo.
4.5 Incorrect usage examples

1. Do not change the colors of the Cree Authorized logos.
2. Do not use other types of typefaces for the Cree Authorized logos.
3. Do not skew the Cree Authorized logos.
4. Do not distort the Cree Authorized logos.
5. Do not rotate the Cree Authorized logos.
6. Do not add elements to the Cree Authorized logos.
7. Do not substitute any part of the Cree Authorized logos.
8. Do not separate any of the Cree Authorized logo’s elements.
9. Do not rearrange any parts of the Cree Authorized logos.
10. Do not violate the clear space of the Cree Authorized logos.
11. Do not let text run into the Cree Authorized logos.
12. Do not animate the Cree Authorized logos.

1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12.
4.6 Spacing / clear space

Cree Authorized logos should be surrounded by a region of background color at least as wide as the lettering height, as shown below.

4.6.1 Incorrect spacing of Cree Authorized logos

Cree Authorized logos should never be presented such that they could be viewed as a compound mark. For example (as shown below), the Cree Authorized Distributor logo should never be shown physically touching or adjacent to another mark such that the two marks appear to be part of the same overall trademark.
4.6.2 Spacing exceptions

With the express written consent of an authorized representative of Cree, the spacing requirements may be relaxed on items where the available physical space or graphic resolution is limited.

If you have any questions regarding the use of Cree Authorized logos, please contact lightingmarketing@cree.com.

4.7 Sizing

Proper sizing of Cree Authorized logos is critical to ensure the impact of the Cree brand.

4.7.1 Minimum size in print

Cree Authorized logos must be shown no less than 21mm (.875 inches) wide when printed.
4.7.2  Signage and other large format usage

If the logo is larger than 30cm (12 inches) wide, remove the ™.

4.7.3  Recommended minimum size for online and video use

It is recommended that Cree Authorized logos be reproduced no smaller than 70 pixels wide when used on-screen and in video. Do not animate any Cree Authorized logo.

4.7.4  Size exceptions

With the express written consent of an authorized representative of Cree, the size requirements may be relaxed on items where the available physical space or graphic resolution is limited.

If you have any questions regarding the use of Cree Authorized logos, please contact lightingmarketing@cree.com.
4.8 Cree Authorized logo placement

4.8.1 Subordinate status and association

Cree Authorized logos should always be smaller and less prominently placed than your company logo. Your company logo should be at least two times the size of the Cree Authorized logo.

- Do not position Cree Authorized logos above your mark.
- Do not make Cree Authorized logos larger than your mark.
- Do not graphically link Cree Authorized logos to your mark.
4.9 Examples: Where to use Cree Authorized logos

Sections 4.9.1 - 4.9.14 demonstrate correct usage of Cree Authorized logos in collateral and marketing materials.

Please submit all collateral and marketing materials utilizing Cree Authorized logos for approval prior to release.

If you have any questions regarding the use of Cree Authorized logos, please contact lightingmarketing@cree.com.

4.9.1 Business cards

Cree Authorized logos used on business cards must follow the design elements as described in sections 4.0 - 4.8 of this guide.

- The mark is larger than the Upgrade Partner logo.
- The mark is rotated and improperly positioned within a graphic element.
- The mark is positioned in color on a color background.
4.9.2 Email signatures

Cree Authorized logos used in email signatures must follow the design elements as described in sections 4.0 - 4.8 of this guide.

Sincerely,
John

John Smith | COMPANY NAME
Title

Tel.: 55 (55) 5555-1100  jsmith@companyname.com
Fax: 55 (55) 5555-2255  wwwcompanyname.com

• The mark is placed above the Agent logo.

• The mark is being used without an Agent logo present.

• The mark is not subordinate to the Agent logo.
4.9.3 Websites

Cree Authorized logos used in websites must follow the design elements as described in sections 4.0 - 4.8 of this guide.

- The mark is not subordinate to the Agent logo.
- The mark is improperly placed on a busy photographic background.
4.9.4 Brochures

Cree Authorized logos used in brochures must follow the design elements as described in sections 4.0 - 4.8 of this guide.

- The mark is not subordinate to the Distributor logo.
- The mark is skewed.
- The mark is improperly positioned within a busy background.
- Improper use of the Cree brand in the headline.
- The mark is positioned in color on a colored background.
- The mark is broken and rearranged in parts.
4.9.5 Spec sheets

Cree Authorized logos used in spec sheets must follow the design elements as described in sections 4.0 - 4.8 of this guide.

- The mark is not subordinate to the Upgrade Partner logo.
- The mark is placed on an unapproved colored background.
- The mark is rotated.
- The clear space of the mark is violated.
4.9.6 Print advertising

Cree Authorized logos used in print advertising must follow the design elements as described in sections 4.0 - 4.8 of this guide.

- The mark is positioned above the Agent logo.
- The mark is colored on a colored background.
- The clear space of the mark is violated.

- The mark is not subordinate to the Agent logo.
- The mark is positioned on top of the product.
4.9.7 Online advertising

Cree Authorized logos used in online advertising must follow the design elements as described in sections 4.0 - 4.8 of this guide.

- The mark is placed on an unapproved color background.
- The mark is used without the Distributor logo.
- The mark is too small and illegible.
4.9.8 PowerPoint® presentations

The Cree Authorized logos used in PowerPoint® presentations must follow the design elements as described in sections 4.0 - 4.8 of this guide.

- Don't use the Cree logo larger than the Upgrade Partner logo.
- Don't use the Cree logo on a colored background. The Cree logo must also be subordinate to the Upgrade Partner logo.
4.9.9 Large signage

The Cree Authorized logos used in large signage must follow the design elements as described in sections 4.0 - 4.8 of this guide.

- Don’t use the Cree logo larger than the Distributor logo.
- Don’t use a registered mark on the logo when it is larger than 12”.
- Don’t put the Cree logo on a photo background.
4.9.10 Tradeshow displays

Cree Authorized logos used in tradeshow displays must follow the design elements as described in sections 4.0 - 4.8 of this guide.

- Don’t use a registered mark on the logo when it is larger than 12”.
- Don’t use the Cree logo larger than the Distributor logo.
- Don’t put the Cree logo on a photo background.
4.9.11 Direct mail

Cree Authorized logos used in direct mail must follow the design elements as described in sections 4.0 - 4.8 of this guide.

- Don’t use the Cree logo larger than the Distributor logo.

- Don’t put the Cree logo on a color background.
4.9.12 Point of purchase

Cree Authorized logos used in point of purchase must follow the design elements as described in sections 4.0 - 4.8 of this guide.

- The mark is not subordinate to the Distributor logo.
- The mark is skewed.
- The mark is improperly positioned within a busy background.
- Improper use of the Cree brand in the headline.
- The mark is positioned in color on a colored background.
4.9.13 Premiums/promotional items

Cree Authorized logos used on premiums or promotional items must follow the design elements as described in sections 4.0 - 4.8 of this guide.

- The mark is not subordinate to the Upgrade Partner logo.

- The mark is positioned in color on a color background.
4.9.14 Corporate apparel

Cree Authorized logos used on corporate apparel must follow the design elements as described in sections 4.0 - 4.8 of this guide. However, the ™ mark does not need to be included with the Cree Authorized logos, since the limitations of printing on fabric make this difficult to reproduce.

- The mark is not subordinate to the Upgrade Partner logo.
- The mark is rotated and improperly positioned.
- The mark is positioned in color on a color background.
4.9.15 Vehicle signage

Cree Authorized logos used in vehicle signage must follow the design elements as described in sections 4.0 - 4.8 of this guide.

- The mark is not subordinate to the Upgrade Partner logo.
- The mark is positioned in color on a color background.
- Don’t use a registered mark on the logo when it is larger than 12”.
5.0  How can we help? Contact us.

If you have questions about proper usage of Cree Authorized logos, please contact us. We’re happy to answer your questions.

Send us an email at lightingmarketing@cree.com.

Thank you.

Thank you for supporting Cree as a company and brand.

Cree® and the Cree logo are registered trademarks, and the Cree Authorized Agent logo, the Cree Authorized Distributor logo, and the Cree Authorized Upgrade Partner logo are trademarks of Cree, Inc. All other trademarks are the property of their respective holders.