



ANALOG & MIXED-SIGNAL SOLUTIONS

BRAND BOOK 2023

WWW.TRIADSEMI.COM

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INTRODUCTION

Triad Semiconductor allows the end user to connect the REAL world and transcend into an experience with Sight, Sound, and Feel.

We do this by allowing our customers to design and create solutions that bring this REAL world to the end user whether it is high performance audio for their enjoyment or drawing them into an experience with augmented reality or virtual reality.

These experiences create a feeling of the REAL world through analog innovation brought into the digital world. These are memories for a lifetime.

SIGHT / SOUND / FEEL

04

VISION

INNOVATION FOR
THE REAL WORLD





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TAGS

SIGHT // SOUND // FEEL

ANALOG & MIXED-SIGNAL SOLUTIONS

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MISSION

Providing analog & mixed-signal solutions to enable our customers to deliver sight, sound, and feel at the heart of their technology.

A mission statement is a short, meaningful phrase that neatly encapsulates the purpose that is driving the business. A mission statement should answer the question of why a company does what it does.





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BRAND PROMISE

To provide all the analog & mixed-signal technologies, tools, and support needed to rapidly and easily support our client's real world product innovations.

A brand promise connects a company's positioning, strategy and people with its customers' experience and differentiates the brand from the competition.

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THE LOGO

Main logo



Stacked logos

Side logos

Black and white logo use

To accommodate black and white art, the Triad logo can be used as follows.



LOGO RESTRICTIONS

To maintain the Triad brand, the Triad logo art should not be altered in anyway unless otherwise noted as an approved exception in the Triad Brand Guidelines. Below are a few examples of incorrect use.



Do not stretch



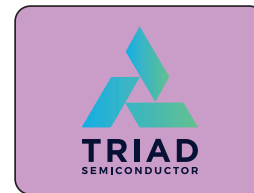
Do not colorize



Do not change the font



Do not move the second line from the standard placement



Do not enclose in a shape

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TYPOGRAPHY

Gotham

Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

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COLOR PALETTE

Color can powerfully express the look and feel of our company. Please use the colors as indicated below when representing the Triad brand in print and digital materials. Pantone values are based on the Pantone Color Match system.

Primary

The Company's primary colors are driven by the color values of the Triad logo.



CMYK 100, 92, 44, 59
RGB 24, 27, 53
HEX #181b35



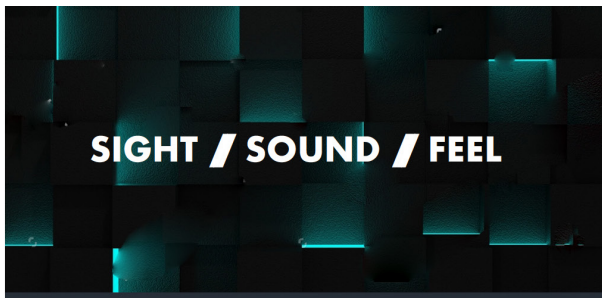
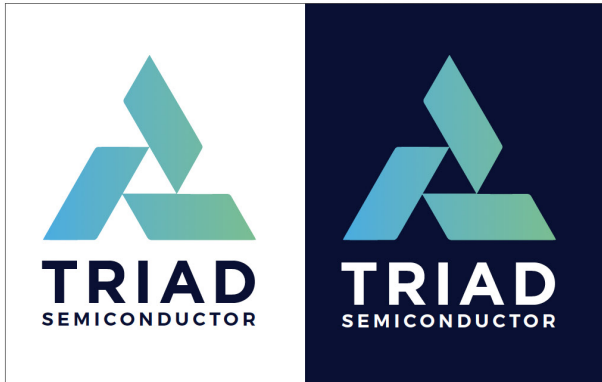
CMYK 72, 11, 0, 0
RGB 28, 172, 228
HEX #1cace4

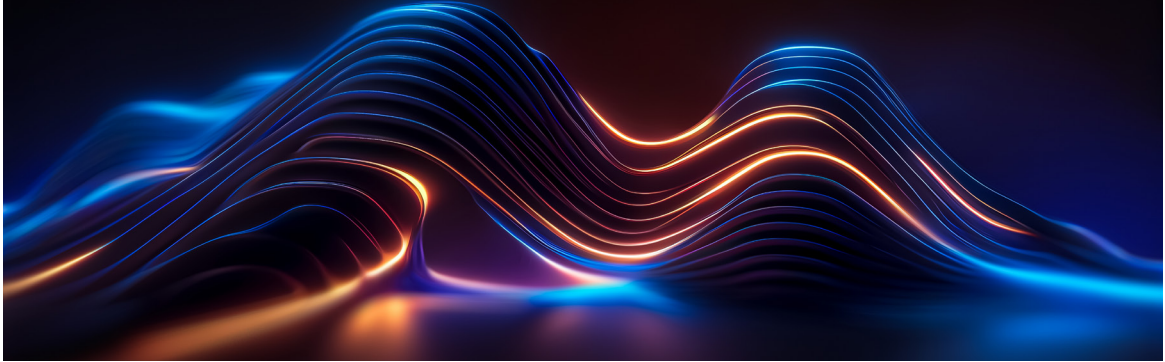


CMYK 61, 0, 59, 0
RGB 107, 188, 135
HEX #6bbc87

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IMAGERY







TRIAD
SEMICONDUCTOR

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