

ST logo

The ST logo has a rhomboid shape with the letters “S” and “T” inscribed in it. Always use the logo files provided in the logo pack. Do not re-create it.



Our most important brand asset.

At a first glance, the ST logo is a deceptively simple and unassuming thing.

And yet that logo – in all the ways we use it – constitutes something every bit as valuable to our company as the products we sell.

That something is our corporate identity. It's something no other company has. It brings immediate credibility and recognition to everything it adorns.

Also, this is the most used asset across all our design work, communications and marketing materials.

This is not to be tampered with and the minimum and maximum sizes must be adhered to.

Our logo should always be prominent and legible.

The exclusion zone exists to prevent other elements from being placed too close to the logo and to create maximum impact.

Logo minimum clear space

Ensure there is adequate space between the logo and surrounding elements.
The clear space around it should always be greater than or equal to 2,5 times the height of “x”.

x = thickness of letters ST

Photos, texts, or any other graphic elements must not encroach upon the designated minimum clear space area.



Logo minimum size

The ST logo must perform well at all sizes.
Use the guidelines below for proper implementation at small sizes.

Always ensure that the logo is not used at dimensions less than 10 mm or 45 pixels.

Print



Web / screens



Logo color variations

The primary logo is ST dark blue. The secondary version is white.

The logo may be used in black when technical limitations don't allow its usage in blue and white. A typical example is a fax.



ST dark blue logo (primary version)



White logo



Black logo

ST Dark Blue:

HEX #03234B | RGB 3, 35, 75

CMYK 100, 80, 30, 60 | Pantone 282 C

Usage on backgrounds

The ST logo should be used on white or ST dark blue backgrounds as the preferred use cases. In specific cases as defined in the templates provided by the ST agency, the ST logo may be used on light blue and yellow backgrounds.

Avoid using the ST logo on photographs. If the case arises, you must ask for approval from the ST agency who will ensure that the logo sits on an uncluttered light or dark area of the image and that there is proper contrast to guarantee maximum visibility.



Primary usage



Specific cases
(note: on light blue and yellow, always use the dark blue logo - never white)



Usage on photos and motion assets

Logo misuse / don'ts

The ST logo shall not be modified or used in a graphic composition. The ST logo should not be animated in any way other than in the templates created by the ST agency. The logo is a complete visual on its own, and no additional graphic elements or effects should be added to it.

Some of the most common misuses are shown below.

❌ Do not use drop shadows or any other effects



❌ Do not use the white logo on a light background



❌ Do not distort the logo



❌ Do not use the previous versions of the logo



❌ Do not use different colors



❌ Do not outline the logo



❌ Do not use the logo on complex or busy backgrounds



❌ Do not use the logo as a text element in words or sentences



Company name nomenclature: STMicroelectronics

On first mention always refer to our company as “STMicroelectronics”. The first 3 letters “STM” must be all caps, and the rest of the word is lower case.

Always abbreviate our company name as "ST" (never "STM" nor “STMicro”).

When used in current text, the word STMicroelectronics can be written with any font (Arial, Helvetica etc.).

When the corporate name is used in association with the ST logo, "STMicroelectronics" must be written using ITC Lubalin Graph Medium. More information on how to use the ST logo + the company name on the next page.

Logo + STMicroelectronics

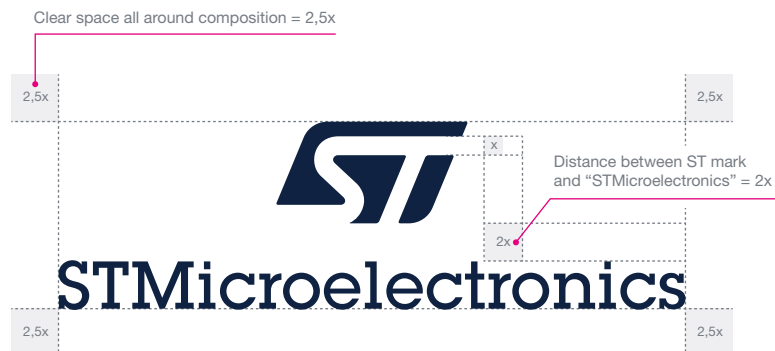
The ST logo can be associated with the company name STMicroelectronics when the situation requires it: event booths, site branding and signage.

Follow the spacing and alignment specifications below. Never modify the proportions and spacing of the ST logo or the word STMicroelectronics. The company name is written in ITC Lubalin Graph Std Medium. STMicroelectronics is always centrally aligned to the ST logo.

Horizontal version



Stacked version



Vertical version (events only)

