



Marvell Brand Guidelines

May 2020



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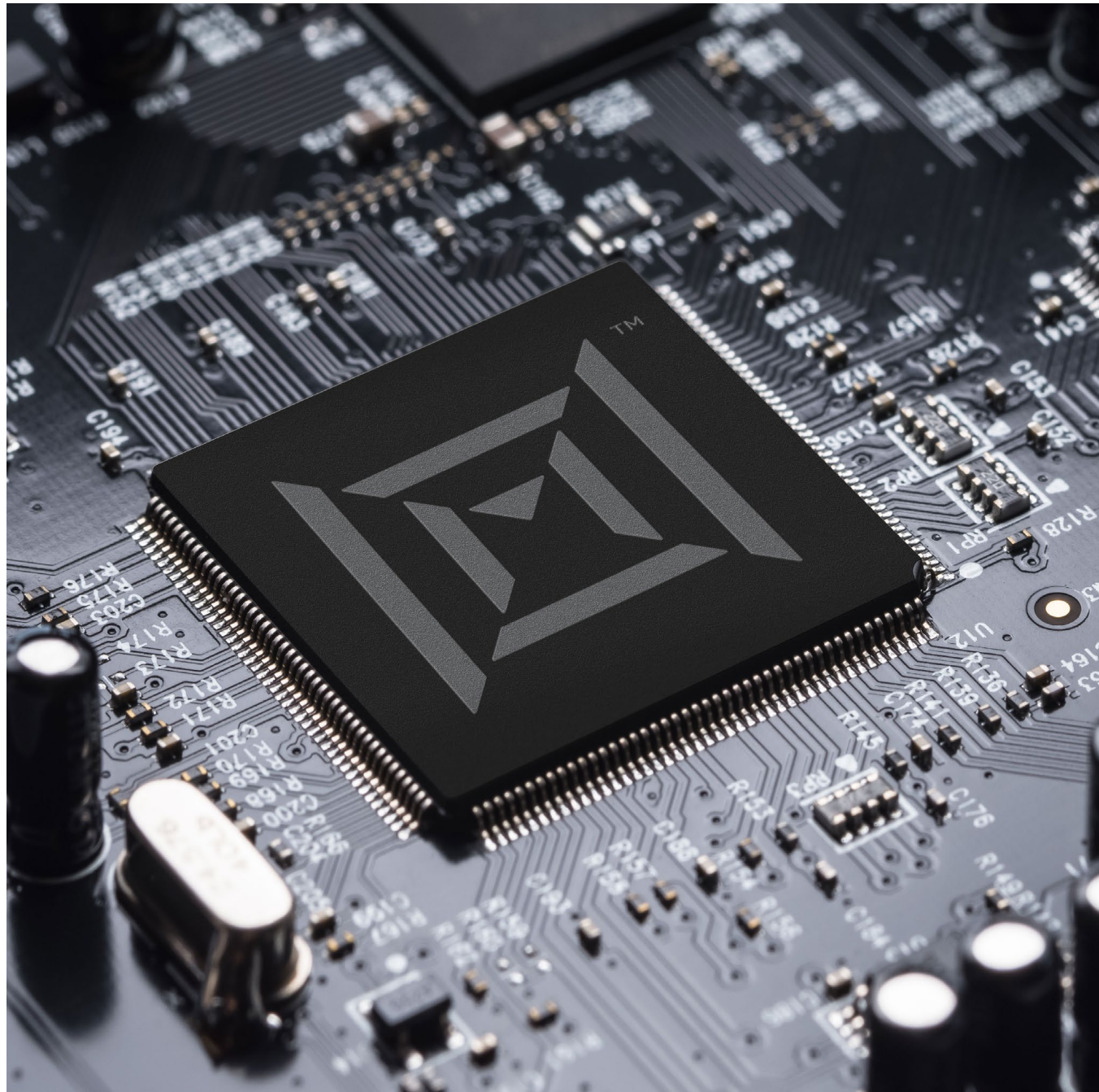
Introduction

Welcome.

This document introduces the Marvell brand platform and defines principles and standards for our verbal and visual expression.

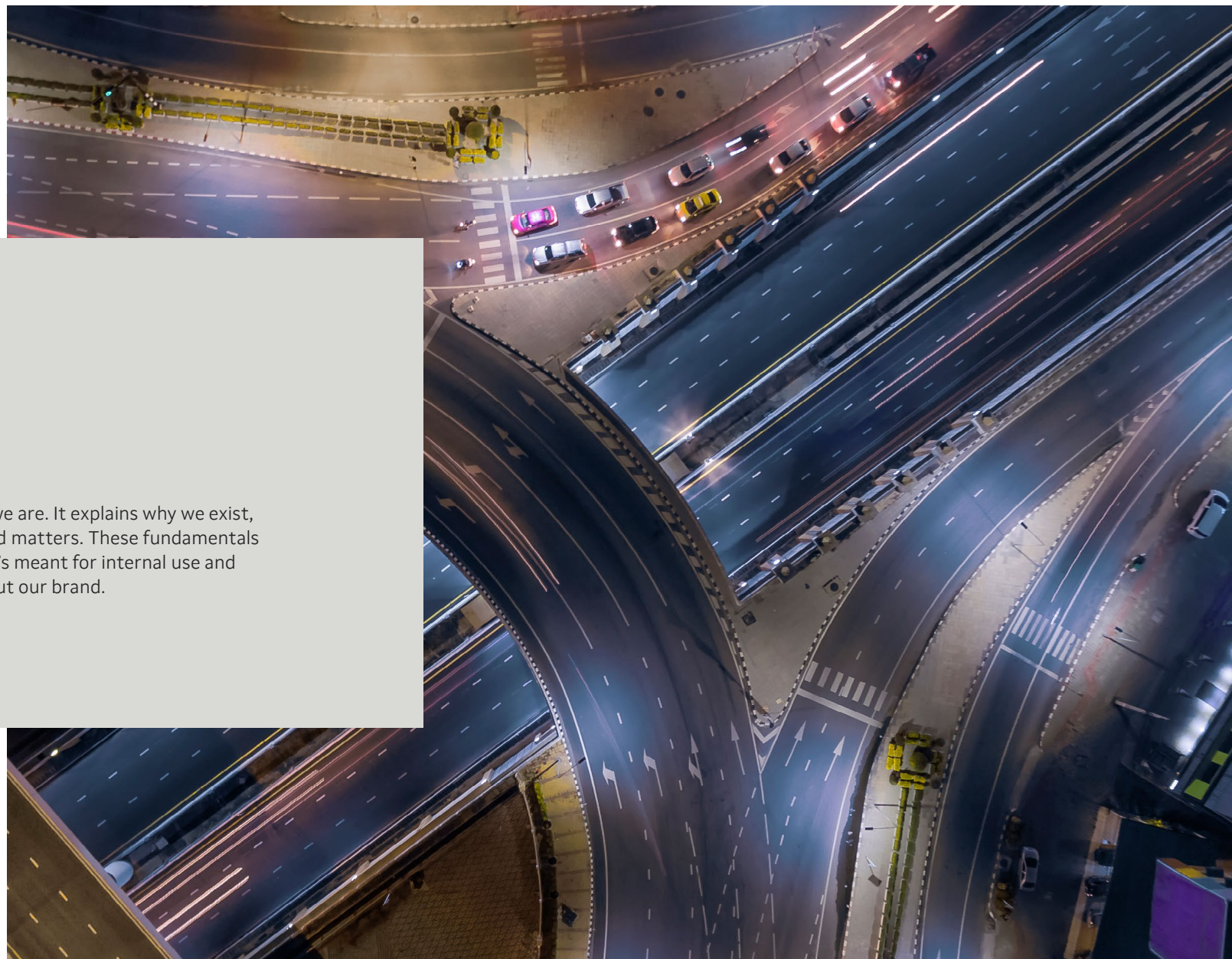
It is a practical set of ground rules for content creators, meant to guide them in telling consistent, effective stories that are unique and authentic to the brand.

No matter the market or touch point we're designing for, every interaction is an opportunity to educate or remind people of how we put our culture of ownership to work for our customers.



Brand strategy

Our brand strategy outlines who we are. It explains why we exist, what we believe and why our brand matters. These fundamentals guide everything we do and say. It's meant for internal use and helps us all tell a unified story about our brand.



Brand narrative

We believe that infrastructure powers progress. That execution is as essential as innovation. That better collaboration builds better technology.

That's why, at Marvell, we go all in with you.

Focused and determined, we unite behind your goals as our own. We leverage our unrivaled portfolio of infrastructure technology to identify the best solution for your unique needs. And we sit shoulder-to-shoulder with your teams to build it. Agile in our thinking, and our partnerships, we look for unexpected connections that deliver a competitive edge and reveal new opportunities.

At Marvell, we're driven by the belief that how we do things matters just as much as what we do. Because, with a foundation built on partnership, anything is possible.

At Marvell,
we go all in
with you

Brand idea

Our leading semiconductor solutions are the essential building blocks of the infrastructure technology of the future.

Essential technology, done right™

Speaks to both our customer-centric approach and commitment to high-quality, tailored solutions.

Visual identity

Our visual identity brings our brand strategy to life, reinforcing who we are and what we deliver. In this section, you'll discover elements that make up our visual system including our logo, color, typography and photographic style. Each component is a powerful creative tool that, when used together, can strengthen how people see us and reinforce what we want them to know about us.



Concept overview

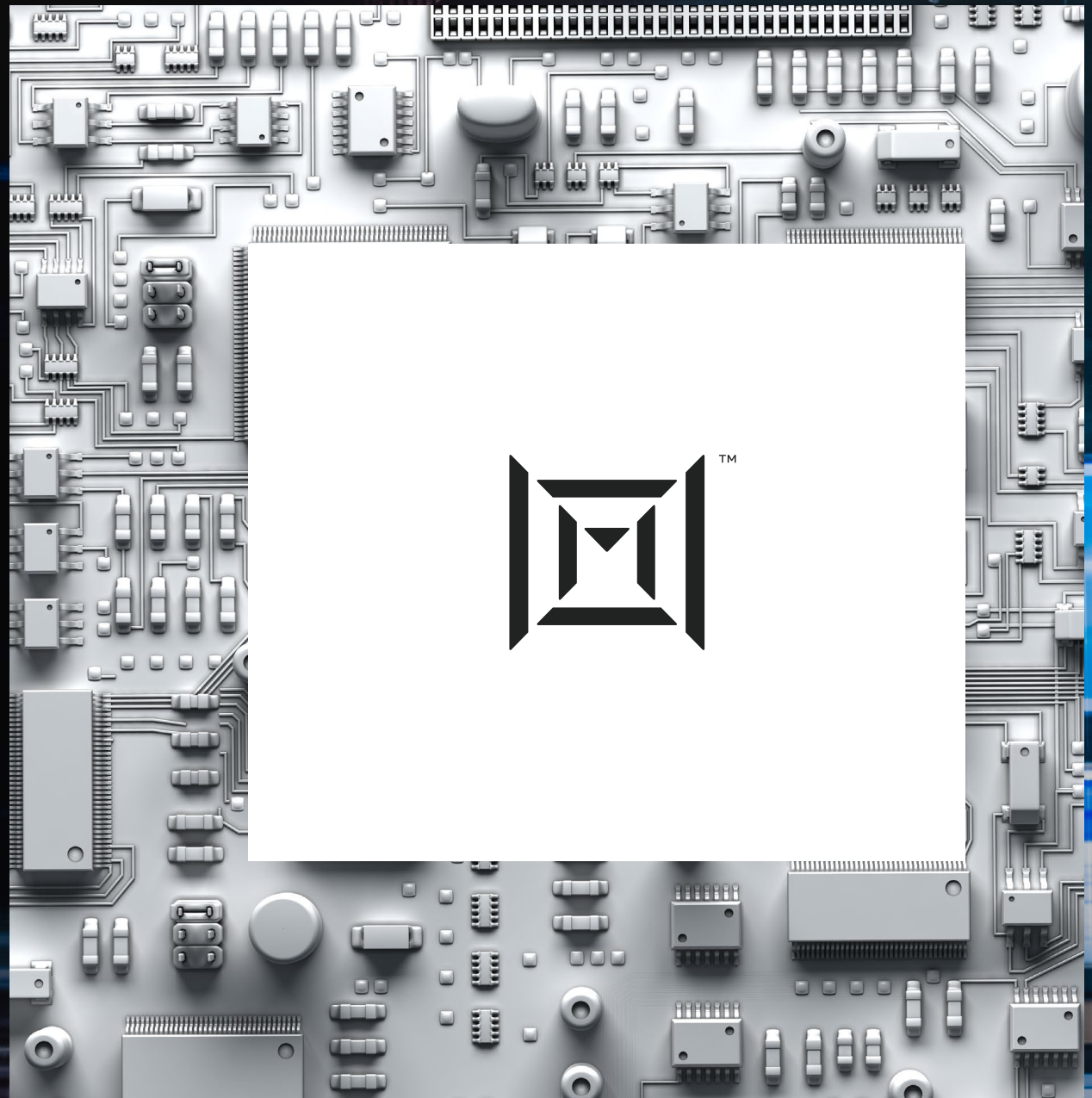
The visual identity system underscores the idea that we're developing the essential building blocks of infrastructure technology.

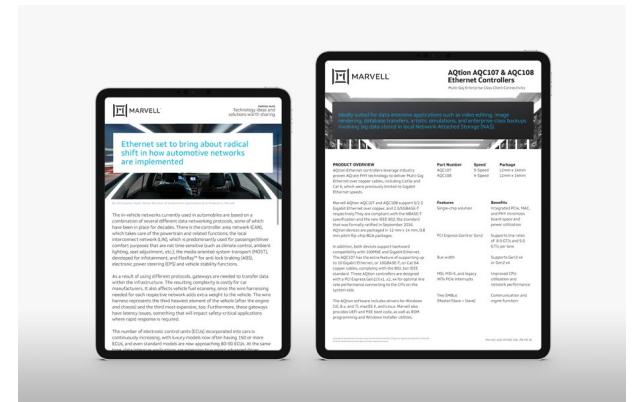
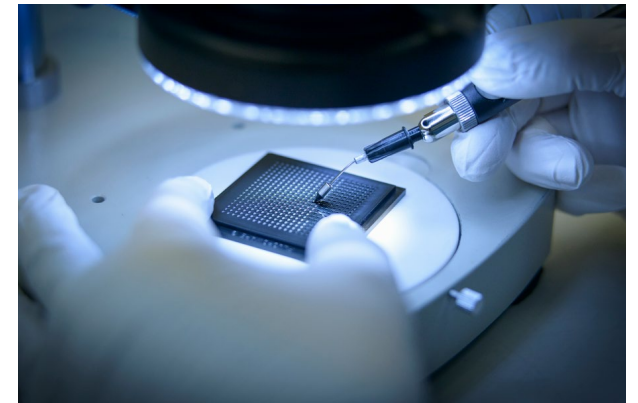
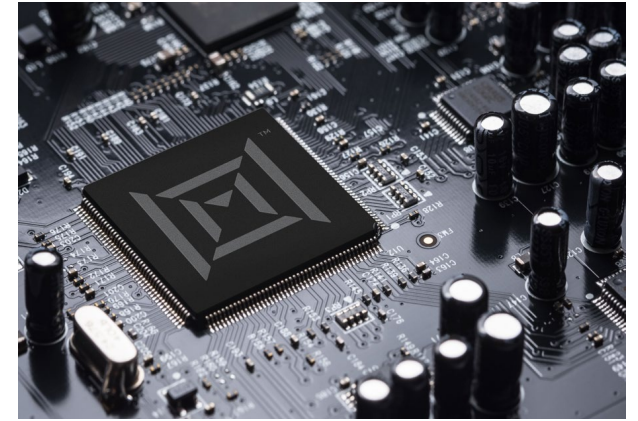
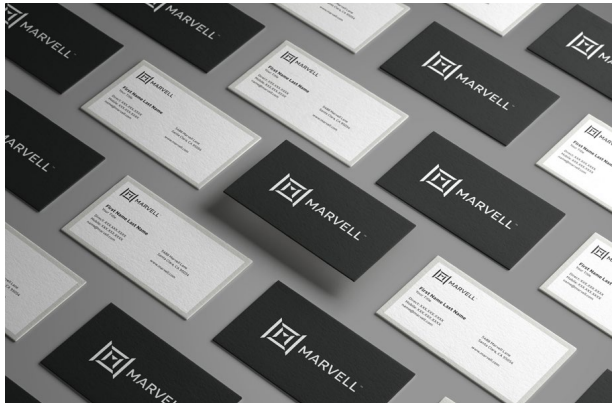
Our logo is based on a simple symmetry that anchors a point of origin at its center. Horizontal and vertical bars are arranged around the core to create in- and outward flow while forming a strong structure.

The movement from the center of the symbol is extended to the arrangement of shapes and containers in the surrounding layout components. Together with the logo, these arrangements speak to the essential nature of our solutions while highlighting their scalability.

By juxtaposing different images within the containers, we can illustrate our process of working with our partners in addition to demonstrating what our technology enables and the impact it has.

A precise and clear arrangement of elements alludes to the quality of our products.





The logo

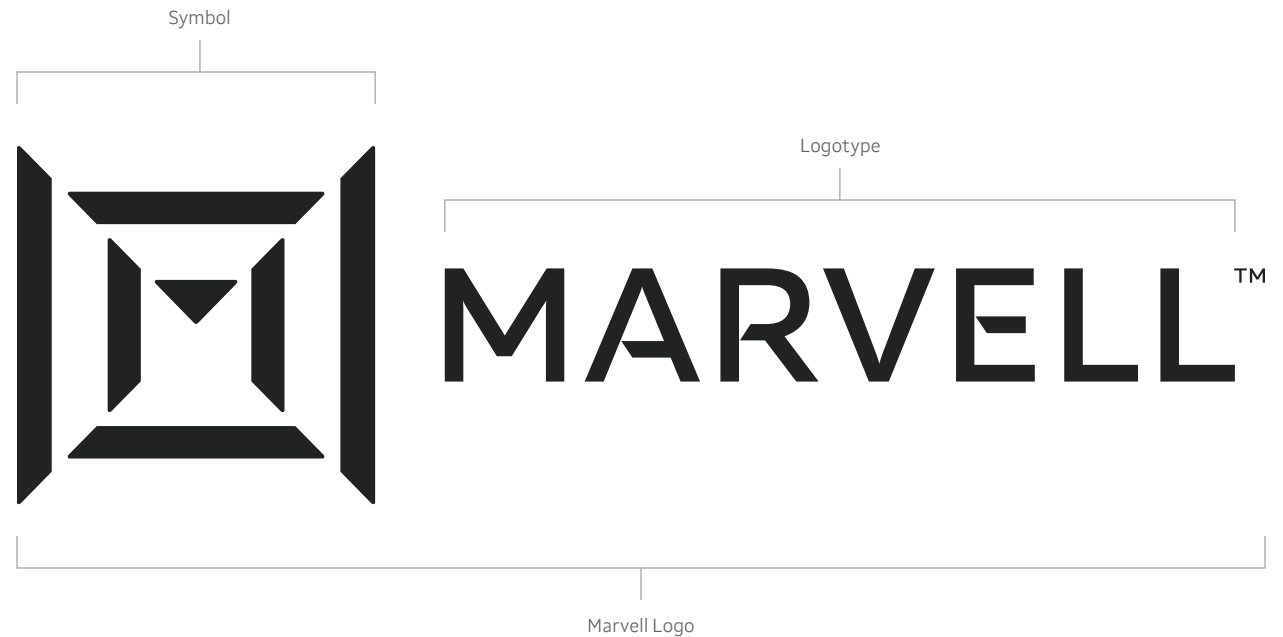
The symbol and the logotype create the Marvell logo. In most communications, the logo, comprised of both symbol and logotype, should be used.

Our logo is the visual anchor of all Marvell communications. The consistent use of our logo ensures a cohesive visual presence and protects the legal integrity of the brand.

The logotype consists of a customized, all-caps font that echoes the geometry of our symbol.

The overall logo is trademarked. To protect that status, it should never be changed or redrawn.

The Marvell logotype of the logo should never be used translated.



The symbol

Our symbol expresses our brand idea and captures key attributes in an arrangement of few shapes.

Made up of multiple layers and angles to reveal an “M” for Marvell, the symbol conveys our precision, focus, growth and progress. It is emblematic of our products’ scalable impact.

The symbol without the logotype should only be used in certain applications:

- When it’s apparent that the communication is coming from Marvell and the Marvell name is mentioned in close proximity (e.g., social media profile badges)
- When available space is too small to accommodate the entire logo (e.g., product badging, website favicon, lapel pin)
- When a subtle brand reference is appropriate (e.g., embroidery on apparel)



Logo variations

There are two versions of the logo available for use: horizontal and stacked. This ensures adaptability to a variety of layout needs.

The horizontal logo version leads with the symbol followed by the logotype to its right.

The horizontal configuration is preferred. It works well in most contexts, particularly in left- or right-aligned compositions.

This version of the logo can also be used in vertically restricted spaces.

The stacked logo aligns the symbol center above the logotype. It can also be used in formats that are horizontally restricted or have a square footprint, such as signage or display ads.



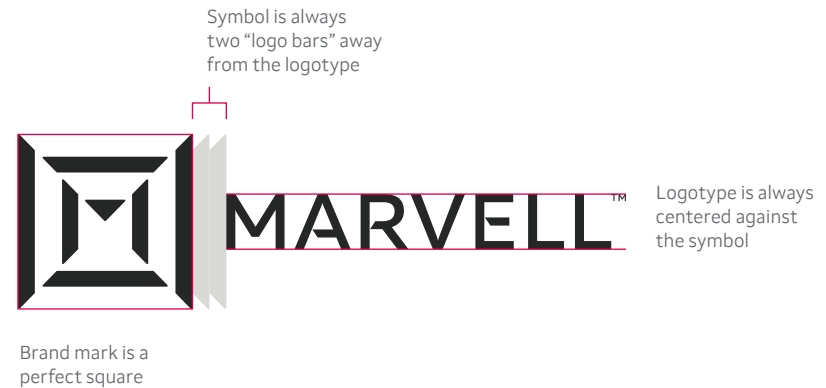
Horizontal logo structure

The proportions of the logo elements have been carefully considered to ensure maximum legibility and balance at all sizes. Do not alter the relationship of symbol to logotype.

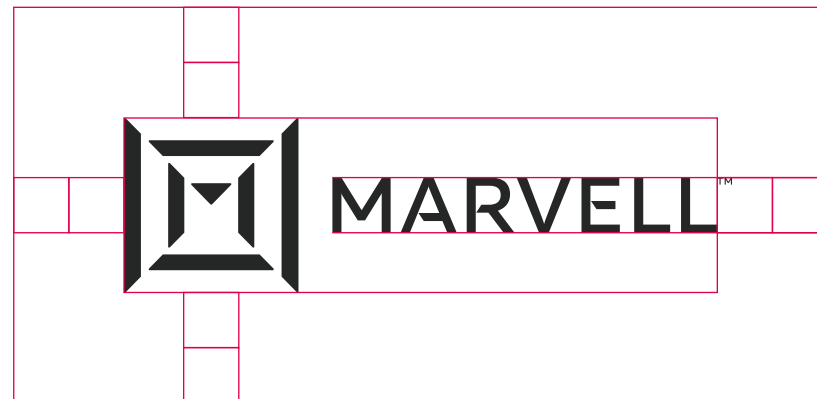
Clear space guidelines have been established to protect the clarity and prominence of our logo within any layout. This clear space is relative to the size of the logo being used (double the height of the Marvell logotype).

There may be instances, in particular in the digital realm, where the minimum clear space surrounding the logo cannot be established. In those situations of limited available space, it is permissible to surround the logo with less space than desired.

However, ensure that the logo is not placed in close proximity to other elements of the layout, which may compete with the logo for attention and negatively affect its impact.



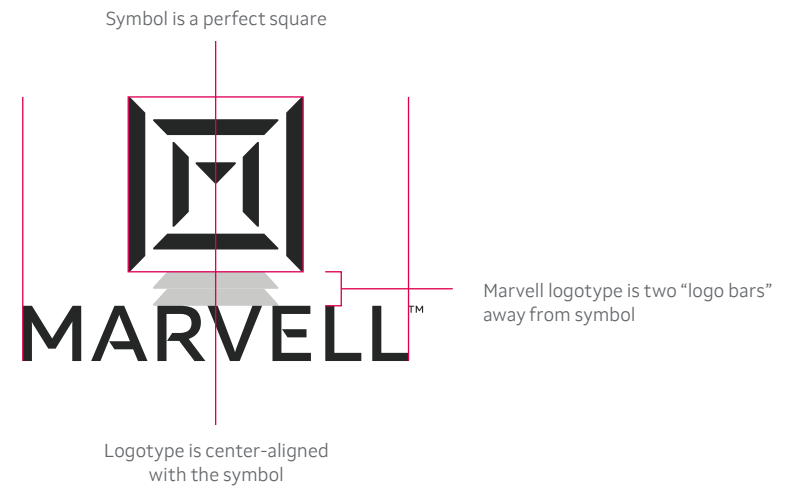
As a general rule of thumb, the clear space around the Marvell logo should be equal to double the height of the Marvell logotype



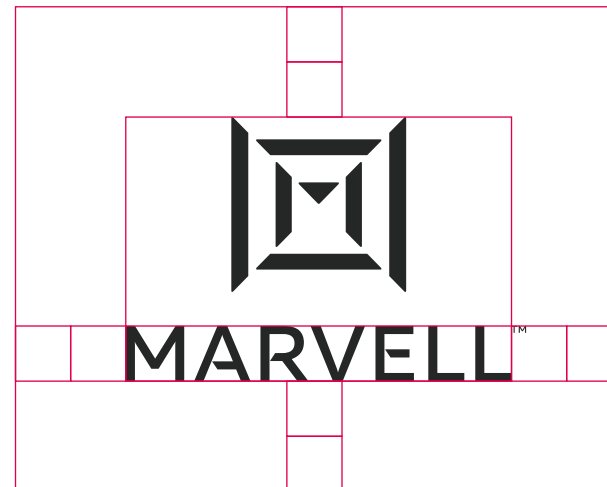
Stacked logo structure

The stacked arrangement of the logo has been created to mirror the proportions of symbol to logotype in the horizontal version.

Similar clear space guidelines as for the horizontal lockup also apply to the stacked version.



The clear space around the Marvell logo should be equal to double the height of the Marvell logotype



Logo lockup don't's

Our logo should be used consistently across every touch point. Never modify, alter, redraw or embellish the logo artwork in any way.



Do not adjust spacing between logotype and symbol



Do not invert or realign the configuration of symbol to logotype



Do not alter the arrangement of symbol to logotype along a horizontal or vertical axis



Do not use more than one color in the logo or a color that is different from all black or all white



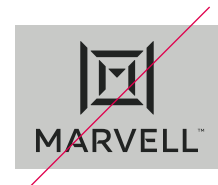
Do not distort the logo in any manner



Do not rotate the logo



Do not add any special effects to the logo



Do not contain the logo in a holding shape

Logo color variations

Our logo can be presented in one of two colors: Marvell black or white. Select the version that ensures legibility and clarity based on the background color.

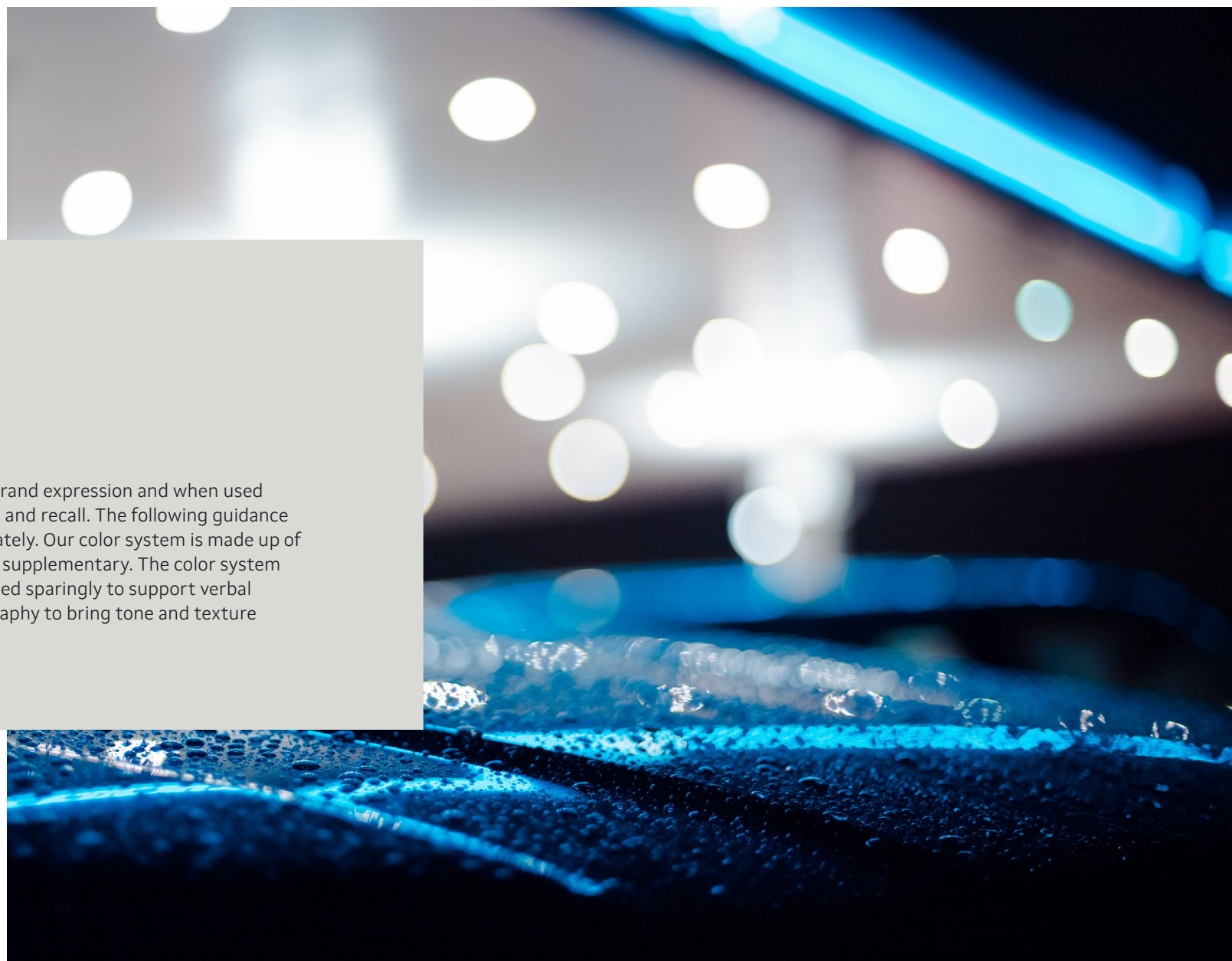
If you're using a light background, opt for the black logo. If you're using a dark background, use the white logo.

Always ensure there is ample contrast for legibility.



Color system

Color is an important part of our brand expression and when used consistently, improves recognition and recall. The following guidance helps us apply our colors appropriately. Our color system is made up of two distinct palettes: primary and supplementary. The color system is purposefully minimal. Color is used sparingly to support verbal communication and allow photography to bring tone and texture to the expression of our brand.

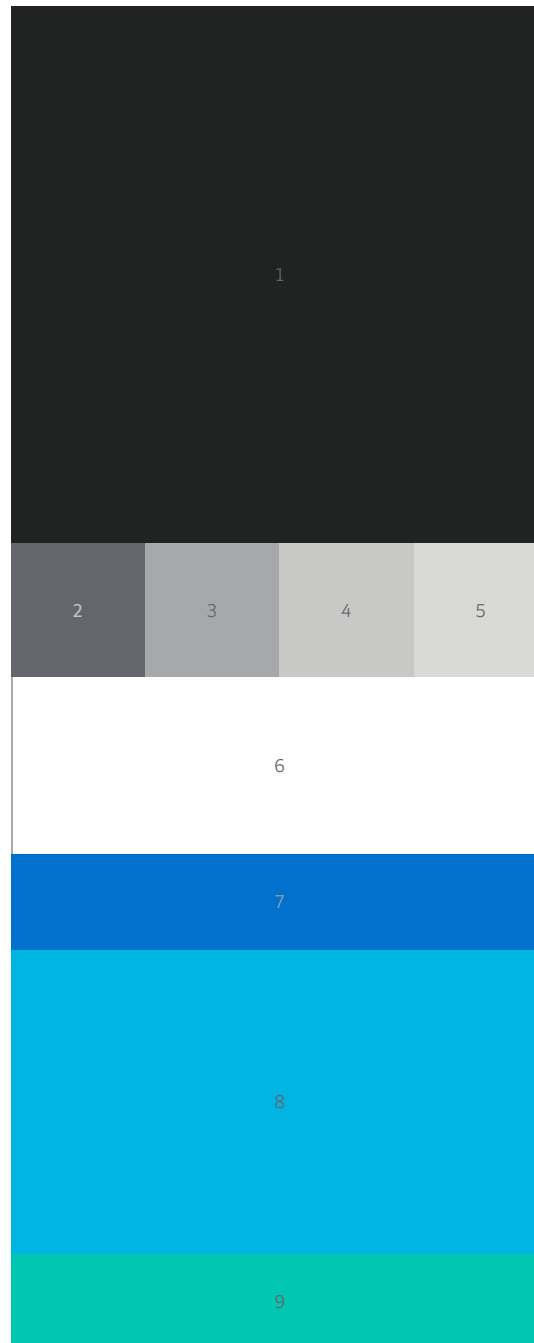


Primary colors

Colors from the primary palette take prominence in all communications, including digital touch points, ID badges, product documents, billboards and print communications.

Lead with black, white and neutrals to create a confident, elegant and cohesive visual expression.

As appropriate, draw from three related colors to add a splash of color: Marvell Blue, Marvell Cyan, and Marvell Teal.



1. Marvell Black **2. Marvell Gray 1** **3. Marvell Gray 2**

R - 33	R - 99	R - 167
G - 35	G - 102	G - 168
B - 34	B - 106	B - 169

C - 76	C - 57	C - 33
M - 65	M - 46	M - 24
Y - 66	Y - 40	Y - 20
K - 90	K - 25	K - 2

Hex - 212322	Hex - 63666A	Hex - A7A8A9
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PMS - 419c	PMS - Cool Gray 10c	PMS - Cool Gray 6c
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4. Marvell Gray 3 **5. Marvell Gray 4** **6. Marvell White**

R - 200	R - 217	R - 255
G - 201	G - 217	G - 255
B - 199	B - 214	B - 255

C - 18	C - 10	C - 0
M - 13	M - 7	M - 0
Y - 10	Y - 5	Y - 0
K - 0	K - 0	K - 0

Hex - C8C9C7	Hex - D9D9D6	Hex - FFFFFFFF
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PMS - Cool Gray 3c	PMS - Cool Gray 1c	
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7. Marvell Blue **8. Marvell Cyan** **9. Marvell Teal**

R - 0	R - 0	R - 0
G - 114	G - 181	G - 199
B - 206	B - 226	B - 177

C - 90	C - 76	C - 75
M - 47	M - 0	M - 0
Y - 0	Y - 0	Y - 43
K - 0	K - 0	K - 0

Hex - 0072CE	Hex - 00B5E2	Hex - 00C7B1
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PMS - 285c	PMS - 306c	PMS - 3265c
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Primary colors use

When using Marvell Blue, Cyan and Teal, consider the appropriate amount in context of the layout. Often, less is more.

Start with black, white and neutrals. Use a vibrant primary accent to set small highlights in text or graphic shapes. Use one color at a time.

Limit the use of vibrant colors in compositions that feature photography. Allow the photography to bring in hues in alignment with the color palette.

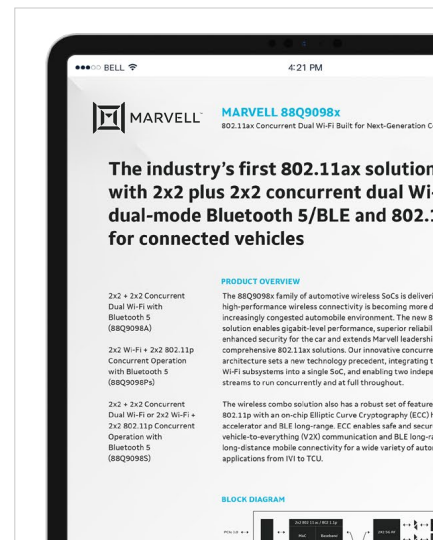
In a purely graphic composition, a larger amount of a vibrant primary color can be used, but ensure a sophisticated overall appearance.

Black and white color use only

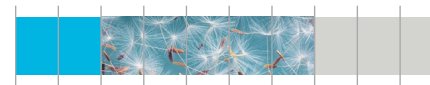
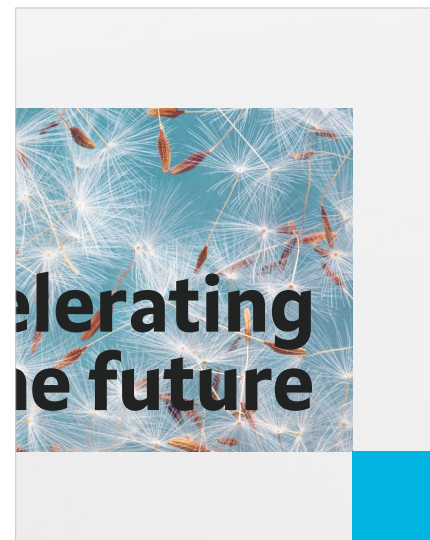


B & W

Small amount of accents in Marvell Cyan



Marvell Cyan in small graphic shape and reflected in hues of photo



Marvell Cyan assigned to shapes of graphic motif



B & W + primary accent

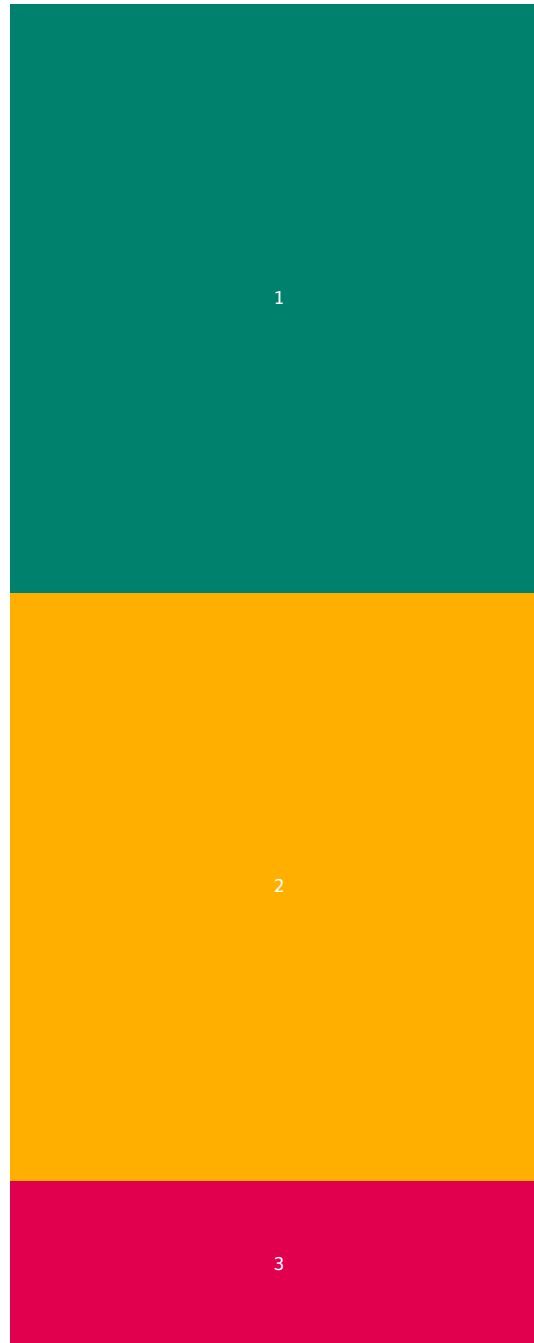
Supplementary colors

Supplementary colors are used only for small accents, data visualization and UI components.

To establish a recognizable color scheme that is inextricably linked to the Marvell brand, do not use the supplementary colors in place of the primary colors when deciding about which colors should be featured in a layout.

In charts and diagrams, the supplementary colors can be used on their own or in conjunction with the primary colors to sufficiently distinguish different data sets.

The supplementary colors have also been chosen to create UI components that follow common user conventions to signal alerts, errors or successful completion of a task.



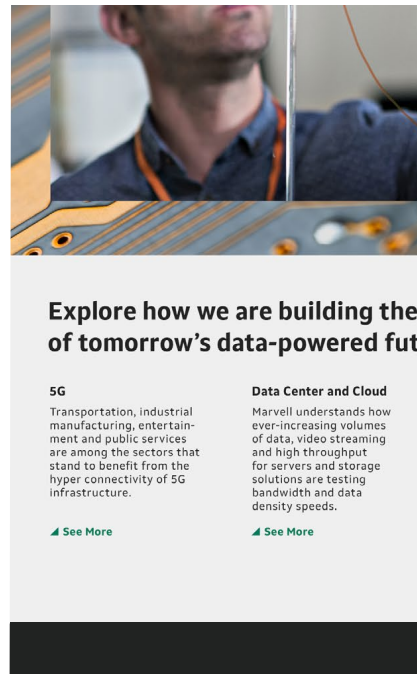
1. Marvell Green	2. Marvell Yellow	3. Marvell Red
R - 0	R - 255	R - 224
G - 129	G - 164	G - 0
B - 109	B - 0	B - 77
<hr/>		
C - 96	C - 0	C - 0
M - 1	M - 36	M - 100
Y - 59	Y - 100	Y - 52
K - 20	K - 0	K - 0
<hr/>		
Hex - 00816D	Hex - FFAF00	Hex - E0004D
<hr/>		
PMS - 569c	PMS - 137c	PMS - 1925c

Supplementary colors use

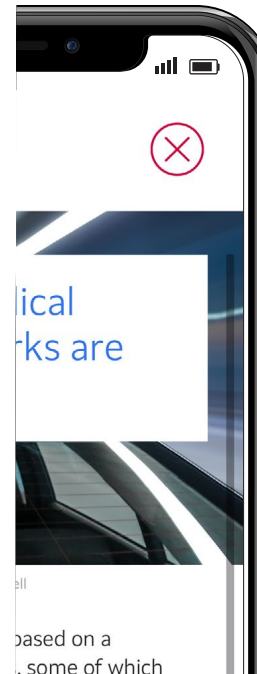
Supplementary colors can be used in three different ways:

- As small accents to set highlights that complement the layout but do not trump the primary colors. Always try a primary color first before choosing a supplementary color
- To create UI components that signal alerts, errors or confirmations to users of digital platforms
- In data visualization to support sufficient distinction between different data sets and to provide flexibility for calling attention to a specific data point

Accents

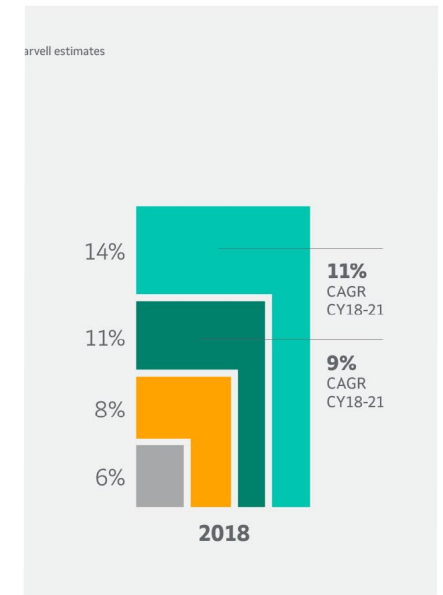


UI



Data visualization

and growing opport



eserved.

Typographic system

Typography plays a key role in expressing the personality of the Marvell brand. It allows us to clearly communicate information while increasing brand recall. Bold, simple compositions combined with typography set in our principal typeface Setimo creates straightforward, highly legible layouts that are also visually engaging.

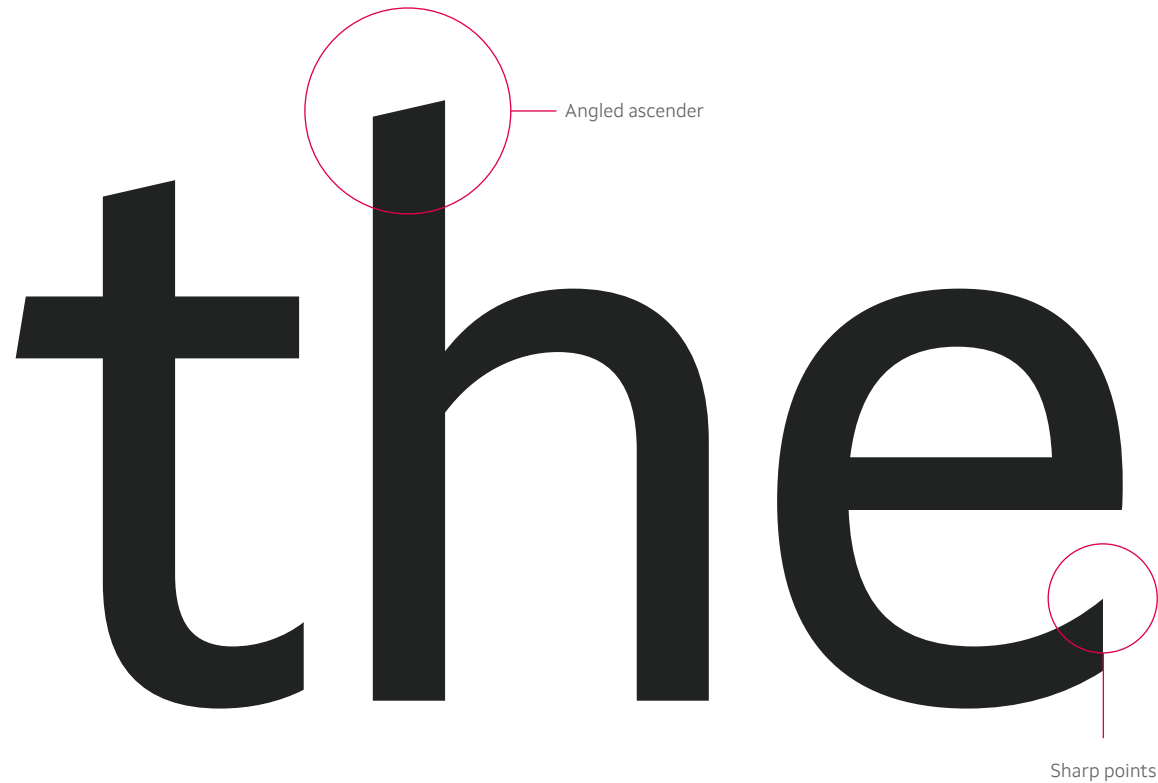


Principal typeface

Setimo, the principal typeface of the Marvell brand identity, has a confident yet approachable personality, capturing our confidence in what we do while projecting the collaborative nature of how we engage with partners and each other.

Through its angled terminals, Setimo complements the Marvell symbol and mirrors its precision.

With a concise family of weights and styles including bold, regular, light and italic, we have sufficient flexibility to create clear information hierarchy, while maintaining a consistent typographic layout across touch points.



Setimo Bold & Bold Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&+=?**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&+=?***

Setimo Regular & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&+=?

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&+=?*

Setimo Light & Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&+=?

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&+=?*

System font

In certain contexts, Setimo may not be available for use. In those instances, use the system font, Arial.

Content for internal and external presentations, including charts, diagrams and copy, can be created in Arial to ensure an accurate presentation of content when live documents are shared among users who do not have access to Setimo.

We chose Arial as our system font to align with the weight classifications and clear legibility of Setimo. It is accessible across operating systems. Some of its characters also share visual characteristics of the Marvell symbol.

Do not use Setimo and Arial together.

the

Arial Bold & Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&+=?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&+=?

Arial Regular & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#%&+=?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&+=?

Layout design system overview

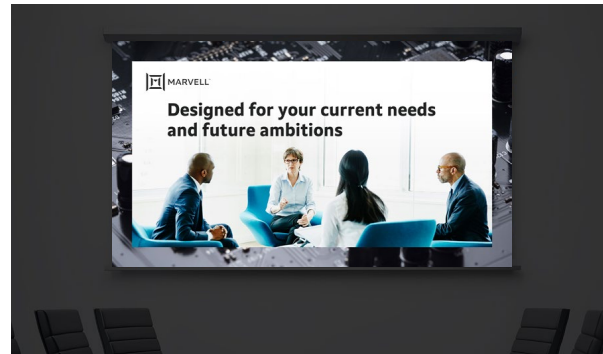
The different arrangements of containers called nested and angled provide a range of options for creating layout compositions. Each treatment has a slightly different character, which can be used to underscore the message of the communication:

The nested treatment speaks to scale.

The angled treatment can range in character from feeling precise and focused to looking modular and playful.

To keep compositions simple, do not use more than one treatment per layout.

Nested treatment



Angled treatment



