

ARM TRADEMARK USE GUIDE FOR CORTEX™ LOGO

Cortex is a family of 32-bit RISC microprocessors. ARM authorizes use of the Cortex mark, upon execution of either a trademark license agreement or a click through license, depending on the application. This document outlines the use of the mark.

GRAPHIC USE

Cortex™ is a trademark of ARM Limited. A symbol ™ is always used in conjunction with the Cortex™ logo. The size of the ™ may vary depending on the size of the logo.



The logo may be used by any company that uses, supports or designs with any products in the ARM Cortex processor family. It may not be altered or deformed in shape or size proportions in any way. Do not replace the logotype with a different typeface or non-authorized color. Do not use the logo or logotype as an element in titles headlines or text. Do not set type near or to the logo that could be construed as a corporate slogan or motto. A minimum white space clearance of capital letter height of the logo must be maintained on all sides. Minimum logo size is 20mm.

TEXT USE

Cortex™ is a trademark of ARM Limited. A symbol ™ is always used in conjunction with the first use of this mark in each document.

Cortex must be used in all incidence of text to describe any product or solution that uses or supports the Cortex product family. The first use of Cortex in all incidence of text must be preceded by ARM®; Cortex must always be followed by one of the following nouns: processor, microprocessor, technology or product.

For example:

- the ARM® Cortex™ processor family
- the ARM® Cortex™-M3 microprocessor

A proper trademark symbol ™ must always be used with Cortex on first use. The word Cortex must always be initial capitalization.

A company may not under any situation use the Cortex name in their own product name, i.e Company (product + Cortex) name: Company ABC SwiftCortex™ product. An acceptable alternative is to include Cortex

in their product descriptor preceded with either the word “for”, “with” or “supporting”, i.e. Company ABC SwiftCouple product for Cortex processors.