

# Qualcomm® Incorporated

## Company Name and Logotype Guidelines for Third-Party Usage

### Introduction

The Qualcomm Incorporated name and logo should be used in accordance with established Company specifications. The following contains information regarding the approval process, correct name usage, proper logo colors, logotype, and logo proximity rules.

### Logo Usage Approval

The use of the Qualcomm name and logo by third parties requires advance review and approval by Qualcomm Corporate Marketing Communications. All requests should be forwarded (with examples of proposed usage) to:

Christopher Dillman  
Qualcomm Incorporated  
Corporate Communications  
5775 Morehouse Drive San Diego, CA 92121  
Direct: (858) 651-4771  
Fax: (619) 651-4865  
email: brandmaster@qualcomm.com

### Press Release Approval

All third-party press releases using the Qualcomm name require advance review and approval by Qualcomm Corporate Public Relations. Minimum approval time is two business days. All requests should be forwarded to:

Bertha Agia  
Qualcomm Incorporated  
Corporate Public Relations  
5775 Morehouse Drive San Diego, CA 92121  
Direct: (858) 651-2683  
Fax:(858) 651-2590  
email: bagia@qualcomm.com

### Company Name Usage

The official company legal entity name is “QUALCOMM Incorporated”

The company preference in writing the company name in text format would be an initial capital letter “Q” and lowercase all subsequent letters, so that the text displays as “Qualcomm.” The name typically shall feature “Qualcomm Incorporated” on first mention, and Qualcomm in all subsequent mentions.

When mentioning the company as Qualcomm Incorporated, “Incorporated” should be set with an initial capital letter only and should always be spelled out. The company should never be listed as “Qualcomm Inc.” However, the Qualcomm name may be used without the “Incorporated” tag after initial mention in body copy.

*Example: Qualcomm Incorporated, a leading developer and innovator of advanced wireless technologies and mobile data solutions, today unveiled its finalists for the 3G A-List™ Awards 2007. Hosted by Qualcomm, the 3G A-List Awards program honors outstanding wireless implementations that demonstrate innovation, creativity and overall positive business impact.*

**Note:** The official company legal entity name is “QUALCOMM Incorporated” so there are exceptions to this policy, many legal documents will continue to list the Qualcomm name in text with all capital letters.  
An additional exception shall be when using the Qualcomm name as part of an Internet address, [www.qualcomm.com](http://www.qualcomm.com), where all lowercase letters should be used.

## **Registered Trademark Symbol (®) Usage with the Qualcomm Name**

Whether using the Qualcomm name with the “Incorporated” tag or alone, it must always be followed by a ® mark in the first mention in the text or major heading of a document.

## **Use of the Qualcomm Logotype**

The Qualcomm logotype is more than a word. It is a sign of ownership, a promise of performance and our legal trademark.

Consistent and correct usage of the Qualcomm logotype is important for building recognition of the Qualcomm name, protecting our valuable trademark rights and strengthening our identity across all communication materials.

## **Logotype Usage Guidelines**

To ensure proper representation of Qualcomm the following guidelines must be followed for all logo usage. If you have any questions regarding these usage guidelines, please contact:

Christopher Dillman  
Qualcomm Incorporated  
Corporate Communications  
5775 Morehouse Drive San Diego, CA 92121  
Direct: (858) 651-4771  
Fax: (619) 651-4865  
email: [brandmaster@qualcomm.com](mailto:brandmaster@qualcomm.com)

### **Overall Guidelines:**

- Use only the approved files (provided by Qualcomm) for reproducing the logotype
- Do not alter the provided files
- When sizing the logotype file in documents, always scale the logotype proportionally, do not distort or skew the logo by adjusting the x or y axis independently

## **Logotype Color**

The Qualcomm logotype may only be reproduced in one of the following three color treatments.



Color



Black



White/Reversed

Use the information below for accurate color reproduction. No other colors or treatments should be used.

**For spot color printing:**

**PMS (Pantone Matching System) 286 (Coated and Uncoated)**

**For four color process printing:**

<b>CYAN: 100</b>	<b>MAGENTA: 43</b>
<b>YELLOW: 0</b>	<b>BLACK (K): 18</b>

**For Web or other on-screen applications:**

<b>RED: 0</b>	<b>GREEN: 51</b>	<b>BLUE: 153</b>
---------------	------------------	------------------

For printing in black, utilize a PMS black for spot color printing or a four color process black. The black used for the Qualcomm logotype should match black used in other areas of the printed piece. For example, if a “rich” black is used in a four color process printed document, the Qualcomm Logotype should be printed using the same color build.

**Logotype Clear Space**

To ensure the Qualcomm logotype is recognized as the company mark, a free space must be maintained around the mark. Imagine a rectangular boundary line surrounding the logotype and keep all other visual elements—logos, product marks, type, icons—outside those boundaries.

Use this example and formula: Measure the diameter of the "Q" in the Qualcomm logotype you are displaying. Then use that distance to define the rectangular margin of free space. Allow no other visual elements inside it, including the edge of the paper, page or browser window.



**Logotype Minimum Size and Orientation**

The minimum reproduction size of the Qualcomm logo is 7/8". Never reproduce the logo at smaller sizes. Whenever possible, reproduce the logo in Pantone® 286 blue or black inks at this size. Avoid reproducing the logo at this size in 4/C process. Contact Christopher Dillman at [brandmaster@qualcomm.com](mailto:brandmaster@qualcomm.com) for approval on any size that seems questionable.

Always use the logotype in horizontal format. Do not use the logotype in a vertical format, as this affects the readability of the logotype and changes its representation as our trademark.

## **Logotype Incorrect Usage**

Altering the Qualcomm logotype in any way will send the wrong message to our many audiences. Contact Christopher Dillman at [brandmaster@qualcomm.com](mailto:brandmaster@qualcomm.com) for approval on any usage that seems questionable.

## **Copyright Recognition**

When using the Qualcomm name or logotype on any document, proper recognition must be given to the legal copyrights owned by the company. Use the text below to acknowledge Qualcomm copyright ownership. This text may be included with other legal notes per the third-party's typical usage or guidelines.

*Qualcomm is a registered trademark of Qualcomm Incorporated. Used under license.*