APPLIED MATERIALS STYLE GUIDE 2.0



eleven**eighty**five**design** 

APPLIED MATERIALS STYLE GUIDE 2.0

THE FREE FOR THE FOR T



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### OVERALL COMMENTS



Icons can only be used generically

If using graphics, they must represent the process or be used as textures

Data sheets need to contain more text

Do not call out divisions, divisions can be called out as a tertiary element

Do not have division brochures

Do have product brochures that feature product names on covers

Fonts need to translate well for PowerPoint presentations as well as collateral templates and must photocopy well

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### BUILDING BLOCKS FOR CHIP MANUFACTURING



Felt that this design was simple and easy-to-use

A concern that it may be too geometric—could try using curve from One Brand concept

Would like to see colors bleed off page, no white borders

Liked Casion but not Frutiger font

#### APPLIED MATERIALS STYLE GUIDE

**BUILDING BLOCKS** 



#### Typography:

Helvetica Neue Roman
Helvetica Neue Medium
Helvetica Neue Bold
Helvetica Neue Regular Condensed
Helvetica Neue Medium Condensed
Helvetica Neue Bold Condensed

Adobe Caslon Regular

Adobe Caslon Italic

Adobe Caslon SemiBold

Adobe Caslon SemiBold Italic

Adobe Caslon Bold

Adobe Caslon Bold Italic

All content should use this square grid as a guide for placement.

#### Color Palette:



#### The Grid System:

Division titles will always be placed vertically

Curved border, which is playing off the shape of Applied Materials' logo, may be used



Logo is always placed on the bottom right

#### Treatment of the Photography:

Duotone, greyscale as well as 4 color images are used throughout the collateral.

Products photos are frequently tightly cropped shots. Higher end pieces will utilize 4 color images more frequently, while other pieces will utilize the duotone and greyscale images.



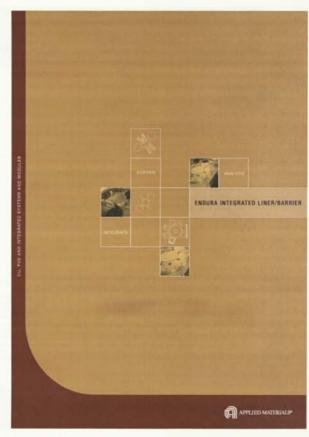




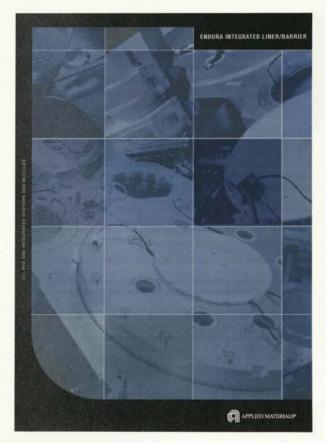




#### **BUILDING BLOCKS**



CPI Cover Option 1



CPI Cover Option 2

#### **BUILDING BLOCKS**



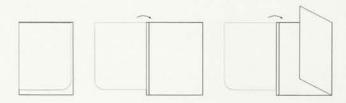
ADVANCED ALUMINUM SOLUTIONS 200/300mm IPSUM DOLOR BIT AMET DIAM NONUMMY VENIAM QUIS LOREM IMPSUM IS INCETRUD ERTI LOREM MISPUM DOLOR IST SIEN DIPSUM DOLOR SIT AMET DIAM NONUMMY YEMIAM QUIS LOREM IMPSUM IS INOSTRUD ERTI LOREM MSPUM DOLOR IST SIEND, EXERCI TATION ULLAMCORPER SUSCIPIT ALIQUIP EXERCI TATION. Admission all and dam nonumery eith. Admission all and dam nonumery eith eulemod tiricidunt ut lacreet dotore magna aulemod tiricidunt ut lacreet dotore magna aliquam erat volutpat. Ut wiel erein ad minim venlem, quie nostruct dotore magna eliquam venlam, quie nostruct dotore magna eliquam. carara erut volutpet. Ut wiei enim ad minim venium, erat volutpet. Ut wiei enim ad minim venium, quis-fdiplacing sit, sed diam nonummy ribh quis-nostrud sentil tation ullamoorpaer suscipit suismod tinoidunt ut laorest dolors magns lobortis niel ut aliquip ex e exerci tation 0.00 aliquen erat volutpat. Ut was erim ad minim ultercorpae suserci tation. sequent de routpust of magne sliquent ent volupet. Ut wisi entre ad minim veniam, Lorem ullemoorpser euecht lobortle niel ut - 0 0 0 = quis noebud exerci tation ullamcorpeer euscipit aliquip ex ex commodo consequet. Duis autem lobortis nisi ut aliquip ex a searci tation val sum trunscipit lobortis nisi ut aliquip ex ex ullamoorpaer auserol tation ullamoorpaer commodo consequat. Dule autem vel eum auscolt loborile niel ut aliquip eap ex e exerci shure dolor in hendreit in vulgutate veilt sesse tation ullamourpaer suserol tation is ea. molestle consequet, Adipl shends ent in commodo consequat. Duis autem vel sum vulputate velit esse molestie consequat. siurecipit loborite niel ut aliquip ex es. Adiplacing ellt, sed dism conumny nibh commends consequet. Dute subset we sum subseted trachendert in vulputate will ease inite door in hendrett in vulputate will ease molestie consequet. Adiplicing allt, sed dism moissis conseque, vialposar ves moissis conseque, viaposar yes en moissis conseque, vialposar yes moissis conseque, vialposar yes moissis conseque, vialposar yes moissis qui bindit present luptatum odio dign issim qui bindit present luptatum adipi ecing alli, ead diam nonumeny ribbi esim ad minim veriam, qui nostruct dobre esim ad minim veriam, qui nostruct dobre eulamod fincidunt ut lacreet dolore magns megne aliquam erat volutpat. Ut wiel enim ad aliquam euam erasum erasu volutost. Ut wiel enim ad minim veniam, quie. APPLIED MATERIALS\*

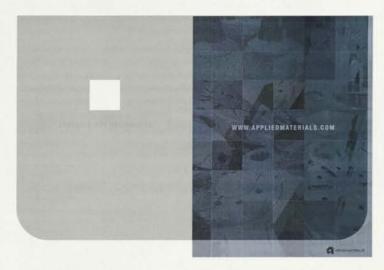
Datasheet Option 2

#### **BUILDING BLOCKS**

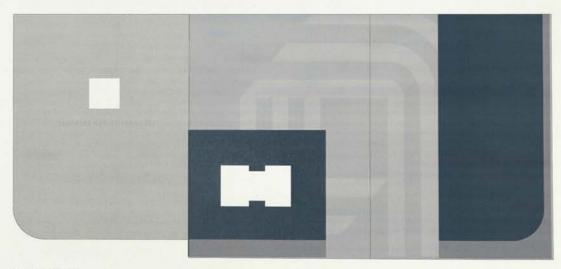


Folder Cover





Folder Inside Front Cover



Folder Inside Spread

M PRECISION IN SILICON Thought sand icons were creative but will not use because: ally and see dirt rather than sand 2. Concern that people might take the icons I olors; like the black, thought it appeared very elegant Liked the color palette, very bright, but watch ne Felt the rules and circles looked too much like a Is-eye

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Intersecting lines should be finer

Comment that design was too busy and not clear

## APPLIED MATERIALS STYLE GUIDE Typography: Myriad Regular Myriad Italic Myriad Bold Myriad Bold Italic Color Palette:

#### PRECISION THROUGH SILICON

Caslon 540 Regular Caslon 540 Italic

Caslon 540 Roman Small Caps & Figures

Caslon 540 Italic Old Style Figures



#### Graphic Elements

Two consistent graphic elements that are used throughout the system. Both the "cross-hair" and "three-circle" graphics reinforce the precision concept.

cross-hair graphic

three-circle graphic



#### The Grid System:

This 5-column grid was designed for flexibility. The addtion of a 14 row vertical grid, helps to maintain a consistent look throughout the system. The constant elements are called out below with their specific rules. Constant elements include: logo, precision rule graphic, photo icons, and graphic icons.





#### Treatment of the Photography:

The Photography is always tightly cropped, to create a more dramatic feel to the piece. It may be used as full color, black and white, or a highly saturated duotone







removed circle element within cross hairs, adjusted cross hair element: vertical rule is 3pt, horizontal rule is .7pt

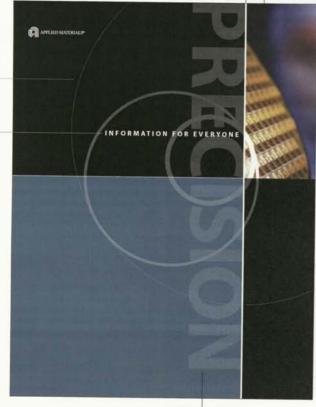
> removed icons, added 4/c photography

introduced circle and typography graphics on interior

removed cross-hair-circle graphic element, introduced 4 color photography on interior

added three-circle graphic

changed placement and increased size of headlines (consistent throughout)



Corporate Brochure cover

of non-stop innovation and commercialization have made us the leading supplier of advanced semiconductor manufacturing equipment. IT STARTS WITH OUR PEOPLE.

Our employees are the foundation of Applied Materials success. Their tremendous talent allows us to deliver increasingly productive equipment to our customers, enabling their business success. IT STARTS

WITH OUR VISION. Only a global company that's been built to change is destined to last. We have created a collaborative and decisive organization with the capabilities we need to thrive in the 21st century.

AT APPLIED MATERIALS WE MAKE THE SYSTEMS
THAT MAKE THE CHIPS THAT MAKE THE PRODUCTS
THAT CHANGE THE WORLD

In 1967 apricot orchards still covered much of Northern California's Santa Clara Valley, Alongside the orchards, a young semiconductor industry was quietly apreading its nots and beginning to bear an entirely new kind of fruit—tiny integrated circuits, or chips, that would help send item to the moon and a decade later power the first personal computers. Only a few pioneers could then imagine their extraordinary potential. Applied Materials was one of these pioneers. The Company was founded by Mike McNeilly to privide the equipment that these semiconductor companies required to make their revolutionary chips.

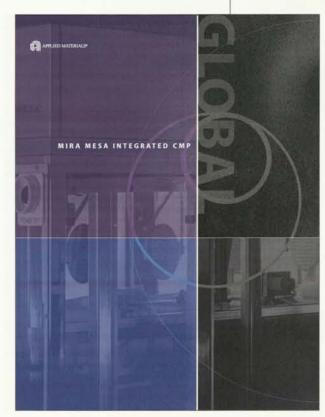
The semiconductor industry soon proved so fertile it not only transformed the sleepy Sartat Clara Valley into Silicon Valley, 'launching the Information Age, but spread far and wide actions the globe. Driven first by the electronic industry, when esketted upwards by the advent of personal computers, the chip industry exploded from a \$2 billion dollar industry in the late 1960s to over \$180 billion today. As semiconductor diffrication bounded, Applied Materials also blossomed. Growing from a nighe-product business with \$100,000 in first-year sales, and expanding rapidly under the dynamic leadership of CEO Jim Morgan (who joined the company in 1976), we have become the world's largest supplier of semiconductor manufacturing equipment forms.

Every chip. Every day. Everywhere. Chips not only power personal computers, they are also the brains behind millions of cell phones, pagers and pocensiders; they run video games, satellite systems and Internet severs. The electronic marrieds that have changed fife so profoundly in the last 50 years owe their existence to the intelligence eithed on chips. To keep up with the immense changes brought about by the fiftemation Age, close to 300 billion chips are new being produced worldwide each year.

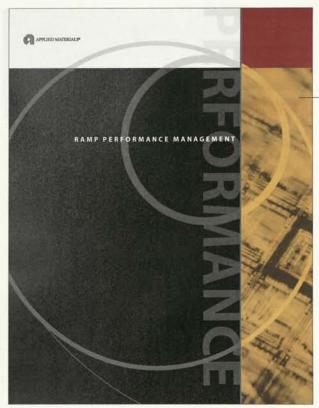
Corporate Brochure spread

changed size of large typography, introduced as a graphic element throughout the system (2 sizes used on covers)

changed duotone image colors, added large type and circle graphics, introduced more large areas of black on covers (throughout)

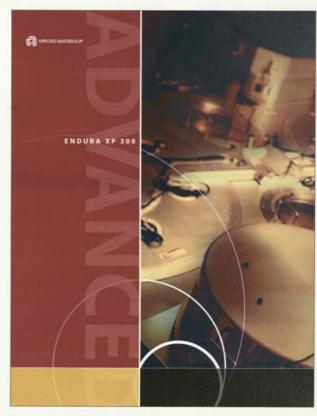


CMP Product Brochure cover



CPS Product Brochure cover

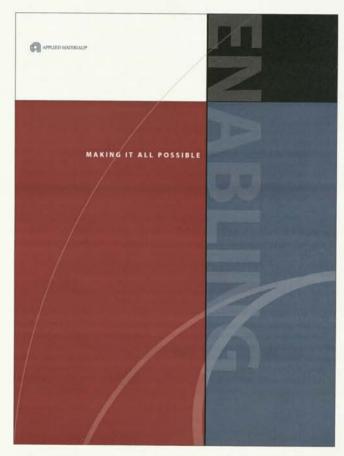
changed black and white photograph to duotone, changed blue box to black



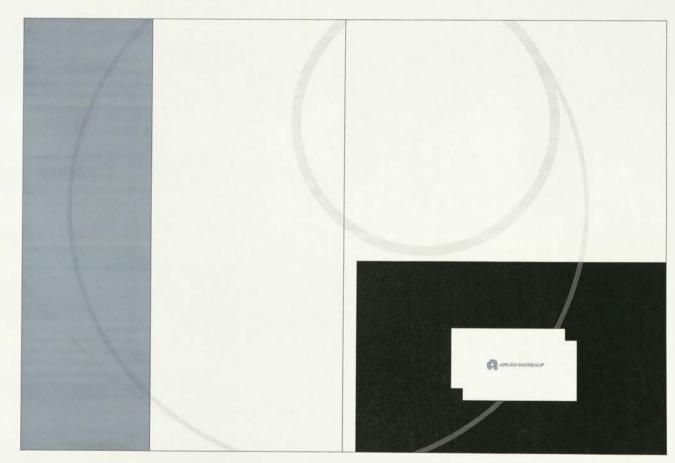
CPI Product Brochure cover



CPI Product Datasheet



Corporate Folder cover



Corporate Folder Interior

## OUT OF THE BOX-INNOVATION AT EVERY LAYER



Comment that this was like the current system

Liked photography inside the shapes

Liked progressive photography

Did not like color palette or fonts—explore palette and fonts from Process/Layers concept

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#### APPLIED MATERIALS STYLE GUIDE

#### "OUT OF THE BOX" / INNOVATION AT EVERY LAYER



#### Typography:

Sabon Roman

SABON SMALL CAPS & OLD STYLE FIGURES

Sabon Italic

Sabon Bold

Sabon Bold Italic

Trade Gothic Regular Trade Gothic Oblique

Trade Gothic Bold No. 2

Trade Gothic Bold No. 2

Trade Gothic Condensed No. 18 Trade Gothic Condensed No. 18

#### Color Palette:



#### Technology Texture System:















0 0

#### The Grid System:

The basic Grid System is dividing the page into 6x6 rectangles which are used for positioning of elements within the page. There is also a 6 column grid, for text that fits into the Square grid system, any combination of the column grid is acceptable except a one column usage.





#### Treatment of the Photography:

In keeping with the concept of "Out of the Box", photography is used uniquely on each piece. Whether black and white, monochromatic or full-color, the imagery must be compelling with dramatic crops, expansion off the page, or sequential.



Expansion off the page



Image Sequence (timeline or video effect)

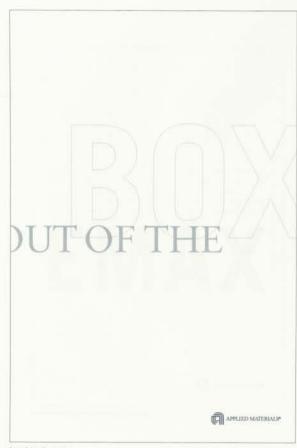
### "OUT OF THE BOX"/ INNOVATION AT EVERY LAYER





#### "OUT OF THE BOX"/ INNOVATION AT EVERY LAYER

Add more saturated colors to the palette including black



Interior Folder



Product Brochure Corporate Brochure

Cover Folder, Size: 8 x 12

#### "OUT OF THE BOX" / INNOVATION AT EVERY LAYER

Use pattern to denote process rather than division UNIQUE ALL-IN-ONE SYSTEM DAMASCENE ETCH CAPABILITY AT 100NM: TECHNOLOGY WITH A TWO OR FOUR-CHAMBER CONFIGURATION THAT INTEGRATES DEPOSITION MODE AND CLEAN MODE PROCESSES. APPLIED MATERIALS\*

Cover Product Brochure, ETCH, Size: 7 x 10 (2-color)







Cover Solutions Brochure, CPS, Size 7 x 10

