

APPLIED MATERIALS STYLE GUIDE 2.0



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eleveneightyfivedesign

## 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

## 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 Caslon 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*

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

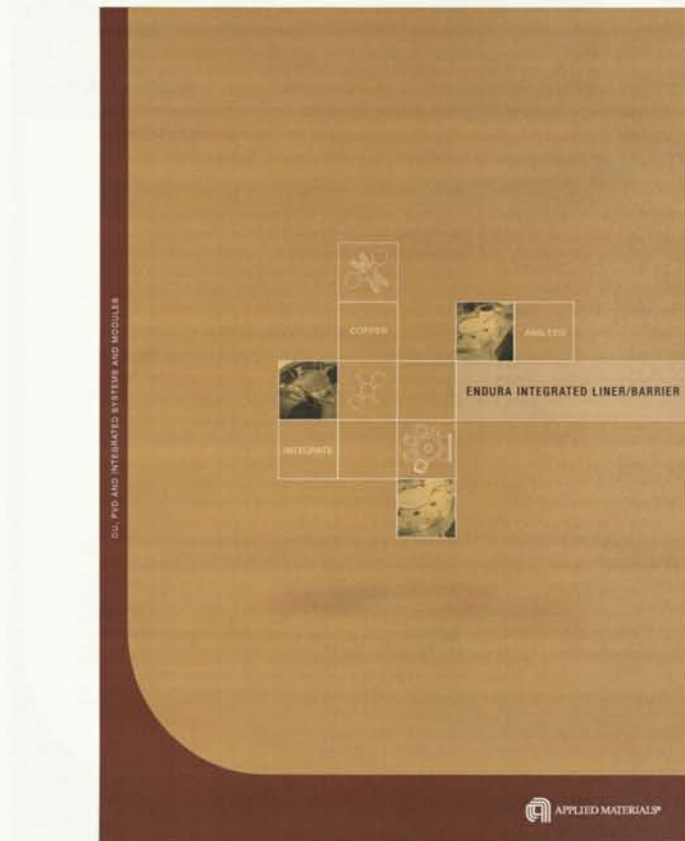
All content should use this square grid as a guide for placement.

Treatment of the Photography:

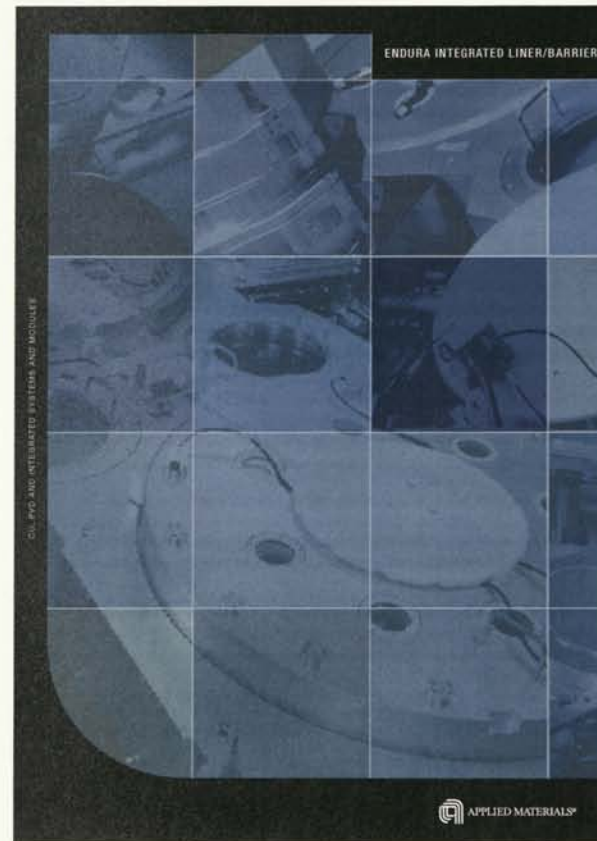
Duotone, greyscale as well as 4 color images are used throughout the collateral. Products photos are frequently tightly cropped shots. Higher end pieces will utilize 4 color images more frequently, while other pieces will utilize the duotone and greyscale images.



BUILDING BLOCKS



CPI Cover Option 1



CPI Cover Option 2

ALUMINIUM SOLUTION

ADVANCED ALUMINIUM SOLUTIONS 200/300mm

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AT STANDARD FILL SOLUTIONS

Datasheet Option 1

ADVANCED ALUMINIUM SOLUTIONS 200/300mm SOLUTION ALUMINIUM

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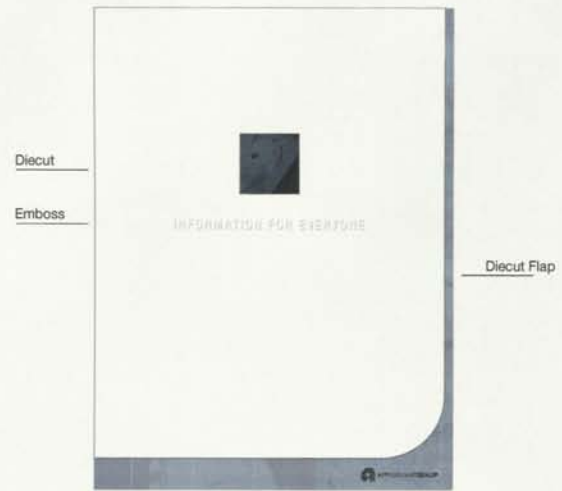
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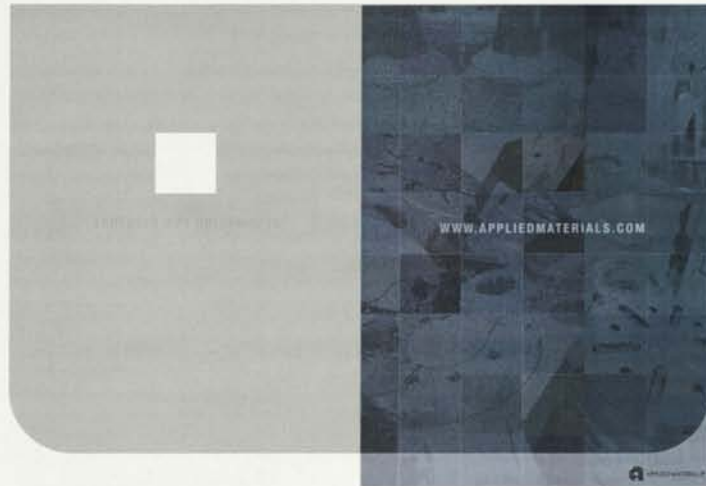
AT STANDARD FILL SOLUTIONS

Datasheet Option 2

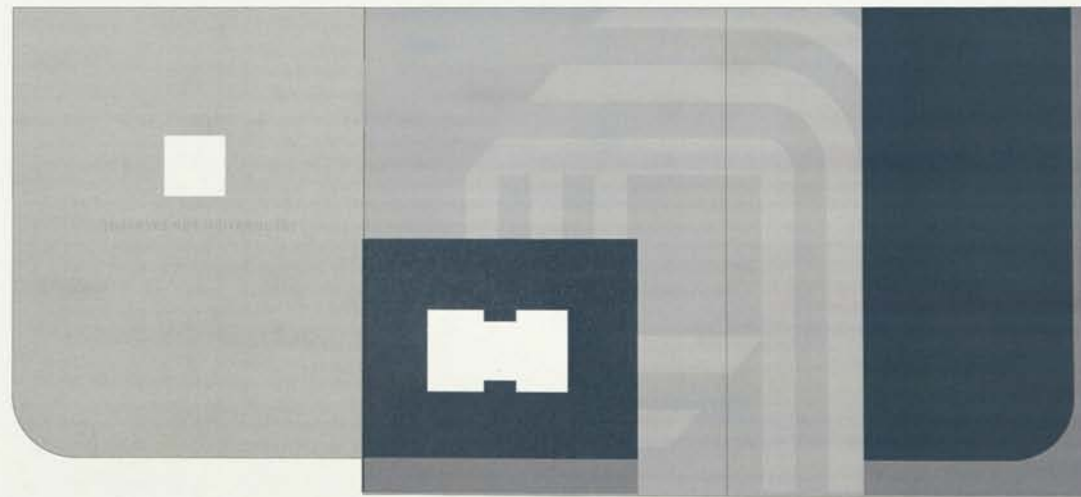
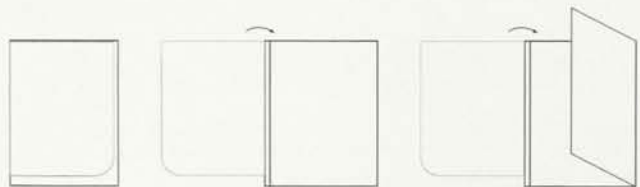
BUILDING BLOCKS



Folder Cover



Folder Inside Front Cover



Folder Inside Spread



## PRECISION IN SILICON



Thought sand icons were creative but will not use because:

1. We will not use an icon system
2. Concern that people might take the icons literally and see dirt rather than sand

Liked the color palette, very bright, but watch neon colors; like the black, thought it appeared very elegant

Felt the rules and circles looked too much like a bulls-eye

Intersecting lines should be finer

Comment that design was too busy and not clean

APPLIED MATERIALS STYLE GUIDE

PRECISION THROUGH SILICON



Typography:

Myriad Regular	Caslon 540 Regular
Myriad Italic	Caslon 540 Italic
Myriad Bold	Caslon 540 Roman Small Caps & Figures
Myriad Bold Italic	Caslon 540 Italic Old Style Figures

Color Palette:



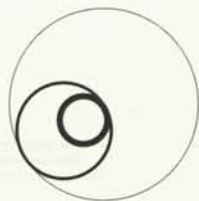
Graphic Elements

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

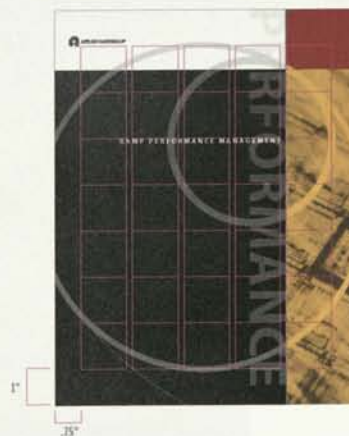


three-circle graphic



The Grid System:

This 5-column grid was designed for flexibility. The addition 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.



## PRECISION THROUGH SILICON

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

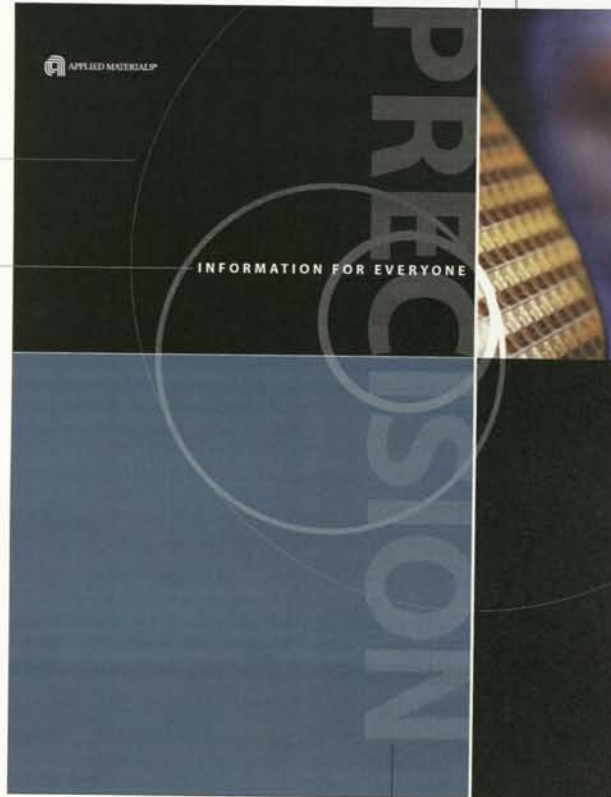
removed icons,  
added 4/c photography

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

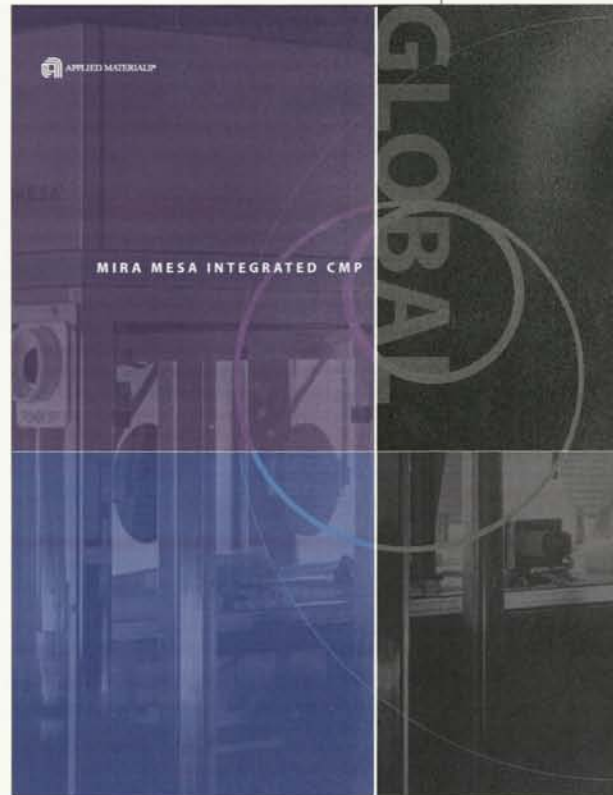
changed size of large typography,  
introduced as a graphic element  
throughout the system (2 sizes used  
on covers)



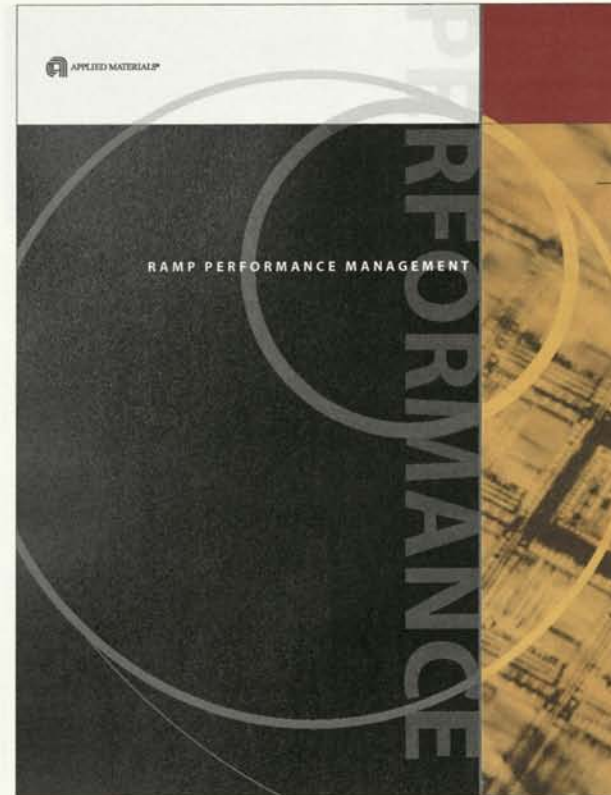
Corporate Brochure spread

PRECISION THROUGH SILICON

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

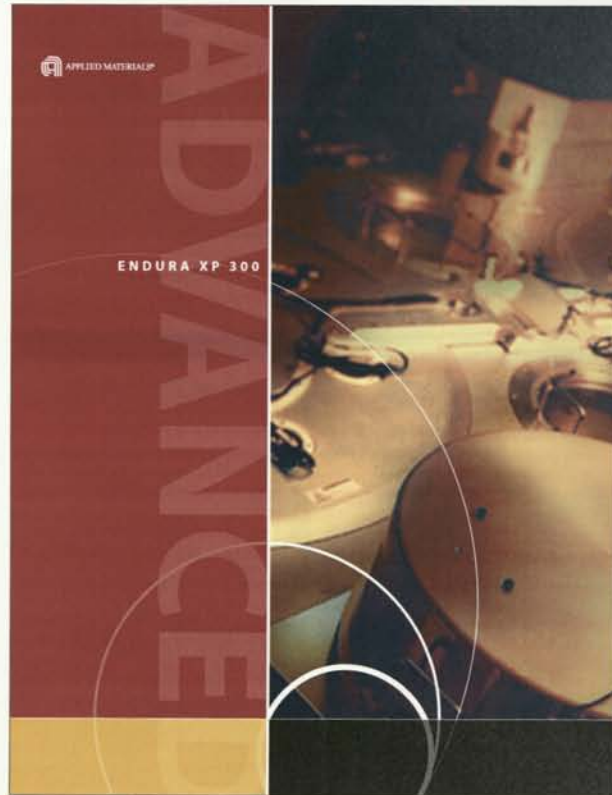


CMP Product Brochure cover

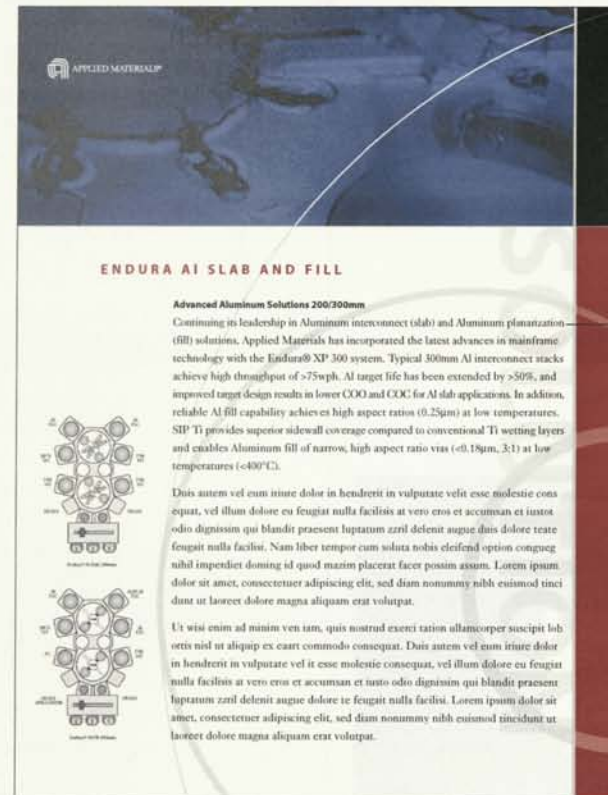


changed black and white  
photograph to duotone,  
changed blue box to black

CPS Product Brochure cover

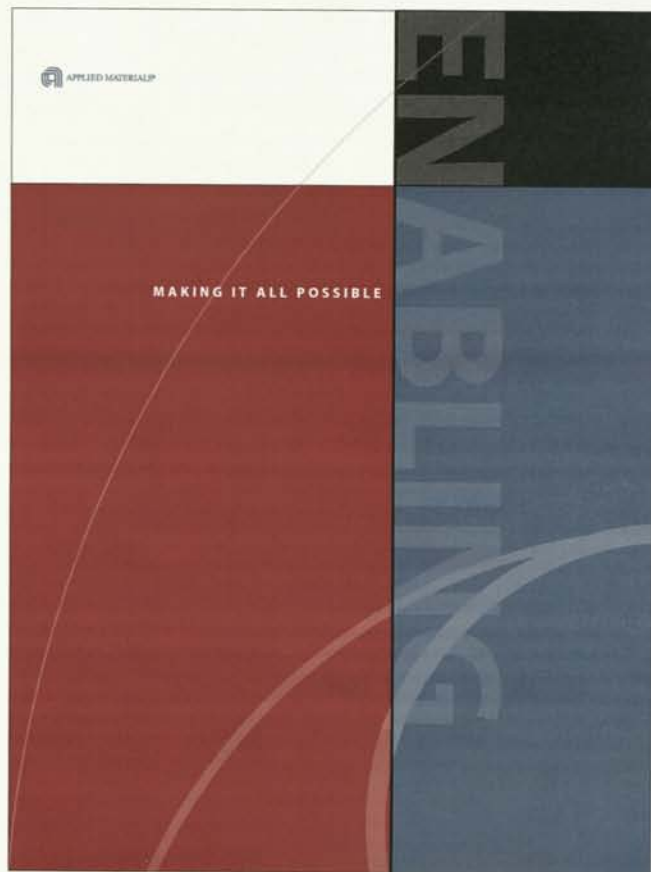


CPI Product Brochure cover



CPI Product Datasheet

added more text



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

APPLIED MATERIALS STYLE GUIDE

"OUT OF THE BOX" / INNOVATION AT EVERY LAYER



Typography:

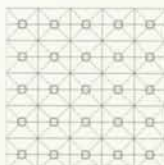
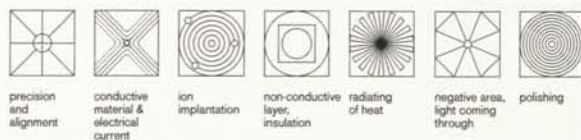
Sabon Roman  
 SABON SMALL CAPS & OLD STYLE FIGURES  
 Sabon Italic  
 Sabon Bold  
 Sabon Bold Italic

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:



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



Change font usage

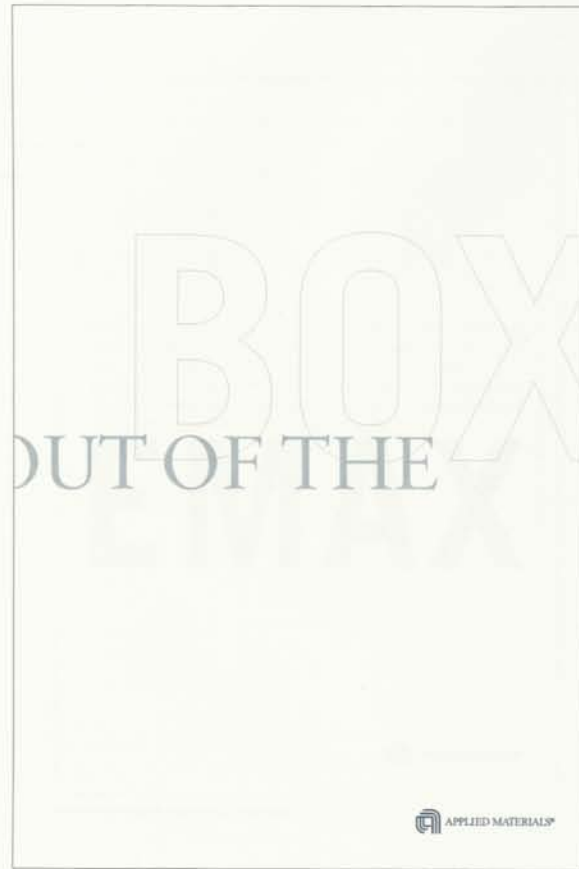
Cover Corporate Brochure. Size: 7 x 10



Incorporate more image sequencing

Spread Corporate Brochure

"OUT OF THE BOX" / INNOVATION AT EVERY LAYER



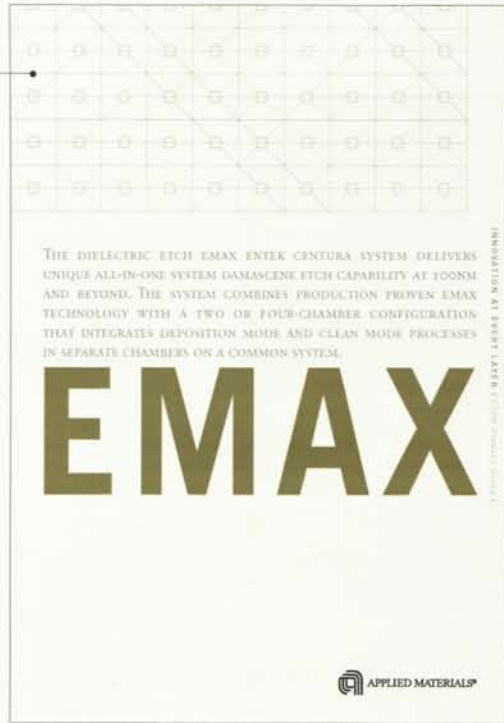
Cover Folder, Size: 8 x 12



Interior Folder

"OUT OF THE BOX" / INNOVATION AT EVERY LAYER

Use pattern to denote process rather than division



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



Cover Product Brochure, PCI, Size: 7 x 10



Cover Solutions Brochure, CPS, Size: 7 x 10

Use adjectives for divisions that do not deliver products

