

Brand guidelines

2024

micron.
crucial.

Welcome to our brand guidelines!

No matter your role, you play an important part in building the Crucial brand. Please consult this document for both functional information and creative inspiration. The Crucial brand should always be expressed in an approachable, knowledgeable way. The more consistent and powerful our communications, the stronger our brand — and the better we can serve the people who rely on our products.

Brand consistency for Crucial leads to consumer trust.

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Visual identity

Toolkit overview

Logo
micron.
crucial

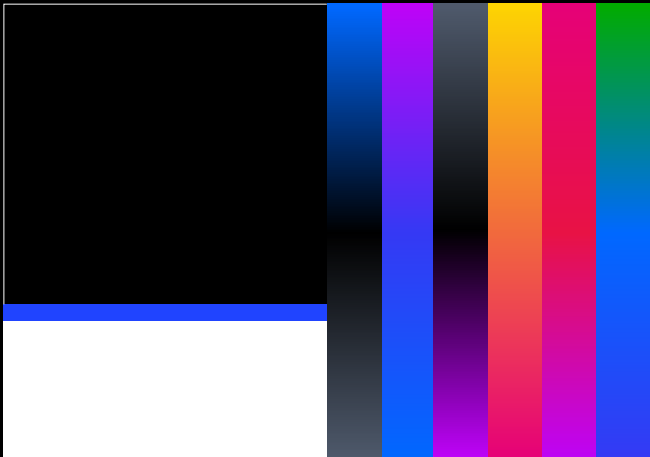


Avatar



Button style

Colors



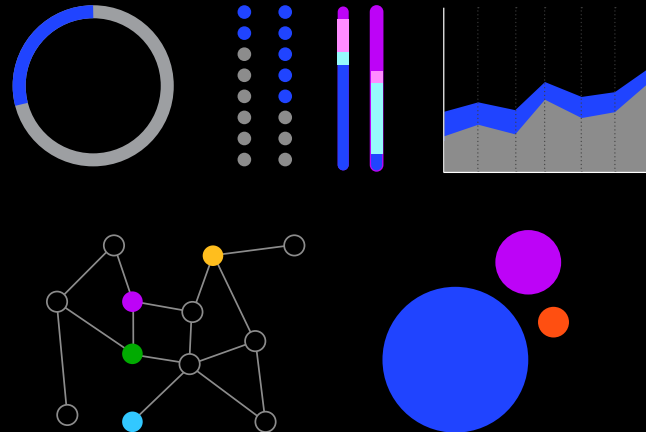
Typography

Micron Basis

AaBbCc

Light Regular **Bold**
Off white Medium **Black**

Data visualization



Photography



Lifestyle

Liquiform

In use

Product

Curve frame



Product renders



Iconography



Easy install

Backup

Photography

Logo

Logo and legal language

Logo

Our logo is our most important visual asset and it communicates most effectively when it's used consistently and prominently.

Legal language

For most applications, the logo should be placed at the top or bottom of the layout, so that it leads or signs off the piece.

It can align to the left or the right, depending on the communication need. In upper and lower left-corner placements,



micron®
crucial®

Standard

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One-color logo

The Crucial logo should always appear in one color, either white or black — with a clearly defined contrast between the logo and the background.

The white logo is particularly important because it creates contrast against our backgrounds, making it easier to immediately identify our brand.

Use the **white logo**:

- on black backgrounds
- on top of our gradients
- on top of our liquiform
- on dark areas of photographs

Use the **black logo**:

- on white backgrounds
- on our light gray (Gray F) background

One-color logo
White

micron®
crucial®

One-color logo
Black

micron®
crucial®

Crucial logo

Logo placement

The preferred placement of the Crucial logo with the tagline is in the bottom left corner. Without the tagline, the logo can be placed in the bottom right corner, or centered if placed alone on an intro/exit slide or promotional item.

Margins

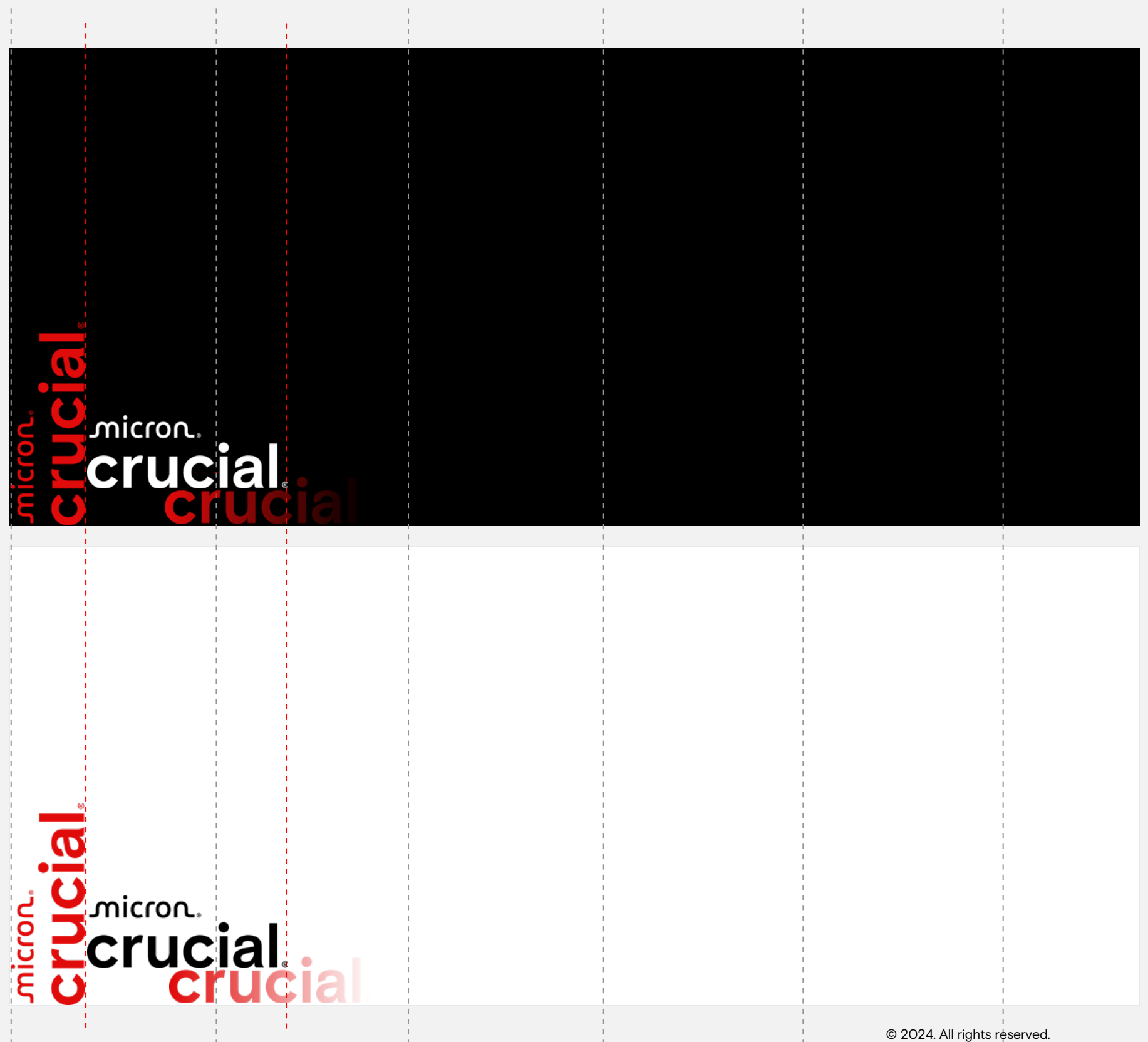
Use the full height of the logo as a guide for the left/right margin. Use the height of the “c” as a guide for the bottom margin.

Scale

The logo width should be equal to 1/5 the width of the page.

Color

The Crucial logo can only be used in black or white.



Crucial logo: Chinese logos

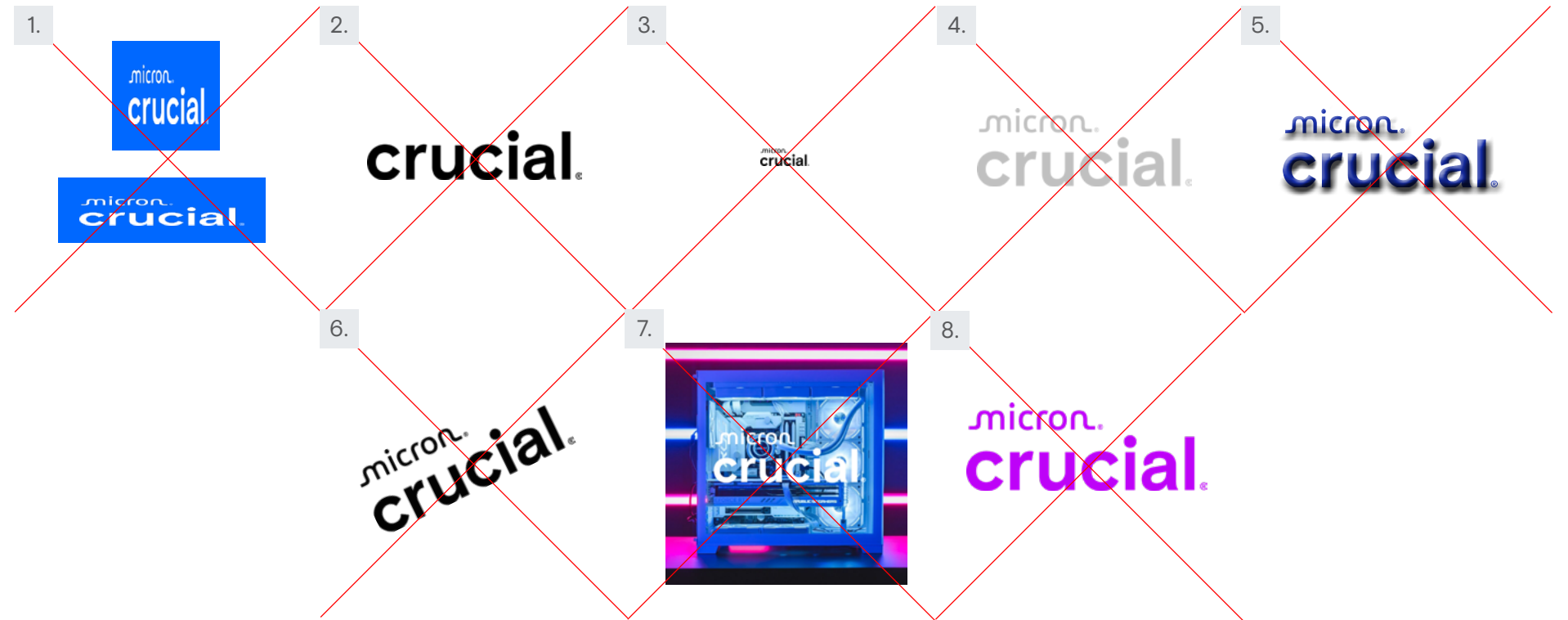
The Chinese version of the logo has additional words added to provide more meaning to the brand name.

Follow the same usage guidelines as the global logo.

micron[®] 美光[™]
crucial 英睿达[™]

Crucial logo: Things to avoid

1. Do not stretch or distort the logo.
2. Do not remove the Micron endorsement.
3. Do not scale the logo smaller than is legible.
4. Do not adjust the opacity of the logo.
5. Do not add effects, shadows, or outlines to the logo.
6. Do not rotate the logo.
7. Do not place the logo on a busy background.
8. Do not use unapproved colors for the simple logo.



Older versions

Please ensure older versions of the logo are not used unless for historical purposes.



Do not continue use of any variation of the box logo

Color

Primary colors: in order of priority use for Crucial

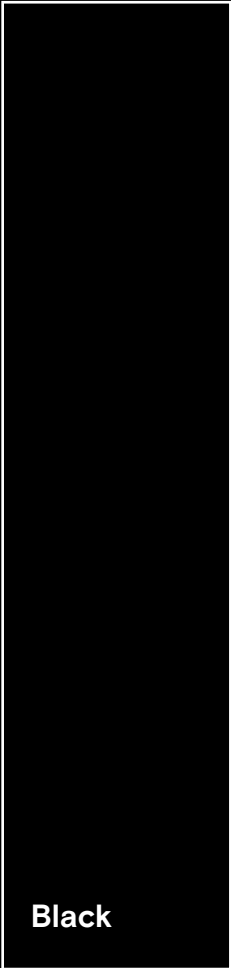
Black is our primary background color. It communicates depth, elegance and trust while enhancing the vibrancy of our gradients.

Bringing light and balance, we use white to organize content.

The vivid accent hue is our distinct brand color. We use it to highlight information specific to Crucial and to draw attention to important information in applications like calls to action and digital buttons.

Gradients are listed in order of priority for the Crucial brand.

Primary colors



Black



White



Accent

Dark gradients



1st priority

Blue dark gradient



Purple dark gradient

Bright gradients



1st priority

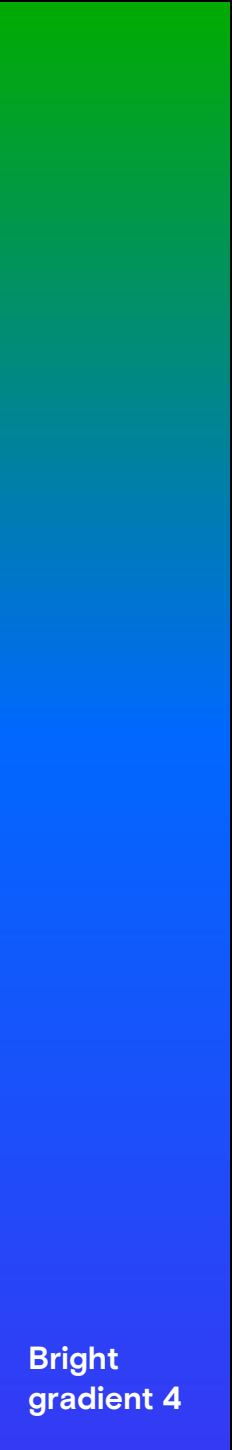
Bright gradient 2



Bright gradient 3



Bright gradient 1



Bright gradient 4

Specifications – in order of priority use for Crucial

Primary colors

0/0/0 (RGB)
 000000 (HEX)
 91/79/62/97 (CMYK)
 Pantone Black 6C

Black

255/255/255 (RGB)
 FFFFFFFF (HEX)
 0/0/0/0 (CMYK)

White

0/104/255 (RGB)
 0068FF (HEX)
 100/35/0/2 (CMYK)

Accent

**1st priority
 Blue dark gradient**

0/104/255 (RGB)
 0068FF (HEX)
 100/63/0/2 (CMYK)

0/0/0 (RGB)
 000000 (HEX)
 91/79/62/97 (CMYK)

79/90/108 (RGB)
 4F5A6C (HEX)
 50/40/20/30 (CMYK)

Purple dark gradient

79/90/108 (RGB)
 4F5A6C (HEX)
 50/40/20/30 (CMYK)

0/0/0 (RGB)
 000000 (HEX)
 91/79/62/97 (CMYK)

189/3/247 (RGB)
 BDO3F7 (HEX)
 37/100/0/0 (CMYK)

**1st priority
 Bright gradient 2**

189/3/247 (RGB)
 BDO3F7 (HEX)
 40/100/0/0 (CMYK)

53/57/244 (RGB)
 3539F4 (HEX)
 100/63/0/2 (CMYK)

0/104/255 (RGB)
 0068FF (HEX)
 100/35/0/2 (CMYK)

Bright gradient 3

230/1/119 (RGB)
 E60177 (HEX)
 1/100/14/3 (CMYK)

232/18/69 (RGB)
 E81245 (HEX)
 0/100/62/0 (CMYK)

189/3/247 (RGB)
 BDO3F7 (HEX)
 40/95/0/0 (CMYK)

Bright gradient 1

253/213/1 (RGB)
 FDD501 (HEX)
 0/15/100/0 (CMYK)

0/70/78/0 (CMYK)†

230/1/119 (RGB)
 E60177 (HEX)
 1/100/14/3 (CMYK)

Bright gradient 4

1/171/1 (RGB)
 01AB01 (HEX)
 92/0/100/7 (CMYK)

0/104/255 (RGB)
 0068FF (HEX)
 100/35/0/2 (CMYK)

53/57/244 (RGB)
 3539F4 (HEX)
 100/63/0/2 (CMYK)

†RGB version doesn't use a center color value.

Accent color: CMYK vs. RGB

Our Crucial blue accent color reacts differently in a CMYK color space vs a RGB color space.

Please use the correct color code based on your document's color space.

If building digital assets (not print) in a CMYK color space, you will need to convert your color space to RGB for digital assets to be in the correct "electric" blue.

Digital

RGB/Hex color code used in a RGB document – this is the correct accent color for digital



Print

CMYK color code used in a CMYK document – this is the correct accent color for print.



RGB color code used in a CMYK document does not produce the correct color – if you get this color please review the correct color usage to the left.



Color use: Gradients

Dark gradients

- For covers and section headers
- Paired with lighter photographs, for more contrast
- As a background for quotes or small paragraphs

Bright gradients

- For covers and section headers
- Paired with darker photographs, for more contrast
- For eye-catching or attention-grabbing pieces
- In headlines

Blue dark gradient This is our leading gradient. It is the one that best represents our brand. Use it to represent Crucial or when visually reinforcing a connection to Crucial.

Purple dark gradient

Bright gradient 2 This is our leading secondary gradient. Gradients are listed here in order of priority use for the Crucial brand.

Bright gradient 3

Bright gradient 1

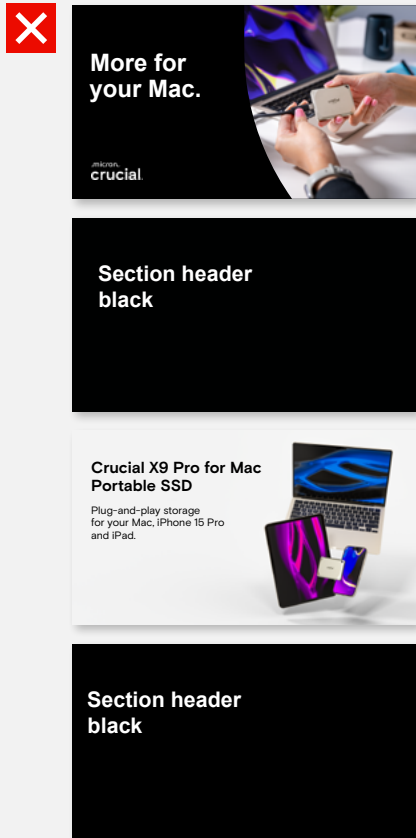
Bright gradient 4

Color use

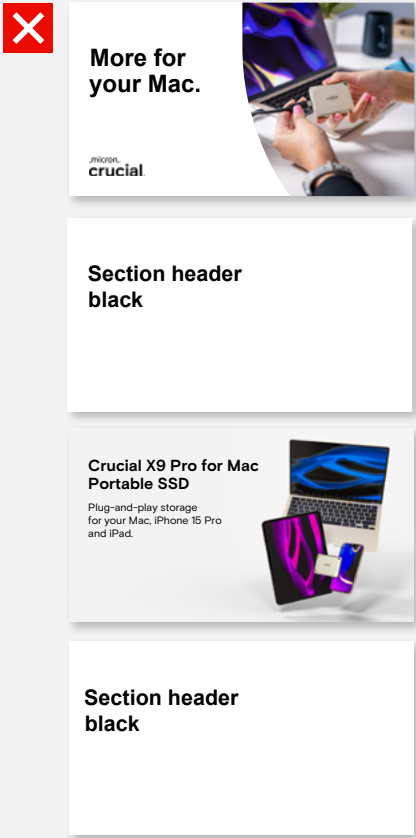
Gradients in publications

Things to avoid

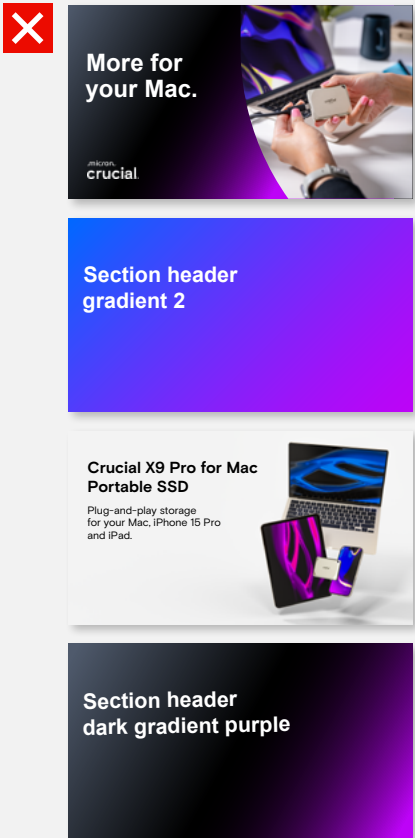
Use one of our gradients on presentation cover slides. Never use black or white. When leading with a gradient, use the same gradient on section header slides if the presentation covers a single topic or use multiple bright gradients if the presentation covers multiple topics. Never mix dark and bright gradients on section header slides or use a single gradient different from the cover slide gradient.



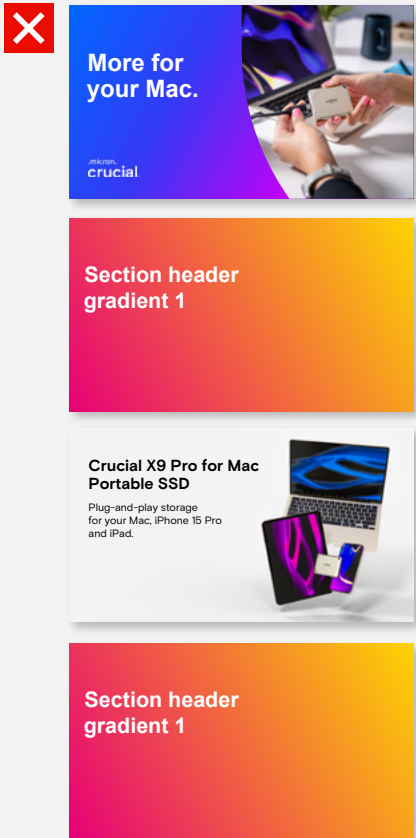
Don't use black section headers if the cover is using a black curve frame.



Don't use white for a presentation or publication cover.



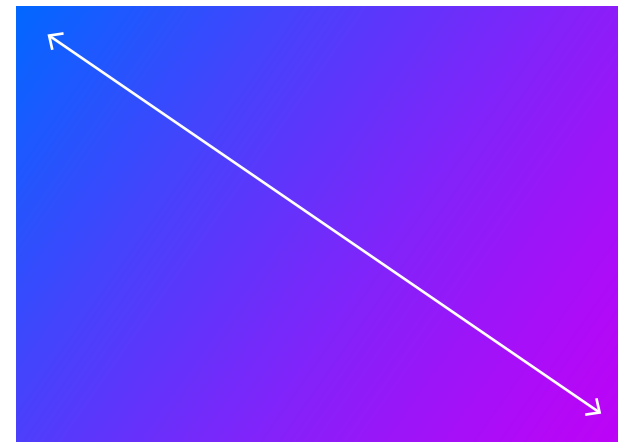
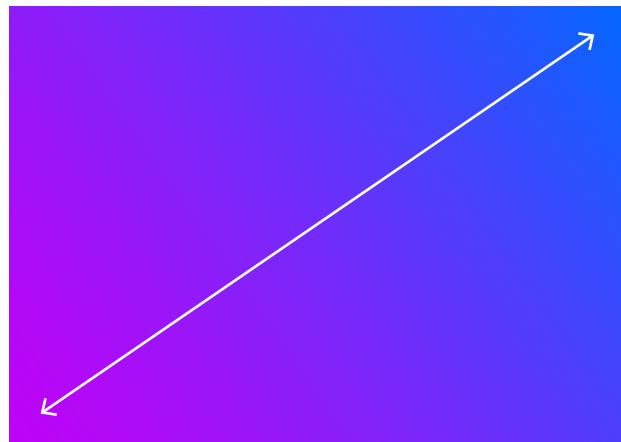
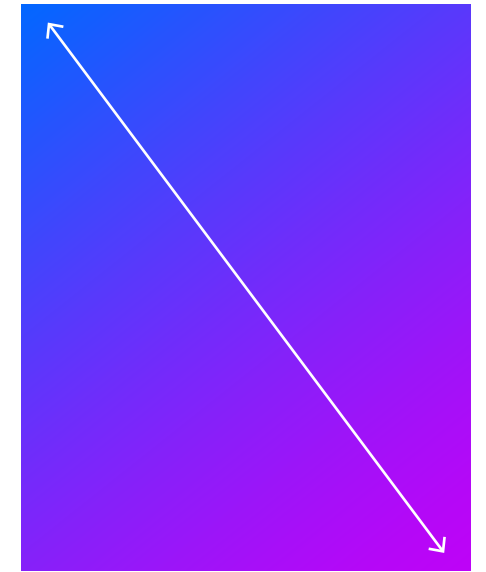
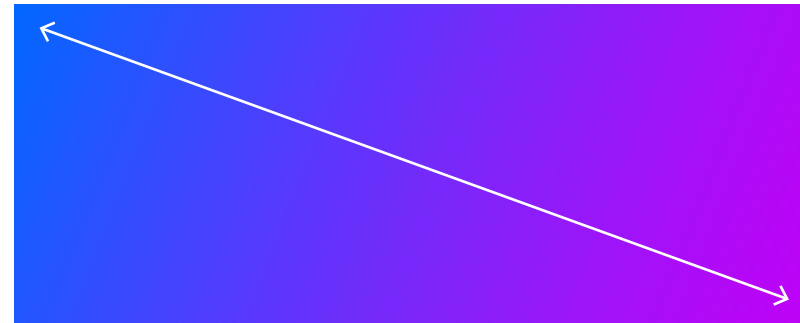
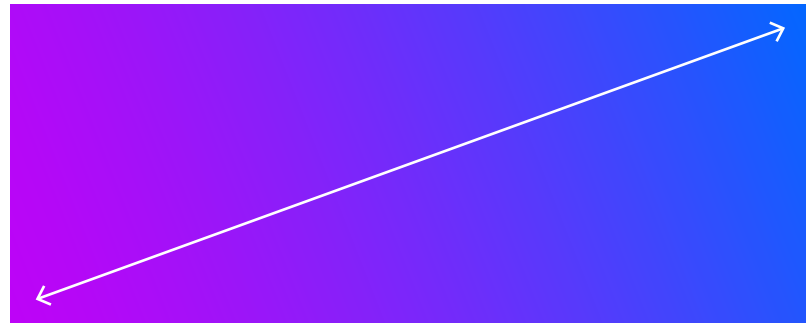
Don't mix bright and dark gradients in section headers.



Don't use a single bright gradient for the section headers that is different from the bright gradient on the cover.

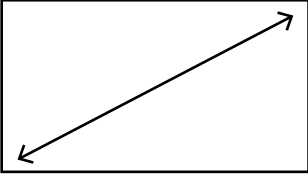
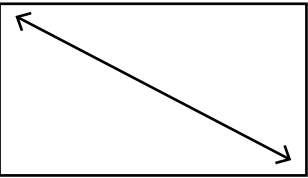
Gradient direction

The colors in our gradients always travel diagonally from corner to corner.



Combining the gradient and curve frame

When an image features a curve frame with a gradient background, the gradient should be from lower corner to upper corner.



Gradient with imagery

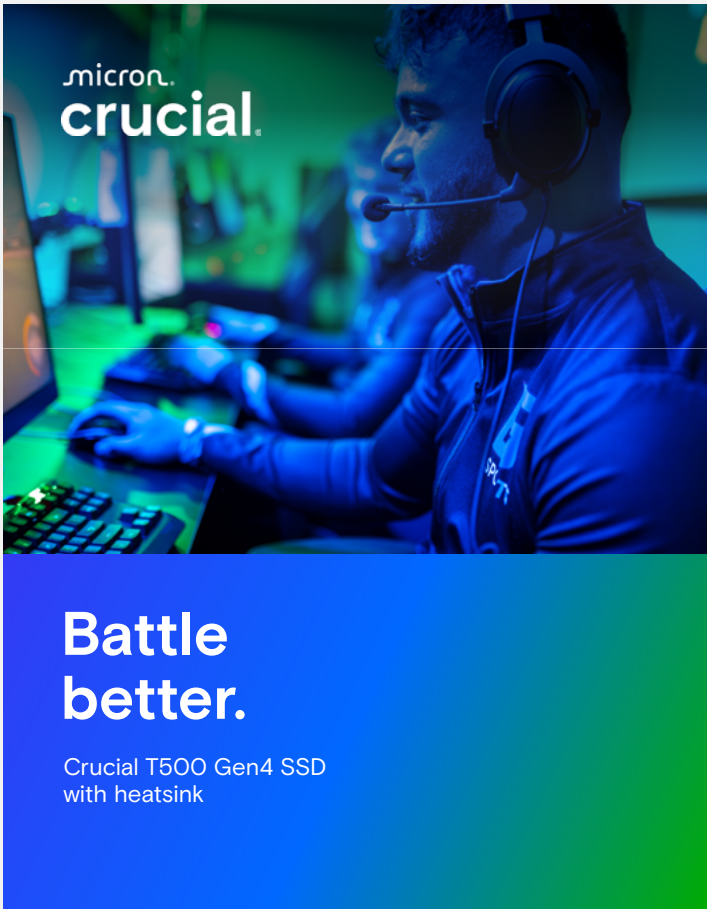
We can color match the gradient with photography.



Pair photography with a gradient that has complementary colors.



Pair photography with a gradient that has complementary colors.

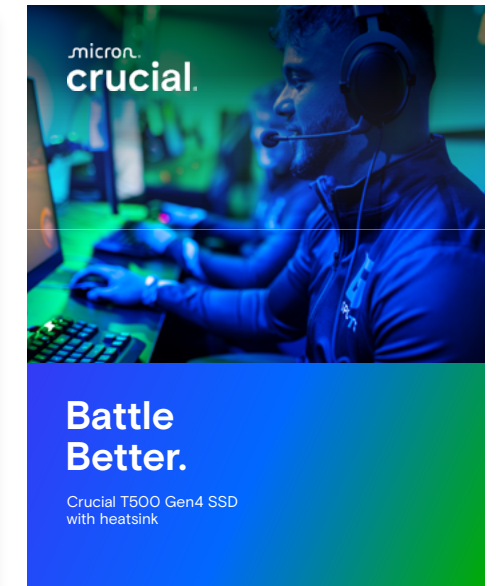
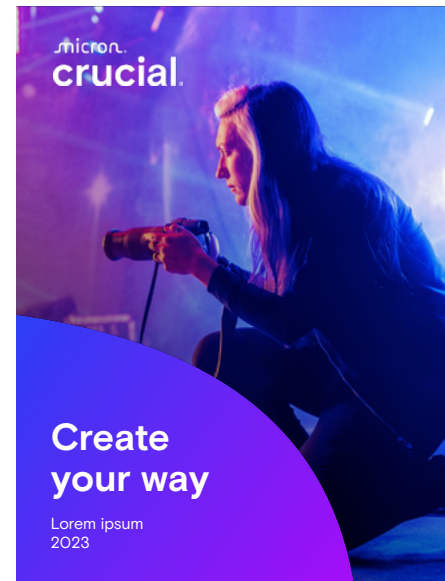
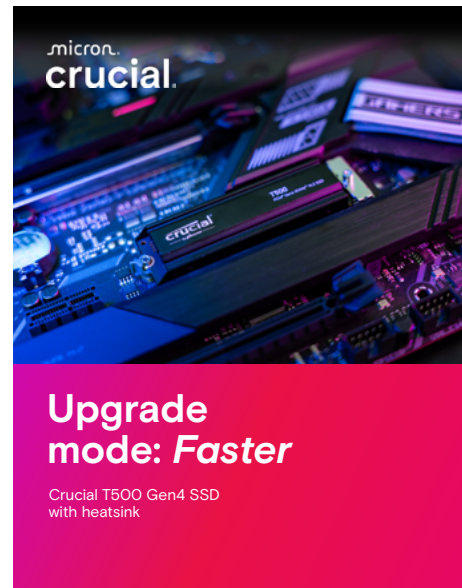


Gradient with imagery

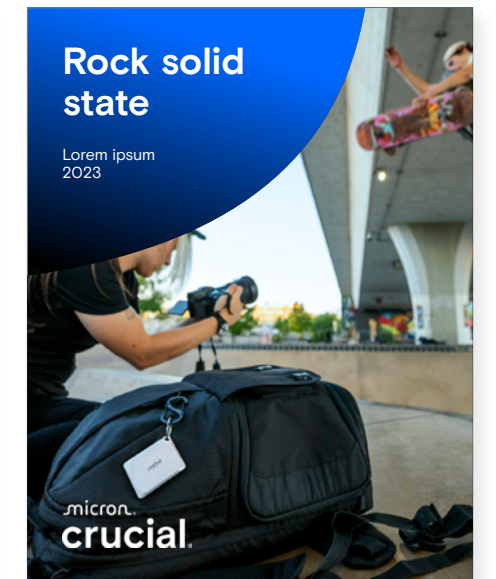
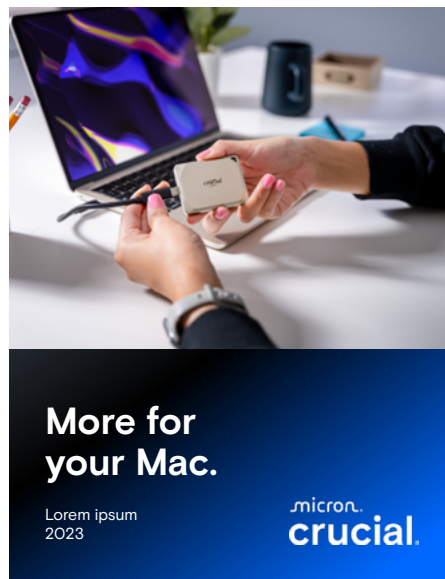
When photography is used with a gradient, there should be contrast between the gradient and the image for the gradient to be visible.

Lighter photography should be paired with our dark gradients to ensure there's enough contrast to see the edges of the gradient.

Darker images with our bright gradients



Lighter images with our dark gradients



Bright gradients in headlines

All our bright gradients can be used in headlines on black backgrounds. Set the headline in Micron Basis Bold. Do not use our dark gradients in non-headline copy.

Use this type treatment for big, eye-catching moments only — overusing it will minimize its visual impact.

Black backgrounds with gradient headlines are always preferred, but you may use bright gradients 2, 3 and 4 in headlines on a white background. Do not use bright gradient 1 on white backgrounds in digital touchpoints, as the yellow part of the gradient on white is not ADA compliant.

“Souped up for speed: The Crucial X10 Pro is the fastest USB portable SSD I have tested.”

- Dong Ngo, Technology Journalist
Dong Knows Tech | dongknows.com

Crucial X9 Pro

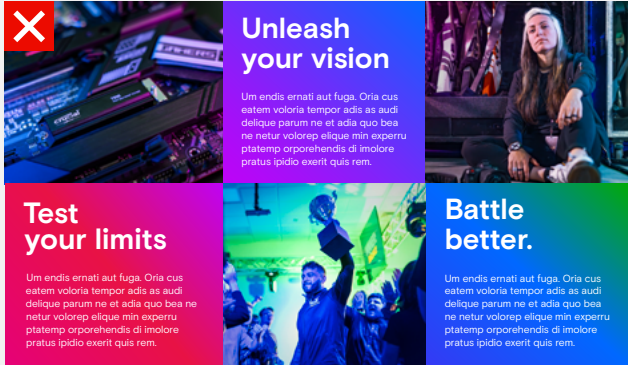
Your focus. Our drive.

Elliquat. Uptumqui toratem into cum qui dolupta ssinit renime porioris si venienda conem et veribus aperumqui tet endelia que nimetus.

Ahead of the curve

Os unt, ut hil explabor acerit ex eosamet, quiberc idipsandam doluptaBoreriaae optatus et offic to dolupta essus, od es eostio temosto temost veleseq uiatem. Aximaxi millenihil il eniatus, adit, omnist, ullorenit odis de qui de voluption eum fugiatur resequi beat.

Things to avoid



Don't overuse our gradients.



Don't use a black background for a content-heavy page.



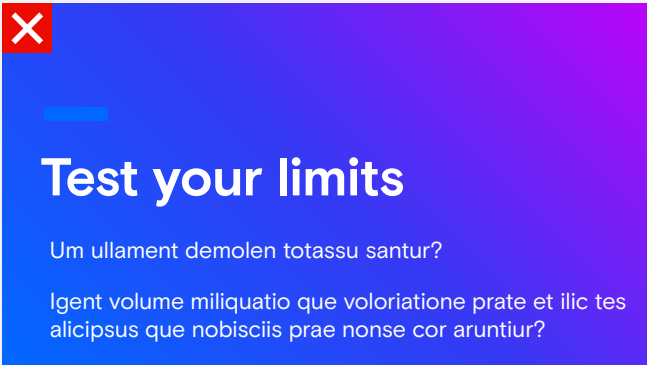
Don't use multiple gradients at once.



Don't recreate or change the gradients.



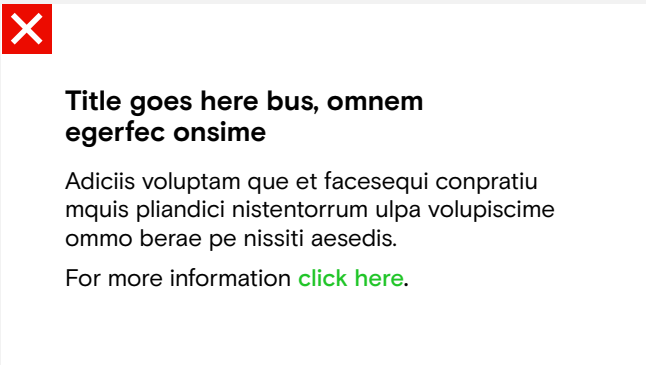
Don't use the colors from the gradients individually.



Don't place the accent color over a gradient.

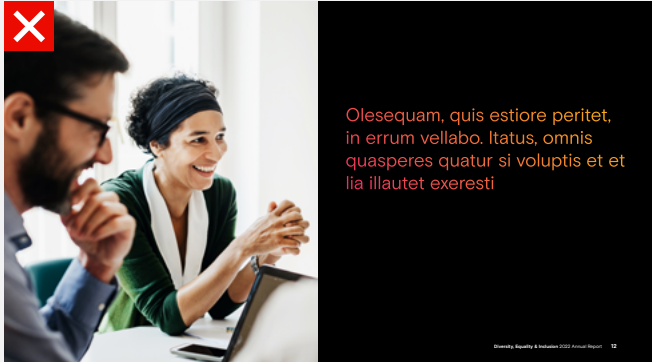


Don't overuse the accent color.



Don't use any other color but our accent color, blue, to highlight text.

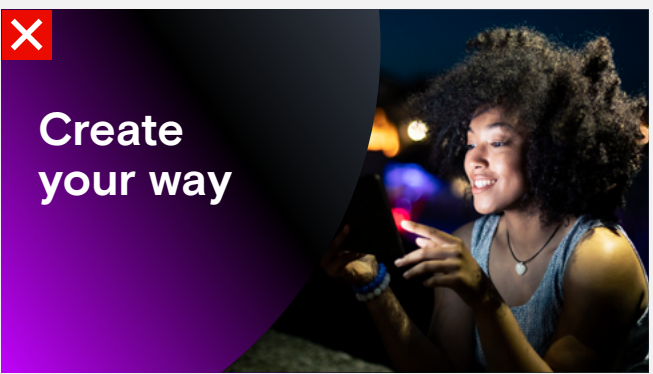
Things to avoid



Don't use gradients for small copy (such as subheads, body copy, callouts or CTAs).



Don't use our dark gradients for headlines or copy.



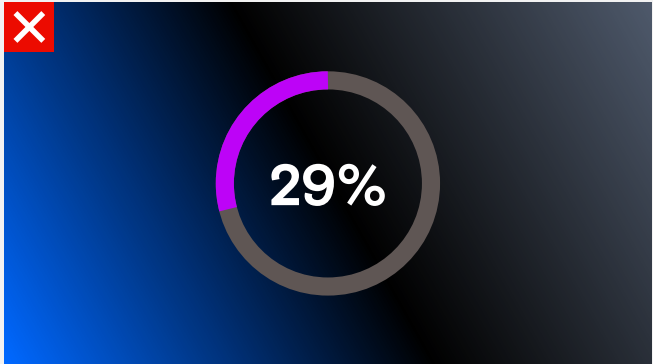
Don't add dark imagery that blends with the dark gradient.



Don't make the gradient travel vertically. It should always travel from corner to corner.



Don't use bright gradient 1 in a headline on a white background.



Don't place graphs on a gradient background.



Don't use black type over gradient backgrounds.



Don't make the gradient travel in a way that creates hard breaks in color.

Content

Content: Brand voice

Crucial is like a trusted friend that people rely on to understand technology, overcome DIY fears, and gain better performance from their computers and other devices. Crucial's content should always be backed up with unparalleled knowledge of memory and storage, including the full spectrum of people who use it and the way it will be used.

When representing Crucial, always write in a tone of voice that is:

- Positive
- Approachable
- Clear
- Concise

Avoid language that is:

- Condescending
- Complex
- Negative
- Ambiguous

When representing Crucial, ensure that your tone of voice aligns with the brand.

Positive vs. negative

✓
Overcome creative obstacles.

✗
Don't be buried under creative obstacles.

Approachable vs. condescending

✓
Whether you're new to upgrades or a seasoned veteran, we have step-by-step instructions to help you install your new SSD.

✗
If you're tech savvy at all, you should be able to install a new SSD in your computer.

Clear vs. ambiguous

✓
If you want more storage on your computer, follow these easy steps.

✗
If you're looking to increase the storage space on your system, there are steps you can take.

Concise vs. complex

✓
Memory is a computer component that allows for short-term data access.

✗
When exploring your computer's components, you may discover that memory is a large part of the system, which typically relates to data access that's short-term as opposed to long-term.

Content: Brand values

Our tone of voice should always line up with these brand values.

Bold

Building on Micron **leading-edge innovations** to provide you with exceptional consumer memory and storage solutions

Engaging gamers, creators and everyday users with innovative memory and storage products

Experienced

Quality, reliability and unparalleled knowledge, backed by **45 years** of Micron leadership

Dedicated to consumers since 1996

Inspirational

Empowering your ability to upgrade or build with the memory and storage solutions of your choice

Passionate about enabling our customers to choose the best memory and storage for their unique needs

Focused

Dedicated to engineering premium memory and storage products for your builds and upgrades

Focused on designing and delivering exceptional memory and storage products

Content: Rules for using all caps in ad copy

All caps are appropriate for ad copy to create a sense of excitement. However, overuse will water down that effect. These are some guidelines to consider:

- Use sparingly
- Use for short, bold statements, not long ones
- Don't layer with other style choices, such as punctuation

Why sentence case?

At Crucial, we have made a switch from title case to sentence case to reinforce our friendly, open tone of voice. With sentence case, we are sharing innovative ideas rather than making intractable declarations.

Excitement



**UNLEASH
GEN4 SPEED**

Length



**BATTLE
BETTER**

Style



**THE FUTURE
IS FASTER**



**HARD DAYS
ARE OVER**



**UNLOCK YOUR
COMPUTER'S
POTENTIAL**



**EXTRA FAST.
EXTRAORDINARY.**

Content: Personality scales

All written communication representing the Crucial brand should adhere to these personality scales. In general, messaging targeted toward consumers (B2C) should be slightly to the left of center in the three areas described (graph). Social media messaging will usually be a step further to the left. Messaging targeted to businesses and partners (B2B) as well as legal content should be slightly to the right of center.

What about social media?

When writing for social media marketing, it's vital to remember that these platforms were created for communication between people, not for marketers. When writing for social media, always remember to:

- Focus on the user's perspective
- Use language that matches the platform, experimenting with styles and tones to learn what best resonates with our target audience
- Use a conversational tone and plain language
- Use active voice
- Leverage emojis when relevant
- Reflect our brand with class, humility and humor
- Avoid run-on sentences, jargon and acronyms that could be confusing



✗ Too casual:

With our lit line up of memory & storage, Crucial gets you fired up to game, take wicked awesome shots or even drop the mic with your next professional PPT.

✓ Just right:

Whether you upgrade with our high-performance DRAM or add a lightning-fast SSD to your next build, you can trust Crucial memory and storage to give you the speed, durability and capacity you need.

✗ Too formal:

From powerful memory to capacious storage products, Crucial offers a full portfolio of hardware solutions designed to support your gaming, business and creative needs.



✗ Too edgy:

Micron's 232-layer NAND improves performance and powers you up better than that little blue pill.

✓ Just right:

Micron's 232-layer NAND boosts SSD performance and can even support power savings.

✗ Too conservative:

Micron's 232-layer NAND helps augment performance and power efficacy.



✗ Too funny:

Need an in-game boost? Faster DRAM is a better pick-me-up than gamer girl pee.

✓ Just right:

Ready to boost your in-game performance? Add more DRAM to your PC. (And don't forget to get some sleep between campaigns.)

✗ Too serious:

If you need better performance while playing video games, a DRAM upgrade can provide you with an essential boost.

Content: Audience personas

Writing about technology can be challenging. We must make complex subjects clear to a wide variety of people, including those who know nothing about memory and storage and those who might be more knowledgeable than we are. Understanding where the content we write will be used and which personas will read it is vital to choosing the right words to suit those needs.

Always consider the audience of the content you write and craft your language to them. Wherever possible, telling your readers whether the content you're sharing is meant for beginners, intermediate or advanced learners sets an expectation that can alleviate frustration.

Our target consumer (B2C) personas are:

- Creatives
- Gamers (PC and console)
- Professionals
- Home users
- Students

Our target business (B2B) personas are:

- Businesses (from small to large)
- End customers
- Resellers
- Distributors
- System integrators
- Government entities

Also, consider the region in which the content will be read. Crucial products are sold globally. Idioms, metaphors, colloquial language and plays on words rarely translate well into other languages. Consider alternatives for global customers. Some of our biggest markets are in:

EMEA

- United Kingdom
- Germany
- France
- Italy
- Spain

APAC

- China
- Tawain
- Japan
- Korea

Writing about Micron brand endorsement

Crucial is the consumer-facing brand of Micron, one of the largest manufacturers of memory and storage in the world. We strive to make this clear to our customers in every piece of collateral we write. Whenever a customer reads about Crucial, it should be clear that we are a brand of Micron.

Writing about Crucial compatibility tools

Crucial products are guaranteed compatible and backed with a 45-day money-back policy under the following conditions that must be clearly conveyed when writing about these tools:

1. The customer must use one of the compatibility tools available on the Crucial website to identify and choose a compatible product.
2. The customer must purchase that product from the Crucial website (or a region-specific site, such as crucial.kr).

It's important to write about Crucial compatibility tools consistently. These are the current names of Crucial compatibility tools:

1. **Crucial System Scanner** — this tool will scan a PC or laptop's system BIOS to identify existing memory and storage products and will recommend upgrades that are compatible with that particular system.
2. **Crucial System Selector** — this tool allows the user to input the brand, make and model of their computer to generate a list of recommended compatible products.

In plural uses, these tools can be referred to in the following ways:

1. Crucial compatibility tools
2. Crucial compatibility suite

Do not capitalize “compatibility tools” or “compatibility suite.” Do not add “tool” to the end of the official name:

- ~~Crucial System Scanner tool~~
- ~~Crucial System Selector tool~~

Did you know?

You can build trust in your audience by using a consistent tone of voice. Staying consistent in levels of formality, humor and intensity will convey authenticity to readers. The opposite is true as well: readers will subconsciously lose trust in a brand that constantly changes their tone of voice.

Content do's and don'ts



Do use contractions

- Don't put off your upgrade
- ~~Do not put off your upgrade~~



Do use language that is tailored to your audience

- (Gaming) Spawn faster and improve FPS with the Crucial XXX SSD
- (Creatives) Blaze through workloads without dropping frames and render directly from the drive



Do be consistent with punctuation, capitalization and tone of voice



Don't use complex words where simple ones are just as clear

- ~~Utilize our step-by-step instructions~~
- Use our step-by-step instructions



Don't use business jargon or confusing acronyms

- ~~Shift left with this amazing NPIs~~
- Refresh your perspective with our new product line up



Don't use slang that will quickly become outdate

- These faster memory modules slay
- These faster memory modules boost performance

The full Crucial Grammar and Style Guide is available by contacting crucialcreative@micron.com

Punctuation guidelines

As a general rule, Crucial does not use end punctuation in primary headlines, secondary headlines and subheads, or in section headers, except for the unique cases described in greater detail on this page. In all instances, please note that in terms of capitalization, sentence case is used.

For bulleted and numbered lists, it is not uncommon for longer documents (such as PowerPoint presentations) to contain multiple bulleted lists. In an ideal world, all of these lists would be formatted the same with regard to end punctuation—however, rarely is this practical. Therefore, the rule of thumb is to ensure that each bulleted list is consistent with itself. In other words, if one bulleted item in a single list requires end punctuation, then all the items in that list should use end punctuation (and vice-versa). Again, guidance for this is provided in greater detail on this page.

Headline

No end punctuation is the default for Crucial headlines, however, there is flexibility here to allow for creative emphasis on a case-by-case basis. If a headline poses a question (ie: Are you in?) use a question mark. (If a headline is made up of two sentences (ie: **The time is now. Now is the time.**) use periods at the end of both sentences.

Bulleted/numbered lists (longer version)

It is not uncommon for longer documents to include multiple bulleted lists. Crucial's default is to NOT use punctuation on bullets.

If a bullet includes two or more sentences, first consider whether it could be rewritten into two bullets without end punctuation. If that's not possible, there are two options for using end punctuation on a bulleted list:

1. Construct the list so that each bulleted item forms a complete sentence, and use end punctuation.
2. Construct the list so that each bulleted item does not form a complete sentence, and therefore does not require end punctuation.

Again, the goal here is to ensure the consistent use of end punctuation within the same bulleted list.

Title case vs. sentence case

In title case, the first letter of each word in a statement is capitalized (e.g: **This Is An Example Of Title Case**).

In sentence case, only the first word of the statement is capitalized, like a regular sentence (e.g: **This is an example of sentence case**).

Sentence case in headlines, subheads and headers is the Crucial brand standard.

Subhead

No end punctuation is the default for Crucial subheads, however, there is flexibility here to allow for creative emphasis on a case-by-case basis. If a headline poses a question (ie: Are you in?) use a question mark. (If a headline is made up of two sentences (ie: **The time is now. Now is the time.**) use periods at the end of both sentences.

Bulleted/numbered lists (short version)

Crucial's default is to not use end punctuation on bulleted lists. If end punctuation is unavoidable (bullets cannot be rewritten to exclude end punctuation), it must be used consistently throughout the list, and each bullet must be constructed as a complete sentence.

Callouts/pull quotes

Callouts: No punctuation unless it is a complete sentence

Pull quotes: Use quotation marks and punctuation, including ellipses (where needed) to indicate breaks in the quotation

When a headline and subhead create a complete sentence, the subhead is not capitalized.

For example:

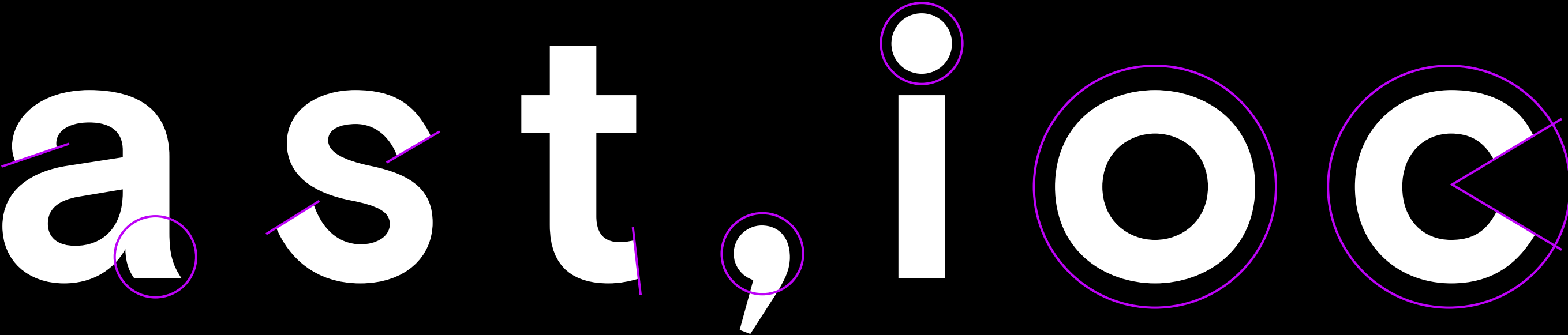
Choose Crucial
for all your memory and storage needs

Typography

Our corporate font

Our typeface is Micron Basis. Combining dynamic curves with sharp edges, the font is precise, functional, and features custom rounded details in punctuation marks.

Micron Basis



Dynamic curves and cuts

Custom rounded details

Geometric shapes

Micron Basis

Micron Basis, a robust sans serif font, balances a crisp legibility with warm features.

It is available in a wide range of weights and characters and flexes across digital and print applications. The Regular version of the font comes in an Off White option specifically drawn to be used as a knockout over black and our gradients.

Please contact the Crucial Brand team at crucialcreative@micron.com for more information about access to Micron Basis.

Light, *Italic*

Regular, *Italic*

Off White, *Italic*

Medium, *Italic*

Bold, *Italic*

Black, *Italic*

System font

Our system font is Arial. Use it in general business communications, including PowerPoint and Word documents, to ensure consistency and avoid font changes.

Note that Microsoft desktop templates (PowerPoint, Word, Outlook) will use this font. In addition, email signatures also use Arial for text content.

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Simplified Chinese typeface

The Source Han Sans Simplified Chinese font family is the primary Crucial font for Simplified Chinese. The various approved weights of the typeface are shown to the right and may be used as appropriate. Heavy may only be used for chapter headings in long-form reports or for numbers in infographics.

Supplemental typeface

When Source Han Sans Simplified Chinese is not available, use Microsoft YaHei as an alternative. The various approved weights of the typeface are shown to the right and may be used as appropriate.

Source Han Sans Simplified Chinese

Normal 这句话后
Medium 这句话后
Bold 这句话后
Heavy 这句话后

Microsoft YaHei

Regular 这句话后
Bold 这句话后

Traditional Chinese typeface

The Source Han Sans Traditional Chinese font family is the primary Crucial font for Traditional Chinese. The various approved weights of the typeface are shown to the right and may be used as appropriate. Heavy may only be used for chapter headings in long-form reports or for numbers in infographics.

Supplemental typeface

When Source Han Sans Traditional Chinese is not available, use Microsoft JhengHei as an alternative. The various approved weights of the typeface are shown to the right and may be used as appropriate.

Source Han Sans Traditional Chinese

Normal 這句話後
Medium 這句話後
Bold 這句話後
Heavy 這句話後

Microsoft JhengHei

Regular 這句話後
Bold 這句話後

Japanese typeface

The Source Han Sans Japanese font family is the primary Crucial font for Japanese. The various approved weights of the typeface are shown to the right and may be used as appropriate. Heavy may only be used for chapter headings in long-form reports or for numbers in infographics.

Supplemental typeface

When Source Han Sans Japanese is not available, use Meiryo as an alternative. The various approved weights of the typeface are shown to the right and may be used as appropriate.

Source Han Sans Japanese

Normal 言葉の豊
Medium 言葉の豊
Bold 言葉の豊
Heavy 言葉の豊

Meiryo

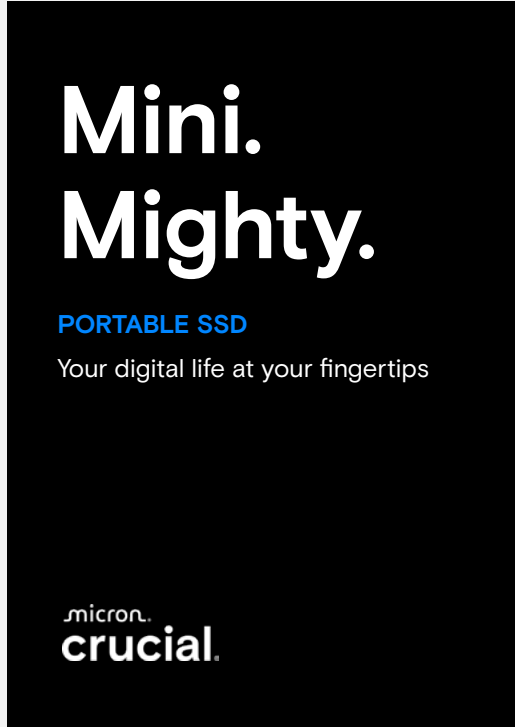
Regular 言葉の豊
Bold 言葉の豊

Typography colors

Typography in our system is limited to white or black, with minimal use of our accent color. Avoiding colored typography allows our vibrant graphic elements to shine and our message to be clear.

- Use white text over gradients and black backgrounds.
- Use black text on white backgrounds.
- In print communications, all black text under 24pt must be 100% black, not our rich black.
- The accent color can highlight important information and indicate navigation.

Gradients can be used in headlines on black backgrounds for hero moments.



Type hierarchy

Our typeface is most effective when there’s a clear visual hierarchy. This page shows the relationship between the different levels of copy.

The weights and styles shown here are approved for use in all our communications. Specific type sizes are determined by the size of the application.

Some additional considerations:

- With the exception of eyebrow use, all hierarchy styles use sentence case.
- Italics should be used for publication titles or scientific references that need to be differentiated. They can also be used for emphasis within body copy.
- All type within our communications should be set left aligned.
- Type should be set in black or white.
- White/reverse body copy should be set in Off White, which is designed for use on black and gradient backgrounds.

Minimum size

Legal copy

Micron Sans Regular
10px (web) / **7pt** (print)

Micron, the Micron logo and all other Micron trademarks are the property of Micron Technology, Inc. All other trademarks are the property of their respective owners.

Body copy

Micron Sans Regular
Minimum size 14px (web) / **10pt** (print)

We define our future together. Micron innovation and your inspiration are shaping tomorrow’s products, industries and the world.

Eyebrow

Micron Sans Medium
Minimum size 16px (web) / **12pt** (print)

PUBLICATION / SECTION TITLE

Descriptor/Date

Micron Sans Regular
Minimum size 18px (web) / **14pt** (print)

Newsletter
Month 00, 0000

Callouts/quotes

Micron Sans Regular or Light
Minimum size 18px (web) / **14pt** (print)

Micron innovation and your inspiration are shaping tomorrow’s products, industries and the world.

Subtitle

Micron Sans Bold
Minimum size 18px (web) / **14pt** (print)

The journey to autonomous flight

Secondary headline

Micron Sans Regular/Light
Minimum size 28px (web) / **20pt** (print)

Computing solutions

Headline

Micron Sans Bold
Minimum size 28px (web) / **20pt** (print)

Advanced memory

Type hierarchy Spread

Eyebrow

Micron Basis Medium

Case: All caps
Tracking: 70
Punctuation: None

Headline

Micron Basis Bold

Case: Sentence
Tracking: -10 to 0
Leading: 105% of type size
Punctuation: None, unless there are two sentences, in which case only the first gets a period

Secondary headline

Micron Basis Regular/Light

Case: Sentence
Tracking: -10 to 0
Leading: 105% of type size
Punctuation: None, unless there are two sentences, in which case only the first gets a period

Body copy

Micron Basis Regular

Case: Sentence
Tracking: 0
Leading: 125% of type size
Punctuation: Standard

Subtitle

Micron Basis Bold

Case: Sentence
Tracking: 0
Leading: 110% of type size
Punctuation: None, unless a complete sentence, in which case add a period

PUBLICATION / SECTION TITLE

Headline

Secondary headline

Ersipeniatur sequi nient a volorent magniet la doluptatiam quo ex et quidem unt restis que doluptatur a verum dolor mod es re venim is doles corumenimus dendit laceprovidi ommodigni nos esequam, ommod quam quiasimi, officis rest enditiam, officim quae nus earciestia dento optas moluptur? Iliqui dolupta turecto magnihicis aut dolecum, tempedis simus sedios sundi con eos mollignati nat.

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Subtitle

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Body copy headline lorem ipsum desgast viat encbarce.

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- Sit omnis dolenecepra labore
- Pratibu sciisciis sit aut veni sitiis maion cullupt atur, eum maion quibus

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Callouts/quotes

Micron Basis Regular or Light

Case: Sentence
Tracking: -10 to 0
Leading: 125% of type size
Punctuation: None, unless a complete sentence, in which case add a period

Bullets

Micron Basis Regular

Case: Sentence
Tracking: 0
Leading: 125% of type size
Punctuation: None, unless there are two sentences, in which case only the first gets a period

Highlighted text

Micron Basis Black

Case: Sentence
Tracking: 0
Leading: 125% of type size

Type hierarchy

Cover

Headline

Micron Sans Bold

Case: Sentence

Tracking: -10 to 0

Leading: 105% of type size

**Battle
better.**

Descriptor

Date

Micron Sans Regular

Case: Sentence

Tracking: 0

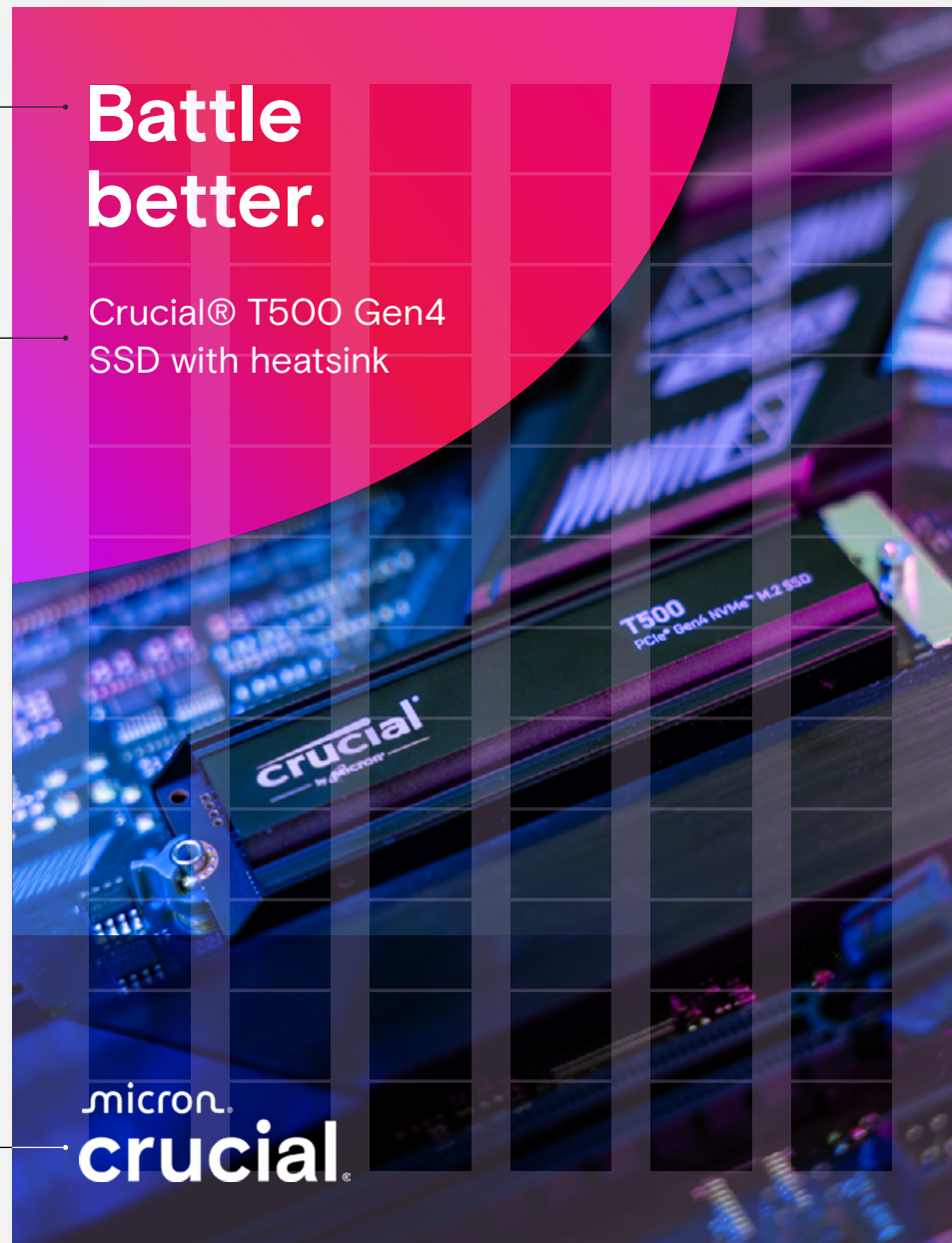
Leading: 110% of type size

Minimum size 18px (web) / 14pt (print)

Crucial® T500 Gen4
SSD with heatsink

Logo

micron.
crucial®

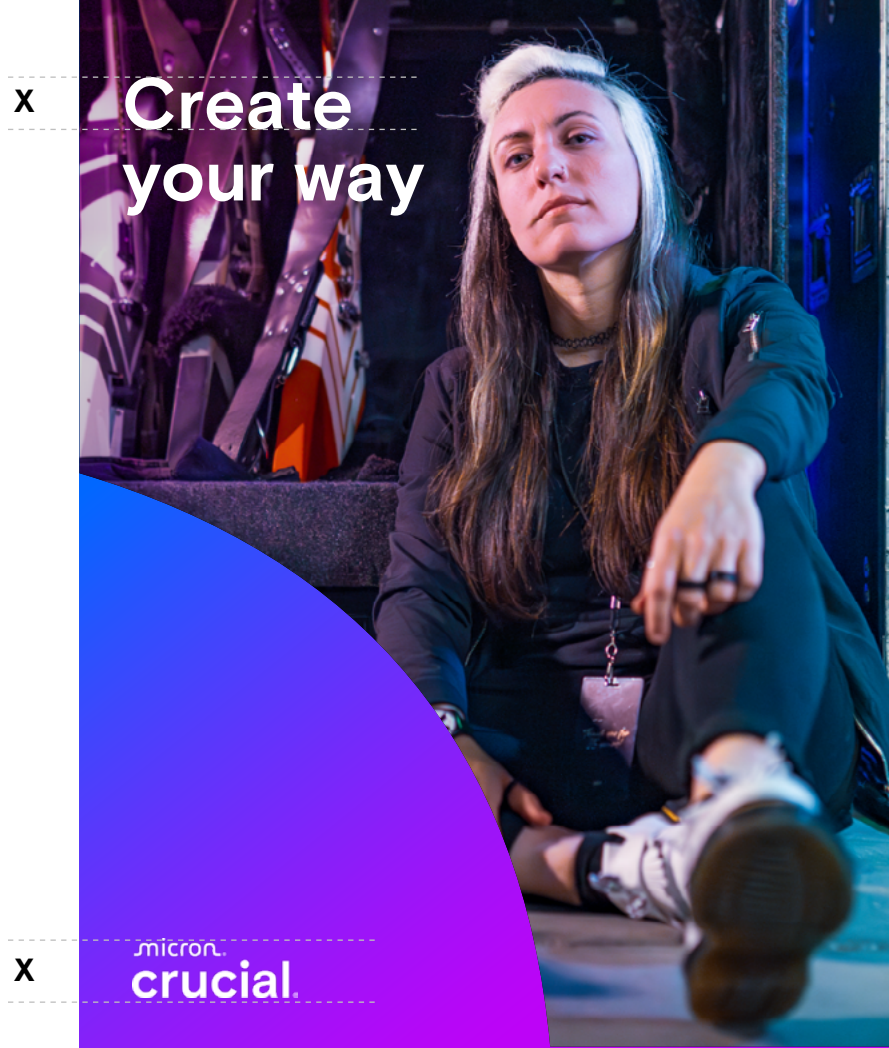


Logo and headline scale

A properly-sized logo should not be bigger than the headline or main message that conveys the benefits of the product or subject being promoted.

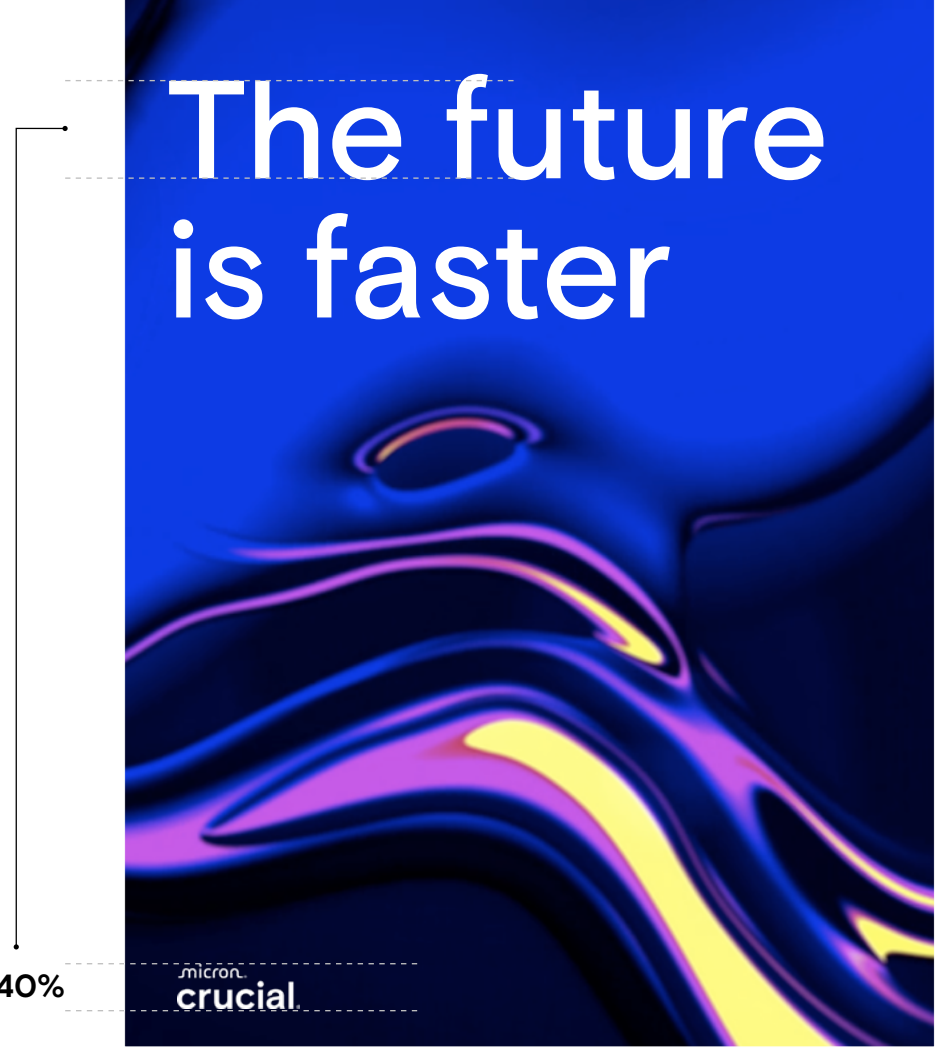
Minimum headline size

At minimum, the headline's cap-height should be the height size of the logo.



Variable scale relationship

Headline can vary in size; however, the logo should not be sized smaller than 40% of the cap-height.



Accessibility compliance

All our background colors have been tested to make sure our web-based design applications meet the [WCAG 2.1 AA](#) technical standards. Follow these suggestions to ensure compliance:

Use white text over:

- black
- gradients
- images

Use black type over:

- white
- gray (up to 50%)

Special accessibility compliance note for copy over gradients:

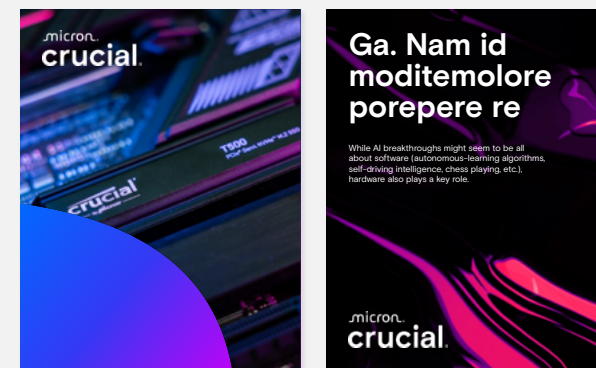
- Bright gradient 1 should only be used for headlines and avoiding the yellow area of the gradient.
- Dark gradients and bright gradients 2 and 3 can be used with any size text.
- Bright gradient 4 can be used with headlines overall, but regular copy should not be placed on the green area.

Our accent color can be used over white and black but never over gradients.

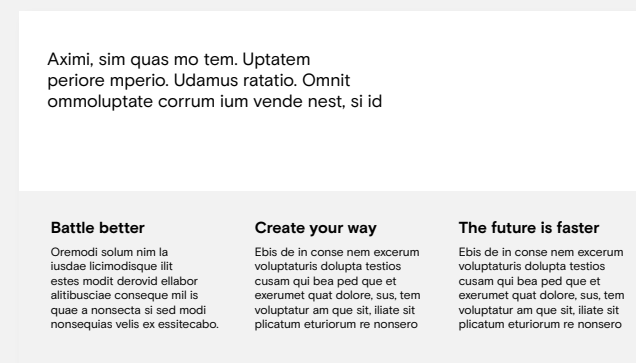
White copy over black



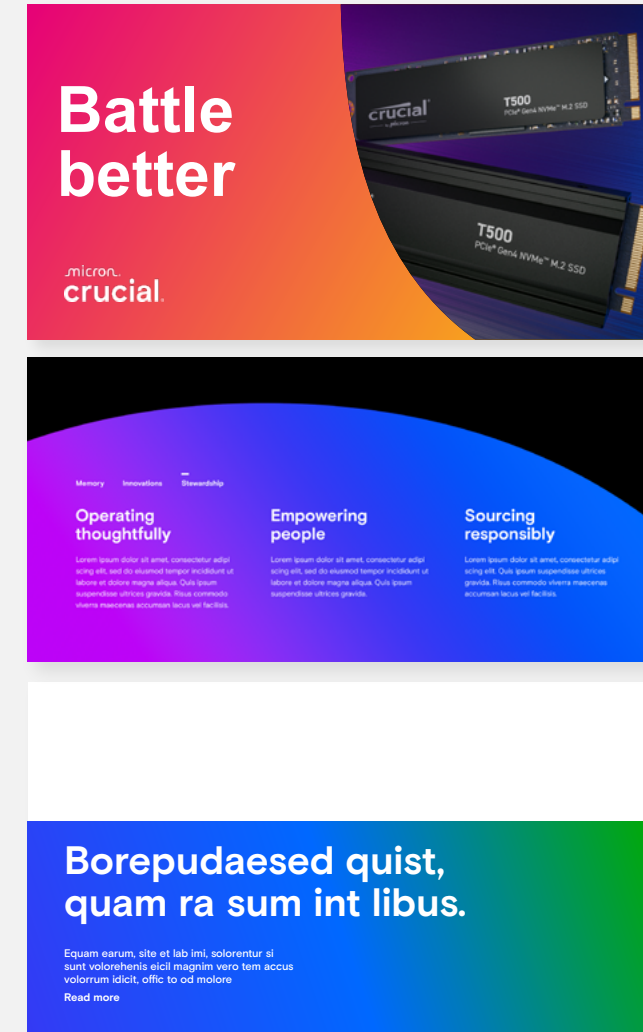
White copy over image



Black copy over white and light gray



White copy over gradients



Bright gradient 1

- headlines only
- headline avoiding yellow area

Dark gradients and bright gradient 2 and bright gradient 3

- all size copy

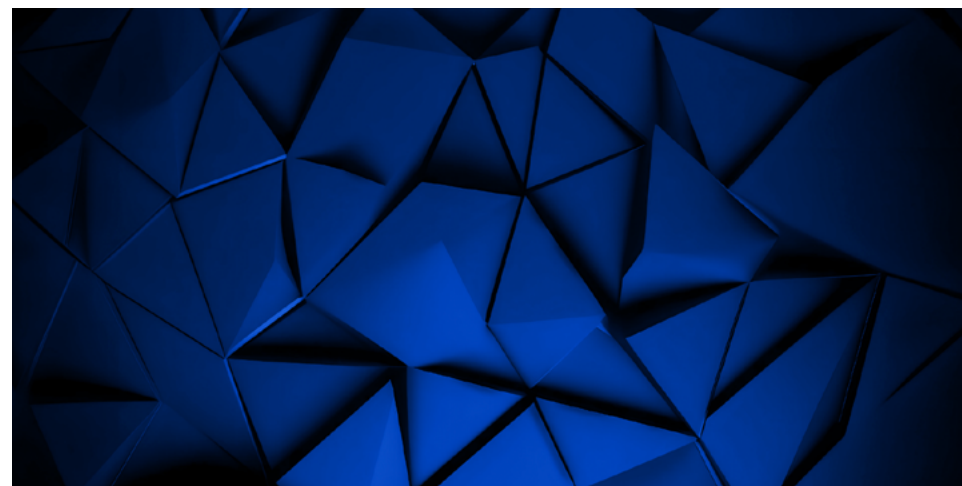
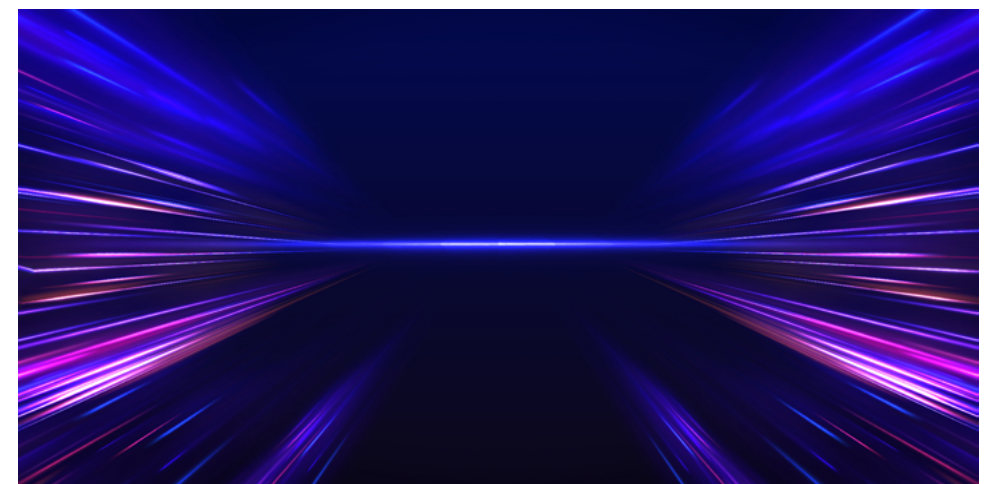
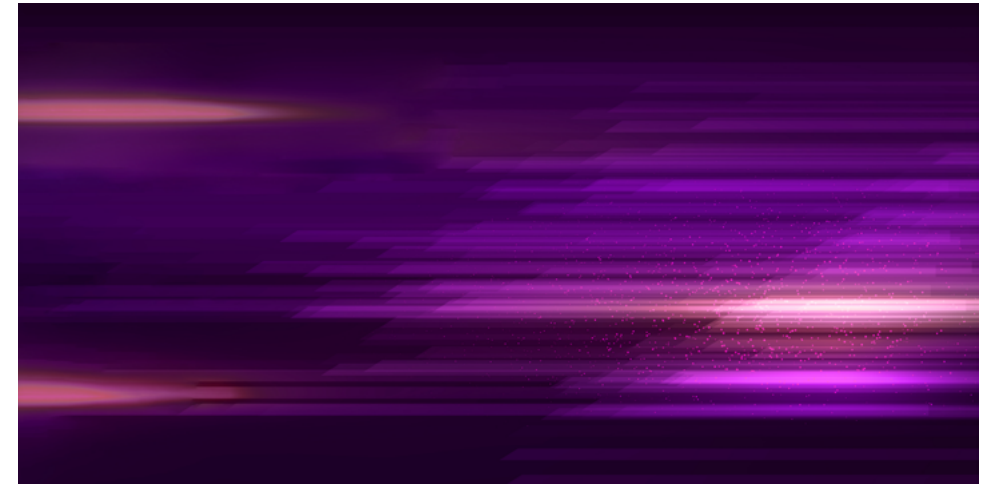
Bright gradient 4

- headlines
- body copy avoiding green area

Design Elements

Backgrounds

Using exciting and energetic backgrounds for Crucial creative is encouraged. However, all backgrounds should have intent, purpose and still be consistent with Crucial's color palette and brand standards.



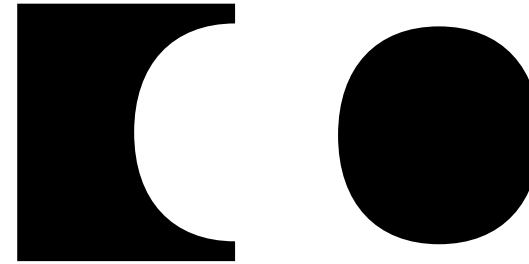
Curve frame Creation

Our curve frame can be built using two main shapes: the positive and the negative area of an oval.

All curve frames can be used interchangeably, and can be scaled and angled to meet any layout requirement.

The curve frame sits at the intersection of the curve shape and the layout, creating an opening for imagery.

Curve shapes



Curve shapes that intersect with the layout create the **curve frame**

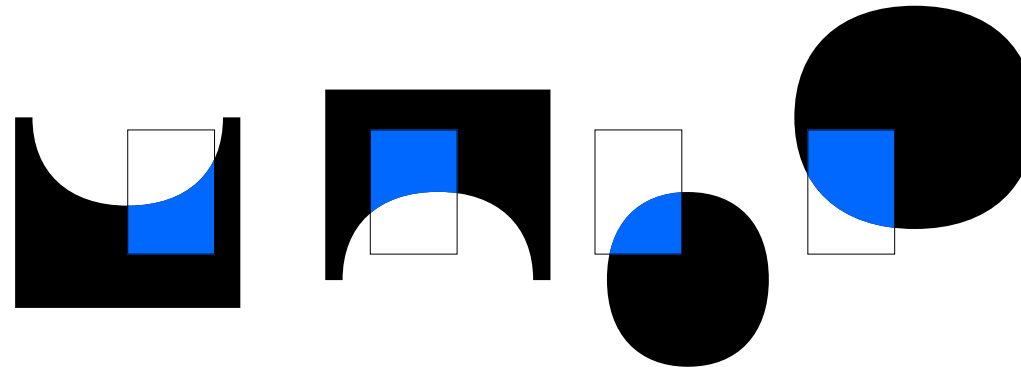
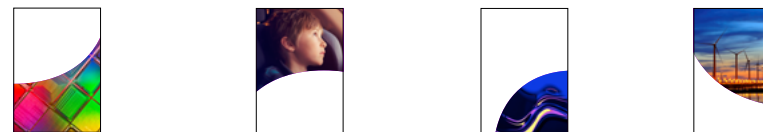


Image is inserted into the curve frame



Usage

The curve frame should not be overused. Reserve these shapes for hero moments and use sparingly for Crucial.

Typography usage

Place type outside the curve frame. The frame allows the image to remain inside the shape, leaving space for copy outside the frame.

You can place the logo or group marks on top of the image inside the frame, but adhere to clear space rules. Make sure the image isn't overly busy and doesn't impede logo legibility..

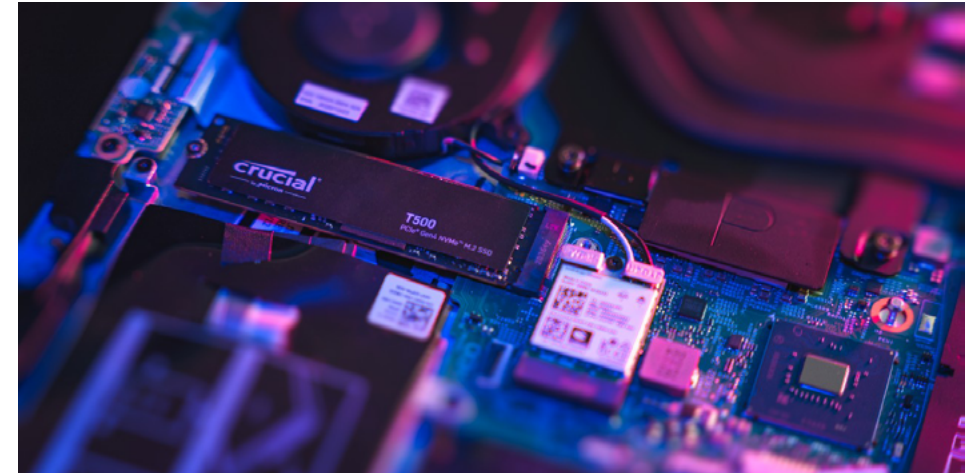


Imagery

Dark imagery

When our dark photography is used it should be paired with our bright gradients to ensure there's enough contrast.

Our dark photography is focused on vivid color and conveys a sense of cinematic illumination. The imagery can be infused with the vivid Crucial colors, adding richness and bringing all of our brand's visual elements together.



Light imagery

Lighter photography should be paired with our dark gradients to ensure there's enough contrast.

Our light photography also has cinematic atmosphere and illumination, but the colors are more natural.

The captured moments are candid, and the lighting is cooler toned.



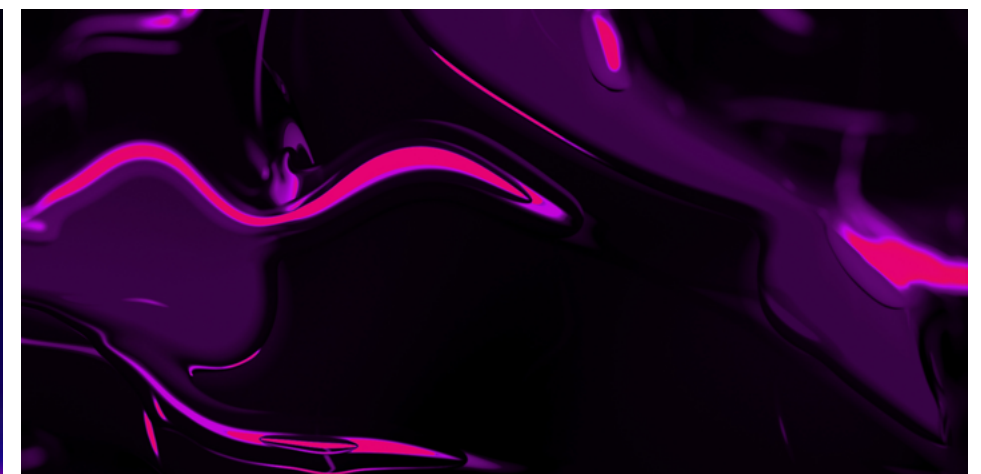
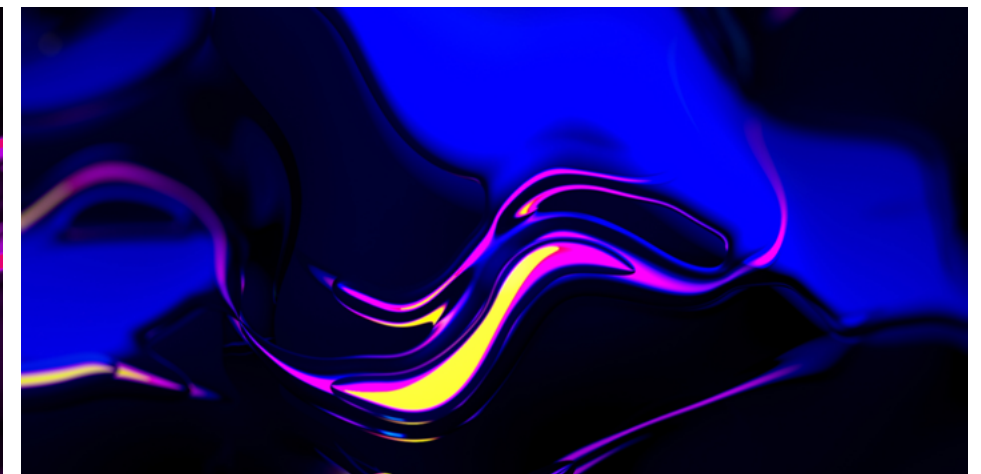
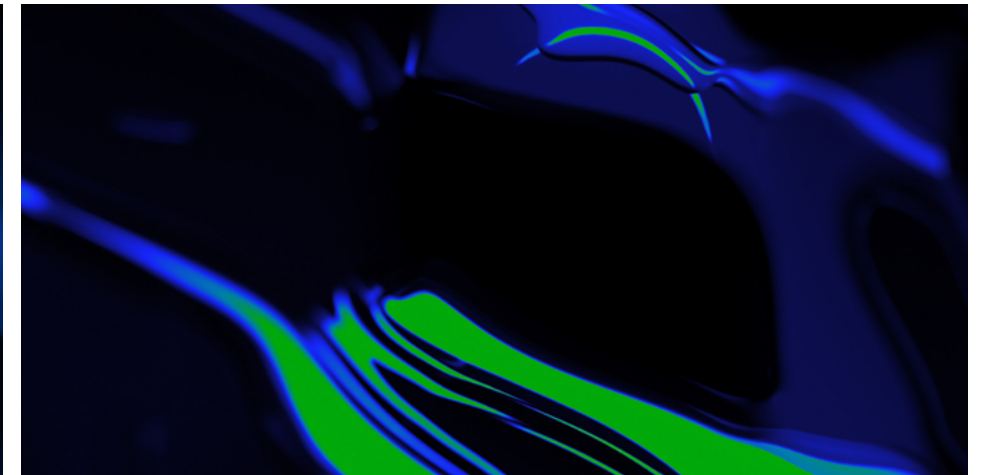
Liquiforms

Our liquiform backgrounds are a key element in our visual toolbox.

Futuristic and seamless, these backgrounds symbolize our constant movement and evolution that put us ahead of the curve.

To ensure readability, always use white text over the liquiform, and place the text in the empty spaces.

The liquiform comes in four colors — inspired by our gradients — and in multiple crops with plenty of empty space for your messaging.



Product Hero images

Our product hero images showcase our products in a majestic and futuristic way. They are renderings that have been carefully calibrated to mirror the lighting and colors of our primary photography.

Lighting

- Vivid, edge lighting
- White lighting on product face
- Cinematic drama
- Follows the product's key art look & feel



Product Renders

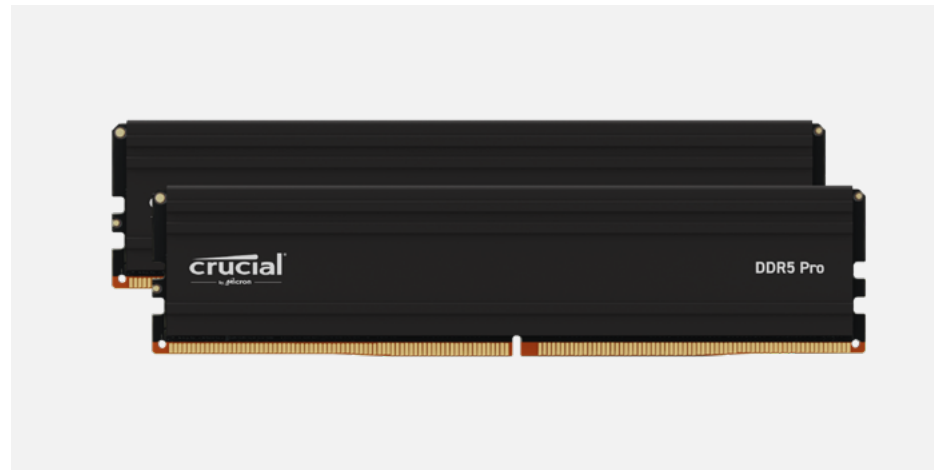
Renders are used in functional settings where the product needs to be shown in a clear and realistic way.

Image style

- Heroic
- Crisp
- Futuristic

Image style / Lighting

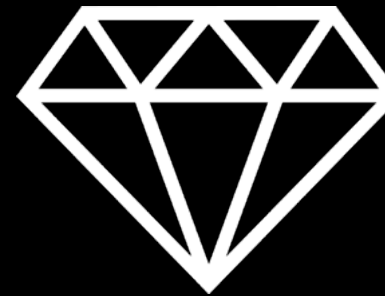
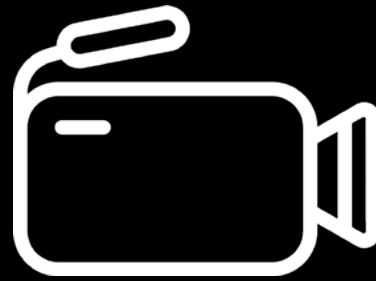
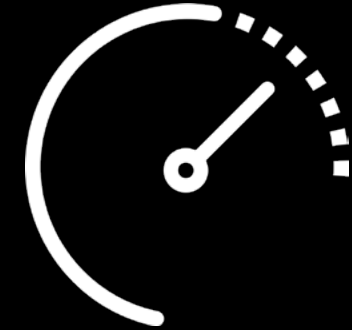
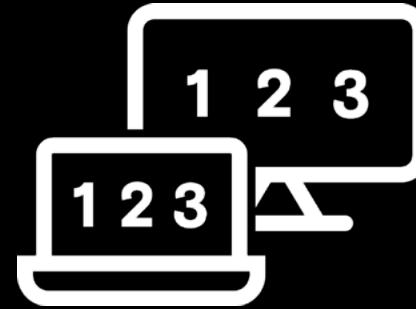
- Gray F background color
- Soft drop shadow
- Crisp and clean lighting



Iconography

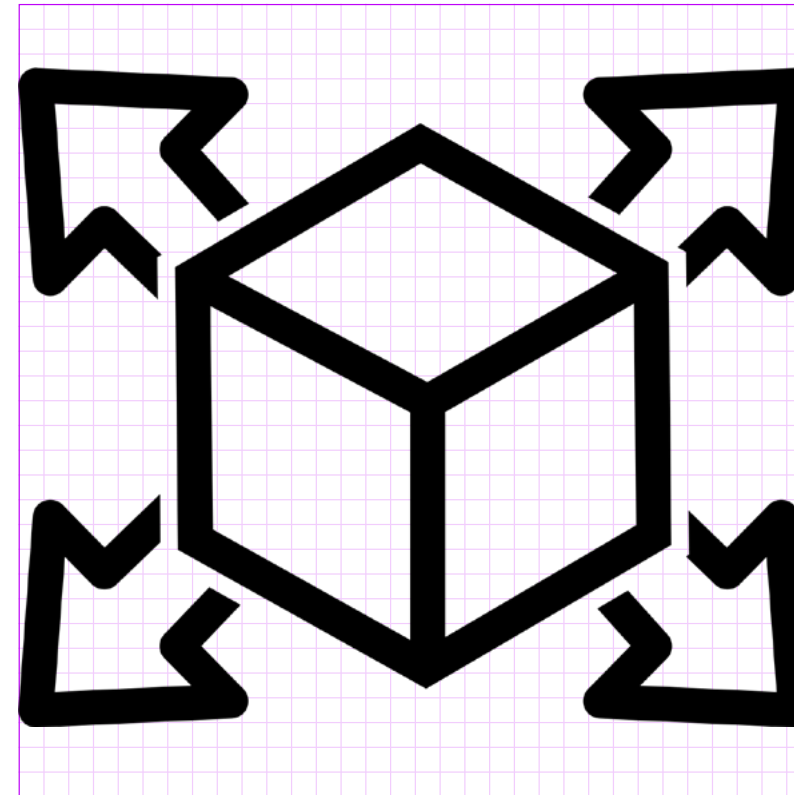
Icons

Our iconography style is inspired by our corporate typeface. Our icons feature geometric shapes, dynamic curves and sharp edges.



Iconography style

Our icons are built on a 32x32 pixel grid, following our overarching grid system. The icons are designed and built with consistency and legibility in mind.



Clear space and minimum size

Clear space

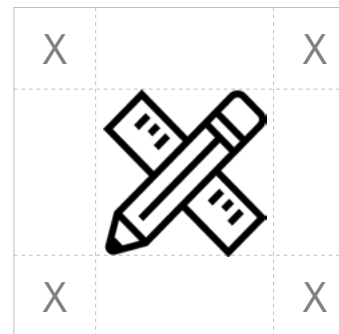
Always follow the spacing requirements to ensure our icons are legible. Maintaining this clear space keeps other text and graphic elements from obscuring the icons. The allotted clear space is part of the icon itself.

Minimum size

The recommended minimum size measurements for our icons are based on the icon's height. The minimum size ensures that an icon's details are legible.

The minimum size for icons is 62 pixels tall for digital applications and 0.5 inches (13mm) tall for print. If the icons are any smaller, they lose clarity.

Clear space



X = ½ height of icon

Minimum size



Digital: 62px high
Print: 0.5"/13mm high

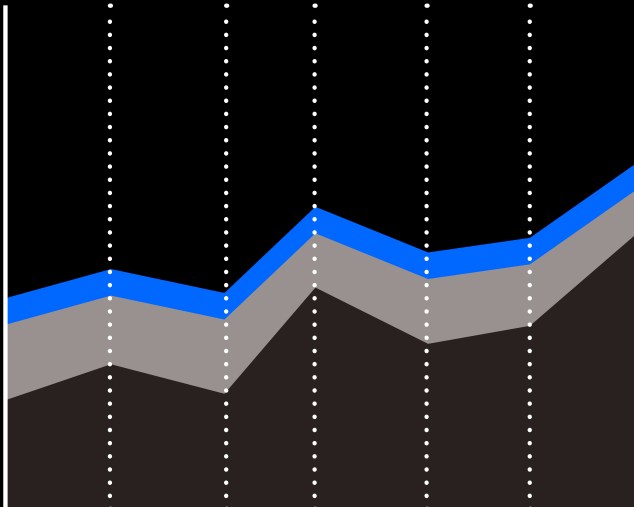
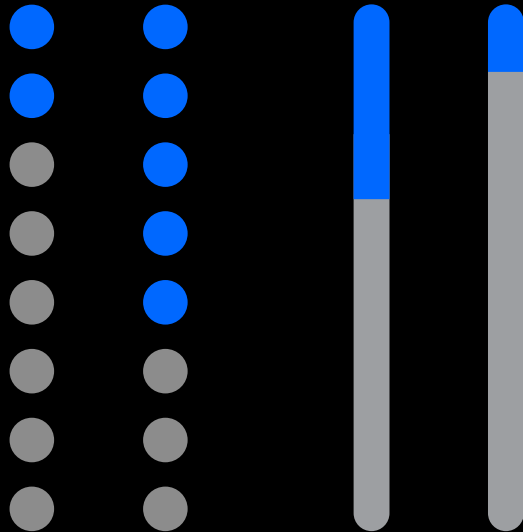
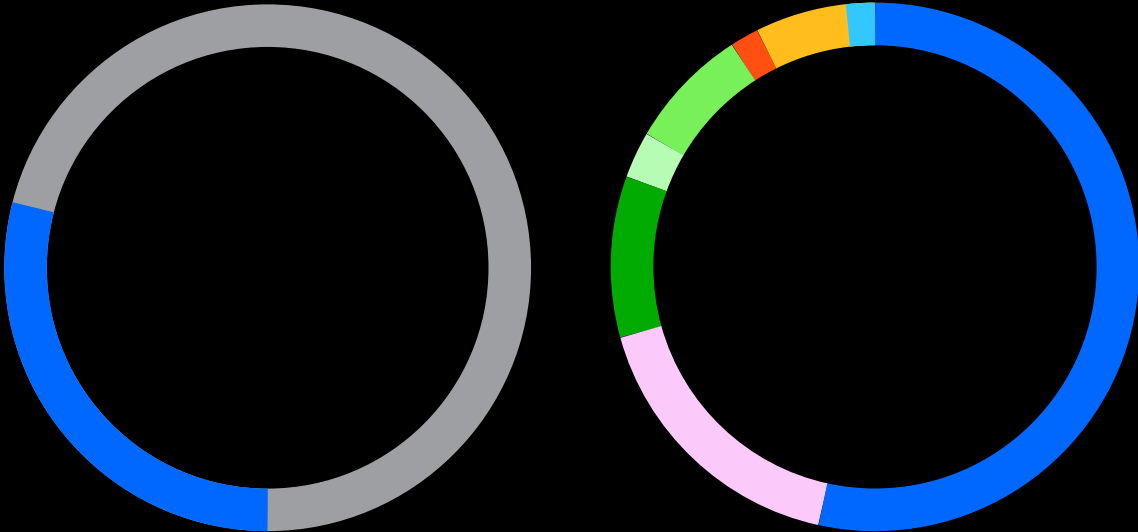
Data visualization

Overview

Data visualization turns complex information into graphs, charts and other visual formats. This makes the data easier to comprehend.

Our data visualization style is:

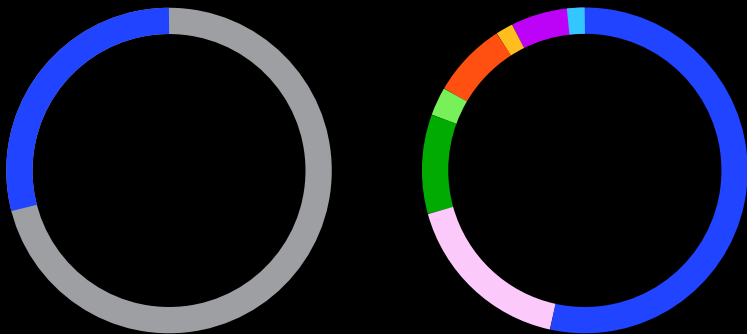
- Eye-catching and visually appealing
- Organized and coherent
- Simple and digestible
- Clear in its purpose



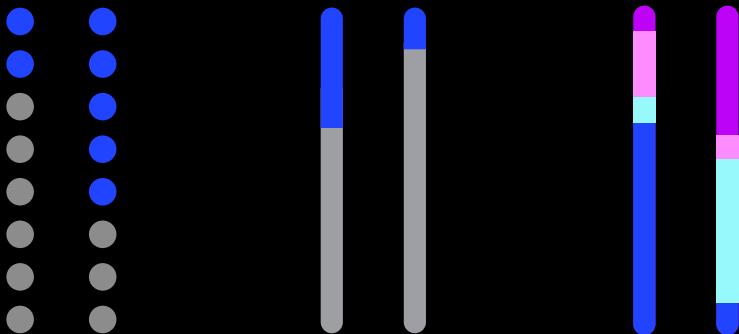
Data visualization toolkit

Our data visualization style is vibrant and dynamic. The rounded edges work in harmony with sharp endings and precise lines.

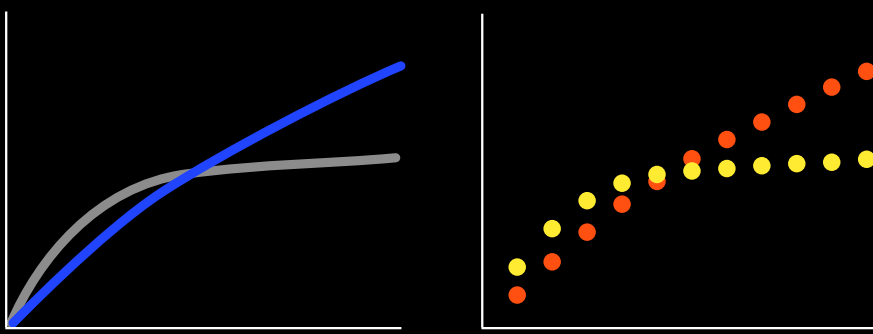
Pie chart



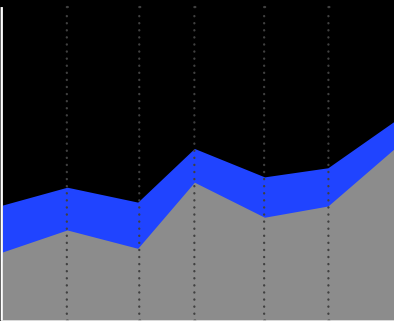
Bar chart



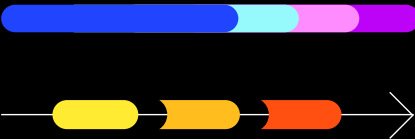
Line graph



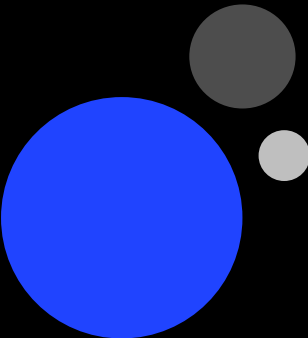
Area chart



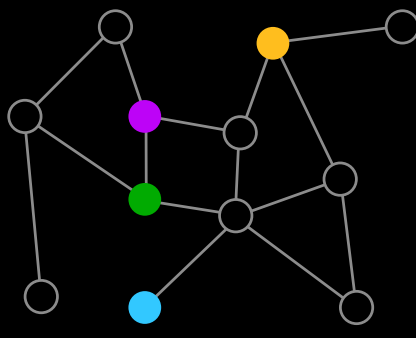
Timeline chart



Bubble chart



Flow chart



Map



Data visualization color palette

Background colors

Black and white are key colors in our brand identity. When we visualize data, it should be on a black or white background. The copy and call-outs should also be black or white.

Data visualization colors

Our data visualization colors are derived from our gradients.

The accent color (Blue A) should only be used to highlight positive Micron data or other important information.

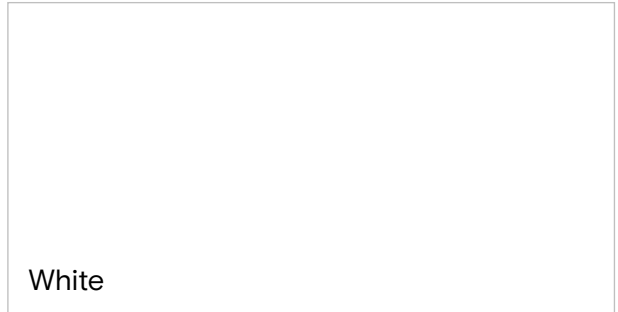
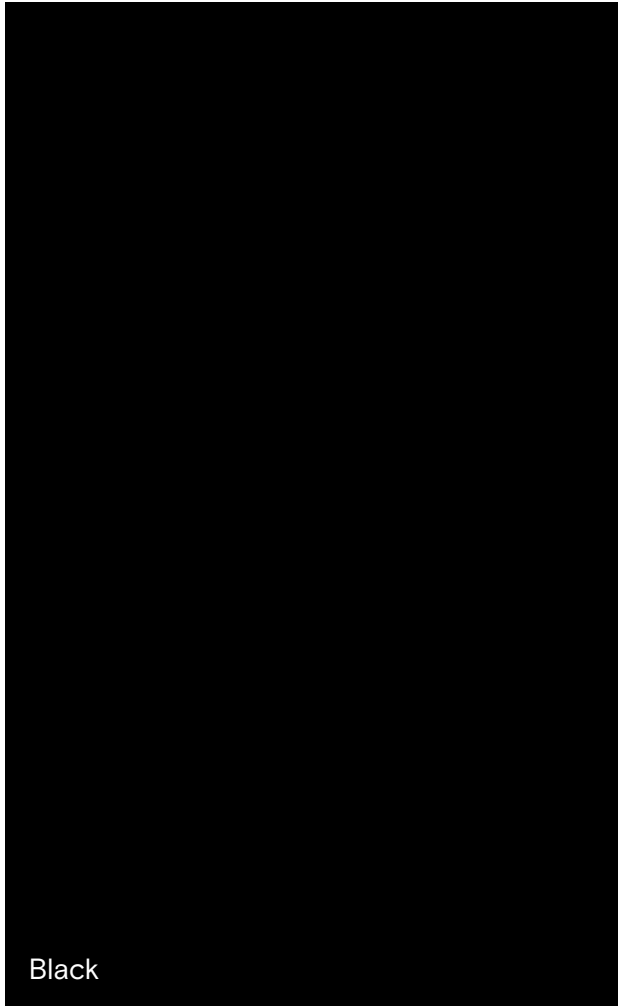
The rest of the data visualization colors should only be used to color code charts and graphs.

Neutral colors

Use gray tints plus one of our data visualization colors to emphasize the most important data point in basic data visualizations.

Our darkest gray (A) and our lightest gray (F) may also be used to create fields of color for organizing or differentiating content.

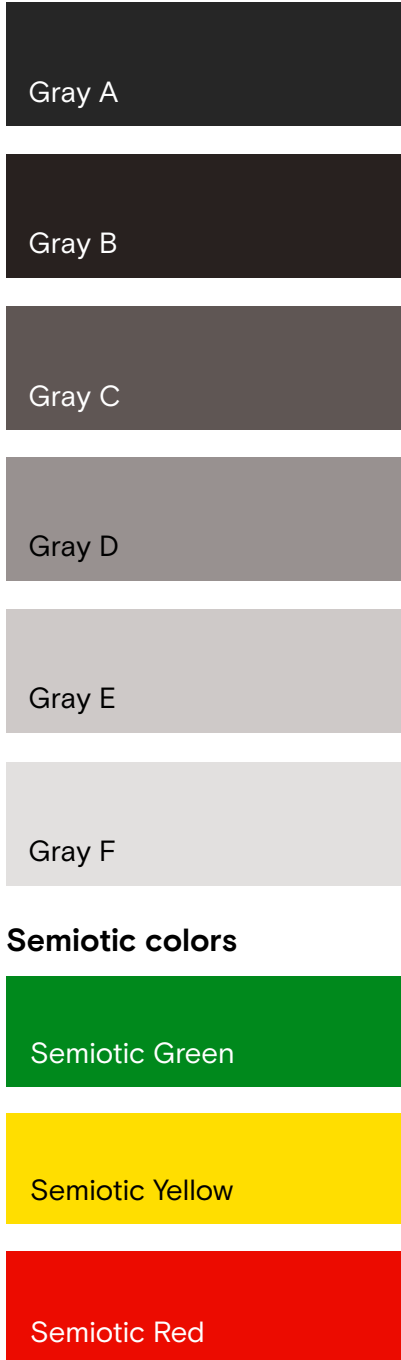
Background colors



Data visualization colors



Neutral colors



Specifications and ADA

All our data visualization colors have been tested with typography to ensure our web-based design applications meet the WCAG 2.1 AA technical standards.

The chart illustrates when background colors provide sufficient contrast to white or black headlines and/or text to meet standards.

These colors are not used as background fills but only as part of the data visualization graphs and charts.

Use only white or black typography, with minimal use of our accent color to highlight information.



Accent
Blue A
32/68/255 (RGB)
2044FF (HEX)
100/63/0/0 (CMYK)



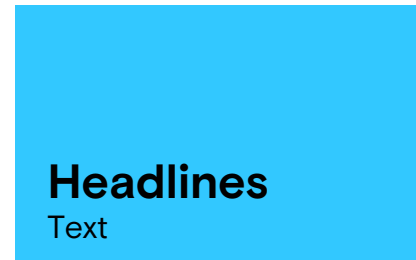
Purple A
189/3/247 (RGB)
BD03F7 (HEX)
37/100/0/0 (CMYK)



Green A
1/171/1 (RGB)
01AB01 (HEX)
93/0/100/0 (CMYK)



Gold A
255/79/17 (RGB)
FF4F11 (HEX)
0/82/100/0 (CMYK)



Blue B
50/200/255 (RGB)
32C8FF (HEX)
69/5/0/0 (CMYK)



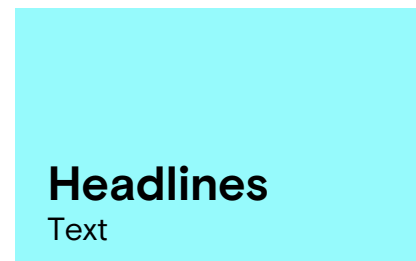
Purple B
255/140/255 (RGB)
FF8CFF (HEX)
12/55/0/0 (CMYK)



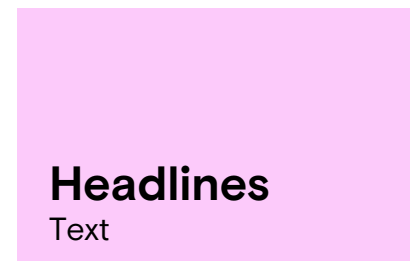
Green B
120/240/90 (RGB)
78F05A (HEX)
47/0/100/0 (CMYK)



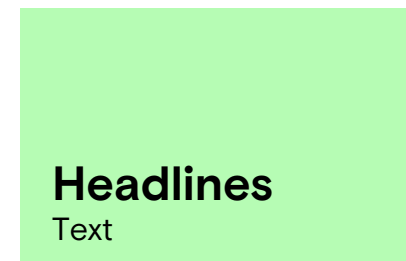
Gold B
255/190/30 (RGB)
FFBE1E (HEX)
0/30/100/0 (CMYK)



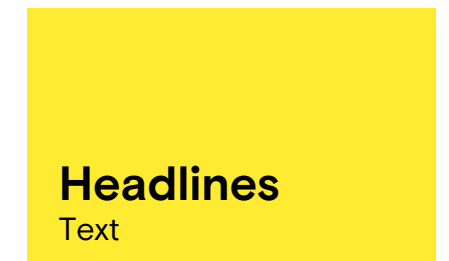
Blue C
150/250/252 (RGB)
96FAFC (HEX)
36/0/0/0 (CMYK)



Purple C
252/202/250 (RGB)
FCCAFA (HEX)
4/25/0/0 (CMYK)



Green C
182/252/180 (RGB)
B6FCB4 (HEX)
30/0/40/0 (CMYK)



Gold C
255/236/50 (RGB)
FFEC32 (HEX)
6/0/88/0 (CMYK)

Specifications

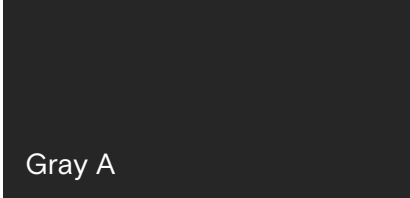
Neutral colors

Our neutral palette of grays, when used with one of our data visualization colors, emphasizes the most important data points in basic data visualizations.

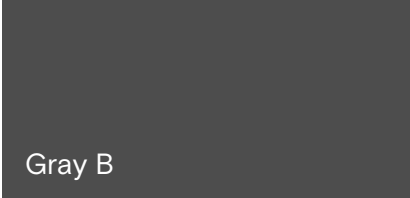
Semiotic colors

Our semiotic colors should only be used to signal “do” (semiotic green), “do not” (semiotic red) and “caution” (semiotic yellow) in data visualization. The green and red semiotic colors should never be used to color data points.

Neutral colors



38/38/38 (RGB)
262626 (HEX)
77/67/53/82 (CMYK)



77/77/77 (RGB)
4D4D4D (HEX)
59/51/40/63 (CMYK)



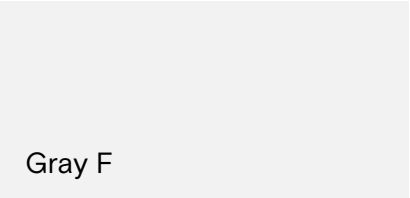
140/140/140 (RGB)
8C8C8C (HEX)
41/36/28/44 (CMYK)



191/191/191 (RGB)
BFBFBF (HEX)
23/20/16/24 (CMYK)



230/230/230 (RGB)
E6E6E6 (HEX)
9/8/6/10 (CMYK)



242/242/242 (RGB)
F2F2F2 (HEX)
5/4/3/5 (CMYK)

Semiotic colors



0/137/28 (RGB)
00891C (HEX)



255/222/0 (RGB)
FFDE00 (HEX)


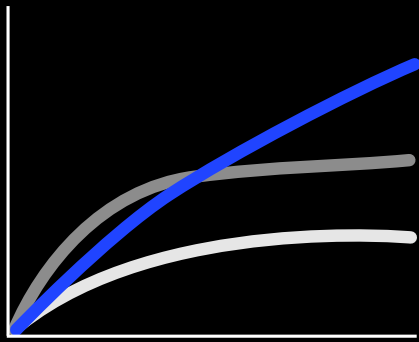
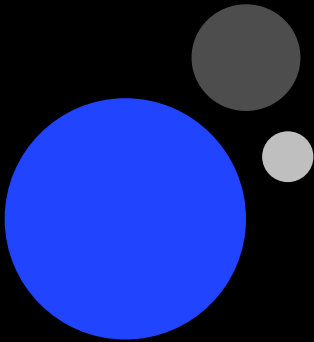
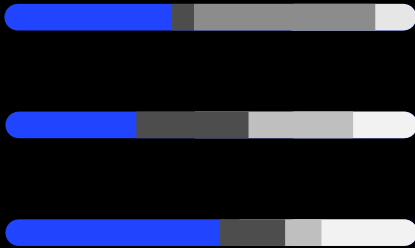
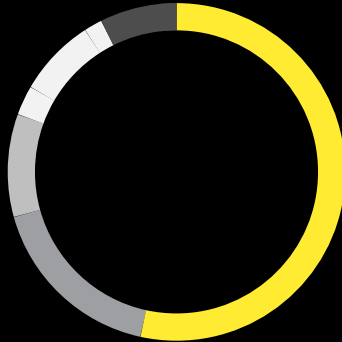


236/11/0 (RGB)
EC0B00 (HEX)

Simple data visualization

Use gray tints plus one of our data visualization colors to emphasize the most important data point in basic data visualizations. Gray visualizations allow the color to draw the viewer's attention. Use the accent color when referring to positive Micron-specific data or to highlight important information.

Do not overuse colors. Use color minimally and with the intention of highlighting important data.



Faster. Smoother.

To achieve this breakthrough, Micron has applied innovative signal transmission technology (PAM4) to completely re-imagine how memory moves data.

SYSTEM BANDWIDTH

Previous Generation

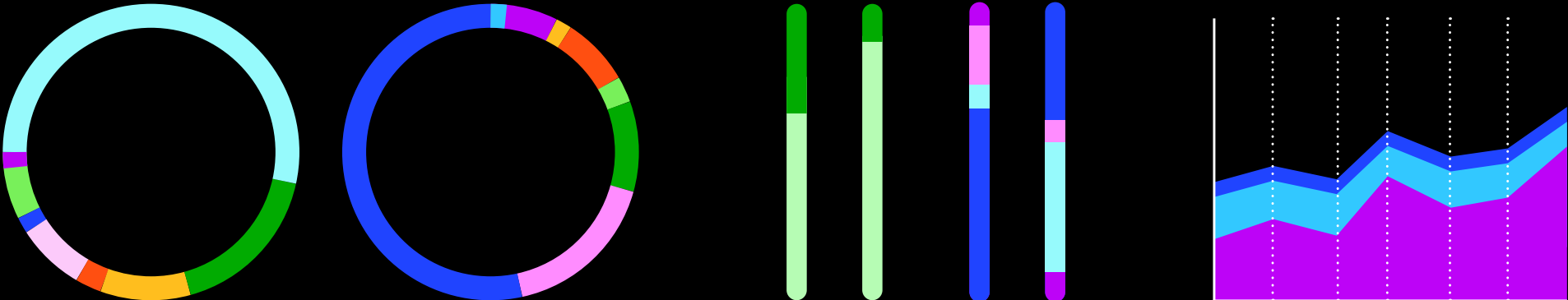
0.7 Tb/s

>1 Tb/s

Complex data visualization

For complex data visualization (more than four data points) or color-coded data, combine the colors from our data visualization palette.

- Colors should be applied in corresponding groups when creating related data groups—i.e., Gold A with Gold B and Gold C.
- For readability, do not place the same graded tints next to each other—i.e., Blue A shouldn't be placed next to Purple A.
- Use the Crucial accent color to represent positive Crucial data or other important information.



Example: Use of related color families

Computer resources

Generic	Content	Collaborative	Ensemble
What is the most popular now?	What have users looked at in the past?	What are people with similar tastes looking at?	What do multiple methods suggest?

Example: Alternating graded tints for best readability

Our Data

U.S. Intersectionality

This year for the first time, we are sharing intersectional data on the U.S. workforce. 66.1% of U.S. team members identify as white (10.8% white women, 55.3% white men). The remaining 33.9% of U.S. team members are depicted in this graph. Hispanic/Latinx women comprise 0.9% of the workforce, Black/African American women comprise 0.6% of the workforce, and women from other underrepresented groups comprise 0.6% of the workforce. This data suggests that women from these groups make up a very small portion of Micron's U.S. workforce. We see this as an opportunity to increase representation of women in these groups and build inclusive strategies to ensure we can attract and retain this population.

Asian:	Black/African American:
Men (17.4%)	Men (2.5%)
Women (5.6%)	Women (0.6%)

Hispanic/Latinx:	Other Race/Ethnicity:
Men (3.2%)	Men (1.8%)
Women (0.9%)	Women (0.6%)

16 | Diversity, Equality & Inclusion FY19 Annual Report

Tables

Our tables are simple and smart.

To improve readability:

- Use only the minimum necessary number of lines.
- Use subtle highlights and dividers.
- Colors are limited to our neutral color palette. To highlight the most important content, use our accent color.
- Left-align all text.
- Allow for clear space between rows and columns.
- Tables should end with a gray row or with a black rule.

Column 1	Column 2	Column 3
Row 1	Aliciur eptatur, consedi gnatem doluptatem fuga.	Aliciur eptatur, consedi gnatem doluptatem fuga.
Row 2	Aliciur eptatur, consedi gnatem doluptatem fuga.	Aliciur eptatur, consedi gnatem doluptatem fuga.
Row 3	Aliciur eptatur, consedi gnatem doluptatem fuga.	Aliciur eptatur, consedi gnatem doluptatem fuga.

Column 1	Column 2	Column 3
Row 1	Aliciur eptatur, consedi gnatem doluptatem fuga.	Aliciur eptatur, consedi gnatem doluptatem fuga.
Row 2	Aliciur eptatur, consedi gnatem doluptatem fuga.	Aliciur eptatur, consedi gnatem doluptatem fuga.
Row 3	Aliciur eptatur, consedi gnatem doluptatem fuga.	Aliciur eptatur, consedi gnatem doluptatem fuga.

Column 1	Column 2	Column 3
Row 1	Aliciur eptatur, consedi gnatem doluptatem fuga.	Aliciur eptatur, consedi gnatem doluptatem fuga.
Row 2	Aliciur eptatur, consedi gnatem doluptatem fuga.	Aliciur eptatur, consedi gnatem doluptatem fuga.
Row 3	Aliciur eptatur, consedi gnatem doluptatem fuga.	Aliciur eptatur, consedi gnatem doluptatem fuga.

Tables

Things to avoid

Here are a few things to avoid when creating tables to keep them simple and smart.

X

Column 1	Column 2	Column 3
Row 1	Alicur eptatur, consedi gnatem doluptatem fuga.	Alicur eptatur, consedi gnatem doluptatem fuga.
Row 2	Alicur eptatur, consedi gnatem doluptatem fuga.	Alicur eptatur, consedi gnatem doluptatem fuga.
Row 3	Alicur eptatur, consedi gnatem doluptatem fuga.	Alicur eptatur, consedi gnatem doluptatem fuga.

Don't end tables on a white row or without a black rule.

X

Column 1	Column 2	Column 3
Row 1	Alicur eptatur, consedi gnatem doluptatem fuga.	Alicur eptatur, consedi gnatem doluptatem fuga.
Row 2	Alicur eptatur, consedi gnatem doluptatem fuga.	Alicur eptatur, consedi gnatem doluptatem fuga.
Row 3	Alicur eptatur, consedi gnatem doluptatem fuga.	Alicur eptatur, consedi gnatem doluptatem fuga.

Don't add unnecessary borders or unnecessary lines.

Infographics

Infographics are a great way to tell visual stories with our data visualization style, colors, type and iconography.

To create infographics:

- Keep the layout simple and easy to understand; do not overcrowd the layout.
- Do not use too many colors.
- When using a gradient, match the color to the color scheme.



75%

Boriam Sus es mi, consed que nem fugita eatur, volecabo. Orit, sed eturit omnimpo ratenis ea



100%

Boriam Sus es mi, consed que nem fugita eatur, volecabo.



75%

Boriam Sus es mi, consed que nem fugita eatur, volecabo.



95%

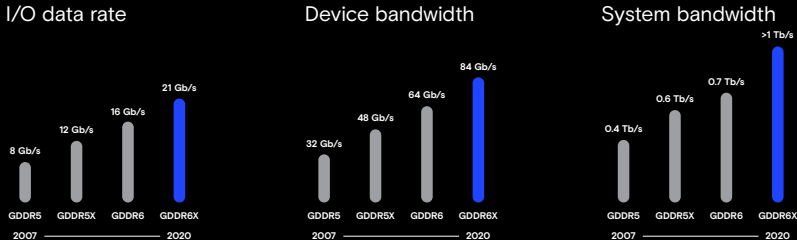
Boriam Sus es mi, consed que nem fugita eatur, volecabo. Orit, sed eturit omnimpo ratenis ea

DDR5 Pro

Memory reimagined

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Delivering ultra-bandwidth



Doubling data down every wire

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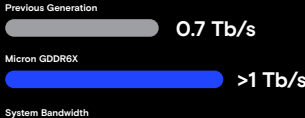


Faster. Smoother.

Ur, sediti occatur a verrum doloratur, odios voluptatus andelig nimusdam quodit optatin commis serum resed quasperchit aspit officta perorepra.

Feed the beast

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Infographics

Light and dark mode

Our data visualization palette works well on both black and white backgrounds. This allows for content in dark mode to be sophisticated and dramatic, or for content in light mode to be crisp and bright.

Newsletter
March 2023



Battle better

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● Ipicitemp

29%


Category	FY 20	FY 21
Beatem et labo	25%	37.5%
Os se voluptatus	13.5%	14.1%
Nesto omnis maximillut	13.5%	14.2%
Hiciet estibus unto	16.8%	17.9%
Tur, inctum ant litis	20.7%	21%
Ehendis ant ut molore	61.9%	60.3%

75% 62.5% 86.6% 85.9% 86.5% 85.8% 83.2% 82.1% 79.3% 79% 88.1% 89.7%

FY 20 FY 21 FY 20 FY 21 FY 20 FY 21 FY 20 FY 21 FY 20 FY 21 FY 20 FY 21

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Newsletter
March 2023



Battle better

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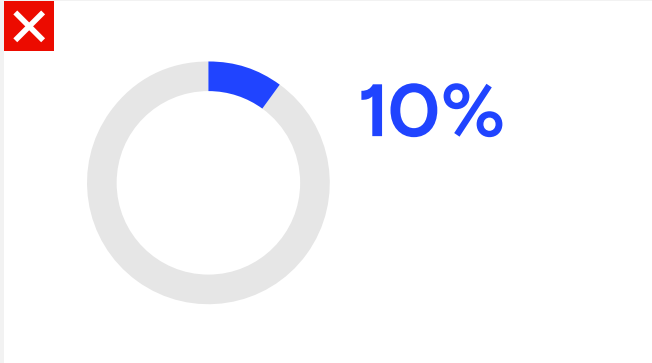
Category	FY 20	FY 21
Beatem et labo	25%	37.5%
Os se voluptatus	13.5%	14.1%
Nesto omnis maximillut	13.5%	14.2%
Hiciet estibus unto	16.8%	17.9%
Tur, inctum ant litis	20.7%	21%
Ehendis ant ut molore	61.9%	60.3%

75% 62.5% 86.6% 85.9% 86.5% 85.8% 83.2% 82.1% 79.3% 79% 88.1% 89.7%

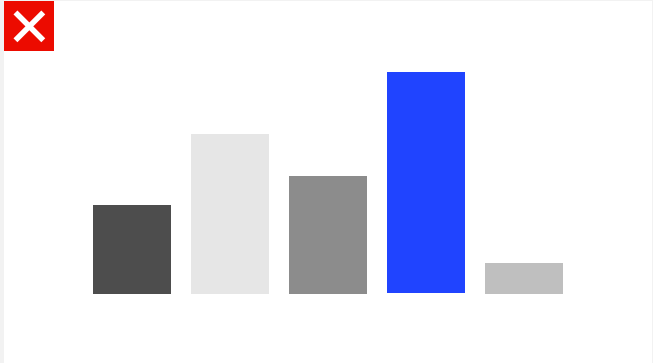
FY 20 FY 21 FY 20 FY 21 FY 20 FY 21 FY 20 FY 21 FY 20 FY 21 FY 20 FY 21

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- Nam iusam, si officia a et ut odissin ciandae ne omnia ipis eum et fugiant eos pos ant pel modi dendida tiandae dit litionem quae ipsapid mos dolorum id unt facesequam quunt opta adis as

Things to avoid



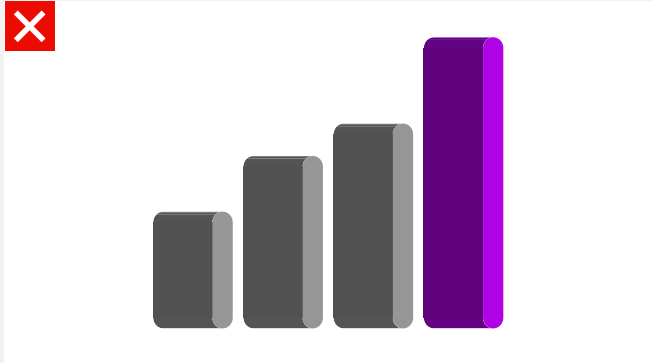
Don't highlight negative data with our accent color.



Don't make charts with thick data bars.



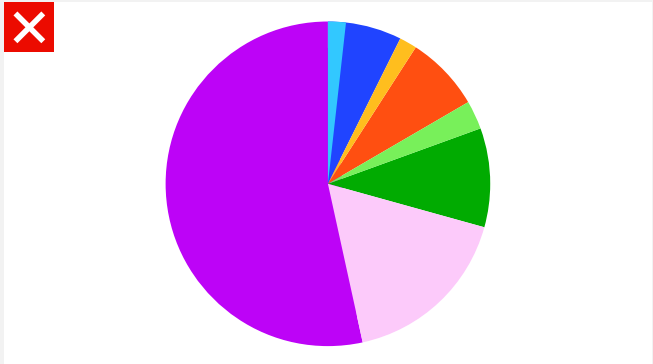
Don't place same-graded tints next to each other.



Don't use 3D charts.



Don't use gradients in chart and graphs.



Don't create solid-fill pie charts.

AI Applications In The Real World

- Healthcare**
Identifying patterns, finding cures
Highlighting abnormalities and defining patterns in research and treatment
- Life**
Making everyday things smarter
Adding smarts to cars, kitchens, appliances and gardens to enrich life
- Enterprise**
Making data reign
Rapidly extracting data value and insight by applying deep learning

Don't round the corners of the content color blocks.

Column 1	Column 2
Row	Alicur eptatur, consedi gnatem doluptatem fuga.
Row	Alicur eptatur, consedi gnatem doluptatem fuga.
Row	Alicur eptatur, consedi gnatem doluptatem fuga.

Don't use data visualization colors in a table.

Partnerships & Co-branding

Co-branding overview



As the leading partner

- Crucial logo
- Crucial brand identity and layout
- Partner's logo with partnership designation line



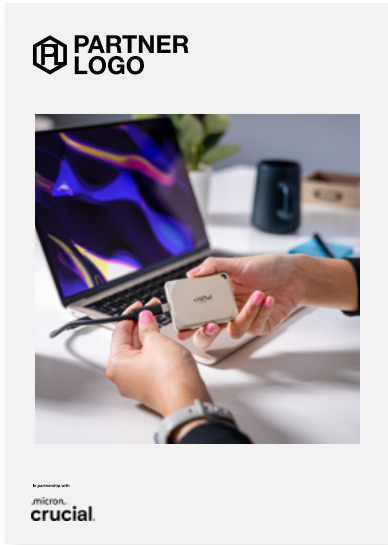
As an equal partner

- Crucial and partner logo lockup
- Brand identity and layout design to be defined by partnership



As a minor partner

- Partner's brand identity and layout
- Crucial logo with partnership designation line



As the leading partner

When Crucial is the leading partner, our brand leads the communications. Our partners need to follow our branding criteria.

Logo proportions

As a guide, the partner logo(s) should be 60% of the size of the Crucial logo.

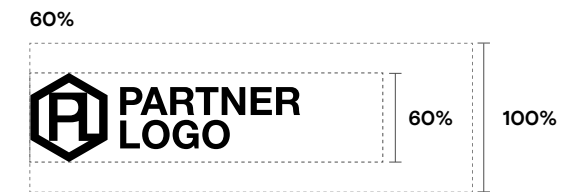
Partner designation

An optional partner designation can be used to describe the partner relationship in more detail, e.g., 'In partnership with'; 'Exclusively with'; 'A joint initiative of', 'In cooperation with'.

Layout position

Logos can be left aligned or bottom aligned on the page.

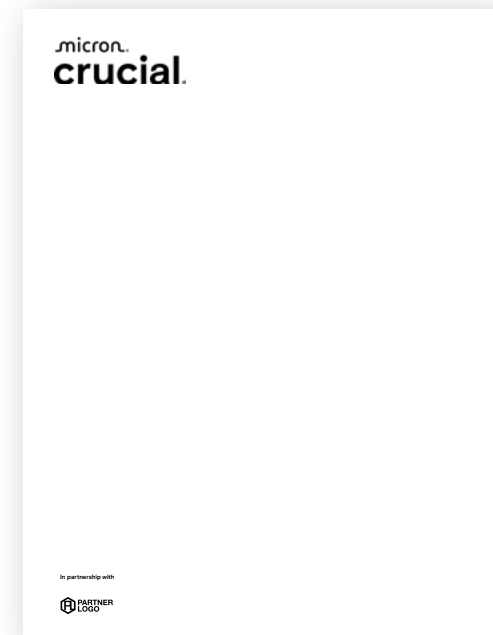
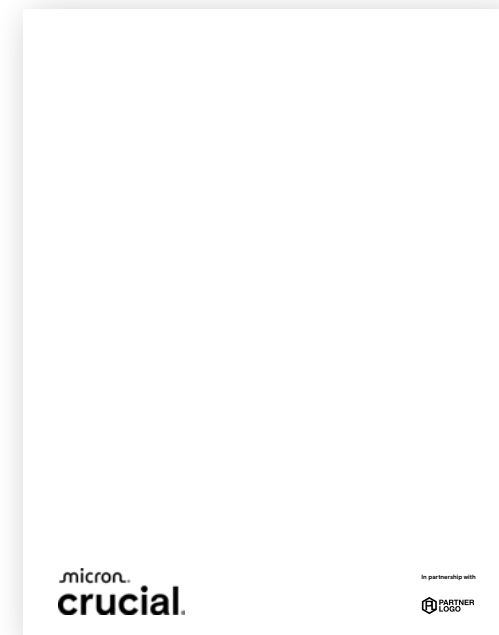
Logo proportions



Partner designation



Layout position



As an equal partner

In an equal partnership we can't predefine who leads, but we can establish the right criteria to consider.

Note: in certain 50/50 partnerships, one brand may take the lead for commercial reasons.

For example, one brand may be better placed to attract target customers or more willing to invest in marketing.

In this case branding will follow the branding rules of the designated partner.

Logo proportions

The partner logos should be optically balanced to give each logo equal importance.

Logo positioning

The partner logos should be horizontally aligned through the center of the Crucial logo.

Layout position

Logos can be on the bottom-left or bottom-right of the page.

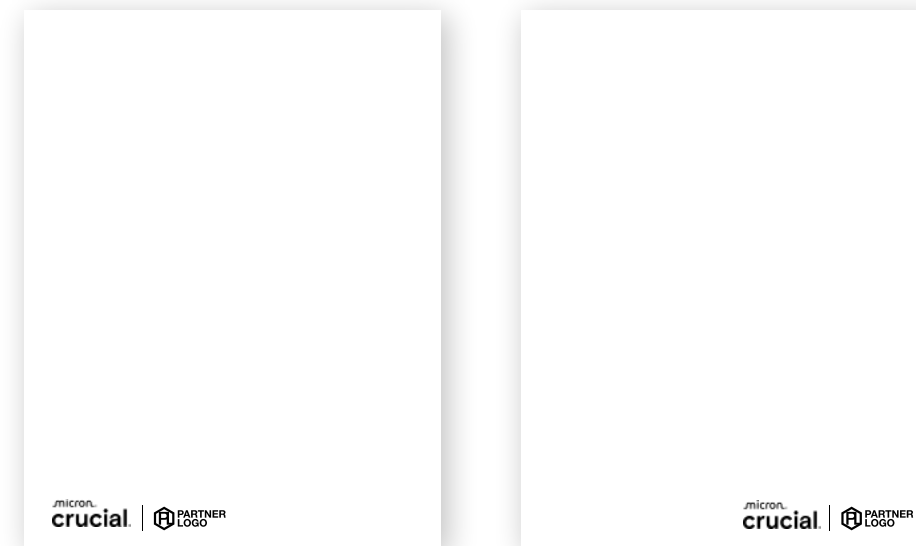
Logo proportions



Partner designation



Layout position



As a minor partner

When Crucial plays a minor role in a partnership, the partner's brand leads the communications and the Crucial brand follows the criteria set by the partner.

Partner designation

A partnership designation line should be used to describe Crucial's relationship and involvement in more detail e.g., 'In partnership with'; 'Exclusively with'; 'A joint initiative of'; 'In cooperation with'.

Logo proportions



Application example



Other partnerships

Micron + Crucial partnership

When a partnership is presented between Micron and Crucial, the logo lockup should be used. Micron to the left and Crucial to the right at equal 100% size.

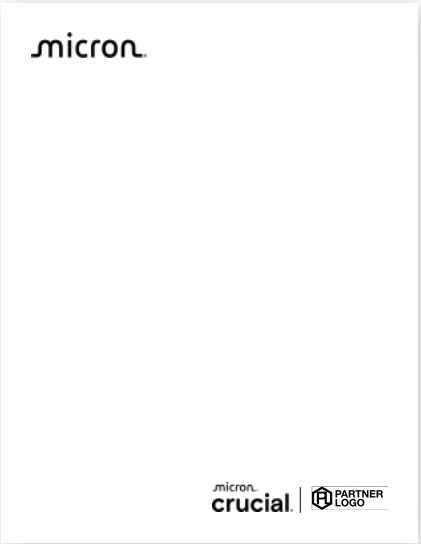
Micron + Crucial + partner designation

When a partnership is presented between Micron, Crucial, and a third party: Micron leads with the logo at 100% in size, at the top of the asset, followed by the Crucial + Partner designation lockup at 60% in size, at the bottom of the asset.

Micron + Crucial designation



Micron + Crucial + partner designation



Thank you