



# Cree LED™ Ingredient Logo Usage Guide

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## 1.0 The Cree LED™ ingredient brand

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In 2021, SMART Global Holdings, Inc. finalized the purchase of the LEDs business unit from Cree, Inc. In recognition of the brand equity tied to the LEDs product line, SMART Global Holdings acquired the right to name the new company “Cree LED.”

**Going forward, the company name is always “Cree LED”, never “Cree.” This applies to all print/digital use, as well as spoken communications.**

Cree LED is proud to work with companies who share our values. In this document you will learn the correct usage, guidelines, and language for Cree LED as an ingredient brand.

As part of this OEM relationship, customers can use the Cree LED logo and the related words from Cree LED as an ingredient brand within their customer communications including—but not limited to—advertising, packaging, internet usage, and press relations.

Proper usage of the Cree LED ingredient brand identifies your product as one that is compatible within the Cree LED product ecosystem and designed to produce better, more efficient, and longer lasting illumination, without any implied performance review or endorsement by Cree LED.

### 1.2 Use of Cree LED ingredient brands by third parties

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Cree LED trademarks that will be used as ingredient brands may be used by a third party only if the third party has signed the Ingredient Branding and Trademark License Agreement with Cree LED.

All uses of the Cree LED logo and related words for purposes of ingredient branding by third parties must be in accordance with the provisions of the Ingredient Branding and Trademark License Agreement and this Guide.

The purpose of these requirements is to maintain the integrity of the marks and strengthen the ingredient brand. Alterations erode the value of Cree LED as an ingredient brand.

When using the logo, third parties must use approved computer graphic files supplied by Cree LED and may not generate the logo independently.

Third parties using the Cree LED logo and related words for purposes of ingredient branding must permit Cree LED to retain control over their use and presentation, as well as the nature and quality of goods and/or services on which the marks are used.

## 1.3 Two types of ingredient brands

Cree LED offers two brand ingredient logos and brand statements:

- “**Cree LED Powered**,” typically used to convey superior quality for end-user/consumer products
- “**Cree LEDs**,” typically used to convey an implicit form of compatibility within the Cree LED product ecosystem



The guidelines in this document apply to both ingredient logos.

## 2.0 Using Trademarks

Cree LED is a trademark of Cree, Inc. and must display the “TM” when used in text. The “TM” symbol will always be superscript with no space between it and “Cree LED.”

Cree LED™

### 2.1 When is the “TM” or “®” symbol required?

#### Preferred usage:

- Use the “TM” symbol on the first use of Cree LED.
- If the Cree LED wordmark is being used along with a registered trademark (e.g. XLamp, J Series, etc), then both trademarks need to be recognized.

*For example:*

*Cree LED™ XLamp® LEDs deliver superior brightness.*

#### Considerations:

Trademarks need to only be marked once, per contiguous document. The attribution statement can appear on the last page, back cover or other location that compliments the design.

The ® and ™ symbols should be used as superscripts, but they can be made smaller to increase aesthetic appeal, as long as they are still legible.

## 2.2 Trademark attribution

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When trademarks are used in documents, there should be an accompanying trademark statement which declares the copyright and ownership of the trademarks used in the document.

Example:

*Cree® and the Cree logo are registered trademarks, and the Cree LED logo is a trademark, of Cree, Inc.*

If other Cree or Cree LED trademarks are used (e.g. XLamp®, J Series®, etc.), please refer to [APPENDIX A: How to use trademark attribution statements](#) included in this document.

For a complete list of Cree LED trademarks see [Appendix B: Cree LED Product Names and Trademarks](#).

## 2.5 Trademark misuse

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Cree LED monitors the use of its corporate and ingredient brands very closely. Cree LED has the right to exercise all rights and remedies for violations of the requirements for use of Cree LED ingredient brand marks set forth in this Guide and the Ingredient Branding and Trademark License Agreement. Typically, the general course of action for violating the requirements for use of Cree LED ingredient brand marks will be as follows:

1. OEM customers who violate the guidelines will receive a call or written notice of the specific violation.
2. OEM customers must let Cree LED know a course of action for correction of the mark violation.
3. Cree LED will follow-up with OEM customers to ensure that the mistake/violation has been corrected.

Further misuse or blatant disregard for the mark guidelines and rules may result in loss of rights to the Cree LED ingredient brand marks, as well as Cree LED exercising other available rights and remedies.

### 3.0 Proper usage of the wordmark in text

- **The company name is always “Cree LED”, never “Cree.” This applies to all print/digital use, as well as spoken communications.**

- Do not vary the spelling, capitalization, add or delete hyphens (even for normal hyphenation at the end of a line of text), make one word two, or use an alternate plural form of Cree LED.
- There is only one correct usage and that is:

Cree LED™

- “Cree LED” should always be capitalized as shown above.
- “Cree” should never be used in all caps, unless every word in the sentence or headline is upper case.
- Never combine the Cree LED logo, Cree LED ingredient brand logos, or related words with your company name.
- Do not use “Cree” by itself as a noun or adjective.
- Do not shorten or make acronyms out of the Cree LED words.
- Do not use a possessive form of the Cree LED wordmark such as; “Cree LED’s”.
- Do not display the Cree LED ingredient brand logos or related words in a manner that is illegible or difficult to read.
- On materials that include both the Cree LED ingredient brand logo and your company name, **you must display your company name more prominently than the Cree LED ingredient brand logo.** You may not use the Cree LED ingredient brand logos in such a manner that it appears the Cree LED ingredient brand logo or the related words are legally associated with your company, other than the fact that your company is (a) authorized to sell or distribute products containing Cree LED technology or (b) authorized to incorporate Cree LED technology into your finished product.
- Do not use the Cree LED ingredient brand logo or the related word mark in a manner such that it appears to be associated with products of other manufacturers.

## 4.0 The Cree LED ingredient brand logos: Color

**Your authorization agreement does not include the use of the Cree LED corporate logo. The only authorized brand ingredient logo formats are shown below.**

Cree LED will supply graphic files for print and digital usage of the Cree LED ingredient brand logos. Do not generate the Cree LED ingredient brand logos on your own.

Contact [components@cree-led.com](mailto:components@cree-led.com) if you need the logo artwork.

### 4.1 Cree LED Powered ingredient brand logo



**COLOR**

C:100 M:70 Y:17 K:3 R:0 /  
C:0 M:0 Y:0 K:80  
R:0 G:85 B:150 /  
R:88 G:89 B:91  
#005596 / #58595B  
PMS 2945 / Black 80



**BLACK & WHITE**

C:0 M:0 Y:0 K:100 /  
C:0 M:0 Y:0 K:80  
R:0 G:0 B:0 /  
R:88 G:89 B:91  
#000000



**WHITE/KNOCK OUT**

C:0 M:0 Y:0 K:30  
R:255 G:255 B:255  
#FFFFFF

### 4.2 Cree LEDs ingredient brand logo



**COLOR**

C:100 M:70 Y:17 K:3 R:0 G:85  
B:150  
#005596  
PMS 2945



**BLACK & WHITE**

C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
#000000

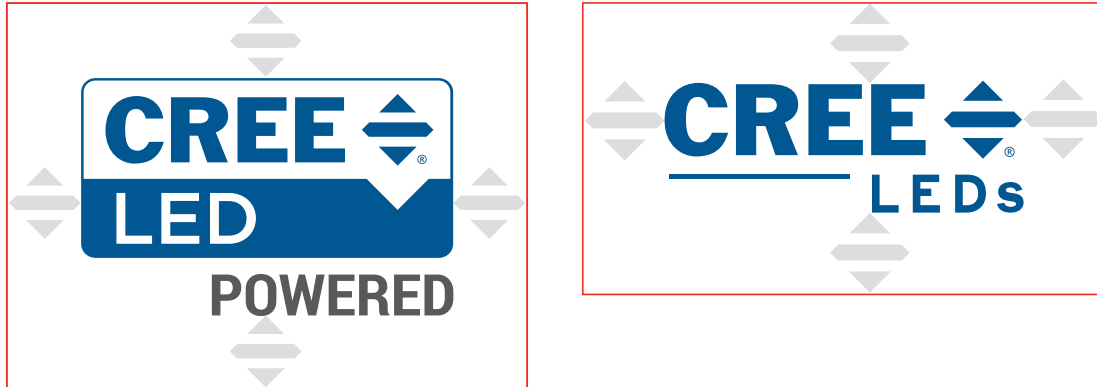


**WHITE/KNOCK OUT**

C:0 M:0 Y:0 K:30  
R:255 G:255 B:255  
#FFFFFF

## 5.0 Ingredient brand logo clear space

The Cree LEDs ingredient brand logos should be surrounded by a region of background color that is equal to or greater than the width/height of the “Cree diamond”.



### 5.1 Incorrect spacing of the logo

The Cree LED brand ingredient brand logos should never be presented such that it could be viewed as a compound mark. For example: the Cree LED ingredient brand logos should never be shown physically touching or adjacent to another mark such that the two marks appear to be part of the same overall trademark.



### 5.2 Spacing exceptions

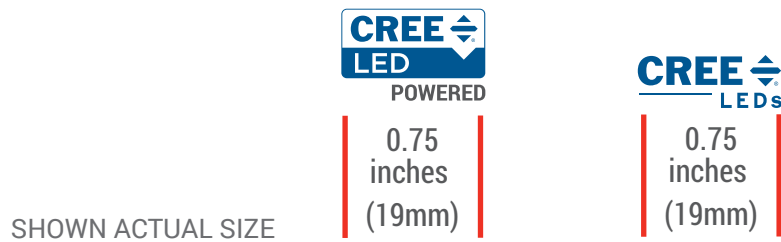
With the express written consent of an authorized representative of Cree LED, the spacing requirements may be relaxed on items where the available physical space or graphic resolution is limited. **Contact Cree LED at: [components@cree-led.com](mailto:components@cree-led.com).**



## 6.0 Sizing

### 6.1 Recommended minimum size for print use

It is recommended that the Cree LED ingredient brand logos be reproduced no smaller than 0.75 inches (19mm) in print.



### 6.2 Recommended minimum size for online and video use

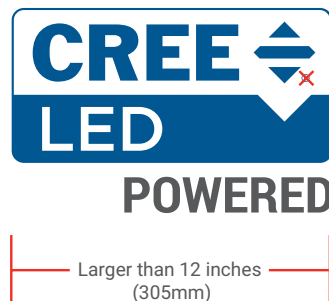
It is recommended that the Cree LED ingredient brand logos be reproduced **no smaller than 70 pixels wide** when used on-screen and in video.

### 6.3 Recommended minimum size for use on a printed circuit board

When used on a printed circuit board, the Cree LED ingredient brand logos can be sized as small as needed—as long as it is legible.

### 6.4 Signage and other large format usage

If the logo is larger than 12 inches (30cm) wide then remove the “®” for a cleaner presentation.



## 6.4 Size exceptions

With the express written consent of an authorized representative of Cree LED, the size requirements may be relaxed on items where the available physical space or graphic resolution is limited. **Contact Cree LED at: [components@cree-led.com](mailto:components@cree-led.com).**

## 7.0 Logo do's & don'ts: Examples of incorrect usage

**The examples described below apply to both the “Powered” and “Cree LEDs” ingredient logos.**

### 7.1 Incorrect background usage

The Cree LED ingredient brand logos may not be placed on a busy, obtrusive or colored background. The following are a few examples of acceptable and unacceptable uses.



**CORRECT**  
Background is not too busy, white logo used



**CORRECT**  
Logo placed in a white box to allow for clearspace on a busy background



**INCORRECT**  
Use a white logo on a dark colored background



**INCORRECT**  
Background too busy for logo placement in any color



**INCORRECT**  
Background too busy for logo placement in any color

## 7.2 Incorrect usage examples

- 1-2. Do not change the colors of the logo.
3. Do not use other types of typefaces for the logo.
4. Do not skew the logo.
5. Do not distort the logo.
6. Do not rotate the logo.
7. Do not add elements to the logo.
8. Do not substitute any part of the logo.
9. Do not separate any of the logo's elements.
10. Do not rearrange any parts of the logo.
11. Do not violate the clear space of the logo with text, photos, or graphic elements.



1.



2.



3.



4.



5.



6.



7.



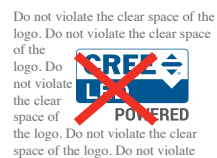
8.



9.



10.



11.



## 8.0 Logo placement

### 8.1 Subordinate status and inferred association

The Cree LED ingredient brand logos should always be smaller and less prominently placed than your company logo.

- Do not position the Cree LED ingredient brand logos above your mark.
- Do not make the Cree LED ingredient brand logos larger than your mark.
- Do not graphically link the Cree LED ingredient brand logos to your mark.
- Under no circumstances should the Cree LED ingredient brand logos be used in a manner that obscures or misleads the public regarding the business relationship that you have with Cree LED.

### 8.2 Inferred association with OEM partners

The Cree LED ingredient brand logos must not be placed in a position that infers Cree LED is legally associated with other listed ingredients or companies.



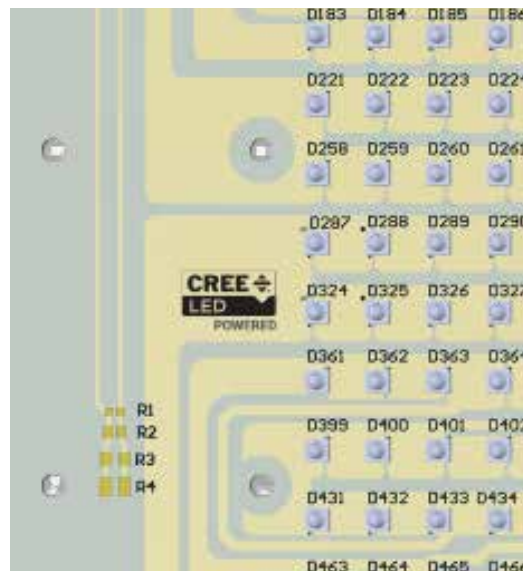
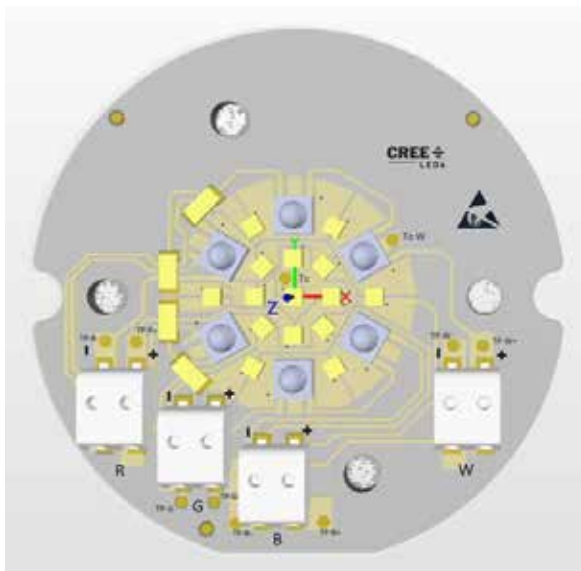
## 9.0 Examples: Where to use the logo and trademark

The examples described below apply to both the “Powered” and “Cree LEDs” ingredient brand logos.

The examples shown are representative only and do not imply endorsement of actual products.

If you have any questions, please contact Cree LED at [components@cree-led.com](mailto:components@cree-led.com) and request a marketing contact if you have any questions as to the use of the logo or trademark.

### 9.1 Printed Circuit Boards



## 9.2 On-product usage



- Ingredient brand is subordinate to the OEM brand in size and position
- Clearspace respected

### 9.3 Sales sheet

[www.powlite.com](http://www.powlite.com)
**POWRLITE®**




#### POWRLITE® Ultra Bright LED Flashlight

Powered by Cree LEDs, the POWRLITE ultra bright LED flashlight is a must have for outdoors, security, and disaster readiness. With a maximum lumens of 1750, adjustable beam, 220-meter throw and an impressive battery life—this is the one flashlight you can always depend on.

- **Max 1,750 lumens**
- **220-meter throw**
- **45-day runtime**




Specifications

Lorem ipsum dolor sit ameipiscing er mollis, nisi	sit amet pellentesque congue, nibh ipsum	euismod mi, non porttito porta nisl. Maecenas	ultrices placerat enim. Proin vitae imperdiet velit.
Lorem ipsum dolor sit amet, cor adipiscing elit.	Curabitur mollis, nisi sit amet pellentesque congue,	nibh iptitor augue lectus porta nisl. Maecenas	ultrices placerat enim. Proin vitalit.
Lorem ipsum dolor sit amiscing elit. Curabitur	mollis, nisi sit amet pellen-teum euismod mi, non	porttitor augue lectus porta nisl.	ultrices placerat enim. Proin vitae imperdiet velit.
Lorem ip dolor sit amet, codipiscing elit. Curabitur	mollis, nisi sit amet pellen-tesque congue, nibh ipsum	euiporrtitor augue lectus porta nisl. Maecenas ultrit	enim. Proin vitae imperdiet velit.

Cree® and the Cree logo are registered trademarks, and the Cree LED logo is a trademark, of Cree, Inc.

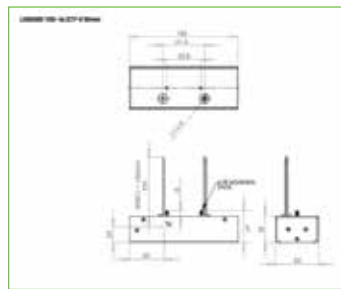
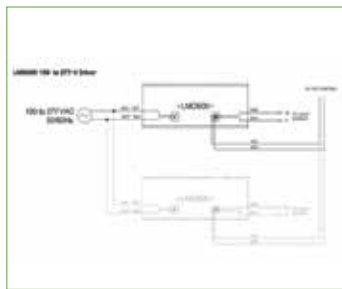
- Ingredient brand is subordinate to the OEM brand in size and position
- Clearspace respected
- Trademark attributions included on document

## 9.4 Spec sheet

### 100 DRIVER® LED DRIVER

Model: 100-443527-35-002

- Constant Current
- Total Power: 88 Watts
- Input Voltage: 100-277 VAC
- High Efficiency
- Analog dimming
- IP20 rated, NEMA 410 rated
- Dimensions: 6.30" L x 2.48" W x 1.84" H
- Dimming: Analog
- Works with Cree LEDs



Cree® and the Cree logo are registered trademarks, and the Cree LED logo is a trademark, of Cree, Inc.

**100★DRIVER®**


[www.100driver.com](http://www.100driver.com)

- Ingredient brand is subordinate to the OEM brand in size and position
- Clearspace respected
- Trademark attributions included on document



## 9.5 E-Commerce website

Tools & Home Improvement › Safety & Security › Flashlights › LED Flashlights



**POWRLITE**  
Ultra bright  
LED flashlight




Reviews ★★★★★ 4.8 | (435)

**\$19.00** + Free Shipping

**ADD TO CART**

Powered by Cree LEDs, the POWRLITE® ultra bright LED flashlight is a must have for outdoors, security, and disaster readiness. With a maximum lumens of 1750 adjustable

**CREE LED POWERED**



- Ingredient brand is subordinate to the OEM brand in size and position
- Clearspace respected

## 9.6 Distributor website

**BUYGUY LIGHTING PRODUCTS.COM** > Lighting > Drivers > LED Drivers



**100★ DRIVER®**

**Model: 100-443527-35-002**  
**LED Driver**

- Constant Current
- Total Power: 88 Watts
- Input Voltage: 100-277 VAC
- High Efficiency
- Analog dimming
- IP20 rated, NEMA 410 rated

CE CQC UL RoHS CREE LED

**\$159.00** + Shipping

**ADD TO CART**



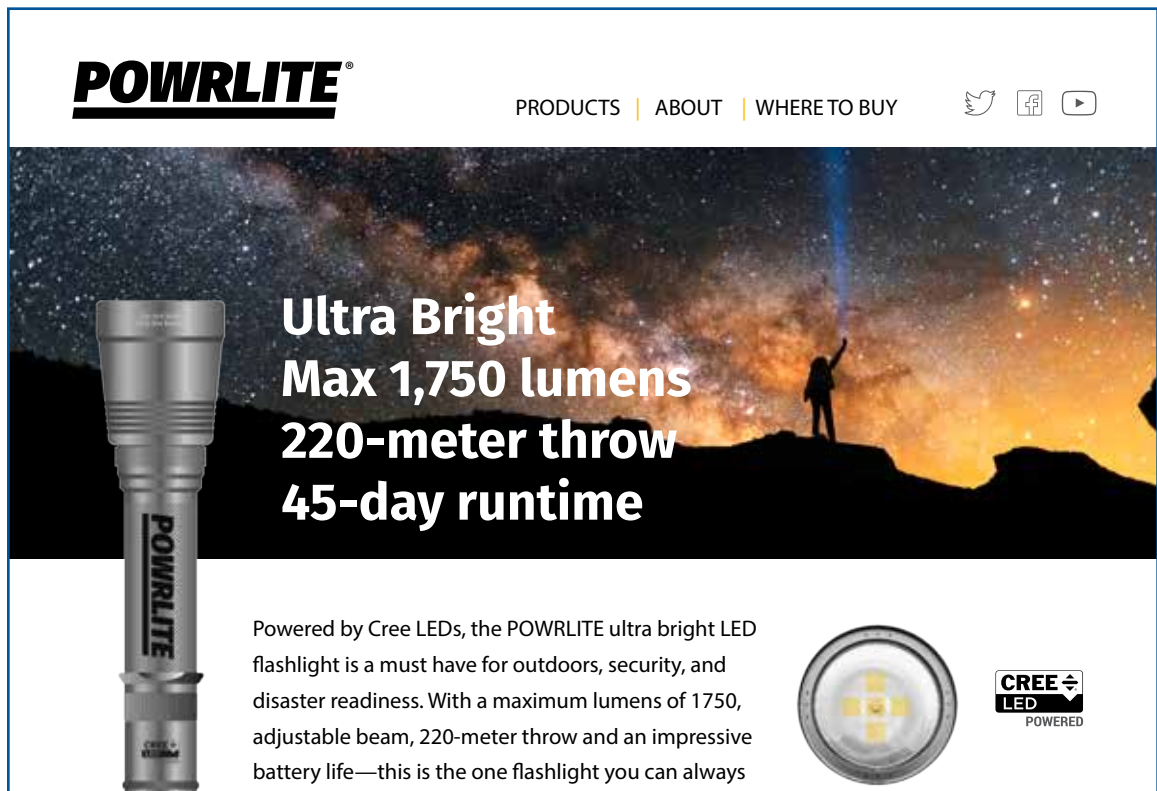
Reviews ★★★★★ 4.8 | (1,234)

Specifications

Certifications

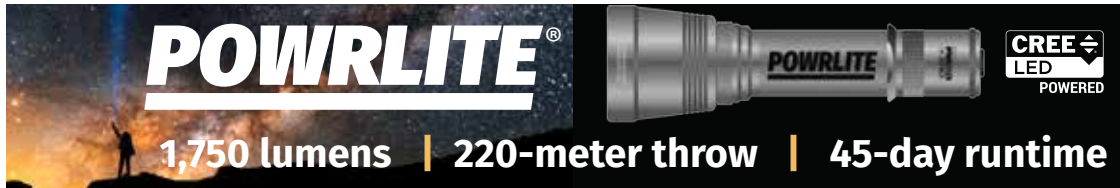
- Brand statement correctly used in product description

## 9.7 OEM / Consumer website

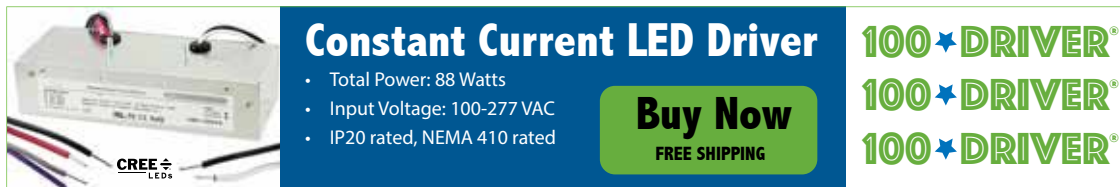
The image is a screenshot of a website banner for POWRLITE. At the top left is the POWRLITE logo in a bold, italicized, sans-serif font. To its right are navigation links: PRODUCTS, ABOUT, and WHERE TO BUY, separated by vertical bars. Further right are social media icons for Twitter, Facebook, and YouTube. The main visual is a large image of a flashlight on the left, with its beam illuminating a silhouette of a person on a rocky outcrop against a night sky filled with the Milky Way. To the right of the flashlight, the text 'Ultra Bright', 'Max 1,750 lumens', '220-meter throw', and '45-day runtime' is displayed in a large, bold, white sans-serif font. Below this text, a paragraph describes the flashlight's features: 'Powered by Cree LEDs, the POWRLITE ultra bright LED flashlight is a must have for outdoors, security, and disaster readiness. With a maximum lumens of 1750, adjustable beam, 220-meter throw and an impressive battery life—this is the one flashlight you can always'. To the right of the text is a close-up image of the flashlight's lens and a Cree LED logo with the text 'CREE LED POWERED'.

- Ingredient brand is subordinate to the OEM brand in size and position
- Clearspace respected

## 9.8 Online advertising



- Ingredient brand is subordinate to the OEM brand in size and position
- Clearspace respected, KO logo on solid dark background



- Ingredient brand is subordinate to the OEM brand in size and position

## 9.9 Retail packaging



- Ingredient brand is subordinate to the OEM brand in size and position
- Clearspace respected, KO logo on solid dark background

## APPENDIX A: How to use trademark attribution statements

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When trademarks are used in documents, there should be an accompanying trademark statement which declares the copyright and ownership of the trademarks used in the document.

Trademarks that need to be referenced include:

- All Cree LED trademarks
- All Cree, Inc. trademarks
- Third party trademarks

Be sure to distinguish between trademarks and registered trademarks in the statement.

### TRADEMARK STATEMENT EXAMPLE FOR A DOCUMENT CONTAINING “CREE LED.”

Cree® and the Cree logo are registered trademarks, and the Cree LED logo is a trademark, of Cree, Inc.

### TRADEMARK STATEMENT EXAMPLE FOR A DOCUMENT CONTAINING THE CREE LED LOGO AND A CREE INC. TRADEMARK

Cree®, the Cree logo, and TrueWhite® are registered trademarks, and the Cree LED logo is a trademark of Cree, Inc.

### TRADEMARK STATEMENT EXAMPLE FOR A DOCUMENT CONTAINING “CREE LED” AND CREE LED TRADEMARK

Cree® and the Cree logo are registered trademarks, and the Cree LED logo is a trademark, of Cree, Inc. J Series® is a registered trademark of Cree LED.

## APPENDIX B: Cree LED product names and trademarks

In the first usage of Cree LED as a trademark in any document, apply the “TM” or “®” symbol in superscript after the mark. After the first usage it can be omitted.

*Example:*

### Cree LED™ J Series® LEDS

The following trademarks are now a part of Cree LED:

- |                   |                                |                           |
|-------------------|--------------------------------|---------------------------|
| - Direct Attach™  | - UltraThin®                   | - RT™, RT150™, RT200™,    |
| - EasyWhite®      | - XBright®                     | RT230™, RT260™, RT290™ &  |
| - eTone™          | - XLamp®                       | RT320™                    |
| - EZBright®       | - XM-L®                        | - SA™, SA700™, SA1000™,   |
| - G-SiC®          | - XThin®                       | SA1150™, SA1400™ &        |
| - J Series®       | - CB™, CB230™ & CB290™         | SA1950™                   |
| - LED City™       | - DA™ & DA2432™                | - SR™, SR1321™, SR2130™,  |
| - LED University™ | - EZ™, EZ-n™, EZ-p™, EZ290-n™, | SR370™, SR2293™, SR2312™, |
| - LED Workplace®  | EZ400-n™, EZ400-p™,            | SR550™, SR5283™, SR5995™  |
| - MegaBright®     | EZ500-n™, EZ500-p™,            | & SR6492™                 |
| - RazerThin®      | EZ600-n™, EZ700-n™,            | - TR™, TR1823™, TR2227™,  |
| - SC3 Technology® | EZ700-p™, EZ900-n™,            | TR2432™, TR2436™, TR260™, |
| - SC5 Technology® | EZ950-p™, EZ1000-n™,           | TR3445™ & TR3547™         |
| - Screen Master®  | EZ1350-p™, EZ1400-n™,          | - UT™, UT170™, UT190™,    |
|                   | EZ1950-p™ & EZ2000-n™          | UT200™ & UT230™           |
|                   | - MB™ & MB290™                 |                           |

## How can we help?

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If you have questions about proper usage of the Cree LED ingredient brand in collateral, advertising, online, video, public relations materials, or white papers please contact us.

We're happy to answer your questions. Send us an email and request a marketing representative.

email: [components@cree-led.com](mailto:components@cree-led.com)

[www.cree-led.com](http://www.cree-led.com)

