

The memory & storage experts™

Brand Guidelines

Brand Guidelines

About Crucial 3
Visual 10
Photography 51
Content 65
Audience Segments..... 75
Events & Merchandise 94
Legal 99
Approval 104

About Crucial Guide

Crucial is a brand of Micron, one of the largest memory manufacturers in the world, providing the same caliber of components that get prebuilt into new computers. This guide helps define the Crucial brand, our product lines, and our audience.

Brand Hierarchy 4
About Crucial 5
Crucial Identity 7
Audience 9

About Crucial | Brand Hierarchy

Crucial is a brand of Micron Technology Inc.
You sometimes find Micron and Crucial
branded products advertised together.

About Micron

Micron Technology is a world leader in innovative memory solutions. Through our global brands – Micron® and Crucial® - our broad portfolio of high-performance memory technologies, including DRAM, NAND, NOR Flash and 3D XPoint™ memory, is transforming how the world uses information. Backed by more than 35 years of technology leadership, Micron memory solutions enable the world's most innovative computing, consumer, enterprise storage, data center, mobile, embedded, and automotive applications.

About Crucial

Crucial is a global brand of Micron Technology, Inc. Crucial SSDs and DRAM upgrades are compatible with over 100,000 new and old desktops, laptops, workstations, and servers. Available worldwide at leading retail and e-tail stores, commercial resellers, and system integrators, Crucial products enhance system performance and user productivity.

Micron®

Freestanding Product Brands

Micron

Memory

- DRAM
- NAND flash
- NOR flash
- Managed NAND
- Hybrid Memory Cube
- Multichip Packages

Storage

- Enterprise & OEM SSDs

Advanced Solutions

- 3D XPoint Technology
- Pico Computing Systems

crucial by Micron

Memory

- Desktop Memory
- Laptop Memory
- Memory for Mac®
- Gaming Memory
- Server Memory

Storage

- Aftermarket SSDs

About Crucial | Messaging

Shown here are the short and medium versions for quick reference.

Official, approved messaging explaining what Crucial is all about is available for download.

Download

About Crucial (short)

Crucial® memory and SSDs are compatible with over 100,000 systems and deliver a faster, more seamless computer experience. Expertise. Compatibility. Reliability. Commitment. Crucial.

About Crucial (medium)

Memory and storage are crucial — your system won't work without them. Every time you press the power button, load apps, save documents, type, or move your mouse, you're using memory and storage. When it comes to these components, four factors are crucial: expertise, compatibility, reliability, and commitment. You need all four. As a brand of Micron®, Crucial® is part of one of the largest memory manufacturers in the world and we provide the same caliber of components that get prebuilt into new computers. We live and breathe memory and storage, and we're here to transform your system's performance.

About Crucial | Timeline

Crucial Celebrated Its 20th Anniversary in 2016
Here are just a few key milestones over the years.

1996
Micron announces the creation of Crucial Technology, a complete sales and service division for end users

1997
We announce secure online ordering for customers on our "internet web site"

1998
The Memory Selector (now known as the Crucial Advisor) is added to the website

1999
We expand internationally with facilities in Scotland and Singapore

2000
We're first to sell DDR memory to end customers

2001
Computer Shopper readers vote us best place to buy memory

2002
We introduce graphics cards

2003
The Crucial Gizmo! USB drive makes its debut

2004
We launch Ballistix and DDR2

2005
We launch the System Scanner for PCs

2006
We launch the System Scanner for Macs

2007
DDR3 launches under the Ballistix line

2008
We launch our very first SSD

2009
We introduce a French website

2010
We roll out the Crucial RealSSD C300, the world's first SATA 6Gb/s SSD

2011
We introduce the Crucial m4 SSD

2012
We launch our first mSATA drive

2013
We are the first company to publicly demonstrate DDR4 technology

2014
We start to expand our websites across the globe – first with China, then Italy, Germany, and Japan

2015
We introduce BX200 to complement the MX series

2016
In our 20th year, we launch the award-winning MX300 SSD

2017
The BX300 makes its appearance, along with 128GB server modules.

2018
Our SSD line continues to expand with the MX500

2019
Crucial launches 16Gb based DRAM and the P1 PCIe NVMe SSD

2020
Crucial announces a new portfolio of high-performance gaming DRAM

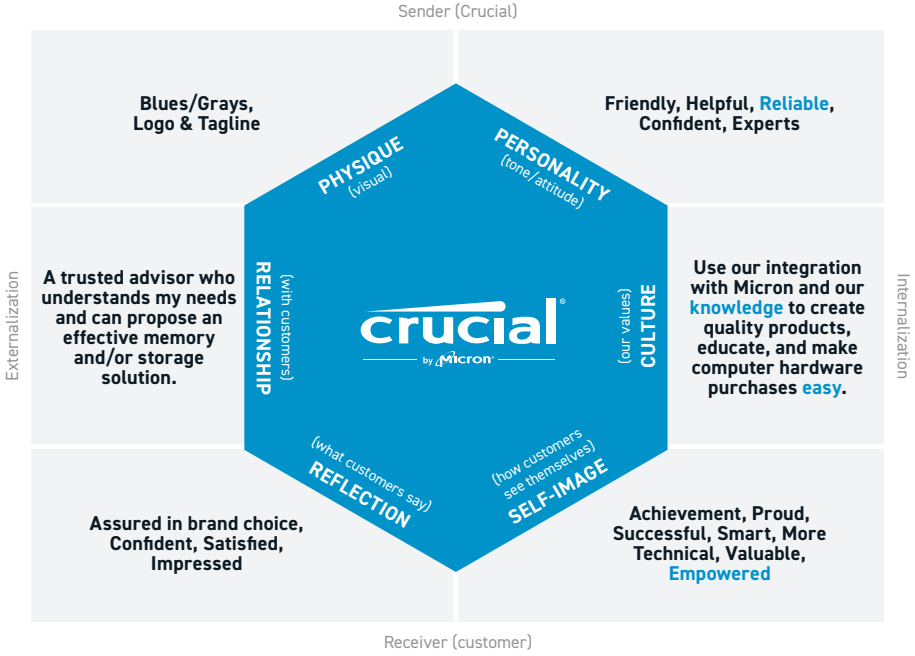
Crucial Identity | Brand Prism

Brand prisms help define a brand by looking at 6 different facets of how a brand is presented and perceived.

The words in blue are Brand Pillars.
See the next page for definitions.

Top facets: What we (Crucial) communicate out.

Left facets:
External visuals, words, or facts.



Right facets:
Internal thoughts, feelings, and beliefs.

Bottom facets: What our audience receives.

Crucial Identity | Brand Pillars

Brand pillars are personality traits that help describe a brand's personality and tone of voice. These can be used as a tool to measure how well we are living up to our brand's reputation and values.

Empowering

[em-pou-er] 1. to give power or authority to; authorize

We empower consumers and businesses by giving them the knowledge and tools to make memory and SSD upgrades a do-it-yourself project.

Easy

[ee-zee] 1. not hard or difficult; requiring no great labor or effort

Our compatibility tools, regional delivery and support centers, steady supply and availability, and informative website make for a seamless customer experience.

Knowledgeable

[nol-i-juh-buh l] 1. possessing or exhibiting knowledge, insight, or understanding; intelligent

We understand memory and storage technology inside and out, and we pass that knowledge on by helping our customers understand product features, intricacies, capabilities, and limitations.

Reliable

[ri-lahy-uh-buh l] 1. that may be relied on or trusted; dependable in achievement, accuracy, honesty

We started in this business more than 20 years ago. We're committed to offering dependable service and quality products. We're the memory and storage company you can count on.

Audience | Segments

A full persona overview guide is available upon request.

Overview

Crucial has 3 unique audience segments. Messaging and visual treatment considerations should be made when creating content targeted at one of these audiences.

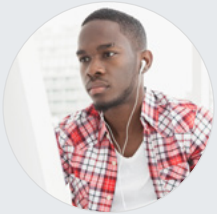
Segment Guide

Please refer to the segment guide for specifics on each audience.



Enterprise / System Integrator

Crucial partners with larger businesses to provide the memory and SSDs needed to run large enterprise companies, data centers, and provide hardware for system integrators who custom build computers for resell.



Consumer / Small Business

The tech-enthusiast, DIY-er, and need helper are all common end-user personas who are building a new PC or upgrading an existing computer to get the most performance and value.



Gamer

These days everyone is a gamer, but our target is those who show above average hardware ownership and want the latest hardware technology for their PC gaming needs.

Visual Guide

This guide includes the key elements of our visual identity and how to use them. Applying these elements consistently across all collateral will build and maintain the strength and recognition of our brand.

Crucial Logo 11
Color Palette 22
Design Elements 26
Fonts 40
Typography 43

Crucial Logo | Introduction

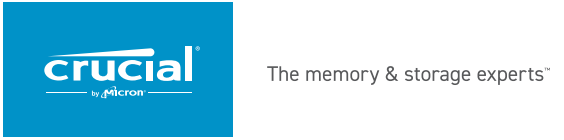
Our logo is our most important visual asset and it communicates most effectively when it's used consistently and prominently.

Do not adjust logo/tagline proportions.

01 – **Box Logo**

When the logo is one of the primary elements of a design, this boxed version of the logo should be used, attached to the top edge of the design.

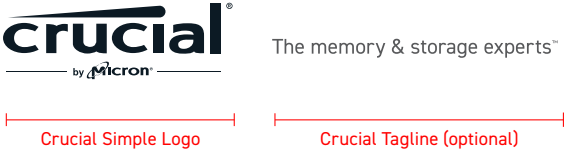
01



02 – **Simple Logo**

When the logo is not the primary focus, or when it needs to be set at the bottom or center of a design, the simple version of the logo should be used.

02



View on Asset Share

requires login access

Crucial Logo | Box Logo

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

The logo is visually centered within logo box lockup.
Always use an approved logo file rather than recreating.

01 – **Horizontal Version**

The preferred treatment of the Crucial logo is inside a blue box with the tagline to the right as further defined in the following pages.

01



The memory & storage experts™

02 – **Stacked Version**

Used sparingly for select use cases where the preferred treatment is space prohibited.

02



The memory & storage experts™

Crucial Logo | Box Logo

Logo Placement

Always place flush with the top edge of the design and aligned with the left margin.

Page Margins

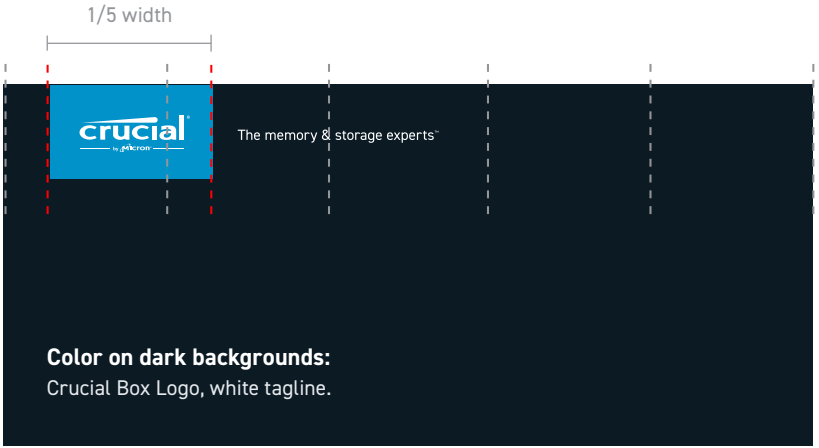
Use standard margins, or set the margin equal to 1/4 the width of the box logo as a good guideline.

Scale

For landscape layout, the logo width should be equal to 1/5 the width of the page. If portrait layout, use 1/4 the width of the page.

Scale Exception

In some instances, like very small banner ads, the logo may need to be larger scale to be legible. Similarly, on a very large display panel, where the logo needs to be the focus point, the scale of the logo may need to be larger than 1/4. Please use your best judgment for visual balance along with these guidelines.



Color on dark backgrounds:
Crucial Box Logo, white tagline.



Color on white backgrounds:
Crucial Box Logo, gray tagline.

Crucial Logo | Simple Logo

When the logo is not part of a layout, or when it needs to be set at the bottom of a design, the simple version of the logo should be used.

Simple Logo, Standard – Crucial Dark Blue

Pantone — 539C
CMYK — 85, 72, 59, 73
RGB — 12, 26, 36
HEX — #0C1A24



Simple Logo, Reverse – White

Pantone — White
CMYK — 0, 0, 0, 0
RGB — 255, 255, 255
HEX — #FFFFFF



Crucial Logo | Simple Logo

Do not adjust logo/tagline proportions.

Logo Placement

The preferred placement of the simple 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

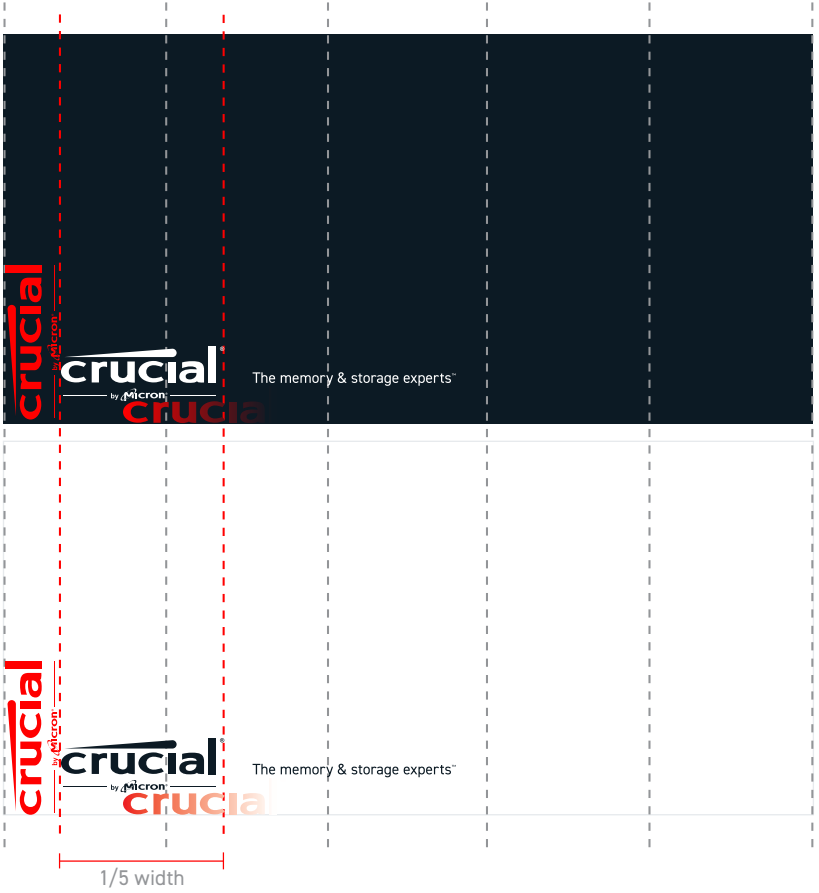
The logo width should be equal to 1/5 the width of the page.

Tagline

The tagline can be used with the simple logo. Similar proportion and space should be used.

Color

The simple logo can only be used in Crucial Dark Blue, any gray, or white.



Crucial Logo | Chinese Logos

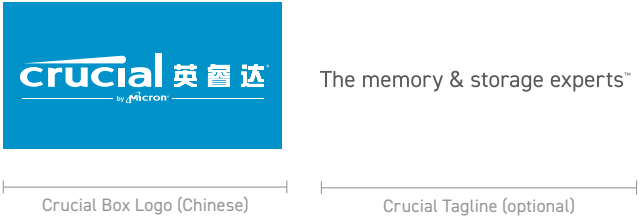
The Chinese version of the logo has additional words added to provide more meaning to the brand name.

Follow the same usage guidelines as the global logo.

01 – **Chinese Box Logo**

When the logo is one of the primary elements of a design, this version of the logo should be used, attached to the top edge of the design.

01



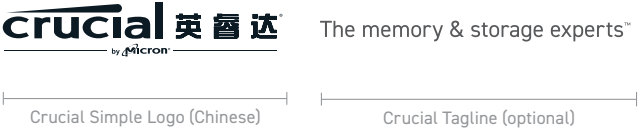
Crucial Box Logo (Chinese)

Crucial Tagline (optional)

02 – **Chinese Simple Logo**

When the logo is not the primary focus, or when it needs to be set at the bottom of a design, the simple version of the logo should be used.

02



Crucial Simple Logo (Chinese)

Crucial Tagline (optional)

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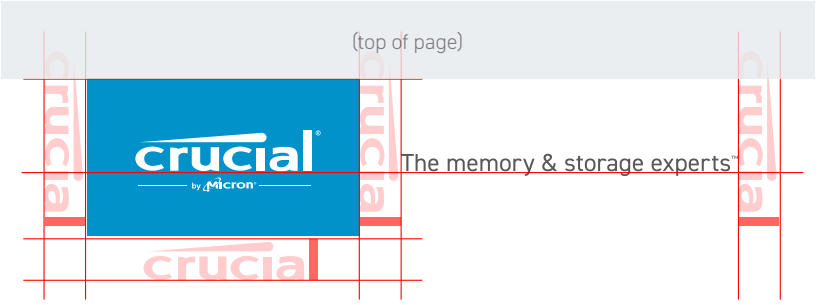
Crucial Logo | White Space

It's important to leave ample space around the logo to allow the brand to stand out from other elements and not be crowded or overlooked.

01 – **Box Logo**

The minimum white space should be equal to the height of the "l" in Crucial on all sides.

01



02 – **Simple Logo**

The minimum white space should be equal to the height of the "l" in Crucial on all sides.

02



Crucial Logo | Micron Endorsement

As a global brand of Micron, the Crucial logo includes a visual “by Micron” endorsement.

The Micron endorsement should never be removed from the logo unless it's unable to be reproduced.





Do not add “by Micron” endorsement to the written brand name.

Crucial introduces...

Crucial by Micron introduces...

Crucial Logo | Endorsement Scales

As a global brand of Micron, the Crucial logo should always include the “by Micron” visual endorsement.

Do not add “by Micron” when mentioning the Crucial brand name in copy.

Micron Endorsement Scale

At various sizes, the Micron endorsement becomes either too big or too small, so we have provided three options with guidelines on when to use each size.

Crucial Box Logo

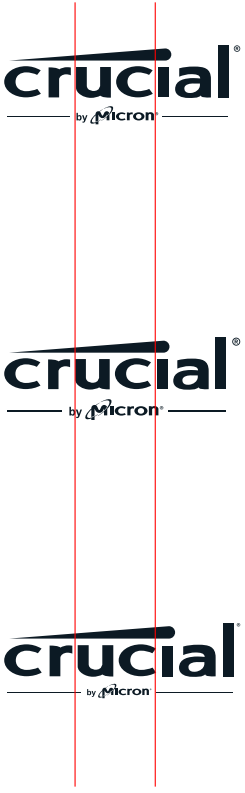
These scales may be used with the Crucial box logo as well.

Visual Endorsement Only

Do not add “by Micron” when mentioning the Crucial brand name in copy.

A working file containing all the various scales can be downloaded here:

Download



Standard Logo

- Use for most applications
- For common applications like web pages, or printed collateral

Small Logo

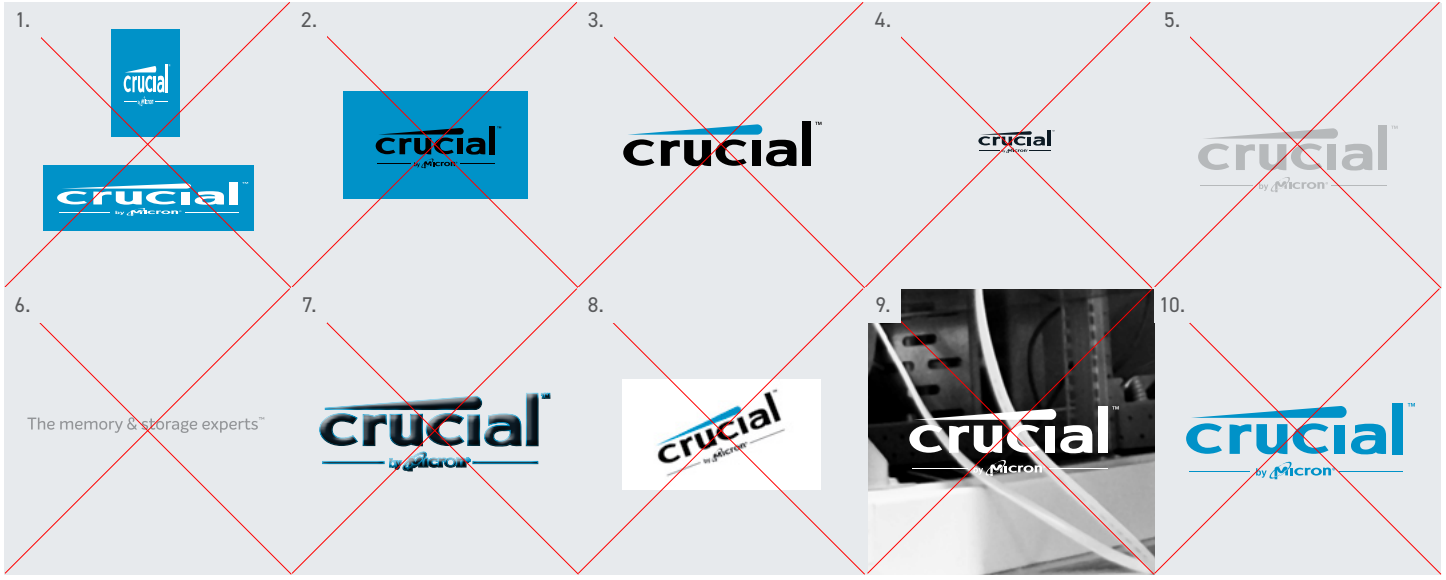
- Micron logo is larger than “standard” proportion
- Use when produced less than 125px or 1.5in.
- For very small applications like product labels

Large Logo

- Micron logo is smaller than “standard” proportion
- Use when produced larger than 200px or 3in.
- For very large applications like tradeshow displays

Crucial Logo | Incorrect Use

Consistency in our logo is important
for strong brand recognition.



DO NOT

1. Do not stretch or distort the logo.
2. Do not alter the color of the box logo elements.
3. Do not remove the Micron endorsement.
4. Do not scale the logo smaller than is legible.
5. Do not adjust the opacity of the logo.
6. Do not use the tagline without the logo.
7. Do not add effects, shadows, or outlines to the logo.
8. Do not rotate the logo.
9. Do not place the logo on a busy background.
10. Do not use unapproved colors for the simple logo.

Crucial Logo | History

Crucial was founded by Micron in 1996.

Inspiration

The comet over the top of the word-mark was inspired by the Hale-Bopp Comet which was seen in 1996, the same year Crucial was founded.

The Crucial comet



A Brand of Micron

The Micron endorsement has changed throughout the years, but continues to have both endorsement and similar visual style as the Micron logo.



Micron endorsement



Older Versions

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



1996 2002 2013

Color Palette | Values

Please note the ratio use of color indicated by size here.

Limit accent colors to stroke/outline only. Examples are data (graphs/charts), warnings, confirmations, and prompts.

White
Pantone — White
CMYK — 0, 0, 0, 0
RGB — 255, 255, 255
HEX — #FFFFFF

Crucial Dark Blue
Pantone — 296C
CMYK — 85, 72, 59, 73
RGB — 12, 26, 36
HEX — #0C1A24

Dark Gray
Pantone — Cool Gray 11
CMYK — 0, 0, 0, 80
RGB — 88, 88, 90
HEX — #58585A

Medium Gray
Pantone — Cool Gray 8
CMYK — 0, 0, 0, 50
RGB — 147, 149, 152
HEX — #939598

Light Gray
Pantone — Cool Gray 1
CMYK — 0, 0, 0, 10
RGB — 231, 231, 232
HEX — #E7E7E8

Crucial Blue
Pantone — 640C
CMYK — 100, 0, 0, 20
RGB — 0, 146, 200
HEX — #0092C8

Accent Red
CMYK — 0, 99, 100, 0
RGB — 255, 0, 0
HEX — #FF0000

Accent Orange
CMYK — 0, 62, 100, 0
RGB — 255, 127, 0
HEX — #FF7F00

Accent Yellow
CMYK — 6, 0, 97, 0
RGB — 255, 255, 0
HEX — #FFFF00

Accent Green
CMYK — 53, 0, 100, 0
RGB — 102, 255, 0
HEX — #66FF00

Color Palette | Accent Use Examples

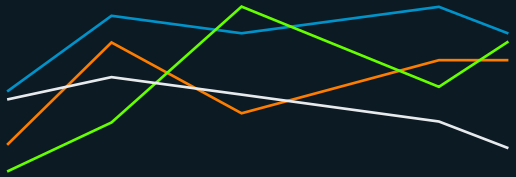
Limit usage of accent color to data (graphs/ charts), notifications, and prompts.

Oops. That was an invalid entry.
Please try again.

Do: use accent colors for icons in warnings and prompts.

Introducing the BX500 SSD.

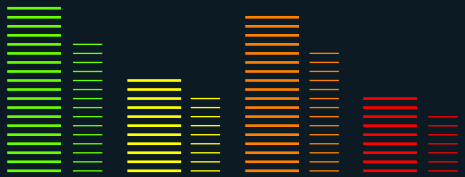
Do not: use accent colors for text.



Do: use accent + primary colors when providing multiple data points.



Do not: use accent colors for backgrounds or graphic fills.



Do: use strokes to minimize large blocks of accent colors in graphs.





Do not: recolor graphics or icons provided by the Crucial brand team.

Color Palette | Tints

These slight tints of the Crucial color palette can be used to create a highlight or improve readability of text.

Please note examples on the next page for do's & don'ts for using tints.

White (Dark Tint)
CMYK — 0, 0, 0, 10
RGB — 230, 231, 232
HEX — #E6E7E8

Crucial Dark Blue (Light Tint)
CMYK — 85, 72, 58, 48
RGB — 39, 51, 62
HEX — #27333E

Dark Gray (Light Tint)
CMYK — 0, 0, 0, 72
RGB — 105, 106, 109
HEX — #696A6D

Medium Gray (Light Tint)
CMYK — 0, 0, 0, 45
RGB — 157, 159, 162
HEX — #9D9FA2

Light Gray (Light Tint)
CMYK — 0, 0, 0, 7
RGB — 237, 237, 238
HEX — # EDEDEE

Crucial Blue (Light Tint)
CMYK — 100, 0, 0, 12
RGB — 0, 156, 215
HEX — #009CD7

Dark Gray (Dark Tint)
CMYK — 0, 0, 0, 84
RGB — 79, 79, 81
HEX — #4F4F51

Medium Gray (Dark Tint)
CMYK — 0, 0, 0, 58
RGB — 132, 134, 137
HEX — #848689

Light Gray (Dark Tint)
CMYK — 0, 0, 0, 18
RGB — 213, 215, 216
HEX — #D5D7D8

Crucial Blue (Dark Tint)
CMYK — 100, 0, 0, 30
RGB — 0, 132, 182
HEX — #0084B6

Color Palette | Tint Use Examples

Limit use of tints for accenting necessary text or backgrounds.

Memory Products

Do: use the Dark Blue, Light Tint as a background highlight area.

Dark Gray
Light Gray
Light Gray; Dark Tint
Light Gray

Do: use any of the Gray accent colors as an accent or complement to the base color.

Light Tint Crucial Blue

Do: use the option of Crucial Blue, Light Tint to improve readability of small text on a dark background.

Dark Tint	Crucial Blue
default	hover

Do: use the option of Crucial Blue, Dark Tint for default button color. Use the standard Crucial Blue for hover.

The memory and storage experts.

Do not: use tints as the primary color of a design.

The memory and storage experts.

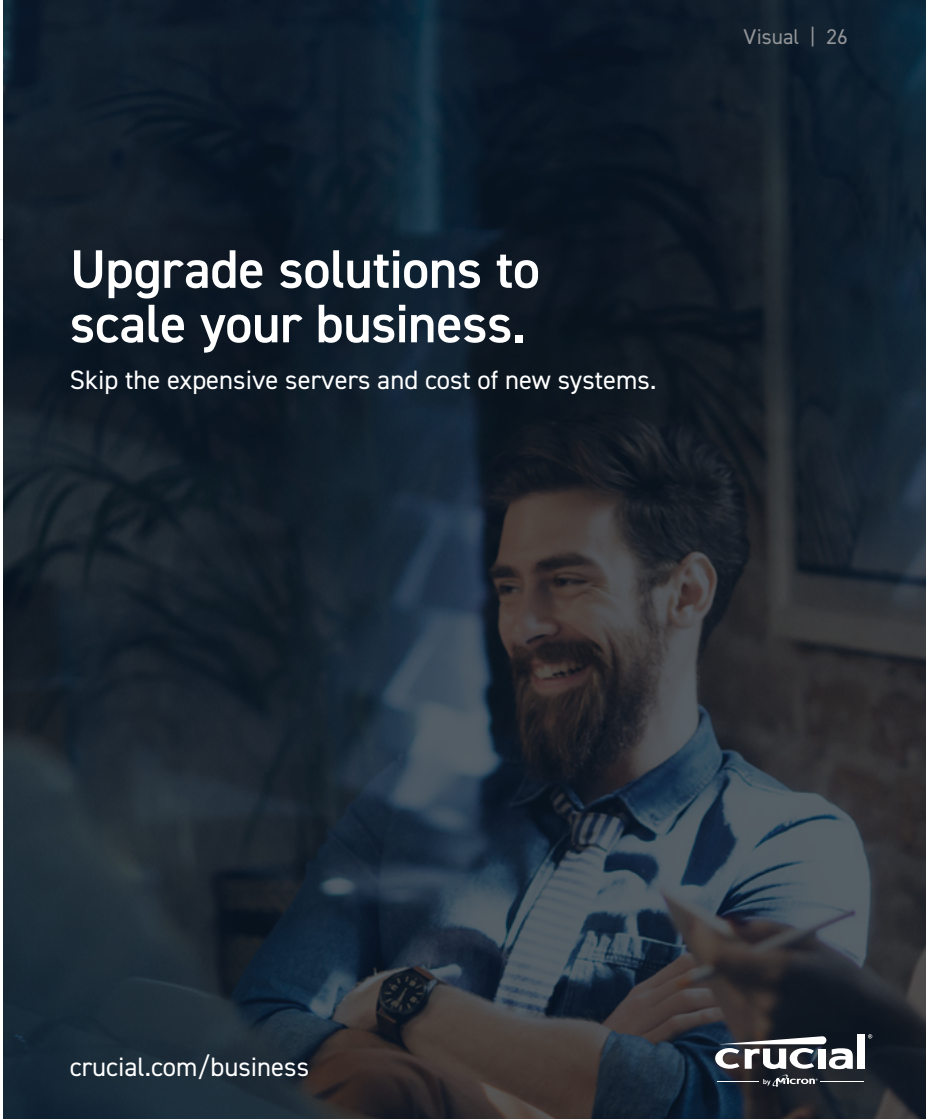
Do not: use Crucial Blue, or its tints as a primary background color for text other than the call-to-action area.

Design Elements | Space

One of the most important visual rules for the Crucial brand identity is space.

Breathing Room

Allowing plenty of space helps the design feel simple and clean, and allows the content to be read in bite-size chunks.



Design Elements | Feature Icons

Icons help bring focus and provide illustrated explanation of key features. They shouldn't be used as a replacement for photography.

Scale

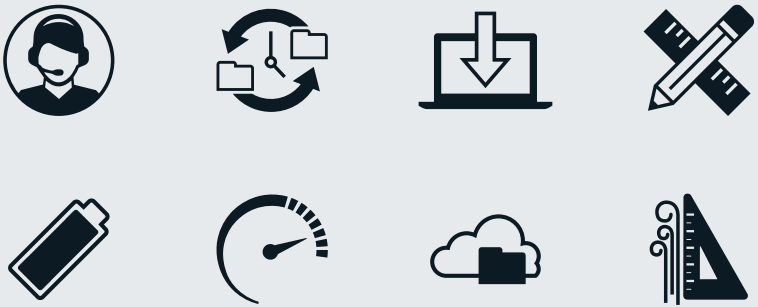
Icons shouldn't be shown larger than 1" in scale.

Color

Color can be changed on icons within the Crucial color palette.

View on Asset Share

requires login access





Design Elements | UI Icons

Icons help bring focus and provide illustrated explanation of a call to action.

All UI icons should have a consistent stroke weight. Avoid using icons in buttons for simplicity.

Scale
Icons shouldn't be much larger than the text they sit next to. Make icons approx 125% larger than the initial capital letter of the text next to it.

Icon Line Weight
Line weight should feel similar to the text it sit next to.

Space
Icons shouldn't crowd the text. Space icons approx 1em width from the text.

Color
In most cases, UI icons should be an extension of the text they sit next to. In some cases, a contrasting icon color may help the viewer's understanding.



My account

Free shipping

2 items

Success. We got your message and will get back to you shortly!

Design Elements | Accent Bars

This is a legacy design element.
Use sparingly as needed to blend with existing materials.



Design Elements | Angles

An optional element of the Crucial brand identity is the use of angled shapes. These should only be used if it helps add interest or visual hierarchy.

Please view the following pages for usage examples.

Optional Use

The use of the angle shape is optional, however if used please use the shape provided for download here to ensure the corner angle is consistent.

Rotation & Scale

The shape can be rotated and scaled freely, but the shape itself should be kept in tact.

Color & Layers

Experiment with using a single shape or multiple to create new designs.

Download





Design Elements | Angles cont...

Please note these examples to help guide you in using this design element.

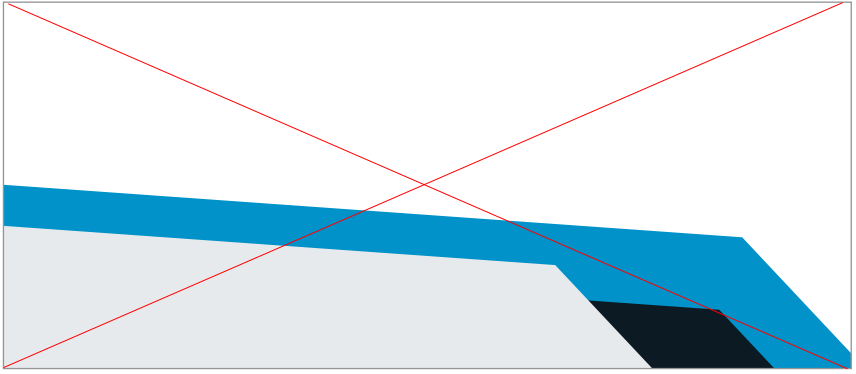
Do:

- layer angles to create interesting designs
- when offsetting shapes, only one side should have a large offset



Do not:

- leave equal offset between angle shapes



Design Elements | Angles cont...

Please note these examples to help guide you in using this design element.

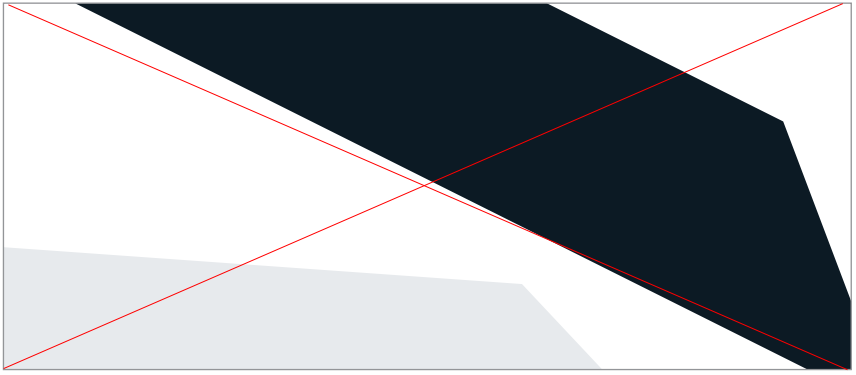
Do:

- use a single angle
- use two angles next to each other (overlapping is not necessary



Do not:

- use two angles that are randomly placed and do not create a pleasing layout.

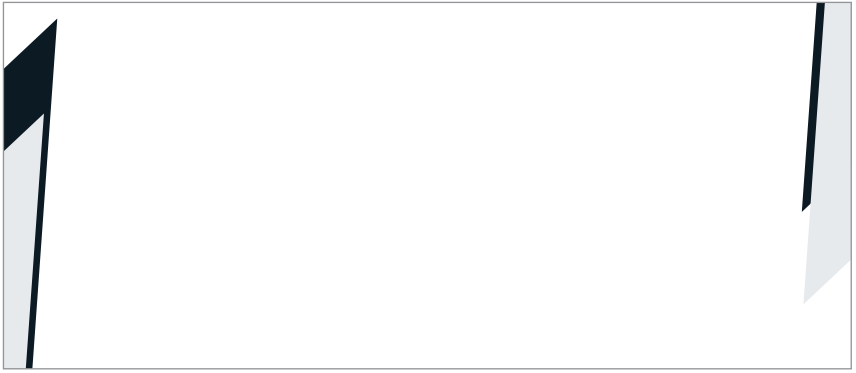


Design Elements | Angles cont...

Please note these examples to help guide you in using this design element.

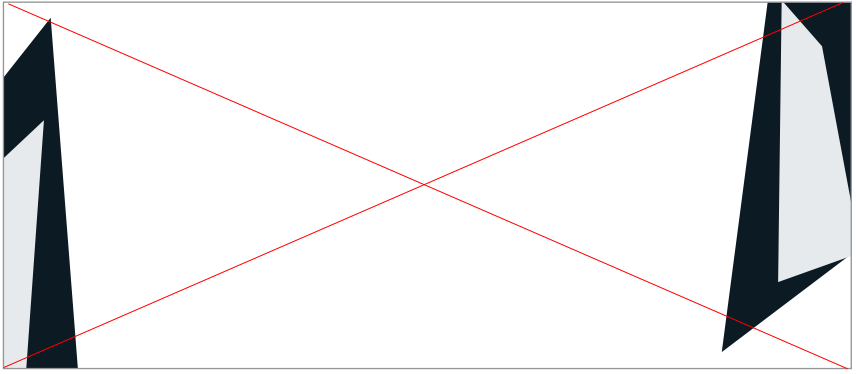
Do:

- rotate at any angle
- scale to any size



Do not:

- change the shape of the angle
- use two angles together at different rotations



Design Elements | Angles cont...

Please note these examples to help guide you in using this design element.

Do:

- use the angle as an overlay when it adds interest and you need to see the image below
- mask the angled shape when creating a collage of multiple images



Do not:

- over-clutter the design with too many angle shapes
- make the subject of the graphic hard to see with angle overlays



Design Elements | Best Practices

In lifestyle photography, good composition has just enough detail to convey the concept while providing neutral space for copy and other elements.

Leading Lines

Use the subject's posturing and line of sight to imply movement and guide a viewer's focus toward a particular area of an advertisement.

Rule of Thirds

Divided into a 3x3 grid, the subject should be placed at the intersection of those dividing lines, or along one of the lines itself.

Localization

Know your audience and use localized and relevant lifestyle photos or ensure a balanced mix of gender and race in images.

Please note, additional design elements are suggested for specific audience segments. Please see page 75 for more information.



Design Elements | Photo Tone

Images should be slightly cool with a subtle desaturation.

Be sure to review the full photography guideline on page 51.



Before



After

Design Elements | Dark Photo Overlay

At times, a full image helps engage and set the mood of an item. Use the Crucial Dark Blue as an overlay between 80 and 90% opacity to set off text as needed.



Design Elements | Light Photo Overlay

Use the Crucial Light Gray as an overlay between 80 and 90% opacity to set off text as needed.

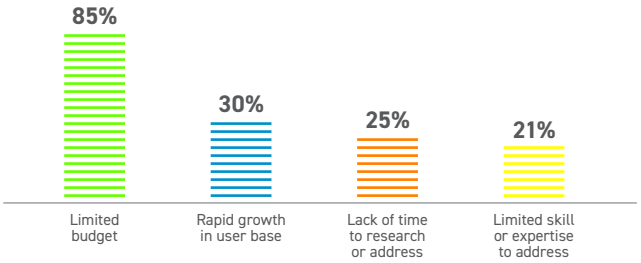


Design Elements | Charts

Content is often displayed in tables, charts, or lists. Please use these examples as a guideline for how to structure and design around this type of content. Most of these examples can be found in our templates.

Current Usage: **68.90 GB**

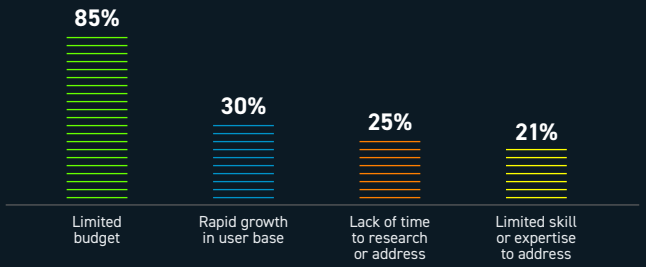
Capacity	Part Number	Seq. Read/ Write (MB/s)	Random Read/ Write (IOPS)
2.5-inch SSD			
250GB	CT250MX500SSD1	540 / 490	66k / 78k
500GB	CT500MX500SSD1	540 / 490	66k / 78k
1TB	CT1000MX500SSD1	540 / 490	66k / 78k



Light

Current Usage: **68.90 GB**

Capacity	Part Number	Seq. Read/ Write (MB/s)	Random Read/ Write (IOPS)
2.5-inch SSD			
250GB	CT250MX500SSD1	540 / 490	66k / 78k
500GB	CT500MX500SSD1	540 / 490	66k / 78k
1TB	CT1000MX500SSD1	540 / 490	66k / 78k



Dark

Font | Primary Typeface

Font is a subtle yet important part of our brand's identity. It helps provide consistency and style to the overall visual design.

Because of licensing regulations, each user is required to obtain their own font license.



DIN 2014 — Primary Typeface

Use for all applications unless otherwise specified.

Where to get fonts

DIN 2014 is available free with Adobe CC subscription through Adobe Fonts. If you do not have Adobe CC, FF DIN can be purchased at any major font provider.

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz				
1	2	3	4	5	6
7	8	9	0	!	?
@	#	%	&		

Font | Alternative Typeface

In some cases, Barlow may be used when DIN 2014 is not available.



Barlow — Free Alternative
Barlow is acceptable to use on the web, PowerPoint, or documents.

Where to get fonts
Barlow is available for free at https://fonts.google.com/specimen/Barlow.

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx
Yy Zz

1 2 3 4 5 6
7 8 9 0 ! ?
@ # % &

Font | Symbol-Based Typeface

For collateral with symbol-based languages such as Chinese, Japanese, and Korean.



Noto Sans — Primary Symbol-Based Typeface
Noto Sans is our primary typeface for symbol-based languages.

Where to get fonts
Noto Sans is available for free at https://www.google.com/get/noto/help/cjk/.

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx
Yy Zz

1 2 3 4 5 6
7 8 9 0 ! ?
@ # % &

Typography | Headline

DIN 2014 Demi

Color

On light backgrounds, use
Crucial Dark Blue or Dark Gray.

On dark backgrounds, use
White or Light Gray.

Capitalization

Page headlines should be sentence case if written as a sentence, and title case if written as a title.

Line Spacing

Line spacing should be fairly tight for headlines. It should be about equal to the font size. 36pt font = 36pt line spacing.

The Headline
The Headline

The Headline
The Headline

Typography | Sub-Headline

DIN 2014 Demi, *Demi Italic*,
Light, *Light Italic*

Color

On light backgrounds, use Crucial Dark Blue, Dark Gray, Medium Gray, or Crucial Blue.

On dark backgrounds, use White, Light Gray, or Medium Gray, or Crucial Blue.

Capitalization

Page headlines should be sentence case if written as a sentence, and title case if written as a title. All caps is also acceptable if needed to create correct emphasis.

Line Spacing

Line spacing should be fairly tight for headlines. It should be about equal to the font size. 36pt font = 36pt line spacing.

The Headline

The Sub-Headline

The Headline

The Sub-Headline

Typography | Pre-header

DIN 2014 Demi

Color
Pre-headers should be shown in the same color as the headline that follows.

Tracking
Pre-header tracking should be 0.

Capitalization
Pre-headers should be in sentence case. If the headline below the pre-header continues the sentence, the first word of the headline should not be capitalized.

Wrapping
Pre-headers can occupy more than one line. They should be used to help emphasize the main headline text by moving less important text into the pre-header.

Size
Scale between 30% and 50% of headline size.

The pre-header before
the main headline

The pre-header
The main headline

Typography | Category Pre-header

DIN 2014 DEMI

Color
Always use category pre-headers in Crucial Blue

Tracking
Category pre-header tracking should be 60.

Capitalization
Category pre-headers should be all caps.

Wrapping
Category pre-headers should not occupy more than one line.

Size
Scale between 30% and 50% of headline size.

Linking
When used on-line, category pre-headers can link back to a category page.

THE CATEGORY PRE-HEADER

The Headline

THE CATEGORY PRE-HEADER

The Headline

Typography | Paragraph Headlines

DIN 2014 Bold

Color
On light backgrounds, use Dark Gray or Crucial Dark blue.
On dark backgrounds, use White or Light Gray.

Capitalization
Paragraph Headlines can be title case or sentence case.

Size
Paragraph headlines should be the same font size as the body copy but bold font weight. Line spacing should be slightly larger than font size. 9pt font = 12pt line spacing.

The Paragraph Headline
Memory and storage are crucial – your system won't work without them. Every time you press your system's power button, load apps, save documents, stream content, or virtualize databases, you're using memory or storage.

As a brand of Micron, one of the largest memory manufacturers in the world, we bring you the quality and expertise that's been built into new computers for over forty years. You'll notice the difference.

The Paragraph Headline
Memory and storage are crucial – your system won't work without them. Every time you press your system's power button, load apps, save documents, stream content, or virtualize databases, you're using memory or storage.

As a brand of Micron, one of the largest memory manufacturers in the world, we bring you the quality and expertise that's been built into new computers for over 40 years. You'll notice the difference.

Typography | Body Copy

DIN 2014 Regular

Color
On light backgrounds, use Dark Gray text.
On dark backgrounds, use White or Light Gray text.

Capitalization
Body copy should always be sentence case.

Size
Size may vary depending on the application.
Line spacing should be slightly larger than
font size. 9pt font = 12pt line spacing.

The Paragraph Headline
Memory and storage are crucial – your system won't work without them. Every time you press your system's power button, load apps, save documents, stream content, or virtualize databases, you're using memory or storage.

As a brand of Micron, one of the largest memory manufacturers in the world, we bring you the quality and expertise that's been built into new computers for over forty years. You'll notice the difference.

The Paragraph Headline
Memory and storage are crucial – your system won't work without them. Every time you press your system's power button, load apps, save documents, stream content, or virtualize databases, you're using memory or storage.

As a brand of Micron, one of the largest memory manufacturers in the world, we bring you the quality and expertise that's been built into new computers for over forty years. You'll notice the difference.

Typography | Legal Copy

DIN 2014 Regular

Color

On light backgrounds, use Medium Gray text.
On dark backgrounds, use Light Gray text.

Capitalization

Legal copy should be sentence case.

Size

Small but legible. As a rule of thumb, around 6pt. Line height should equal font size, so 6pt font = 6pt line height.

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Typography | Product Names

Headline Capitalization
When using product names as headlines, set them in all caps for added importance.

Visual Treatment Only
When products are mentioned in copy, they should be written in title case rather than all caps.

CRUCIAL

DESKTOP MEMORY

Designed to help your system run faster and smoother, Crucial® Desktop Memory is one of the easiest and most affordable ways to improve your system's performance.

Photography Guide

Computer storage and memory are seldom seen after installation. Photography represents an opportunity to not only show our products, but also how they can enrich our customers' lives.

Image Library 52
General Principles 53
Lifestyle 57
Products 60
Releases and Usage Rights 64

Image Library

Download Photos

Please check the Crucial Asset Share for available images.

View Asset Share

Photo requests can be made to crucialcreative@micron.com



General Principles | Subject

Audience

Crucial is a global company and our photography should reflect that. Be mindful of who will be seeing our content and ensure that it is relevant to the audience.

Factors such as age-range, culture, lifestyle, country, profession, and hobbies, among many others, should be considered when selecting imagery.

Support a Key Message

A photograph always communicates something. When used in marketing, it should support an intended message, whether in an ad, flyer, or infographic.





General Principles | Color Treatment

Images should be slightly cool with a subtle desaturation.



Before



After

General Principles | Selecting Stock

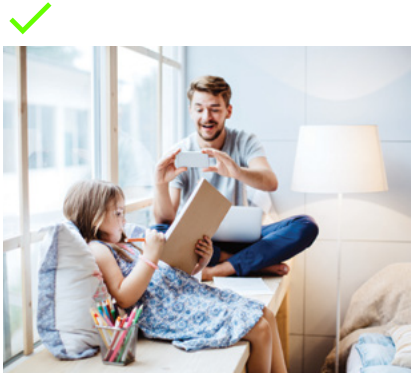
Stock should only be used after searching the Crucial media library. Here are some guidelines for selecting photography that aligns with our brand.

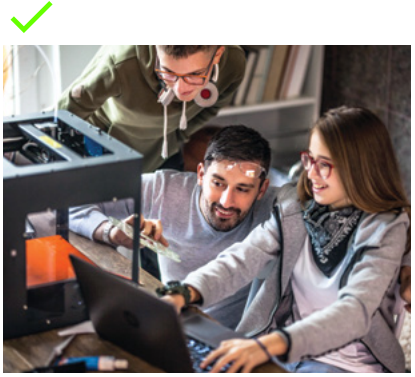
Genuine

Avoid improbable and staged images that do not seem genuine.

Uncomfortable

Avoid images where people, technology or environment appear dated, uninspired and uncomfortable.









General Principles | Selecting Stock

Real

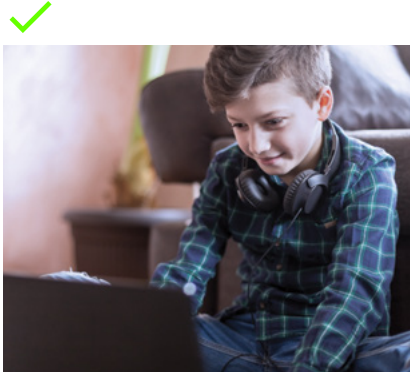
Avoid images where people are posed, or have exaggerated expressions.

Relevant Technology

Our products are primarily used in desktop, laptop, and gaming computers.

Avoid overusing imagery of people using technology - tablets, smart phones, etc. - not relevant to Crucial products.









Lifestyle

A lifestyle image shows why, how, where, and by whom our products will be used. Most importantly, lifestyle photography tells a story that customers can engage with.



Lifestyle

Capture Real Life

Images should be natural, inspiring and spontaneous, not contrived or overly staged.

Emotion

Lifestyle photographs should make use of natural emotion – when relevant – to communicate a message.

Avoid Clutter

Ensure there is one clear focal point and don't complicate the image with unnecessary detail.

Localization

Know your audience and use localized and relevant lifestyle photos or ensure a balanced mix of gender and race in images.













Products

Our product photography is clean and uncluttered, reflecting our brand pillars: empowering, easy, knowledgeable, and reliable.

Avoid images that are overly complex, poorly lit, or might make the viewer feel intimidated.



Products | Product Images

Product photography is an important part of the Crucial visual identity. We strive to provide consistent angles and lighting for all product shots so that grouped images can be created on the fly.

Accurate

Product images should always be an accurate representation of the product. Photos should be in full color with limited retouching.

Creating New Photos

All official product photos are created by the creative team. Additional images can be taken for other purposes, but MUST be an accurate representation of the product. Do not stretch, alter, or embellish products.

Product photos are available on the Crucial Asset Share and the Crucial image gallery.

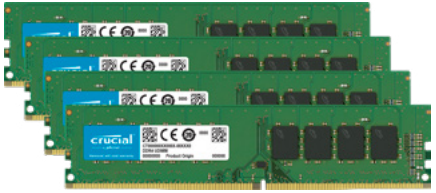
View Asset Share

Image Gallery









Products | Product Scale

Relative Size

When showing products together in one graphic, please ensure the scale is accurate in relation to other products.



SODIMM *(Laptop Memory)*
67.6 x 31.75 mm (2.66 x 1.25 in.)



DIMM *(Desktop Memory)*
133.48 x 31.4 mm (5.25 x 1.24 in.)



2.5-inch SATA SSD
100.2 x 70 mm (3.95 x 2.765 in.)



M.2 2280 SSD
80 x 22 mm (3.15 x .87 in.)

Products | In-Use Images

The Product

Each in-use product image should have a clear and identifiable subject, especially when shown installed.

In Camera

Use depth of field, light, and composition as tools that naturally lead the eye to the subject.

Colors

When color is used to set a tone, attempt to use colors that are part of our brand.



Releases and Usage Rights

Licensing and Use of Images

Make sure that the images (including photography, illustrations, logos, charts, and diagrams) used in Crucial materials meet the proper requirements of the licensing agreement by which they were purchased.

Don't share images purchased by Crucial with a third party.

Secure permission from the owner of an image before copying or downloading the image from the web or any other resource.

Model Releases

A model release is a formal, dated, and signed document that determines the conditions for granting an individual's image for commercial use. Whenever a person or people are featured in an image, a model release from recognizable individuals must be obtained prior to publication or usage. Model releases are available upon request by emailing crucialcreative@micron.com.

Remember, from a legal point of view, all our images and videos are used for commercial gain, so strict guidelines are in place to protect all parties.

Third-Party Products/Third-Party Logos

In the event third-party assets (such as images of people, third-party products, brands, logos, images, and music) are required to be used (whether online or on hard copies), please ensure that you speak with a member of the Creative Team or Technology Licensing Council to clear all the rights – including intellectual property rights – before use.

Please also ensure that when an agency is involved to clear the above, that you obtain a copy of such clearances and pass this to copyright@micron.com.

Where to Source Imagery

Crucial has a collection of company-owned images that are approved for internal and external use. Search internal resources first before choosing stock imagery and/or consult with the brand team for unique needs.

Content Guide

Our brand's voice is formed by the tone, verbiage, and the style in all forms of our collateral. This is part of our identity. Because of that, we have guidelines to ensure clarity about our identity and focus. This guideline also covers directions when discussing compatibility, our relationship with Micron, and product names.

Tone of Voice 66
How to Say It 68
Names 71

Tone of Voice | Brand Pillars

Like the brand identity, the tone of voice in content, video, or conversation should be based on our brand pillars.

Empower Your Audience

Give consumers and businesses an opportunity to expand their knowledge by providing relevant and actionable information. Ex: Save money – install your own memory.

Make it Easy

Know who you are talking to and translate technical information into more understandable terms as needed. Simplify processes whenever possible and ensure more technical readers can easily find the detailed information they desire. Ex: Installing an SSD is Easy.

Be Knowledgeable

Since we are the memory and storage experts, knowledge should be at the heart of any content. Always present the facts in a truthful and straightforward manner, often with user-benefit statements.

Reliable Data and Service

Never embellish the facts. Providing truthful and relative information builds trust in our brand. Respond to customer inquiries in a timely manner and always deliver on promises.

Tone of Voice | Personality Scales

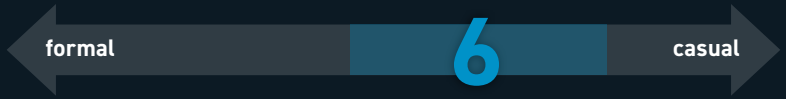
As a broad guideline, all written communication should adhere to these personality scales.

Communication Vehicles

Use judgment to adjust tone of voice within a few points of these guidelines as needed. For example: on social media, a slightly more casual tone is probably appropriate, where legal or support documents should be a bit more formal.

Audience Segment

Specific tone of voice scales have been identified and are available in the audience segment guide.



✗ Too formal	✓ Target	✗ Too casual
Consider things you could be doing if you were not staring at your progress bar.	You have better things to do than stare at progress bars.	Progress bars? F*** that noise.



✗ Too serious	✓ Target	✗ Too funny
Accomplish tasks instead of staring at progress bars	File downloads shouldn't give you enough time to text cat memes to your cousin.	Forget progress bars. Get loaded at a real bar.



✗ Too Conservative	✓ Target	✗ Too Edgy
Hard drives are not as dependable nor as fast as an SSD.	Hard luck with your hard drive? Switch to an SSD for solid dependability.	Hard drives may be hard, but we get you up quick with SSDs.

How to Say It | Endorsement and Tagline

01 – **Micron Brand Endorsement**

Crucial is a brand of Micron, one of the largest memory manufacturers in the world, and this is a distinction we want to convey to our customers in every piece of collateral. Whenever a customer reads about Crucial, it should be clear that we are a brand of Micron.

01

Here's an example of how we've conveyed this:

"Crucial memory is compatible with thousands of old and new systems. As a brand of Micron, one of the largest memory manufacturers in the world, Crucial memory is backed by a higher level of quality and expertise than is often available through third-party upgrades."

02 – **How To Use Our Tagline in Messaging**

The Crucial tagline can be used as part of a sentence. In this case, it shouldn't be capitalized or have a trademark at the end.

02

Correct:

You can trust the memory and storage experts at Crucial to provide exceptional service and support.

Incorrect:

The Crucial analysts are the Memory and Storage Experts™ and provide expert compatibility recommendations on a daily basis.

How to Say It | Crucial Compatibility

In order to say a Crucial product is guaranteed compatible, both of the following conditions must be mentioned in copy:

1. The customer must use one of our compatibility tools (Crucial System Scanner or Crucial Advisor™ tool) to identify and select a compatible upgrade.
2. The upgrade must be purchased on crucial.com or an official region-specific Crucial website (ex. crucial.fr).

When conditions (1) and (2) are met, the upgrade becomes guaranteed compatible and is backed by our 45-day money-back guarantee.

Here's an example of how we've talked about compatibility outside of crucial.com:

"One of the hardest parts about selling memory and SSDs is ensuring compatibility, and that's where the Crucial Selector comes into play. Built to streamline the sales process, increase your margins, and simplify inventory management and forecasting, the Crucial Selector identifies compatible upgrades for over 100,000 systems and allows you to sell with ease in 60 seconds or less."

Here's an example of how we've talked about guaranteed compatibility on crucial.com:

"In just a few clicks, our innovative Crucial System Scanner or Crucial Memory Advisor™ tool will identify compatible upgrades for your system and we'll give you our expert recommendation that's based on 35-plus years of experience in the memory industry. If you order on crucial.com, we guarantee compatibility—or your money back. Did we mention free shipping?"

How to Say It | Preferred Style and Wording

Some phrases or words in our industry can be referenced in multiple ways. However, we like to have consistency in our content, so please refer to this guide to ensure you are using the same terminology in our documents.

✓ **Say:**	✗ **Don't Say:**
dual channel	two channel, 2-channel
three channel	triple channel, 3-channel
four channel	quad channel, 4-channel
DDR4	DDR-4, DDR 4
PC3-8500	PC38500
DDR3-1066	DDR31066
email	e-mail, E-mail
website	web site, Website
high performance	high-performance
SSD, solid state drive	solid-state drive
guaranteed compatible	guaranteed-compatible
and *(in complete sentences)*	&
Crucial website	crucial.com *(unless giving the url)*
esports *(always lower case)*	eSports, esports, e-sports, Esports

Names | Product Lines

Product line names help identify a group of products. They should not be confused or treated like a brand name.

Visual wordmarks are not available for download because of their restricted use. You should not attempt to recreate these. Contact the brand team if you feel you have a legitimate use.

01 – **Usage**

In the first use of a product line name, the brand name should always precede it. Subsequent uses can be mentioned without the brand name included.

01

Crucial **Ballistix** memory is engineered specifically for gamers who want low latencies, high speeds, and product designed to complement the look of their system. **Ballistix** products are tested for reliability and quality.

02 – **Visual Wordmark**

Some product line names have a visual wordmark used on the product to help give that product an identity. Product line wordmarks should only be used on the product or packaging itself.

The brand logo must also appear on the product and packaging and should never be used instead of the brand logo.

In copy, the first instance of the product name should always include the brand.
Crucial Ballistix gaming memory...

02

BX MX BALLISTIX





Names | DRAM Products

In general, we prefer to use shorter, less technical names in copy and headlines, but technically-oriented documentation requires the exact specs to be included. It's helpful to list them in a consistent way.

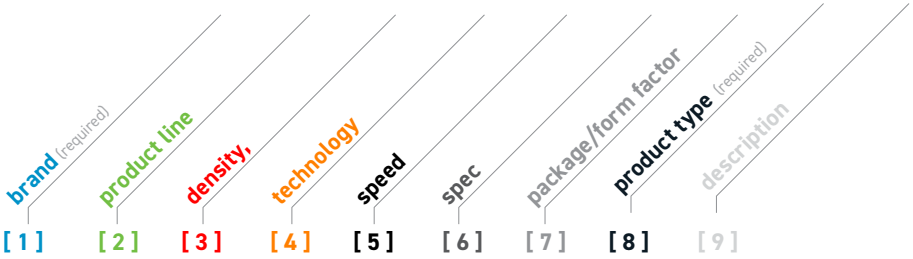
Order of Elements

Only two elements (brand and product type) are required, but any additional elements to designate a specific DRAM product should be listed in this order.

Legal Markings

Always ensure that the correct legal marks (®, ™) are included after brand names.

view guide for other languages



Examples of Crucial DRAM product naming

Crucial® Ballistix 32GB kit (8GB x 4), 288-pin DIMM 3200MT/s DDR4 Memory for gamers and media creators.

Crucial® 128GB, 2666 MT/s DDR4 LRDIMM Server Memory

Crucial® 4GB kit (2GB x 2), 240-pin DIMM 2666 MT/s DDR4 Memory

Crucial® DDR4 Desktop Memory

Crucial® Memory for Mac® 16GB kit (8GB x 2), DDR3 SODIMM Memory

Names | Storage Products

In general, we prefer to use shorter, less technical names in copy and headlines, but technically-oriented documentation requires the exact specs to be included. It's helpful to list them in a consistent way.

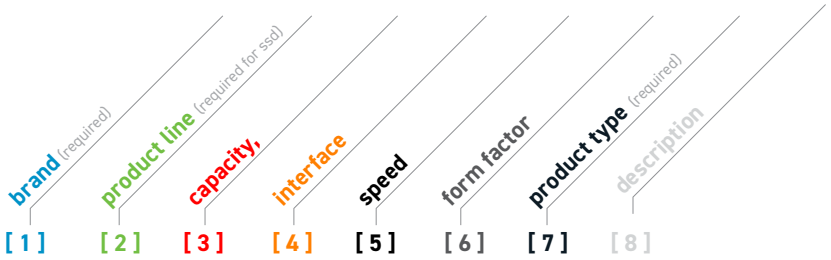
Order of Elements

Three elements (brand, series, and product type) are required for SSDs, but any additional elements to designate a specific SSD product should be listed in this order.

Legal Markings

Always ensure that the correct legal marks (®, ™) are included after brand names.

view guide for other languages



Examples of Crucial storage product naming

Crucial® MX500 2TB SATA 530 MB/s Sequential Read 2.5" 7mm Internal Solid State Drive with 9.5mm adapter

Crucial® MX500 500GB M.2 Type 2280SS Internal Solid State Drive

Crucial® BX500 SSDs

Crucial® SSDs
(series not required when referring to the entire product line)

Names | Tool Names

Crucial has several tools that have been developed to make finding and purchasing compatible hardware easier. It's important to reference the names of these tools consistently.

Crucial Memory Advisor™ tool

The original memory advisor only matched DRAM to systems and is trademarked. The word "tool" is required after the trademark. This tool is proprietary to the Crucial website.

Crucial® Advisor

When SSDs were added to the Advisor tool, the word 'Memory' and the trademark were dropped. It's not possible to trademark this name because it's too general. This tool is proprietary to the Crucial website.

Crucial® System Scanner

A downloadable tool that runs on your system and "scans" your hardware. It provides information about your system and lists compatible upgrades.

Crucial® Selector

This tool is similar to the Advisor, but there is no recommendation out of the list of compatible parts. This tool is also provided to partners to help them sell Crucial products.

Crucial® Configurator

An internal database that stores data about thousands of systems and maps them to compatible memory and storage types.

Audience Segment Guide

Crucial should always maintain a consistent presentation of core values, personality, and visual identity. However, there are adjustments to our tone of voice and visual treatments that should be used to better engage with specific audience segments.

Enterprise / System Integrator 76
Consumer / Small Business 80
Gamer 84
Overview 93

Enterprise / System Integrator
Personas

A full persona overview guide is available upon request.

What Businesses Look For *(in order of importance)*

1. Quality product that works reliably and improves performance (determined via details, specs, and proof points)
2. Relationship and expertise of sales rep (often loyal to rep, not to brand)
3. Vision for long-term technology advancement and strategy
4. Assurance (quality, compatibility, warranty, supply, expertise)
5. A deal, or perceived value-add
6. Shared values

How They Make Decisions

Often based on logic (facts, statistics and numbers). Emotion enters in as fear of making a poor decision.

How We Can Influence

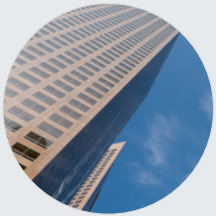
By building strong relationships with core decision makers and demonstrating our industry expertise.



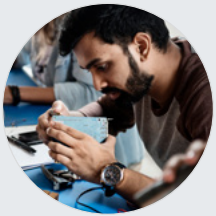
Medium Businesses



Large Corporations



Multinational Corporations



System Integrators



Hyperscalers



Education/ Local Governments



National Governments

Enterprise / System Integrator
Overview



Tone of Voice

Use a more formal, conservative tone.

Design

Use Light Gray and White as the primary colors.

Photos

Use photos that portray the appropriate audience.

Enterprise / System Integrator
Tone of Voice

Facts rather than emotion speak to this audience. Quality, reliability, and specs are important to this audience and they want to know Crucial is around for the long term.

CRUCIAL MX500 SSD

Reliable storage for your workforce.

The performance you need to keep your business ahead of the curve.



Enterprise / System Integrator
Color Ratios

When building collateral that is targeted to business audiences, such as server products, use primarily Light Gray and White as your color palette.

Please note the ratio use of color indicated by size here.

Light Gray
Pantone — Cool Gray 1
CMYK — 0, 0, 0, 10
RGB — 231, 231, 232
HEX — #E7E7E8

White
Pantone — White
CMYK — 0, 0, 0, 0
RGB — 255, 255, 255
HEX — #FFFFFF

Dark Gray
Pantone — Cool Gray 11
CMYK — 0, 0, 0, 80
RGB — 88, 88, 90
HEX — #58585A

Medium Gray
Pantone — Cool Gray 8
CMYK — 0, 0, 0, 50
RGB — 147, 149, 152
HEX — #939598

Crucial Dark Blue
Pantone — 296C
CMYK — 85, 72, 59, 73
RGB — 12, 26, 36
HEX — #0C1A24

Crucial Blue
Pantone — 640C
CMYK — 100, 0, 0, 20
RGB — 0, 146, 200
HEX — #0092C8

Accent Red
CMYK — 0, 99, 100, 0
RGB — 255, 0, 0
HEX — #FF0000

Accent Orange
CMYK — 0, 62, 100, 0
RGB — 255, 127, 0
HEX — #FF7F00

Accent Yellow
CMYK — 6, 0, 97, 0
RGB — 255, 255, 0
HEX — #FFFF00

Accent Green
CMYK — 53, 0, 100, 0
RGB — 102, 255, 0
HEX — #66FF00

Consumer / Small Business
Personas

A full persona overview guide is available upon request.

What Consumers Look For *(in order of importance)*

1. Quality product that works reliably and improves performance (determined via online search, user reviews, and social discussions)
2. Peer/influencer recommendation
3. A deal, or perceived value-add
4. Assurance (compatibility, support, good deal)
5. High-level information (detail can overwhelm)
6. Playfulness in communication (engagement creates brand loyalty)

How They Make Decisions

Likely to be swayed by emotion (fear, attraction, desire of status). Logic is at play when comparing price/spec with other brands.

How We Can Influence

Brand engagement, maintain a positive reputation, and provide an easy process for them to learn more and purchase.



Need Helpers



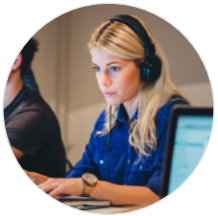
DIYers



Mac Lovers



Tech Hobbyists



Technical Influencers



Professional Designers

Consumer / Small Business
Overview



Tone of Voice

Use a somewhat casual tone with appropriate humor.

Design

Use White and Dark Blue as the primary colors.

Photos

Use photos that portray the appropriate audience.

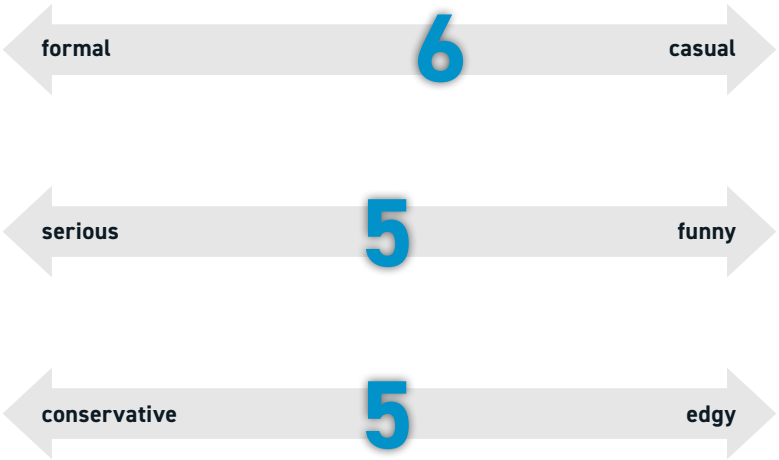
Consumer / Small Business
Tone of Voice

Customers looking to build or upgrade their computers are more likely to take advice from a friend or a popular blog than to do the research themselves. Being there for our customers makes an impact. Speaking to them like a knowledgeable friend builds trust.

CRUCIAL MX500 SSD

Skip the wait.

You have better things to do than stare at progress bars.



Consumer / Small Business
Color Ratios

When building collateral that is targeted to consumers or all audiences, use primarily White and Dark Blue as your color palette.

Please note the ratio use of color indicated by size here.

White
Pantone — White
CMYK — 0, 0, 0, 0
RGB — 255, 255, 255
HEX — #FFFFFF

Crucial Dark Blue
Pantone — 296C
CMYK — 85, 72, 59, 73
RGB — 12, 26, 36
HEX — #0C1A24

Dark Gray
Pantone — Cool Gray 11
CMYK — 0, 0, 0, 80
RGB — 88, 88, 90
HEX — #58585A

Medium Gray
Pantone — Cool Gray 8
CMYK — 0, 0, 0, 50
RGB — 147, 149, 152
HEX — #939598

Light Gray
Pantone — Cool Gray 1
CMYK — 0, 0, 0, 10
RGB — 231, 231, 232
HEX — #E7E7E8

Crucial Blue
Pantone — 640C
CMYK — 100, 0, 0, 20
RGB — 0, 146, 200
HEX — #0092C8

Accent Red
CMYK — 0, 99, 100, 0
RGB — 255, 0, 0
HEX — #FF0000

Accent Orange
CMYK — 0, 62, 100, 0
RGB — 255, 127, 0
HEX — #FF7F00

Accent Yellow
CMYK — 6, 0, 97, 0
RGB — 255, 255, 0
HEX — #FFFF00

Accent Green
CMYK — 53, 0, 100, 0
RGB — 102, 255, 0
HEX — #66FF00

Gamer
Personas

A full persona overview guide is available upon request.

What Gamers Look For *(in order of importance)*

1. Technical specs (compare to competition)
2. Peer/influencer recommendation
3. A deal, or perceived value-add
4. Quality product (determined via high-level info and social discussion)
5. Product & package design
6. Assurance (quality, compatibility, warranty, supply, expertise)

How They Make Decisions

Often based on emotion (fear, attraction, desire of status). Cares more about specs, performance, and aesthetics. Wants to know it will improve their game.

How We Can Influence

Provide a good product and engage in a REAL and memorable way and you'll make a fan. Engage in a stiff, corporate, sales-driven way, you'll be dismissed.



Ultimate Gamer



All-Round Enthusiast



Hardware Enthusiast



Conventional Player

Gamer
Overview



Tone of Voice

Use a more edgy, casual tone with gamer-centric humor.

Design

Use Dark Blue and Light Gray as the primary colors.

Photos

Use photos that portray the appropriate audience.

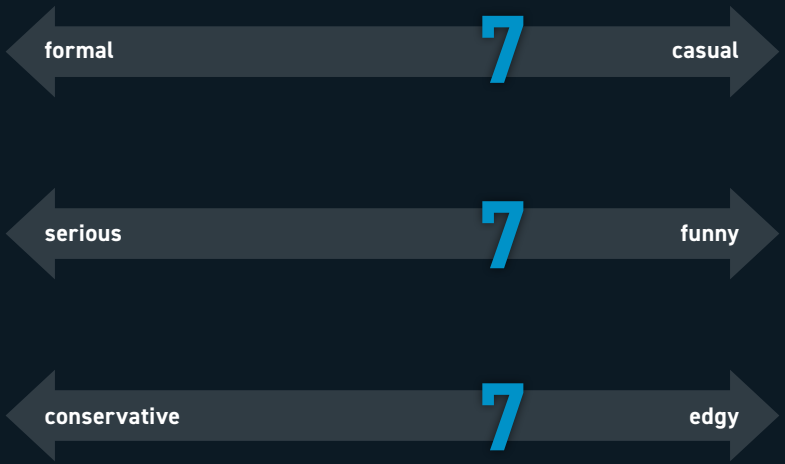
Gamer
Tone of Voice

Gamers want to know they have something made for gaming. They care about the specs even if they don't understand them. The look of the product matters, and the opinion of their heroes and peers matters even more.

CRUCIAL MX500 SSD

Why wait when you can dominate?

Demolish load times faster than a ling rush.



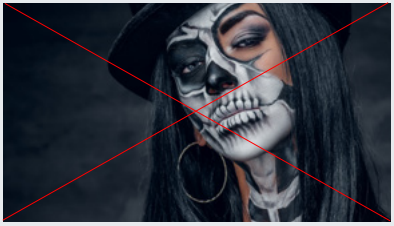
Gamer
Visual and Content Boundaries



Avoid images or copy that glorifies or endorses game addiction



Visuals can be inspired by scenes of violence but should not depict actual violent acts.



Be sure images or copy are not offensive to specific cultures or regions.



Be clear about what we provide: (gaming memory and storage products)



Ensure correct licensing and written permissions are received for any use of 3rd party game titles, characters or equipment.



Avoid picturing competitor products.

Gamer
Color Ratios

When building collateral that is targeted to a gamer audience, such as gaming products or events, use primarily Dark Blue and Light Gray as your color palette.

Please note the ratio use of color indicated by size here.

Crucial Dark Blue
Pantone — 296C
CMYK — 85, 72, 59, 73
RGB — 12, 26, 36
HEX — #0C1A24

Light Gray
Pantone — Cool Gray 1
CMYK — 0, 0, 0, 10
RGB — 231, 231, 232
HEX — #E7E7E8

Dark Gray
Pantone — Cool Gray 11
CMYK — 0, 0, 0, 80
RGB — 88, 88, 90
HEX — #58585A

Medium Gray
Pantone — Cool Gray 8
CMYK — 0, 0, 0, 50
RGB — 147, 149, 152
HEX — #939598

White
Pantone — White
CMYK — 0, 0, 0, 0
RGB — 255, 255, 255
HEX — #FFFFFF

Crucial Blue
Pantone — 640C
CMYK — 100, 0, 0, 20
RGB — 0, 146, 200
HEX — #0092C8

Accent Red
CMYK — 0, 99, 100, 0
RGB — 255, 0, 0
HEX — #FF0000

Accent Orange
CMYK — 0, 62, 100, 0
RGB — 255, 127, 0
HEX — #FF7F00

Accent Yellow
CMYK — 6, 0, 97, 0
RGB — 255, 255, 0
HEX — #FFFF00

Accent Green
CMYK — 53, 0, 100, 0
RGB — 102, 255, 0
HEX — #66FF00

Gamer
Patterns

Patterns should only be used for gaming specific communications. Please use only the patterns provided here.

Pattern

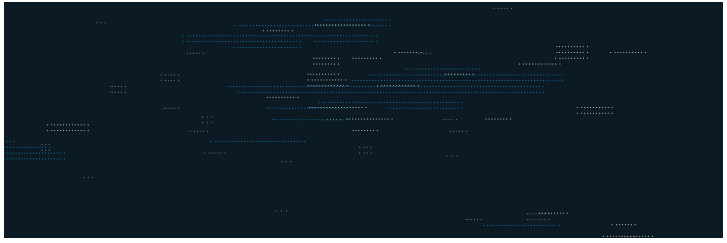
There are a few patterns available to use within gaming communication design.

View on Asset Share

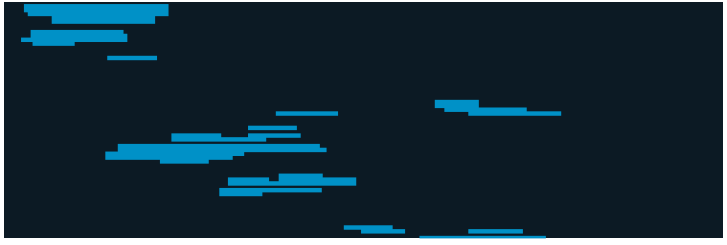
requires login access



line camo



dot camo



bitmap camo

Gamer
Visual

Please adjust pattern to ensure text is legible when placing copy over patterns.

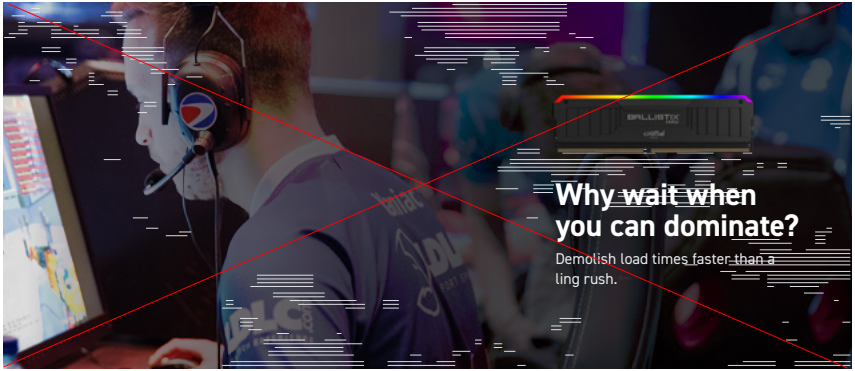
Do:

- use patterns as an optional subtle overlay over photos



Do not:

- use patterns at 100% opacity over photos
- place patterns over a person's face

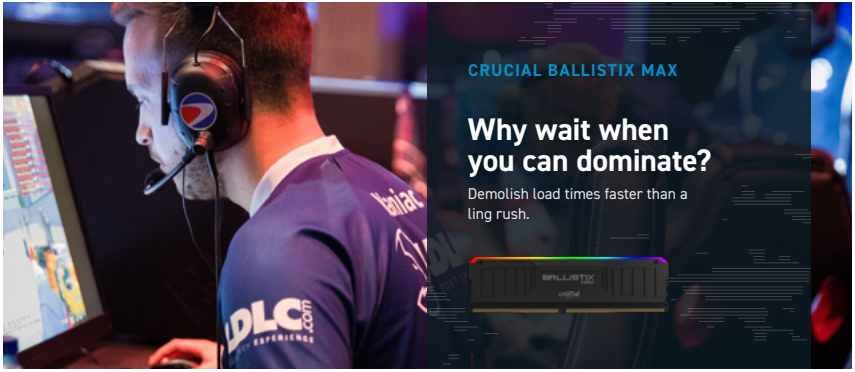


Gamer
Pattern Use Examples

Please adjust pattern to ensure text is legible when placing copy over patterns.

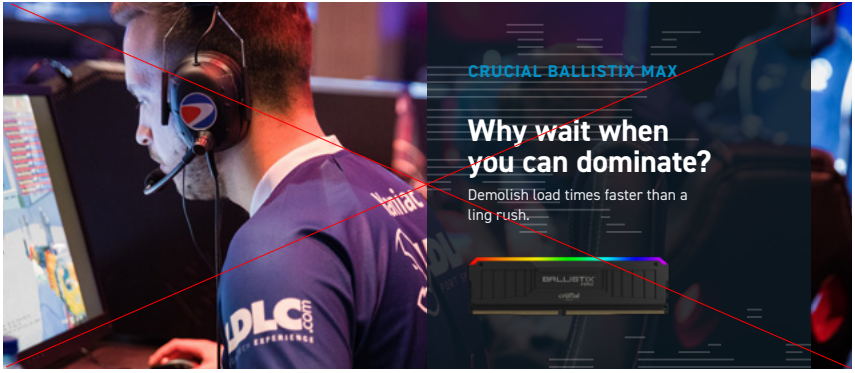
Do:

- use patterns with Dark Blue as semi-transparent overlay over photos to create a background for text



Do not:

- use patterns at a large scale

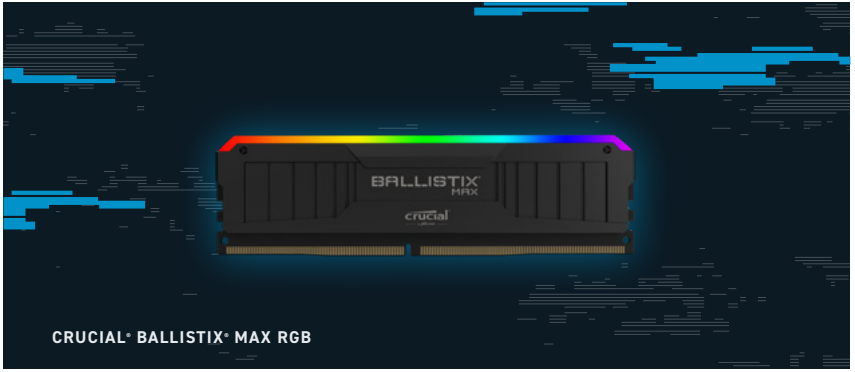


Gamer
Pattern Use Examples

Only transparencies of Crucial Blue, gray and white are allowed for pattern colors.

Do:

- use patterns over Dark Blue to create a dynamic background
- combine the patterns to create more interest



Do not:

- change the colors in the patterns
- place bold patterns behind product



Audience Segments | Overview

The Crucial design system provides a unified look for all Crucial materials, but also adjusted styles to better differentiate and target unique segments.

When you aren't sure which audience segment you are targeting, just follow the general visual and content guidelines.



Event & Merchandise Guide

There's only one chance to make a first impression, and for many consumers and businesses, their introduction to our brand often happens at events. Consider the following guidelines when showcasing the brand or ordering any branded merchandise for an event to ensure it's on brand.

Events 95
Branded Items 96

Events | Planning

Always remember that you are creating brand perception when displaying at an event. Always consult with the brand team on plans.

Always consult with the brand team when planning an event, especially if we are exhibiting in a partner booth.

Dress code

When exhibiting on behalf of the Crucial brand, professional, event-appropriate attire should be selected. Please consult with the brand team for guidance.



If an event is Crucial only

If you are attending an event where Crucial is the only brand being discussed, the booth and all collateral should have only the Crucial name and logo.

If an event covers multiple brands

If you are discussing Micron and Crucial brands, you must follow the Micron Global Brands Guideline. Please contact crucialcreative@micron.com for consultation.



Branded Items | Types of Items

Items like mouse pads, screen cleaners, USB drives, or other computer-related gifts are all great choices for Crucial-branded merchandise.

Avoid inappropriate or unrelated items to our industry like weapons.









Branded Items | Colors

Branded items come in a variety of colors and options, but please take note of these rules for the best brand representation.

Neutrals Are Safe

Neutrals are the safest choice when selecting items such as shirts, hats, pens, or other giveaways. Our reversed white logo will look best on darker color items. The dark blue logo will look best on white or light gray items.

Use Caution with Blue

While blue is in our color palette, there are several shades of blue and it's unlikely that you'll find a perfect match. Unless you're positive that it matches (or have received approval from the brand team), please avoid using items with unapproved colors.





First Choice

Any gray, white, or a very dark blue that matches the Dark Blue in our color palette.





Second Choice

Black or a good match of the Crucial blue color are also an acceptable choice.





Please Avoid

Do not use a blue that does not match either the Crucial Dark Blue, or the Crucial Blue.

Any colors outside our primary or accent color palette such as red, orange, purple, etc.

Branded Items | Logo Guidelines

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

Logo Scale

Bigger isn't always better. Even though the print area might be five inches on an item, the logo will look more professional if presented at a proportional size. A good rule of thumb is approximately 1/3 the size of the area.

If you have issues with the "by Micron" or ™ / ® reproducing, please consult with the brand team.

Logo Color

For branded merchandise, a one-color white, gray, black, or Crucial Dark Blue logo is best.

Never print the logo in Crucial blue, green, or any other color. The two-color black with Crucial Blue comet should no longer be used.



This vertical layout of the logo provides a nice balanced scale.

The gray logo on white bottle also creates a nice overall design over a high-contrast black logo.



Even though the print area is large, filling it with the logo does not usually create the most pleasing design.

Similarly, too small of a logo makes the design feel awkward.

Legal Guide

Correctly using trademarks, registered trademarks, copyrights, and disclaimers in our collateral strengthens our brand. The fine print is often overlooked and sometimes inconvenient, but it's essential to protect Micron and contributes to the reliability of our brand by explaining and validating our claims. Legal guidelines can be complex. This guide will provide what you need to start, but the Micron legal team should be consulted when making any claims, doing any promotions or giveaways, or even mentioning another company's name.

Trademarks 100
Copyright 101
Disclaimers 102

Trademarks

This is a list of trademarks or registered trademarks owned by Micron Technology, Inc.

Using the ® and ™ Marks

If Crucial is being used as a noun, then the trademark is not required. (“Today Crucial announced a new memory upgrade that...”)

If Crucial is used as an adjective, it requires a registered trademark.
“If you’re looking for a Crucial® memory upgrade...”

Trademarks should be used in the first instance where the trademarked word or phrase appears in a document or file, regardless of whether this is as a headline or in body copy. Subsequent instances of the trademarked word or phrase do not need to be marked.

Registered Trademarks ®

The ® symbol denotes a trademark which has been registered with a country or countries where the term, slogan, or logo will be used. The use of the symbol may only occur after registration has been confirmed.

Crucial®

The name “Crucial” has been registered worldwide.



Since the name “Crucial” has been registered worldwide, and the logo is considered a stylized version of the name, it is also marked with an ® worldwide.



This Crucial China visual mark has been registered in China and should be shown with the ® ONLY when used in China.

Ballistix®

Micron®

Micron® 美光®

Trademarks ™

The ™ is used to signify common-law rights for an unregistered brand, tagline, name, or artwork by alerting potential infringers that a term, slogan, logo or other indicator is being claimed as a trademark. Proper research must be done before claiming ™ to ensure the name is not already registered or claimed as a trademark.

The memory & storage experts™

Crucial® 英睿达™

When using our Chinese Crucial name, the word and visual mark (logo) is registered separately. While the logo is registered in China, the written name is not.
Please use it at shown here when written in copy.
This is only required in the first instance of the name.



This Crucial China visual mark has been registered in China and should be shown with the ™ when used OUTSIDE of China.

Copyright

On all sales and marketing collateral, our legal copyright notice needs to appear on the printed file, electronic document, or package.

01 - **Standard Crucial Copyright**

If the tagline is not used in the document or file, that portion of the copyright may be removed.

01

©2020 Micron Technology, Inc. All rights reserved. Information, products, and or specifications are subject to change without notice. Neither Crucial nor Micron Technology, Inc. is responsible for omissions or errors in typography or photography. Micron, the Micron logo, Crucial and the Crucial logo are trademarks or registered trademarks of Micron Technology, Inc. All other trademarks and service marks are the property of their respective owners.

02 - **Standard Plus Third-Party Trademark Copyright**

If a third-party trademark is used anywhere in collateral, ownership of the trademark should be included in the copyright and the collateral must be reviewed by our legal department. Please send a PDF along with the list of partner trademarks used to crucialcreative@micron.com

02

©2020 Micron Technology, Inc. All rights reserved. Information, products, and or specifications are subject to change without notice. Neither Crucial nor Micron Technology, Inc. is responsible for omissions or errors in typography or photography. Micron, the Micron logo, Crucial and the Crucial logo are trademarks or registered trademarks of Micron Technology, Inc. [PARTNER CREDIT LINE HERE].

Disclaimers & Fine Print

How to Use Disclaimers

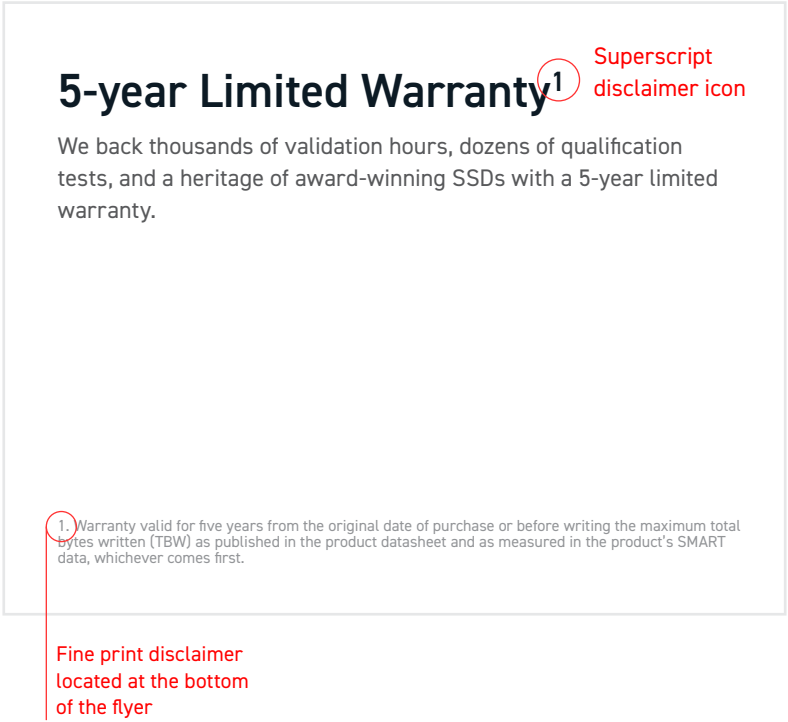
There will often be multiple disclaimers in Crucial copy — we like to make very specific claims!

All claims should be backed up by engineering test results or published specs that have been reviewed by the Micron legal department.

Disclaimer markers (1, 2, 3) should always appear at the end of the sentence in which the claim requiring a disclaimer appears. The disclaimer icon should be placed after the period and in superscript, if possible.

The legal copy, or "fine print," should appear at the bottom of the document or webpage in a smaller font size.

When there is only one disclaimer use an asterisk (*) instead of numerals. All disclaimers should be superscript.



Standard Disclaimers

There are a few instances where we have standard disclaimers that apply to several situations. Please make note of these and include the appropriate legal copy to any collateral that mentions these items

01 - **Gigabytes (GB)**

All SSD collateral that mentions gigabytes, whether in a product name or in copy, must include the following note (see right):

01 Note: 1 GB = 1 billion bytes.
Actual usable capacity may vary.

02 - **Limited Lifetime Warranty**

All collateral that (a) mentions a memory product's limited lifetime warranty, and (b) appears in the European Union must include the following note (see right):

02 Note: Limited lifetime warranty valid everywhere except Germany, where warranty is valid for ten years from date of purchase.

Approval Guide

All external marketing materials for Crucial need to follow brand standards, templates, and other messaging guidelines. All materials must be approved before publishing.

Approval Process 105

Brand Approval | Creative

We want approvals to be quick and easy, so we've set up regional contacts to provide quick, in-region approvals.

If you need additional information, have any questions, or suggestions, please contact this group at: crucialcreative@micron.com

In Person | 10 minutes

If you have direct access to the creative team and need quick approval, feel free to ask for a quick in-person review from the Creative Director or any of the regional design leads.

Email/Chat | 24 hours

You can also simply send a PDF, JPG, or screen capture to get feedback or approval.

Formal Review | 1-3 days

If you have a large project that you would like to discuss at length, please contact us to schedule a review time.

Creative Director
Nicole Jacobson
njacobson@micron.com

North America Design Lead
Steve Kunioka
sykunioka@micron.com

Europe, Middle East, Africa Design Lead
Debbie McKinnon
dmckinnon@micron.com

Asia Pacific Design Lead
Kelly Jeon
kellyjeon@micron.com

Content Review Lead
Jennifer Froelich
jfroelich@micron.com



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