



Inspiring Innovation

Partnering for excellence in lighting

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The Cree LED Ingredient Brand

Cree LED is proud to work with companies who share our values. This document details the correct usage, guidelines and language for using Cree LED as an ingredient brand.

Background of Cree LED brand

In 2021, SMART Global Holdings, Inc. completed 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.”

As a result, the company name should always be referred to as “Cree LED”, never “Cree.” This applies to all print documentation, digital use, online descriptions, specifications, sell sheets, datasheets as well as spoken communications.

As part of the relationship between Cree LED and approved branding partners, permission is granted to use the Cree LED ingredient marks and phrases specified in this document within a partner’s communications. This includes, but is not limited to – advertising, packaging, internet usage and press relations.

Proper use of the Cree LED ingredient brand identifies partner products as being 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.

Use of Cree LED ingredient brands by third parties

Cree LED trademarks may be used by a third party as ingredient brands 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 text 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. When using the logo, third parties must use corporate graphic files supplied by Cree LED. The ingredient brand logo marks may not be generated or recreated independently.

Third parties using the Cree LED logo and related text 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.

Registered Trademark Symbol Usage

Cree LED is a registered trademark of Cree LED and must display the “®” when used in text. The “®” symbol will always be superscript with no space between it and “Cree LED”, as shown below:

Cree LED[®]

When is the “®” symbol required?

Preferred usage:

- Use the “®” symbol on the first occurrence 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 are only required to be marked once, in the first occurrence, per contiguous document. The attribution statement may appear on the last page, back cover or other location at the end of a document.

The ® and ™ symbols should be used as superscript characters, but can be reduced in size to increase aesthetic appeal, as long as they are still legible.

Trademark attribution

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[®], the Cree logo and the Cree LED logo are registered trademarks of Cree LED.

If other 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 trademarks](#).

Trademark misuse

Cree LED monitors the use of its corporate and ingredient brands and may engage with a third party to identify and remediate violations. Cree LED reserves the right to exercise all rights and remedies for violations of the Cree LED ingredient brand mark requirements set forth in this Guide and the *“Ingredient Branding and Trademark License Agreement”*.

The typical general course of action for violating the usage requirements of Cree LED ingredient brand marks include:

1. OEM customers who violate the guidelines will be contacted by phone or written notice of the specific violation.
2. OEM customers must provide Cree LED with a course of action for correction of the mark violation.
3. Cree LED will follow-up with OEM customers to ensure that the 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.

Language Mark Usage

Proper usage of the Cree LED owned trademarks in text

These guidelines must be followed with regards to using Cree LED owned trademarks in language pertaining to both online and print content and materials. Examples include:

- Promotion, advertising, co-marketing material, PR materials, merchant listings
- Specifications, sell sheets, datasheets, product guides, catalogs
- Products, packaging and shipping packaging, video

The following is a list of what is and is not permissible with regards to trademark language usage.

Allowed

- Use of trademark language in product descriptions, spec sheets, datasheets calling out specifically which Cree LED product is being used. This is permitted and encouraged
- Use of statements including “Cree LED” that are not part of the product title or model number

Not Allowed

- Use of trademarks in any document titles pertaining to all forms of content mentioned previously
- Use of trademarks in any merchant listing titles pertaining to the online content mentioned previously
- Use of trademarks displayed on products or packaging that implies that Cree LED manufactures or endorses a product

Listing of Trademarks

Refer to Appendix B for a comprehensive list of Cree LED trademarks.

Ingredient Logo Mark Usage

Be aware that the *“Ingredient Branding Authorization”* agreement **DOES NOT include the use of the Cree LED corporate logo**. The only authorized brand ingredient logo formats are shown on the following page.

- Cree LED will supply the Cree LED ingredient brand logo as graphic files
- The Cree LED ingredient brand logo marks may not be generated or recreated independently

Approved Logo

Cree LED provides one brand ingredient logo:

- “Cree LED Powered,” is typically used to convey superior quality for end-user/consumer products

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

Spacing

Logo clear space

The Cree LED ingredient brand logo should be surrounded by an area of “clear space” that is equal to or greater than the width/height of the “Cree diamond”.



Incorrect spacing of the logo

The Cree LED ingredient brand logo should never be presented in a manner that could be conveyed as a “compound mark”. For example, the Cree LED ingredient brand logo should never be shown physically touching or adjacent to another mark in a way that makes the two marks appear to be part of the same overall trademark.

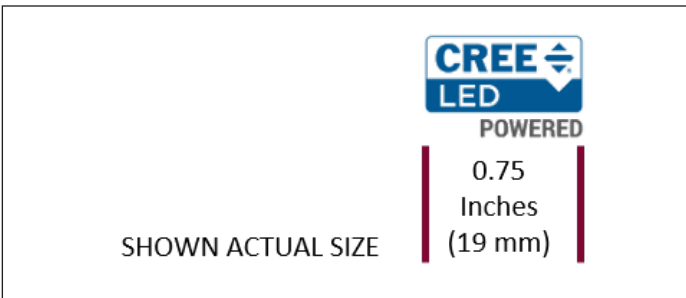


Spacing exceptions

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

Sizing

Recommended minimum size for print use.



Recommended minimum size for online and video use

The Cree LED ingredient brand logo should be reproduced no smaller than 70 pixels wide when used on-screen and in video.

Recommended minimum size for use on a printed circuit board

The Cree LED ingredient brand logo can be used at a small size, as long as they are legible when used on a printed circuit board,.

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: marketing@cree-led.com.

Placement

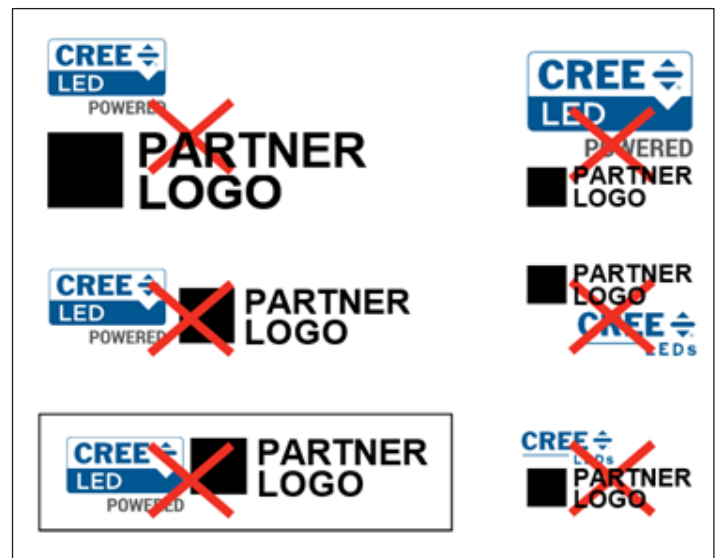
Subordinate status and inferred association

The Cree LED ingredient brand logo should always be smaller and less prominently placed than a 3rd party company logo.

- Do not position the Cree LED ingredient brand logo above a third party mark
- Do not make the Cree LED ingredient brand logo larger than a third party mark
- Do not graphically link the Cree LED ingredient brand logo to a third party mark
- Under no circumstances should the Cree LED ingredient brand logo be used in a manner that obscures or misleads the public regarding the business relationship between third party and Cree LED

Inferred association with OEM partners

The Cree LED ingredient brand logo must not be placed in a position that infers Cree LED is legally associated with other listed ingredients or companies. See the following examples:



Background color & usage

The examples described below apply to the “Cree LED Powered” ingredient logo.

Background

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

		
<p>CORRECT Background is not too busy, white logo used</p>	<p>CORRECT Logo placed in a white box to allow for clearspace on a busy background</p>	
		
<p>INCORRECT Use a white logo on a dark colored background</p>	<p>INCORRECT Background too busy for logo placement in any color</p>	<p>INCORRECT Background too busy for logo placement in any color</p>

Logo altering

The Cree LED ingredient brand logo may not be altered.

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

<p>1) </p>	<p>1) </p>	<p>2) </p>
<p>3) </p>	<p>4) </p>	<p>5) </p>
<p>6) </p>	<p>7) </p>	<p>8) </p>
<p>9) </p>	<p>10) </p>	

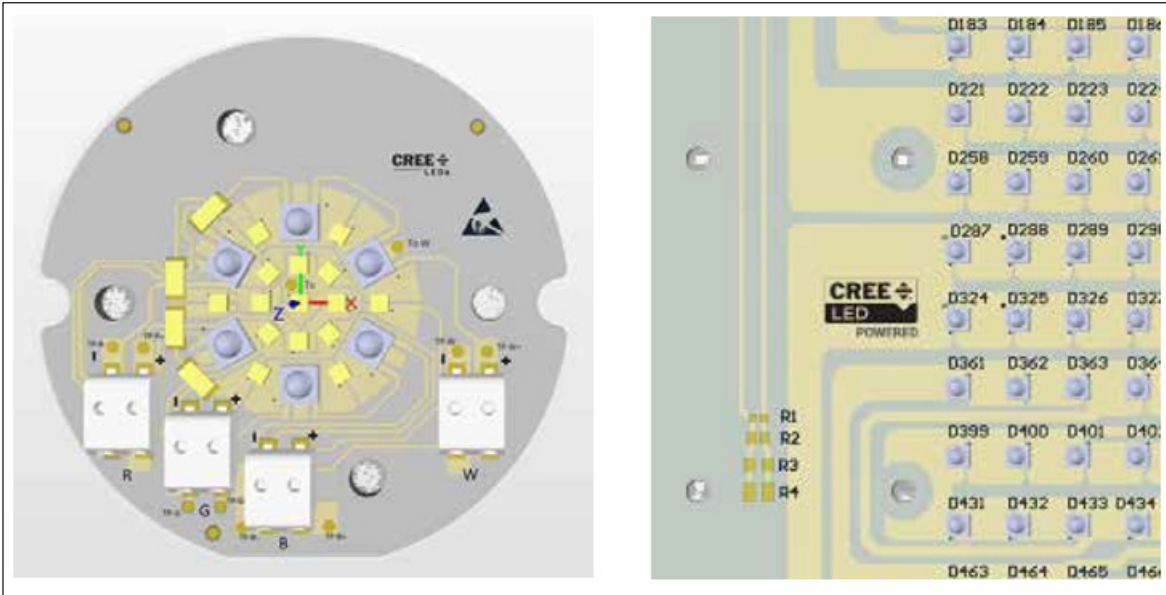
Do not violate the clear space of the logo. Do not violate the clear space of the logo. Do not violate the clear space of the logo. Do not violate the clear space of the logo. Do not violate the clear space of the logo. Do not violate the clear space of the logo. Do not violate the clear space of the logo. Do not violate the clear space of the logo. Do not violate the clear space of the logo. Do not violate the clear space of the logo.

Examples

The examples described below apply to the “Cree LED Powered” ingredient brand logo. The examples shown are representative only and do not imply endorsement of actual products.

Please contact Cree LED at marketing@cree-led.com for any questions as to the use of the logo or trademark.

Printed Circuit Boards



- The ingredient brand is subordinate to the OEM brand in size and position
- Clear space respected

Product

- The ingredient brand logo is subordinate to the OEM brand in size and position
- Clear space is respected
- Cree LED does not appear on the actual product to imply that Cree LED is the manufacturer



Product Packaging

- The ingredient brand logo is subordinate to the OEM brand in size and position
- Clear space is respected
- Cree LED does not appear in the title to imply Cree LED manufactures or endorses the product



Online/Print Sales Sheet, Specification Sheet, Datasheet

- The ingredient brand logo is subordinate to the OEM brand in size and position
- Clear space is respected
- Trademark attributions included on document

NP
www.nitepwr.com



Utilizing Cree LEDs, the NP100 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.

Technical Specifications

- **Powerful XP-L light source from Cree LED**
- Max Brightness: 1,750 lumens
- Max Beam Intensity: 12,000 cd
- Distance: 220m throw
- Charge Type: USB-C Fast chargeable
- Battery Type: Included 4000mAh 21700 battery
- IP Rating: IP68 Rating
- Impact Resistance: 1m
- Weight: 2.8 oz

Modes/Brightness

- High (1750lm), Med (1200lm), Low (300lm)



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

Online Merchant Website

- The ingredient brand logo is subordinate to the OEM brand in size and position
- Clear space is respected
- Cree LED does not appear in the title to imply Cree LED manufactures or endorses the product

The screenshot shows a product page for the NitePower NP100 Flashlight. At the top, there is a navigation bar with a search bar and category dropdowns. The product title is "NitePower NP100 Flashlight" in a large, bold font. To the left of the title is a large "NP" logo. Below the title, the product is described as a "Powerful XP-L light source from Cree LED" with specifications: "Max Brightness: 1,750 lumens", "Max Beam Intensity: 12,000 cd", "Distance: 220m throw", "Charge Type: USB-C Fast chargeable", "Battery Type: Included 4000mAh 21700 battery", and "IP Rating: IP68 Rating". A star rating of 4.5 is shown with "14 product ratings". Below this, the condition is "New", quantity is "1" (with "3 available / 1 sold"), and the price is "US \$22.85". There are buttons for "Buy It Now", "Add to cart", and "Add to Watchlist". At the bottom, it says "Free returns" and "Ships from United States". A "CREE LED POWERED" logo is visible in the bottom left corner of the product image area.

Online Consumer Website

- The ingredient brand logo is subordinate to the OEM brand in size and position
- Clear space is respected
- Cree LED does not appear in titles or headings that might indicate that Cree LED manufactures or endorses the product

The screenshot shows a promotional banner for the NitePower NP100 Ultra Bright Flashlight. The background is dark with a bright, glowing light effect. At the top, there is a navigation bar with links: "Products", "Where To Buy", "Support", and "Company". The main headline is "New Release: NP100 Ultra Bright Flashlight" in a large, bold font. Below the headline is a product image of the flashlight. To the right of the product image is a "CREE LED POWERED" logo. Below the product image is a yellow button that says "LEARN MORE". At the bottom of the banner, there are social media icons for LinkedIn, Twitter, Facebook, Instagram, YouTube, and WhatsApp.

Advertisement

- The ingredient brand logo is subordinate to the OEM brand in size and position
- Clear space is respected
- Cree LED does not appear in titles to imply Cree LED manufactures or endorses the product

NP
www.nitepwr.com

NitePower
NP100

NEW - NP100 Torch
1,750 lumens
220m throw
XP-L Cree LED
45-day runtime

CREE LED
POWERED

Appendix A: How to use trademark attribution statements

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

Trademarks that need to be referenced include:

- All Cree LED trademarks
- Third party trademarks

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

Trademark statement example for documents containing “Cree LED”

Cree®, the Cree logo and the Cree LED logo are registered trademarks of Cree LED.

Trademark statement example for documents containing the Cree LED logo and a Cree LED trademark

Cree®, the Cree logo, the Cree LED logo and XLamp are registered trademarks of Cree LED.

Trademark statement example for documents containing “Cree LED” and Cree LED trademark

Cree®, the Cree logo and the Cree LED logo are registered trademarks and Pro9 is a trademark of Cree LED.

Appendix B Cree LED registered trademarks (Registered in the US)

EasyWhite®	Screen Master®
EZBright®	TrueWhite®
G-SiC®	UltraThin®
J Series®	XLamp®
RazerThin®	XM-L®
SC3 Technology®	XThin®
SC5 Technology®	

Registered trademarks may additionally be registered outside of the US, contact marketing@cree-led.com for questions.

Cree LED registered trademarks (Registered outside of the US)

eTone® (Brazil, China, HK, Taiwan and South Africa only)
LED City® (China and Canada only)
LED University® (Canada only)
LED Workplace® (Canada only)
UT® (Europe, HK, Malaysia, Taiwan only)
UT230® (China, Europe, HK, Korea, Malaysia only)

Cree LED trademarks

Photophyll™ Select

Pro9™

- CB™, CB230™ & CB290™

- DA™ & DA2432™

- EZ™, EZ-n™, EZ-p™, EZ280-p™, EZ290-n™, EZ400-n™, EZ400-p™, EZ500-n™, EZ500-p™, EZ600-n™, EZ700-n™, EZ700-p™, EZ900-n™, EZ950-p™, EZ1000-n™, EZ1012-pbar™, EZ1030-p™, EZ1350-p™, EZ1400-n™, EZ1614-pbar™, EZ1950-p™ & EZ2000-n™

- MB™ & MB290™

- RT™, RT150™, RT200™, RT230™, RT260™, RT290™ & RT320™

- SA™, SA700™, SA1000™, SA1150™, SA1400™ & SA1950™

- SR™, SR260™, SR370™, SR550™, SR1321™, SR2025™, SR2130™, SR5283™ & SR6492™

- TR™, TR260™, TR1823™, TR2227™, TR2432™, TR2436™, TR3445™ & TR3547™

- UT™, UT170™, UT190™, UT200™ & UT230™

Trademarks list updated as of October 26, 2023



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J Series® products are marketed by Cree LED for the benefit of Cree Venture LED Company Limited.

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