



BRAND THE TOTAL CUSTOMER EXPERIENCE

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LETTER FROM THE CEO

In 1997, two 20-year-old companies — KLA Instruments and Tencor Instruments — merged with the vision to become the world leader in yield management and process control solutions for semiconductor manufacturing and related industries.

Today, through our respected customer relationships worldwide and our superior level of products and services that allow chipmakers to enable their yield, the vision to become a leader in our industry has become a reality.

As a leader in our field, it is important that we work to truly understand and embody KLA-Tencor in all that we do, and collectively communicate our shared goals and brand identity to the world. This standards guide should be a solid resource for you when crafting materials that communicate the KLA-Tencor brand. It is important that we all take responsibility in adhering to our brand and in keeping it aligned with all that we do.

A brand is more than a logo. It is a promise to continue bringing exceptional products and services to market. That promise is carried out by the team of KLA-Tencor individuals worldwide that work tirelessly to make it all happen. And, it is our one collective voice that must communicate KLA-Tencor's vision and promise to the world.

I look forward to working with you as we communicate, and reinforce, the KLA-Tencor brand.

Sincerely,



Richard P. Wallace
President and Chief Executive Officer

PURPOSE OF A BRAND GUIDE

The KLA-Tencor brand guide was developed to integrate the strategies, guidelines and graphics needed to communicate the KLA-Tencor brand via any marketing medium or communication vehicle. Our brand is our promise to continue bringing exceptional products and services to market. And our goal is to build and maintain the consistency of our brand in all communications. Consistency is critical in reinforcing an image and collective meaning for the corporation. For these reasons, we are seeking help from you, our employees, to adhere to the standards laid out in this document. Our brand is not static and will evolve both with time and with corporate direction and market changes.

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World Leader in inspection and metrology.

BRAND MESSAGE

THE KLA-TENCOR BRAND.

Consistency in communication is at the heart of building a strong brand image. The unique experiences and associations connected with the KLA-Tencor brand are essential in creating value and driving the company forward. As part of a global organization, it is imperative that we each do our part in maintaining a certain level of consistency across all communication.

Our concerted efforts in delivering a unified message—a message supported through imagery, logo usage, technical lexicon, and brand attributes—will increase our worldwide brand recognition among key stakeholders including customers, investors, business partners and employees.

BRAND MESSAGE

ELEMENTS OF OUR BRAND.

The strength of the KLA-Tencor brand now, and in the years to come, lies in the hands of the employees. To ensure its strength, the brand must encompass the following elements:

Leave a Lasting Impression. KLA-Tencor communications must be easily recognizable and stand out from competitors. Many companies claim to be leaders in inspection and metrology, but KLA-Tencor consistently delivers solutions that meet the yield management needs of chipmakers.

Be Authentic. The most successful endeavors are sprung from innovation, challenges, and solutions. The KLA-Tencor brand should convey an authentic understanding of customers' challenges both economic and technical—to create word-class technology solutions that meet their needs.

Be Dependable. KLA-Tencor's customers look to the brand for solutions to problems. KLA-Tencor must relate to customers' business needs and continuously innovate and develop leading-edge products to benefit them. KLA-Tencor's messages must be clear and confident and must hold true for the long-term.

BRAND MESSAGE.

KLA-Tencor's continued success is a testament to our ongoing mission to extend our leadership as the world's best inspection and metrology company with differentiated technical solutions and customer experience. KLA-Tencor's brand messages help set us apart from competitors. It is through our brand mission/vision strategy that we strive to meet our strategic objectives, solving mission-critical problems and maintaining our position as a leading inspection and metrology company.

Mission. Solve mission critical production problems using inspection and metrology solutions

Vision. Serve the Semiconductor Industry and Adjacent Markets

Strategy. Portfolio of differentiated solutions as well as superior customer experiences

STRATEGIC OBJECTIVES

Customer. Maintain share and protect future pricing

Growth. Maintain growth options for the next upturn

Operational Excellence. Maintain cash break-even through the downturn

People. Retain and motivate talent

GLOSSARY

ACRONYMS AND TERMINOLOGY.

Product and technology acronyms are typically used—if not relied on—in KLA-Tencor division names, technology terminology, product-naming convention and more. Though an acronym may already be a “household” name at KLA-Tencor, we stress that all employees know and understand the origin of the abbreviations they commonly see or use.

[For a complete list of acronyms, please visit our online glossary >](#)

INDUSTRY GLOSSARY.

There are many industry terms, technical in nature, and frequently used in KLA-Tencor communications. It is important to be kept abreast of new and existing ones, so that all internal and external materials are understood by our employees, customers, shareholders and other audiences

[For a complete list of industry terms, please visit our online glossary >](#)

Our voice tells customers that we understand them.

LANGUAGE GUIDE

VOICE AND TONE.

It is our responsibility to communicate one collective KLA-Tencor voice to the world. It is important that we each try and adhere to our brand's tenets in order to keep it closely aligned with all that we do.

As such, written communication must be crafted with the brand's voice and tone in mind, consistent in style, organization and terminology. Language must be used that supports the corporate image, personality and values—words must be clear, confident and positive, reflecting our legacy of leadership in inspection and metrology, while emphasizing the value we bring our customers.

In order to achieve higher brand recognition and awareness, KLA-Tencor communication should reflect the following:

- Use an active voice to convey clear, confident thinking
Example: Active = KLA-Tencor clearly leads the industry in inspection and metrology solutions.
Example: Passive = The industry is clearly led by KLA-Tencor in inspection and metrology solutions.
- Express clearly defined and easily understandable business benefits in customer terms
- Avoid clichés and jargon
- Support claims and assertions with fact-based information
- Provide answers and solutions
- Use outward looking language that is strong, vibrant and clear. Avoid phrases such as I think that ... It is our belief that ... and make decisive statements
- Choose simple lexicon over those that are too scholarly or technical
- Assume what you write may be translated into many other languages

Consistency is critical in reinforcing a strong image and collective brand for KLA-Tencor.

PUNCTUATION AND FORMATTING.

Colons: Use a colon before a list or an explanation that is preceded by a clause that can stand by itself.

Commas:

Offset all short, opening participial and prepositional phrases with a comma.

Example: Therefore, overlay metrology marks have to become less sensitive to these process variations.

A “but” clause that follows another independent clause should almost always be preceded by a comma.

Example: The tool not only addresses this challenge through advancements in sensitivity and throughput, but also by introducing the capability to distinguish particles from microscratches.

Capitalization:

In headings, use an initial capital letter on all words, except for prepositions and articles.

Example: Dose Stability and World-Class Performance

Capitalize names of Web sites when not written as a URL.

Example: the Government’s Time site (www.time.gov)

Use all lowercase when Web sites are written as a URL.

Example: www.kla-tencor.com

Use inter-caps where applicable as part of the official product or registered name.

Example: TeraScan™, PlasmaVolt™

Lists: Use a numbered list only if items must be presented in a specific order; otherwise, use a bulleted list.

Sentence Spacing: Sentences should be separated by one space—not two.

Tables: Table columns should be separated by one tab.

Quotation Marks: Quotation marks go after the period in a sentence, if the last word in the quote comes as the last word in the sentence.

Problem Words:

That/Which: Use “that” for restrictive (essential) clauses. Use “which” for nonrestrictive (nonessential, clarifying) clauses and offset the clause with commas.

Example: PlasmaTemp™ G4 is a powerful tool that was designed for temperature and measurement.

Example: KLA-Tencor’s PlasmaTemp™ G4, which is designed for temperature measurements, is an effective tool.

Since/Because: Use “since” only for temporal usage. Otherwise, use “because.”

Example: High-end graphics chips and high-end programmable devices tend to be manufactured on single-die reticles because the chips are so large.

Example: Since the program ramped, the team has been extremely busy.

[Please click here for additional punctuation and formatting guidelines >](#)

LANGUAGE GUIDE

TRADEMARK.

A trademark is any symbol used by a company to identify and distinguish its own goods from goods made or sold by others.

The “circle R” (®) symbol recognizes and references products and names that are registered trademarks. The “TM” (™) symbol is used to indicate a common law trademark not yet registered. The first mention of a product name in communications should bear its associated trademark symbol. Subsequent mentions require no symbol.

[Please click here to view KLA-Tencor's current trademarks >](#)

CONFIDENTIALITY.

In KLA-Tencor's competitive market, protecting confidential information and intellectual property is imperative to the company's success. Information asset protection secures the company's rights to our intellectual property and protects the investment we make in research, development, marketing and sales.

KLA-Tencor's growth is dependent on our ability to create, harvest and optimize our intellectual property. By protecting our intellectual property and information assets we create market differentiation, and establish our competitive advantage—the foundation of market leadership. We must protect our information resources and those of our customers and business partners.

KLA-Tencor's competitors actively seek out information about how we develop, manufacture, market and sell our products, and they use this information to our disadvantage. If we don't adequately protect confidential information, we stand to lose our proprietary rights, competitive position, and credibility in the eyes of our peers, customers, and stockholders.

If the classification of company information is ever questioned, before publishing articles or prior to making presentations at conferences regarding KLA-Tencor's products and/or services, the legal department must be consulted for approval.

KLA-Tencor also has a corporate policy against publishing third-party validation of suppliers' products and services unless it is expressly written into the procurement agreement. Unfortunately, these types of endorsements can lead to brand erosion and public relations issues. Brand dilution occurs any time the KLA-Tencor brand is used for anything other than promoting our products and/or company to target audience(s). Such endorsements do not bolster our brand—only that of the supplier(s) we endorse. Furthermore, they can put KLA-Tencor at risk for future public relations issues. For instance, if a publicly endorsed supplier encounters negative publicity, KLA-Tencor could suffer negative association.

Our logo is the public expression of the KLA-Tencor brand.

VISUAL GUIDE

LOGO.

KLA-Tencor’s customers, shareholders and employees all identify the company by its logo, which is an emblematic expression of the company’s brand. Comprised of a custom logotype and connecting arcs, the KLA-Tencor logo is an essential element in building our brand’s recognition.

Full Color
PMS 2755



Reversed
Corporate palette only
PMS 2755



One Color
Black and white



VISUAL GUIDE

LOGO AND TAGLINE LOCKUP.

The tagline “Accelerating Yield” addresses KLA-Tencor’s unique value proposition. Whenever possible the tagline lockup should appear on all communication. A two-colored signature is required, as shown in the below example:

Tagline Position

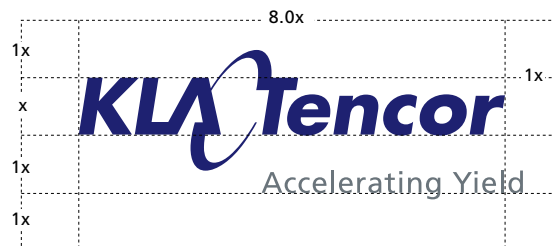
Logo: PMS 2755

Tagline: PMS 431



CLEAR SPACE.

To preserve the impact of our corporate logo, please account for no less than the minimum amount of clear space, as illustrated below. Leave the space equivalent to the height of the “K” on all sides, as indicated:



VISUAL GUIDE

GUIDELINES FOR INTERNAL LOGO USAGE.

Generally, KLA-Tencor does not encourage the creation or use of logos beyond the standard brand logo. When highlighting an internal project or initiative, please use the correct KLA-Tencor logo, accompanied by the project code name, to enable easy identification.

If there is a clear need for a stand-alone logo, Corporate Communications will facilitate the request and the creative process to ensure the integrity of our KLA-Tencor brand, both internally and externally.

Should an internal logo be created and used, the guidelines are as follows:

- The logo will be created within the KLA-Tencor corporate brand guidelines
- The logo will always be used with the KLA-Tencor brand logo—NO EXCEPTIONS
 - Must be distinguishable as a KLA-Tencor initiative
- The logo will only be used internally
 - Exceptions for KLA-Tencor apparel and other giveaways will be granted on an as-needed basis
- Only Corporate Communications will create the logo and approve its associated use.

The internal logo creation timeline is as follows:

- The first priority of KLA-Tencor's Corporate Communications department is always external promotions supporting corporate and divisional goals
 - Internal logo designs are supported; however, only once priorities are addressed
- KLA-Tencor will not jeopardize divisional or corporate deadlines to accommodate internal logo design
 - If logo creation must be outsourced to a Corporate Communication design freelancer due to business-driven deadlines, the group will be cross-charged for logo development



GUIDELINES FOR EXTERNAL LOGO USAGE.

Maintaining the uniformity of KLA-Tencor's logo across all external communication is imperative for brand consistency. Additionally, please make note of the following policies:

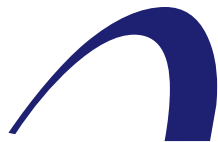
- Any use of the KLA-Tencor name, trademark or logo is prohibited without the express written consent of the KLA-Tencor corporation
- KLA-Tencor discourages supplier and/or third party press releases unless there is a specific, mutually agreed upon business benefit to the company for participating in announcements, case studies, etc.

SECONDARY ELEMENT: THE ARC.

The interactive arcs connecting the KLA-Tencor wordmark may be used as secondary design elements when the complete wordmark appears elsewhere in the same format. The interactive arc(s) must never appear alone or take the place of the logo as the sole brand identifier.

Arc.

The arc may be used in any color from the Primary Palette.



PMS 2755



PMS 362



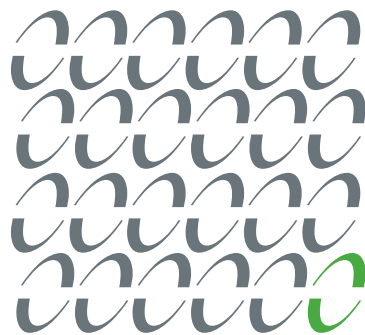
PMS 431

Proper use of secondary element in conjunction with the KLA-Tencor word mark.

1. By itself:



2. As a pattern:



3. Arc sphere



Improper use of secondary element. If there is ever a question of how to use the Arc, please contact Corporate Communications for further information. The Arc is not to be used in any of the following ways:

1. Do not distort the Arc



2. Do not use the Arc



3. Do not use in non-brand palette colors



VISUAL GUIDE

TYPOGRAPHY GUIDE.

To maintain one, distinctive brand aesthetic for all KLA-Tencor communication materials, a limited number of the same fonts should be used. The selected brand typefaces below are found on most computer systems. We ask that you respect and follow these guidelines.

Always use our corporate typefaces. Frutiger fonts are preferred. Garamond can be used if large amounts of body copy warrant it for readability. Titles are always upper case. Both titles and major headlines can be in color. Body copy should be black or KLA-Tencor gray.

Frutiger for headlines

Frutiger Light 45
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Frutiger 55
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Frutiger Bold 65
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Frutiger Black 55
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Please use Arial typeface for PowerPoint presentations and web.

Arial for system font

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Garamond for body copy

Garamond Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

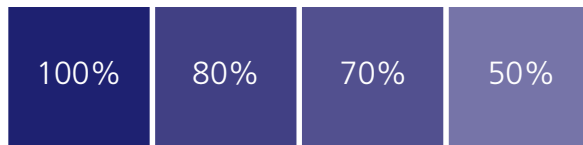
Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

VISUAL GUIDE

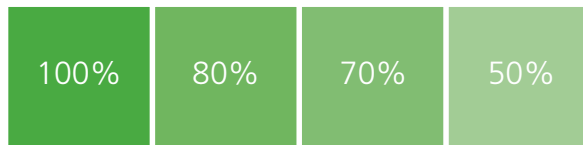
COLOR PALETTE.

To promote brand recognition and maintain the fluidity of the KLA-Tencor brand across multiple communication formats, it is important to use colors consistently. The carefully chosen color palettes below embody the KLA-Tencor brand aesthetics, and create a cohesive identity companywide.

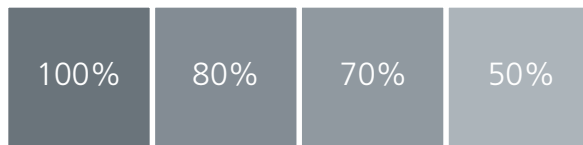
Primary Palette.



PMS = Pantone 2755
CMYK = 100 / 98 / 0 / 24
RGB = 30 / 7 / 106
Web = 1E076A

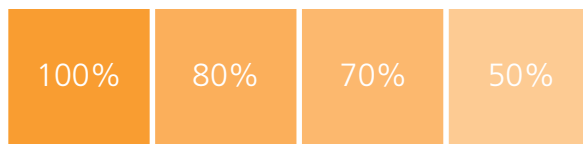


PMS = Pantone 362
CMYK = 78 / 2 / 98 / 9
RGB = 63 / 156 / 53
Web = 3F9C35

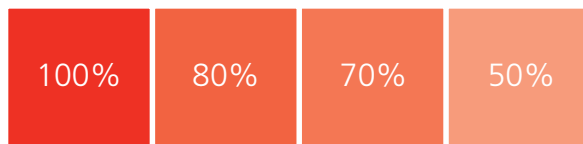


PMS = Pantone 431
CMYK = 45 / 27 / 17 / 51
RGB = 94 / 106 / 113
Web = 5E6A71

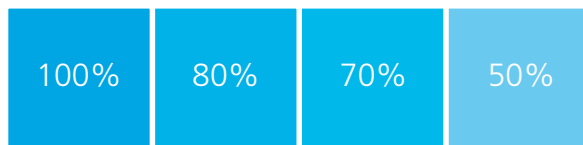
Secondary Palette.



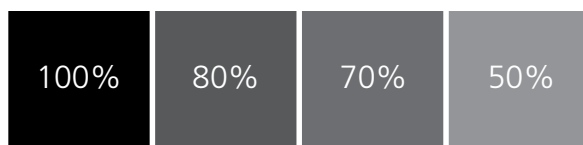
PMS = Pantone 716
CMYK = 0 / 55 / 90 / 0
RGB = 236 / 122 / 8
Web = EC7A08



PMS = Pantone 485
CMYK = 0 / 93 / 95 / 0
RGB = 239 / 56 / 41
Web = EF3829



PMS = Pantone 7460
CMYK = 100 / 6 / 1 / 12
RGB = 0 / 137 / 196
Web = 0086CA



PMS = Black

Effective brand execution is consistent throughout all marketing vehicles.

SAMPLE GUIDE

STATIONERY.

The basic elements of the stationery system are shown here. Use the letterhead as a guide when formatting other business papers. Always keep the wordmark in the upper left-hand corner and the company name and address information placed to the right or above the wordmark. This layout can be used for larger format envelopes as well. A flush-left, non-indented paragraph typing format is preferred. Align left-hand margins on letterheads and envelopes as shown below. Business cards have been designed to accommodate up to seven lines of information. Please contact the Corporate Communications group for more detailed questions, such as printing two-sided business cards to accommodate an additional language.

LETTERHEAD, ENVELOPE PAPER: Bright White Strathmore Script Recycled 24# smooth finish

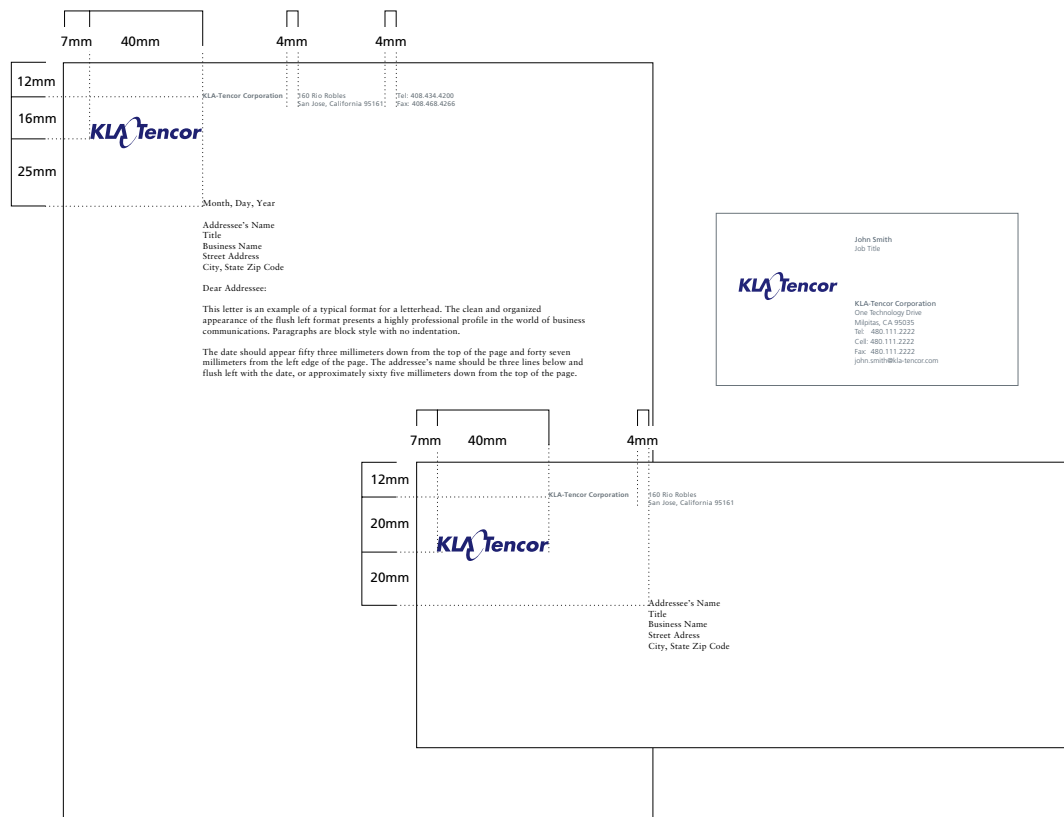
BUSINESS CARD PAPER: Bright White Strathmore Writing Cover 88 Pasted, woven finish

COMPANY NAME: Font: Frutiger Bold 7/9 (Frutiger Roman 7/9 on business card), Color: KLA-Tencor Gray

ADDRESS: Font: Frutiger Light 7/9 (7/9.5 on business card), Color: KLA-Tencor Gray

NAME (ON BUSINESS CARD): Font: Frutiger Bold 7/9, Color: KLA-Tencor Gray

TITLE (ON BUSINESS CARD): Font: Frutiger Light 7/9.5, Color: KLA-Tencor Gray



SAMPLE GUIDE

POWERPOINT.

PowerPoint is used extensively to communicate with KLA-Tencor stakeholders. The template is designed to visually support the KLA-Tencor brand. There are currently two title slides to choose from—one with a wafer inspection image and the other with a reticle inspection image. As we diversify into new markets, additional title slides will be added to communicate to new stakeholders.

[Please click here for sample PowerPoint presentation \(PPT\) and design template \(POT\) >](#)

Sample Slides.

KLA-Tencor PowerPoint presentations should include a title page with a logo in the right hand corner and a presentation title, subtitle (if applicable), presenter name, and date. With the exception of the title slide, the date and slide number should appear on every slide in the lower left-hand corner.

Corporate presentations should adhere to the primary and secondary color palettes.

When creating PowerPoint slides with text and images, please follow the formatting below. For slide copy, black and grey text as well as square bullets should be used. Images should be sized proportionately to the text on the right-hand side. Charts should utilize the appropriate color scheme.

Slide 1: Title Slide
KLA-Tencor Accelerating Yield
Presentation Title
Presenters Name
Date
Division Name - If applicable

Slide 2: Growth, Diversification, Market Leadership
2007: 47% CORE, 17% SERVICE, 36% EMERGING
TODAY: 54% CORE, 17% SERVICE, 29% EMERGING
FUTURE: 17% CORE, 18% SERVICE, 65% EMERGING
SEGMENT: CORE SEMICONDUCTOR, SERVICE, EMERGING MARKETS
GROWTH OBJECTIVE: ~8%, ~10%, ~20%
DRIVERS: 450nm, EUV, 3D Technology, New Materials, Core Growth, New Markets, LED and Solar, New Markets, Advanced Packaging Techniques, TSV and Chip Stacking

Slide 3: KLA-Tencor Solutions
Wet Cleans
Problem: Escalating industry issue, Slurry, wetmarks, Residual polymers, Damage/selectivity
Solution: A new way of seeing the problem, Highspeed surface roughness measurement, SPC Capable, Correct the issue in-line before it impacts your yield
Blocked etch (Problem) vs. SP2XP with 300/300nm (Solution)
Defects patterned (Problem) vs. Inline Tool Monitor (Solution)

Slide 4: Typical Service Call
Flowchart showing the service call process: CSE & SERVICE Engineers and Managers → Call Center → Dispatch → Service Engineers Troubleshoots → CUSTOMER → Parts Ordered and Delivered → Tool Repaired and Calibrated → Tool Returned to Production.

Slide 5: P2 Sourcing Logic - Contract & Warranty
Where is the part shipped from (Part Sourcing Logic) → Portland, Oregon example → Billable (P2) - Ships from KLA-Tencor's San Jose warehouse

Slide 6: KLA-Tencor Regional Booking Trends
Asia Trend bar chart showing regional booking trends from FY 2001 to FY 2008. Legend: Europe, NA, China, SEA, Korea, Taiwan, Japan, Asia Trend.

SAMPLE GUIDE

PHOTOGRAPHY.

The photographic style and use of KLA-Tencor products are important ways in which we can express the spirit of our brand. All imagery should complement the style of the photography used in current brand advertising. Photography should be simple, clear and universally understood. Imagery with visible borders is strongly discouraged. Please allow for appropriate white space surrounding photography in all materials including Word documents and PowerPoint presentations.

Please note: We recommend using 72dpi resolution for images embedded in electronic files such as PowerPoint and 300dpi resolution for print documents.

Any photography used should be categorized into the following segments, and the rules for each followed accordingly.

Product.

Product photography consists of basic tool shots. Color images should always be used, and tools should be shot on white plexi, consisting of no borders or background colors or color gradients. The products should always appear against a white background to emphasize the product and product's capabilities.



Glamour.

Glamour shots are more in-depth images featuring the technology within the KLA-Tencor products. Glamour shots should be shot close-up, in color with a clean and professional feel. They should “show off” the true power of our technology.



SAMPLE GUIDE

PHOTOGRAPHY.

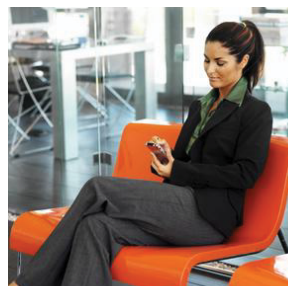
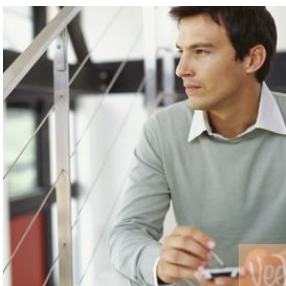
Head Shots.

Corporate headshots should be high-resolution and professionally done. These are typically only shot of the executive staff. A white background is required. Depicted employees should be dressed in dark-colored business attire; casual or candid employee photography headshots are strongly discouraged.



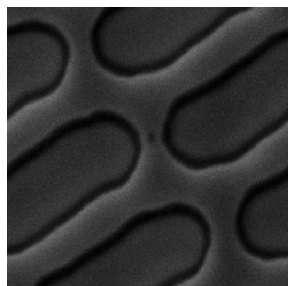
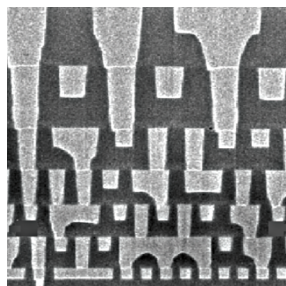
Environment.

Environmental images should create a story and capture a moment in time, without being cliché. Both color and black and white photography may be used.



Defect and Metrology.

Defect and metrology shots will typically be in SEM format. Descriptive photo captions for defect and metrology photography are encouraged. When using SEM photos from customers, you must first obtain customer approval.



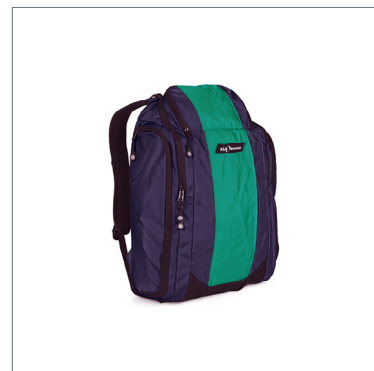
SAMPLE GUIDE

LOGO MERCHANDISE.

Utilize color and clear space guidelines as closely as possible when applying the corporate logo to merchandise.

White Space. Ample and well-planned white space is a cornerstone of the KLA-Tencor brand. White space (or negative space) is a clear area that is free of images, type or graphics. A minimum border of one-half inch must appear on all sides.

Logo Placement. The preferred placement is the upper right corner on all materials. Make sure to maintain the proper clear space.



SAMPLE GUIDE

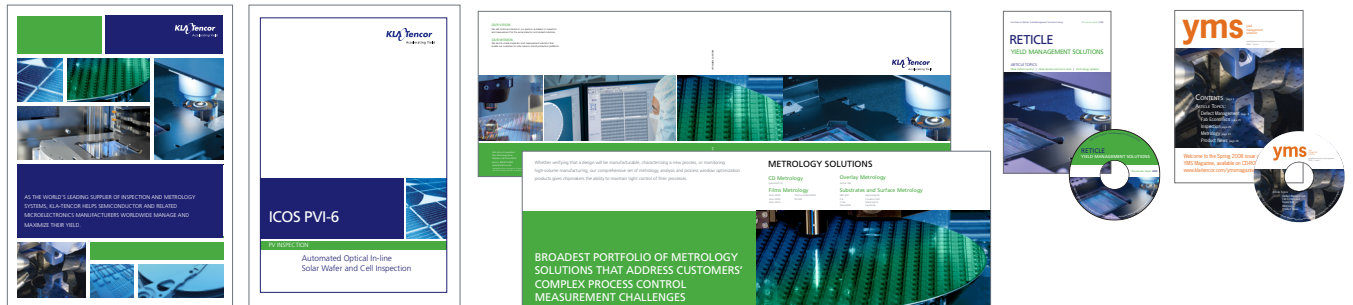
COMMUNICATIONS OVERVIEW.

KLA-Tencor's visual style is consistent with our mission to extend our leadership as the world's best inspection and metrology company with differentiated technical solutions and customer experience. Visuals are technically confident, and rely heavily on single, bold images and negative space. The result is a dynamic, visual brand statement.

Composition Guidelines. The foundation for the composition is to establish a grid that can accommodate the border of white space around the page when space allows. Using flush left ragged right alignment text in straightforward columns will create a clean, well-organized structure.

Collateral.

To access collateral samples, please click here >



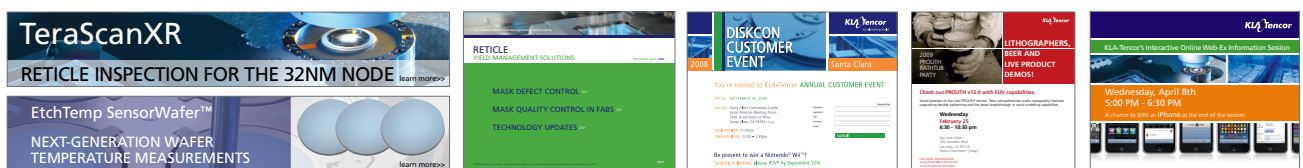
Trade Shows and Events.

To access imagery of trade shows and events, please click here >



Digital Media.

To access a wide array of digital media samples, please click here >



SUPPORT

WE ARE HERE TO HELP.

Compliance to the KLA-Tencor brand standards is essential in developing and maintaining strong brand equity. Both employees and outside agencies following the aforementioned guidelines are trusted stewards of the KLA-Tencor brand.

The Senior Director of Corporate Communications for KLA-Tencor has ultimate responsibility for brand compliance and should review and approve all materials before they are publicly displayed.

Corporate Communications looks forward to working with you—the examples of our brand—as you move forward in the spirit of collaboration.

For additional support, please contact:

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