

Icon Usage Guidelines for NXP Communications

DO:

- Use the 16 x 16 and 256 x 256 launch icons for screen-based representations of the MCUXpresso brand (e.g., for splashscreens and application launches on desktops and mobile devices).
- Use the 16 x 16 icons in collateral only when including screen images.
- Use the approved copy in the section titled, “Branded Copy for Icons in NXP Partner Communications” next to its corresponding graphic whenever a 256 x 256 logo is used on collateral other than the screen-based representations listed above.

DON'T:

- Feature the 16 x 16 icons in marketing collateral anywhere other than screenshot images.
- Give the MCUXpresso icons greater prominence than the NXP logo in any instance. The NXP logo should always appear more prominently than sub-brand logos and icons.

Approved Branded Copy for Icons in NXP Partner and Distributor Communications

The usage of the MCUXpresso icons are allowed when accompanied with the approved branded copy for each of the respective software and tools.

MCUXpresso Software and Tools



MCUXpresso Software and Tools merges NXP's best software enablement offerings into a cohesive platform for developing products based on Kinetis® and LPC MCUs. It includes the MCUXpresso SDK, a custom SDK for your personal processor and evaluation board selections; the MCUXpresso IDE, a user-friendly environment for building, testing, and optimizing your applications; and MCUXpresso Config Tools, a comprehensive group of pins, clocks, an SDK builder and other tools.*

MCUXpresso IDE



MCUXpresso IDE combines the very best components of legacy NXP® IDEs such as LPCXpresso and Kinetis® Design Studio with debug connections that support all Freedom, Tower®, and LPCXpresso development boards, as well as industry-leading commercial debug probes. Developers can compile, debug, and optimize their products in one intuitive and powerful interface for unparalleled efficiency and ease.*

MCUXpresso Config Tools



The MCUXpresso Config Tools suite efficiently guides developers from first evaluation through production software development when designing with Kinetis®, LPC and i.MX MCUs. Available in online and desktop versions, it includes an SDK builder and power estimator in addition to pin, clock, peripheral and power analyzer tools that users can leverage to quickly generate custom board support code and accurately estimate system power consumption and battery life.*

MCUXpresso SDK



Available in downloads based on user selections of MCU, evaluation board and optional software components, the MCUXpresso SDK merges customization and quality in a suite of production-grade runtime software. Complete with middleware, integrated stacks, reference software, MISRA-compliant drivers and Coverity® static analysis tools, it's the ultimate software framework and reference solution for application development with NXP MCUs based on ARM® Cortex®-M cores.*

*Collateral creators may shorten each paragraph of descriptive copy to just the first sentence if there is not enough space for both sentences.