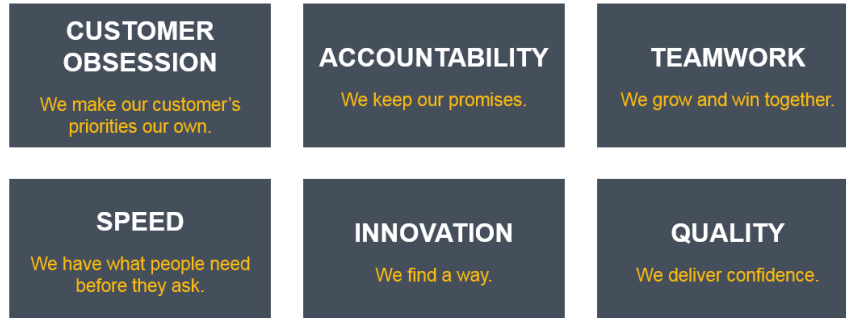


## LATTICE SEMICONDUCTOR DESIGN BRIEF

- The company is Lattice Semiconductor, please visit [latticesemi.com](http://latticesemi.com) to get an idea of the company
- Core Values:

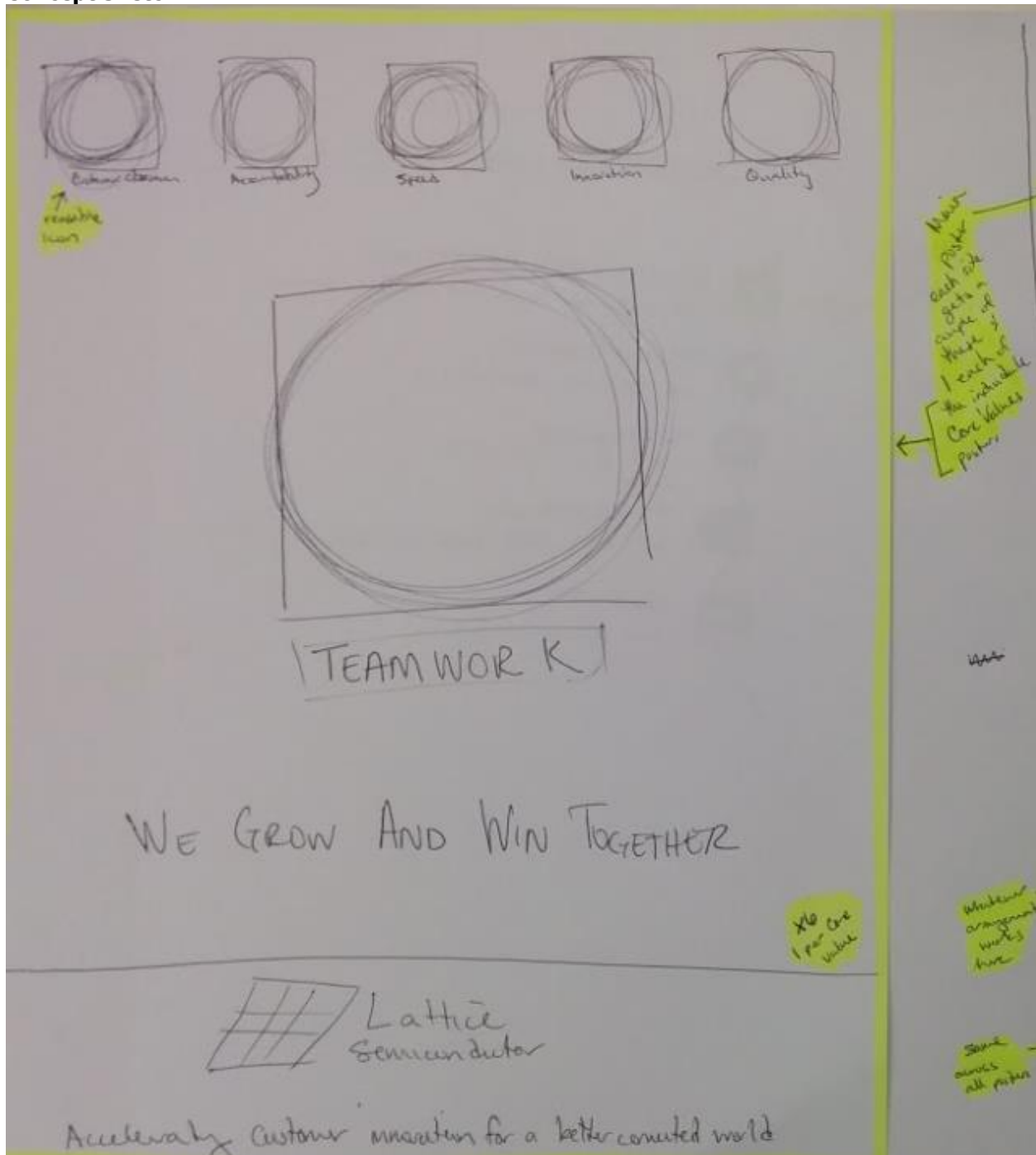


- We're looking to redesign the core value posters that are currently hung in offices world-wide. The current posters have all of the core values (6), the mission, and the vision. We're looking to de-couple the values into their own separate posters, similar to the samples, below. I've attached a rough concept drawing (also below).
- **Deliverables would be the following:**
  - 6 Core Value Posters – each shows the core value and the statement that accompanies that value (e.g. "Accountability" and "We keep our Promises.") and smaller representations of the other 5 values (see concept sketch)
  - 6 Core Value icons – an image that demonstrates the core value that can be placed large on each poster and repurposed on things like coasters and awards.
- No copywriting will be needed.
- The poster sizes are 22x28 inches. Format would need to be layered Adobe formats.
- One poster will be in each conference room to remind folks of what the core values are and the behaviors associated with living those values. A collection of the posters will be placed in larger gathering areas, like conference rooms.

Please let me know what other questions you have.

# LATTICE SEMICONDUCTOR DESIGN BRIEF

## Concept Sketch:



# LATTICE SEMICONDUCTOR DESIGN BRIEF

## Sample Core Value Posters from Other Firms:



LATTICE SEMICONDUCTOR DESIGN BRIEF





# LATTICE SEMICONDUCTOR DESIGN BRIEF

OLD POSTERS (with too much information on each poster) HAVE INCLUDED:







Accelerating customer innovation for a better connected world

## VALUES



- C** **Customer Obsession** – we make our customer's priorities our priorities
- A** **Accountability** – we keep our promises
- T** **Teamwork** – we grow and win together
- S** **Speed** – we find a way, we take calculated risks
- I** **Innovation** – we have what people need, before they ask
- Q** **Quality** – we deliver confidence

## MISSION

Connect & Accelerate Faster...

1



We **partner with our customers** to help them accelerate their strategic goals and product strategy

2



We **dramatically speed up our customers' time-to-market** and increase their agility, while reducing their cost and risk

3



We **empower our customers** to design disruptive and differentiated products

4



We **drive innovation in everything we do** to help solve our customers' most difficult challenges

## LATTICE SEMICONDUCTOR DESIGN BRIEF

