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POSITIONING

Value Statement

Wireless technology is maddeningly complex. Each new advance gives rise to even more intricate, intractable problems. At Skyworks, we are driven by one guiding principle : simplicity. Skyworks streamlines and solves the real-world challenges of our OEM customers. When we offer the complete range of advanced wireless communications technologies, we turn complication into clarity. When we create integrated systems that require less space and power, we turn encumbrance into efficiency. When we align all of our resources to meet our customers' specific needs, we turn anxiety into accountability. And when we provide a complete system solution that allows customers to focus on market demands rather than operational demands, we turn obstacle into opportunity.

At Skyworks, we turn complexity into breakthrough simplicity, and simplicity into competitive advantage.

PERSONALITY ATTRIBUTES

The collective personality of Skyworks is the individual personality of all of us here :

PRAGMATIC :

We think sky, but we do not live there. We are concerned with the real world and its real problems. We know what it takes to provide real solutions.

OPEN :

Our dedication and passion for perfection is no secret. We truly understand the needs of our customers, nurture candid communication and share their enthusiasm for the future.

AMBITIOUS :

Adopting our customers' goals as our own drives us to perpetually improve, not only to be ahead of the curve, but also to work the hardest to get there in the simplest way possible.



SKYWORKS™

IDENTITY About the Identity

Our identity is comprised of both our name –or wordmark– Skyworks and proprietary symbol or logo-type. Our name literally signals the nature of the end benefit of wireless technology –performing work through the air. Our symbol evokes not only a dynamic wireless communications network etched across the sky, but also references the literal constellations of the heavens. The upward momentum captured by our symbol also suggests our role in it translating the complex –sometimes chaotic– process of wireless technology into connectivity and clarity. Finally, the connecting points suggest an “s” form in the sky reinforcing the leading letter of our name, Skyworks.

SIGNATURE

The term “signature” commonly refers to a basic configuration of a wordmark, symbol and tagline (optional). The Skyworks signature consists of two configurations. One signature contains two elements : the wordmark and symbol. The second signature contains three elements : the wordmark, symbol and tagline. Never recreate the signature; always use original electronic artwork to maintain consistency and the integrity of the logo. (File name : sw_signature.eps)

SIGNATURE :



SIGNATURE WITH TAGLINE :



USING THE NAME

Our written name is Skyworks. Use it in all forms of written communication (with the exception of legal documents). Use “Skyworks Solutions, Inc.” in legal documents. In everyday speech, the company should be referred to as Skyworks.

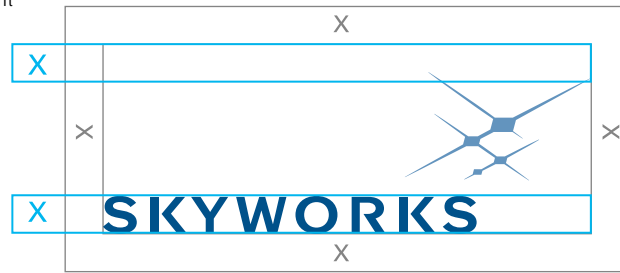
WEBSITE

The website address is www.skyworksinc.com. An alternative that can also be used is www.skyworkssolutions.com.

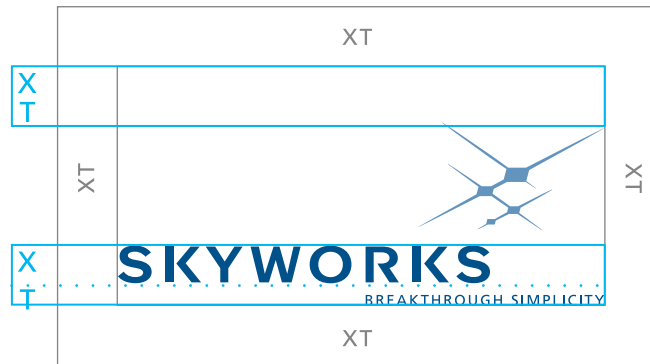
CLEAR-ZONE

On all signature configurations, always maintain a clear-zone area around the signature to maximize recognition. These areas should never be intruded upon by any other element. This measurement is equal to the height of the wordmark and extends around the signature. (File name : sw_clearzone.eps)

SIGNATURE :
X = Cap Height



SIGNATURE WITH TAGLINE :
X = Cap Height
T = Tagline



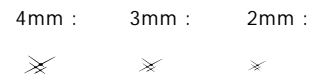
MINIMUM SIZE

The standard Skyworks signature in print applications should never be smaller than 0.5" in height. (File name : sw_minimumsize.eps)



CHIP SIZE APPLICATIONS

The minimum size for chip applications is 2mm, which can be seen below. (File name : sw_chip_sizes.eps)



TRADEMARK

Trademarks are brand names for products. We use marks to identify our products or services and to distinguish them from those of other companies. Proper use is critical to protect the value of our marks.

Make sure to use the letters "TM" following the mark if used for goods. Use the appropriate trademark at least the first time your identity is used in running text, both in the preface and the body. For example, if the mark is in a headline or title, use the notice there and also the first time the mark appears in the text. Use the "TM" symbol in one of the three configurations shown. If you have any questions about use of the "TM" symbol, contact Skyworks' legal department. (File name : sw_trademarks.eps)



01 : SYMBOL



02 : WORDMARK + SYMBOL



03 : WORDMARK + SYMBOL + TAGLINE

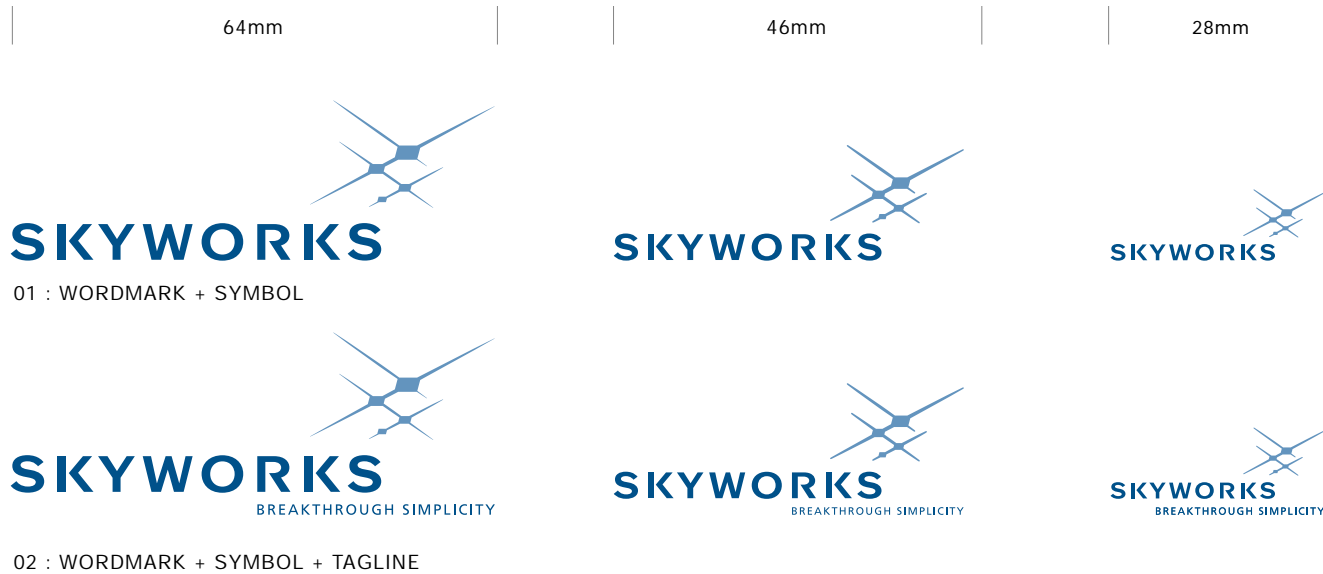
CONFIGURATIONS

For primary corporate communications, two signature configurations have been established:

- 1 : wordmark + symbol
- 2 : wordmark + symbol + tagline

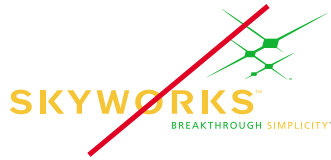
As the wordmark decreases in conjunction with the symbol and /or tagline in size, the size of the wordmark / tagline should not compete with the wordmark, but should instead support and anchor it.

(File name : sw_configurations.eps)



RESTRICTIONS
Unacceptable usage

To maintain the integrity of our signature, use only the approved electronic artwork available through Skyworks Systems, Inc. This artwork should never be adjusted or altered. Some examples of incorrect signature usage are shown below. (File name : sw_restrictions.eps)



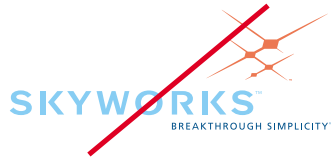
Do not use colors on the signature other than specified.



Do not create a single-color signature from any color other than white or black.



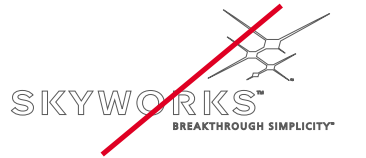
Do not stretch or change the proportion of the signature.



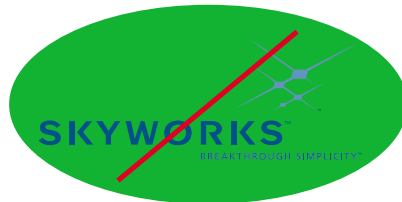
Do not use colors on the signature other than the artwork provided.



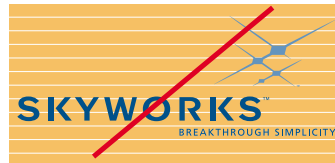
Do not typeset the wordmark in any typeface.



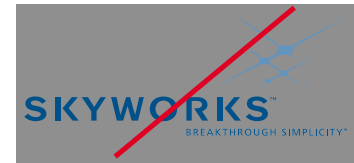
Do not outline the signature.



Do not enclose the signature in a shape.



Do not use signature on a background that may compromise its recognition.



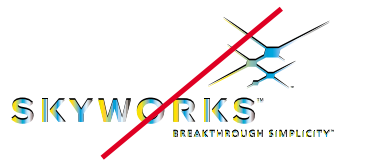
Do not use signature on a background that does not establish enough contrast.



Do not place any type inside area of clear space.



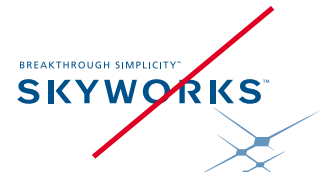
Do not alter size relationship.



Do not embellish mark in any way.



Use only the acceptable configurations.



COLOR PALETTE
Primary Color Usage








Color can powerfully express the look and feel of our company. The numbers listed are the Pantone® equivalents to the Skyworks color. These colors should be used in most online and printed communication.

To ensure the consistency and memorability of our identity, always match the color using the Pantone Match System. The web safe color specified is as close a match to our print-specific color as is possible.

PMS : 646	PMS : 295
HEX : 669999	HEX : 003366
C : 69 M : 18 Y : 0 K : 24	C : 100 M : 56 Y : 0 K : 34
R : 102 G : 153 B : 153	R : 0 G : 51 B : 102

COLOR PALETTE
Secondary Color Usage

This palette of colors was carefully selected to enhance the primary color. These colors may be used in conjunction with the primary Skyworks colors to create variety and add emphasis.

								
PMS : 222	HEX : 663333	C : 0	M : 100	Y : 15	K : 60	R : 102	G : 51	B : 51
								
PMS : 152	HEX : FF6600	C : 0	M : 51	Y : 100	K : 0	R : 255	G : 102	B : 0
								
PMS : 398	HEX : 99CC00	C : 6	M : 0	Y : 100	K : 24	R : 153	G : 204	B : 0
								
PMS : 308	HEX : 006699	C : 100	M : 0	Y : 0	K : 51	R : 0	G : 102	B : 153
								
PMS : 124	HEX : FF9900	C : 0	M : 27	Y : 100	K : 6	R : 255	G : 153	B : 0
								
PMS : 5435	HEX : 99CCCC	C : 18	M : 0	Y : 0	K : 27	R : 153	G : 204	B : 204
								
PMS : Cool Gray 9	HEX : 999999	C : 0	M : 0	Y : 0	K : 65	R : 153	G : 153	B : 153

Pantone® : the proprietary color matching system used in printing (other than four-color process printing) to create inks and in other applications to maintain color integrity; the numbers in this column refer to the Pantone Color System.

HEX : the colors used in display devices (PC monitors and scanners); the numeric values listed in this row refer to the amount or intensity of red, green and blue in each of the colors.

CMYK (Cyan, Magenta, Yellow, Black) : also referred to as "process," the method by which images are printed using cyan, magenta, yellow and black. The specific numeric values in the row above refer to the percentages of each of the four process colors.

RGB (Red, Green, Blue) : the method by which monitors display color; the numeric values listed in this column refer to the amount or intensity of red, green and blue in each of the colors.

*Pantone® is a registered trademark of Pantone®, Inc. The colors shown here are not intended to match their color standards. See the current edition of Pantone color formula guide for accurate color standards.

ACCEPTABLE USAGE

Use the two-color PMS version of the Skyworks signature whenever possible. When printing, always use the artwork provided. Artwork has been provided for printing in the following formats : four-color process (CMYK), Pantone®, black and white.

COLOR APPLICATIONS

Use the artwork provided and specified when printing in color. When the artwork appears smaller than .5", the entire signature should be reversed in white. (File name : sw_color_application.eps)



SINGLE-COLOR APPLICATION
PMS 295 BACKGROUND
SIGNATURE K / O TO WHITE



SINGLE-COLOR APPLICATION
PMS 646 BACKGROUND
SIGNATURE K / O TO WHITE

BLACK & WHITE APPLICATIONS

Use the artwork provided and specified for use on a black background. When the artwork appears smaller than .5", it should be reversed out to white. (File name : sw_blackwhite_application.eps)



TYPOGRAPHY
Primary Typeface

Helvetica Neue is the primary typeface for communications such as tagline, stationery, business forms and signs. Its wide range of weights, ranging from light, italic to bold provide the versatility and flexibility necessary for diverse communication needs. Frutiger should be used as shown below.

SECONDARY TYPEFACE

Arial typeface should only be used for the body of stationary communications, such as text in letters, memos, invoices, legal documents, etc. Additionally, the standard PC system font Arial may be used for web and powerpoint presentations only. It should not be used for any other corporate communications.

FONT NAME :	SAMPLE :	RECOMMENDED USAGE :
Helvetica Neue (55) Roman	ABCDEFGHIJKLMN OP QRSTUVWXYZ abcdefghijklmnopqrstu vw xyz 1234567890	
<i>Helvetica Neue (56) Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890</i>	
Helvetica Neue (75) Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	
<i>Helvetica Neue (76) Bold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890</i>	
Helvetica Neue (85) Heavy	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	
<i>Helvetica Neue (86) Heavy Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890</i>	
Helvetica Neue (95) Black	ABCDEFGHIJKLMN OP QRSTUVWXYZ abcdefghijklmnopqrstu vw xyz 1234567890	
<i>Helvetica Neue (95) Black Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890</i>	
Arial (PC Standard Font)	ABCDEFGHIJKLMN OP QRSTUVWXYZ abcdefghijklmnopqrstu vw xyz 1234567890	Letters, memos, invoices, legal documents, etc.
Frutiger Roman	ABCDEFGHIJKLMN OP QRSTUVWXYZ abcdefghijklmnopqrstu vw xyz 1234567890	Publications Headings-4 Captions
<i>Frutiger Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890</i>	<i>Publications Headings-5 Captions</i>
Frutiger Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Publications Headings-2
<i>Frutiger Bold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890</i>	<i>Publications Headings-3</i>
Frutiger Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Publications Headings-1