



**SKYWORKS®**

**Identity Guidelines**

- 02 Signature
- 03 Clear Zone and Sizing
- 04 Trademark
- 05 Configurations
- 06 Restrictions
- 07 Color Palette
- 08 Acceptable Usage

## Signature

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

SIGNATURE:



## 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.

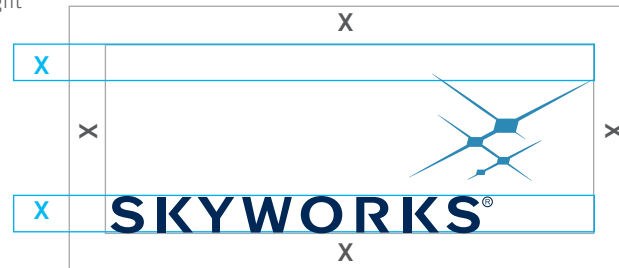
## Website

The website address is [www.skyworksinc.com](http://www.skyworksinc.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.

SIGNATURE:  
X = Cap Height



## Minimum Size

The standard Skyworks signature in print applications should never be smaller than 0.5" in height.



## 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 registered trademark (letter “R”) 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 preface and the body. For example, if the mark is in headline or title, use the notice there and also the first time the mark appears in the text. Use the “R” symbol in one of the two configurations shown. If you have any questions about the use of the “R” symbol, contact Skyworks’ legal department.



01 : SYMBOL



**SKYWORKS®**

02 : WORDMARK + SYMBOL

## Configurations

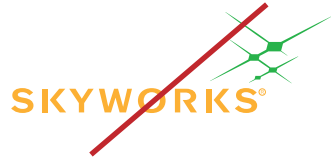
For primary corporate communications, one signature configuration has been established:  
01: wordmark + symbol

As the wordmark decreases in conjunction with the symbol in size, the size of the wordmark should support and anchor it.



**Restrictions**  
Unacceptable Usage

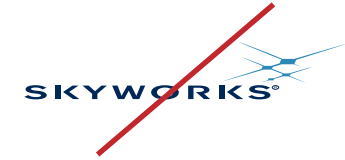
To maintain the integrity of our signature, use only the approved electronic artwork available through Skyworks Solutions, Inc. This artwork should never be adjusted or altered. Some examples of incorrect signature usage are shown below.



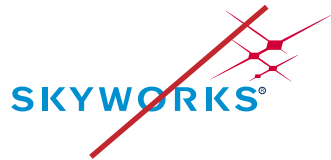
Do not use colors on the signature other than specified



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



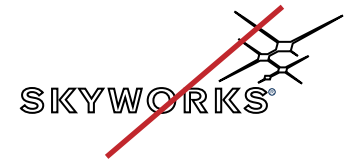
Do not stretch or change the proportion of the signature.



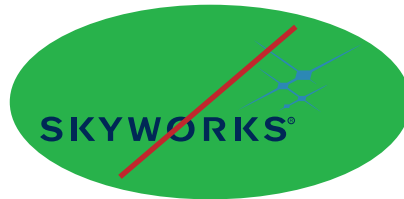
Do not use colors on the signature other than the artwork provided.



Do not typeset the wordmark in any typeface.



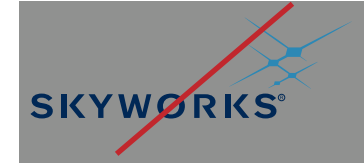
Do not outline the signature.



Do not enclose the signature in a shape.



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



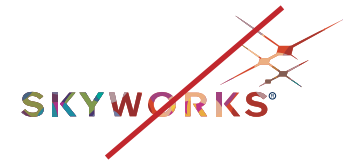
Do not use signature on a background that does not establish enough contrast.



Do not place and type inside area of clear space.



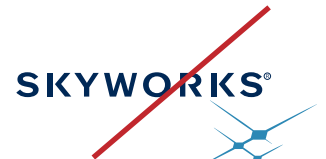
Do not alter size relationship.



Do not embellish mark in any way.



Use only the acceptable configuration.



## 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  
HEX: #669999  
C : 69 M : 18 Y : 0 K : 24  
R : 102 G : 153 B : 153

PMS : 295 C  
HEX: #002856  
C : 100 M : 84 Y : 36 K : 39  
R : 0 G : 40 B : 86

## 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 0.5", the entire signature should be reversed in white.



TWO-COLOR APPLICATION  
PMS 646 SYMBOL  
PMS 295 C WORDMARK



FOUR-COLOR APPLICATION  
C : 100 M : 84 Y : 36 K : 39 SYMBOL  
C : 69 M : 18 Y : 0 K : 24 WORDMARK



SINGLE-COLOR APPLICATION  
PMS 295 C 50% SYMBOL  
PMS 295 C 100% WORDMARK



SINGLE-COLOR APPLICATION  
PMS 295C



SINGLE-COLOR APPLICATION  
PMS 646



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



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

## Black and White Applications

Use the artwork provided and specified for use on a black background. When the artwork appears smaller than 0.5", it should be reversed out to white.



B / W APPLICATION  
BLACK SIGNATURE



B / W APPLICATION  
BLACK BACKGROUND  
SIGNATURE K / O WHITE