Brand Identity Guidelines

2020

For more information please contact
Tower Semiconductor communication team at:
ts.corp.com@towersemi.com
Introduction

About Tower Semiconductor

Tower Semiconductor Ltd. (NASDAQ: TSEM, TASE: TSEM), the leader in high-value analog semiconductor foundry solutions, provides technology and manufacturing platforms for integrated circuits (ICs) in growing markets such as consumer, industrial, automotive, mobile, infrastructure, medical and aerospace and defense.

Tower Semiconductor focuses on creating positive and sustainable impact on the world through long term partnerships and its advanced and innovative analog technology offering, comprised of a broad range of customizable process platforms such as SiGe, BiCMOS, mixed-signal/CMOS, RF CMOS, CMOS image sensor, non-imaging sensors, integrated power management (BCD and 700V), and MEMS. Tower Semiconductor also provides world-class design enablement for a quick and accurate design cycle as well as Transfer Optimization and development Process Services (TOPS) to IDMs and fabless companies.

To provide multi-fab sourcing and extended capacity for its customers, Tower Semiconductor operates seven manufacturing facilities worldwide: two in Israel (150mm and 200mm), two in the U.S. (200mm) and three facilities in Japan (two 200mm and one 300mm) through TPSCo.
Using the Brand Name

Tower Semiconductor (or Tower)

Tower Semiconductor Ltd., along with its wholly owned U.S. subsidiary, Tower Semiconductor Newport Beach, Inc. and Tower Semiconductor San Antonio, Inc., collectively operate under the brand name Tower Semiconductor.

Use Tower Semiconductor in all forms of written and verbal communication referencing the Tower Semiconductor brand. A prior approval is required for any use of Tower Semiconductor brand name and/or logo - please contact Tower Semiconductor corporate communication team at TS.Corp.Com@towersemi.com.

Tower Semiconductor Ltd. headquarters are located in Migdal Haemek, Israel. Tower Semiconductor Ltd. subsidiaries include:

Tower Semiconductor Newport Beach, Inc.
Newport Beach, CA, USA

Tower Semiconductor San Antonio, Inc.
San Antonio, TX, USA

Tower Semiconductor USA
San Jose, CA, USA

Tower Semiconductor Japan G.K.
Nagaokakyo City, Kyoto, Japan

Tower Semiconductor Korea
Seongnam-si, Gyeonggi-do, Korea

TPSCo
(Tower Partners Semiconductor Company)
Higashigama Uozu City, Toyama, Japan
Official Tower Semiconductor Logo

The Tower Semiconductor wordmark + tagline is the signature configuration for Tower Semiconductor. Tower Semiconductor logo can be used as a logo wordmark only or as a combination of a wordmark and a tagline.
Clear-Zone

Always maintain a clear-zone around the logo to maximize recognition. The clear-zone should be the width of XXmm in all sides.

Tagline Clear-Zone

When the logo is represented with the tagline, always make sure the tagline is one T crossbar height.
Size

The Tower Semiconductor logo should never be smaller than 25mm (width) at 72 ppi. The wordmark must be scaled proportionally.
Using the Tower Semiconductor Logo on Colored Backgrounds

Always prefer using the Tower Semiconductor logo in the full color range over white background.

Where no such option is available, please use our logo as follow:

- Full colors on white background
- Full colors on black/dark background
- One colors on gradient background
- One colors on black/dark background
Official Colors

Tower Semiconductor official colors should be used in both online and printed communications. To ensure the consistency of Tower Semiconductor’s identity, always match the colors per the following instructions:

<table>
<thead>
<tr>
<th></th>
<th>Primary</th>
<th>Additional Color Scheme</th>
<th>Secondary</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>100, 70, 0, 10</td>
<td>100, 53, 23, 8</td>
<td>100, 0, 90, 0</td>
</tr>
<tr>
<td>RGB</td>
<td>0, 75, 170</td>
<td>0, 98, 151</td>
<td>0, 165, 93</td>
</tr>
<tr>
<td>HEX</td>
<td>#004baa</td>
<td>#008297</td>
<td>#00a55d</td>
</tr>
<tr>
<td>PMS Pantone Matching System</td>
<td>2935C</td>
<td>7691C, 7488C, 3285C</td>
<td>7725C</td>
</tr>
</tbody>
</table>

* the additional color scheme can be used per discretion if and when necessary
Official Colors

Tower Semiconductor Gradient

* Always use our gradient starting from blue at the left side to green at the right side at 0°.

Linear gradient from Tower Semiconductor Blue to Tower Semiconductor Green at 0° angle, from left to right.
Typography

Tower Semiconductor
Primary Font

The primary English typeface of Tower Semiconductor is **Paralucent** (provided by Adobe fonts).

Our Secondary English typeface is **Montserrat** (provided by Google fonts). This font is use mainly for long body text.

The typefaces styles for Tower Semiconductor’s internal and external communication usages should be San-serif fonts (Helvetica/Arial style).
Restrictions

(unacceptable usage)

Artwork should never be adjusted or altered. The logo may not be skewed, rotated or manipulated in any way that causes its proportions to be distorted, and should not be placed over busy backgrounds. Some examples of incorrect usage are shown to the right. To maintain the integrity of our signature, use only the approved electronic artwork available through Tower Semiconductor’s Branding page at www.towersemi.com.