



# Brand Identity Guidelines

2020

For more information please contact  
Tower Semiconductor communication team at:  
[ts.corp.com@towersemi.com](mailto: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 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 Uozo City, Toyama, Japan

**Visual Identity ▶▶**

# Official Tower Semiconductor Logo

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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.



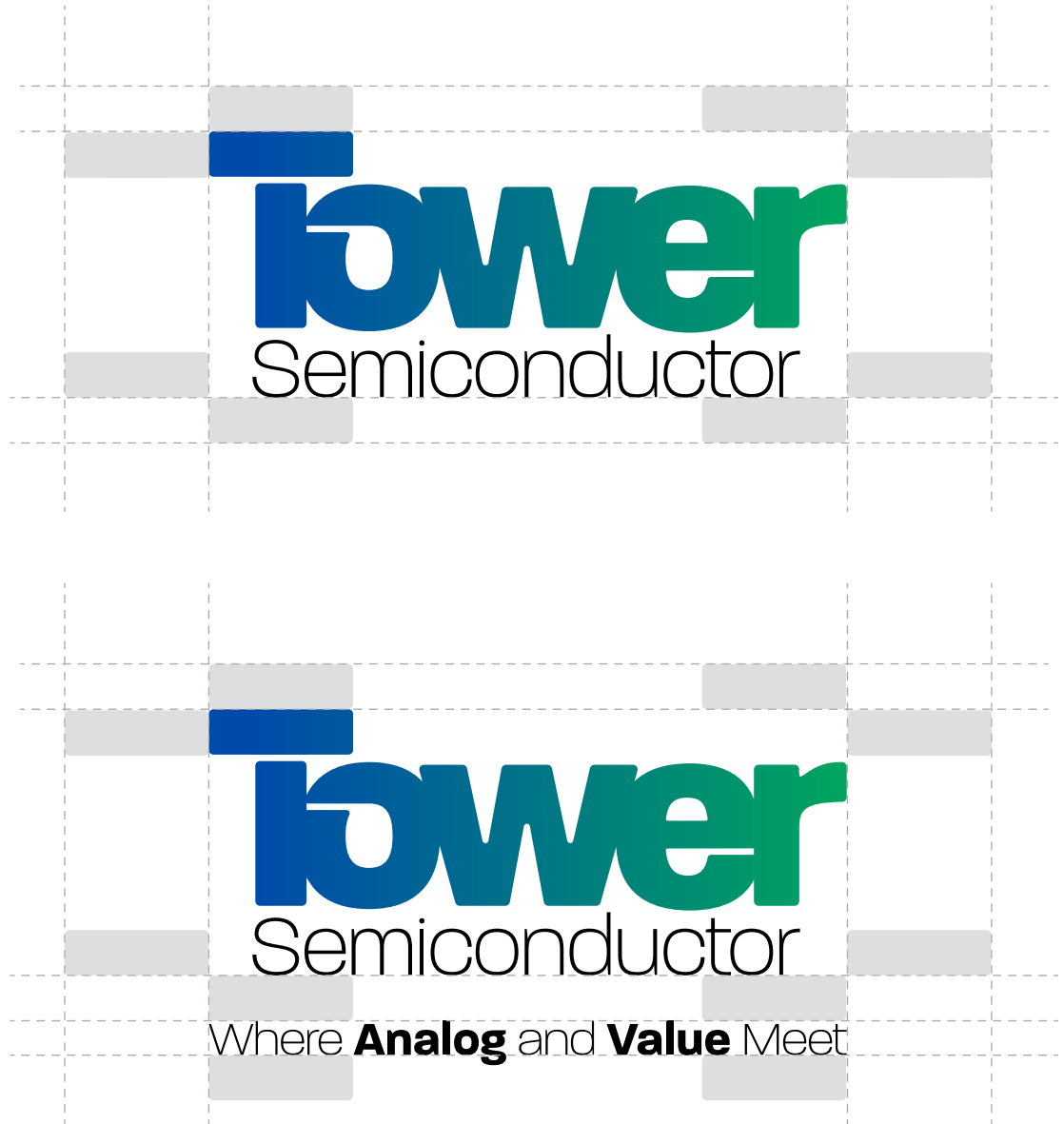
Where **Analog** and **Value** Meet

# 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**.

100mm width



41mm height

75mm width



50mm width



25mm width



# 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



**Primarty  
Option**

Full colors on black/dark background



One colors on gradient background

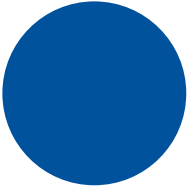
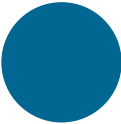

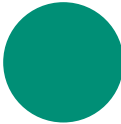
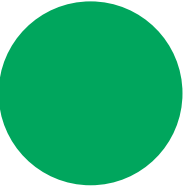
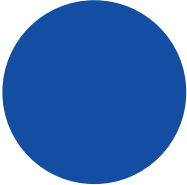



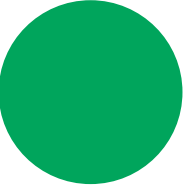
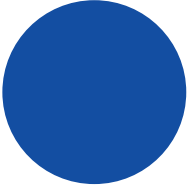



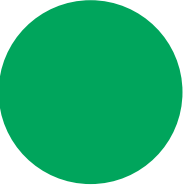
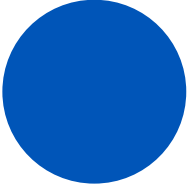



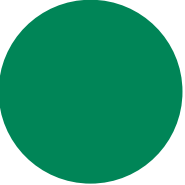


One colors on black/dark background



# 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:

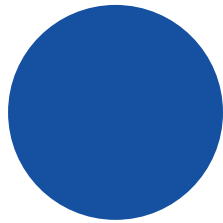
	Primary	Additional Color Scheme			Secondary
CMYK	 100, 70, 0, 10	 100, 53, 23, 8	 100, 35, 45, 5	 100, 18, 68, 3	 100, 0, 90, 0
RGB	 0, 75, 170	 0, 98, 151	 0, 120, 132	 0, 143, 112	 0, 165, 93
HEX	 #004baa	 #006297	 #007884	 #008f70	 #00a55d
PMS Pantone Matching System	 2935C	 7691C	 7468C	 3285C	 7725C

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

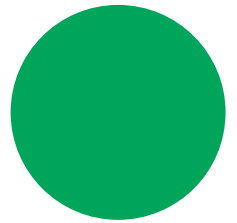
# Official Colors

## 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 **Paralucient** (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).

Primary:

Paralucient Font family + Paralucient Text  
Book and Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz  
1234567890!@#\$%&\*~&\*}[]['/,?]

AaBbCcDdEeFfGgHhIiJjKkLlMmNnO  
oPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@#\$%&\*~&\*}[]['/,?]

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@#\$%&\*~&\*}[]['/,?]**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnO  
oPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@#\$%&\*~&\*}[]['/,?]**

Paralucient light

Where **Analog** and **Value** Meet

Paralucient Bold

# 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](http://www.towersemi.com)

## Do Not

Change the gradient  
direction or colors



Change the proportions  
of the tagline



Where Analog and Value Meet

Change the proportions  
of the logo



Split the logo



Use low contrast  
background



Change the logo color



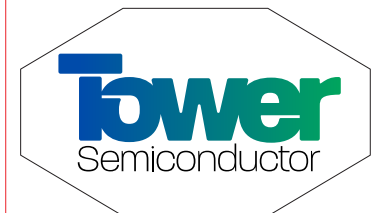
Rotate the logo



Outline the logo



Enclose the logo in Shapes





[www.towersemi.com](http://www.towersemi.com)

For more information please contact  
Tower Semiconductor communication team at:  
[ts.corp.com@towersemi.com](mailto:ts.corp.com@towersemi.com)