



**SKYWORKS®**

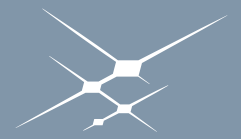


# Brand Book



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# INTRODUCTION

This brand book is a companion piece to the comprehensive branding guidelines contained in the [Skyworks Brand Manual](#) and [Writing Style Guide](#) will provide guidance on the corporate visual identity and tone of voice when editing and/or creating content across the company.

It is critical for the consistency and protection of the Skyworks brand and reputation that these branding guidelines are followed, and no logos or other branded assets are created ad hoc. For support with graphic design, video creation, public relations and communications, refer to the contact list in the back of the [Skyworks Brand Manual](#).





# BRAND BOOK TIPS

## Tips for Using the Brand Book

The images throughout this book represent the style and tone we want to convey: human centric and easily relatable imagery that mirrors the heart of the brand. The images should not be overly complicated and should reinforce an aspect of the text/message. If we try to say too much with a single image, we may end up not saying anything at all. Information on licensing stock images can be found in the [Skyworks Brand Manual](#).

**Tone of voice** tips are provided to help form internal and external content in a consistent style and tone. These tips, along with other writing resources such as the [Communications Plan Template](#) and [Writing Style Guide](#) will contribute to the consistency and protection of the Skyworks brand and identity.

**Talking points** are provided in a headline and blurb (body copy) format, covering five market segments. These market segments, as well as the **focus segments**, are aligned with our overall corporate strategy. The talking points can be used to round out content in collateral such as presentations, or displayed on posters and banners for site branding, events or company promotion. Focus segments can be used to identify content and imagery subject matter.





# POSITIONING

What do we value most? We value global problem solving with our people and our technology. At Skyworks, we invent innovative technologies that transform how the world connects and communicates. Everyday products and technologies are made possible by our innovations, connecting billions of people every day.

Through consistent brand positioning, we establish clarity and alignment around:

- What our brand stands for in the hearts and minds of customers and investors
- The greater purpose of what our brand helps customers achieve
- What truly makes our brand different
- Our brand's unique traits and characteristics

These elements serve as the foundation for all aspects of our brand identity, including:

- Communications and messaging
- Customer experience and product innovation
- Employee engagement



# WHO WE ARE

Our solutions connect people, places and things spanning a number of new and previously unimagined applications. We innovate in automotive, broadband, connected home, industrial, infrastructure, internet of things, medical, military, mobile and wearable markets. We possess broad technology capabilities and one of the most extensive product portfolios in the industry. Our customers are global industry leaders who are delivering the innovative communication platforms that are transforming the way we live, work, play and educate.



*"Skyworks is at the forefront of increasing global wireless ubiquity across a wide-ranging set of applications and end markets. Our solutions are powering some of the world's most innovative devices, facilitating secure, high-speed, seamless connections."*

*-Liam K. Griffin  
Chairman, CEO and President*





# BRAND VOICE

Brand voice is the way that our brand expresses its personality, both verbally and visually, to our partners, employees and the world.

Our voice and position should remain the same throughout our messaging: that of a company that strives for exceptional outcomes. We are a company built on dedication, agility, vision, collaboration and confidence. We speak with a voice that establishes leadership and represents forward momentum.



All of us are real people. So let's always gauge our story and our words with the simple question: does it feel authentic?

The most powerful statements are often the most succinct. The details we choose to highlight should be intentional and concise, avoiding the use of superfluous language, confusing jargon and overly clever phrasing. We strive to have an inclusive voice using uncomplicated language and removing barriers to understanding.



# WRITING STYLE

## **Be Gender Neutral\***

Speak in neutral terms to include everyone (we/us/they).

## **Speak in Present and Future Tenses**

Focus on what we are doing and will do.

## **Speak Like a Leader**

Convey information concisely, with a confident and knowledgeable tone.

## **Highlight Details with Precision and Intention**

Avoid generic statements; elevate details to benefits providing proof points where possible.

For expanded writing style guidelines, see the Skyworks [Writing Style Guide](#) for guidelines on punctuation, point of view, and industry standard writing style.

\*Non-English speaking markets should adapt and set their own grammar guidelines.



# TALKING POINT

## Supercharging Scalability

Skyworks powers ultra-fast upload and download speeds with enhanced coverage and highly-reliable connections to deliver a better Wi-Fi experience.





# TALKING POINT

## Longstanding Leader

With decades of experience and billions of proven designs spanning multiple generations of wireless standards, Skyworks offers solutions that enable the true potential of 5G.







# TALKING POINT

## Delivering End-to-End Seamless Connectivity

Infrastructure solutions from Skyworks address functions spanning the transceiver to the antenna to help operators enhance network efficiency and deliver higher capacity with greater coverage.

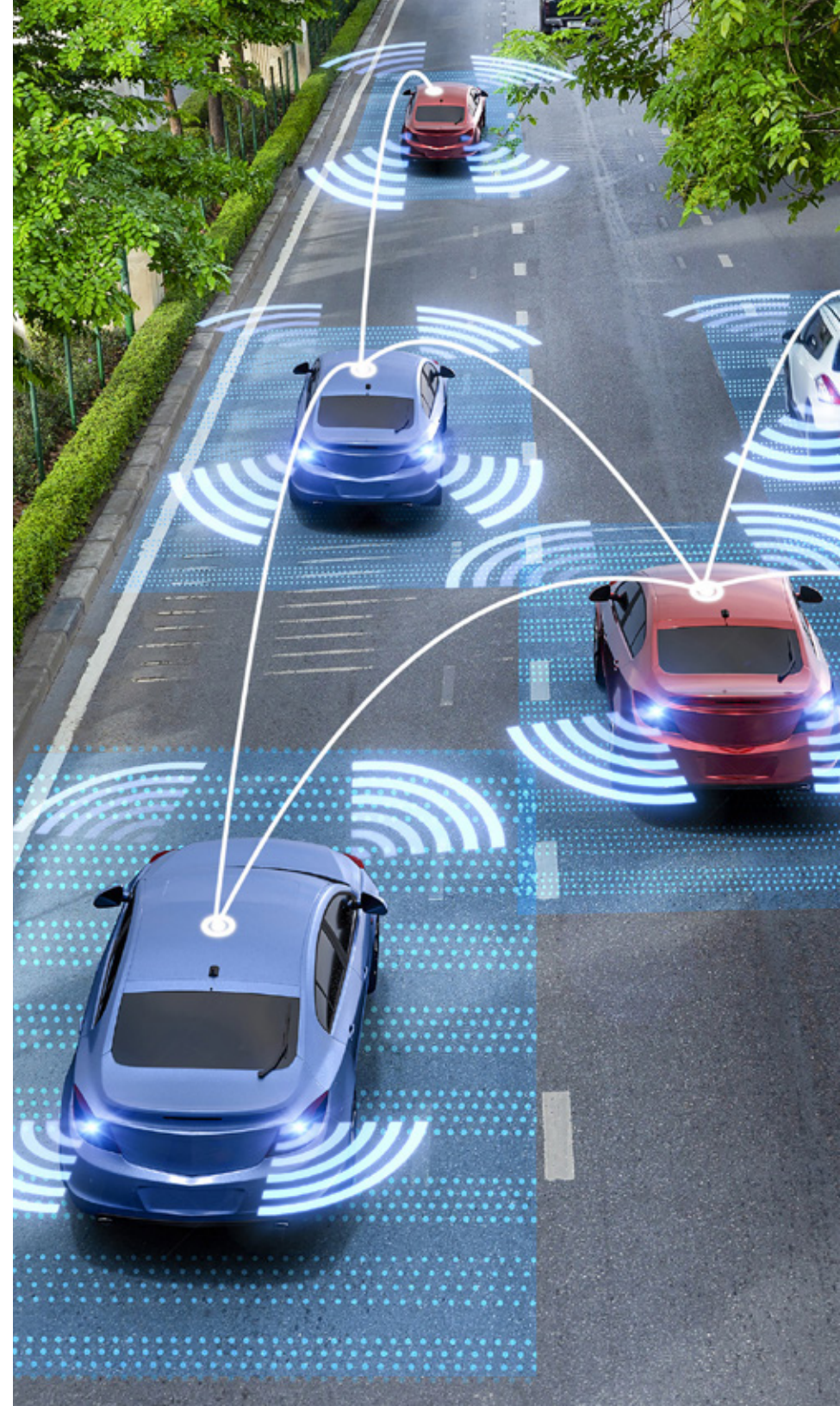




# TALKING POINT

## Rise of Connected Vehicles

Skyworks provides smarter and safer automotive devices that enable the full benefits of high-speed data and real-time V2X communication.







# TALKING POINT

## Information When it's Needed

Connectivity has expanded far beyond the smartphone to encompass device-to-device networks in smart home, industrial and automotive markets. Exciting new platforms across the Internet of Things (IoT) are bringing together deep learnings, artificial intelligence (AI) and ambient awareness.





# FOCUS SEGMENTS

These focus segments and applications identify subject areas aligned with our corporate strategy for growth. Focusing messaging and content in these key areas will strengthen our company's identity as a leader in innovation.

## Market Segments

### IoT

Smart City  
Connected Home

### Automotive

Electrification  
Safety

### Infrastructure

Data Center

## Technologies

### AI

### Wi-Fi® 7

### Edge Computing

### 5G















# SKYWORKS®

**Connecting Everyone and Everything, All the Time.**

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