Brand & Design Guidelines

Updated March 2019
“Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.”

Attributed to Margaret Mead
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Brand

Our brand is much more than a logo. It is as important as patents or market share. It endures trends and transcends geographic borders. It is one of our greatest assets. At its core, our brand is a promise to our customers—forged in trust and built on unchanging values. Our brand is ultimately validated by our customers and their success.
We are the leading provider of silicon, software and solutions for a smarter, more connected world.

We hire, foster, and empower great talent. We look for technical skill, creativity, and the potential to do great things. We value big-picture thinkers and cross-functional doers. We create an environment of trust and encourage open, two-way communication.

We create customer value and commercial success through innovation and simplicity. We focus on innovation and simplicity by eliminating the unnecessary and perfecting the essential to help our customers achieve success.

We meet our commitments and hold ourselves accountable. We lead by example and expect accountability. We communicate frequently, effectively, and concisely with our customers. We practice asterisks-free engineering. Our products work as advertised, from brochure to data sheet.

We do the right thing. We conduct business with integrity. We encourage responsible risk-taking. We balance short-term impact with long-term gains. We build the right solutions for the right markets, worldwide. We do what is right for the customer.
We are a family of hardware and software engineers and innovators dedicated to solving our customers’ toughest embedded design challenges with breakthrough energy-friendly, connected solutions.

We make it easy for engineers and designers to create the next generation of solutions that improve lives and transform industries. With unmatched simplicity, performance, and reliability, we help customers get to market faster by giving them the tools and support they need to maintain their competitive edge.

Our Promise

Our brand promise is the tangible benefit that we provide to our customers. It is not a literal description of what we do—it describes how we create and deliver value to our customers.
Our Value Proposition

This is the functional benefit we provide to our customers. It emanates from our historical success, the solutions we deliver, and our plans for the future. It provides a logical bridge to our messaging architecture and corporate identity.

To see how our value proposition is represented in written marketing communication, email brand@silabs.com and request the Corporate Marketing Messaging document.

We provide our customers with the technology engineers need to change the world.

Breakthrough Solutions
We are relentless in our commitment to excellence. We work to exceed our customers’ requirements in reliability, power consumption, and product lifespan. With a proven track record of deep mixed-signal integration, we combine MCUs, wireless, and CMOS technology to create the highest performing low-power solutions available.

Engineering Excellence
We take functional density and layout efficiency to the next level by integrating advanced analog and digital features into highly cost-effective packages. Our products combine exacting specifications, superior performance, and unparalleled reliability, allowing our customers to design entirely new categories of devices with absolute confidence.

Making the Complex Simple
Our smart, connected, and energy-friendly solutions come with integrated software tools and example code to simplify getting from idea to design to implementation.

We work hard to make the complex simple, creating solutions designed to accelerate our customers’ time to market.

Global Perspective
With global reach and strong international presences, we build, market, and deliver solutions from our design centers around the world, including Europe, Asia, and the Americas. This geographic diversity also gives us diversity of thought, enabling us to solve the toughest problems with a global perspective.

Customer Success
We are passionate about customer success at every stage of development. We anticipate the future needs of our customers. We are committed to helping them achieve first time design success by providing quality, well-engineered products backed by dedicated support.
Our Brand Philosophy

How our Values, Brand Promise, and Value Proposition are expressed externally. It is how we show, not tell, who we are, and craft how the world sees us.

Every single product, action, and interaction we make is an opportunity to demonstrate who we are.

<table>
<thead>
<tr>
<th>We thrive in solving the most difficult challenges</th>
<th>We are accurate and honest in all of our communication</th>
<th>We are clear, concise, and engaging</th>
</tr>
</thead>
<tbody>
<tr>
<td>We have a deep respect for good design</td>
<td>We work hard to make the complex simple</td>
<td>We are approachable, optimistic, and collaborative</td>
</tr>
<tr>
<td>We are committed to customer success at every level</td>
<td>We always strive for the highest level of quality</td>
<td>We are continually improving</td>
</tr>
</tbody>
</table>
It’s not what you say—it’s how you say it that matters.

| We respect our customers’ time, so we always speak in clear and concise language | We organize thoughts and ideas logically |
| We are collaborative and approachable | We use fact-based evidence to support strong claims |
| We convey an authentic and unique point of view | We are committed to helping customers innovate and overcome their biggest challenges |

Our Tone of Voice

Our tone of voice is clear and concise, positive, and intelligent. Our brand represents a promise of uncompromising quality, performance, efficiency, and innovation. When we communicate, we speak from a single, unified tone composed of many unique voices. Our personality and attitude are reflected most authentically when we adhere to the following guidelines.
Social Media Guidelines

At Silicon Labs, we understand the way people interact at work is fundamentally changing. Marketing uses tweets to tell stories. Sales uses LinkedIn to prospect. Support uses an online community to help customers. Engineering uses Github to share code. We are an innovative company, and encourage you to participate in social media to get your job done.

For the complete guidelines, visit the Corporate Marketing page on Connect. For any questions or comments about social media please contact social@silabs.com.

| Follow our employee values and policies. | Follow the law and your contractual agreements. |
| The official employee handbook gives you practical advice and explains consequences for inappropriate behavior. | If you use someone else’s content or research, be sure to include a reference. If possible, ask permission before you post. Be aware of trademarks, copyrights, NDAs, and personal information laws. |
| Think before you post. Before you publish something online, ask yourself, “Would I say this to Tyson or a customer?” Everything you write is a reflection of our company. | Own your mistakes quickly. Always present accurate information. If you make an error, admit it quickly and make a correction, if possible. Contact the social media team if you need help correcting an issue. |
| Respect co-workers, customers, partners, and even competitors. Don’t say negative things online or bash the competition. Also, don’t reveal “business-critical information.” As a best practice, stick to referencing official public information that’s included in news releases, case studies, videos, and other branded communications. | Check before you create an account. It may be tempting to create a YouTube Channel, Twitter account, etc. for your product or business initiative. Before you do so, always check with the social media team to avoid diluting our presence or duplicating efforts. |
| Add Value. Write about what you know and determine if your post helps solve a business problem, allows people to use our products better, improves knowledge, or builds a sense of community. | Protect your information. When you sign up for a social media account, don’t use your Silicon Labs password. This would make it easier for someone to compromise your accounts if one of them got hacked. |
| Don’t discuss financials, stats, roadmaps, rumors, etc. Review the Social Media Policy since only authorized spokespeople may engage in discussions online and offline about our financials, competitors, roadmaps, rumors, and corporate planning. | Limit personal use of social at work. You wouldn’t spend hours a day chatting in the break room, so don’t spend hours doing personal activities on social media sites. |
| Ultimately, use social media to build trust with our customers and prospects, not break it. Be very that you’re an employee when promoting Silicon Labs products and services in your social networks. Failure to do so could hurt your credibility, and could be punishable by the Federal Trade Commission. | See something? Say something. While Corporate Marketing monitors daily for mentions of the brand, if you see a comment, positive or negative, that you think we should address contact the social media team. |
Product Line Identities

In very limited circumstances, we will create unique identities to distinguish certain product lines. For example, 32-bit and 8-bit MCUs utilize consistent color application, a custom icon, and specific photography to create a visual system that unifies these products into a distinct collection.

- In order to maintain our brand integrity, we must carefully consider which products warrant the creation of a unique product line identity.
- Current and future business objectives, financial relevance, long-term goals, and resources are all factors that must be examined before approval.
- Secondary colors are not exclusive to any one product line. Any business unit can use any of the secondary colors.
- For guidelines contact brand@silabs.com.
Taglines

Our taglines are a succinct expression of who we are, what we do, and what we aspire to. These short statements are a powerful tool that communicates our relevance to our customers. We use two different taglines determined by context and audience.

The leader in silicon, software and solutions for a smarter, more connected world.

The corporate tagline is used to communicate our fundamental purpose. It speaks to our place in the world, our highest aspirations, and our vision for the future.

- This phrase is never associated with our products, only our corporate identity.
- Used primarily in corporate-level materials such as business cards, trade shows, and investor relation documents.


The product tagline is a short and memorable phrase that expresses the qualities and customer benefits of our products.

- Used in advertising, collateral, and other customer facing materials.
Design

This is an introduction to the Silicon Labs visual identity—consider it the first chapter in an ongoing story. As we discover new ways to articulate and extend our brand, we will revisit and revise these guidelines. The purpose of this guide is to help you understand the underlying visual language that unifies our marketing and communications efforts.
A Unified Customer Experience—
from Booth to Box

Deliberate usage of color, messaging and typography
guide our customers at every point of interaction.
Logo

Our logo is the visual foundation of our brand. It is as elemental to our identity as silicon is to CMOS. It is the fusion of a handcrafted logotype and a kinetic symbol comprised of an interlocking “S” within a vibrant red oval.

It is imperative that the logo be treated in a consistent way to ensure maximum recognition in the marketplace. These simple guidelines will help us protect and preserve the brand we have all worked so passionately to build.

- Business units, programs, and projects should not create their own logos. Doing so can dilute the impact of the Silicon Labs brand.
- Please consider the intended media when using the logo.
- Email brand@silabs.com to obtain the correct version. Each of these versions are available in multiple file formats.

Color

Must always be used on a white or very light neutral background for maximum impact and clarity.

Black Logo

Should be used sparingly and is reserved for promotional materials or other limited color applications.

White Logo

When using the logo on a colored background, the logo should appear in white.

Reversed Type

Red is an integral part of our brand. This logo enables you to use our red on a black background.
Logo Usage

The area surrounding our logo must be kept free of any other graphic elements such as headlines, text, images, and page margins.

Silicon Labs reserves the right in its sole discretion to terminate or modify permission to display the logo, and may request that third parties modify or delete any use of the logo that, in Silicon Labs’ sole judgment, does not comply with these guidelines or might otherwise impair Silicon Labs’ rights in the logo. Silicon Labs further reserves the right to object to unfair uses or abuses of its trademarks or other violations of applicable law.

Clear Space
The minimum required clear space for the logo is defined by the measurement “h” as shown above.

Minimum Size for Digital
In digital applications, the logo must be at least 70 px wide.

Minimum Size for Print
In print, the logo should never appear smaller than 0.7” (18 mm). On-screen, it must be at least 70 px wide.

Logo Lockups
In certain instances, it is permissible to use the Silicon Labs logo in a “lock-up” configuration with approved partners.
Logo Sizing and Placement for Tee Shirts and Specialty Apparel

Our logo should never be used as the primary visual. It can be placed on the left sleeve or on the back of the shirt. Proper placement and sizing is mandatory. If you have any questions or need a template, please email brand@silabs.com.

- **Back of Shirt Placement**: If the logo is placed on the back of the shirt it should be centered at 3” wide and 5” below the collar.
- **Left Sleeve Placement**: Logo on left sleeve is 2” wide and 1.5” away from the bottom of the sleeve.
- **Special Apparel Sizing for Women**: On jackets, polos and other specialty apparel, the logo may be placed on the left side pocket area at a maximum width of 2.25”.
- **Special Apparel Sizing for Men**: On men’s special apparel the logo should always be placed on the left side pocket area at a maximum width of 2.5”.
- **Don’t Use Logo as Primary Visual on Front of Shirt**: The logo should not be used as the primary visual.
Protecting our Brand Trademarks: Logo and Word Mark

The Silicon Labs brand is expressed through proper use of the logo and word mark. The logo is a visual expression of our brand, while the word mark is used in written communication. They must never be altered, modified, or recreated.

Any attempt to modify or alter our logo or word mark is a direct violation of our brand policy. If you see incorrect usage of any of our trademarks, please send an email to brand@silabs.com.

Marketing materials and documents which are for public use should consistently use Silicon Labs was opposed to any other forms of the company word mark (e.g. SLAB, Silabs, etc).

If we all work together, we can ensure that our brand is communicated clearly and consistently.
Typography

Typography is the most simple and effective building block in creating rhythm, hierarchy, and structure from page to screen. Keep your application in mind when using these typefaces.

- Use Helvetica Neue for printed media and physical assets.
- Use Calibri for applications like Microsoft Powerpoint, Word and Excel.
- Digital experiences like the website and mobile applications have their own typography standards. They can be obtained by emailing brand@silabs.com.

Primary Typeface
- Helvetica Neue LT Std 45 Light
- Helvetica Neue LT Std 55 Roman
- Helvetica Neue LT Std 65 Medium
- Helvetica Neue LT Std 75 Bold

Secondary Typeface
- Arial Regular
- Arial Bold
Creating visual hierarchy guides the user’s eye to understand what is most important on the screen in front of them. This is accomplished directly with the use of typography, and an appropriate type scale reinforces visual harmony and communication. A type scale can be used to create emotion if they use dramatically different sizes—like on a poster. By modulating type weight, size, color, and spacing consistently you can help the reader quickly find and understand your content more effectively and easily.

**Title Style**

**Heading 1 set in Helvetica Neue 75 Bold or Arial Bold**

**Heading 2 set in Helvetica Neue 75 Bold or Arial Bold in Silicon Gray 500**

**Heading 4 set in Helvetica Neue 75 Bold or Arial Bold in Silicon Gray 500**

Body copy is set in Helvetica Neue 55 Roman or Arial and typically in Silicon Gray 500. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum.

**Heading 5 Captions in Helvetica Neue 75 Bold or Arial Bold**

Captions are set in Helvetica Neue 55 Roman or Arial and typically in Silicon Gray 500. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum.
Color Palette

Our colors consist of two primary and five secondary colors that are designed to work with each other harmoniously. CMYK values and PMS colors should be used for printed output only. Use the RGB and HEX formulas for on-screen or other digital applications. All new digital applications should be reviewed by corporate marketing at brand@silabs.com

- The primary red should be used sparingly and must never be associated with a particular product.
- The Digital Application Colors are designed to create a complete palette for web, Android, and iOS. These colors give you a complete range of coordinated light, medium, and dark accents.
- Computer monitors, mobile devices, and other digital displays can typically reproduce a wider range of colors than can be printed. For this reason, the digital application colors should not be used in printed material.
- In Digital Applications type should exceed a minimum 4.5:1 contrast ratio for accessibility.
Digital Application Color Combinations

These examples are intended to illustrate the flexibility and dynamic nature of the Digital Application Colors. They are intended to be coordinated for maximum visual impact.

Selecting an appropriate combination relies on many factors, and will need to be evaluated on a case by case basis. If you are unsure of a combinations appropriateness, please consult brand@silabs.com during your design or development process. All new digital applications should be reviewed prior to release.
The Grid

To maintain visual consistency, we have created a 6 column grid that is both flexible and simple to use. This grid is common across many of our document types from Data Sheets to Product Selector Guides. The grid is an invisible foundation of guides that help create unity and consistency across all collateral.
Icon Library

We have created a system of icons designed to communicate objects, concepts, and features in a simple and efficient way. Each icon is intended to express its conceptual meaning in the most clear visual manner possible.

- To request access to approved icons, please contact brand@silabs.com.
Business Documents

Templates are available on Connect for PowerPoint, Word, and email signatures. User instructions are included with each of these items.

- If you have any questions contact brand@silabs.com.
Data Sheet Template

- If you have any questions contact brand@silabs.com.
Application Design Guidelines

We have developed extensive guidelines to help you design responsive applications across platforms, from the desktop to mobile. Adhering to these guidelines will help us leverage and strengthen the Silicon Labs brand.

- For a copy of the guidelines please contact brand@silabs.com.
Photography Best Practices

Photography is the most powerful visual tool that we can use to communicate. Following these simple guidelines will help you choose the best imagery for your particular scenario.

- Select images that communicate a modern and clean aesthetic.
- Simple compositions are better.
- Patterns and texture provide interest without upstaging content.
- Select lifestyle images featuring active and engaged people authentically interacting with technology.
- Hardware and devices should look current.
- Be mindful of copyrights; if you don’t have permission, don’t use it.
- A library of approved images is available for use, please contact brand@silabs.com.
Photography Don’ts

When selecting stock photography, avoid these common mistakes.

- Avoid staged interactions.
- Don’t use photographs in which the models are obviously posing.
- Don’t use photos with outdated technology unless specifically making a point.
- Avoid photos that communicate clichéd ideas or feature strong, off-brand color schemes.
We are a dynamic company in a fast moving industry, so we understand and embrace the need for change. As we evolve and grow, so, too, will this guide. Let the following examples inform and inspire you as we create new experiences.
Whitepapers

NEXT-GEN WI-FI WILL ACTUALLY CONNECT THE INTERNET OF THINGS

There are plenty of blockades between new and the connected-device future that’s been so long on the horizon. One of these is Wi-Fi, which has limitations that keep

Datasheets

Online Advertising

Silicon Labs Brand & Design Guidelines | Updated March 2019
Trade Show Booth

Trade Show Banners

Apparel
Thank you for helping us build our brand.

If you require support or have any questions, please contact brand@silabs.com.