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Developing a recognizable and consistent voice is an important part of communicating the unique Silicon Labs value proposition. It conveys to the public who Silicon Labs is, what we value and, most importantly, what it feels like to be a part of our ecosystem.

We believe the power of connectivity can transform industries, grow economies and improve lives.
Who We Are

Si**licon Labs is a leader in secure, intelligent wireless technology for a more connected world.**

Our integrated hardware and software platform, intuitive development tools, unmatched ecosystem and robust support make us the ideal long-term partner in building advanced industrial, commercial, home and life applications. We make it easy for developers to solve complex wireless challenges throughout the product lifecycle and get to market quickly with innovative solutions that transform industries, grow economies and improve lives.

Our connectivity platform makes it easy for you to create secure, intelligent wireless devices that transform industries, grow economies and improve lives.
Brand Platform

Tagline
A succinct expression that communicates our relevance to our customers.

Brand Pillars
These statements describe the 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.

Design Principals
The emotional and logical attributes that we communicate through our visual language.

Components
Combine these elements in a thoughtful and consistent manner to create

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

Purpose
We’re Connecting the World

People
We “Work With” Everyone

Platform & Products
We Know Wireless

Promise
We “Do the Right Thing”

Relevant
Create strategic and meaningful experiences for our customers

Human
Elevate the “Why” through human connections to the IoT

Remarkable
Bold, simple, innovative
We’re Connecting the World

We believe in the power of connectivity.

Our team and technology are helping customers build connected devices that measurably solve global development challenges, including energy efficiency, economic growth, better health, infrastructure innovation, sustainable cities, responsible production, etc.

From early days of radio tuners to today’s advanced mesh devices, we simplify the complexities of wireless. We’re here to help you quickly and easily bring secure intelligence everywhere – homes, healthcare, cities, shops, manufacturing lines, and more.

We’re proud of our people, products, patents, and philanthropic efforts.

Join our mission to use wirelessly connected technology to transform industries, grow economies and improve lives. Let’s build a more connected world, together.
We “Work With” Everyone

We put people at the center of everything we do and build meaningful relationships with all employees, customers, partners, investors, suppliers, governments, and neighbors.

Customers: Your success is our success. From understanding requirements to providing unparalleled support, our team delivers results that exceed expectations. Join the 10,000s of companies, from startups to Fortune 500s, using our trusted platform to create innovative wireless devices.

Partners: We’ve built the world’s strongest IoT ecosystem of technology, design, and channel partners. We’re also a driver of popular wireless standards like Zigbee, Z-Wave, Thread, Wi-Fi, Bluetooth, Matter, and more.

Employees: We’re invested in our smart, diverse, global team. We support and inspire each other to do the best work of our careers and have a great time doing it.
We Know Wireless

We’ve built the leading wireless development platform and product portfolio with unmatched in breadth and depth — supporting more protocols than anyone in the industry.

By listening to you, we created a solution that addresses common and complex IoT development challenges: security, interoperability, cost, power, size, storage, scalability, reliability, etc.

We’re obsessed with making it easier for you to use our integrated hardware and software platform and intuitive development tools to create any wireless industrial, commercial, home or life applications.

Our software abstracts the complexity of items like multiprotocol and pre-certification so you can quickly get to market with intelligent, secure solutions from edge to cloud. We also help futureproof your devices with over-the-air software and security updates and lifecycle management tools.
As the pure-play leader in intelligent, wireless connectivity, we capitalize on the increased adoption, predicted growth, and diversity of the global IoT market. We are proud of our proven track record of sustainable growth. We promise to be your decades-long technology and business partner, delivering software and silicon to simplify the complexity of your IoT development.

We will support you throughout the entire lifecycle of your connected devices — development, manufacturing, distribution, use, maintenance, and recycling — to ensure you are delivering a meaningful, world-class experience to your customers.

We’re dedicated to environmental sustainability, operational excellence, and supporting communities globally.

As the pure-play leader in intelligent, wireless connectivity, we capitalize on the increased adoption, predicted growth, and diversity of the global IoT market. We are proud of our proven track record of sustainable growth.

We promise to be your decades-long technology and business partner, delivering software and silicon to simplify the complexity of your IoT development.

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We “Do the Right Thing”
Our visual identity is a reflection of our purpose and promise. We’ve created an efficient, flexible design system to grow with our expanding applications.

The following pages are full of guidelines, samples, and assets that will help you communicate our values, realize our vision, and reinforce our brand.

Use this guide as a reference to refine your approach and establish brand continuity.
Logo
**Vertical Logo Usage**

Clear Space, Minimum Sizing and lockup

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

**Clear Space**
The minimum required clear space for the logo is defined by the measurement of the “S” in Silicon as shown above.

**Minimum Size**
In print, the logo should never appear smaller than 0.7” (18mm). On-screen, it must be at least 50 px wide.

**Vertical Logo Lockups**
In certain instances, it is permissible to use the Silicon Labs logo in a “lock-up” configuration with approved partners.
Horizontal Logo Usage

Clear Space, Minimum Sizing and lockup

Download Assets

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

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

Minimum Size
In print, the logo should never appear smaller than 1” (25mm). On-screen, it must be at least 80 px wide.

Horizontal Logo Lockups
In certain instances, it is permissible to use the Silicon Labs logo in a “lock-up” configuration with approved partners.
Logo Don’ts

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 as 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.
Logo Usage

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.

**Reversed Type (for limited use only)**
This logo enables you to use our red on a black background.
Color
Colors

The consistent use of color is vital to effective brand recognition. Our brand should always be represented with the colors on this page. Do not use any other/unauthorized colors.

- Red No. 14 is reserved exclusively for the logo.
- In Digital Applications type should exceed a minimum 4:1 contrast ratio for accessibility.
Grays

Define space and hierarchy in page layout, software applications, and on the website with correct use of grays and white.

**Color Usage Example**

- **Primary text color**: #333333
- **Subtle text, inactive icon color**: #8D8D8D
- **Primary background**: #ECECEC
- **Primary card background**: #FFFFFF
- **Inactive icon color**: #7C7C7C
- **Unknown Service**: A886c56-5eb6-8EE3-84B0-435A2573-33

**Test 1**

- **BGX-XXX1**: 🌟
- **Non-connectable**: -33 RSSI
- **Primary card background**: #FFFFFF

**Test 2**

- **Eddystone**: 

**Hex Color Codes**

- **#FFFFFF**
  - RGB: 255 255 255
  - CMYK: 0 0 0 0
- **#ECECEC**
  - RGB: 236 236 236
  - CMYK: 0 0 0 7.5
- **#FFFFFF**
  - RGB: 255 255 255
  - CMYK: 0 0 0 0
- **#8D8D8D**
  - RGB: 141 141 141
  - CMYK: 0 0 0 51.4
- **#7C7C7C**
  - RGB: 124 124 124
  - CMYK: 0 0 0 60
Approved Pairings

Nearly all of the colors within our primary palette can be used in combination. Whenever possible, strive for legibility with contrast, especially when setting typography.
Color Don’ts

Color contrast is vital to ensure an accessible design. Maintain a minimum contrast ratio of 4.5:1. When in doubt, check the contrast ratio using tools like contrast-ratio.com.

Subdued combination, but not enough contrast to be legible.

Not enough contrast to be legible and colors create unpleasant visual vibration.

Use of Red No. 14 is reserved for the logo only and other rare instances.

Do not use true black and true white in combination. This produces too much contrast for our brand.

Do not use unapproved colors or gradients.
Typography

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
Primary Typography

Inter is a sans-serif typeface that features a tall x-height that increases legibility and includes a wide array of glyphs, weights, and special features.

We will be rolling out this typeface over the next year. The first major deployment will be in updated app designs with web experiences to follow. Expanded typography guidelines will be released in the next Brand Guideline update. Microsoft PowerPoint and Word will utilize Arial to maximize compatibility.

We have collected a curated set of the font files and made it available for download and installation on your computer.

Download Assets
Weights

Inter is a variable-weight typeface, which means you are able to customize weights and angles to create an infinite number of weights. That being said, we typically stay within these four weights.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.
Visual Elements
Iconography

When it comes to iconography style, we like thick outlines and geometric shapes. If you need to construct new icons, keep the overall shape simple. Reduce the subject matter down to its essence.

When placing icons in a layout, they should never be partially cut off. The icons shape, line weights, and construction should not be altered. Do not use the icons in place of or as an element within our logo. Ensure enough clear space is used so that the subject matter is legible.

Before constructing new icons, check our brand approved icon library.

Download Assets
Icon Usage Examples

Smart Home
Version 2.13 (latest)

60%
Smart Lights
We have developed four pattern styles that are approved for usage as backgrounds, in print materials, and in packaging.

When using these patterns, feel free to invert the colorways (switch the background and foreground colors), but do not otherwise modify the colors.

Download Assets
Pattern Examples
Block Diagrams

The goal of any of our block diagrams should be to clearly articulate the message to the user. Whether used on the website, white paper, or in a PowerPoint presentation diagrams should have consistent color and icon usage.

Block diagram templates can be found on the last slide (49) of the new PowerPoint Guidelines.
Block Diagrams Examples
In this section, you will find guidelines on photographic composition, content, tone, and usage. Standardizing these facets of photography will ensure a consistent look and feel across our entire image library.
Industrial & Consumer

Smart Cities
Industrial & Consumer

Smart Retail
Engineers at Work
Chip Imagery
PowerPoint
New Layouts

The Silicon Labs 2021 PowerPoint Template has been reimagined to maximize ease of use, consistency, and visual impact. The new design incorporates updated colors, fonts, and other graphic elements to help you create on-brand presentations faster.

In addition to the primary layouts like single and dual content, the 2021 template includes new and refreshed layouts for customer or external image based presentations like keynotes, product launches and customer friendly presentations.
Text Heavy Layouts

This template contains a selection of layouts ideal for internal presentations like QBRs. Use these layouts to get a head start on your next deck.
Digital

Leader in Secure, Intelligent Wireless Technology

We make it easy for you to solve complex wireless challenges and get to market quickly with connected devices.

Why Silicon Labs?

We Believe in the Power of Connectivity.

PRODUCTS

V2M Secure Wireless

PEOPLE

The “Work Hard” Everyone

PARTNER

Who’s Connecting the World

TRUSTED IoT Development Platforms

Corporate Citizenship
Website

Award-winning tech that shapes the future
Support & Community
Email Marketing
Matter Campaign

Start Developing with Matter Today

Matter (formerly Project Connected Home over IP) is driving convergence across the major IoT ecosystems. Matter simplifies the developer experience by maximizing the interoperability of devices across different vendors, allowing developers to focus on innovation. Matter is built on top of existing IP-technologies (including Wi-Fi and Thread), it also makes use of Bluetooth Low Energy for commissioning and provisioning end nodes.

While the version 1.1 standard is still in work, developers can start experimenting with Matter today. There are a number of ecosystem members available using Matter, such as locks, lights, and window coverings.
BG22 Workshop Series

April 27th
Learn How to Use Bootloaders and OTA in Your Project
Learn More

June 15th
Add a Standard Bluetooth Service to Your BLE Project
Learn More

March 23rd
Quickly Add an Accelerometer with SPI
Learn More

May 18th
Learn how Peripheral Reflex System Enables Complex IO Logic
Learn More

JULY 2021
Industrial and Consumer Smart Retail 3D Experience
Social Media Guides

Social media templates are available through Global Marketing. Contact brand@silabs.com for access.

Social media should never be used in a way that violates any other Silicon Labs policies or employee obligations. Employees are prohibited from using social media to circumvent Silicon Labs' ethics and standards of conduct policies. Refer to the Silicon Labs Social Media Policy.

Tag and mention Silicon Labs in your social posts: #SiliconLabs, #SiliconLabs, #LifeAtSiliconLabs
Software
Mobile Apps

*Mobile app guideline updates will be available 2022.
Events
The Works With Virtual Conference connects software developers, hardware engineers, product managers, and business leaders from around the world to accelerate the creation of IoT innovations for homes, retailers, workplaces, cities, healthcare, and more.
Website, PowerPoint & Online Ads
Packaging

GET STARTED
silabs.com/dev-tools
Development Tools

Packaging

Get started now!
To begin, download the latest developer's Quick Guide from siliconlabs.com/dev-tools
BG22 Box Mailer
Screensavers
& Zoom
Backgrounds
Light Screensaver

Download Assets
Dark Screensaver

Download Assets
Zoom Backgrounds

Download Assets
Thank you for helping us build our brand. If you require support or have any questions, please contact brand@silabs.com.

Contacts & Resources

Presentations Guidelines & Templates
- New PowerPoint Template
- 2021 PowerPoint Guidelines and Layouts
- 2021 PowerPoint Template (Blank)
- Presentation Best Practices Overview

Word & Letterhead Templates
- All templates (.doc)

Silicon Labs Branding
- Brand Library
- All logos
- All photos
- All wallpapers and backgrounds

Email Signature Instructions
- Silicon Labs Email Signature Instructions

Business Cards
- Click here for business card ordering instructions.
- For more information on business card ordering, email brand@silabs.com

Trademarks
- Trademark and Branding Guidelines

Other Corporate Marketing Information
- Tech Pubs

AEM Upload Guide
- Documentation Video Training
- Phase Noise Lookup Tool Guidelines

Brand Swag & Promotional Items
- Our preferred vendor for branded materials is Halo.
- For questions about ordering branded materials, contact brand@silabs.com.