

# **TOWERjazz**

*The Global Specialty Foundry Leader*

## **BRAND IDENTITY** *Guidelines*

For more information please contact  
TowerJazz communication team at: [tj.corp.com@towerjazz.com](mailto:tj.corp.com@towerjazz.com)

# INTRODUCTION

Tower Semiconductor Ltd. (NASDAQ: TSEM, TASE: TSEM) and its subsidiaries operate collectively under the brand name TowerJazz, the global specialty foundry leader. TowerJazz manufactures next-generation integrated circuits (ICs) in growing markets such as consumer, industrial, automotive, medical and aerospace and defense. TowerJazz's advanced technology is comprised of a broad range of customizable process platforms such as: SiGe, BiCMOS, mixed-signal/CMOS, RF CMOS, CMOS image sensor, integrated power management (BCD and 700V), and MEMS. To provide multi-fab sourcing and extended capacity for its customers, TowerJazz operates seven manufacturing facilities worldwide: two manufacturing facilities in Israel (150mm and 200mm), two in the U.S. (200mm) and three facilities in Japan (two 200mm and one 300mm).

## Using the brand name **TowerJazz**

Tower Semiconductor Ltd. along with its wholly owned U.S. subsidiary, Jazz Semiconductor, Inc. and its wholly owned Japanese subsidiary, TowerJazz Japan, Ltd. collectively operate under the brand name TowerJazz, the global specialty foundry leader.

Use TowerJazz in all forms of written and verbal communication referencing the TowerJazz brand. A prior approval is required for any use of TowerJazz brand name. Please contact TowerJazz corporate communication team at [tj.corp.com@towerjazz.com](mailto:tj.corp.com@towerjazz.com).

Use the specific subsidiary name in legal and financial documents or when referring to offerings at a specific location.

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

1	2	3
<b>Jazz Semiconductor, Inc.</b> Newport Beach, CA, USA	<b>TowerJazz Texas Inc.</b> San Antonio, TX, USA	<b>Tower Semiconductor USA</b> San Jose, CA, USA
4	5	6
<b>Tower Semiconductor Japan G.K.</b> Nagaokakyo City, Kyoto, Japan	<b>TowerJazz Korea</b> Seongnam-si, Gyeonggi-do, Korea	<b>TowerJazz Panasonic Ltd. (TPSCO)</b> Higashigama Uozo City, Toyama, Japan

## Visual identity

### Typography

The primary English typefaces for TowerJazz internal and external communication usages should be **San-serif** font (Arial, Helvetica, Calibri, Roboto, Almoni...)

1- Roboto	3 - Arial
abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMN <strong>OP</strong> QRSTUVWXYZ 1234567890	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMN <strong>OP</strong> QRSTUVWXYZ 1234567890
2 - Almoni	4- Calibri
abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMN <strong>OP</strong> QRSTUVWXYZ 1234567890	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMN <strong>OP</strong> QRSTUVWXYZ 1234567890

## Official Color

TowerJazz official color should be used in online and printed communications. To ensure the consistency and memorability of TowerJazz identity, always match the color per the following instructions:

### RGB

for documents  
viewed on screen



R=0 | G=61 | B=167

### CMYK

for printing CMYK files



C=100 | M=80 | Y=12 | K=3

### HEX

for web



#003399

### PMS = Pantone®\*

Use when printing with  
Pantone spot colors.



293C

293U

\*Pantone® is a registered trademark of Pantone®, Inc. The colors shown here are not intended to match their color standards. See the current edition of Pantone color formula guide for accurate color standards.

## Official TowerJazz logo

The TowerJazz **wordmark + tagline** is the signature configuration for TowerJazz.

TowerJazz logo is a combination of a wordmark and a tagline. Any use of TowerJazz logo must include both.

### Color



### Black and White



## Clear-Zone

Always maintain a clear-zone around the signature to maximize recognition. The clear-zone should be the width of the letter "z" on all sides.



## Size

The TowerJazz logo should never be smaller than 24mm (width) x 9.8 mm (height) at 72 ppi. The wordmark should be scaled proportionally.



## 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. It should not be placed over busy backgrounds. Some examples of incorrect usage are shown below. To maintain the integrity of our signature, use only the approved electronic artwork available through TowerJazz [website](#).

1

Stretch or change the proportion.



2

Skew or rotate.



3

Use of colors other than those specified.



4

Outline



5

Use on a background that does not establish enough contrast.



6

enclose in shapes.

