BRAND GUIDELINES

March 3, 2023

Shaping the Foundation & Driving Awareness

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The purpose of the Visual Brand Guidelines is to establish standards and expectations regarding how to use and portray the Semtech brand across all media and for all types of communication. As our business evolves, so does our brand story. These guidelines define the evolving look and feel that supports the messaging and positioning of Semtech.

Our goal is to have a positive effect on our brand and products and, by extension, the success of our company. These guidelines will help you to elevate and evolve the Semtech brand as a leader in IoT and semiconductors, simplify brand value in a concise and differentiated manner, and drive our message and share of voice in the market.

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Brand Foundation

Our Customers

Our customers are transformers of industry, leaders who adopt the latest in technology and practices to push their industry to the next level.

They may not be early adopters, but they closely follow trends, do not accept the status quo and strive to transform their businesses by improving their efficiency effectivenes and profitability.

They are aware of how Semtech's products and services can benefit them, and may need applying our technology for their solution.

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Brand Foundation

Vision

To deliver leading-edge, innovative & high-quality technology solutions that enable a smarter, more connected & sustainable planet.

Values

Teamwork and Innovation in all areas
- Common purpose – we need to all row in the same direction
- Create an environment that facilitates freedom to innovate & achieve extraordinary results
- Challenge the status quo, take measured risks, resist conventional thinking
- Learn to win and lose as a team

Treat all individuals with dignity and respect
- Treat people the way you want to be treated
- Attack the problem not the person
- Respect and value diversity of experience, culture and opinions
- Learn from everyone – peers, subordinates, bosses, competitors, and customers

Honesty and integrity in all we do
- Never compromise your integrity
- Hold everyone accountable and recognize each other's contributions
- Explicitly communicate goals and standards of behavior
- Do the right thing even when no one is looking or will ever find out

Open and direct communication
- Communicate clearly and candidly
- Challenge people, but learn to listen
- Focus on what is right not who is right
- Acknowledge that debate contributes to productive meetings

Fiscal responsibility
- Focus on efficiencies of time, work effort, decision making, and $
- Build a plan and work to meet or exceed
- Treat every $ of the company's money respectfully
- If in doubt, ask

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Brand Promise

As a **trusted technology solutions provider for leading businesses around the world,** Semtech combines semiconductors, devices, software and services with its many years of expertise to simplify and accelerate your digital transformation.

Promise:

Trusted Solutions for Leading Businesses

External Messaging:

Smarter More Connected and Sustainable Planet

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Brand Foundation

BRAND NARRATIVE

For many years, Semtech has been delivering reliable technology solutions. From LoRa® low power wireless communications, optical data transport, video broadcasting, Semtech Protection circuit protection, to PerSe® sensing technology and more, we've been driving the industry forward for many years.

Now, we are growing our capabilities in IoT solutions and services combining the cellular and IoT expertise of Sierra Wireless with our long range, low-power LoRa® technology.

As the trusted technology and IoT solutions provider for companies around the world, Semtech combines semiconductors, devices, software, and connected services to simplify and accelerate your digital transformation. With our global reach, deep vertical expertise and long-term partnerships, you can rely on Semtech to help meet your business goals.

Whether it is a solution to help you securely connect and protect edge devices to the cloud, or a software/API solution to help manage processes associated with billions of connected assets, or a platform to extract real-time data to make the best business decisions, Semtech will work with you to create the right, industry-tailored solution for your next endeavor.

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Brand Foundation

What Our Promise Means for Customers

GET TO MARKET FASTER: Our solutions simplify complexity, helping you bring your ideas to life more quickly.

- Using Semtech Ready-to-Connect devices shortens your time to market because they are pre-provisioned to automatically connect to the optimal network services wherever you are. No need to add or provision any SIMs.
- Our Managed and Device Services deliver secure, always-on networking, device management, Sensing aaS, data management, and much more for mission critical IoT applications through a well-developed ecosystem of channel partners and solutions providers.
- Our device and system reference designs simplify the development process to help you get to market faster.
- Leverage the power of Semtech's development resources for cellular and LoRa for ubiquitous connectivity. Anywhere, anyhow.

IMPROVE EFFICIENCY AND TOTAL COST OF OWNERSHIP: By choosing an edge solution or an integrated device-to-cloud solution from Semtech, you save time and money.

- Semtech Protection devices protect your investment by protecting sensitive circuitry from Electrostatic Discharge (ESD), Electrical Fast Transients (EFT), Cable Discharge Events (CDE), and other electrical overstress.
- Our Semtech Optical Networking Solutions improve signal integrity for better optical communications applications.
- With Device and Managed Services you can connect your first equipment in just a few hours, there is no need to recruit developers for custom integration and there is no need to hire third parties.
- Our RC Series modules deliver all the key elements needed for an IoT application—cellular module, integrated SIM that's pre-connected to global mobile networks, IoT management platform and end-to-end security—in one integrated bundle that reduces total cost of ownership (TCO) by up to 40%.
- End-to-end accountability – when something goes wrong, we are there for you.

PROVEN QUALITY: Future-proof your investment with our secure, protected and reliable solutions.

- Our Smart Connectivity Solutions provide network continuity for mission critical applications, including voice. Semtech connectivity offers 99.9% uptime and performance SLA with 24/7 support.
- Flexible Standards-based cellular, LPWAN and LoRaWAN and LoRa® solutions.
- Deep expertise in signal integrity, IoT, analog design, circuit protection, cellular LPWAN, 5G, infrastructure, industrial and high end consumer
- Rest assured you'll have the help you need to keep your devices and network protected and quickly address any issues. Our comprehensive global approach provides security orchestration for defense-in-depth, privacy, proactive detection and proven processes to mitigate issues when they arise.

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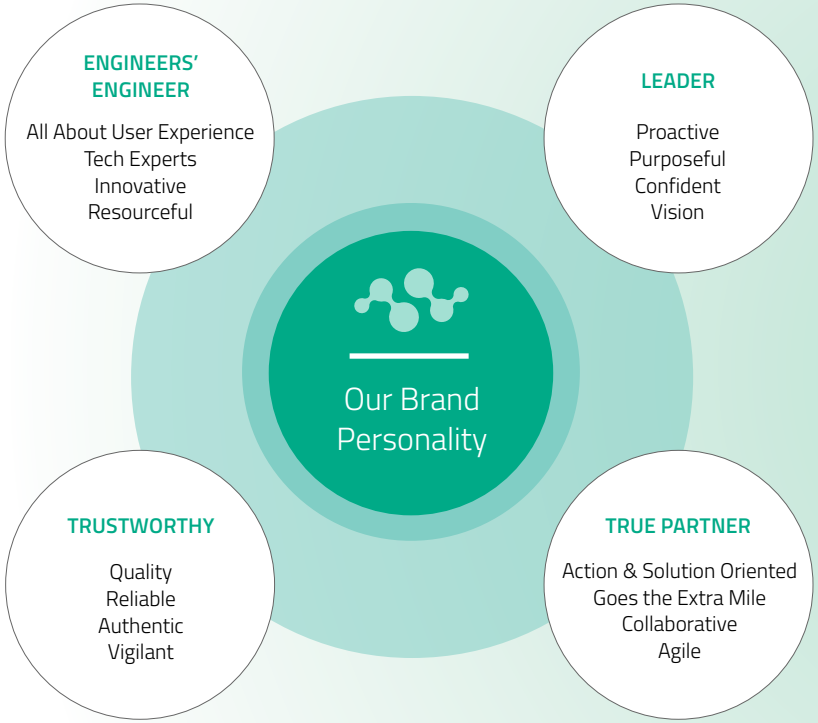
Brand Foundation



Our Brand Personality

The human characteristics, emotions and attributes embodied by our brand, influencing our look and feel, values and how we interact with our audiences.

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Brand Foundation

Our Brand Tone/ Voice

Our tone describes the way in which our brand communicates with our audiences, influencing how people perceive our brand.

Confident	**Do –** We are experts. Speak with confidence and assurance; ensure accuracy of what we are saying; cite reputable sources	**Don't –** Brag; come across as arrogant; sound condescending	**Instead of saying –** We think the Internet of Things will drive massive change in today's global economy. **Instead of saying –** Clearly businesses are blind to the costs involved in developing their own IoT solution rather than using a solution like Octave.	**Sound assured –** The Internet of Things is driving massive change in today's global economy. **Demonstrate an understanding of the customer's pain point –** Understanding the high development costs involved in developing an IoT solution in-house, we developed, an all-in-one solution that not only reduces your costs but simplifies the process at the same time.
Authentic	**Do –** Speak directly and honestly; own up to issues or mistakes; get to the point; use the facts	**Don't –** Exaggerate, use vague marketing jargon, overpromise or oversell	**Instead of saying –** Semtech will make sure your devices are always 100% secure. **Instead of saying –** Lots of companies are having issues due to delayed shipments from China, so you are not alone. We are doing more than others to address the issue and expect products that have been delayed being shipped by the end of the month. (i.e. – making up a deadline)	**Be truthful and present the reality of a situation –** The fact is that no provider can keep you 100% secure, but given Semtech's proven track record in protection and security we will help you protect your investment and resolve any issues quickly. **Always take the high road while showcasing our strengths –** As a US based company, Semtech follows strict quality, reliability and security standards and can deliver to the tight timelines necessary to give your business the competitive advantage it needs.
Empowering	**Do –** Use affirmative language; sound encouraging; share knowledge; give constructive advice with the customers' best interest at heart	**Don't –** Be depressing or grim; sound too stern	**Instead of saying –** Electrical overstress can wreak havoc on your critical infrastructure causing loss and expense. Don't risk it. Protect your systems and devices with Semtech Protection.	**Reassure our audience –** We know your investment is important to you. Semtech Protection devices help you protect your most critical infrastructure. And our team is here to help you, simplifying the process from design to implementation to make sure your project is a success.

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Trademark Line

Registered Trademark

TRADEMARK USAGE

The Semtech® mark and Semtech logo are globally protected brands that have acquired extensive recognition and goodwill, and may not be used without Semtech's prior written permission, and only as expressly set out in that permission.

Any such permitted use must also be in accordance with Semtech Trademark Usage Guidelines and Conditions. A link to the Terms and Conditions and Guidelines for Third Party Use is available here.

ATTRIBUTIONS

When using the Semtech® mark or Semtech logo, include the following attribution at the bottom of the page featuring the mark or logo:

Semtech and the Semtech logo are trademarks or registered trademarks of Semtech Corporation or its subsidiaries.

If you are preparing materials for Semtech, if appropriate, also include the following on the last page of any Semtech-sourced materials following any Semtech corporate information provided to you:

Other trademarks in this document are the property of their respective owners.

When using a Semtech product screenshot or data, include the following copyright notice beneath any image featuring a Semtech product screenshot or data:

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Logo

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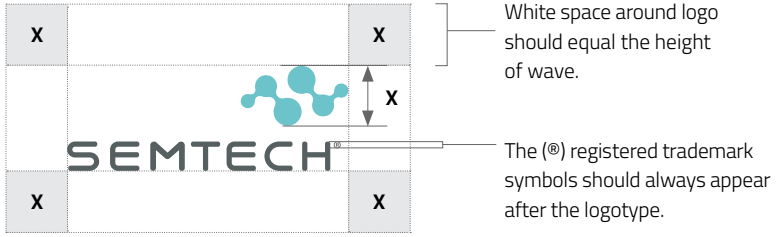
Semtech Logo

Our logo embodies all the characteristics of our brand. It's our recognizable icon and our signature. It reflects the innovation, leadership and trustworthiness of the Semtech brand. The distinctive teal wave pattern conveys energy, flow of data, semi conductors and IoT communication in ubiquitous connectivity. While the typeface and gray color embody a sense of trust. Our logo is not just a recognizable icon - it's a promise to our customers that they can rely on us to deliver exceptional products and services.

STACKED LOGO

HORIZONTAL LOGO



White space around logo should equal the height of wave.

The (®) registered trademark symbols should always appear after the logotype.

MINIMUM SIZE PRINT: w 20mm

MINIMUM WEB SIZE: w 45px

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Semtech Logo

Incorrect Usage

Never modify the logo in any way, shape, or form. If you want to use logo in a way not specified in this guide, please consult the Semtech Marketing Team.
The same rules apply to all the sub-brand logo lockups.

Do not use full color logo on a dark background that doesn't provide enough contrast

Do not use reverse-white logo on a light background that doesn't provide enough contrast

Do not use full color logo on dark photo or busy background

Do not remove the ®

Do not alter or distort the proportions

Do not add drop shadow

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Semtech Logo

Correct Usage

Logo should appear at least one time in full, in all materials. On subsequent pages of documents, wave only may be used. The same rules apply to all the sub-brand logo lockups. Please consult with marketing prior to using wave only.

STACKED VS HORIZONTAL – Use the Stacked logo when possible. When this is not possible due to space limitations, use the horizontal version.
COLOR VARIATIONS – Use the full color (teal/cool gray) version whenever possible. For dark backgrounds, please only use approved color variations.
MINIMUM SIZE REQUIREMENTS – When possible, do not reproduce logo smaller than 20mm wide in print, or 45px wide in web or on-line use.
WHITE SPACE – Always leave adequate white space on all 4 sides of logo. The space should be equal to the height of the wave.
REGISTERED TRADEMARK – Only versions of the Semtech logo with a Registered Trademark are to be used. Please use Registered Trademark symbol included in logo image file and do not add yourself.

SEMTECHLOGO_R_STACKED
On white or very light backgrounds, use full-color logo.

SEMTECHLOGO_R_STACKED_BLACK
On medium backgrounds, use logo in black.

SEMTECHLOGO_R_STACKED_WHITE
On dark backgrounds or with 1-color limitations, use full reverse-white logo.

SEMTECHLOGO_R_HORIZ

SEMTECHLOGO_R_HORIZ_BLACK

SEMTECHLOGO_R_HORIZ_WHITE

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Semtech Logo Lockup – Trade shows and Events

Semtech Event's Logo Construction

Semtech logo appears always in a lockup with event name, and the year of the event. This part is defined by Semtech and can't be altered. The most general description of the limitations is that the event name can't exceed the horizontal line. The logo can exist in primary color palette or in black or white.

HORIZONTAL LOGO LOCKUP

STACKED LOGO LOCKUP

HORIZONTAL LOGO LOCKUP FOR POEWRPOINT FOOTER

Partner Logo Lockup

Semtech logo appears always in a lockup with partner logos.

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Typography

Brand's official typeface is Titillium Web, a sans-serif font with geometric rounds and open apertures, resulting in a technological friendly and modern typeface. Titillium Web is a licensed font and is used in all marketing collateral and the website.

OPEN-SOURCE FONT: https://fonts.google.com/specimen/Titillium+Web
AVAILABLE FOR DOWNLOAD INTERNALLY: https://welcome.semtech.com/#

Titillium Web Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Titillium Web Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Titillium Web Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Titillium Web Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Titillium Web SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Titillium Web SemiBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Titillium Web Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Titillium Web Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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Titillium Web

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Titillium Web

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Typography

FONT – Sample of typography styles for print/media collateral below (note that web styles differ). Please use ONLY the character and paragraph styles in the template documents from Marketing.

CALIBRI – Calibri font can be used in non-marketing materials, or when Titillium Web is not available.

Heading 1

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Suspendisse sed puru s vel diam blandit ornare. Maecenas feugiat.

HEADING 2

Maecenas nibh magna, bibendum ut, viverra id, tempus eget, lacus. Maecenas ac justo et leo congue rhoncus. Fusce ultrices lectus ut orci. Integer aliquam ligula sed velit. Integer aliquam metus nec erat.

Heading 3

Maecenas nibh magna, bibendum ut, viverra id, tempus eget, lacus. Maecenas ac justo et leo congue rhoncus. Fusce ultrices lectus ut orci. Integer aliquam ligula sed velit. Integer aliquam metus nec erat.

- Item 1
- Item 2
  - Item 1
  - Item 2
    - Item 1
    - Item 2

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Color System

Primary palette

Secondary palette

Extended palette

Color System

PRIMARY PALETTE – The primary palette consists of the two main colors found in the Semtech logo. These are intended as official brand colors and can be combined with colors in the other support palettes.

PMS 2226 CP
HEX #6BC3C9
CMYK 55/3/22/0
RGB 107/195/201

80%
60%
40%

PMS COOL GRAY 11C
HEX #666666
CMYK 60/47/47/30
RGB 102/102/102

80%
60%
40%

SECONDARY PALETTE – These colors have been selected to work harmoniously with each othe. It is intended to give flexibility, balance, and consistency in color application. These colors are best used to highlight important points, messaging objectives, and to create contrast between elements.

BLUE
PMS 308C
HEX #00677A
CMYK 100/44/42/15
RGB 0/103/122

DARK TEAL
PMS 548C
HEX #003640
CMYK 95/40/40/70
RGB 0/54/64

DARK GREEN
PMS 7476C
HEX #2D525D
CMYK 84/33/35/50
RGB 45/82/93

GREEN
PMS 3405 C
HEX #5EA888
CMYK 80/7/61/0
RGB 94/168/136

EXTENDED PALETTE – These colors should be used cautiously and not take up more than 20% of all color in the composition.

HEX BBEBDD
CMYK 32/0/18/0
RGB 187/235/221

HEX 00999A
CMYK 32/0/18/0
RGB 0/153/154

HEX #00AEAF
CMYK 93/0/38/0
RGB 0/174/175

HEX #2F4294
CMYK 100/87/5/0
RGB 47/66/148

HEX #64A70B
CMYK 68/0/100/0
RGB 100/167/11

HEX #49131D
CMYK 40/100/75/60
RGB 73/19/29

HEX #E53B30
CMYK 0/90/100/0
RGB 229/59/48

HEX # FEC221
CMYK 0/25/95/0
RGB 254/194/33

HEX #F7781E
CMYK 0/60/100/0
RGB 247/120/30

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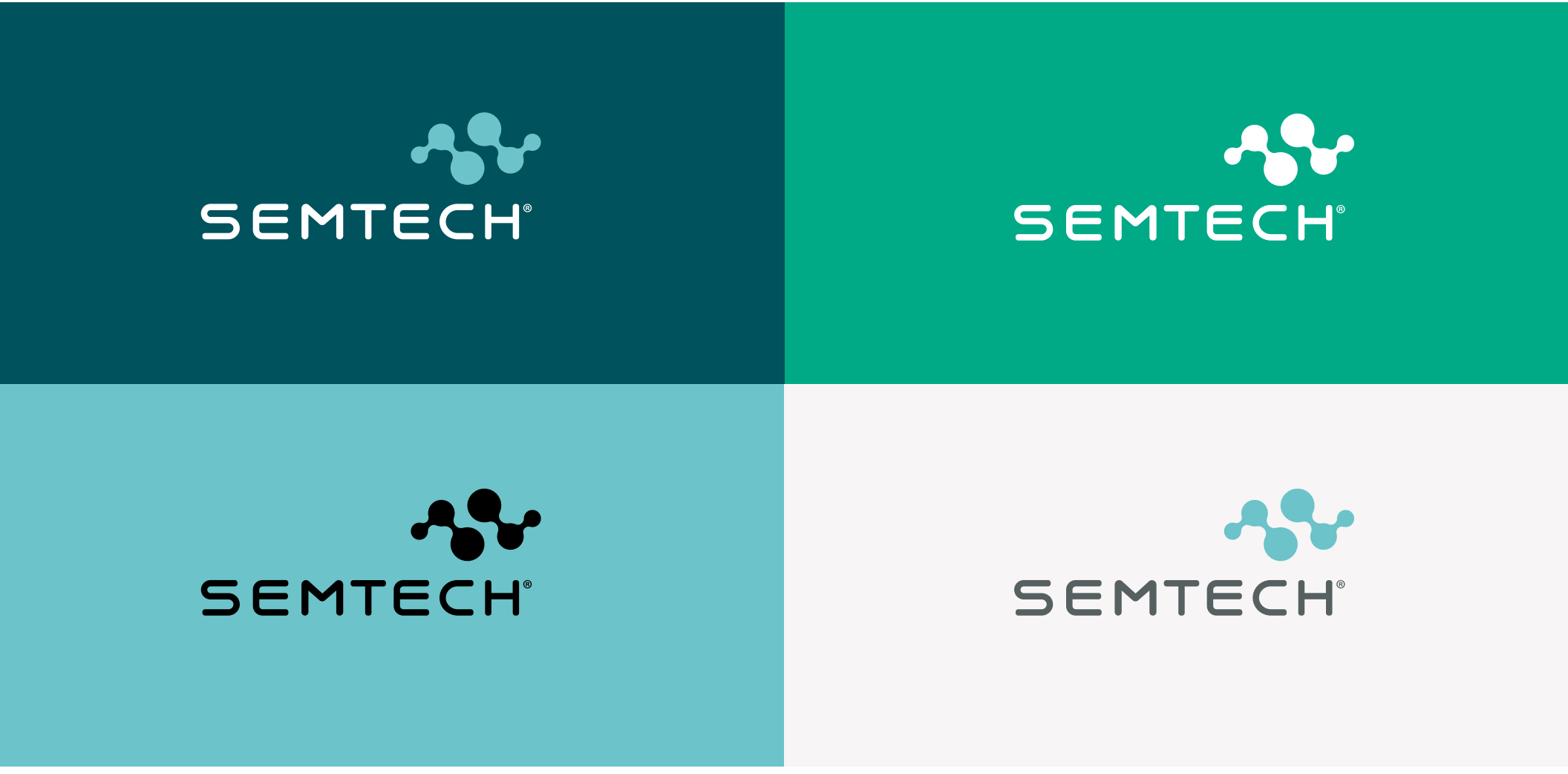
Color System - Logo Usage Examples



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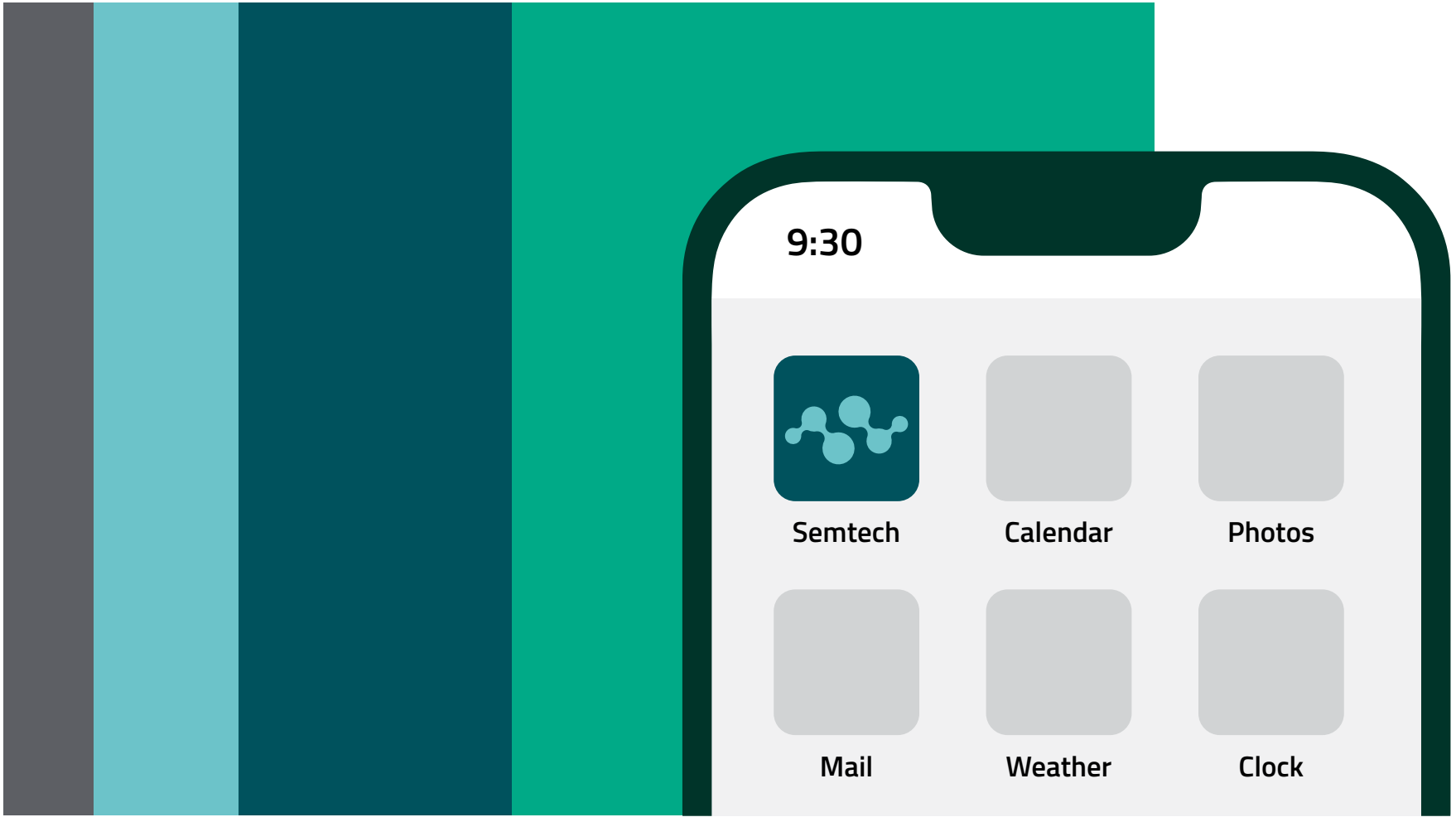
Color System – Application Icon Examples



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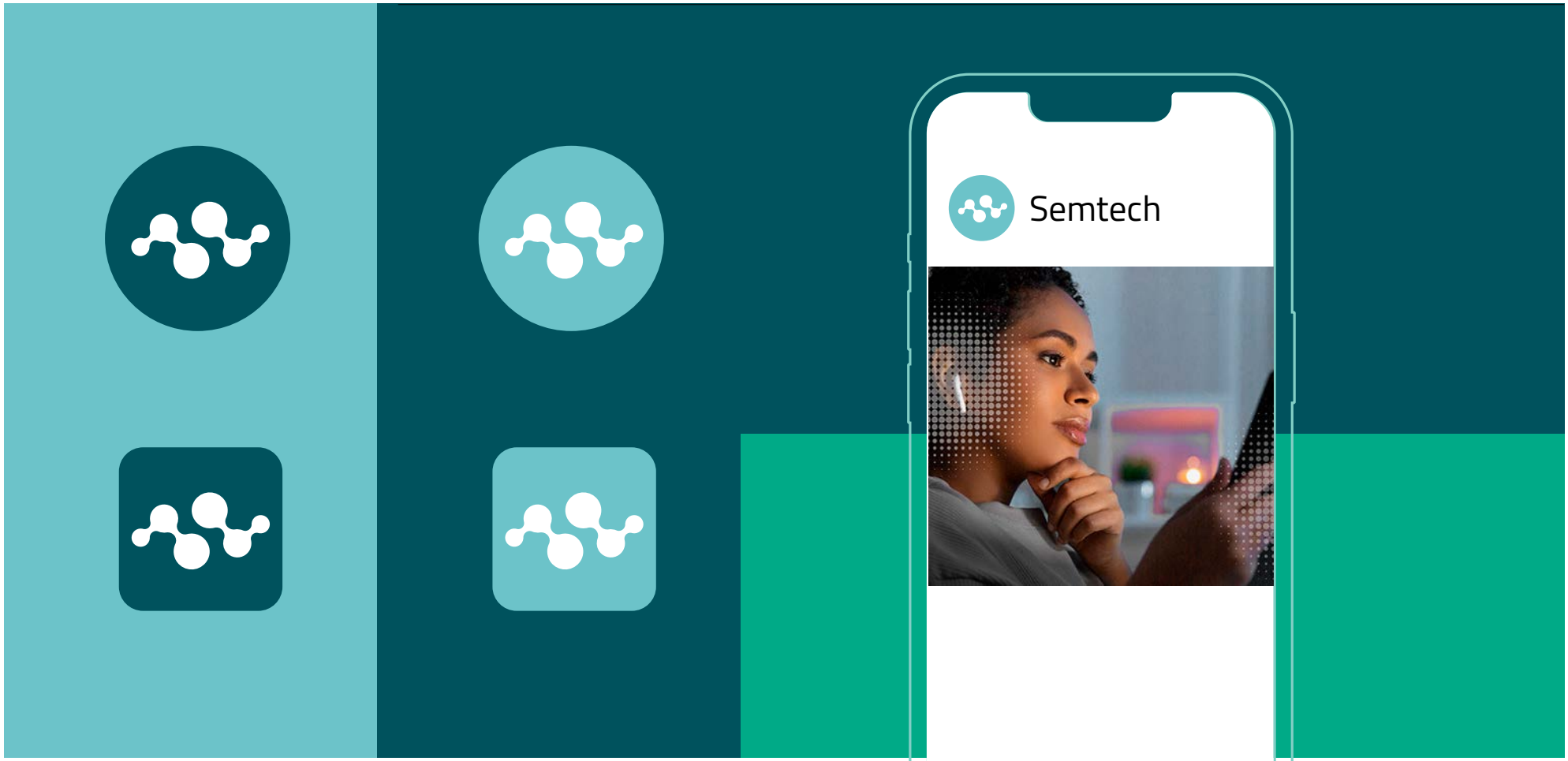
Color System – Social Media Icon Examples



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Semtech Icons Examples

Icons are the visual expression of our solutions, services or tools. Simple, sophisticated, they communicate the core idea or component of the brand. While each icon is visually distinct, all icons should have consistent line weights and visual style. The icons can be used as black and white or in color line. They can also appear on a solid background. Any color application needs to use corporate color pallet.

ICONS ARE AVAILABLE FOR DOWNLOAD INTERNALLY: https://welcome.semtech.com/#

COLOR TREATMENT EXAMPLES

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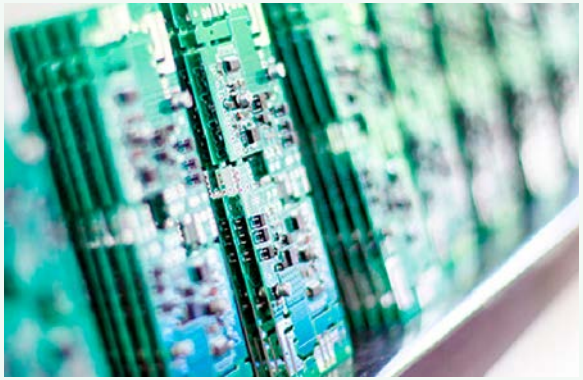
Photography

LOOK AND FEEL – Photography is the main visual medium for depicting industry segment applications, services and solutions. Our photography style conveys authenticity, as if you've captured a subject "in the moment." The color, composition and feel should engage viewers and make them feel like they're in the photo. The photos, wherever possible, should have a human component *"Humanizing technology",* combine technology and nature. The examples on this page show the overall look and feel for imagery.



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Stationery

AVAILABLE FOR DOWNLOAD INTERNALLY: https://welcome.semtech.com/#

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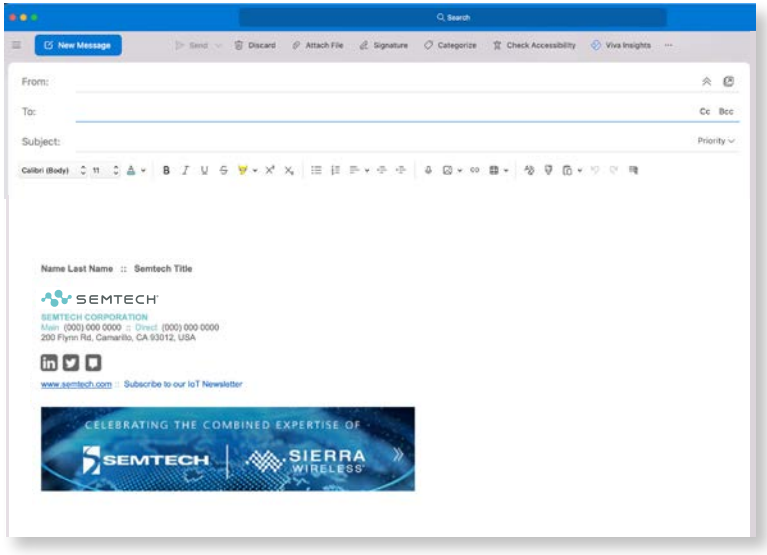
Email Signature

Our e-mail signature serves as a platform to reinforce ongoing brand messages both internally and externally. The signature is followed by an Email Signature Banner

AVAILABLE FOR DOWNLOAD INTERNALLY: https://welcome.semtech.com/#



Examples of Email Signature Banners

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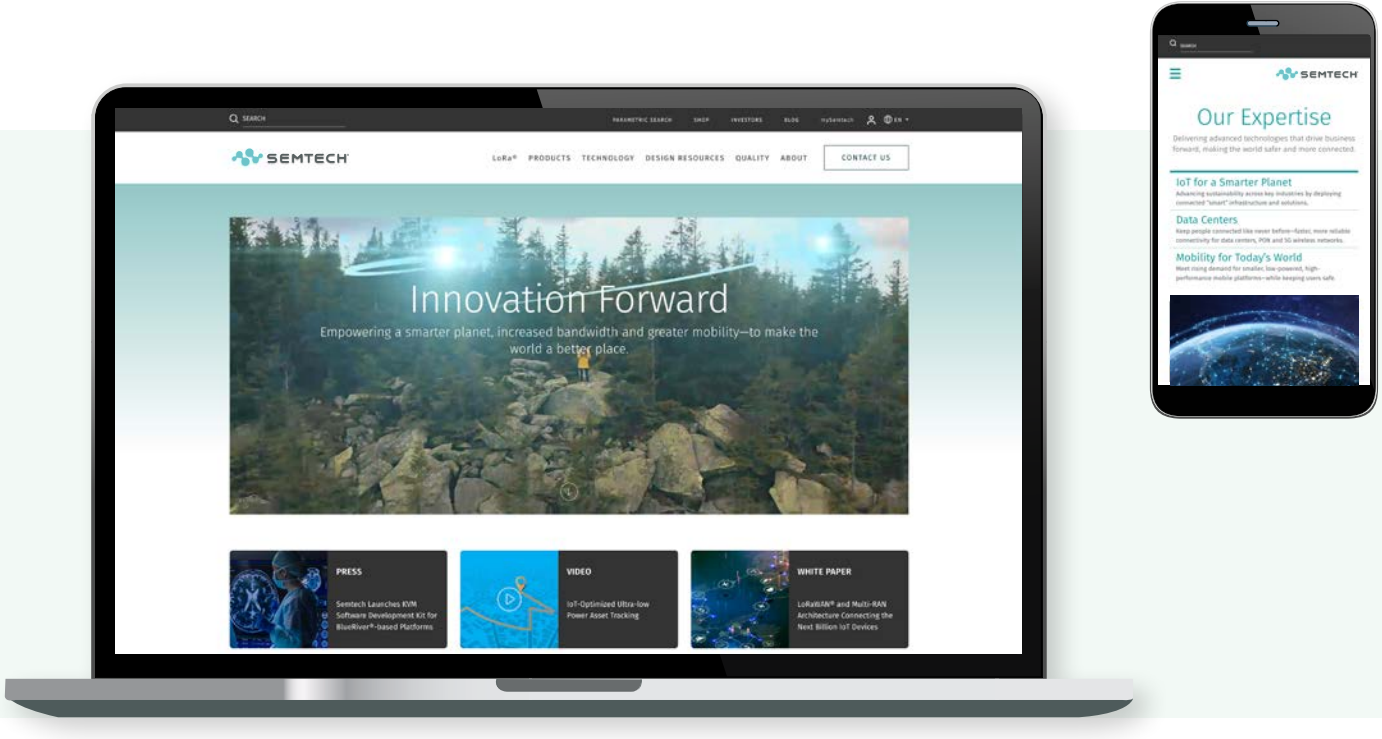
Website Logo Applications

For our websites, the logo appears in the upper corner.



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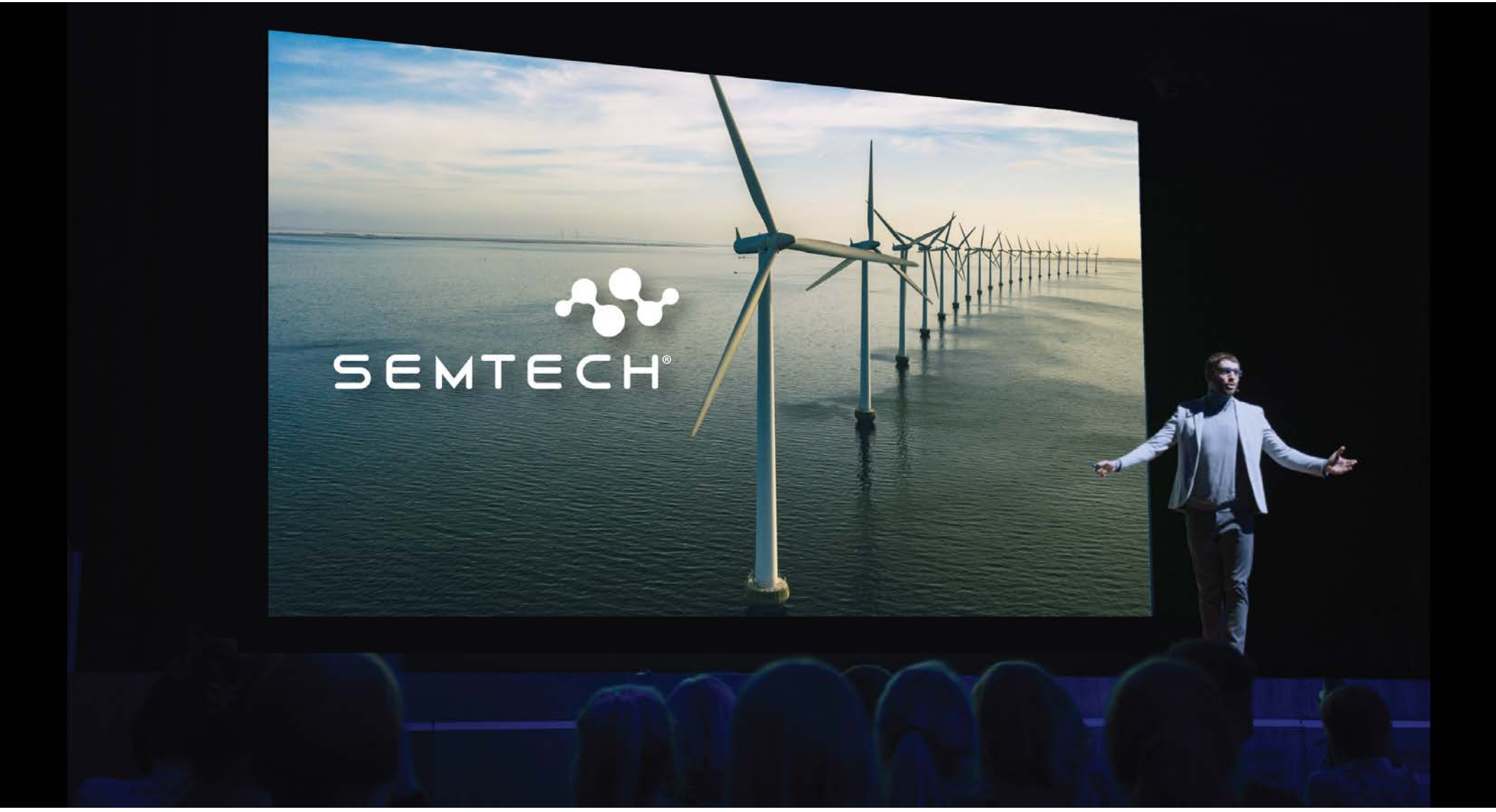

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Applications – Pop up banners

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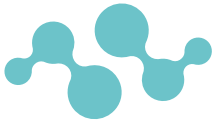
River
Semtech

Wave
Sierra Wireless

Merging

Flow of
IoT Data

Circuits



For any questions regarding corporate branding or for access to additional brand materials, please contact: trademarks@semtech.com

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