SkyWater Brand & Visual Identity

Media Guide 2022

skywater

Our **Mission** Is What We Do & Why We Exist

We co-create technology solutions that bring our customers' ideas to life through an ecosystem of agile development, trusted IP security and quality manufacturing services.

What Does It Mean?

We are changing the way technologies are brought to market by improving the link between development and manufacturing.

We are strengthening our partnerships in the supply chain to help customers that are developing new technologies do it better, faster and with complete confidence their IP is protected.

©2022 SkyWater Technology

Our **Vision** is How We Want to Change the Future

We improve the world by revolutionizing technology realization.

What Does It Mean?

SkyWater is transforming the way ideas are turned into reality. We do this by offering an agile business model that enables customers to develop emerging technologies into market-ready products and get these solutions to market quickly.

©2022 SkyWater Technology

Our **Value Proposition** Defines How We Deliver Value

We streamline the concept-to-production journey for the micro- and nano-technologist.

Value Pillars	Proof Points	
World Class Operational Excellence	• Sustainable Process Control • Efficient Production • Differentiated Yield Enhancement	We combine process development and flexible, volume manufacturing services in the same U.S.-based facility. This differentiates us from other foundries. We manage high-mix production with operational agility, predictable yields, and optimized cycle times. Efficient business operations lead to consistent profitability.
Transparent Supply Chain Management	• Solution Visibility & Traceability • Risk Mitigation • Outcome Predictability	In the current global business environment of trade conflicts and related geopolitical factors, knowing what is happening upstream in the supply chain enables compliance with stringent regulations and helps minimize operational disruptions. Transparency also enhances our standing as a trustworthy business, helping us attract & retain employees and customers who want to work for and with responsible organizations.
Trusted IP Protection	• Robust Cybersecurity & IP Protocols • Program Compartmentalization	SkyWater is a DOD Trusted Foundry which requires extensive infrastructure and business processes for handling sensitive IP and customer information. These same business processes are used for handling all our customer information and ensure the highest degree of security. As a U.S. owned and operated business, we operate within the U.S. legal system which provides customers a high standard of IP legal protection.
Collaborative Value Creation	• Advanced Technology Services • Cross Functional Teams • Differentiated Technology Platforms	Our unique business model as a Technology Foundry enables us to co-create solutions that bring our customers' ideas to life. We leverage complementary supply chain partners to create a market/partner ecosystem that helps our customers integrate a custom flow which is needed to produce their competitive products.
Rapid Time to Market	• Optimized Program Execution • Transformative Idea Enablement • Disruptive Product Implementation	Traditionally, customers develop chip designs and then transfer to a production fab. Transfer time is costly and requires significant time to execute. By combining SkyWater's process technology expertise with our customer's own device/application expertise (in one facility), we can quickly deliver highly differentiated products to market.

skywater

©2022 SkyWater Technology

Our **Tagline** Emphasizes our Purpose

Co-Creating Possible

What Does It Mean?

Co-Creating	Possible
We work side-by-side with our customers to develop manufacturing process that will bring their best ideas to life.	We aim to facilitate new and novel ideas. We innovate to achieve what seems impossible. We're not afraid to take risks. We work with the brightest of the bright, the micro- and nano-technologists who have ideas about the world that only few can dream.

©2022 SkyWater Technology

SkyWater Name and Logo Origins

- The SkyWater name is inspired by the company's heritage in Minnesota. Our Minnesota fab sits on the bluffs of the Minnesota river. The Dakota Sioux word "Mnisota," which is the native name for the Minnesota river, means "sky-tinted water."
- The logo draws influences from the geography of Minnesota and the wafer technology that SkyWater manufactures.

©2022 SkyWater Technology

SkyWater Primary Logo

- The SkyWater primary logo is made up of a wordmark and icon. The “SkyWater” wordmark has a sleek, modern and approachable appearance.
- The icon is circular in shape to represent the the semi-conductor wafer that SkyWater produces. The wafer is comprised of stylized “data blips” that form the sky and reflective pattern in the water. The colors represent the Aurora Borealis (Northern Lights) as they commonly appear over the Minnesota night sky.
- This is the main logo that should be used across all primary brand applications whenever possible. It is essential to the success of the brand that the logo always be applied with care and respect in every application.

skywater

skywater

Minimum Size

The smallest size the logo should be represented is 1” high.

©2022 SkyWater Technology

SkyWater Secondary Logo

- SkyWater's secondary logo in landscape orientation can be used to replace the primary. Always try to use the primary logo as a first option, but if the application is not conducive, use the secondary logos.
- The symbol icon can be used when the full primary logo is not necessary or in cases where the brand name is already displayed in plain text. For example, the symbol could be used as a profile picture on social media or web page icon, since the username/site will be adjacent to it in plain text.
    - It is an exception to use the circuit icon without the SkyWater word mark.
    - Please work with Corporate Communications if you have a need to use just the circuit icon.

Horizontal

1. Logo in landscape orientation.

Symbol Alone

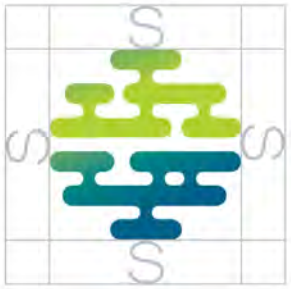
2. SkyWater mark without any text lockups.

©2022 SkyWater Technology

SkyWater Logo Clear Space

To ensure legibility, always keep a minimum clear space around the logo.

This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd and lessen the impact of the mark.



©2022 SkyWater Technology

Unacceptable Use

For maintaining the integrity of the brand, don't compromise the look of the logo by rotating, skewing or distorting it in any way. Here are a few examples of some ways you should never use the logo.

1. Don't rotate the logo.
2. Don't stretch the logo.
3. Don't place items within the clear space.
4. Don't resize any part of the logo.
5. Don't rearrange any element of the logo
6. Don't use a logo containing Foundry or Technology
7. Don't add a location (or anything else) to the logo.
8. Don't change the colors of the logo.
9. Don't use the logo on unacceptable backgrounds. If you are unsure, please ask the Marketing department for guidance.

1.

2.

3.

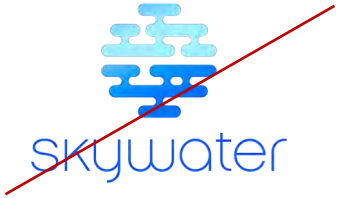
4.

5.

6.

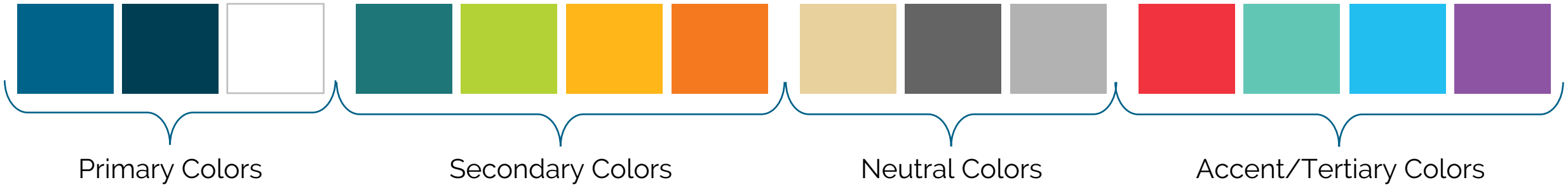
7.

8.



©2022 SkyWater Technology

SkyWater Color Palette



Color Usage Gauge
Always lead with the primary brand colors.

skywater

©2022 SkyWater Technology

SkyWater Color Palette

Primary Colors

SkyWater Blue
PMS 3025
CMYK: 100, 0, 0, 54
RGB: 0, 99, 138
HEX: #006084

SkyWater Dark Blue
PMS 7477
CMYK: 97, 67, 47, 37
RGB: 0, 63, 83
HEX: #003F53 Paint: SW6503 Bosphorus

White
CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX: #ffffff
Paint: SW7757 High Reflective White

Secondary Colors

Teal
PMS 7718
CMYK: 75, 2, 0, 53
RGB: 30, 118, 120
HEX: #1E7678

Lime Green
PMS 2299 CMYK: 15, 0, 75, 18 RGB: 179, 210, 53 HEX: #B3D235

Yellow
PMS 1235
CMYK: 0, 19, 89, 12
RGB: 225, 182, 24
HEX: #E1B618

Orange
PMS 158
CMYK: 0, 51, 87, 4
RGB: 245, 121, 31
HEX: #F5791F

Neutral Colors

Sand
PMS 468
CMYK: 0, 10, 33, 9
RGB: 233, 209, 157
HEX: #E9D19D

Dark Gray (60% Black)
PMS Cool Gray 10 C
CMYK: 0, 0, 0, 60
RGB: 102, 102, 102
HEX: #666666
Paint: SW7075 Web Gray

Light Gray (30% Black)
PMS 421
CMYK: 0, 0, 0, 30
RGB: 178, 178, 178
HEX: #B2B2B2

Accent/Tertiary Colors

Red
PMS Red 032 C
CMYK: 0, 79. 74, 6
RGB: 240, 51, 62
HEX: #F0333E

Mint Green
PMS 570
CMYK: 51, 0, 9, 22
RGB: 98, 198, 181
HEX: #62C6B5

Bluebird
PMS 306
CMYK: 86, 21, 0, 6
RGB: 34, 190, 240
HEX: #22BEF0

Purple
PMS 258
CMYK: 13, 48, 0, 36
RGB: 141, 84, 163
HEX: #8D54A3

skywater

©2022 SkyWater Technology

Accent Color Usage

Certain color combinations can be used for specific applications. For example, red, white and blue from the main color palette can be combined for Government designs. Or using the tan from our main color palette and adding in a light brown to create a metallic gradient can be used to feature elements of sand or copper. Please note that accent colors and gradients should be applied to no more than 10% of the overall design.

Accent Colors—Government

PMS 185
RGB: 240, 51, 62

White

RGB: 255, 255, 255

PMS 3025
SkyWater Blue
RGB: 0, 99, 138

Accent Colors—Earth

PMS 468
Sand
RGB: 233, 209, 157

PMS 729
RGB: 175, 130, 86

PMS 876
Gradient provided in PowerPoint template

Gradients

Green to blue

Yellow to red

Copper

Green to light blue

Yellow to orange

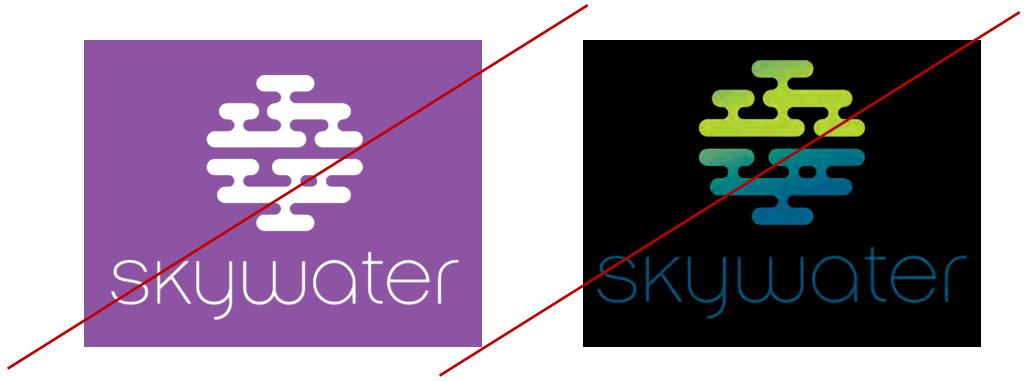
Sand to copper

©2022 SkyWater Technology

Color Usage

The logo will be used in full color as often as possible and on a white background, with secondary colors and white being the options as shown in the logos to the right.

The white versions are to be used when placed against the brand's primary or secondary colors. Accent colors should not be used as background colors (as shown in the example of a white logo on purple background and a color logo on most color backgrounds below).



PMS 3025 SkyWater Blue

PMS 7477

PMS Orange 021

PMS 382

©2022 SkyWater Technology

Color Usage Gauge

Always lead with the primary brand colors.

Primary brand colors should be used at 40% white and 30% SkyWater blue and/or dark blue for a total of 70%.

Secondary colors 20% or less

Accent colors and gradients 10% or less

skywater

©2022 SkyWater Technology

Typography Palette

Typography Palette

Raleway is the approved typefaces for **all** professionally designed SkyWater-branded communications. This type family is available as an open-source download. For email and Microsoft applications, Arial may be substituted.

Raleway Bold

Raleway Regular

aBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

Arial Bold

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

©2022 SkyWater Technology

skywater