

# Brand Structure

When referencing our company and brand hierarchy in copy or headlines—including PR materials, social media content, or introductions to influencers or partners—please follow the fixed naming formats below:

## Company Brand

Anker Innovations

## Category Brands

Anker  
eufy  
soundcore

## Sub-Brands

Anker SOLIX  
eufyMake

Company Brand

ANKER  
Innovations

Category Brands

ANKER

eufy

soundcore

Sub-Brands

ANKER SOLIX

eufy Make