Agenda

03 Purpose
04 Name
06 Identity
11 Sub-Brand and Value Add Logos
13 Brand Typestyle
15 Brand Palette
18 Product Images
22 Booth Design
The Purpose

of this document is to set guidelines for the proper usage of the SUPERMICRO® logo. The logos are designed to convey a particular message to our customers: a message of Supermicro’s vital role as a premier technology leader with superior engineering expertise, product integrity, a passion for quality and a company that is intelligent, innovative and energetic.

The proper and consistent use of each of the Supermicro logos helps to present, preserve and grow Supermicro’s Corporate Brand Identity. By consistently applying these guidelines, you will play an important role in protecting and strengthening one of our most valuable corporate assets: the Supermicro® logo and trade name while helping build the Supermicro Brand Value & Strength.
## Correct Name Usage

| **SEC (Formal) registered company name:** | **Super Micro Computer, Inc** |
| **Industry Trade Name:**                | **Supermicro**                |
| **Nasdaq Ticker**                       | **SMCI**                      |
Corporate Identity
Corporate Identity

**Ellipse Logo**

The Supermicro logo incorporates a “Green C” shape symbolizing the Green Computing nature of our Company. The “C” also represents Computing, Communication, Content, Culture, Connectivity and Collaboration, all important core values that drive our company success. The orbit of the “C” circle signifies the dynamic and exciting market we create, revolve around and influence.

The Supermicro Swirl logo is comprised of three uniquely distinctive elements:

1) A green up tilted circle

2) The traditional text logo comprising
   a. a red or gold dot.
   b. on a white background
Corporate Identity

Color

Blue – Pantone 654C
CMYK: 100 | 84.26 | 30.7 | 16.67
RGB: 0 | 5 | 112
HEX/HTML 003A70

Green – Pantone 355C
CMYK: 91 | 0 | 100 | 0
RGB: 0 | 150 | 57
HEX/HTML 009639

Red – Pantone 1795C
CMYK: 8.98 | 98 | 92.97 | 1.1
RGB: 210 | 38 | 48
HEX/HTML D22630

Gold – Metallized Foil #125
Corporate Identity

Authorized Logo Usage

White Center Fill

The inside of the Supermicro ellipse is filled with white. In signage this area is expected to be filled with white light but in case this is not possible, a white center fill is required.

Unobstructed Space

The logo should be unobstructed with enough space between it and any other graphical element to the space approximate to the letter “S” in the logo itself on all sides.
Corporate Identity

Legacy Text Logo
Requires Specific Authorization from Marketing Management

The Supermicro logo is comprised of two unique elements: wording (Times New Roman PS, Upper and Small Caps) and the red circle. The Supermicro logo must be treated as ONE COMPLETE ELEMENT and resized proportionally.

To ensure readability, the logo should always appear on a white or light-colored background. Other color backgrounds are not allowed.

NOTE: Never reproduce the Supermicro wording by hand or substitute it with another typeface. Do not alter the letters, redraw them or re-space the elements.
Badges

Identity

X13 SERVER PLATFORMS

X12 SERVER PLATFORMS

X11 SERVER PLATFORMS
Corporate Typestyle
Corporate Typestyle

Myriad Type Family

**Headline**: Myriad Pro Condensed

**Subhead**: Myriad Pro Condensed Bold

**Body Copy**: Myriad Pro Condensed

Body Copy
Brand Palette
## Color

### Primary

<table>
<thead>
<tr>
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**Pantone 654C**

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<tr>
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**Pantone 355C**

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<tbody>
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<tr>
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**Pantone 1795C**

### Gradient Colors

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**Pantone 2985C**

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**Pantone 282C**

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<tr>
<td>CMYK</td>
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**Pantone 2010C**

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**Pantone Cool Gray 7 C**

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**Pantone 7460C**

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Pantone 2985 80% of Blend Coverage
Background Images

Supermicro Blue Hues

High-Tech Related Background Color Images
We here at Supermicro pride ourselves in the innovation of our server products so it’s most prominent in most every asset. It is our highest priority, the foot that we lead with and the difference between us and the industry.
Product Image Usage

Hero Shots

Used for Advertising, Homepage and Landing Page Banners

Low Angle

Steep Dramatic Angle
Product Image Usage
Catalogue Photography Angles

 fronts

 Rear View

 ¾ View

 Top View
Product Image Usage
Web Thumbnail Angle

1U

2U

3 to 10U
Event Booth Design

Supermicro looks to deliver a brand-consistent experience from event to event around the globe. Through engaging in-person environments, we continue to share our broadest portfolio of innovative server technology, first-to-market high-performance and Green-Earth Power Efficiency. Better. Faster. Greener.

This section serves a baseline guide for that purpose.
Event Booth Design

Space Size

20 x 20
For Booth Space in and around
20 x 20 ft.

30 x 50
For Booth Space in and around
30 x 50 ft.
Event Booth Design

Construction Support Options

Cable Rigged Supported

Overhead structure supported by cables hanging from overhead structure

Ground Supported

Overhead structure supported by ground seated columns dressed with frosted semi-transparent material
Event Booth Design

Layout

Front Theatre

Side

Floor Plan

Placement for Multimedia Graphics to be used in place of Product Graphics

Conference Room

Presentation Stage

Event Booth Design

Layout

Front Theatre

Side

Floor Plan

Placement for Multimedia Graphics to be used in place of Product Graphics

Conference Room

Presentation Stage
Event Booth Design

Color Options

Option 1
Blue Counter
White Floor

Option 2
White Counter
Blue Floor

Option 3
White Counter
White Floor
Event Booth Design

Color Palette

Identity/Dynamic

R - 210
G - 39
B - 48

R - 255
G - 164
B - 0

R - 0
G - 151
B - 57

R - 0
G - 58
B - 112

R - 16
G - 130
B - 196

R - 70
G - 45
B - 132

Neutral

R - 84
G - 86
B - 90

R - 118
G - 119
B - 122

R - 151
G - 152
B - 154

R - 200
G - 200
B - 200

R - 217
G - 216
B - 214

R - 244
G - 244
B - 244