



2025 Style Guide

3.01



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01

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.

Corporate Name

Correct Name Usage

SEC (Formal) registered company name:

Super Micro Computer, Inc.

Industry Trade Name:

Supermicro

Nasdaq Ticker

SMCI

Corporate Description

Corporate Description

- Under 50 words

Supermicro® (NASDAQ: SMCI), with 30+ years of leadership in AI, Enterprise, cloud, and 5G Telco/Edge Infrastructure solutions, pioneers the industry with Building Block Solutions® and Green Computing servers. Its customizable, efficient, and sustainable IT offerings such as liquid-cooling technology redefine performance standards and environmental responsibility. --- 45 words

- Around 90 words:

Supermicro® (NASDAQ: SMCI), founded and headquartered in San Jose, California, is a global leader in IT solutions with 30+ years of expertise in AI, Enterprise, cloud, and 5G Telco/Edge Infrastructure. Known for its Building Block Solutions® and Green Computing servers, Supermicro offers customizable and sustainable solutions for efficiency and reduced workloads. A pioneer in liquid cooling technology, Supermicro enhances data center efficiency with lower PUE and minimal environmental impact. For more information, visit our website www.supermicro.com, and follow us on LinkedIn, Facebook, and Twitter for updates. --- 86 words

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) with the Red or Gold dot or just all plain text. 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.

SUPERMICRO[®]
Text with Red or Gold Dot

SUPERMICRO[®]
Plain Text

Authorized Partner

Identity



Authorized
Partner

Badges

Identity



Corporate Typestyle

Corporate Typestyle

Myriad Type Family

Headline: Myriad Pro Condensed

Subhead: Myriad Pro Condensed Bold

Body Copy: Myriad Pro Condensed

Headline

SubHead

Body Copy

Brand Palette

Color

Primary

RGB 0 | 58 | 112
HEX/HTML 003A70
CMYK 100 | 71 | 30 | 47



Pantone 654C

RGB 0 | 150 | 57
HEX/HTML 009639
CMYK 91 | 0 | 100 | 0



Pantone 355C

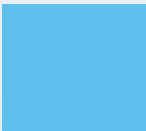
RGB 210 | 38 | 48
HEX/HTML D22630
CMYK 0 | 96 | 93 | 2



Pantone 1795C

Gradient Colors

RGB 94 | 192 | 237
HEX/HTML 5ec0ed
CMYK 56 | 6 | 0 | 0



Pantone 2985C

Secondary

RGB 4 | 30 | 66
HEX/HTML 041E42
CMYK 100 | 90 | 13 | 68



Pantone 282C

RGB 255 | 173 | 0
HEX/HTML FFAD00
CMYK 0 | 35 | 100 | 0



Pantone 2010C

RGB 151 | 153 | 155
HEX/HTML 97999B
CMYK 20 | 14 | 12 | 40

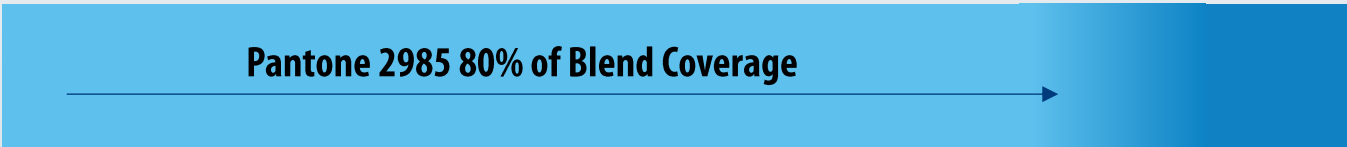


**Pantone Cool
Gray 7 C**

RGB 16 | 130 | 196
HEX/HTML 0C82C4
CMYK 83 | 40 | 1 | 0



Pantone 7460C



Background Images

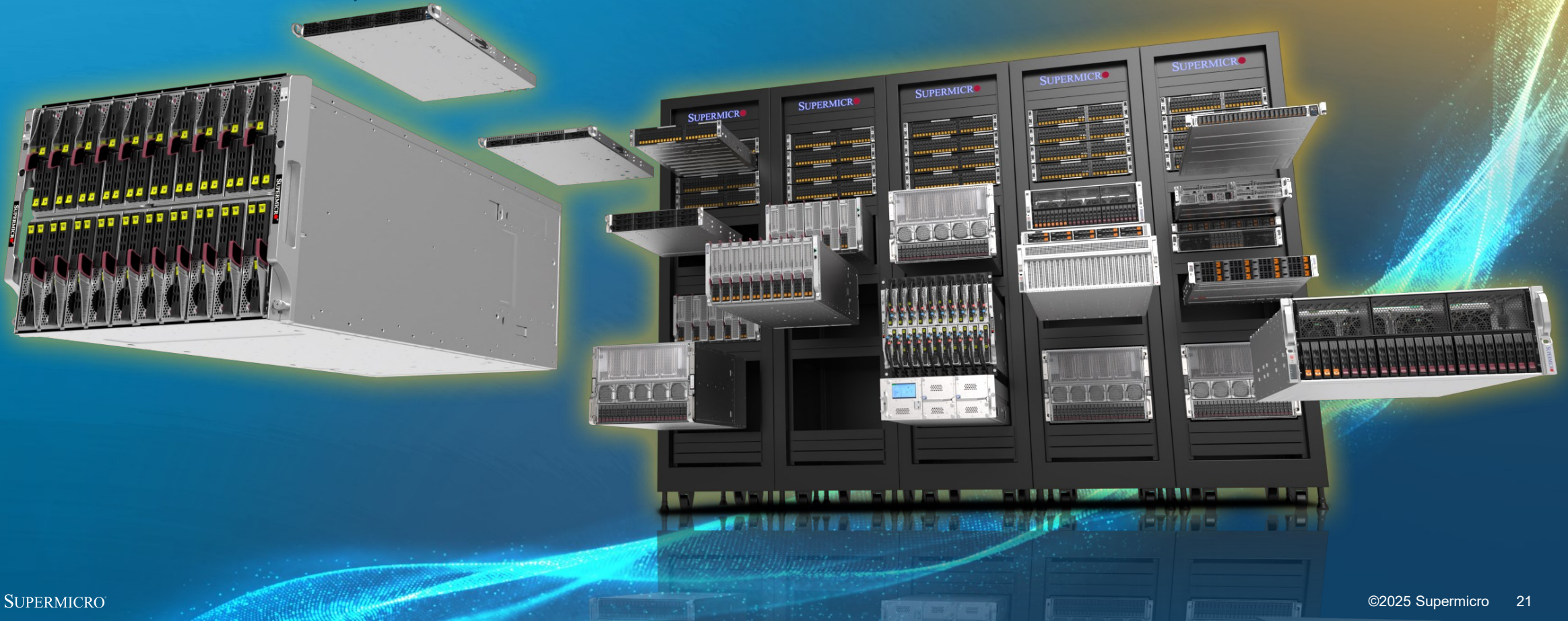
Supermicro Blue Hues

High-Tech Related Background Color Images



Product

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

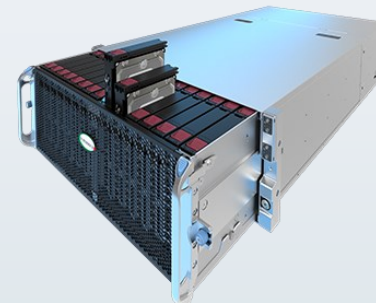
Hero Shots

Used for Advertising, Homepage and Landing Page Banners

Low Angle



Steep Dramatic Angle



Product Image Usage

Catalogue Photography Angles

1U

Hero Angle
(Facing Left & Right)



2U



3 & 4U



8U



Product Image Usage

Catalogue Photography Angles

1U

2U

3 & 4U

8U

Front



Rear View



$\frac{3}{4}$ View



Top View



Product Image Usage

Web Thumbnail Angle

1U



2U



3 to 10U



Event Booth Design

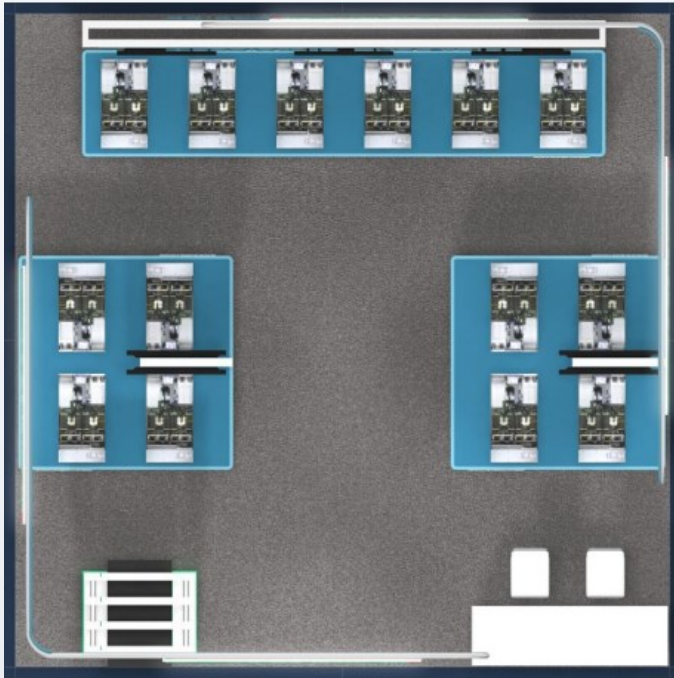
Supermicro looks to deliver a brand-consistent experience from event to event around the globe. Through engaging in-person environments, we continue to share our broadest portfolio of innovative server technology, first-to-market high-performance and Green-Earth Power Efficiency. Better. Faster. Greener.

This section serves a baseline guide for that purpose.



Event Booth Design

Floor Plan Option A with Continuous Counter at Standing Wall



20 x 20 Option A

For Booth Space in and around
20 x 20 ft.



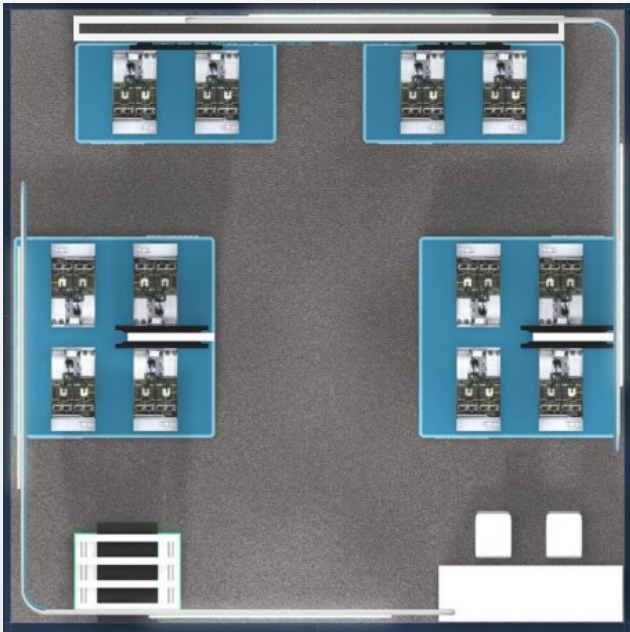
Rendering with Hanging Sign



- Rendering without Hanging Sign
- No Rack Slate
- Counter Design Option

Event Booth Design

Floor Plan Option B with Split Counter at Standing Wall



20 x 20 Option B

For Booth Space in and around
20 x 20 ft.



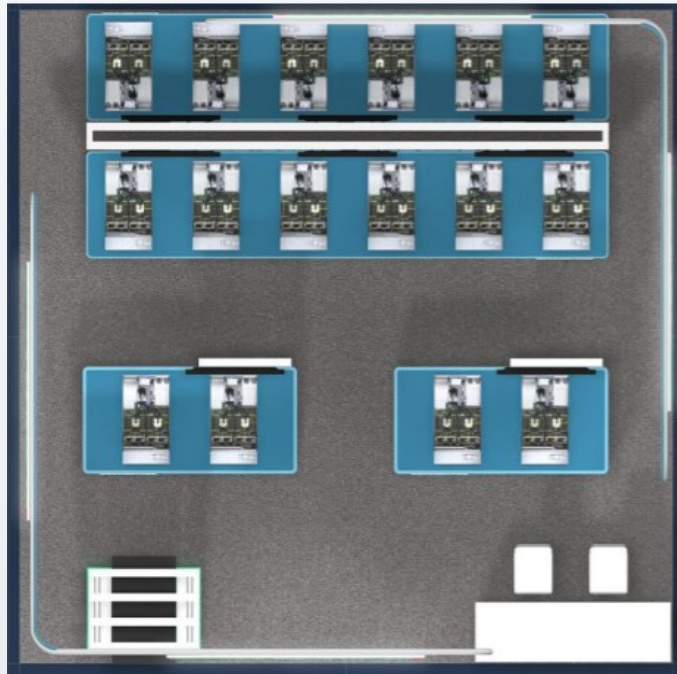
Rendering with Hanging Sign



- Rendering without Hanging Sign
- No Rack Slate
- Counter Design Option

Event Booth Design

Floor Plan Option C with Front and Back Counter at Standing Wall



20 x 20 Option B

For Booth Space in and around
20 x 20 ft.



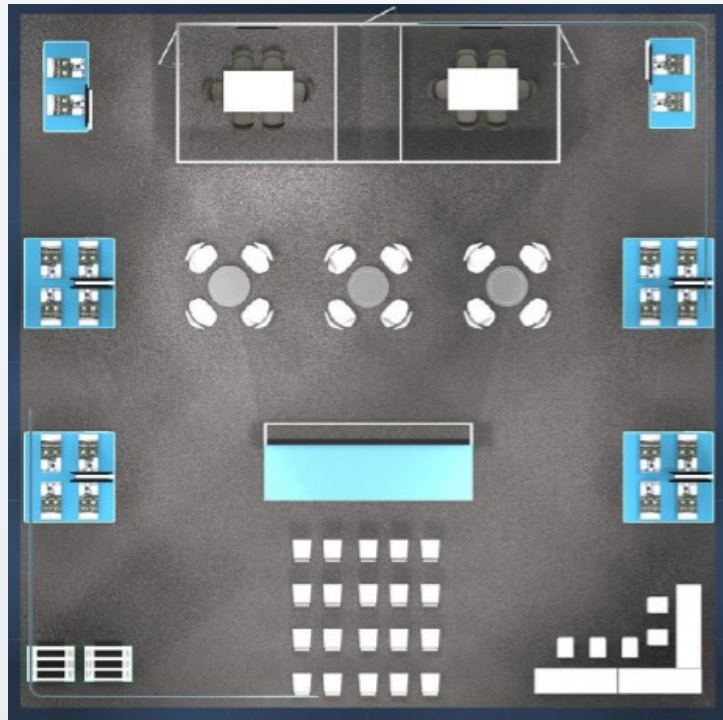
Rendering with Hanging Sign



- Rendering without Hanging Sign
- No Rack Slate
- Counter Design Option

Event Booth Design

50' x 50'



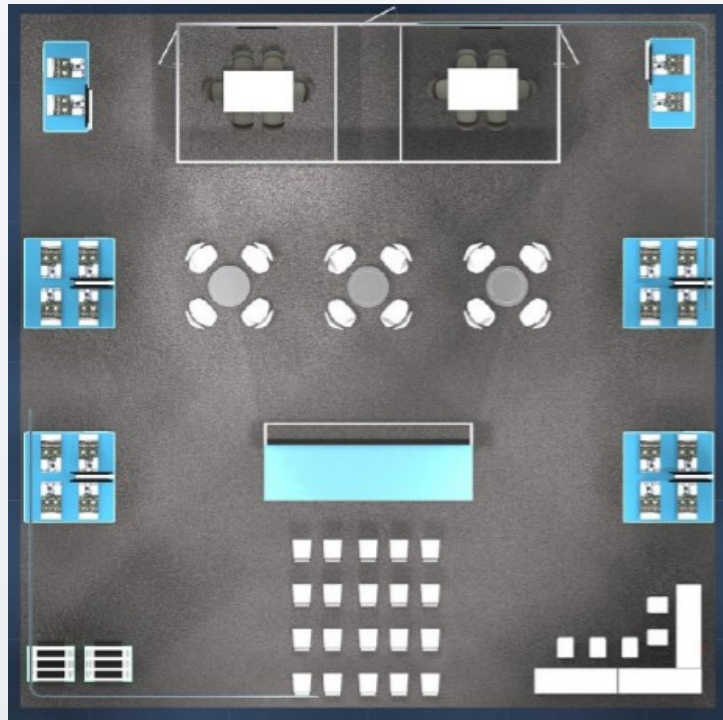
50' x 50' Floor Plan



Rendering with Hanging Sign

Event Booth Design

50' x 50'



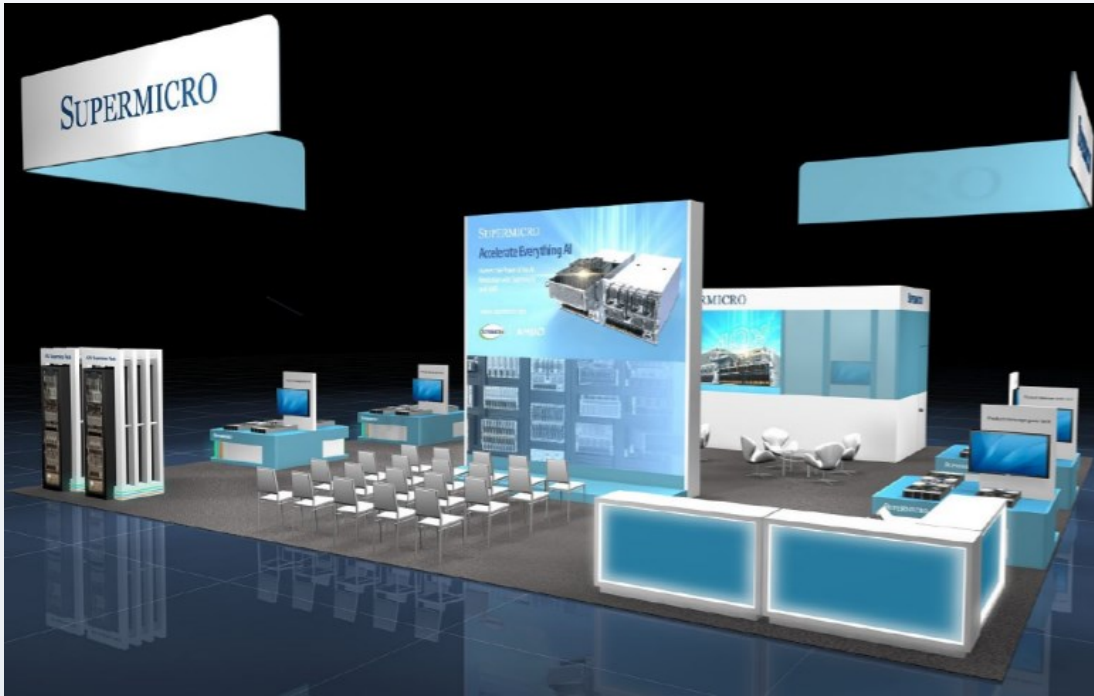
50' x 50' Floor Plan



Rendering with Hanging Sign

Event Booth Design

50' x 50'



Rendering with Hanging Sign

Event Booth Design

Options



Option Kiosk



Option 2 – LED Screen & Lighting



Option 3 – LED Screen

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



Earthtone
Wood Material

Neutral



R - 84
G - 86
B - 90



R - 118
G - 119
B - 122



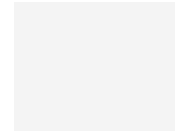
R - 151
G - 152
B - 154



R - 200
G - 200
B - 200



R - 217
G - 216
B - 214



R - 244
G - 244
B - 244



Brushed
Metal Material

