CORPORATE BRAND STYLE GUIDE
TABLE of CONTENTS

PURPOSE 3

NAME 4

IDENTITY 5

VALUE ADD LOGOS 9

TRADEMARKS 10

IMAGE USAGE 12

TYPE 13

EVENTS 14
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 logo helps to present and 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.

The Supermicro logo is a registered trademark of Super Micro Computer, Inc. Creative Assets including product logos, are also property of Supermicro. Third Party Usage is prohibited without authorized written consent.
Correct Name Usage

Our SEC (formal) registered company name is:

Correct for all instances but most appropriate for use with legal documents, Investor Relations and accounting purposes.

Super Micro Computer, Inc. – Please Note there is no “s” on the word “Computer”

Proper usage of the Supermicro Name for Industry Trade Name

Correct for all instances but most appropriate use in advertising, editorials, presentations and proposals.

Note: It is one word and “M” IS NOT Capitalized. For brand strength, it is highly suggested to capitalize the industry name (SUPERMICRO) for tradeshow materials, signage and media releases.

Our Nasdaq Ticker symbol is SMCI (not SMC).

Incorrect Name Usage

Never Use a Capital “M” in the name “Supermicro” when both words are together.

Never Use a the name “Supermicro” as one word when the entire legal name is spelled out.

Never Use a the name “Supermicro” and the word “Computers” as this is an incorrect combination of the legal and trade name.
Corporate Identity

There are currently TWO Supermicro logos in use. Our traditional logo, (which is referred to as a “word mark”) will now be referred to as the Supermicro “TEXT LOGO”. This logo is used as a brand mark on all products.

The NEW logo (which is referred to as a “combination mark or brand mark”) should be referred to as the Supermicro “LOGO ELIPSE.”

The new Supermicro logo incorporates a “Green C” 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 encircling
2) the traditional text logo comprising
3) a red or gold dot.
4) on a white background
5) with a glow around starburst around it

PMS APPROVED COLORS:

Green: Pantone 355C
Blue: Pantone 654C
Red: Pantone 1795C
Gold: Metallized Foils #125

The Supermicro logo is a registered trademark of Super Micro Computer, Inc. Third Party Usage is prohibited without authorized written consent.
Corporate Identity

THE LOGO
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.

LOGO COLORS
For the Supermicro Logo, our authorized corporate color is Pantone® 2756C blue and Pantone 1795C red. The logo may also appear in silver, gold or white, depending on the application and only upon expressed approval by Supermicro Corporate Marketing.

The four-color process equivalent to Pantone® 2756C Blue is 100% Cyan combined with 100% Magenta and 0% Black with 0% Yellow and the red circle is 0% Cyan combined with 100% Magenta and 0% Black with 100% Yellow.

PROPER USAGE

IMPROPER USAGE
Never use a screen tint or shade when reproducing the Supermicro Logo
Corporate Identity

SPACE POSITIONING
When you using the Supermicro Identity Mark in page layouts it should never be crowded by words, other graphics or images. As a rule of thumb there should always be an approximate amount of white space equivalent to the height of the “S” in the Supermicro relative to its size in the logo. This will vary depending on the overall size usage of the logo.

UNAUTHORIZED USAGE
Below are several instances of incorrect usage of the Supermicro logo. Incorrect type usage, color usage, positioning of the circle and inclusion of additional text or objects on, near or around the “Supermicro” logo name is prohibited.

Note: The following logos are not appropriate uses of the Supermicro Branding or Trademarks and do not represent Supermicro the company or products. They have been used historically by some partners who are selling Supermicro complete systems and total solutions.
Authorized Resellers

SPACE POSITIONING
The following logos are in use by Supermicro Authorized Resellers. The logos are for use only by authorized resellers on websites or webpages that exclusively feature Supermicro Products. For resellers interested in using the logos please contact your Supermicro sales representative.
Value-Add Logos

POWER EFFICIENCY LOGOS
The power efficiency logos are used to illustrate the efficiency level of the power supplies. These power supplies are used in both systems and chassis so the logo may be included with any description of both. There are four power efficiency logos to date. They are 93%, 94%, 95% and 96% signs designed to be a stylistic representation of a tree.

The color of the tree must be:
100% Cyan 14% Magenta
100% Yellow 15% Black

The logo can also be used in white on dark background colors.

X SERIES BADGE LOGOS
The X Series Logo are used to highlight the processor compatibility of a SuperServer. There are X9, X10, and X11 versions to date. The badges are illustrative in nature depicting a gold reflective treatment with the Supermicro swirl logo on a deep blue background color with reflective gold trim.

POWER THE CLOUD LOGO
The “We Power the Cloud” Logo was created as a visual identifier to Cloud infrastructure.

The color of the logo is Blue
100% Cyan 90% Magenta
0% Yellow 0% Black
and Red
0% Cyan 100% Magenta
100% Yellow 0% Black

The logo can also be used in white on dark background colors.
## Trademarks

<table>
<thead>
<tr>
<th>Formal Registered Names</th>
<th>Approved Locations for Usage</th>
<th>Industry Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>X-BLADE ®</td>
<td>Europe</td>
<td>X-Blade ®</td>
</tr>
<tr>
<td>X-BLADE ®</td>
<td>TW</td>
<td>X-Blade ™</td>
</tr>
<tr>
<td>X-BLADE ™</td>
<td>USA</td>
<td>X-Blade ™</td>
</tr>
<tr>
<td>WE KEEP IT GREEN ®</td>
<td>USA</td>
<td>We Keep IT Green ®</td>
</tr>
<tr>
<td>SUPERMICRO &amp; Design ®</td>
<td>USA</td>
<td>We Keep IT Green ™</td>
</tr>
<tr>
<td>SUPERO &amp; Design ®</td>
<td>USA</td>
<td>Supero ®</td>
</tr>
<tr>
<td>SERVER BUILDING BLOCK SOLUTION ®</td>
<td>USA</td>
<td>Server Building Block Solution ®</td>
</tr>
<tr>
<td>SUPERO ®</td>
<td>TW</td>
<td>Supero ®</td>
</tr>
<tr>
<td>SUPERMICRO ®</td>
<td>TW</td>
<td>Supermicro ®</td>
</tr>
<tr>
<td>SMCI®</td>
<td>USA</td>
<td>SMCI ®</td>
</tr>
<tr>
<td>SUPERMICRO &amp; Design ®</td>
<td>Europe</td>
<td>Supermicro &amp; Design ®</td>
</tr>
<tr>
<td>SUPERO &amp; Design ®</td>
<td>Europe</td>
<td>Supero &amp; Design ®</td>
</tr>
<tr>
<td>SUPERO &amp; Design ®</td>
<td>Japan</td>
<td>Supero &amp; Design ®</td>
</tr>
<tr>
<td>SUPERMICRO &amp; Design ®</td>
<td>Japan</td>
<td>Supermicro &amp; Design ®</td>
</tr>
<tr>
<td>SUPERMICRO &amp; Design ®</td>
<td>USA</td>
<td>Supermicro &amp; Design ®</td>
</tr>
<tr>
<td>BUILDING BLOCK SOLUTIONS ®</td>
<td>USA</td>
<td>Building Block Solutions ®</td>
</tr>
<tr>
<td>SUPERBOARD ®</td>
<td>USA</td>
<td>SuperBoard ®</td>
</tr>
<tr>
<td>SUPERDOCTOR ®</td>
<td>USA</td>
<td>SuperDoctor ®</td>
</tr>
<tr>
<td>A+ MOTHERBOARD ®</td>
<td>USA</td>
<td>A+ Motherboard ®</td>
</tr>
<tr>
<td>SUPERBLADE ®</td>
<td>Europe</td>
<td>SuperBlade ®</td>
</tr>
<tr>
<td>SUPERBLADE ®</td>
<td>USA</td>
<td>SuperBlade ®</td>
</tr>
<tr>
<td>PERSONALBLADE ®</td>
<td>USA</td>
<td>PersonalBlade ®</td>
</tr>
<tr>
<td>SUPERO ®</td>
<td>USA</td>
<td>Supero ®</td>
</tr>
<tr>
<td>OFFICEBLADE ®</td>
<td>USA</td>
<td>OfficeBlade ®</td>
</tr>
<tr>
<td>SUPERMICRO ®</td>
<td>USA</td>
<td>Supermicro ®</td>
</tr>
<tr>
<td>DATACENTERBLADE ®</td>
<td>Europe</td>
<td>DatacenterBlade ®</td>
</tr>
<tr>
<td>DATACENTERBLADE ®</td>
<td>Japan</td>
<td>DatacenterBlade ®</td>
</tr>
<tr>
<td>DATACENTERBLADE ®</td>
<td>TW</td>
<td>DatacenterBlade ®</td>
</tr>
<tr>
<td>DATACENTERBLADE ®</td>
<td>USA</td>
<td>X-Blade Server ™</td>
</tr>
<tr>
<td>X-BLADE SERVER ™</td>
<td>USA</td>
<td>2U Twin² ™</td>
</tr>
<tr>
<td>2U TWIN² ™</td>
<td>USA</td>
<td>SuperServer ™</td>
</tr>
<tr>
<td>SUPERSERVER ®</td>
<td>USA</td>
<td>TwinBlade ™</td>
</tr>
<tr>
<td>TWINBLADE ®</td>
<td>USA</td>
<td>SuperRack ™</td>
</tr>
<tr>
<td>SUPERRACK ™</td>
<td>USA</td>
<td>Double-Sided Storage ™</td>
</tr>
<tr>
<td>DOUBLE-SIDED STORAGE ™</td>
<td>USA</td>
<td>FatTwin ™</td>
</tr>
<tr>
<td>FATTWIN ™</td>
<td>USA</td>
<td>FAT TWIN ™</td>
</tr>
<tr>
<td>FAT TWIN ™</td>
<td>USA</td>
<td>SuperBook ™</td>
</tr>
<tr>
<td>SUPERBOOK ™</td>
<td>USA</td>
<td>fSMCI ™</td>
</tr>
<tr>
<td>fSMCI ™</td>
<td>USA</td>
<td>fFat Twin ™</td>
</tr>
<tr>
<td>fFAT TWIN ™</td>
<td>USA</td>
<td>fFATTWIN ™</td>
</tr>
<tr>
<td>fFATTWIN ™</td>
<td>USA</td>
<td>BBP ™</td>
</tr>
<tr>
<td>BBP ™</td>
<td>USA</td>
<td>TwinPro ™ and TwinPro² ™</td>
</tr>
<tr>
<td>TwinPro™ and TwinPro² ™</td>
<td>USA</td>
<td>TwinPro ™ and TwinPro² ™</td>
</tr>
</tbody>
</table>
Product Trademarks

SUPERO LOGO
The SuperO logo is used to brand both the motherboards and Desktop/Gaming product lines. The logo is simply the first 5 letters of the “Supermicro” logo using the same typeface with the addition of the red circle. The logo can be reversed out with white letters yet still a “Red” circle when used on dark background colors.

PRODUCT LINE LOGOS
The product line logos are used at the top of any section featuring specific product lines. The typestyle used for these product lines is Myriad Bold with a outline stroke approximately 1/5th the thickness of the letter itself. The color used is a depiction of Gold. It is generated by creating a gradient from dark to light starting with the bottom in the text and then from light to dark starting from the bottom with the outline.

Myriad Bold w/ Outline
Approximately 1/5th the Thickness of the Letter

C=0%, M=0%
Y=50%, K=0%

C=0%, M=40%
Y=100%, K=10%

Inside Letter Gradient
Letter Outline Gradient

Gradient

SUPERO®
Building Block Solutions®
We Keep IT Green®
SuperBlade®
TwinBlade®
DataCenterBlade®
OfficeBlade®
SuperRack®
Double Sided Storage®
2U Twin®
FatTwin™
Image Usage

**NOTE:** All uses of images, either for primary display or for use as a background image, must be a Supermicro created image, (ie. Illustrated or photographed by inhouse team) a licensed purchase (ie. istockphoto.com purchase), or a specifically authorized from the owner of the image with SMC Marketing Manager’s approval. Use of randomly acquired images from the internet is strictly prohibited. Any image provided by PM must meet the requirements mentioned above.

**Brand Background Images**

Branded background images include the Blue Sky image, a DataCenter Image, as well as a DataCenter/Green Pasture/Blue Sky Image. When in doubt start with one of these images.

**Background Images**

Color
To remain in line with Supermicro’s brand image background images that contain a majority of blue in color usually a medium sky blue in tint similar to 100% Cyan. Ranges from medium sky blue to a darker blue similar to PMS Pantone Reflex Blue is acceptable.

Style
Abstract images that depict technology either in an abstract manner or more direct is the expectation.

**Secondary Images**

A Secondary Image would be an image aside from the product image that helps depict the intent of the product. Such a image may refer to an industry or application. These images are usually thumbnail size or background image.
Corporate Type

The Corporate Type is the typestyle or styles allowed for use in any and all documents.

**Times New Roman PS**

**Myriad Pro Bold**

*or*

**Times New Roman Bold Italic**

**Myriad Pro Bold**

**Myriad Pro Bold**

**Myriad Pro Bold**

**Myriad Pro Bold**

**Times New Roman PS**

**Myriad Pro Regular**

**Myriad Pro Regular**
Events

TRADESHOW BOOTH STYLE GUIDE

CONSTRUCTION STYLE THEMES
Historically Supermicro construction styles have made use of soft curves, oval designs and arc shapes in a futuristic manner. This partially lends compliment to the elliptical Supermicro logo.

COLOR REQUIREMENTS

Primary Background color
Color requirements

Gradient

C=100, M=78, Y=7, K=0

C=88, M=6, Y=2, K=0

C=41, M=11, Y=5, K=0

Secondary Colors

White - C=0, M=0, Y=0 K=0

Reflex Blue: C=100, M=90, Y=0, K=0

Cool Gray: C=3, M=11, Y=5, K=64

Tertiary or Light Trim Colors

Imitation Gold: C=3, M=15, Y=100, K=0
SuperO COLOR REQUIREMENTS

Gamers Gray: C=8, M=6, Y=0, K=82

Slate Gray: C=2, M=1, Y=0, K=19

Orange: C=8, M=71, Y=100, K=0

AMD COLOR REQUIREMENTS

Green: C=85, M=15, Y=100, K=0

BOOTH HEADLINES AND TEXT

HEADLINES
Myriad Condensed Regular
in Reverse White Text
Line Spacing: 0
Leading: Auto

SUBHEAD
Myriad Regular
in Imitation Gold Color Text
Line Spacing: 0
Leading: +30% of Point Size

BODY COPY
NOTE: There shouldn’t be a need for this type of detailed text on Tradeshow booth signage but just in case the details are as follows
Line Spacing: 0
Leading: Auto

Myriad Regular
in White Color Text

Application-Optimized Server Solutions
Exactly the Best Performance & Density at Enterprise Scale

A Fortune 100 Enterprise deploys over 50,000 Supermicro® MicroBlade™ servers at its Silicon Valley data center.
With a PUE of 1.06, and Intel® Xeon® Scalable Processors it achieves an 88% improvement in energy efficiency and over $13M in annual savings.
Booth “Style” Example

Supermicro provides world-class Tier 1 total server solutions with the broadest lineup of advanced server hardware, leading edge technology and better cost. We do this with in-house design, manufacturing, assembly and a full complement of software and services.

The innovation that goes into the development of our products, and our commitment to superior quality (product manufacture/customer service) needs to be expressed in our presence at the events we attend. The design of the booth is an important part of this.

Historically, our most impressive booths have combined curves, arc shapes and ovals with down, back and accent lighting, to create a futuristic, high quality feel.

Here are examples from previous events.