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

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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

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Correct Name Usage

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

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Corporate Identity

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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*

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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

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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.

Unobsructed 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.

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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.

SUPERMICRO®

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Authorized Partner

Identity

Authorized
Partner

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Badges
Identity

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Corporate Typestyle

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Corporate Typestyle

Myriad Type Family

Headline: Myriad Pro Condensed

Subhead: Myriad Pro Condensed Bold

Body Copy: Myriad Pro Condensed

Headline

SubHead

Body Copy

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Brand Palette

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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

Secondary

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

Pantone 282C

RGB	255 | 173 | 0
HEX/HTML	FFAD00
CMYK	91 | 0 | 100 | 0

Pantone 2010C

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

Pantone Cool Gray 7 C

Gradient Colors

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

Pantone 2985C

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

Pantone 7460C

Pantone 2985 80% of Blend Coverage

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Background Images

Supermicro Blue Hues

High-Tech Related Background Color Images

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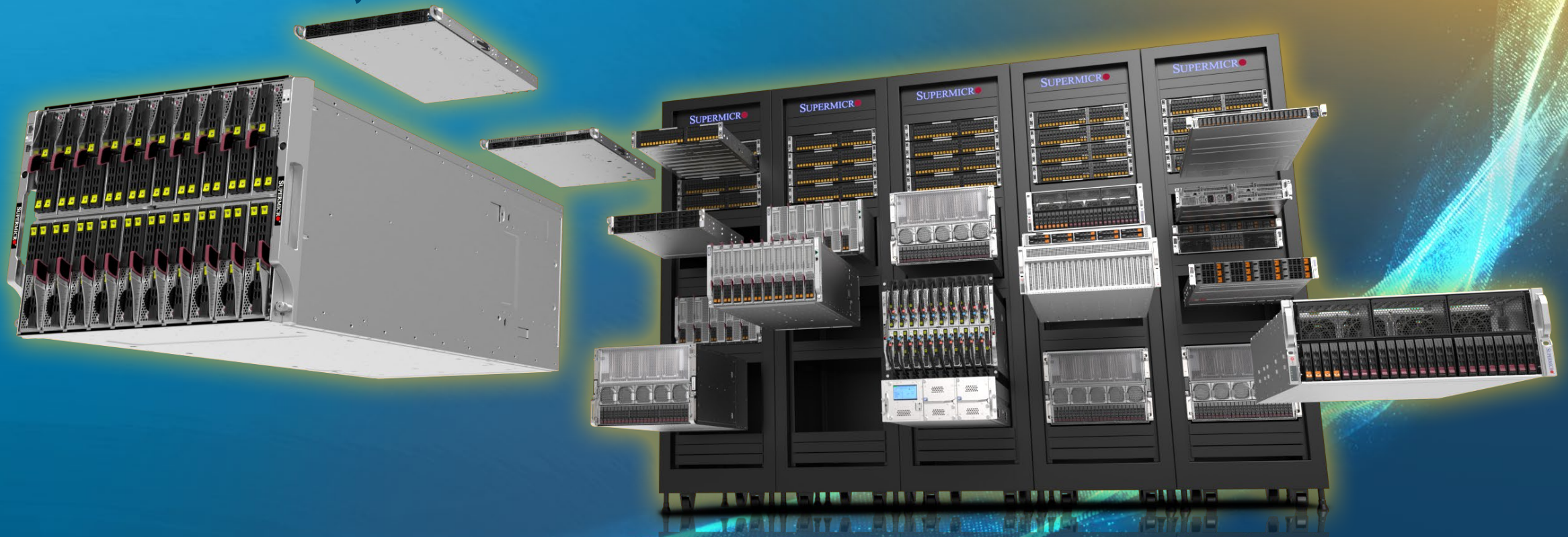
Product

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.



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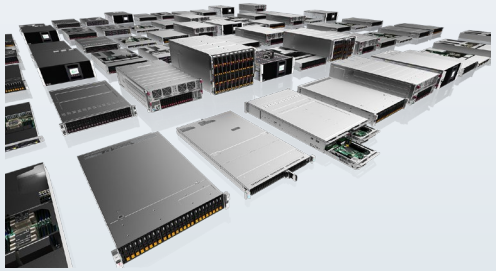
Product Image Usage

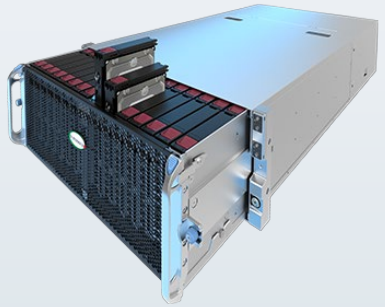
Hero Shots

Used for Advertising, Homepage and Landing Page Banners

Low Angle

Steep Dramatic Angle





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Product Image Usage

Catalogue Photography Angles

	1U	2U	3 & 4U	8U
Front				
Rear View				
¾ View				
Top View				

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Product Image Usage

Web Thumbnail Angle

1U

2U

3 to 10U

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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.

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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.

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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

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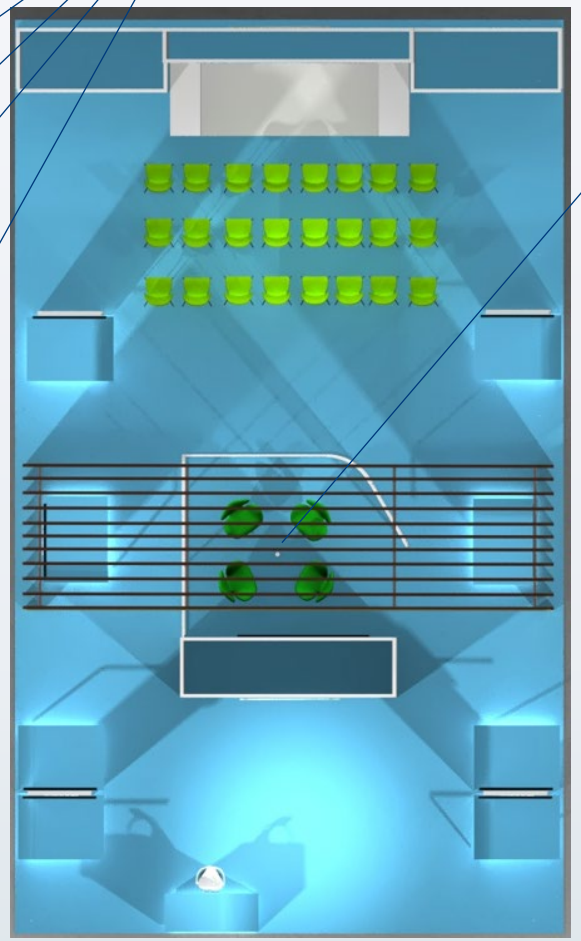
Event Booth Design

Layout

Front

Side

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



Floor Plan

Conference Room

Presentation Stage

Theatre

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Event Booth Design

Color Options

Option 1
Blue Counter
White Floor

Option 2
White Counter
Blue Floor

Option 3
White Counter
White Floor

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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

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