

## SUPERMICRO New Logo Guidelines – April 2015

The SUPERMICRO<sup>®</sup> 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<sup>®</sup> logo and trade name while helping build the SUPERMICRO Brand Value & Strength.

### SUPERMICRO CORRECT COMPANY REFERENCE

- Our SEC (formal) registered company name is:
  - Super Micro Computer, Inc. – there is no "s" on the word "Computer"
- Our trade/industry name is SUPERMICRO. ONE word.
- Do not use a capital "M" in the middle of the word "Supermicro"
- For brand strength, it is highly suggested to capitalize the industry name (SUPERMICRO) for tradeshow materials, signage and media releases.
- CORRECT Usage
  - SUPERMICRO (industry trade name)
  - Super Micro Computer, Inc. (formal registered name)
- INCORRECT Usage
  - SuperMicro
  - Super Micro
  - Supermicro Computer Inc
  - Supermicro Computers
- Our Nasdaq Ticker symbol is **SMCI** (*not SMC*).

**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 SWIRL**”.



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

### Correct Usage:

On Dark Background



On Light Background



## PMS APPROVED COLORS:

Green: Pantone 355C

Blue: Pantone 654C

Red: Pantone 1795C

Gold: Metallized Foils #125

## BUILD BRAND EQUITY IN TEXT

The SUPERMICRO® name carries clout and quality as part of the equity it has earned throughout the years. It is important to recognize the importance of brand value using the company name in text or headlines. This is another opportunity to build our brand. As with other brand elements, it requires consistency and appropriate use to build lasting value.

The Supermicro name should appear appropriately in several ways, depending on usage: in text as a word mark (preferable in Times New Roman PS font), or in a specified graphic form as a brand mark or Text Logo (as shown below).

*Along with the new Supermicro Logo Circle (as shown above), these are the only two logos allowable for usage in all media vehicles today.*

Supermicro (word mark Times New Roman font 28)

SUPERMICRO® (Text Logo)

For Tradeshows, it is advisable to apply the corporate name in all caps, to build brand recall and improve brand strength:

SUPERMICRO (word mark – all caps - Times New Roman font 28)

## The LOGOS

The Supermicro TEXT logo is comprised of two unique elements:

The Logotype (Times New Roman PS, Upper C “S” and Small Caps) and the red or gold circle.

The Supermicro brand 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.

Never reproduce the Supermicro brand mark by hand or substitute it with another typeface. Do not alter, redraw or re-space the elements.

- The enclosed information addresses the correct and proper treatment of the Supermicro brand mark for use in advertising, technical, collateral and other printed, web or visual materials.
- Remember that the figures you see may not be the actual size. Please do not measure from your monitor screen or from a printout.
- Always use the authorized electronic logo artwork provided by Supermicro Corporate Marketing. Extended guidelines and authorized artwork and approved logo colors may be requested at [marketing@supermicro.com](mailto:marketing@supermicro.com)