




C O R P O R A T E   B R A N D   S T Y L E   G U I D E



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## PURPOSE

**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.

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

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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.

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

*Proper usage of the Supermicro Name for **Industry Trade Name***

*This is correct for all instances but most appropriate use in advertising, editorials, presentations and proposals*

Supermicro

*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.*

SUPERMICRO

*Our Nasdaq Ticker Symbol is SMCI (not SMC).*

SMCI

# Incorrect Name Usage

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

~~SuperMicro~~  
~~Super-Micro~~

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

~~Supermicro Computer Inc.~~

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

~~Supermicro Computers~~

# Corporate Identity

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



## PMS APPROVED COLORS:

**Green:** Pantone 355C; 98.43-C, 11.6-M, 100-Y, 1.93-K  
**Blue:** Pantone 654C; 100-C, 84.26-M, 30.7-Y, 16.67-K  
**Red:** Pantone 1795C; 8.98-C, 98-M, 92.97-Y, 1.1-K  
**Gold:** Metallized Foils #125

**All White Versions of the Supermicro logo are prohibited**



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

# 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 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

Correct Usage for White and Light Colored Background  
**(Note: For this Usage Background color should not exceed 20% of any tint)**

White Letters Red Circle on Dark Background

Black Logo Only in the case of Black and White Documents

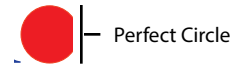
## IMPROPER USAGE

Never use a screen tint or shade when reproducing the Supermicro Logo



Times New Roman PS, Upper and Small Caps

SUPERMICR



## CMYK

C=100%, M=90%  
Y=0%, K=0%

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



## Pantone Mixing System (PMS)

PMS 2756 C

PMS 1795 C



SUPERMICR®

SUPERMICR®

SUPERMICR®

SUPERMICR®

SUPERMICR®

No Tints of Logo Allowed

SUPERMICR®

Background Color Too Dark

# 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 it's size in the logo. This will vary depending on the overall size usage of the logo.



SUPERMICR®

SUPERMICR®

SUPERMICR®

SUPERMICR®

## 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.

• SUPERMICR®

SUPERMICR® •

SUPERMICR •

WWW.  
SUPERMICR®  
.COM

SUPERMICR® •

SUPERMICR®

SUPERMICR®

•®

*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

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## 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.



**SUPERMICRO**  
**Authorized Partner**

**SUPERMICRO**  
**Authorized Partner**



# Value-Add Logos

## 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



## 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, X11, X12, and X13 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

## Formal Registered Names

## Approved Locations for Usage

## Industry Usage

X-BLADE <sup>®</sup>	Europe	X-Blade <sup>®</sup>
X-BLADE <sup>®</sup>	TW	X-Blade <sup>®</sup>
X-BLADE <sup>™</sup>	USA	X-Blade <sup>™</sup>
WE KEEP IT GREEN <sup>®</sup>	USA	We Keep IT Green <sup>®</sup>
SUPERMICRO & Design <sup>®</sup>	USA	We Keep IT Green <sup>™</sup>
SUPERO & Design <sup>®</sup>	USA	Supero & Design <sup>®</sup>
SERVER BUILDING BLOCK SOLUTION <sup>®</sup>	USA	Server Building Block Solution <sup>®</sup>
SUPERO <sup>®</sup>	TW	Supero <sup>®</sup>
SUPERMICRO <sup>®</sup>	TW	Supermicro <sup>®</sup>
SMCII <sup>®</sup>	USA	SMCII <sup>®</sup>
SUPERMICRO & Design <sup>®</sup>	Europe	Supermicro & Design <sup>®</sup>
SUPERO & Design <sup>®</sup>	Europe	Supero & Design <sup>®</sup>
SUPERO & Design <sup>®</sup>	Japan	Supero & Design <sup>®</sup>
SUPERMICRO & Design <sup>®</sup>	Japan	Supermicro & Design <sup>®</sup>
SUPERMICRO & Design <sup>®</sup>	USA	Supermicro & Design <sup>®</sup>
BUILDING BLOCK SOLUTIONS <sup>®</sup>	USA	Building Block Solutions <sup>®</sup>
SUPERBOARD <sup>®</sup>	USA	SuperBoard <sup>®</sup>
SUPERDOCTOR <sup>®</sup>	USA	SuperDoctor <sup>®</sup>
A+ MOTHERBOARD <sup>®</sup>	USA	A+ Motherboard <sup>®</sup>
SUPERBLADE <sup>®</sup>	Europe	SuperBlade <sup>®</sup>
SUPERBLADE <sup>®</sup>	USA	SuperBlade <sup>®</sup>
PERSONALBLADE <sup>®</sup>	USA	PersonalBlade <sup>®</sup>
SUPERO <sup>®</sup>	USA	Supero <sup>®</sup>
OFFICEBLADE <sup>®</sup>	USA	OfficeBlade <sup>®</sup>
SUPERMICRO <sup>®</sup>	USA	Supermicro <sup>®</sup>
DATACENTERBLADE <sup>®</sup>	Europe	DatacenterBlade <sup>®</sup>
DATACENTERBLADE <sup>®</sup>	Japan	DatacenterBlade <sup>®</sup>
DATACENTERBLADE <sup>®</sup>	TW	DatacenterBlade <sup>®</sup>
DATACENTERBLADE <sup>®</sup>	USA	DatacenterBlade <sup>®</sup>
X-BLADE SERVER <sup>™</sup>	USA	X-Blade Server <sup>™</sup>
2U TWIN <sup>2</sup> <sup>®</sup>	USA	2U Twin <sup>2</sup> <sup>®</sup>
SUPERSERVER <sup>®</sup>	USA	SuperServer <sup>®</sup>
TWINBLADE <sup>®</sup>	USA	TwinBlade <sup>®</sup>
SUPERRACK <sup>®</sup>	USA	SuperRack <sup>®</sup>
DOUBLE-SIDED STORAGE <sup>®</sup>	USA	Double-Sided Storage <sup>®</sup>
FATTWIN <sup>™</sup>	USA	FatTwin <sup>™</sup>
FAT TWIN <sup>™</sup>	USA	FAT TWIN <sup>™</sup>
SUPERBOOK <sup>™</sup>	USA	SuperBook <sup>™</sup>
fSMCII <sup>™</sup>	USA	fSMCII <sup>™</sup>
fSMCII <sup>™</sup>	USA	fSMCII <sup>™</sup>
fFAT TWIN <sup>™</sup>	USA	fFat Twin <sup>™</sup>
fFATTWIN <sup>™</sup>	USA	fFAT TWIN <sup>™</sup>
BBP <sup>®</sup>	USA	BBP <sup>®</sup>
TwinPro <sup>™</sup> and TwinPro <sup>2™</sup>	USA	TwinPro <sup>™</sup> and TwinPro <sup>2™</sup>

# 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 (i.e. istockphoto.com purchase), or specifically authorized from the owner of the image with an SMCI 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.



DataCenter

## 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.

## Tech Theme Abstract Images



Medium Blue  
(Cyan)



Dark Blue  
(PMS Reflex Blue)

## Secondary Images

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

## Examples of Industries and Applications for SMCI Products



Automotive  
CAD/CAM



Broadcast  
Media



Science

# Corporate Type

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

Times New Roman PS

BROCHURE, POSTER,  
FLYER SUBHEAD

**Myriad Pro Bold**  
**or**  
*Times New Roman Bold Italic*

BROCHURE, POSTER,  
FLYER SUBHEAD

**Myriad Pro Bold**

WEB HEADERS

**Myriad Pro Bold**

WEB SUBHEADS AND  
BULLET POINTS

**Myriad Pro Bold**

BROCHURE BODY COPY

Times New Roman PS

AD HEADLINE TEXT

Myriad Pro Condensed

AD BODY COPY

Myriad Pro Regular

# Brand Color Palette

## Primary Logo Colors

### Pantone 654C

RGB 0 58 112  
HEX/HTML 003A70  
CMYK 100 71 10 47



### Pantone 355C

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



### Pantone 1795C

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



## Secondary Colors

### Pantone 282 C

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



### Pantone 2010 C

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



### Pantone Cool Gray 7 C

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



## Supermicro Brochure Blue

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



## Gradient



## Gradient Swatches

### Pantone 654C

RGB 0 58 112  
HEX/HTML 003A70  
CMYK 100 71 10 47



### Gradient Blue 1

RGB 24 98 150  
HEX/HTML 186296  
CMYK 92 62 18 3



### Gradient Blue 2

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



### Gradient Blue 3

RGB 34 154 214  
HEX/HTML 229AD6  
CMYK 74 25 0 0



### Gradient Blue 4

*(Supermicro Brochure Blue)*

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

