




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

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***

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

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
- 5) with a glow around starburst around it



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

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

IMPROPER USAGE

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



Times New Roman PS, Upper and Small Caps



20% Taller | 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



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



No Tints of Logo Allowed



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.



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.



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, 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

Formal Registered Names

Approved Locations for Usage

Industry Usage

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

Image Usage

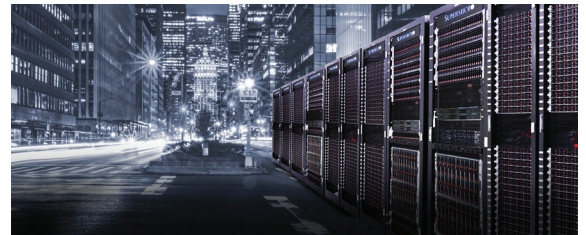
NOTE: All uses of images, either for primary display or for use as a background image, must be a Supermicro created image, (ie. Illustrated or photographed by inhouse team) a licensed purchase (ie. istockphoto.com purchase), or a specifically authorized from the owner of the image with SMC Marketing 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.



Blue and Green Earth



DataCenter

Background Images

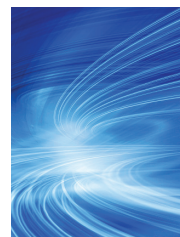
Color

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 a image may refer to an industry or application. These images are usually thumbnail size or background image.

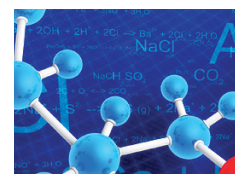
Examples of Industries and Applications for SMC Products



Automotive CAD/CAM



Broadcast Media



Science

Corporate Type

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

BROCHURE, POSTER,
FLYER SUBHEAD

Times New Roman PS

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 Regular

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



Gradient



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



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

RGB 36 170 225
HEX/HTML 24AAE1
CMYK 71 15 0 0

