

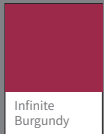
SUPREMA BRAND USAGE GUIDELINES

BASIC SYSTEM

1.1

Logos

This is Suprema's common logo.
used by default.



CMYK 25.93.56.22
Pantone 194C
RGB 161.41.68

Basic

SUPrema

Box Type



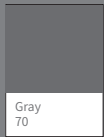
1.1.1

Logos_Slogan Type



Infinite
Burgundy

CMYK 25.93.56.22
Pantone 194C
RGB 161.41.68



Gray
70

CMYK 0.0.0.70
Pantone Cool Grey 9
RGB 120.120.122

Basic

SUPrema
SECURITY & BIOMETRICS

1.1.2

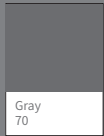
Logos_Box Type

Suprema Logo mark should be visualized by way of Suprema's branding for box and the use of trademarks. If you use the box logo, You must maintain the ratio and use it.



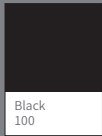
Infinite
Burgundy

CMYK 25.93.56.22
Pantone 194C
RGB 161.41.68



Gray
70

CMYK 0.0.0.70
Pantone Cool Grey 9
RGB 120.120.122



Black
100

CMYK 0.0.0.100
RGB 255.255.255

Basic



Slogan Type



1.2

Corporate Name

The corporate name of Suprema should be using Montserrat (Semibold) Font.

Suprema Inc.

Suprema ID Inc.

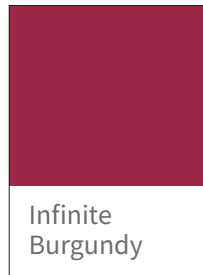
Suprema HQ Inc.

1.3

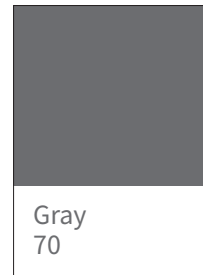
Color

The corporate color is an integral part of the visual identity. The colors as mentioned must be used at all times and applied correctly for visual continuity.

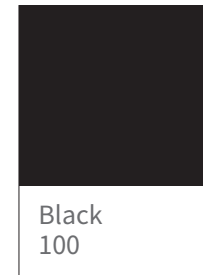
Color Swatch



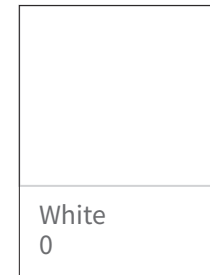
CMYK 25.93.56.22
Pantone 194C
RGB 161.41.68



CMYK 0.0.0.100
Pantone Black
RGB #000000



CMYK 0.0.0.0.
Pantone White
RGB 255.255.255



CMYK 0.0.0.70
Pantone Cool Grey 9
RGB 120.120.122

1.4

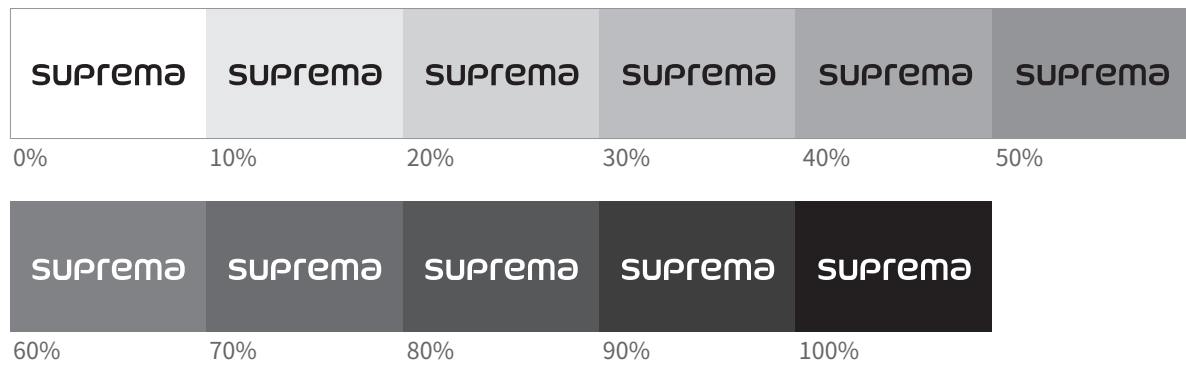
Using the Logo

Suprema Logo should be displayed white Color on a black and infinite burgundy (PANTONE 194C) background.

The black and white version is usually used in communication.



Correct Backgrounds for Black and White Logos



1.5

Logos_Authorized Partner

Basic form

The applicative form 01

Box type

suprema
| AUTHORIZED PARTNER |



1.6

What you Should Avoid

~~suprema~~

~~SUPrema~~

~~suprema~~

~~SUPrema ID~~

~~SUPrema
BIOMETRICS & SECURITY~~

~~suprema~~

~~SUPrema~~

~~SUPrema
BIOMETRICS & SECURITY~~

~~suprema~~

~~suprema
BIOMETRICS NO.1~~

1.7

Sizing the Logo

The clearspace should always be respected when sizing the logo.

Original Size
7mm/ Height
Format: A4 (297x210)
155px X 25px
Format: Web(72dpi)



Minimum Size
4mm/ Height
Format: A4 (297x210)
92px X 15px
Format: Web(72dpi)



Original Size
10mm/ Height
Format: A4 (297x210)
160px X 38px
Format: Web(72dpi)



Minimum Size
7mm/ Height
Format: A4 (297x210)
110px X 26px
Format: Web(72dpi)



Original Size
36mm/ Height
Format: A4 (297x210)
157px X 103px
Format: Web(72dpi)



Minimum Size
20mm/ Height
Format: A4 (297x210)
96px X 63px
Format: Web(72dpi)



1.8

Typeface

Main

Montserrat

Aa

Global leading provider
of Security Solutions

Montserrat Light
Montserrat Regular
Montserrat Medium
Montserrat SemiBold
Montserrat SemiBold
Montserrat ExtraBold
Montserrat Black

Sub

Noto Sans CJK KR

Aa

Global leading provider
of Security Solutions

Noto Sans CJK KR Light
Noto Sans CJK KR DemiLight
Noto Sans CJK KR Regular
Noto Sans CJK KR Medium
Noto Sans CJK KR Bold
Noto Sans CJK KR Black