

# SUPREMA BRAND USAGE GUIDELINES

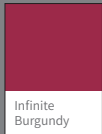
# BASIC SYSTEM

# 1.1

## Logos

Suprema's brand includes the Suprema name, the Suprema logo, the Suprema brand color and the Suprema logotype.

These branding guidelines will help you determine the best way to use our logo.



CMYK 25.93.56.22  
Pantone 194C  
RGB 161.41.68

Basic

SUPrema

Box Type



# 1.2

## Logos\_Slogan Type

This is Suprema's common logo that used by default format. Don't add effects or modify the logo and slogan in any way.



CMYK 25.93.56.22  
Pantone 194C  
RGB 161.41.68



CMYK 0.0.0.70  
Pantone Cool Grey 9  
RGB 120.120.122

Basic

**SUPrema**  
BIOMETRICS & SECURITY

# 1.2.1

## Logos\_Slogan Type

Maintain the size and position relationship between the logo and slogan. Only you can use three types of letter logo when vertical space is an issue. This right arrangements of slogan helps to recognize our slogan.

Capitalize the word “Biometrics & Security” except when it’s part of an web document.

When placing over photography, ensure contrast by placing over dark or light area; find negative space.

Font: Noto Sans CJK KR / Medium

Slogan Color: K70

The applicative form  
01



The applicative form  
02

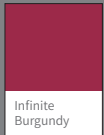


# 1.3

## 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.

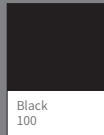
When placing over complex photography or graphics, must use box type logos to recognize our logo and slogan.



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



# 1.4

## Corporate Name

The corporate name of Suprema should be using Noto Sans CJK KR (Medium) Font.

**Suprema Inc.**

**Suprema ID Inc.**

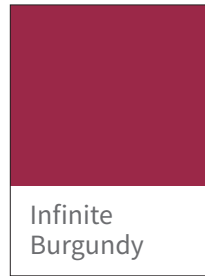
**Suprema HQ Inc.**

# 1.5

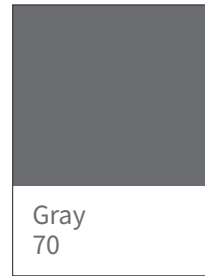
## Color

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.

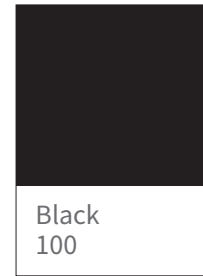
### Color Swatch



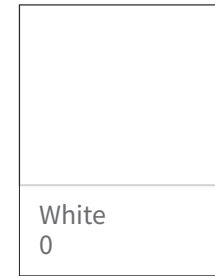
CMYK 25.93.56.22  
Pantone 194C  
RGB 161.41.68



CMYK 0.0.0.70  
Pantone Cool Grey 9  
RGB 120.120.122



CMYK 0.0.0.100  
Pantone Black  
RGB #000000



CMYK 0.0.0.0.  
Pantone White  
RGB 255.255.255



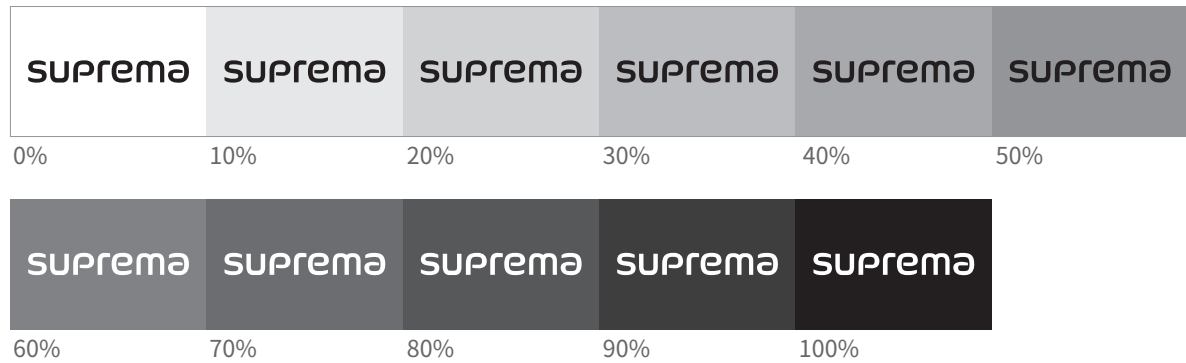
# 1.6

## Using the Logo

Suprema Logo should be displayed white color on a black and infinite burgundy background.



Correct Backgrounds for Black and White Logos



# 1.7

## Authorized Partner Logo

Whenever you need to explain or promote the integration in your marketing materials, use the term “Authorized Partner”.

There are two ways of usage guideline that the standard and default lockup & Alternate lockup. Use this when vertical space is an issue.

Font: Noto Sans CJK KR / Medium

Slogan Color: K70

Basic

**suprema**  
AUTHORIZED PARTNER

Box Type



The applicative form

**suprema** AUTHORIZED  
PARTNER

# 1.8

## What you Should Avoid

~~suprema~~

~~suprema~~

~~suprema~~

~~SUPrema ID~~

~~suprema  
BIOMETRICS & SECURITY~~

~~suprema~~

~~SUPrema~~

~~suprema AUTHORIZED  
PARTNER  
BIOMETRICS & SECURITY~~

~~suprema~~

~~suprema  
BIOMETRICS NO.1~~

# 1.9

## Sizing the Logo

The clearspace should always be respected when sizing the logo.

Original Size	5mm/ Height Format: A4 (297x210)	155px X 25px Format: Web(72dpi)
Minimum Size	3mm/ Height Format: A4 (297x210)	92px X 15px Format: Web(72dpi)



**SUPrema** 5mm



**suprema** 3mm

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)



**SUPrema** 10mm  
BIOMETRICS & SECURITY



**suprema** 7mm  
BIOMETRICS & SECURITY

Original Size	36mm/ Height Format: A4 (297x210)	157px X 103px Format: Web(72dpi)
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Minimum Size	20mm/ Height Format: A4 (297x210)	96px X 63px Format: Web(72dpi)
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# 1.10

## Typeface

Only Noto Sans CJK KR Font is allowed to use. But in technically inapplicable situation, it can be replaced by Myriad Pro Font. All body text of advertising material should be written in Noto Sans CJK KR Font.

Font Type A

## Noto Sans CJK KR

Noto Sans CJK KR Light

ABC  
abc  
123

Noto Sans CJK KR DemiLight

ABC  
abc  
123

Noto Sans CJK KR Regular

ABC  
abc  
123

Noto Sans CJK KR Medium

ABC  
abc  
123

Noto Sans CJK KR Bold

ABC  
abc  
123

Noto Sans CJK KR Black

ABC  
abc  
123

Font Type B

## Myriad Pro