

Suprema Corporate Identity Guidelines

version 2.2

suprema

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The Suprema Corporate Identity Guidelines define the graphic design for Suprema's Corporate Identity (C.I) System to ensure the visual elements used in building Suprema's brand image are applied consistently.

The motif of Suprema's C.I is the infinite potential of products and solutions using Suprema's original technology and accurate implementation of Suprema's C.I can strengthen the influence of Suprema's communications by clearly and consistently maintaining the brand image. This effort starts with complying with the design standards and detailed instructions contained within these guidelines.

When working on Suprema's visual elements, these guidelines must be fully understood, observed with scrupulous attention to detail, and no changes to these elements shall be allowed.

For any inquiries about these guidelines or the use of Suprema's C.I, please get in touch with the Suprema Marketing team, MCS@supremainc.com.

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Basic System

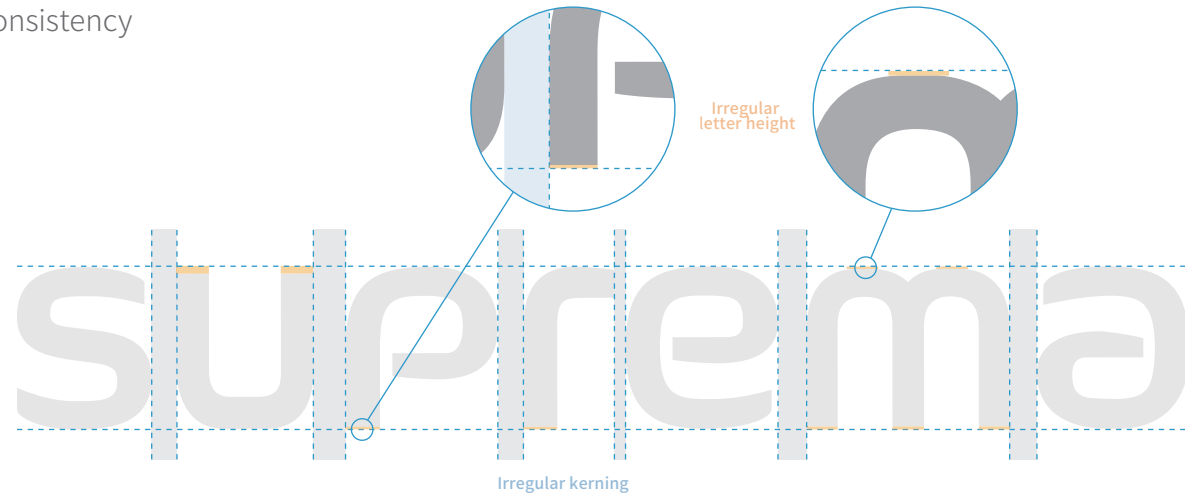
suprema

C.I Renewal

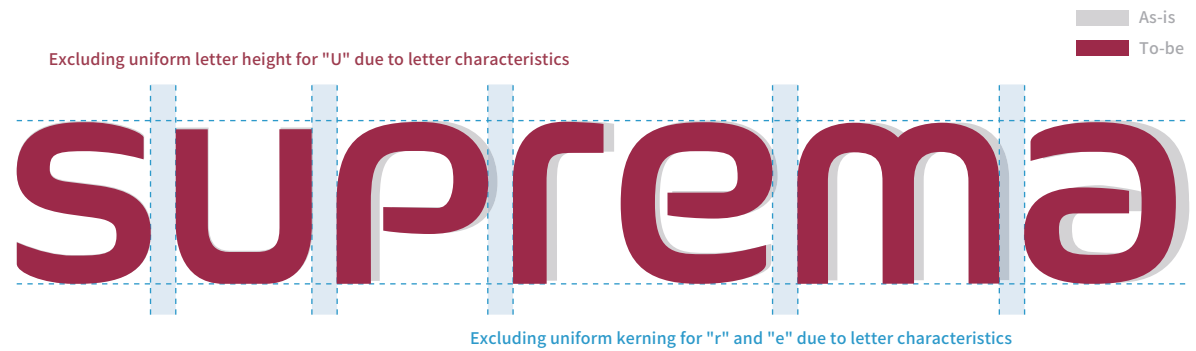
Suprema's new Corporate Identity aims to enhance the brand image with consistent letter height and kerning and more precise and sophisticated letter shapes.

(1) Shape consistency

As-is (~2020)



To-be (2021~)



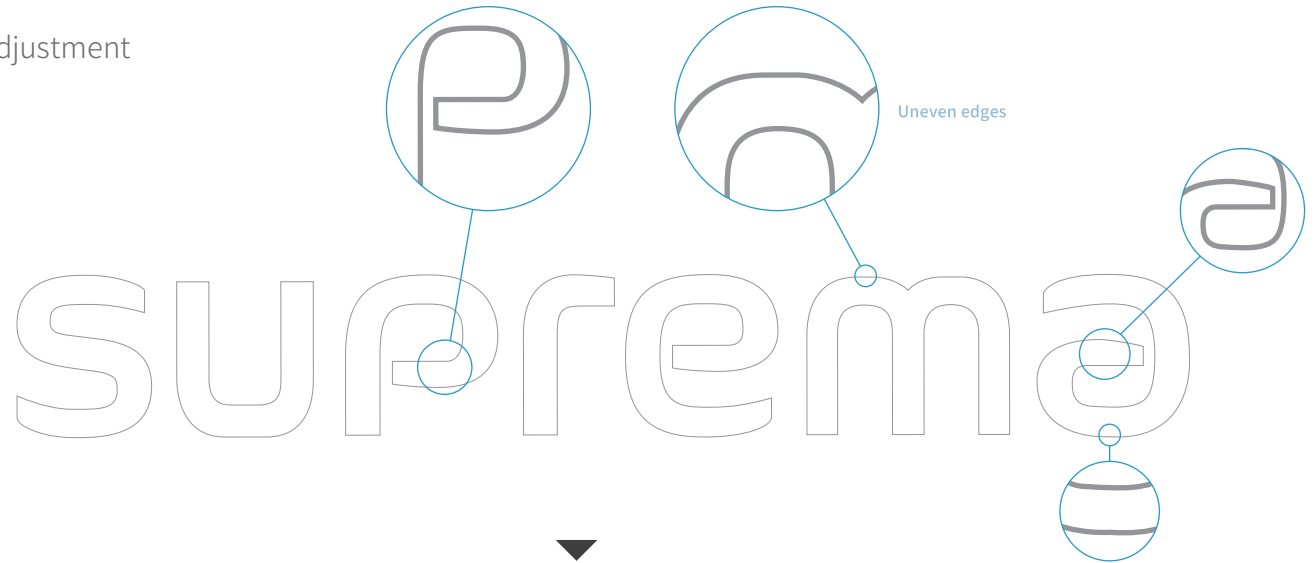
C.I Renewal

Logotype

Suprema's new Corporate Identity aims to enhance the brand image with consistent letter height and kerning and more precise and sophisticated letter shapes.

(2) Shape Adjustment

As-is (~2020)



To-be (2021~)



Letter edges corrected to be smooth and even

C.I

Logotype

This is Suprema's representative logotype. Suprema's C.I is not accompanied by any separate trademark symbol and is symbolized by the logotype only. This is its most basic form and can be used by itself.

The purpose of the clear space is to define the minimum amount of separate empty space that must be visually delineated to increase the visibility of the C.I among surrounding elements.

When the C.I is used, The minimum clear space illustrated here must be maintained so that it is not intruded on by other surrounding elements.

The minimum size is limited to a minimum width of 15 mm.

Renewed Logotype

SUPrema



suprema
Minimum Size: 15 mm

C.I

Slogan

Suprema's slogan is
Security & Biometrics.

This new slogan aims to expand
Suprema's positioning as a total
security & credential solution
provider.

As-is (~2019)

BIOMETRICS & SECURITY



To-be (2020~)

SECURITY & BIOMETRICS

C.I

Slogan Signature

This is Suprema's slogan signature.

The slogan signature is applied whenever it is needed to clarify the target of the media by arranging the slogan together with the logotype.

The minimum size is limited to a minimum width of 25 mm.

SUPrema
SECURITY & BIOMETRICS



Suprema
SECURITY & BIOMETRICS

Minimum Size: 25 mm

C.I

Box-Type Signature

When the box-type logo is used, the box proportions provided in the following section must be observed.

It is recommended that the box-type logo be used for the C.I in complex backgrounds and the footers of marketing materials.

The color of the box signature can be chosen from Infinite Burgundy, Classy Gray, and Confidence Black, and a secondary color may be applied to fit the production environment or the characteristics of the medium.

The minimum size is limited to a minimum width of 30 mm.

Basic



Slogan



C.I

The Suprema Group Logotype

This is the logotype for Suprema's affiliates.

Please use either the Suprema HQ or Suprema AI logotype as the situation demands.

Suprema HQ

SUPrema HQ

Suprema AI

SUPrema AI

C.I

The Suprema Group Name

This is how Suprema's group name should be displayed in Korean/English.

The English company name is written in the Montserrat typeface and the Korean company name is in the Noto Sans KR typeface.

For all typeface guidelines, please refer to the Terms of Use for Designated Typeface page.

English (Montserrat - SemiBold)

Suprema Inc.
Suprema HQ Inc.
Suprema AI Inc.

Korean (Noto Sans KR - Bold)

(주)슈프리마
(주)슈프리마에이치큐
(주)슈프리마에이아이

C.I

Authorized Partners

This is the C.I for Suprema's Authorized Partners.

The previous C.I for Suprema's Authorized Partners is similar to the signature slogan C.I. It may cause confusion, so it has been revised to be more visually distinct by adding lines.

As-is (~2020)

SUPrema
AUTHORIZED PARTNER

SUPrema AUTHORIZED
PARTNER



To-be (2021~)

SUPrema
| AUTHORIZED PARTNER |



SUPrema
| AUTHORIZED PARTNER |
Minimum Size: 25 mm



C.I

Integration Partners

This is the C.I for Suprema's Integration Partners.

The previous C.I for Suprema's Integration Partners is similar to the signature slogan C.I. It may cause confusion, so it has been revised to be more visually distinct by adding lines.

As-is (~2020)

SUPrema
INTEGRATION PARTNER

SUPrema INTEGRATION
PARTNER



To-be (2021~)

SUPrema
| INTEGRATION PARTNER |



suprema
| INTEGRATION PARTNER |
Minimum Size: 25 mm

SUPrema
| INTEGRATION PARTNER |
Minimum Size: 30 mm

Color System

Corporate Colors

Together with C.I, the Color System serves as a key element that builds Suprema's identity.

Infinite Burgundy and secondary / point colors symbolize the infinite potential of products and solutions that use Suprema's original technology and are available for use.

Based on Pantone Colors, these exclusive colors can be implemented with the most precision via spot color printing. Even in the case of four-color printing, the production process must be managed carefully so that the colors of the output can be accurately implemented.

For any inquiries about production, please contact the marketing team.

Primary color

INFINITE BURGUNDY

RGB | 161.41.68
CMYK | 25.93.56.22
Pantone | 194C
Web | #a12944

CLASSY GRAY

RGB | 120.120.122
CMYK | 0.0.0.70
Pantone | Cool Gray 9C
Web | #78787a

CONFIDENCE BLACK

RGB | 0.0.0
CMYK | 0.0.0.100
Pantone | Black 6C
Web | #000000

SUPERIOR PURPLE

RGB | 114.15.128
CMYK | 64.100.0.7
Pantone | 259C
Web | #720f80

Color System

Corporate Colors

Together with C.I, the Color System serves as a key element that builds Suprema's identity.

Grayscale and gradient can be used to deal with deeper content. It is not an essential element in the Suprema color system and can be used in this color as needed.

Based on Pantone Colors, these exclusive colors can be implemented with the most precision via spot color printing. Even in the case of four-color printing, the production process must be managed carefully so that the colors of the output can be accurately implemented.

For any inquiries about production, please contact the marketing team.

Gray Scale

RGB 120.120.122	CMYK 0.0.0.70	Web #78787a
RGB 137.137.137	CMYK 0.0.0.60	Web #898989
RGB 159.160.160	CMYK 0.0.0.50	Web #9fa0a0
RGB 201.202.202	CMYK 0.0.0.30	Web #c9caca
RGB 239.239.239	CMYK 0.0.0.10	Web #efefef

Gradient

#a12944	#d28d97
#542051	#720f80
#720f80	#78787a
#a12944	#720f80

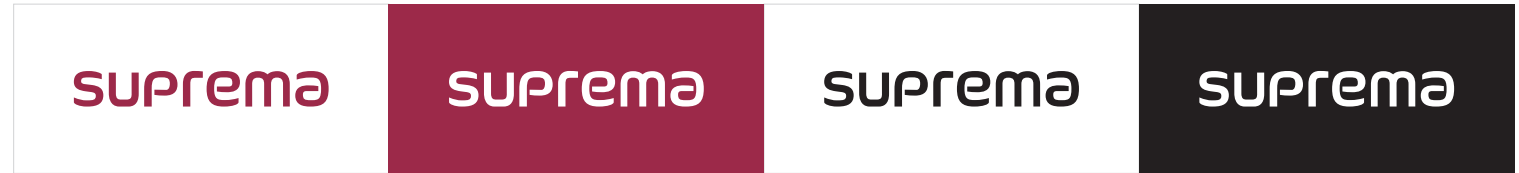
Color System

Background Colors

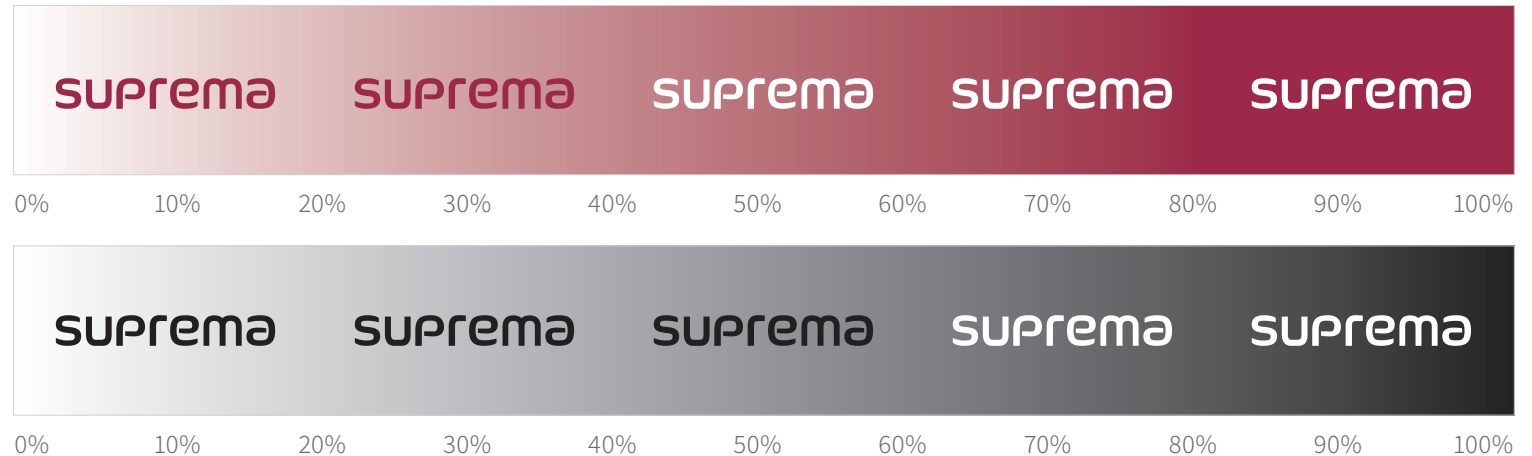
Background color application should be in line with the following examples. The ideal way of displaying the C.I image without obscuring it is to apply it to a white background, but it is possible to use a secondary color depending on the production environment or media type.

When using the C.I with a single color, only the primary colors, Infinite Burgundy and Confidence Black, can be used.

Application standards for one-color background



Application standards for brightness of background color



Typeface

The designated typefaces are chosen with coordination with the C.I in mind.

The designated typeface for an English title is Montserrat, but Noto Sans KR may be used as a secondary typeface depending on the purpose of communications.

Noto Sans KR is the designated typeface for a Korean title or secondary typeface.

The condensed fonts of the two typefaces are not used, and the character scaling is kept at 100%.

Montserrat and Noto Sans KR are typefaces created by Google and used under an open-source license.

*Download link for Montserrat:

<https://fonts.google.com/specimen/Montserrat>

*Download link for Noto Sans KR:

<https://fonts.google.com/noto/specimen/Noto+Sans+KR>

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 KR

Aa

Global leading provider
of Security Solutions

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

Incorrect Usage

Any non-conforming thickness, deformation, spacing adjustment, application of effects, combination with an inappropriate background, etc., may distort the original design of the C.I is strictly prohibited.

Concerning the following examples, usage should be carefully managed so that no cases of non-conformance similar to those above occur.



1. Use of non-conforming ratios



2. Use of the old C.I



3. Use of the old slogan



4. Random use of undesignated colors



5. Random creation and use of slogans



6. Use of complex backgrounds



7. Use of contours



8. Use of gradients



9. Incorrect use of negatives