Discover Our Brand
Hello,
we help empower possibilities.

This guide is intended to provide an overview of the power, personality and expression of the SUSE brand.
We adapt, you succeed.

As a pioneer in open source software, we’ve developed a culture of adaptability. We believe in collaboration and choice, not vendor lock-in. Our more than two decades of engineering excellence and exceptional service allow us to adapt to your needs and deliver solutions that create new possibilities.
We’re the open source company.

Open source is in our genes.

Open to us means more than shared source code. It’s a philosophy and approach that informs everything we do. It’s how we develop software, how we work with partners and customers, and how we engage with communities. Most of all, it’s about keeping our minds open to new ideas.
We’re truly mission critical.

We build solutions that help global enterprises and organizations innovate. We take best-of-breed open source technology and adapt, secure and harden it for the most demanding enterprise IT environments including supercomputing, financial markets, manufacturing and more.
Advanced Adaptability

Creative, flexible, adaptable: these words describe the SUSE business culture as well as our approach to technology. When a partner or customer has a great idea, we help them see it through even if it means changing established ways of doing things. We build on open technology and drive seamless interoperability to give our customers ultimate agility. As change accelerates, this adaptability becomes an ever-greater competitive advantage.

“The retail industry is evolving rapidly, and our SUSE Linux Enterprise Point of Service platform ensures that we can react with agility to meet our clients’ requirements.”

Tony Espley
Technical Consultant
Data Center, Managed Services
PCMS Group plc

THE 10 LARGEST GLOBAL AUTOMOBILE MANUFACTURERS AND TELECOMMUNICATIONS CARRIERS ARE ACTIVE SUSE CUSTOMERS.
Smart Innovation

Our total commitment to innovation has enabled us to be first-to-market time and time again. Yet we always focus first on what matters to our customers and partners most, delivering enterprise-ready solutions fully tested and hardened for mission-critical use.

“SUSE Studio removes any ‘what-ifs’ from the development process, and has made our lives much easier, so we can focus on refining what we do to even higher levels of efficiency.”

David Savill
Chief Technology Officer
Edumate

FIRST ENTERPRISE- GRADE LINUX OS
FIRST LINUX OS ON A MAINFRAME COMPUTER
FIRST OPEN SOURCE VENDOR TO SHIP BOTH KVM & XEN HYPERVERSORS
Engineering Excellence

SUSE Linux Enterprise powers some of the world’s most demanding technology environments, including cloud infrastructure, financial markets, supercomputers and more. We embrace the mission of mission-critical, creating highly scalable, highly available software and delivering expert services to match.

“We made a strategic decision to choose SUSE Linux Enterprise Server based on the quality of the software. Our tests revealed that it offers far higher performance and lower total cost of ownership for SAP solutions than we could achieve with other solutions in the marketplace.”

Warren Small
Managing Director
Britehouse

9 OF THE 10 LARGEST AEROSPACE COMPANIES RELY ON SUSE.
Powerful Partnerships

We stay open to partnerships at all layers of the technology stack, across open source and proprietary approaches, always for the good of our customers. Their most important relationships become ours, fostering a rich ecosystem for sharing knowledge and creating better solutions.

“The solution’s unique technical features, as well as the highly professional and efficient support services offered were among the reasons which led us to select SUSE Linux Enterprise Server for SAP Applications.”

Federica Dall’orait
Manager
Calzedonia
Trusted Advice

A recognized leader in the Linux world for more than two decades, SUSE delivers complete support, services and training. We seek to build strategic relationships with clients that go beyond selling technology to gain a deep understanding of their business—so we can help achieve their goals faster and more effectively.

“The Web service is a highly visible part of our operations and critical to our customer relationships, which shows the trust and confidence we have in SUSE Linux Enterprise Server.”

Emiel van Doorn
Team Leader for Java-Internet Datacenter Services
SNS Bank

7 of the 10 largest global pharmaceutical companies and manufacturers of household products, as well as U.S. retailers, use SUSE Linux Enterprise.
SUSE has the scale, resources and expertise to work with organizations of any size, anywhere in the world—without losing the agility, adaptability and customer focus that make us unique.

“Running SAP ERP on SUSE Linux Enterprise Server for System z has helped strengthen our international outlook and goals, as it puts us at the same high level of larger multi-national corporations in terms of technology and performance.”

Massimo Vispi
Application and Mainframe Manager
Colacem
Vision
Mission
Strategy
Our vision is to help companies become always open enterprises that empower possibilities.

Our Mission:
To provide and support enterprise-grade Linux and open source solutions with exceptional service, value and flexibility.

Our Strategy:
With partners and communities, we innovate, adapt and secure open source technologies to create solutions for mixed, enterprise IT environments.
Brand Elements:

Elem
A full spectrum of success

With SUSE, the world is full of colorful possibilities. It’s a more vibrant, engaged approach to enterprise technology, one that keeps in sight the wonder and excitement of innovation.
Typography

Type is the visible sound of our voice. Our typographic style and our voice share a lot of the same attributes: friendly, outgoing, practical and confident. Our distinct typographic style helps to reinforce the approachability, trust, and charisma of the brand.

AaBb
0123
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM REGULAR

AaBb
0123
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHEN MEDIUM

AaBb
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abcdefghijklmnopqrstuvwxyz
0123456789

Logo

Our logo is one of the most important elements of our brand. It’s often the first—and sometimes the only—brand element that our audiences will encounter. We should always wear our badge of honor.

LOGO LOCKUP

LOGO MARK

CLEARSPACE

MINIMUM SIZE
Color

If our logo is a chameleon, then our brand color palette ought to be, well, colorful. A multi-colored approach connotes our ability to adapt, infusing our communications with energy and optimism that helps differentiate us from competitors who take a more staid approach.

COLOR PALETTE

Corporate Colors

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Illustration

We use illustration to humanize our technology and help tell stories. Illustrations can make complex ideas simpler or abstract ideas more concrete. The SUSE illustration style uses vivid, flat color and geometric shapes.
Photography

We don’t just deliver lists of product features, we solve problems for people. Which is why our photography features people and their technology in a fresh, colorful way that look and feels optimistic.
Voice and Tone

We address customers directly, speaking to their most important challenges, yet we never shy away from suggesting a better way. We earn a second look through subtle wit, bold insights and smart solutions communicated in impactful ways.

OUR COPY IS

Bold
Expert
Direct
Customer-focused
Witty

OUR COPY IS NOT

Confrontational
Technical
Aggressive
Technology-focused
Silly

We are both an industry leader and an industry disruptor. Our customers expect us to deliver rock-solid, mission-critical technology solutions—and fresh ideas that challenge industry expectations. Our voice must therefore strike a balance between professional and provocative.

What we do to help our customers succeed might always be evolving, but our brand identity should be consistent and easy to identify.
Thanks for your attention to the ideas and guidance in this book.

The enthusiasm and thoughtfulness you bring to the development of SUSE communications will be what brings our brand to life. However, we realize that this document doesn’t contain all the information you may need.

For complete brand guidelines visit www.suse.com/brandcentral/suse