Corporate signature & spirits

Edgecore's corporate signature consists of the English name of the company, which derives from the concept that "There is no edge limit, there is no permanent core" and expresses the core value proposition of Edgecore to build a world with no boundaries and cores enabled by the prevalence of networking environment.

The design of corporate signature comes from the inspiration of the ports on network equipment to represent our core business in the industry. The two main colors of the identification are red and black, with red representing passion and energy while black representing accountability and expertise. These two colors together symbolize the passion in serving our customers as well as the expertise to bring competitive advantage to our customers.

Edge-corE
NETWORKS

Brand signature

Edgecore is a wholly owned subsidiary of Accton Technology Corporation and the corporate signature and brand signature are differentiated by the character "Network" and the registration mark ®. The registration mark has to be shown in the brand signature without the "Network" character in any marketing collaterals and products.

Under the circumstances of writing or typography, the brand name "Edgecore" has to be capitalized at all time. The English name of the company is "Edgecore Networks Corp." with all the characters capitalized.

Edge-corE ®

Corporate signature measurement

The corporate signature of Edgecore is the result of careful font design and proportional measurement, therefore cannot be altered at all time unless proportionally.

If "X" is the height of the corporate signature, the gap between the black blocks should be one-tenth of "X" and the gap between the character "Networks" should be 1/5X.
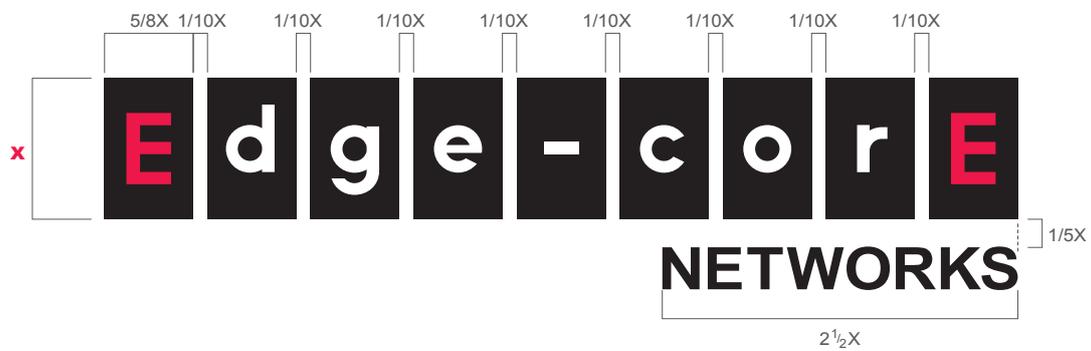
Corporate signature space specification and minimum size measurement

To ensure the clarity of the corporate signature, the space specification has to be defined when using the signature alone or with other objects. The minimum space indicates the space around the signature with no fonts, images or graph can be placed in the area. The size of the corporate signature can be reduced proportionally, but cannot be smaller than the minimum size to ensure the clarity of the signature. Any use of signature smaller than the minimum size should be avoided.

If "X" is the height of the corporate signature, the space at four sides of the signature should be 2/3X. Any other text or objects irrelevant to the corporate name or taglines cannot be place within the space. The background of the space needs to be contrast with the space to clearly present the signature. The minimum width of the corporate signature is 2.5cm.

Space guideline for corporate signature
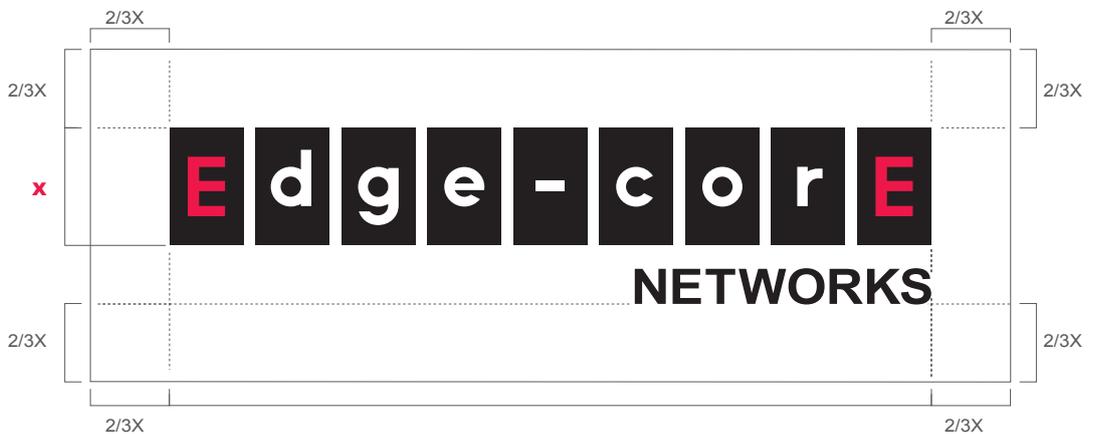
Minimum size measurement
Over 2.5cm
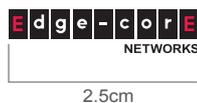
2.5cm

**Corporate signature space specification and minimum size measurement in black background**

When using Edgecore corporate signature in dark or black background, there should be white frame at four sides of the signature to ensure the clear identity of the signature.

With white frames (1/10X) in dark or black background
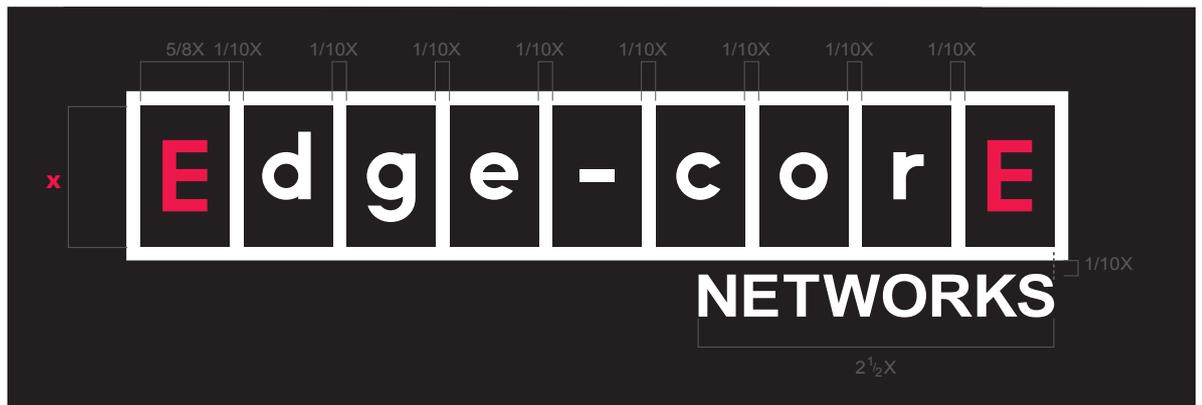

Minimum size measurement
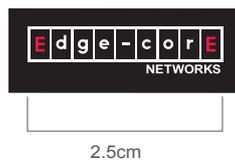
Over 2.5cm

2.5cm

Brand signature with registration mark space specification and minimum size measurement in black background

The brand signature of Edgecore could be used in conjunction with consists of the registration mark, but the combination of brand signature and registration mark cannot be enlarged or reduced together proportionally. The proportion of the registration mark ® should be adjusted independently.

The ® mark is applied only when the width is over 3cm. When the width is between 3~5cm, the ® mark should be at constant diameter of 2mm; when the width is between 5~50cm, the ® mark can be enlarged proportionally along with the signature; when the width is between 50~100cm, the ® mark should be at constant diameter of 2cm.

When the brand signature is applied on a large size object, such as outdoor billiard board or backdrops, the diameter of the ® mark should be consistent with the inner diameter of the letter "o" in the "Edge-core" signature.

When the width is between 50~100cm, the ® mark should be at constant diameter of 2cm

r 2cm

Edge-corE

®

When applied on large objects, the diameter of the ® mark should be consistent with the inner diameter of the letter "o" in the "Edge-core" signature

®

When the width is between 5~50cm, the ® mark can be enlarged proportionally along with the signature

®

Edge-corE

r   r   ® 2mm
r

Edge-corE

5cm

When the width is between 3~5cm, the ® mark should be at constant diameter of 2mm

Minimum size measurement

The minimum width of the signature is 2cm, and no ® mark should be applied when the width is less than 3cm.

Edge-corE

2.9cm

Brand signature with registration mark space specification and minimum size measurement in black background (with white frame)

The brand signature of Edgecore could be used in conjunction with consists of the registration mark, but the combination of brand signature and registration mark cannot be enlarged or reduced together proportionally. The proportion of the registration mark ® should be adjusted independently.

The ® mark is applied only when the width is over 3cm. When the width is between 3~5cm, the ® mark should be at constant diameter of 2mm; when the width is between 5~50cm, the ® mark can be enlarged proportionally along with the signature; when the width is between 50~100cm, the ® mark should be at constant diameter of 2cm.

When the brand signature is applied on a large size object, such as outdoor billiard board or backdrops, the diameter of the ® mark should be consistent with the inner diameter of the letter "o" in the "Edge-core" signature.

When the width is between 50~100cm, the ® mark should be at constant diameter of 2cm

r 2cm

Edge-corE ®

When the width is between 5~50cm, the ® mark can be enlarged proportionally along with the signature

Edge-corE ®

When the width is between 3~5cm, the ® mark should be at constant diameter of 2mm

Edge-corE ® 2mm

5cm

Minimum size measurement

The minimum width of the signature is When the width is between 2cm, and no ® mark should be applied when the width is less than 3cm.

Edge-corE

2.9cm
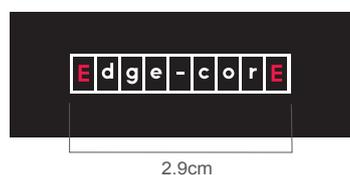
Corporate Identity Color

The consistency of the colors used in corporate signature can reinforce the visual effect of the corporate identity. The use of color has to follow the guideline strictly to enhance the uniqueness and identification of the corporate identity system so that it helps to recall the brand image and increase brand awareness.

PANTONE 192C

C0 M100 Y68 B0
R230 G0 B59

PANTONE
Process Black

C0 M0 Y0 B100
R35 G24 B21

Color Palette

The color palette could be used as alternatives for standard color to increase the flexibility and variety of the design and could also indicate different meaning such as the differentiation between product lines. However, the color in the color palette may not replace the standard color.

PANTONE 2603C	C69 M100 Y0 B2 R85 G64 B142

PANTONE 179C	C0 M79 Y100 B0 R206 G94 B45

PANTONE 2995C	C90 M11 Y0 B0 R44 G157 B222

PANTONE 562C	C70 M0 Y100 B0 R112 G168 B72

PANTONE 266C	C79 M90 Y0 B0 R175 G50 B134

PANTONE 179C	C0 M79 Y100 B0 R245 G236 B30

PANTONE 2728C	C96 M69 Y0 B0 R52 G88 B161

PANTONE 3278C	C100 M0 Y55 B5 R19 G154 B140

Standard color application

The corporate signature or brand signature should be applied with the standard colors. The followings are the demonstration of the application of corporate signatures on different background colors.

In Black background

When the background is 80%~100% black,
there should be white frames around the signature.
Please refer to 1-05 for the instruction of frame usage.

Edge-cor**E**
NETWORKS

Background Blk 80~100%

Edge-cor**E**
NETWORKS

Background Blk 0~80%

Edge-cor**E**
NETWORKS

Edge-cor**E**
NETWORKS

Edge-cor**E**
NETWORKS

In color background

Apply the corporate signature with standard colors.

Edge-cor**E**
NETWORKS

Edge-cor**E**
NETWORKS

Edge-cor**E**
NETWORKS

Edge-cor**E**
NETWORKS

Edge-cor**E**
NETWORKS

Corporate signature in single color

Under special circumstances where only black or single color can be applied, the corporate signature or brand signature can be shown in white or silver (PANTONE 877C).

Black

PANTONE
Process Black

C0 M0 Y0 B100
R35 G24 B21

White

WHITE

C0 M0 Y0 B0
R255 G255 B255

Silver

PANTONE 877C
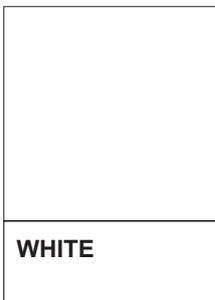
C0 M0 Y0 B40
R181 G181 B182
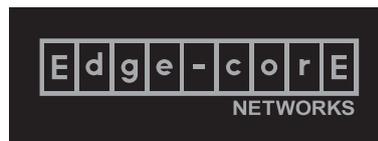
Standard color application

The brand signature should be applied with the standard colors. The followings are the demonstration of the application of signatures on different background colors.

In Black background

When the background is 80%~100% black,
there should be white frames around the signature, and the ® mark should be white. Please refer to 1-05 for the instruction of frame usage.
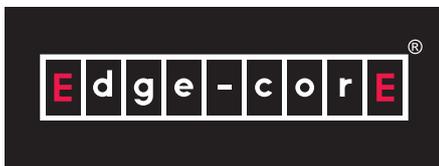
Background Blk 80~100%

Background Blk 0~80%
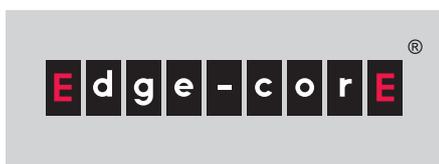
In color background

Apply the signature with standard colors.
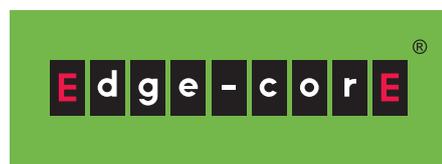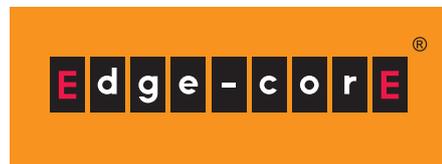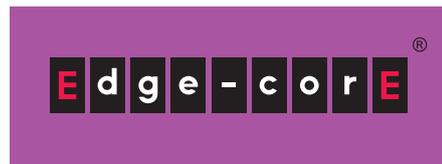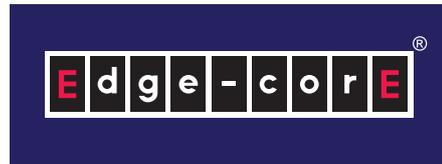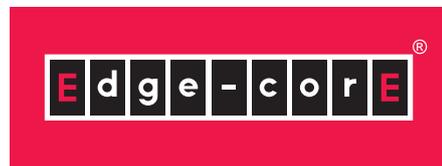
Brand signature in single color

Under special circumstances where only black or single color can be applied, the corporate signature or brand signature can be shown in white or silver (PANTONE 877C).

Black

PANTONE
Process Black

C0 M0 Y0 B100
R35 G24 B21

White

WHITE

C0 M0 Y0 B0
R255 G255 B255

Silver

PANTONE 877C
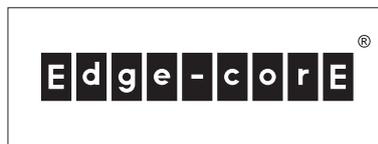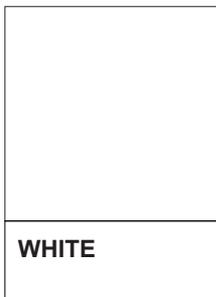
C0 M0 Y0 B40
R181 G181 B182
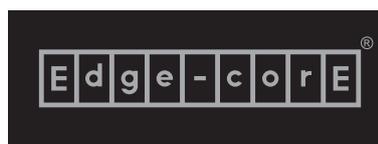
Samples for wrong applications

The use of corporate signature and brand signature has to follow the guideline strictly to enhance the uniqueness and identification of the corporate identity system and should not be altered. The followings are some of the wrong application of corporate signatures.

A Do not alter the shape of the corporate signature

B Do not adjust the distance between the blocks

C Do not change the standard color

D Do not change the standard color

E Do not use framing on corporate signature

F Do not replace corporate name with any other fonts

G Do not apply special effects, i.e. blurry shape

H Do not change the position of the combination

Samples for wrong applications

The use of color has to strictly follow the guideline (please refer to page 7~8). The wrong application of color will damage the uniqueness and identification of the brand signature and decrease the brand awareness.

A White frame should be applied when using in black background

B The character "Network" should be black when using in light background
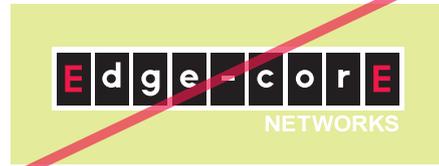
C The background graph should not be too complicated

D The contrast of the background graph should not be too high

E

F

Full company name

The full company name can be used alone without combining with the signature.

The standard Chinese font is W9 OPEN TYPE with text spacing of 75; the standard English font is Arial

A Full Chinese company name in horizontal presentation

鈺登科技股份有限公司

B Full Chinese company name in vertical presentation

鈺登科技股份有限公司

C Full company name in English

Edgecore Networks Corporation

D Full company name in English (Corp.)

Edgecore Networks Corp.

Shorten company name

The shorten version of company name can be used alone without combining with the signature

The standard Chinese font is W9 OPEN TYPE with text spacing of 100; the standard English font is Arial

A The shorten Chinese company name in horizontal presentation

鈺登科技

B The shorten Chinese company name in vertical presentation

鈺
登
科
技

C The shorten company name in English

Edgecore Networks

Corporate signature with full company name

The corporate signature combination includes the company name in Chinese and English name in standard font. Each element has its uniqueness and therefore cannot be altered. The size of the signature combination can only be changed proportionally and should not be smaller than the minimum size.

A Bi-lingual company name in horizontal presentation

$1\frac{3}{7}$E
1/2E
E

鈺登科技股份有限公司
Edgecore Networks Corporation

B Bi-lingual company name in horizontal presentation (alignment at both ends)

1/2E
E

鈺登科技股份有限公司
Edgecore Networks Corporation

The width of this combination should not be smaller than 4cm

C Bi-lingual company name in horizontal presentation (Corp.)

1/2E
E

鈺登科技股份有限公司
Edgecore Networks Corp.

D Bi-lingual shorten company name in horizontal presentation

$1\frac{3}{7}$E
1/2E
E

鈺登科技
Edgecore Networks

E Bi-lingual shorten company name in horizontal presentation (alignment at both ends)
The width of this combination should not be smaller than 4cm

1/2E
E

鈺登科技
Edgecore Networks

The width of this combination should not be smaller than 3cm

Corporate signature with full company name

The corporate signature combination includes the corporate signature and company name in standard font. Being the key element of the CIS, the corporate signature cannot be altered in position or space and can only be changed in size if proportionally without exceeding the minimum size.

A The corporate signature and Chinese name combination in horizontal presentation. The company name and the bottom of the signature have to be aligned.

1/2X

X **Edge-corE**
NETWORKS
鈺登科技股份有限公司

The company name and the bottom of the signature have to be aligned.

B The corporate signature and English name combination in horizontal presentation

1/2X

X **Edge-corE**
NETWORKS
Edgecore Networks Corporation

The company name and the bottom of the signature have to be aligned.

**C** The corporate signature and English name combination in horizontal presentation (Corp.)

1/2X

X **Edge-corE**
NETWORKS
Edgecore Networks Corp.

The company name and the bottom of the signature have to be aligned.

D The corporate signature with both Chinese and English company names combination in horizontal presentation. The company name and the signature have to be aligned at both ends.

1/2X

X **Edge-corE**
NETWORKS
鈺登科技股份有限公司
Edgecore Networks Corporation

The company name and the signature have to be aligned at both ends.

E Corporate signature with shorten Chinese company name in horizontal presentation

1/2X

X **Edge-corE**
NETWORKS
鈺登科技

The company name and the bottom of the signature have to be aligned.

F Corporate signature with shorten English company name in horizontal presentation

1/2X

X **Edge-corE**
NETWORKS
Edgecore Networks

The company name and the bottom of the signature have to be aligned.

G Corporate signature with shorten English and Chinese company names in horizontal presentation

1/2X

X **Edge-corE**
NETWORKS
鈺登科技
Edgecore Networks

The company name and the signature have to be aligned at both ends.

Typography

When used in advertisements, packages, and office documents, the official English fonts are Arial Regular, Arial Bold and Arial Black.

(1) Arial Black

ABCDEFGHIJKLMNOPQSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
çáàãü
1234567890
~!@#$%^&*()_+-={}:"<>?[];'./

(2) Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
çáàãü
1234567890
~!@#$%^&*()_+-={}:"<>?[];',./

(3) Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
çáàãü
1234567890
~!@#$%^&*()_+-={}:"<>?[];',./

**Corporate typeface
in Traditional Chinese**

When used in advertisements, packages, and office documents, the official Chinese font is 黑體 or 中黑體 and 粗黑體 in specific application; When the text includes English or Arabic numbers, the official font is Arial.

(1) 華康黑體 W9

EDGECORE NETWORKS提供電信、網路服務業、企業、與垂直性產業所需的各式高效能網路設備與系統解決整合方案，涵蓋範圍包括：電信級交換器、企業級交換器、企業級無線網路、網路安全管理系統等專業產品銷售服務。

(2) 華康黑體 W5

EDGECORE NETWORKS提供電信、網路服務業、企業、與垂直性產業所需的各式高效能網路設備與系統解決整合方案，涵蓋範圍包括：電信級交換器、企業級交換器、企業級無線網路、網路安全管理系統等專業產品銷售服務。

(3) 華康黑體 W3

EDGECORE NETWORKS提供電信、網路服務業、企業、與垂直性產業所需的各式高效能網路設備與系統解決整合方案，涵蓋範圍包括：電信級交換器、企業級交換器、企業級無線網路、網路安全管理系統等專業產品銷售服務。

**Corporate typeface
in Simplitied Chinese**

When used in mainland China, the official Chinese font is 黑體簡; When the text includes English or Arabic numbers, the official font is Arial.

黑體簡

EDGECORE NETWORKS 提供电信、网路服务业、企业、与垂直性产业所需的各式高效能网路设备与系统解决整合方案，涵盖范围包括：电信级交换器、企业级交换器、企业级无线网路、网路安全管理系统等专业产品销售服务。

**Corporate typeface
in Japanese**

When used in Japan, the official Japanese font is ヒラギノ角ゴ Pro (黑體); When the text includes English or Arabic numbers, the official font is Arial.

ヒラギノ角ゴ Pro W6

あいうえおかきくけこさしすせそたちつてとなにぬねの
はひふへほまみむめもやゆよらりるれろわゐゑをん
アイウエオカキクケコサシスセソタチツテトナニヌネノハ
ヒフヘホマミムメモヤユヨラリルレロワヰヱヲン

ヒラギノ角ゴ Pro W3

あいうえおかきくけこさしすせそたちつてとなにぬねの
はひふへほまみむめもやゆよらりるれろわゐゑをん
アイウエオカキクケコサシスセソタチツテトナニヌネノハ
ヒフヘホマミムメモヤユヨラリルレロワヰヱヲン

**Corporate typeface
in Russian**

When used in advertisements, packages, and office documents, the official English fonts are Arial Regular, Arial Bold and Arial Black.

(1) Arial Bold

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШ
ЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъы
ьэюя
1234567890
~!@#$%^&*()_+-={}:"<>?[];',./

(2) Arial Regular

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШ
ЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
1234567890
~!@#$%^&*()_+-={}:"<>?[];',./

**Corporate typeface
in German**

When used in advertisements, packages, and office documents, the official English
fonts are Arial Regular, Arial Bold and Arial Black.

(1) Arial Bold

**ABCDEFGHIJKLMNOPQRSTUV
WXYZÜÖÄß
abcdefghijklmnopqrstuvwxyzüöäß
1234567890
~!@#$%^&*()_+-={}:"<>?[];',./**

(2) Arial Regular

ABCDEFGHIJKLMNOPQRSTUV
WXYZÜÖÄß
abcdefghijklmnopqrstuvwxyzüöäß
1234567890
~!@#$%^&*()_+-={}:"<>?[];',./

**Corporate typeface
in Franch**

When used in advertisements, packages, and office documents, the official English
fonts are Arial Regular, Arial Bold and Arial Black.

(1) Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
àçéèêëîïô
1234567890
~!@#$%^&*()_+-={}:"<>?[];',./

(2) Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
àçéèêëîïô
1234567890
~!@#$%^&*()_+-={}:"<>?[];',./

**Corporate typeface
in Itlian**

When used in advertisements, packages, and office documents, the official English fonts are Arial Regular, Arial Bold and Arial Black.

(1) Arial Bold

ABCDEFGHILMNOPQRSTUVZ
abcdefghilmnopqrstuvz
òàèéìù
1234567890
~!@#$%^&*()_+-={}:"<>?[];',./

(2) Arial Regular

ABCDEFGHILMNOPQRSTUVZ
abcdefghilmnopqrstuvz
òàèéìù
1234567890
~!@#$%^&*()_+-={}:"<>?[];',./

**Corporate typeface
in Spinish**

When used in advertisements, packages, and office documents, the official English
fonts are Arial Regular, Arial Bold and Arial Black.

(1) Arial Bold

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
ÁÜáü
1234567890
~!@#$%^&*()_+-={}:"<>?[];',./

(2) Arial Regular

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
ÁÜáü
1234567890
~!@#$%^&*()_+-={}:"<>?[];',./

**Corporate typeface
in Portugues**

When used in advertisements, packages, and office documents, the official English
fonts are Arial Regular, Arial Bold and Arial Black.

(1) Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
çáàãü
1234567890
~!@#$%^&*()_+-={}:"<>?[];',./

(2) Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
çáàãü
1234567890
~!@#$%^&*()_+-={}:"<>?[];',./