



ATEN INTERNATIONAL CO., LTD.
Corporate Identity Guideline

PREFACE

A Corporate Identity System (CIS) is a standard that a company uses to reinforce its corporate identity, highlight corporate spirit, and ensure consistent corporate commitments and values among target customers. With a global presence for 40 years, ATEN has seen outstanding operation results and, as a result, has a unique ATEN brand image and assets.

A successful international brand must ensure consistent brand values and experiences for target customers wherever they go. To make ATEN's brand image and assets continue to stay in the hearts of our target customers all over the world, we must have a standardized, organized, and systematic corporate management strategy, marketing strategy, and visual communication design to have a consistent corporate identity in the global market.

ATEN continues to build a more powerful relationship with our customers, and extend marketing roadmaps and market visibility. A clear and consistent corporate identity system and brand value experience is key to ATEN's continuous growth. The rules of this system should be abided by all employees and distributors at ATEN Group to ensure ATEN will continue to lead the global market.

ATEN'S "ONE BRAND" STRATEGY

ATEN uses the "One Brand" strategy with ATEN as its main brand and Altusen, VanCryst, and NRGence as part of the product portfolio (not sub-brands).

THE ATEN BRAND

- ATEN is the only main brand.
- For all regional offices in the world, ATEN is the one and only corporate brand which all marketing communication activities are based on.
- The ATEN Brand is the only brand that we are concerned about and promote to build a stronger brand image and assets along the way.

PRODUCT PORTFOLIO

Altusen™, VanCryst™, and NRGence™ have been reoriented as part of the ATEN product portfolio. The initial letter of the product name should be capitalized (e.g. Altusen™ is capitalized only in the first letter). If the product name is a compound word or acronym, only the first letter of each compound word is capitalized (e.g. VanCryst™ or NRGence™)

ATEN'S "ONE BRAND" STRATEGY

All brand-identified materials (e.g. product design or marketing materials that highlight the ATEN brand) are no longer present in logos, but expressed in words. General rules are listed in detail as follows:

~~ALTUSCN™~~



Altusen™

~~VanCryst™~~



VanCryst™

~~NRGence™~~



NRGence™

CONCLUSION

ATEN as the single main brand = corporate identity = brand assets

"Altusen™, VanCryst™ and NRGence™ are the identities of product portfolios"

Single main brand



Product portfolio

Enterprise Solutions

Professional AV Solutions

Energy Intelligence Solutions

Product line names

Altusen™

VanCryst™

NRGence™

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1

BASIC CORPORATE
IDENTITY SYSTEM

ATEN was the sun god worshipped by the ancient Egyptian pharaoh Amenhotep IV or Akhenaten. It represents the source of life and symbolizes the technological creativity and vigorous spirit of ATEN International.

ATEN LOGO DESIGN

A. BRAND LOGO DESIGN

The design is based on the company's English name, ATEN. The six rays in the letter "A" represent the spirit of the company, its technological expertise, and its corporate vision

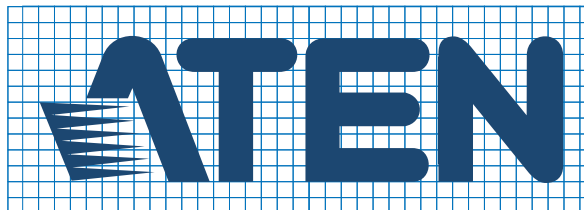
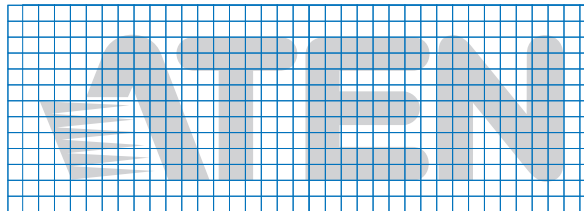
B. STANDARD DRAWING of BRAND LOGO

The following shows the standard scale of the brand logo. To ensure logo standardization and consistency, if the logo is unable to be reproduced by means of photolithography or enlargement, please draw the logo according to the following measurements to ensure the correct logo specifications.

A.



B.



(Square Method)

1.2

CORPORATE LOGO SAFE SPACING

LOGO SPACING GUIDELINE

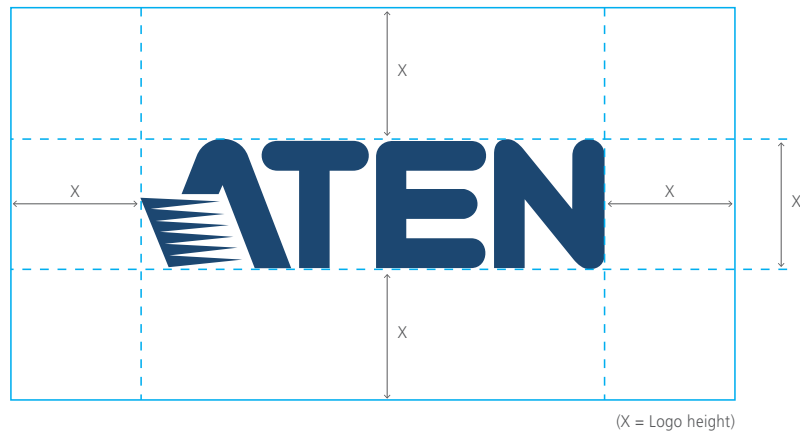
A. STANDALONE

When using a standalone ATEN logo, make sure to leave a margin of "X" on all sides. Aside from the Chinese and English company names, do not add any irrelevant patterns or text to the logo to prevent interference with the logo's integrity.

B. MINIMUM SIZE

For different materials, the minimum size of the corporate logo is listed on the right. Please use the sizes on the list to avoid ambiguous logos that are too small.

A.



B.



(Used in printing materials)



(Used in digital materials)



(Used in ID product materials)

1.3

STANDARD COLORS - I

Color planning falls under “primary corporate color” and “logo auxiliary single color” series. The color of the corporate logo is the corporate essential color. The logo should be represented in the corporate essential color as much as possible. Additionally, a set of corporate nuance colors shall be designed to match the corporate essential color. This will ensure the development of a modern, professional, and international image for the corporation.

ATEN COLOR PLANNING

A. PRIMARY CORPORATE COLOR

Prepare color samples according to the rules for use in general publicity materials. This is the essential color of the CIS.

B. LOGO AUXILIARY SINGLE COLOR

On the right we list the sub colors to the main corporate color. All applicable materials should use these colors as much as possible.

If there are minor differences due to material and ink limitations, the essential and nuance colors shall be subject to prior approval by the Corporate Marketing Department of ATEN International Co., Ltd.

A.



ATEN BLUE
PANTONE 2955 C
C90 M65 Y20 K30
R11 G69 B118
#0B4576

B.



ATEN RED
PANTONE 1935 C
C0 M100 Y50 K5
R220 G0 B76
#DC004C



ATEN ORANGE
PANTONE 151 C
C0 M55 Y100 K0
R241 G141 B0
#F18D00



ATEN YELLOW
PANTONE Yellow C
C0 M0 Y100 K0
R255 G240 B0
#FFFF00



ATEN GREEN
PANTONE 376 C
C50 M0 Y100 K0
R133 G193 B47
#85C12F



ATEN LIGHT GREEN
PANTONE 3262 C
C80 M0 Y35 K0
R0 G175 B183
#00AFB7



ATEN LIGHT BLUE
PANTONE 2995 C
C90 M0 Y0 K0
R0 G168 B234
#00A8EA



ATEN PURPLE
PANTONE 254 C
C55 M100 Y0 K10
R142 G28 B135
#8E1C87



ATEN GOLD
PANTONE 873 C
C30 M40 Y75 K0
R192 G156 B80
#C09C50



ATEN SILVER
PANTONE 877 C
C0 M0 Y0 K40
R181 G181 B182
#C8C8C8



ATEN GERY
PANTONE Cool Gray 8 C
C0 M0 Y0 K55
R143 G145 B150
#8F9196



ATEN BLACK
PANTONE Black C
C0 M0 Y0 K100
R35 G24 B21
#000000



ATEN WHITE
PANTONE White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

1.4

STANDARD COLORS - II

In the color spectrum within ATEN's Corporate Identity System, the product color used to identify each product line should use colors that work well with the corporate main color as much as possible in order to showcase a differentiated ATEN brand and a unique global image.

ATEN COLOR PLANNING

C. PRODUCT LINE COLORS

There are currently four different product line colors for ATEN, Altusen, VanCryst, and NRGence.

D. SINGLE COLOR FOR CORPORATE LOGO USE

For different materials and printing results, the corporate logo can use one of the six single colors listed on the right. Do not use colors other than these colors.

If there are minor differences due to material and ink limitations, the essential and nuance colors shall be subject to prior approval by the Corporate Marketing Department of ATEN International Co., Ltd.

C.



ATEN LIGHT BLUE
(ATEN)
PANTONE 2995 C
C90 M0 Y0 K0
R0 G168 B234
#00A8EA



ATEN ORANGE
(Altusen)
PANTONE 151 C
C0 M55 Y100 K0
R241 G141 B0
#F18D00



ATEN GREEN
(VanCryst)
PANTONE 376 C
C50 M0 Y100 K0
R133 G193 B47
#85C12F



ATEN LIGHT GREEN
(NRGence)
PANTONE 3262 C
C80 M0 Y35 K0
R0 G175 B183
#00AFB7

D.



ATEN BLUE
PANTONE 2955 C
C90 M65 Y20 K30
R11 G69 B118
#0B4576



ATEN GOLD
PANTONE 873 C
C30 M40 Y75 K0
R192 G156 B80
#C09C50



ATEN SILVER
PANTONE 877 C
C0 M0 Y0 K40
R181 G181 B182
#C8C8C8



ATEN BLACK
PANTONE Black C
C0 M0 Y0 K100
R35 G24 B21
#000000



ATEN WHITE
PANTONE White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF



1.5

STANDARD COLORS - III

In the color spectrum within ATEN's Corporate Identity System, the product color used to identify each product line should use colors that work well with the corporate main color as much as possible in order to showcase a differentiated ATEN brand and a unique global image.

ATEN COLOR PLANNING

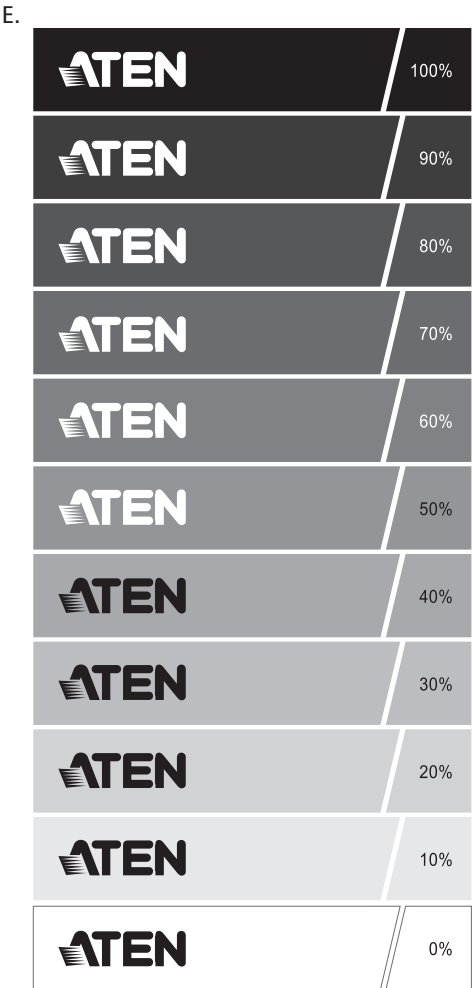
E. COLOR & BRIGHTNESS INSTRUCTIONS

When using the corporate logo on a dark or light background, use the reverse or white-edge effect when the brightness is low. By contrast, when the brightness is high, use the colors within the essential and nuance color series. Please refer to the following brightness specifications for details.

F. BACKGROUND COLOR

- (a) Light Background
- (b) Dark background

If there are minor differences due to material and ink limitations, the essential and nuance colors shall be subject to prior approval by the Corporate Marketing Department of ATEN International Co., Ltd.



1.6

CORPORATE LOGOTYPE AND CORPORATE SLOGAN

The fonts used in the corporate full Chinese/English name and slogans of ATEN:

Corporate full name in Chinese - Corporate Standard Font

Corporate full name in English - Frutiger 75 Black

Corporate English slogans - Frutiger 55 Roman

THE MINIMUM SIZE OF CORPORATE STANDARD FONT AND CORPORATE SLOGANS

A. CORPORATE FULL NAME - TRADITIONAL CHINESE

B. CORPORATE FULL NAME - SIMPLIFIED CHINESE

C. CORPORATE FULL NAME - ENGLISH

D. CORPORATE SLOGANS - ENGLISH

Different words should be used in an appropriate distance and ordering manner as regulated by the rules to ensure a consistent corporate image.

A. **宏正自動科技股份有限公司**

宏正自動科技股份有限公司 ㄧ 3 mm

(Minimum size)

B. **宏正自动科技股份有限公司**

宏正自动科技股份有限公司 ㄧ 3 mm

(Minimum size)

C. **ATEN INTERNATIONAL CO., LTD.**

ATEN INTERNATIONAL CO., LTD ㄧ 2 mm

(Minimum size)

D. **Simply Better Connections**

Simply Better Connections ㄧ 2 mm

(Minimum size)

1.7

BASIC COMBINATION OF CORPORATE LOGO AND CORPORATE SLOGAN

BASIC COMBINATION & MINIMUM SIZE

A. BASIC COMBINATION OF CORPORATE LOGO AND SLOGANS

Scenario:

Used in scenarios that correspond to the corporate image.

e.g. company Introduction, business cards, envelopes, etc.

A.



E.



B. THE MINIMUM SIZE OF THE COMBINATION OF CORPORATE LOGO AND SLOGANS

For different materials, the minimum size of the combination of the corporate logo and slogans are listed on the right. Please use the sizes on the list to avoid ambiguous logos that are too small.

B.



C. CORPORATE LOGO (WITHOUT SLOGAN)

Scenario:

To be used in product itself, product catalogues, or marketing materials, etc.

C.



D. MINIMUM SIZE OF CORPORATE LOGO

For different materials, the minimum size of the combination of the corporate logo and slogans are listed on the right. Please use the sizes on the list to avoid ambiguous logos that are too small.

D.



E. For US Subsidiary Only

Different elements should be combined in specific proportions, sizes, and orders.

CORPORATE LOGOTYPE (VERTICAL)

COMBINATION OF CORPORATE LOGO AND
CHINESE FONT TYPE

The combination of elements is governed by standard scales, sizes, and arrangements and cannot be changed without prior consent.



1.9

CORPORATE STANDARD FONTS – HORIZONTAL

CORPORATE LOGOTYPE (HORIZONTAL)

A. THE COMBINATION OF CHINESE/ENGLISH STANDARD FONTS

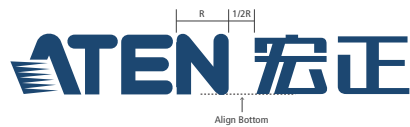
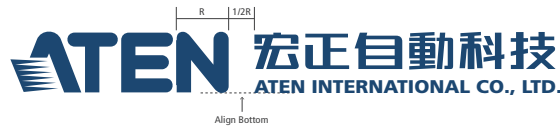
B. THE COMBINATION OF LOGO AND CHINESE/ENGLISH STANDARD FONTS

The combination of elements is governed by standard scales, sizes, and arrangements and cannot be changed without prior consent.

A.



B.



To ensure consistent corporate identity, please use the fonts illustrated on the right.

The two main Chinese fonts which allowed are “黑體” and “明體”. These fonts can be enlarged and reduced by proportions based on the actual needs.

There are many different types of fonts that fall under “黑體” and “明體”, so please refer to the fonts illustrated here when producing the relevant materials or using the corporate and product name in the article.

ATEN STANDARD CHINESE FONT TYPES

- A. 中文專用字體 – 特黑體
- B. 中文專用字體 – 粗黑體
- C. 中文專用字體 – 中黑體
- D. 中文專用字體 – 細黑體
- E. 中文專用字體 – 特明體
- F. 中文專用字體 – 粗明體
- G. 中文專用字體 – 中明體
- H. 中文專用字體 – 細明體

A. 化繁為簡 分享科技

B. 化繁為簡 分享科技

C. 化繁為簡 分享科技

D. 化繁為簡 分享科技

E. 化繁為簡 分享科技

F. 化繁為簡 分享科技

G. 化繁為簡 分享科技

H. 化繁為簡 分享科技

On the right we have listed the English fonts specific to ATEN. To ensure consistent visual results of printed matters and materials used at this company, please use the fonts listed below. Approved English fonts are designed in three variations of Frutiger, Arial, and Times.

The following fonts can be used in variations of condensed and flat types whenever applicable. English Italics should be used in a prudent manner.

As there is a wide range of fonts available, minor differences in the thickness of the font are acceptable. Please use the fonts mentioned on this page when producing relevant materials.

The name of the Corporation and its product line names shown on articles can use the fonts as shown below:

ATEN STANDARD ENGLISH FONT TYPES

- A. Standard English font types - Frutiger 65 Bold
- B. Standard English font types - Frutiger 55 Roman
- C. Standard English font types - Frutiger 45 Light
- D. Standard English font types - Arial Bold
- E. Standard English font types - Arial Regular
- F. Standard English font types - Times Bold
- G. Standard English font types - Times Regular

- A.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**
- B.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
- C.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
- D.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**
- E.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
- F.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**
- G.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

2

ATEN LOGO USAGE
WITH PARTNER

2.1

THE COMBINATION OF THE ATEN LOGO AND "POWERED BY"

For working with ATEN partners, please use the logo on the right in order to focus on the brand itself. The applied scenario can be exhibitions or activities.

A. BASIC COMBINATION OF CORPORATE LOGO AND "POWERED BY" WORD

B. THE PROPORTION WHEN COMBINING CORPORATE LOGO AND "POWERED BY"

"POWERED BY" STANDARD ENGLISH FONT TYPE:
Frutiger 57 Condensed

Please follow the standards of the position, size, and the range of the ATEN Logo and "Powered by" illustrated here. In most cases, none of the aforementioned items should be altered.

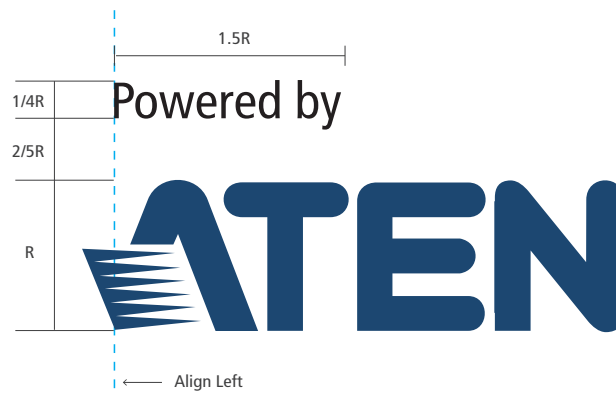
The size ratio and the distance of the combinations are clearly defined. In order to avoid errors, it is advised to use the electronic file attached to the manual directly, and select the appropriate combination to copy and use according to your needs. In order to avoid deviation or deformation, please do not attempt to reproduce it by yourself

A.

Powered by



B.



2.2

THE SAFE SPACING OF THE ATEN LOGO AND "POWERED BY"

In order for the ATEN logo to be clearly identified, and to present a clear image in any situation, it is important to keep the resolution of the logo intact.

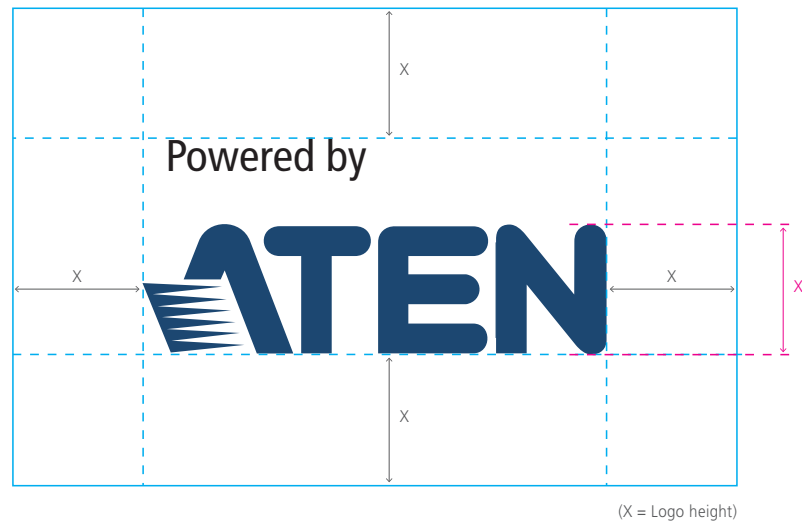
A. REASONABLE RANGE

A sufficient area must be left around the logo. No text, complex colors, or images that might interfere with the logo should appear around the logo.

B. MINIMUM SIZE

For different materials, the minimum size of the corporate logo is listed on the right. Please use the sizes on the list to avoid ambiguous logos that are too small.

A.



B.



2.3

THE SPACE AND SIZE OF ATEN'S LOGO AND PARTNERS' LOGO

For working with ATEN partners, please use the logo on the right in order to focus on the brand itself. The applied scenario can be exhibitions or activities.

See an illustration of the combination of ATEN and HDBaseT logo. The two logos are sized to have equal visual.

A. BASIC COMBINATION OF CORPORATE LOGO AND PARTNERS' LOGO

B. THE PROPORTION WHEN COMBINATING OF CORPORATE LOGO AND PARTNERS' LOGO

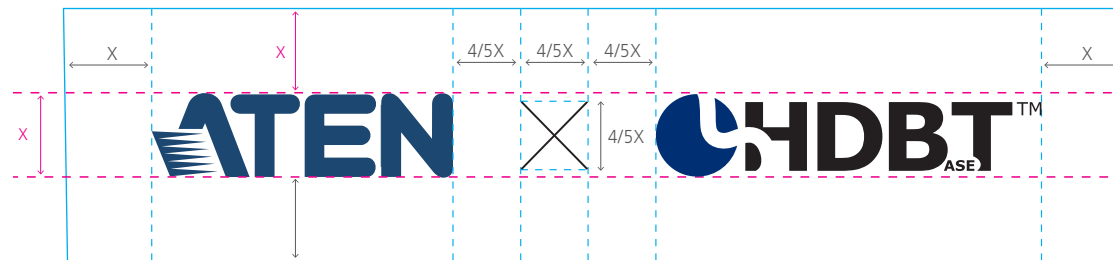
Please follow the standards of the position, size, and the range of the combination of ATEN and partners' Logos. In most cases, none of the aforementioned items should be altered.

The size ratio and the distance of the combinations are clearly defined. In order to avoid errors, it is advised to use the electronic file attached to the manual directly, and select the appropriate combination to copy and use according to your needs. In order to avoid deviation or deformation, please do not attempt to reproduce it by yourself.

A.



B.



(X = ATEN Logo height)