



ATEN INTERNATIONAL CO., LTD.
Corporate Identity Guidelines

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 over 40 years of global presence, 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 intimate relationship with our customers, and focuses the operation direction on Customer to Business, establishing customer value proposition to 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 channel partners at ATEN Group to ensure ATEN will continue to lead the global market.

ATEN'S "ONE BRAND" STRATEGY

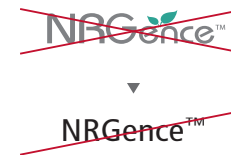
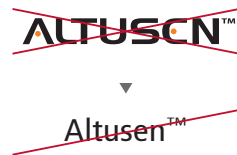
ATEN uses the "One Brand" strategy with ATEN as its main brand and Altusen, VanCryst, and NRGence as part of the product portfolio (not sub-brands).

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.

ATEN'S "ONE BRAND" STRATEGY

In all content with brand identity, such as product design or marketing productions, the ATEN brand is the only requirement for promotion. The names of product series are no longer to be used, either as logos or in text.



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

Single main brand				
Product portfolio	KVM	Professional Audio/Video	Power Distribution & Rack Solutions	USB Peripherals
Product line names	Altusen™	VanCryst™	NRGence™	

TABLE OF CONTENTS

1 BASIC CORPORATE IDENTITY SYSTEM

- 1.1 CORPORATE LOGO
- 1.2 CORPORATE LOGO SAFE SPACING
- 1.3 INCORRECT USE OF CORPORATE LOGO
- 1.4 ATEN BRANDS EXCLUSIVE DNA
- 1.5 STANDARD COLORS – I
- 1.6 STANDARD COLORS – II
- 1.7 STANDARD COLORS – III
- 1.8 STANDARD COLORS – IV
- 1.9 STANDARD COLORS – V
- 1.10 CORPORATE APPLICATION OF AUXILIARY GRAPHICS
- 1.11 CORPORATE LOGOTYPE AND CORPORATE TAGLINE
- 1.12 BASIC COMBINATION OF CORPORATE LOGO AND CORPORATE TAGLINE
- 1.13 CORPORATE STANDARD FONTS – VERTICAL
- 1.14 CORPORATE STANDARD FONTS – HORIZONTAL
- 1.15 STANDARD FONT TYPES – CHINESE
- 1.16 STANDARD FONT TYPES – ENGLISH

2 ATEN LOGO USAGE WITH PARTNERS

2.1 CHANNEL PARTNER

- 2.1.1 ATEN CHANNEL SIGNATURE
- 2.1.2 SIGNATURE COLOR
- 2.1.3 MINIMUM CLEAR SPACE AND MINIMUM SIZE
- 2.1.4 AVOID SIGNATURE MISTAKES
- 2.1.5 MARKETING MATERIALS
 - 2.1.5-A ADVERTISEMENTS
 - 2.1.5-B FLYERS
- 2.1.6 STOREFRONT MARKETING MATERIALS
 - 2.1.6-A STORE SIGNS / SHELF SIGNS – I
 - 2.1.6-B STORE SIGNS / SHELF SIGNS – II
 - 2.1.6-C STORE SIGNS / SHELF SIGNS – III
 - 2.1.6-D STORE SIGNS / SHELF SIGNS – IV
 - 2.1.6-E SHELF LABELS
 - 2.1.6-F SHELF WOBBLERS

2.2 SOLUTION / ALLIANCE PARTNER

- 2.2.1 THE SPACE AND SIZE OF ATEN / PARTNER LOGO AND PARTNERS' LOGO
- 2.2.2 THE COMBINATION OF THE ATEN LOGO AND "POWERED BY"
- 2.2.3 THE SAFE SPACING OF THE ATEN LOGO AND "POWERED BY"

1

BASIC CORPORATE
IDENTITY SYSTEM

1.1

CORPORATE LOGO

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

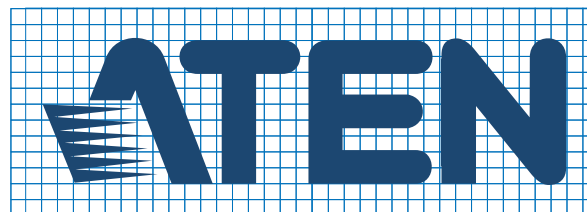
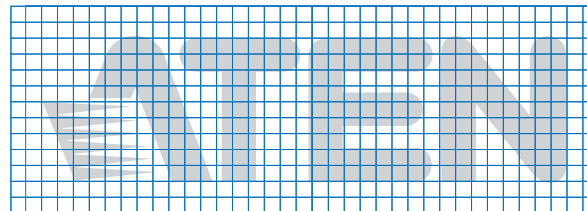
B. STANDARD DRAWING of BRAND LOGO

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 GUIDELINES

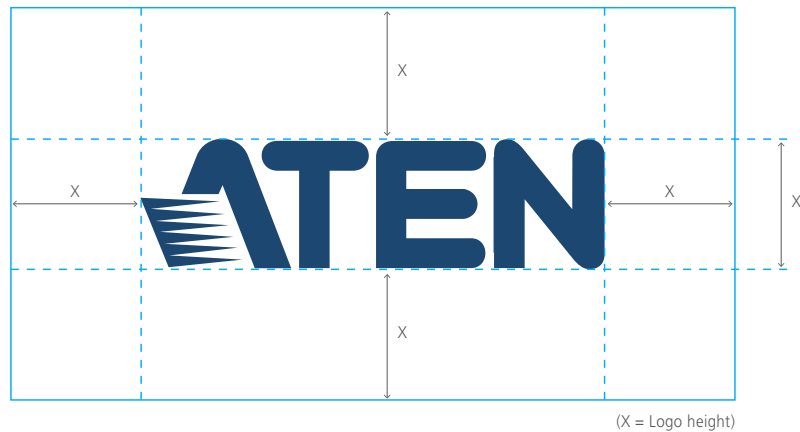
A. STANDALONE

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)



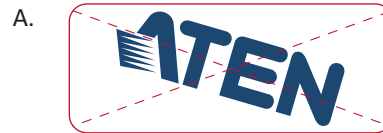
(Used in ID product materials)

1.3

INCORRECT USE OF CORPORATE LOGO

To maintain a consistent corporate image, be sure to follow the regulations when using the corporate logo. Several common errors to avoided are shown here.

Correct corporate logo



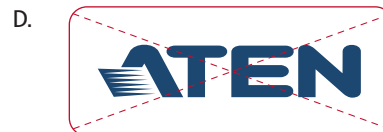
Please don't tilt the logo.



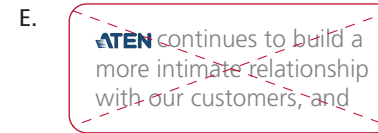
Please don't change the colors of the logo.



Please don't change the pattern of the logo.



Please don't squish or elongate the ratio of the logo.



Please don't insert the logo into text or paragraphs.



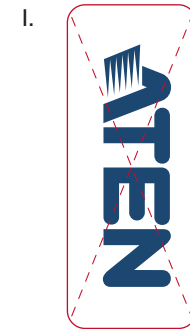
Please don't put the logo in a background without obvious color contrast.



Please don't put the logo in an image background that prevents its recognition.



Please don't overlay images or text on the logo.



Please don't place the logo in vertical direction.

1.4

ATEN BRAND'S EXCLUSIVE DNA

OUR COLOR TONE

Corporate standard color is the most direct visual message to convey brand impression. The following 3 colors: ATEN Blue, Vivid Green and Intelligent Blue represent the exclusive colors of the ATEN brand, showing the brand personality and uniqueness of ATEN.

These colors have consistent visual recognition and are applicable for all corporate applications to emphasize the business philosophy, product characteristics and the shaping of corporate image.

ATEN Blue

Is the color that best represents the ATEN brand personality. Reliability, Stability, Assurance, and Trustworthiness

Vivid Green

Represents growth, energy, change, innovation, and never-ending vitality

Intelligent Blue

Represents experience, knowledge, hope, and sincerity



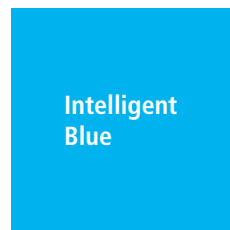
Brand color

Represents our brand's core personality, the disciplined attitude to produce the best products to serve every customer sincerely.



Primary auxiliary color

Represents our vitality, innovative spirit, and the will to increase competitiveness for sustainable operations.



Second auxiliary color

Represents our quality and service. We have abundant experience and diversified products as well as innovative solutions and connectivity.

Color planning falls under “brand color” and “auxiliary color” series. The color of the corporate logo is the brand color. The logo should be represented in the brand color as much as possible. In addition, we have also established two auxiliary colors to be used in conjunction with the brand's main color to convey ATEN's corporate image as a trusted, innovative and intelligent company.

ATEN COLOR PLANNING

A. BRAND COLOR

ATEN Blue is the standard color of ATEN, applicable for promotional materials to enhance corporate image, such as business cards, envelopes, letter paper, banners, uniforms, etc. In addition, ATEN Blue is also the main color (main tone) of ATEN marketing materials, and must be used in conjunction with the main auxiliary color Vivid Green.

B. AUXILIARY COLORS

B-1. Primary auxiliary color

The main auxiliary color used for marketing products must be used in conjunction with ATEN Blue. Vivid Green symbolizes ATEN's growth, vitality and innovative spirit, applied to the emphasized points of the picture, for customers and users to quickly notice the key points and transmit information more efficiently. In marketing materials, its visual weight should not be higher than the brand color.

B-2. Second auxiliary color

Secondary auxiliary color used for marketing materials (should only be used if necessary). Intelligent Blue symbolizes ATEN's experience, wisdom, and sincerity. It is used as an embellishment of pictures and color toning, and should not be used with ATEN Blue alone.

Note: The main color tone of marketing materials should be the combination of ATEN Blue and Vivid Green. It is strictly forbidden to only use ATEN Blue and Intelligent Blue.

A.

ATEN BLUE

PANTONE 2955 C
C90 M65 Y20 K30
R9 G69 B118
#094576

B.

B-1. Primary auxiliary color

Vivid Green

PANTONE 376 C
C50 M0 Y100 K0
R143 G195 B31
#8FC31F

B-2. Second auxiliary color

Intelligent Blue

PANTONE 2995 C
C90 M0 Y0 K0
R0 G167 B234
#00A7EA

1.6

STANDARD COLORS – II

ATEN COLOR PLANNING

THE APPLICATION OF COLOR SCALES

In order to keep the brand image unified and various, the application of standard color scales are implemented to use colors effectively. In the actual application process, it should be implemented strictly in accordance with the color scales on the right to avoid visual confusion.

C. CORPORATE STANDARD COLOR SCALE

Can mainly be used in tables, charts and graphics.
The color scale can emphasize the order of importance of the messages.

D. MAIN AUXILIARY COLOR SCALE

Can mainly be used in tables, charts and graphics.
The color scale can emphasize the order of importance of the messages.

E. SECONDARY AUXILIARY COLOR SCALE

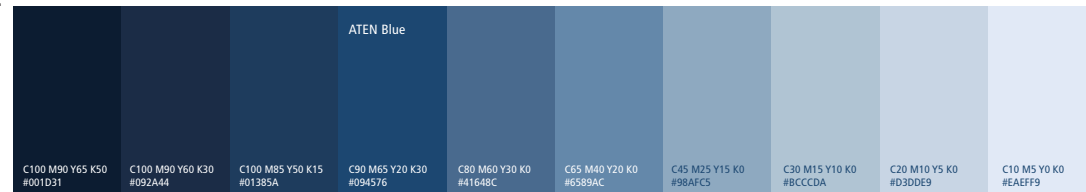
Can mainly be used in tables, charts and graphics.
The color scale can emphasize the order of importance of the messages.

F. GRAYSCALE

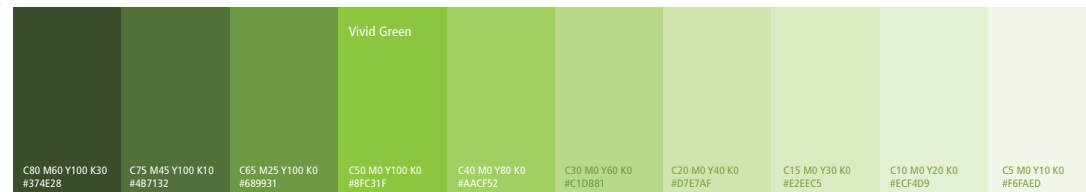
Grayscale colors can convey clear information and instructions, and are suitable for use in designs that contain a lot of information (for example, manual pages, information interfaces, etc.).

Note: Color scales cannot be applied to cover pages and large areas of the main medium.

C.



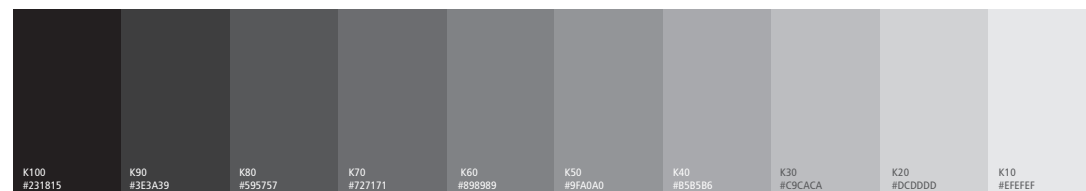
D.



E.



F.



ATEN COLOR PLANNING

E. ACCENT COLORS

In order to have versatility and diversity in certain design situations, other than the corporate standard colors and auxiliary colors, eight accent colors have been introduced on the right, mainly to help users read and understand information, which can be applied to connection diagrams and headers, etc.

E.

Purple

PANTONE 2587 CP
C65 M80 Y0 K0
R114 G69 B152
#724598

Yellow

PANTONE 7549 CP
C0 M25 Y90 K0
R252 G200 B14
#FCC80E

Mid Blue

PANTONE 7683 CP
C85 M55 Y0 K0
R27 G103 B178
#1B67B2

Brown

PANTONE 7551 CP
C35 M50 Y85 K0
R180 G136 B60
#B4883C

Intelligent Blue

PANTONE 2995 CP
C90 M0 Y0 K0
R0 G167 B234
#00A7EA

Orange

PANTONE 1645 CP
C0 M65 Y80 K0
R238 G120 B54
#EE7836

Teal

PANTONE 3275 CP
C85 M0 Y50 K5
R0 G163 B146
#00A392

Dark Pink

PANTONE 1925 CP
C0 M90 Y40 K10
R217 G48 B92
#D9305C

1.8

STANDARD COLORS – IV

ATEN COLOR PLANNING

F. 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.

F.



1.9

STANDARD COLORS – V

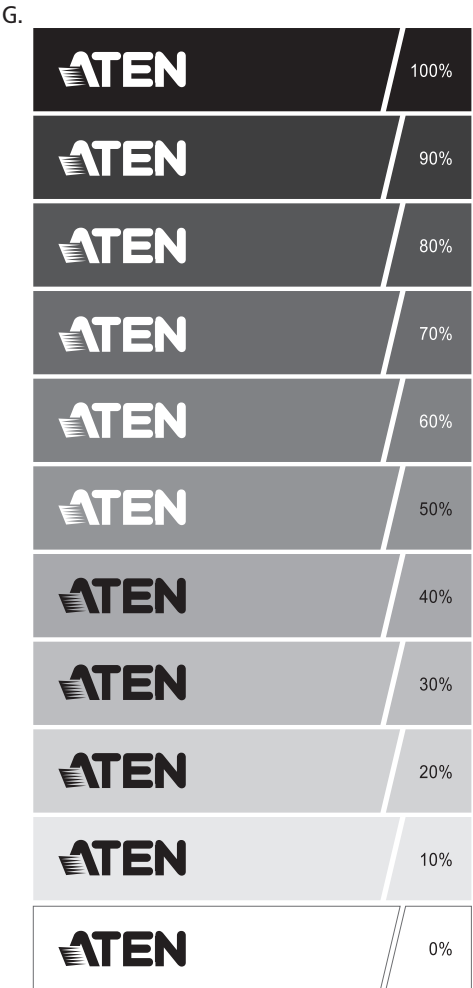
ATEN COLOR PLANNING

G. 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.

H. BACKGROUND COLOR

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



CORPORATE AUXILIARY GRAPHICS

Auxiliary graphics is an extended application of the logo, which enables the logo to create both rich visual effects and unified visual image in practical application.

The auxiliary graphic “A” is mainly used to promote corporate image materials such as office supplies, event flags, banners, and more.

Auxiliary graphics can be enlarged or reduced in proportion, and should not be stretched or flattened arbitrarily.



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

Corporate full name in Chinese – Corporate Standard Font

Corporate full name in English – Frutiger 75 Black

Corporate English tagline – Frutiger 55 Roman

THE MINIMUM SIZE OF CORPORATE STANDARD FONT AND CORPORATE TAGLINE

A. CORPORATE FULL NAME – TRADITIONAL CHINESE

B. CORPORATE FULL NAME – SIMPLIFIED CHINESE

C. CORPORATE FULL NAME – ENGLISH

D. CORPORATE TAGLINE – 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)

1.12

BASIC COMBINATION OF CORPORATE LOGO AND CORPORATE TAGLINE

BASIC COMBINATION & MINIMUM SIZE

A. BASIC COMBINATION OF CORPORATE LOGO AND TAGLINE

Under most circumstances, corporate image and marketing materials are required to integrate the corporate logo and slogan in order to reinforce our brand. However, for the sake of corporate marketing, the requirement for the combination of corporate standard fonts (Chapter 1.13 and 1.14) is not subject to the limits.

Only when the combination has a total height less than 8mm / 23px can the ATEN Logo be used alone.

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

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

C. CORPORATE LOGO (WITHOUT TAGLINE)

D. MINIMUM SIZE OF CORPORATE LOGO

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

E. For US Subsidiary Only

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

A.



E.



B.



C.



D.



1.13

CORPORATE STANDARD FONTS – VERTICAL

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.



1.14

CORPORATE STANDARD FONTS – HORIZONTAL

CORPORATE LOGOTYPE (HORIZONTAL)

A. THE COMBINATION OF CHINESE/ENGLISH STANDARD FONTS

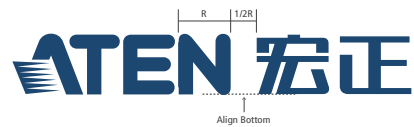
B. THE COMBINATION OF LOGO AND CHINESE/ENGLISH STANDARD FONTS

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 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 – Calibri Bold
- E. Standard English font types – Calibri 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 PARTNERS

2.1 CHANNEL PARTNER

2.2 SOLUTION / ALLIANCE PARTNER

2.1.1

ATEN CHANNEL SIGNATURE

A signature is the combination of the ATEN logo with a logotype. This signature was specially designed for our Authorized Distributors. ATEN channel signatures communicate your relationship to ATEN. Always use the correct signature based on your contractual relationship with ATEN. Never use an ATEN channel signature in place of your business or store identity.

It is preferred that you use only one ATEN signature on each page or surface of a communication where ATEN products are shown and the reseller identity is displayed.

ATEN CHANNEL SIGNATURE CONFIGURATIONS

The basic ATEN signature configurations are shown on the right. Always use one of these approved configurations on your communications. Do not arbitrarily change the font, color, and element size and spacing of the logo.

Signature artwork is provided on partner center. Do not alter the artwork.

One-line signature



Two-line signature



2.1.2

SIGNATURE COLOR

ATEN channel signatures can be displayed only in ATEN Blue or all-white. When placing a signature on color backgrounds, use an all-white signature reversed out of the background color. The all black signature could be used when monochrome printing is required.

Never place an ATEN channel signature on a visually cluttered or patterned background.

A. ATEN BLUE SIGNATURE

B. ALL-WHITE SIGNATURE

C. ALL-BLACK SIGNATURE

A. ATEN Blue signature



B. All-white signature



C. All-black signature



Never place an ATEN channel signature on a visually cluttered or patterned background.



2.1.3

MINIMUM CLEAR SPACE AND MINIMUM SIZE

ATEN CHANNEL SIGNATURE SPACING GUIDELINE

A. MINIMUM CLEAR SPACE

The minimum clear space around the signature is equal to one-half the height of the ATEN logo. To create the greatest impact, allow even more space around your signature. Do not allow photos, typography or other graphic elements to enter the minimum clear space area.

B. MINIMUM SIZE

The minimum signature size should be used only when layout space is extremely limited. Use the signature at a larger size whenever possible. Make sure the ATEN channel signature is smaller than your store or company identity.

A.



B.



2.1.4

AVOID SIGNATURE MISTAKES

Do not alter ATEN channel signature artwork in any way or alter the relationship of the elements in any way. Always use the complete electronic artwork provided by ATEN.

AVOID THESE COMMON MISTAKES

- A. Do not change the font or alter the spacing between letters.
- B. Do not reproduce the signature using any color other ATEN Blue or white
- C. Do not incorporate the ATEN channel signature into your company identity.
- D. Never use an ATEN channel signature as a decorative border or pattern.
- E. Do not use logo artwork that has been rendered to look three-dimensional.
- F. Do not add special effects to the signature such as shadows, reflections, or glows.

A. 





B. 

C. 

D. 

E. 

F. 



2.1.5-A

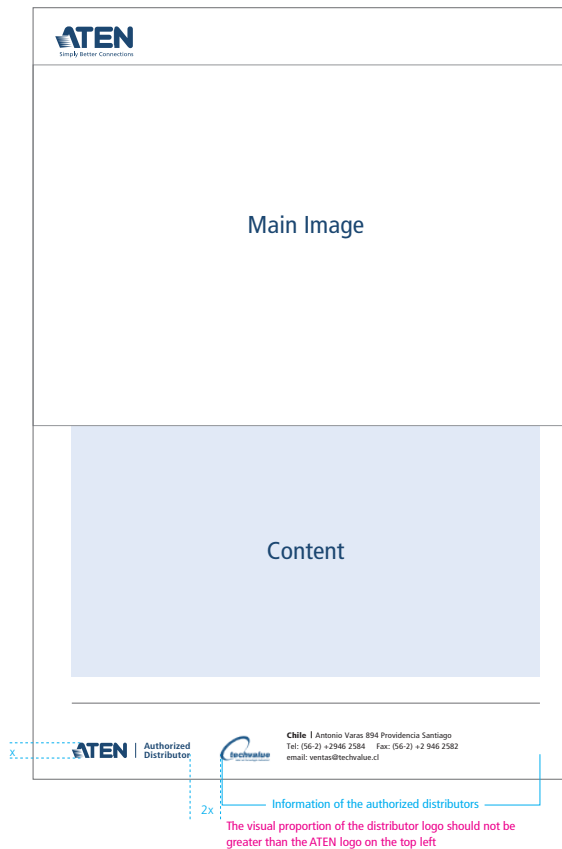
ADVERTISEMENTS

Please follow the required layout and visual presentation.
The surface area of the Main Image and AD Content can be altered.

Please follow the standards of the position of the ATEN Logo (on the upper-left hand side of the advertisement) illustrated here. Distributor information and ATEN channel signature should be on the bottom of the advertisement. In most cases, none of the aforementioned items should be altered.

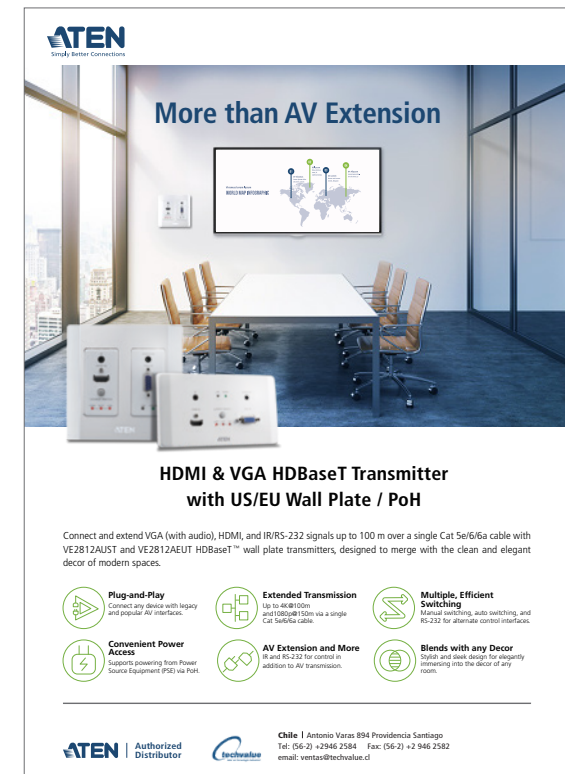
Size: 210mm (W) x 297mm (H)
Resolution: 300dpi

Advertisement template artwork is provided on
SharePoint. Do not alter the artwork.



The proportion of main image to content can be
adjusted according to actual use

Example



2.1.5-B

FLYERS

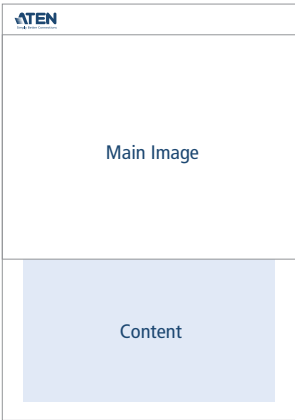
Please follow the required layout and visual presentation.
The surface area of the Main Image and AD Content
can be altered.

Please follow the standards of the position of the
ATEN Logo (on the upper-left hand side of the flyer)
illustrated here. Distributor information and ATEN
channel signature should be on the bottom of the flyer
(on the back side). In most cases, none of the
aforementioned items should be altered.

Size: 210mm (W) x 297mm (H)
Resolution: 300dpi

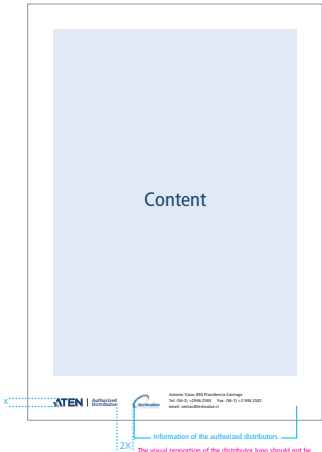
Flyer template artwork is provided on SharePoint. Do
not alter the artwork.

Cover



The proportion of main image to content can be
adjusted according to actual use

Back



Example:Cover



Example:Back



2.1.6-A

STORE SIGNS / SHELF SIGNS – I

In order to keep the ATEN brand image consistent, we have especially regulated the templates of store signs and shelf signs for channel partners. Please follow the standards of the position, size, proportion and colors of the store signs and shelf signs illustrated on the right to keep ATEN's brand identity consistent.

We provide 4 different sizes of store sign and shelf sign templates. Please choose the closest size according to your requirement.

A-1. THE USE OF CORPORATE LOGO AND CORPORATE TAGLINE

A-2. CORPORATE LOGO, CORPORATE TAGLINE AND KEY MARKETING MESSAGES

A-3. CORPORATE LOGO, CORPORATE TAGLINE AND PRODUCT INFORMATION

A-1



A-2



A-3



2.1.6-B

STORE SIGNS / SHELF SIGNS – II

B-1. THE USE OF CORPORATE LOGO AND CORPORATE TAGLINE

B-2. CORPORATE LOGO, CORPORATE TAGLINE AND KEY MARKETING MESSAGES

B-3. CORPORATE LOGO, CORPORATE TAGLINE AND PRODUCT INFORMATION

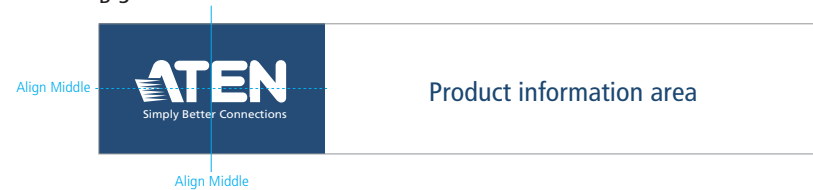
B-1



B-2



B-3



2.1.6-C

STORE SIGNS / SHELF SIGNS – III

C-1. THE USE OF CORPORATE LOGO AND
CORPORATE TAGLINE

C-2. CORPORATE LOGO, CORPORATE TAGLINE
AND KEY MARKETING MESSAGES

C-1



C-2



2.1.6-D

STORE SIGNS / SHELF SIGNS – IV

D-1. THE USE OF CORPORATE LOGO AND
CORPORATE TAGLINE

D-2. CORPORATE LOGO, CORPORATE TAGLINE
AND KEY SALES MESSAGES

D-1



D-2





2.1.6-F

SHELF WOBBLERS

In order to keep the ATEN brand image consistent, we have especially regulated the templates of shelf wobblers for channel partners. Please follow the standards of the position, size, proportion and colors of the shelf wobblers illustrated on the right to keep ATEN's brand identity consistent.

We provide 2 different sizes of shelf wobbler templates. Please choose the closest size according to your requirement.

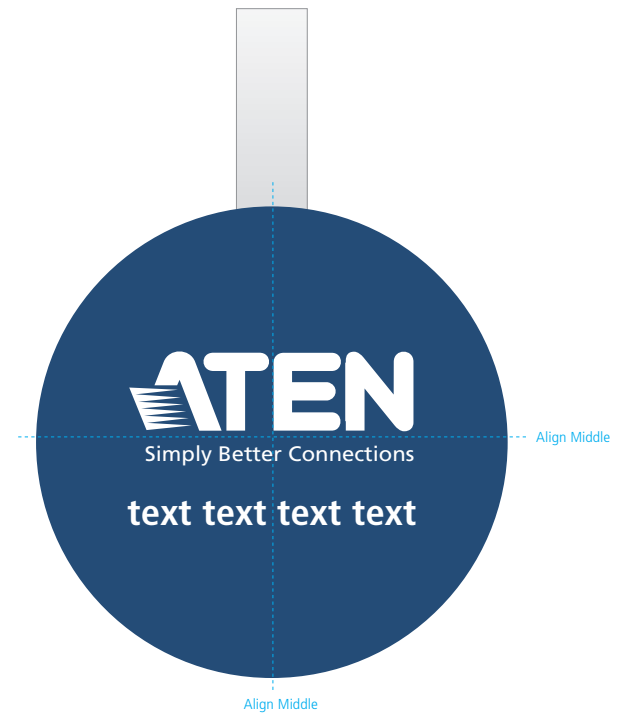
F-1. CORPORATE LOGO AND CORPORATE TAGLINE

F-2. CORPORATE LOGO, CORPORATE TAGLINE AND KEY SALES MESSAGES

F-1



F-2



2.2.1

THE SPACE AND SIZE OF ATEN LOGO AND PARTNER 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 PARTNER LOGO

B. THE PROPORTION WHEN COMBINATING OF CORPORATE LOGO AND PARTNER LOGO

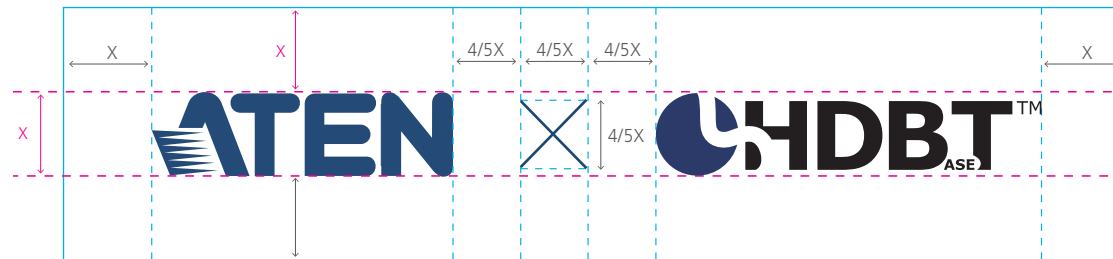
Please follow the standards of the position, size, and the range of the combination of ATEN and partners' Logos. In most cases, none of the aforementioned items should be altered.

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)

2.2.2

THE COMBINATION OF THE ATEN LOGO AND "POWERED BY"

When partners are exhibiting or promoting their solutions which include ATEN products, the combination of Powered by and the ATEN logo must be used as shown on the right to declare our relationship.

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

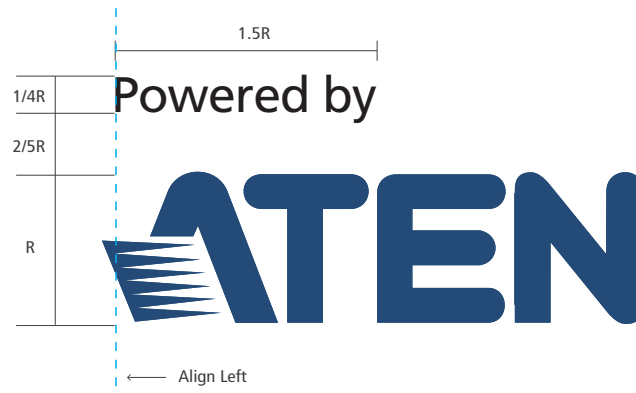
Please follow the standards of the position, size, and the range of the ATEN Logo and "Powered by" illustrated here. In most cases, none of the aforementioned items should be altered.

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.



B.



2.2.3

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.

