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:

CONCLUSION

ATEN as the single main brand = corporate identity = brand assets
“Altusen™, VanCryst™ and NRGence™ are the identities of product portfolios”

<table>
<thead>
<tr>
<th>Single main brand</th>
<th>Product portfolio</th>
<th>Enterprise Solutions</th>
<th>Professional AV Solutions</th>
<th>Energy Intelligence Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Altusen™</td>
<td>VanCryst™</td>
<td>NRGence™</td>
<td></td>
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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.
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.
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.
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.
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.
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.
BASIC CORPORATE IDENTITY SYSTEM

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.

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.

C. CORPORATE LOGO (WITHOUT SLOGAN)
   Scenario:
   To be used in product itself, product catalogues, or marketing materials, etc.

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.

E. For US Subsidiary Only
   Different elements should be combined in specific proportions, sizes, and orders.
CORPORATE LOGOTYPE (VERTICAL)

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

<table>
<thead>
<tr>
<th>A. ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
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ATEN LOGO USAGE WITH PARTNER
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. 
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.

(X = Logo height)
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 COMBINING 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.

(X = ATEN Logo height)