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Allied Telesis



Use Contrast In weight and size

Tighten the kerning



Progressing the Brand

Enhancements to the 2011 Corporate Style Guide

alliedtelesis.com

The Basics

- Refresh our look without abandoning current fonts and colors
- Take cues from new website design to extend brand consistency across platforms
- Incorporate a new tagline
- Use more eye-catching color
- More attention to good typography
- Use a common grid and content size across international paper sizes
- Phase out the swoosh



Typeface

- Retain Gill Sans
- Pay more attention to typography Gill Sans needs finessing
- Make it more contemporary with better use of type large sizes, contrasts in weights, tighter kerning



SMALL AND BOLD

Use Contrast In weight and size

Tighten the kerning



Colors

- Retain the current color palette
- More variety in the use of color, less monochromatic design
- Color-coded in concert with new website





the solution : the network

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Corporate signoff block

 Americas Headquarters
 19800 North Creek Parkway
 Suite 100
 Bothell
 WA 98011
 USA
 T: +1 800 424 4284
 F: +1 425 481 3895

 European Headquarters
 Via Motta 24
 6830 Chiasso
 Switzerland
 T: +41 91 69769.00
 F: +41 91 69769.11

 Asia-Pacific Headquarters
 II Tai Seng Link
 Singapore
 534182
 T: +65 6383 3832
 F: +65 6383 3830

www.alliedtelesis.com

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- Takes up significant space
- Puts legalese in a superior position to logo and tagline
- Visually too light, blends in with content



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- More compact
- Hierarchical: Company name, addresses, website, legalese
- Creates a visual conclusion to the document



Website Identifier

- www.alliedtelesis.com is a mouthful: 17 syllables
- Our name is lost in the middle because of the consistent shape and rhythm of the Gill Sans letterforms

www.alliedtelesis.com



Website Identifier

- alliedtelesis.com is only 7 syllables
- Unique graphic treatment of the identifier helps brand the website as a destination instead of an obligatory afterthought

aliedtelesis.com



Website Identifier

The emphasis is now on our company name

alliedtelesis.co.uk alliedtelesis.de alliedtelesis.fr **alliedtelesis**ie **alliedtelesis**it **alliedtelesis**.ru alliedtelesis.dk alliedtelesis.com.sg alliedtelesis.com.au alliedtelesis.at alliedtelesis.be alliedtelesis.com.br alliedtelesis.com.cn alliedtelesis.pl alliedtelesis.ch alliedtelesis.se



A Design in Contrasts

- Use contrasts in color and type weight to create visual robustness
- Extend this design to product and service names

AlliedView SwitchBlade
AlliedWare VCStack
iMAP iMG EPSRing
Net.Cover Product.Cover





- An over-used design element in innumerable company logos
- Uses too much space



Network companies that use curves and arcs to represent their Internet connection are being too vague, logowise. "The focus is sort of in the wrong place... They're designing the mark for the medium, not necessarily what the product or service is."



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The Ubiquitous Swoosh



Nike's swoosh is much beloved around the world, so much so that thousands and thousands and thousands of companies have adopted some version of a swoosh as their logo. The problem? There is absolutely no differentiation between these logos - and differentiation is the number one requirement for effective branding. Another problem is that swoosh logos look very dated - but not for Nike, of course. When it comes to a swoosh, **JUST DON'T DO IT!**



Replaced with the Binary Swoosh

- Retains the feeling of movement without overwhelming the page
- Used in background instead of foreground a supporting element rather than the star
- We already use this graphic element
- Evokes our corporate "DNA"
- The old swoosh said "motion" in a generic way new is more specific, says "networking" and "flow of data"
- Evokes "the cloud"





Document Layout

- Low contrast, monochromatic
- Needs visual excitement for high tech solutions

lied Telesis Product Catalog Issue 10	Allied Telesis	Allied Telesis Fact Sheet		Datasheet Switches	Allied Telesis
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the solution : the network

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Refreshed Layout

- Bolder use of typography
- Larger product names
- More photography
- No swoosh means more room for text
- Echoes the new website

Switches

SwitchBlade[™] ×3112 ACCESS EDGE CHASSIS SWITCH

The SwitchBlade x3112 is a versatile 12-slot access edge switch using Allied Telesis proven carrier-grade iMAP software, The x3112 is designed to deliver high performance FTTx Triple Play services in service providen networks as well as Power over Ethernet and enterprise-class services using its high availability non-blocking switch fabric and Layer 2+ features.

Service Provider FTTx Platform

The SwitchBlade x3112 provides high-density FTTx services using 24-port 100/1000 TX SFP optical line cards, with support for up to 10 line cards per chassis for a total of 240 total ports. The chassis is a compact 7RU rack-mounted chassis with front access for all modules including line cards, fabrics and dedicated power supplies that support power supplies. Four-port 10G modules up to 155 Class 3 10/100/1000 PoE ports enable flexible and high bandwidth uplinks. (802.11af) or 80 10/100/1000 Class 4 PoE Uplinks can be point-to-point or highly redundant Ethernet Protection Switch Rings ponts (802.at) (EPSR) that support sub 50ms failover.

Triple Play Designed

Based on the Allied Telesis proven carrier-The x3112 has a fully non-blocking architecture supporting wire speed IG and IOG services. The dual 400G switch controllers provide maximum performance for FTTx delivery. Every slot can be used for the IG or IOG line cards in any combination for total port flexibility. This level of scalability enables the chassis to be

grade iMAP Triple Play optimized operating software, the x3112 supports service delivery with its enhanced IP features: IGMP multicast, DHCP with Option 82. rate shaping and rate limiting, along with configured as a chassis aggregation platform

Power over Ethernet Plus (PoE+) Applications such as IP surveillance, wireless

access point connectivity and IP telephony

often require copper networks with PoE

The x3112 allows for this connectivity with

support for up to 30 Watts per PoE port.

The power flexibility is delivered by two



Ethernet Protection Switching Rings (EPSR) EPSR provide https://sub-science/ VLAN and Tagging Supports 802:10 and 802:10 (VLAN larging), and classifies traffic based on scice data and video using service VLANs. Supports sight anothy parents. LA to 4K schere VLANs are concurrently supported per nobi. HVLAN (port and VLAN-based double tagging) is supported with 802:1 Q-in-Q.

Link Aggregation Group (LAG) The x3112 supports a maximum of 127 LAGs config-ured on the system at one time. A maximum of eight member ports per LAG is supported.

in addition to provisioning customers

Dual fabric cards enable load sharing, providing SOOGbps throughput via a passive backglane.

Access Control Sapports Access Control Lists (ACLs) which enables incoming inspection of trames as well as classifica-tion. Specific actions can be applied to trames to



Key Features

Performance

Non-Blocking



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QoS and VLAN tagging. The x3112 allows advanced service management by using a VLAN per service, each provisioned to its own operator-defined requirements. Both multicast IPTV and cloud-based over-the-top video services are supported through ultra-low latency and jitter control functionality.

Carrier Class

The SBe3112 features redundant switch controllers, power supplies and uplinks as options to assure 99.999% availability. With dual redundant hot-swap AC or DC power supplies coupled with sub-millisecond controller failover and redundant ring support with EPSR, the SBb3112 delivers highly reliable performance with minimum ntime or service interruption.



more effectively manage network traffic at Layer 2 through Layer 4. 802.1s port authentication is also supported for port-based metwork access control.

Rate Limiting and Rate Shaping Supports egress rate limiting for outpriner and network-facing ports, as well as rate shaping using DiffServ.

Fiber SFP Port Options Supports copper and ther SFPs per port, with SR, MR and LR optices for up to 20km reach over riber.
 Supports both 100Mbps and 16bps. SFPs are available for FTTs services

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International Paper Sizes

 Current designs require re-layout for conversion to different paper sizes

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 New grid allows one design to a common size, floating within different paper sizes







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Thank you

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