



Light & Large

SMALL AND BOLD

Use Contrast
In weight and size

Tighten the kerning

alliedtelesis.com

Progressing the Brand

Enhancements to the 2011 Corporate Style Guide

alliedtelesis.com

the **solution** : the **network**



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

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Colors

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

Products

Corporate

Purchase

Solutions

Support

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 | 11 Tai Seng Link | Singapore | 534182 | T: +65 6383 3832 | F: +65 6383 3830

www.alliedtelesis.com

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Connecting The  World

 Allied Telesis™

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

 Allied Telesis

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Corporate signoff block



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



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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

alliedtelesis.com

Website Identifier

- The emphasis is now on our company name

alliedtelesis.co.uk

alliedtelesis.com.au

alliedtelesis.de

alliedtelesis.at

alliedtelesis.fr

alliedtelesis.be

alliedtelesis.ie

alliedtelesis.com.br

alliedtelesis.it

alliedtelesis.com.cn

alliedtelesis.ru

alliedtelesis.pl

alliedtelesis.dk

alliedtelesis.ch

alliedtelesis.com.sg

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 **i**MG

EPSRing

Net.Cover

Product.Cover

The Swoosh

- 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."

The Ubiquitous Swoosh



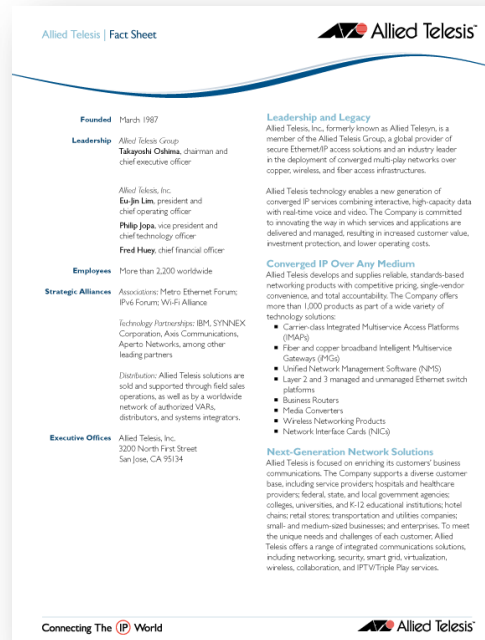
*Nike's swoosh is much beloved around the world, so much so that thousands and thousands and thousands of companies have adopted some version of a swoosh as their logo. The problem? There is absolutely no differentiation between these logos - and differentiation is the number one requirement for effective 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



Refreshed Layout

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

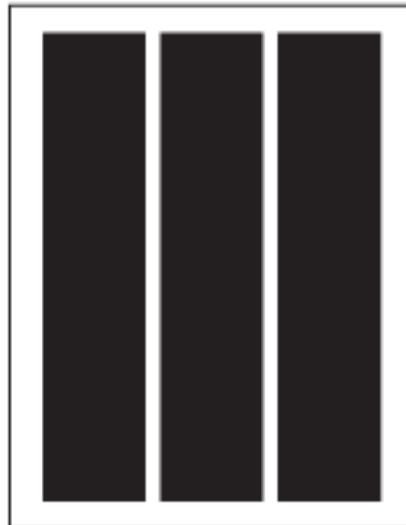


International Paper Sizes

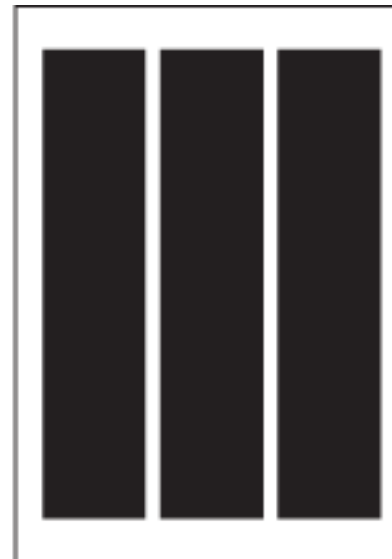
- Current designs require re-layout for conversion to different paper sizes
- New grid allows one design to a common size, floating within different paper sizes



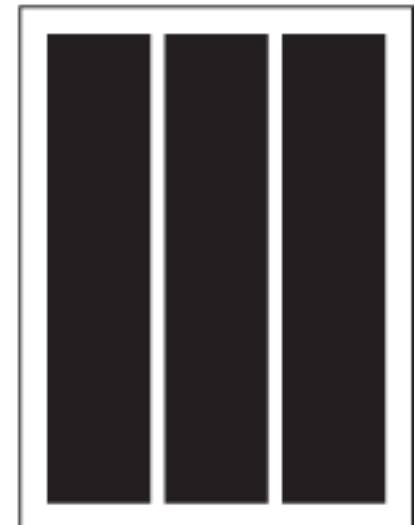
Magazine Wide
8-1/8 x 10-7/8
MASTER LAYOUT



US Letter
8-1/2 x 11

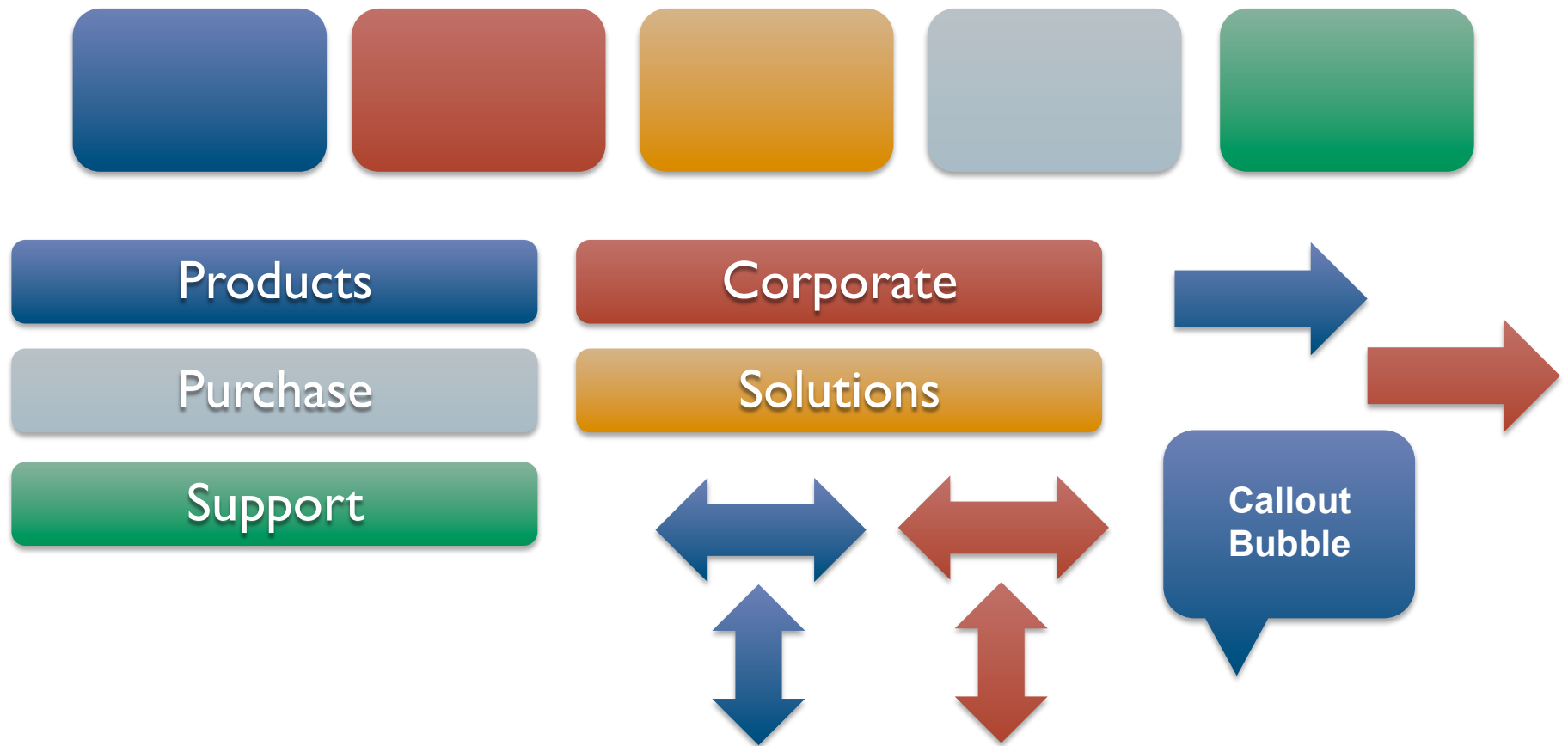


A4
210mm x 297mm



UK Catalog
210mm x 280mm

More Color, Friendly Shapes





Thank you



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