

2013



Corporate Style Guide

This is a living document, last edited
July, 2013

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Introduction

Allied Telesis has experienced and enjoyed tremendous growth and increased market visibility over the last 25 years. Today we're one of the largest networking companies worldwide, with a diverse product and solution offering, a strong mission and vision, and a bright future.

As we have grown, we have produced many “faces” of the company internationally in everything from collateral to tradeshow exhibits to advertisements. While visual diversity helps to differentiate product lines and corporate statements, a strong consistency among these elements is vital. Anyone seeing an Allied Telesis product, brochure or tradeshow demo in any international country, should detect a similar “look and feel.”

This corporate style guide will communicate the methodology and reasoning behind our corporate image, and how that image should be implemented in the creation of the many materials we produce. It is also meant for our suppliers of myriad products, collateral, advertisements, packaging and other communications vehicles. It goes well beyond logo usage to provide detailed information regarding corporate colors, typography, presentations, photography, illustrations and brand information.

The goals for this document are to increase consistency of the Allied Telesis corporate image internationally, to provide a more sophisticated corporate image, to provide a “look and feel” that closely matches our brand personality and to provide a useful reference guide and communications tool to employees and suppliers.

As a company, Allied Telesis is unique. We began with a unique vision of networking building blocks that has endured and advanced with the industry and technology. Allied Telesis is a company whose business is optimized for enterprise networks and solution providers, and our business model of turning “survival of the fittest” into a science has served well from the beginning. By providing products with low life-cycle costs, our valued customers benefit from low acquisition and maintenance costs, solid support and service and competitive technology.

The qualities of our business approach are loyalty, compatibility, and reliability; in short, we provide a “smart” option among the many networking choices available today. Furthermore, the way we communicate with our many customers and contacts—and in fact our company personality—is spirited, friendly, determined and enterprising. These factors express who we are and the promises we make to our customers. Marketing communications has taken these and many other factors into consideration in the creation of this corporate identity: efficiency, culture, brand personality and attributes, cost, competitors' look and feel, international issues and requirements and longevity.

We hope you will find that this strategy will help you consistently communicate and promote Allied Telesis as an industry leader. We're excited with our new look and trust it will give you a new set of tools to help Allied Telesis achieve new heights in the networking market!

Corporate identity and brand

A brand is not what you want to be, but who you really are.

In marketing, we use the brand information as a “sanity check” against our many marketing and sales programs, advertising and even product design so our efforts are consistent and properly reflect the Allied Telesis brand. One of the key tools in applying the brand to our work is the Allied Telesis “brand table,” which represents a tremendous amount of effort in identifying the words (and their meaning) that most accurately reflect our brand.

Our brand *attributes* are the qualities of Allied Telesis' approach to our business: things like standing behind our customers, and putting a strong emphasis on compatibility and reliability. Our brand *personality* traits are how we communicate: we're friendly, spirited, determined and enterprising. For instance, our advertising very often reflects much of our personality in the creative execution, and our attributes are evident in the message and key claim of the ad.

We also identify a brand *principle* which, in essence, represents the sum total of the experience people have with our company and our products. Our principle is based on a “total cost of ownership” business model, meaning we provide the lowest cost of network ownership: low acquisition cost, strong support programs, high reliability, and a focus on helping customers stay competitive. After all, everything we do is driven by our efforts to serve the customers who purchase and own our products.

Finally, we have long-term brand goals, or conclusions: we want customers to view Allied Telesis as a safe choice, a smart choice, and a company they can turn to for providing the products they need. These goals are what we strive towards daily.

Purpose of this manual

At Allied Telesis, we create and manage a corporate look and feel that is consistent, meaningful and attractive. It is meant to be unique and eye-catching, yet functional and appropriate. A clear, consistent corporate identity sends the optimum message to customers and employees. Allied Telesis corporate identity helps position us in the global marketplace and creates positive company awareness worldwide.

What is corporate identity?

Corporate identity is the consistent presentation of the Allied Telesis global culture. Corporate identity is a symbol that reflects the way in which Allied Telesis wants to be perceived. To create a corporate identity, you need to be consistent and have targeted marketing materials in order to maintain a positive corporate image.

Our identity is a total impression we make through our products, actions and advertising. It is expressed in our brochures, videos, website, slide presentations, trade shows and even the business letters that we write.

The Logo

The Logo is made up of the Logomark and Logotype.

These two elements must always appear together as shown here.

Never single out, nor through design call attention to, the “ATI” logomark. The use of the name ATI is not permitted and should not be inferred by the highlighting of the logomark.

Always produce the Allied Telesis Logo from approved digital artwork.

There are two versions of the Allied Telesis Logo. A simplified version is available for use when its size hampers the clarity of the horizontal bands in the dot. This could be on a piece of collateral or within online materials. It can also be useful for promotional items when there is embroidery or screen printing required. The rule to follow is only use the simplified five-band version if the logo size is smaller than 50 mm in width. If you need any further clarification on which logo to use, please contact a member of the Corporate Marcom Team in San Jose, California.

The Allied Telesis Logo is protected by registered trademark in many countries, but not yet worldwide. For legal reasons, any collateral that is produced for global use should not feature the Logo with the registered trademark symbol. Please refer to page 27 for further information on trademarks.

The Allied Telesis name must be kept consistent at all times.

Allied is not the company name and there are many companies that share that name. The use of the name ATI is not permitted. Always refer to the company as **Allied Telesis**.



For use on all items except those listed below. Dot has 10 horizontal bands.



For use on promotional goods, small page sizes. Dot has 5 horizontal bands. Trademark symbol is slightly larger.

Download this art at
<http://marcom>
on the Allied Telesis internal network

Clear space and minimum size

Clear Space

The clear space is an imaginary box around the logo in which no other type or graphical elements may intrude. The clear space around the Allied Telesis Logo is equal to the cap height of the Logotype. Do not allow any other graphic or text to enter this space (excluding backgrounds).

Background

Backgrounds and colors should be carefully chosen so as not to visually intrude or compete with the logo. The logo should be clear and instantly recognizable at all times.

Reproduction Size

The minimum width of the ten-stripe logo on all printed material is 2 in (50 mm). If the logo will be reproduced smaller than this, please use the five-stripe version to ensure clarity of the stripes.



Clear space

» Leave a space equal to the height of the "T" in Telesis, around all sides of the logo.



» Minimum size of ten-stripe logo version is 2 in (50 mm).



» Use the five-stripe logo version for reproduction at sizes smaller than 2 in (50 mm).

Incorrect use of the Logo

The Logo must never be distorted in any way.

The examples seen here, though not all-inclusive, demonstrate some of the incorrect uses of the Allied Telesis Logo.

Never single out, nor through design call attention to, the “ATI” logomark. The use of the name ATI is not permitted and should not be inferred by the highlighting of the logomark.



» Do not stretch the Logo



» Do not condense the Logo



» Do not use the Logomark separately



» Do not split the Logomark and Logotype



» Do not place on a busy background



» Do not change the relative sizes of the Logomark and Logotype



» Do not use the logo in place of text



» Do not use the logomark in conjunction with company names

25th Anniversary

Anniversary Logo

This special logo has been created to celebrate our 25th Anniversary. It may be used through March 2013 as a standalone graphic or in conjunction with the Allied Telesis logo — only as shown here:



**USE OF THE 25TH ANNIVERSARY LOGO
WAS DISCONTINUED ON MARCH 31, 2013.**



Download this art at
<http://marcom>
on the Allied Telesis internal network

Colors

PANTONE 2955 is our key color, used table headings and on anything that requires highlighting.

The secondary color, PANTONE 484, is mostly used for subheads, with a tertiary color, PANTONE 5435, for rulings and shading in tables.

Where further colors are required, the other pre-defined colors shown here may be used, for instance, for diagrams and on pages featuring technical specifications.

Body copy should appear in black.

The first five colors are used in our color coding system, used to denote “genres” of documents. Examples of this usage may be seen on the website and in the design of various documents.

No other colors should be used.

The Allied Telesis Logo uses Black and PANTONE 1797. PANTONE 1797 should not be used for anything other than the color of the logo mark stripes.

Using the PANTONE Color Bridge Color Matching System. Coated stocks are preferred.

	Solid Coated: Pantone 2955C Solid Uncoated: Pantone 2955U RGB: R0 G60 B105	CMYK Coated: Pantone 2955PC CMYK Uncoated: Pantone 2955UP CMYK: C100 M55 Y10 K48	PRODUCTS Web: #003C69
	Solid Coated: Pantone 484C Solid Uncoated: Pantone 484U RGB: R152 G50 B34	CMYK Coated: Pantone 484PC CMYK Uncoated: Pantone 484UP CMYK: C8 M91 Y92 K33	CORPORATE Web: #983222
	Solid Coated: Pantone 5435C Solid Uncoated: Pantone 5435U RGB: R166 G188 B198	CMYK Coated: Pantone 5435PC CMYK Uncoated: Pantone 5435UP CMYK: C28 M7 Y4 K12	SALES Web: #A6BCC6
	Solid Coated: Pantone 145C Solid Uncoated: Pantone 145U RGB: R202 G119 B0	CMYK Coated: Pantone 145PC CMYK Uncoated: Pantone 145UP CMYK: C0 M58 Y100 K8	SOLUTIONS Web: #CA7700
	Solid Coated: Pantone 348C Solid Uncoated: Pantone 348U RGB: R0 G133 B66	CMYK Coated: Pantone 348PC CMYK Uncoated: Pantone 348UP CMYK: C100 M4 Y87 K18	SUPPORT Web: #008542
	Solid Coated: Pantone 550C Solid Uncoated: Pantone 550U RGB: R140 G184 B198	CMYK Coated: Pantone 550PC CMYK Uncoated: Pantone 550UP CMYK: C43 M5 Y6 K10	Web: #8CB8C6
	Solid Coated: Pantone 142C Solid Uncoated: Pantone 142U RGB: R239 G189 B71	CMYK Coated: Pantone 142PC CMYK Uncoated: Pantone 142UP CMYK: C0 M25 Y76 K0	Web: #EFBD47
	Solid Coated: Pantone 5405C Solid Uncoated: Pantone 5405U RGB: R68 G105 B125	CMYK Coated: Pantone 5405PC CMYK Uncoated: Pantone 5405UP CMYK: C71 M30 Y13 K41	Web: #44697D
	Solid Coated: Pantone 430C Solid Uncoated: Pantone 430U RGB: R129 G138 B143	CMYK Coated: Pantone 430PC CMYK Uncoated: Pantone 430UP CMYK: C33 M18 Y13 K37	Web: #818A8F

Color Coding

As an aid to navigation, a basic color coding system is used throughout our website. This system has been extended to our corporate collateral when appropriate.

The appropriate color should be used as a 'key color' when designing and laying out collateral. Use the appropriate color in document type labels and as a key color for collateral.

If you have any questions regarding color coding usage, please contact a member of the Corporate Marcom Team in San Jose, California.

Product Information

Pantone 2955

Solutions Information

Pantone 145

Corporate Information

Pantone 484

Support and Training Info

Pantone 348

Sales Information

Pantone 5435

Managed Services

Pantone 430

Color of the Allied Telesis logo

The Allied Telesis logo should appear in Black and PANTONE 1797 only.

When printing in four-color process, the logo should appear in Black and the CMYK equivalent of PANTONE 1797.

One-color versions of the logo may also be used, but are limited to black or white. This application, although approved, should be used minimally.

The logo must never appear in any other colors.

Opposite are some examples of how color may be applied to the logo.

Correct color usage



» Correct 2 and 4 color application



» Correct 1 color applications

Incorrect color usage



Tag line

Our tag line is designed to:

- » Provide some thought-provoking interrelationship between the two phrases by use of the colon (for example, as opposed to “the solution is the network”)
- » Provide a bridge from our name to what we do in a more fluid, meaningful manner
- » Help guide us to an image as a solutions provider as opposed to a “box supplier”
- » Help establish our identity and positioning as a solutions provider and valued partner in a variety of vertical markets.

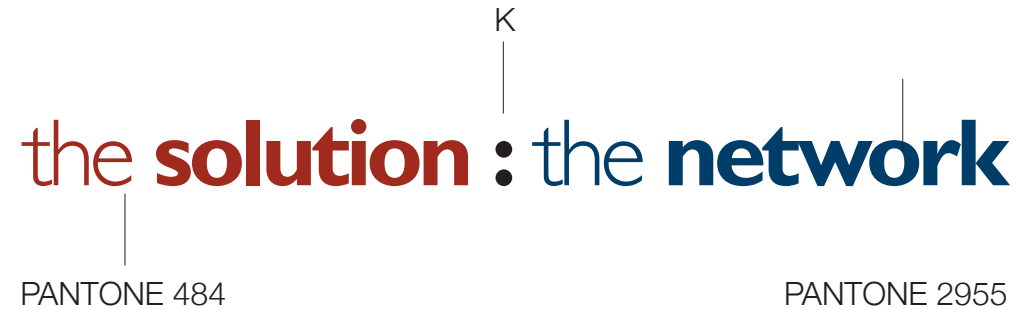
The tag line is not protected by registered trademark. For legal reasons, any collateral that is produced for global use should not include the trademark symbol.

The tag line is subject to change as our business focus evolves.

Download this art at
<http://marcom>
on the Allied Telesis internal network

Graphic tag line

- » Use only supplied, approved artwork
- » May be reproduced in 3, 2 or 1 colors depending on your print specs. Use correct artwork for your print application.



Sizing

- » When using the approved artwork, the size should be slightly smaller than the Allied Telesis logo. To size correctly, ensure that the total height of the tag line is the same as the height of the i in “Allied Telesis.”



- » When used side-by-side, logo and tag line should share a common centerline.



Text tag line

the solution : the network

- » Use of the tag line in a text-only format is not preferred, but is sometimes unavoidable (for example, in text-only email signatures).
- » Tag line should only appear with the company name. In no circumstances should it be used without the company name, either as a logo or as text.
- » Tag line should always appear in lower-case text.
- » Tag line should appear in English in all regions.
- » The colon (:) must have equidistant space on both sides. The colon indicates a relationship between the solution and the network, not an example. “the solution: the network” is incorrect.
- » Do not use light/bold pattern in text applications. If this effect is desired, use the approved artwork.

Tag line usage

As with the logo, the Allied Telesis tag line should appear only in its approved colors.

When printing in four-color process, the tag line should appear in Black, and the CMYK equivalents of PANTONE 2955 and 484.

It should appear on every piece of marketing communication, but used discreetly. The tag line should not be the focal point of the piece.

Use of the tag line should be limited to promotional or marketing-focused collateral. Do not use on legal or contract-related documents.

One-color versions of the tag line may also be used, but are limited to black or white. This application should be used in instances where the tag line is reproduced over a background color or photograph.

The tag line must never appear in any other colors. Individual elements should never be altered, misplaced or miscolored. See the examples, right, for incorrect usage of the tag line.

The tag line should only be used alongside the logo, on the bottom of a single page or final page of collateral. The tag line should never be used without the company name.

Correct use of the tag line

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

» Correct 4 color application

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

» Correct 2 color application

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

» Correct 1 color applications

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

Incorrect use of the tag line

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

» Do not alter the position of tag line elements

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

» Do not change the color of the tag line

 Allied Telesis™
the **solution** : the **network**

» Do not size larger than Allied Telesis Logo

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

» Do not use 4 color over dark background

Website Identifier

To increase awareness of our global corporate website and to enhance brand recognition, we have created website identifier art. The unique graphic treatment of the identifier helps brand the website as a destination instead of an obligatory afterthought.

Do not use “www” with our website URL.

www.alliedtelesis.com is a mouthful: 17 syllables! alliedtelesis.com is only 7 syllables.

Use approved reproduction art. If art is not available, compose the web identifier using these specifications:



alliedtelesis.com

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

alliedtelesis.cz

alliedtelesis.fi

alliedtelesis.hu

alliedtelesis.mx

alliedtelesis.co.nz

alliedtelesis.no

alliedtelesis.ro

alliedtelesis.es

Download this art at
<http://marcom>
on the Allied Telesis internal network

Typefaces

The Allied Telesis corporate typeface is Gill Sans Std.
The secondary typeface is Helvetica Neue.

See right for examples of the typefaces that may be used, and refer to individual sections for its use in literature, advertising and multimedia applications.

Please refer to the Design Specification section of this guide for further information on typography.

If you have any questions, please contact a member of the Corporate Marcom Team in San Jose, California.

Gill Sans Std Light

Gill Sans Std Light Italic

Gill Sans Std Regular

Gill Sans Std Italic

Gill Sans Std Bold

Gill Sans Std Bold Italic

Helvetica Neue Roman

Helvetica Neue Bold

Helvetica Neue Condensed

Helvetica Neue Bold Cond.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The Binary Cloud

The Binary Cloud used within Allied Telesis corporate branding is a fresh and stylish design to show the positive way in which Allied Telesis provides the infrastructure of cloud computing. The binary lines illustrate network cloud activity while providing a visual link back to our previous “swoosh” branding.

The Binary Cloud creates a feeling of movement without requiring a large amount of space on a page. It can be used across the top of all printed and multimedia material without overpowering the page.

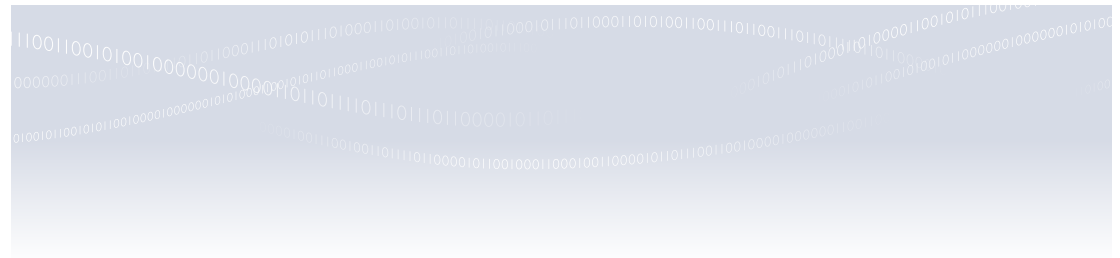
The Binary Cloud consists of two elements: a colored background gradient, overlaid with the Binary Swooshes.

The Binary Swooshes may also be used without the background gradient, depending on the design of the material. The Binary Swooshes fade to transparent at either end of a swoosh. The Binary Swooshes should not end abruptly.

The Binary Swoosh should appear only in its approved colors.

The Binary Cloud may appear over a tint background of PANTONE 2955 or reversed out as white. If used in black-and-white advertising, a black version of the Binary Swooshes is available.

The Binary Swoosh must never appear in any other colors.



Download this art at
<http://marcom>
on the Allied Telesis internal network

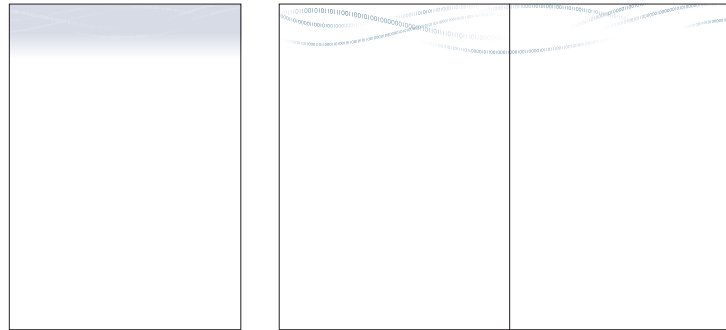
Positioning of the Binary Cloud

The Cloud must span the full width of the page or spread, running from edge to edge across each communication piece. The Binary Swoosh should bleed — appear to run off the page, both horizontally and vertically.

The Cloud may consist of the background gradient overlaid with Binary Swooshes, or as Swooshes alone.

Cloud elements and templates for use are available from Corporate Marcom.

Correct use and positioning of the Cloud



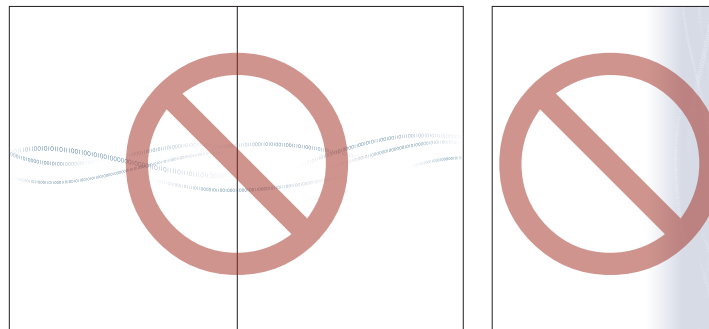
THE CLOUD

- » For flyers, datasheets, and low-page-count collateral, the gradient should end 2 in (50 mm) below the top margin.
- » For brochures, solutions guides, and high-pagecount collateral, gradient should end 4 in (100 mm) below the top margin.
- » Gradient is linear, -90°, from 10% of color (PMS 2955) to 0%. Use the Gradient Feather tool in Adobe InDesign to achieve this or obtain art from Corporate Marcom.

BINARY SWOOSHES

- » Use the approved supplied art.
- » Enlarge the art to fit the width of the piece — including bleed. Align the art at the top of the bleed so that swooshes show movement off the page.
- » The swooshes are meant to be dynamic and unique rather than identical with each use. Tweak the size and placement for best effect on each design — for instance, to better frame overlaid text, or avoid visual clutter with overlaid logo.

Incorrect use and positioning of the Cloud



The Cloud and imagery

Photographic images may be used in conjunction with the Binary Cloud. Always use the gradient layered behind the Binary Swooshes. Swooshes should not be overlaid onto busy imagery without the background gradient.

The Cloud gradient should always appear layered on top of photographs. Text should always appear layered on top of the Cloud.

Correct usage of the Cloud and imagery



Incorrect use of the Cloud and imagery



» Use Binary Swooshes only at the top of the page.



» Do not use Binary Swooshes alone when the background is busy. Include the cloud gradient.

Style of imagery

Allied Telesis uses a mix of “people” and “corporate” images which convey our brand attributes of being business supporting and a friendly company to do business with.

Images used should be those which portray and focus on the corporate/support fields in which Allied Telesis operates:

- » Connecting people
- » Connecting through (and with) technology
- » Connecting workgroups
- » Connecting communities

Other General Guidelines Include:

- » Subject should be facing the viewer (looking at the camera)
- » People should be dressed in red when possible
- » Images should be warm and inviting

It is possible to use a mix of styles in any piece of communication, although the bias should always be towards corporate imagery. Use color images where possible.

Correct style of corporate imagery



Incorrect style of imagery

Do not isolate people or objects from their backgrounds. This style of photography is reserved only for presentation of Allied Telesis products.

Incorrect style of imagery



» Do not “cut out” or isolate people from backgrounds

Product Photography

All product photography requirements must be referred to Corporate Marcom.

High resolution photography for marketing purposes is created in a professional studio environment with standard angles, color correction, creation of “wet table” effects and shadows.

Only professional photos are acceptable for corporate communications.

Product photos should be isolated from the background by an alpha channel. Products may appear laid over the existing background of a document, but should not have a specific background of their own.

Angle and pitch

Angle: 13° on average; 12° for long products,
15° for short products

Pitch down/angle: 10° on average, 8° for deep products,
11° for short products

Variations: NICs, XEM modules, optical and wireless products
should be angled in the reverse direction.

Color matching and lighting

Lighting, shadows and color should also be kept consistent on all product images and matched to the example images shown here. Close attention should be paid to consistent color; the CMYK value of the gray on the product should be corrected to C21, M14, Y15, K0.

Drop shadow and reflection

The drop shadow on the product should appear in the same style on all of the standard product images, as shown here. Reflections are generally created digitally, however products may be shot with a white background on plexiglass for more complex reflections. All supports should be out of view when taking photographs.

Correct usage: angled for marketing applications



» Use the reflection when the photo is large and marketing-oriented



» Do not use reflection when photo is small



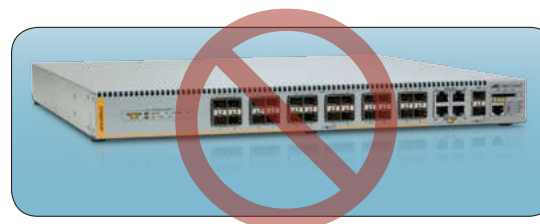
» Smaller products (NICs, XEMs, Optical, Wireless) use a reverse angle

Correct usage: straight-on for technical applications



» Do not use reflection with straight-on photos

Incorrect usage



» Do not put any boxes around product photos.

Product Silkscreening

Use the five-stripe Allied Telesis Logo on products. If the product ships with any blank panels or small, removable parts, then use the logo on those parts. Avoid use of the “ATI” mark without the “Allied Telesis” wordmark, especially on cards: ATI is the trademark of another company which manufactures cards.

Always include the product name with a small description beside the Allied Telesis logo.

If the product name is not used to order the product, the product part number should also be stated on the product.

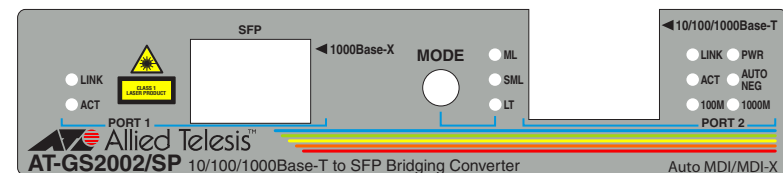
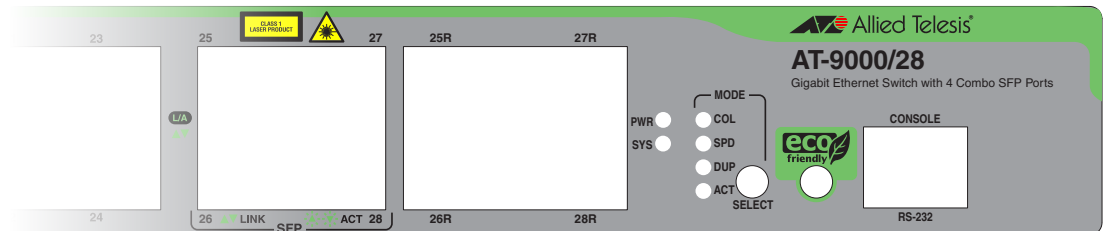
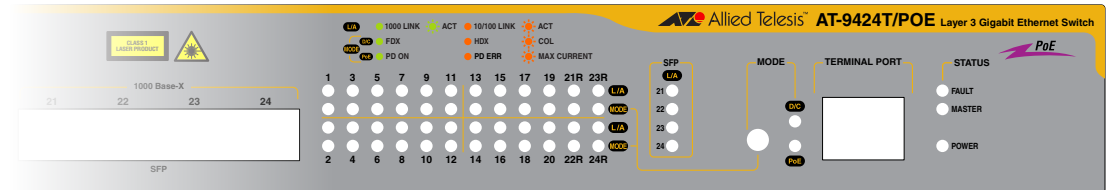
Example: SwitchBlade x3112 is the product name, but the chassis part number is AT-SBx3112 which appears next to the logo.

Labelling of LEDs and ports, etc. is always done in CAPS.

Fonts:
Helvetica Neue 75 Bold
Helvetica Neue 77 Bold Condensed

Colors:

Gray	■	PANTONE 423C
Gold	■	PANTONE 124C
Red	■	PANTONE 1797C
Blue	■	PANTONE 3005C
Green	■	PANTONE 802C green
Orange	■	PANTONE 165C orange
Yellow	■	PANTONE 108C
eco Green	■	PANTONE 360C



Product Name: Design Language

Wherever possible, we strive to unify our product branding under the umbrella of our new design language. The logos on this page have been redesigned with this in mind.

Our design language relies on contrast in weight and color. Product names are divided into two parts. The “operative” or more important segment of the product name is presented in Gill Sans Std Bold and PANTONE 484. The remainder of the name is presented in Gill Sans Std Light, black.

Product name logos are redesigned or created on an as-needed basis. Please contact Corporate Marcom for the latest product branding art before beginning a project.



SwitchBlade[®] x3112
ACCESS EDGE CHASSIS SWITCH

Ether**GRID[™]**

CentreCOM



Converteon[™]
MANAGED MEDIA CONVERSION SYSTEM

Download this art at
<http://marcom>
on the Allied Telesis internal network

Copywriting

Copy should be informative and inspiring. Create a feeling of confidence. Use short direct sentences in easily understood language. Focus on customer needs and benefits.

Understand the audience for your communication. Think what they will do/what will their reaction be after reading/absorbing the communication.

Keep printed collateral as professional copy, keeping Allied Telesis as the subject/third person. When writing copy for advertising, e-mailers and posters, the copy may be presented with a more personal note, for example including such phrases as we, you and us.

Please contact Corporate Marcom in San Jose, California for any copywriting requirements.

Incorrect copy style

Allied Telesis engineers high-performance, high-quality, future-proof products to meet all of your cutting-edge voice, video, and data networking needs, without breaking your budget. From unmanaged and WebSmart switches to Layer 2 and Layer 3 switches, our strength is in producing efficient, streamlined, powerful products that will last for the life of your network and deliver the highest-possible return on your investment.

Correct copy style

Allied Telesis engineers high-performance, high-quality, future-proof products to meet every cutting-edge voice, video, and data networking need, without breaking the budget. From unmanaged and WebSmart switches to Layer 2 and Layer 3 switches, Allied Telesis produces efficient, streamlined, powerful products that will last for the life of the network and delivers the highest-possible return on investment.

Word conventions

Please note regional variances may occur in spelling. Collateral intended for global distribution should use American English spelling and grammar. For trademarking information, see pages 27 and 28.

and (do not use '&')	Fast Ethernet	Mbps (not Mbit/s)	RJ-45
IOT (remove base)	full-duplex	MDI/MDI-X	NEW RJ point five (not RJ.5)
I0/I00TX (remove base)	GB	MHz	AT-SBx908
I0/I00/I000T (remove base)	GBIC	MissingLink	SFP
I000LX (remove base)	Gbps (not Gbit/s)	Mpps	single-mode
I000SX (remove base)	GbE	multi-mode	spanning tree
I000X (remove base)	half-duplex	multi-protocol	Stateful Inspection Firewall
I0G	hardware-based	multiservice	Store-and-Forward
I0GbE	home page	Net.Cover	SwitchBlade
I0 Gigabit	hot-swappable	non-blocking	V AC
SB4100 Series (remove AT-)	hyperlink	non-condensing	V CStack
AlliedView	IEEE 802	online	vDC
AlliedWare	intelligent Multiservice Gateway (iMG)	OSPFv2	Web-based
Allied Telesis (never use ATI)	integrated Multiservice Access Platform (iMAP™)	PCI-Express (PCIe)	Web site
auto-configuration	Internet	PCI Extended (PCI-x)	WiFi
auto-ranging	intranet	Plug & Play	wirespeed
database	IPSec	Point-to-Point Protocol	X.25
DiffServ	IP Triple Play	policy-based	xDSL
DSL	IPv6	POTS	XFP
e-mail	KB	Power over Ethernet	
eco-friendly	kbps (not kbit/s)	PPPoA	
NEW end-user	loadbalancing	PPPoE	
NEW Ethernet Protected Switched Ring (EPSRing™)	low-density	PoE (POE in product names)	
Ethernet-based	MAC address	QoS	
	MB	Rapid Spanning Tree	
		RIPv1/v2	
		RoHS	

Allied Telesis Style

Allied Telesis

Never use the Company name as a possessive.

» Example: *Allied Telesis' iMG* should be written *The Allied Telesis iMG*

Acronyms

Spell the phrase out the first time, including the acronym in parentheses. After the first time, use only the acronym. First use of acronyms in headings is acceptable.

» *Power over Ethernet (PoE)*

Product Series

A collection of products with the same basic product number is referred to as a Series. Capitalize Series when it is preceded by the product name.

» Example: *8100S Series*

Product Families

A collection of products that spans different Series is a Family.

» Example: *Allied Telesis iMAP Family*

Product Names

Use the complete product name the first time, then the casual name thereafter.

» Example: *AT-8100S/24* the first time, *8100S/24* thereafter

Oxford Commas **NEW**

Use a comma prior to "and" in a list for clarity.

» Example: *Switches, Routers, NICs, and iMGs.*

Numbers and units

The numerical value always precedes the unit, and a space is always used to separate the unit from the number. The exceptions to this rule are for the unit symbols for degree, minute, and second for plane angle. Units of data, bandwidth and temperature are not separated by a space when used as abbreviations.

Measurements

95 in
95 inches
25 mm
100 ft
2.5 kg
10 km
100 µm

Data

10T
10/100TX
10/100/1000T
1000LX
1000SX
1000X
10G
10GbE
10 Gigabit
1024 bytes
100Mbps
9kb
9 kilobits
24kB
24 kilobytes

Power

-48 vDC
240 V AC
150W
150 Watts

Temperature

45°C
112°F

Quantity

100K is acceptable (denoting thousands) in such specifications as:
- 32K MAC Addresses
- 8K Layer 3 entries
- Up to 5K RIP routes

Not acceptable in narrative:
“We sell more than 2K switches every month”

Trademarking our name

The legal department has requested that we use the TM version of our logo at all times, to create consistency globally, as not all countries are registered. Using country-specific trademarking can create confusion and lead to wrong usage elsewhere.

Use the trademarked logo on all marketing collateral, technical documentation, package, silkscreens, product overlays and websites.

Use “Allied Telesis, Inc.” in legal documents such as contracts and in copyright statements. Otherwise, “Allied Telesis” alone is acceptable.

Using the Allied Telesis name

Correct

Allied Telesis
Allied Telesis, Inc.
Allied Telesis International, Ltd.
Allied Telesis (Thailand) Co., Ltd.

Incorrect

ATI
Allied
Allied Telesyn
Allied Telesis Thailand

Please use a comma before the corporate abbreviation
Inc., Ltd., Pte., etc.

Correct



» Use the trademark symbol with the logo at all times.

Incorrect



This is the Allied TelesisTM Corporate Style Guide.

» Do not use the trademark symbol when referring to the Company in text.

Trademarking products

Use the trademark symbol on the first occurrence of an Allied Telesis trademarked name in a document only. This eliminates repetition, which can look messy in long pieces. Product logos should always carry the appropriate trademark symbol as part of their design.

Don't trademark other companies or brands; our corporate sign-off includes a statement regarding third-party trademarks, which saves us from incorrectly trademarking.

Allied Telesis trademarks

Registered trademarks

AlliedWare®
Net.Cover®
SwitchBlade®

Trademarks

AlliedView™
AlliedWare Plus™
AMF™
Converteon™
EPSRing™
MissingLink™
Smart MissingLink™
VCStack™

Acknowledging trademarks

Our legal department asks that we include the following footnote and copyright information on all external material:

© 2013 Allied Telesis, Inc. All rights reserved. Information in this document is subject to change without notice.

All company names, logos, and product designs that are trademarks or registered trademarks are the property of their respective owners.

Trademarks (non-registered)



Trademarks (registered)



Corporate Boilerplate

The consistent use of this boilerplate corporate description will reinforce our brand and message.

Use this boilerplate text on the back cover of long brochures and documents as well as in the footer of promotional emails.

About Allied Telesis, Inc.

Founded in Japan in 1987 and with offices worldwide, Allied Telesis is a leading provider of networking infrastructure and flexible, interoperable network solutions. The Company provides reliable video, voice and data network solutions to clients in multiple markets including government, healthcare, defense, education, retail, hospitality and network service providers.

Allied Telesis is committed to innovating the way in which services and applications are delivered and managed, resulting in increased value and lower operating costs.

Visit us online at alliedtelesis.com

Email Signatures

A standard design has been created for the signoff of all emails, internal or external.

The copy should be black, with only the vertical lines between the address details to be a secondary color.

The font is Arial and is used in different sizes:

Name:	Arial, 13.5pt
Title:	Arial, 10pt
Address details:	Arial, 10pt
Email/Website:	Arial, 10pt
Registered address details:	Arial, 7.5pt (if applicable)
Disclaimer:	Arial, 7.5pt

Specific details may be changed depending upon the employee, office and region. Fonts, spacing between name, address and disclaimer must not be altered.

HTML and Microsoft Word versions of the standard signature are available from Corporate Marcom.

Download this template at
<http://marcom>
on the Allied Telesis internal network

John Doe
Your Title

Allied Telesis, Inc. | 3200 North First Street | San Jose, California 95134 USA
Direct: +1 408 519 8888 | Fax: +1 408 519 8888 | Mobile: +1 408 519 8888
E-mail: john_doe@alliedtelesis.com | Web: alliedtelesis.com

the solution : the network

This e-mail message is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply e-mail and destroy all copies of the original message. If you are the intended recipient, please be advised that the content of this message is subject to access, review and disclosure by the sender's e-mail System Administrator.

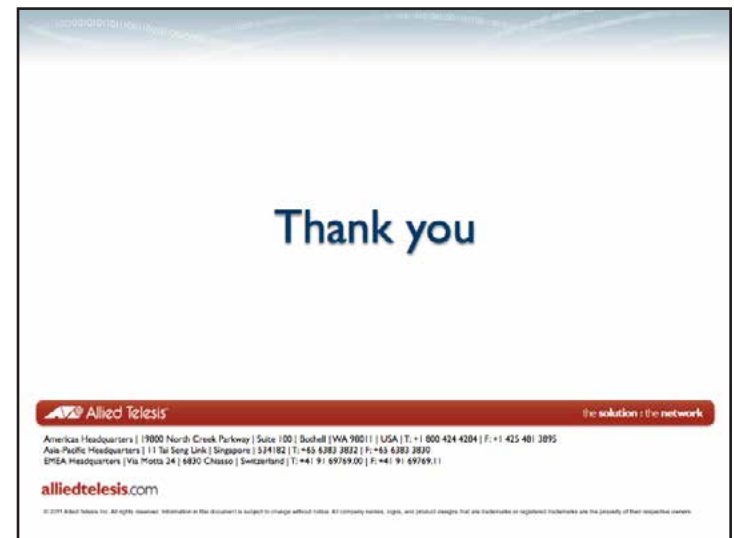
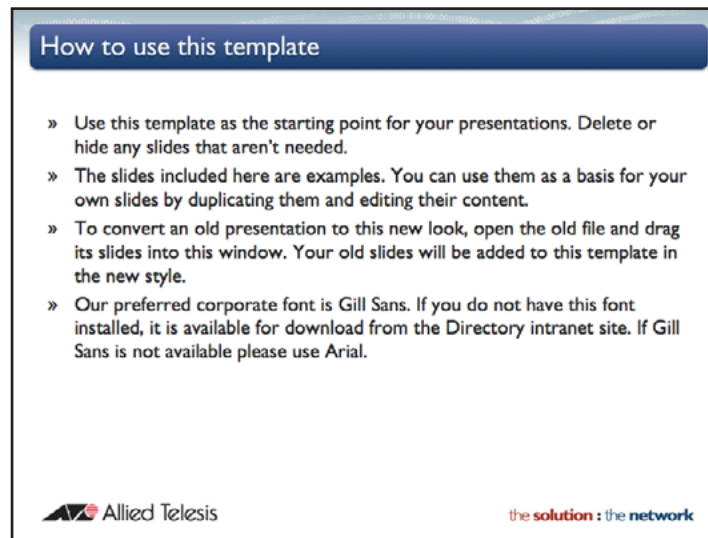
PowerPoint Visual Style

The examples on this page will provide a guide to positioning elements on PowerPoint pages.

The signoff “Thank You” page should appear at the end of all PowerPoint presentations.

A PowerPoint template file with sample styles, artwork and formats is available from Corporate Marcom.

Download this template at
<http://marcom>
on the Allied Telesis internal network



PowerPoint Fonts

Gill Sans MT is generally available on Windows. If this font is not available, use Arial as a substitute.

Gill Sans MT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gill Sans MT, 28pt
(24pt for headlines on two lines)

Headlines

Gill Sans MT, 18pt

» Bullets

Gill Sans MT, 16pt

· Second Level Bullets

Gill Sans MT, 16pt

Standard copy

Design Specifications

Allied Telesis Corporate Marcom has standardized on Adobe Creative Suite 6 (CS6) for all corporate communications.

The following artwork and templates are available in various Adobe formats from Corporate Marcom.

In addition, a comprehensive InDesign document, containing copy-and-paste graphic elements, text styles and usage information, is available.

Quark XPress is no longer used. Quark XPress documents will be converted to InDesign CS6 as necessary.

Standard Cover Elements

On the front cover of all printed material, the Allied Telesis Logo should be positioned in the top right corner as shown in the example on the right.

On brochures, flyers, single-sheets, and solutions guides, use a color-coded badge at the top left to indicate the type of document or subject matter.

On the back of collateral, the Logo moves to the bottom left of the page with the tag line to the right, with the three main headquarters addresses below. Back pages should be kept clean.

There should be no Logo on the inside pages of a piece of Allied Telesis literature.

BOILERPLATE

- » Boilerplate should appear 2 in (50 mm) from the top of the back cover.
- » Boilerplate should only be used for long form brochures such as Solutions Guides. Do not use on datasheets/product information, flyers, or collateral with less than four pages. See page 29 for current boilerplate.

SIGNOFF

- » Change the red (PANTONE 484) to Black for one-color printing.
- » Use the supplied, approved signoff.
- » Tag line should be placed at the right end of the red bar opposite the logo.

THE CLOUD

- » For brochures, solutions guides, and high-pagecount collateral, gradient should end 4 in below the top margin.
- » Gradient is linear, -90°, from 10% tint of PMS 2955 (at 1 in) to 0% (at 4 in). Use the gradient feather tool in InDesign to achieve this or request art files from Corporate Marcom.

TEXT

- » Align all text using the leftmost column of the layout.
- » Align visually — not mathematically. Some manual adjustment may be required to create a visual alignment.

BINARY SWOOSHES

- » Use the approved, supplied art.
- » Enlarge the art to fit the width of the piece — including bleed. Align the art at the top of the bleed so that swooshes show movement off the page.
- » The binary swooshes are meant to be dynamic and unique. Adjust the size and placement for best effect on each design — for instance, to better frame overlaid text, or avoid visual clutter with overlaid logo.



IMAGERY

- » Full page image, fading to gradient at top. (The cloud gradient covers the top of the image.)
- » Photos of people are preferred over photos of objects or abstracts.
- » If possible, the active person in the photo should be wearing red.
- » Photos should have a clear top area so that the text headline is clearly readable. If necessary, expand the blue cloud gradient downward to obscure more of the photo.

Standard Signoff Block

The corporate signoff block is compact and creates a hierarchy of information with company name, addresses, website, then legal tags.

Proper use of the signoff block creates a visual conclusion to the document.

SIGNOFF BLOCK

- » Change the red (PANTONE 484) to Black for one-color printing.
- » This signoff block was last changed in December 2012. Please replace any earlier versions.
- » Tag line should be placed at the right end of the red bar opposite the logo.
- » Document numbers are provided by EMEA Central Marcom.
- » Use the correct corporate name and web address for your region.
- » Please use a comma in "Allied Telesis, Inc."

WEB IDENTIFIER

- » Do not include "www" in our website address.
- » Change the top-level domain (.co.uk, .de, etc.) as needed. Adobe Illustrator art is available for all top-level domains.

TRUNCATED SIGNOFF BLOCK

- » Use only when space is at an absolute premium.

Download this art at
<http://marcom>
on the Allied Telesis internal network



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

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

Asia-Pacific Headquarters | 11 Tai Seng Link | Singapore | 534182 | T: +65 6383 3832 | F: +65 6383 3830

EMEA & CSA Operations | Incheonweg 7 | 1437 EK Rozenburg | The Netherlands | T: +31 20 7950020 | F: +31 20 7950021

alliedtelesis.com

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DOCUMENT NUMBER



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

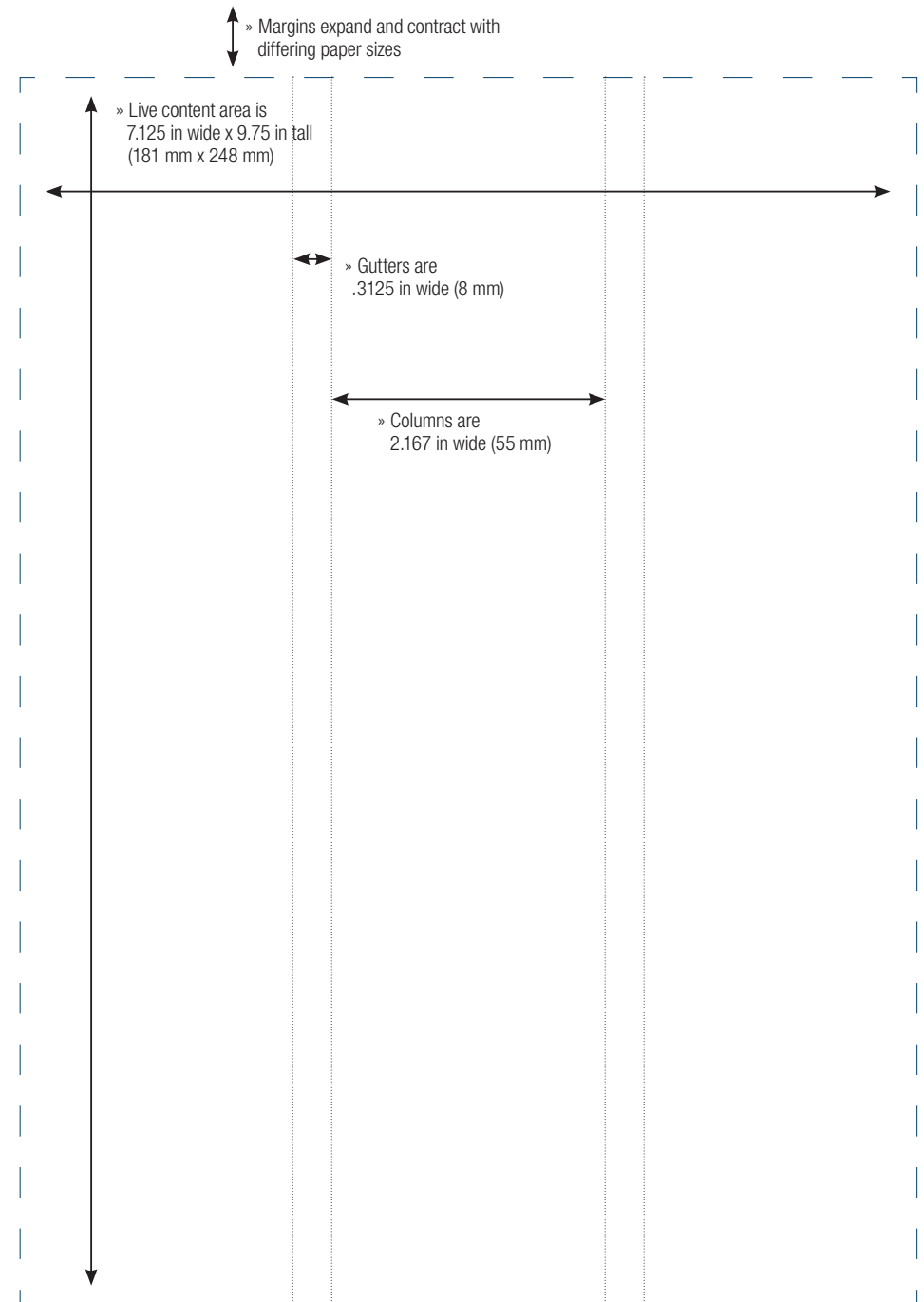
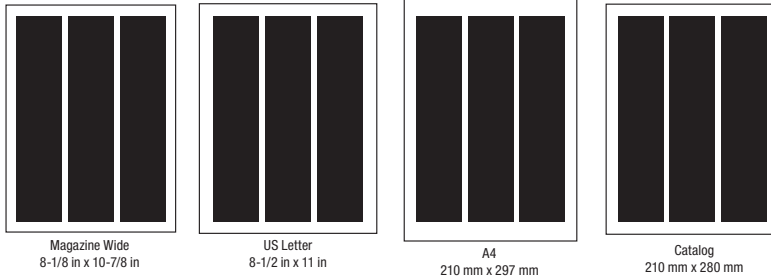
alliedtelesis.co.uk

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DOCUMENT NUMBER

Standard Layout Grid: Three Columns

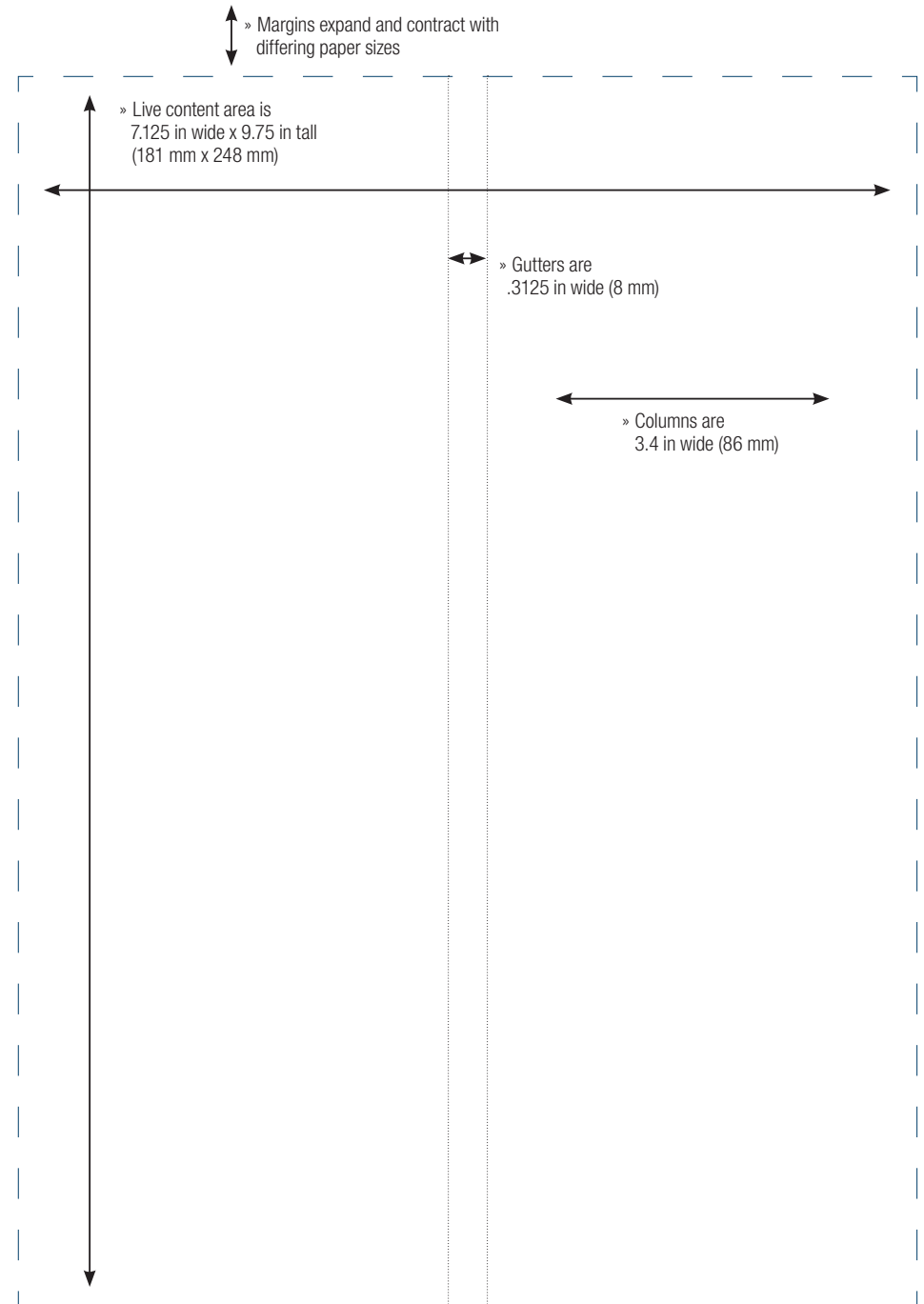
All content should be fitted to a standard page layout to facilitate printing on multiple international paper standards. When paper size changes, the content layout remains the same, floating in the center of the page.

Examples of floating layout in differing paper sizes



Standard Layout Grid: Two Columns

All content should be fitted to a standard page layout to facilitate printing on multiple international paper standards. When paper size changes, the content layout remains the same, floating in the center of the page.



Page Folios: Short Documents

Single or two-sided one-page document



Front page if two-sided



Front page if one-sided, back page if two-sided

Facing Pages (4 pages or less)



Page 1



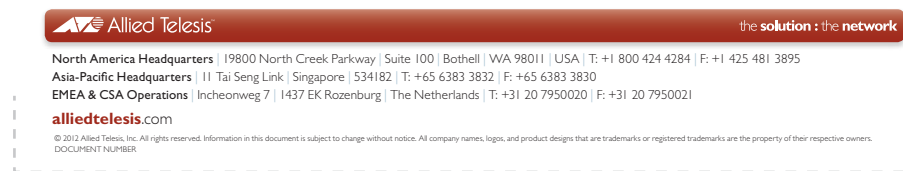
Page 2 (left page)



Page 3 (right page)

FOLIOS

- » Do not use page numbers in any documents of four pages or fewer.
- » Always place Web identifier left, tag line right.
- » Do not use the Allied Telesis logo in folios.
- » No page numbering or folio on back pages.
- » If space is at a premium, use the signoff block without addresses.



Page 4 (back page)

Download this art at
<http://marcom>
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Page Folios: Long Documents



Facing Pages
(documents more than 4 pages)



FOLIOS

- » Always place Web identifier left, tag line right.
- » Page numbers may be used in documents of five pages or more. See the formatting here.
Note that the page number hangs slightly outside the content margin.
- » No page numbering or folio on back pages.
- » Do not use the Allied Telesis logo in folios.
- » If space is at a premium, use the signoff block without addresses.



Back page. No page number on back page.

Download this art at
<http://marcom>
on the Allied Telesis internal network

Using Type

Type is perhaps the most powerful design element on our pages. Pay attention to type details — this makes the difference between a well-designed page and simply a typed document.

Kerning and letterspace

Use “Optical” kerning. Letterspace your text somewhere between -20 and -25. People read by recognizing word shapes, not individual letterforms. Compressing the letters together in a typeface like Gill Sans results in easier-to-recognize word shapes.

Optical Margin Alignment

Use the Optical Margin Alignment function (InDesign, Story palette) to enable visual alignment of margins and the correct handling of paragraphs which begin with a quote.
“Apostrophes and Quotes should always hang outside the visual margin of a paragraph, thus.”

Size Matters

For document titles, headlines, and the like don't be afraid to use very large sizes of type — in a light weight. Keep headlines and titles short to create an eye-catching design that communicates instantly.

Fonts Matter

Use only these typefaces for professionally designed corporate communications. Do not substitute other variants of Gill Sans, and do not use Arial, Swiss or Helvetica in place of Helvetica Neue.

Light & Large

SMALL AND BOLD

Use Contrast
In weight and size

Tighten the kerning

Gill Sans Std

Light is preferred for document titles and body text.

Regular should be used for diagrams and where emphasis is needed in body text.

Use Bold very sparingly. The letterforms in Gill Sans Bold differ significantly and are difficult to read when used in anything other than short subheads.

Helvetica Neue

Light Condensed should be used for lists of specifications and features or within tables.

Bold should be used for subheadings within lists.

Medium Condensed may be used for minor subheadings within lists and tables.

Type Styles

As a general rule, layouts should be very legible and easy to read. A mixture of upper and lowercase characters are used; never use all upper case. Use of italics should be kept to a minimum. Text must always be left aligned and not justified or centered.

- » In general, avoid hyphens in body text.
- » All text should use -20 tracking, optical kerning, and optical margins.
- » All collateral uses a baseline grid, ensuring that copy maintains consistent baselines across the page. This grid is embedded with collateral templates available from Corporate Marcom.
- » Do not try to add too much copy to any one page or use long line lengths.
- » Technical specifications appear in a smaller font, but these sections should still be given the feeling of space.
- » These styles are available from Corporate Marcom for use within Adobe Creative Suite. They are embedded in all collateral templates.

- » Gill Sans Std Light, 30/24
- » Used as main headline on all collateral

- » Gill Sans Std Bold, 10/11, all caps
- » Used as a subhead for the main headline

- » Gill Sans Std Light, 11/14
- » Used for introductory/summary paragraph at the head of documents

Headline

HEADLINE SUBHEAD

Intro Paragraph, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

- » Subhead: Gill Sans Std Bold, 10/10, PANTONE 484
- » Body text: Gill Sans Std Light, 10/14 (aligned to baseline grid of 7pt)
- » Bullets: Gill Sans Std Light, 10/14
- » Bullet should be square, 6pt, centered vertically with text, PANTONE 484

- » Gill Sans Std Bold, 17/12.5, PANTONE 2955 or Black
- » Used for headlines within callouts or Key Features boxes

- » Helvetica Neue 75 Bold, 9/12
- » Used for subheads within callouts or in listings of features or specifications

- » Helvetica Neue 75 Bold, 7/8
- » Used for second level subheads within callouts or in listings of features or specifications

- » Helvetica Neue 47 Light Condensed, 8/9
- » Used for lists of features or other small bulleted lists
- » Use double right quote character for bullets

- » Gill Sans Std Regular, 8/9, PANTONE 2955
- » Used for product part number or ordering number

- » Helvetica Neue 57 Condensed, 8/9
- » Used for description of products in Ordering Information blocks

Body Text Subhead

Body Text lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod.

- Body Text Bullets

Features Headline

Features Subhead 1 Technical Specifications

Features Subhead 2 Power Consumption

- » Features Bullet
- » Power over Ethernet Plus

Ordering Product Number AT-1234/POE+

Ordering Specifications
24-port Gigabit Ethernet switch

Typography

Correct

- » Left alignment, line break between paragraphs, correct kerning and leading
- » Lines conform to common baseline grid

Et tamen in busdad ne et que pecun modut est neq comque nihil quod a impedit anim id quod et maxim. At vero eos et accusam et odio dignissim anim blandit praesent lupatum delenit este recusand necessit atib et saepe eveniet anim repudiand.

Neque hominy eos infant aut quod et maxim comque nihil quod impedit anim id quod maxi aut necessit atib et saepe eveniet anim repudiand.

Et tamen in busdad ne et que pecun modut est neq comque nihil quod a impedit anim id quod et maxim. At vero eos et accusam et odio dignissim anim blandit praesent lupatum delenit este recusand necessit atib et saepe eveniet anim repudiand.

Neque hominy eos infant aut quod et maxim comque nihil quod impedit anim id quod maxi aut necessit atib et saepe eveniet anim repudiand.

Incorrect

- » Incorrect paragraph indentation
- » Baselines not on grid, do not line up across the page

Et tamen in busdad ne et que pecun modut est neq comque nihil quod a impedit anim id quod et maxim. At vero eos et accusam et odio dignissim anim blandit praesent lupatum delenit este recusand necessit atib et saepe eveniet anim repudiand.

Neque hominy eos infant aut quod et maxim comque nihil quod impedit quod maxi aut necessit atib et saepe eveniet anim repudiand. Endium caritat cum omning null ut anim caus peccand quaerer.

Et tamen in busdad ne et que pecun modut est neq comque nihil quod a impedit anim id quod et maxim. At vero eos et accusam et odio dignissim anim blandit praesent lupatum delenit este recusand necessit

atib et saepe eveniet anim repudiand.

Neque hominy eos infant aut quod et maxim comque nihil quod impedit quod maxi aut necessit atib et saepe eveniet anim repudiand. Endium caritat cum omning null ut anim caus peccand quaerer.

Incorrect

- » Incorrect use of justified text and leading

Et tamen in busdad ne et que pecun modut est neq comque nihil quod a impedit anim id quod et maxim. At vero eos et accusam et odio dignissim anim blandit praesent lutum delenit este recusand. Neque hominy eos infant aut quod et maxim comque nihil quod impedit quod maxi aut necessit atib et saepe eveniet anim repudiand. Endium caritat cum omning null ut anim caus.

Incorrect

- » Incorrect kerning, word spacing and hyphenation of words

Et tamen in busdad ne et que pecun modut est neq comque nihil quod a impedit anim id quod et maxim. At vero eos et-accusam et odio dignissim anim blandit praesent lupatum delenit este recusand. Neque hominy eos infant aut quod et maxim comque nihil quod impedit quod maxi necessit atib et saepe eveniet repudiand. Endium caritat cum null necessit atib et saepe eveniet anim repudiand.

Diagram and Table Styles

In keeping with the Allied Telesis branding style, diagrams, bars, charts, tables and technical specifications should be clearly laid out.

Information should be arranged in an easy-to-read format. Excessive content should not be squeezed and made to fit on a page. White space is encouraged.

Diagrams

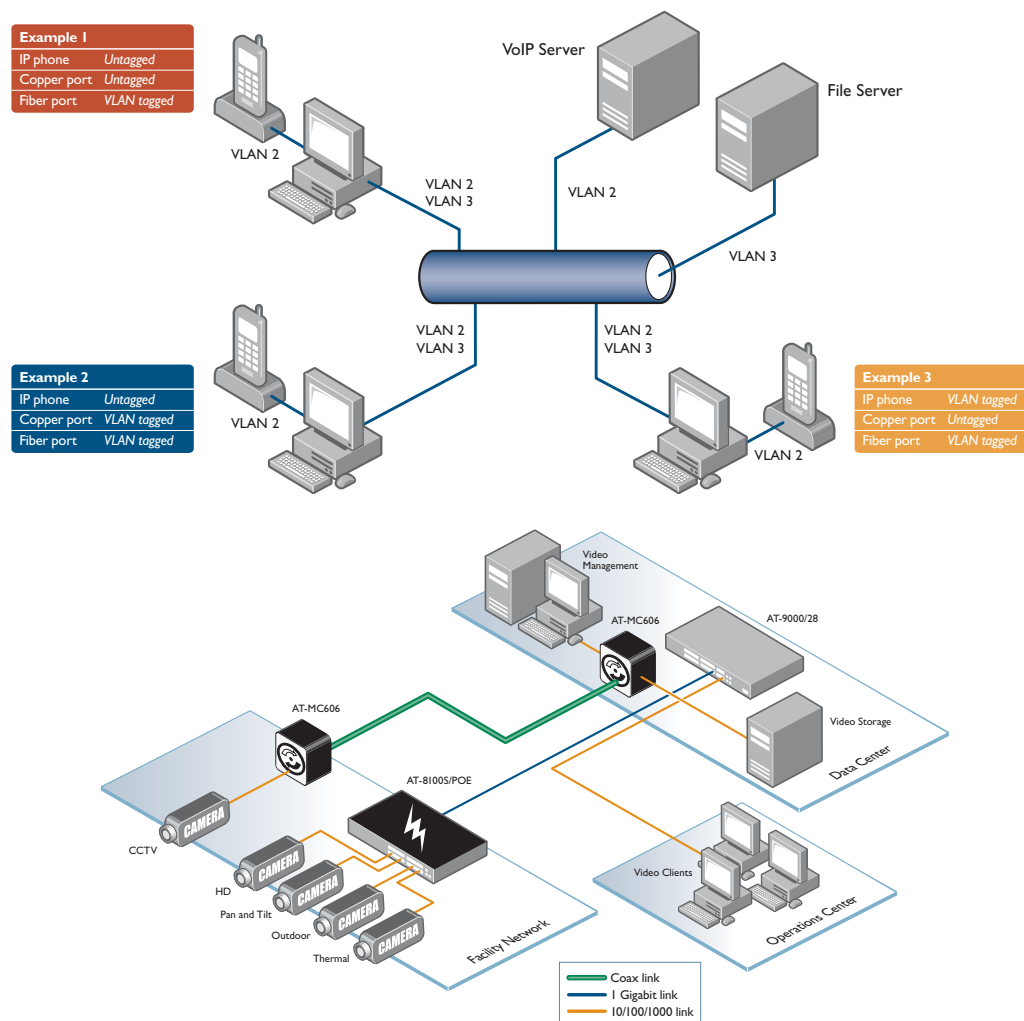
Technical network diagrams that are destined for collateral should be created by a professional Marcom designer in isometric format.

Use the colors from the corporate palette only and keep consistency between the icons you use in all your materials.

Diagram icons and other art are available from Corporate Marcom.

Tables

Tables should be made easier to read with alternating fills and contrasting header rows. Styles and sample tables are available from Corporate Marcom.



POWER SUPPLY UNIT	MAX POWER OUTPUT	POE POWER AVAILABLE	MAXIMUM POE PORTS SUPPORTED			
			CLASS 1 (4.0W)	CLASS 2 (7.0W)	CLASS 3 (15.4W)	CLASS 4 (30W)
AT-PWR250	250W	-	-	-	-	-
AT-PWR800	800W	480W	48	48	31	16
AT-PWR1200	1200W	780W	48	48	48	26

Download icons in Illustrator format
<http://marcom>
on the Allied Telesis internal network

Paper specifications

Stationery

Letterhead, Continuation/Second Sheet and Complement Slips:
White Printspeed 100gsm or equivalent

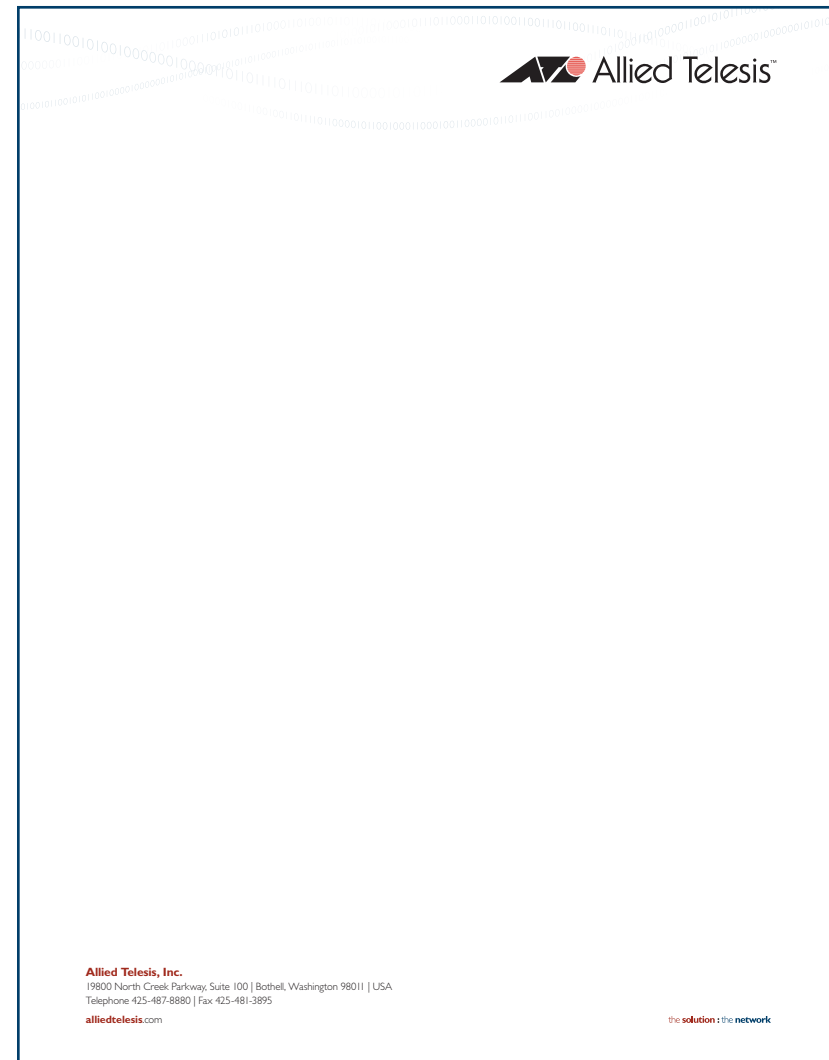
Business Cards:
White Ivory Board 335gsm or equivalent

Collateral

Coated papers with a smooth texture are preferred. Overly glossy coatings (such as aqueous glosses) are to be avoided. Use 100-pound gloss text or equivalent — no heavy weights or card stock.

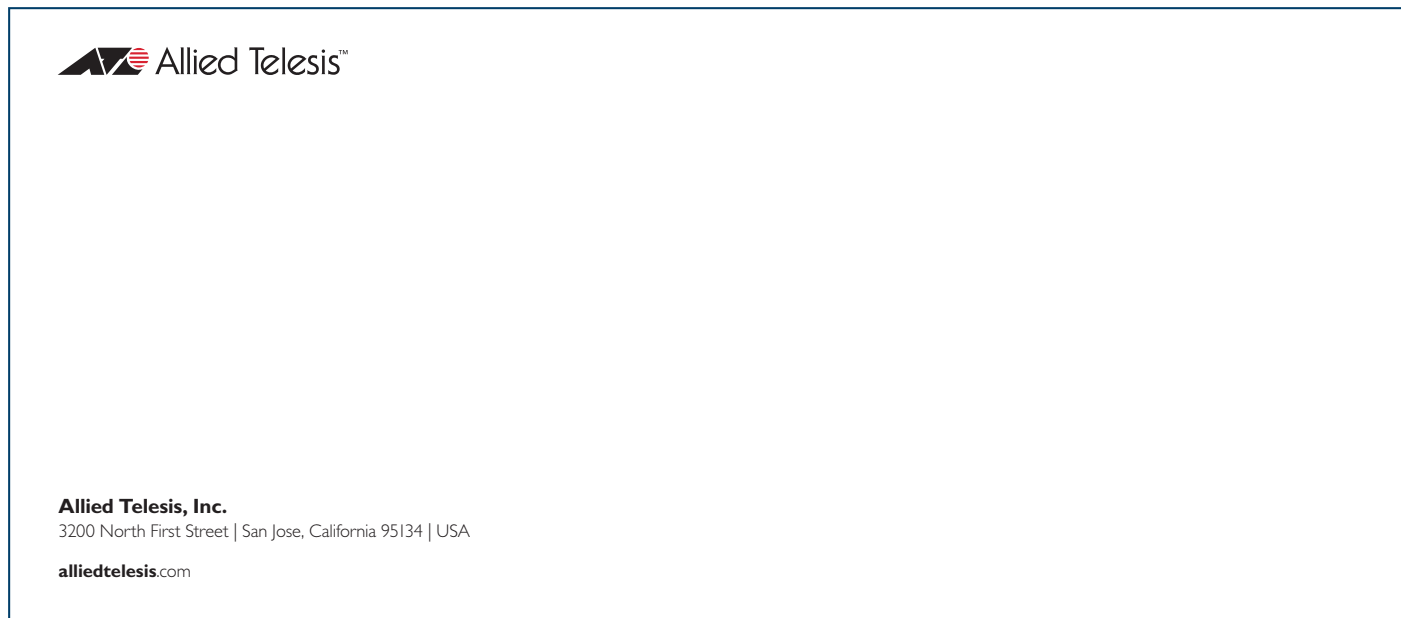
Use brilliant white or ice white papers, never a cream-colored stock.

Letterhead



Download this template at
<http://marcom>
on the Allied Telesis internal network

Envelopes



Download this template at
<http://marcom>
on the Allied Telesis internal network

Business Cards

Specifications

Size: 3.5 in x 2 in (90 mm x 50 mm)
Colors: Black and Pantone 1797 (Red)
Logo usage: Allied Telesis (Black and Red only, 5-stripe variant)
Fonts: Gill Sans Std Light and Gill Sans Std Bold

Important information

This template (actual size) is the master template that is to be used. The front of the business card must not be changed in any way, shape or form. No additional logos are to be used on the business card. The alliedtelesis.com web identifier is to be situated in the bottom left corner of the card. The web address should be level (on the same line) as the e-mail address used.

In order to maintain consistency, it is important that the above guidelines are strictly followed. If you have any questions, please contact Corporate Marcom.

The back of the card features full coverage PANTONE 484 with the appropriate web identifier reversed out. Variations are acceptable for custom applications such as sales, shown here.

Download this template at
<http://marcom>
on the Allied Telesis internal network

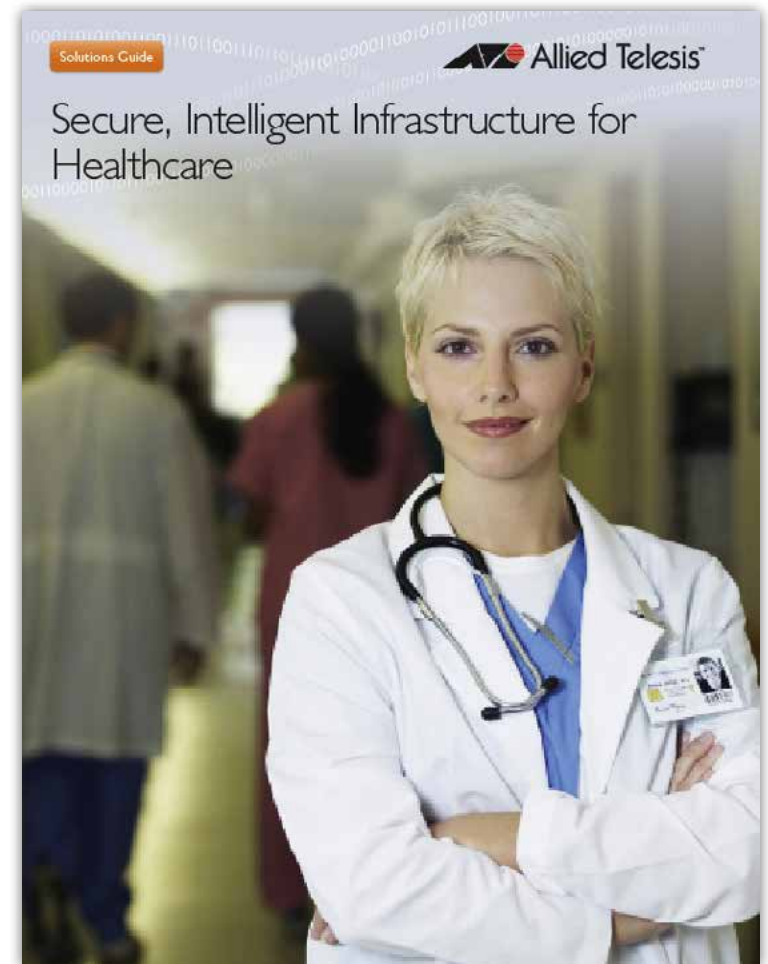
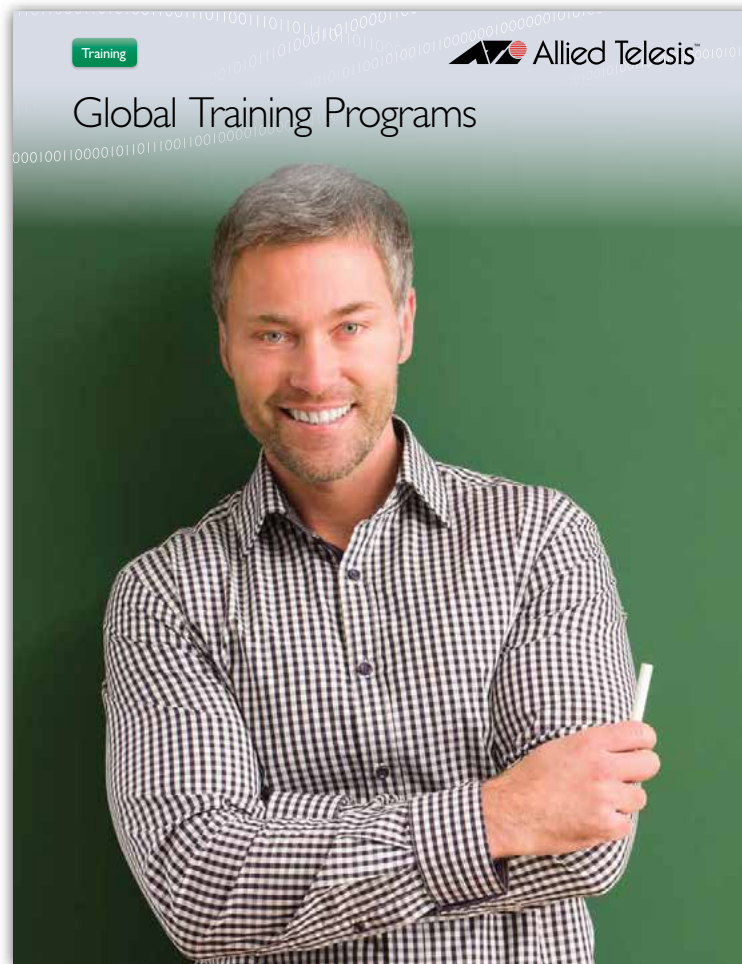


» Standard card back

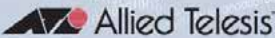



» This optional card back is for use by sales personnel

Brochures and Solutions Guides




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Secure Access Solutions for DOD and Military Applications



More than any time in history, United States military and defense organizations rely heavily on rapid, reliable, secure communications to protect against threats and terrorism, and support military on the front lines.

Communications are needed anywhere in the world, often in the field, where no IT support or permanent facilities exist.

Allied Telesis boasts a well-earned reputation for providing simple-to-install, easy-to-use, and highly reliable secure networking technology, which plays a pivotal role in protecting U.S. borders and supporting the men and women serving the country.

Allied Telesis has supplied the Department of Defense and military with highly reliable and secure IP networking infrastructure for years, widely used in nearly every aspect of communications. Allied Telesis solutions can be found in tanks and military


vehicles, in jet fighters and in laptops used by military command in the battlefield.

Edwards Air Force Base in California operates America's leading flight test and training centers for combat warfare. It chose Allied Telesis to provide high capacity, high performance switches in support of its flight simulators used for pilot training. Simulators rely on real-time high definition video imagery that visually represents the conditions during actual flight. Coupled with this are the aircraft controls that link directly with the visual action. Allied Telesis SwitchBlade® x908 Layer 3 switches are used because of their advanced functionality designed for high motion,

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Non-Stop Healthcare Network Solutions

Digital devices and electronic records are revolutionizing the healthcare industry

Allied Telesis, a global leader in IP Ethernet technology for 25 years, addresses the demands the explosive growth of digital data and video places on healthcare networks.

Healthcare Networks are Increasingly on Life Support

From large healthcare organizations to private practices, government mandates and incentives are transforming patient care to a paperless environment where critical information can be accessed anywhere. The rapid growth of digital technology is outpacing the current network infrastructure's ability to meet critical requirements.

In an era of tight capital budgets, healthcare IT departments need to get more value from the dollars available to spend.



Don't Just Treat the Symptoms

Applications such as EMR/EHR and RIS/PACS along with legislative requirements such as Meaningful Use, HITEC and HIPAA compliance, coupled with the creation of unified Healthcare Information Exchange (HIE) networks, bring complex challenges for IT organizations today.

The network is a hospital's central nervous system. Like the human body, a healthcare organization operates as an interrelated system, with inputs and outputs processed at various locations.

Buy IT departments commonly install network infrastructure on a reactive basis to an immediate demand or departmental requirement. The result is too often like applying a bandage to stop the bleeding, rather than addressing the systemic problems of network performance, capacity and functionality.

A robust and healthy medical information and communications technology (ICT) network means that it seamlessly connects departments, services and functions. Allied Telesis identifies the following as some of the key attributes that its networking solutions deliver:

- Non-stop networking: high-availability architecture that relieves the risk of failure through resilient designs.
- Capacity: non-blocking, high capacity networking that is video-optimized and capable of moving massive amounts of data in real-time.
- Security: IP network infrastructure incorporating the most advanced IP security functions to protect sensitive data.
- Connectivity: scalable networking infrastructure supporting fiber, copper and Power over Ethernet (PoE).

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iMAP
PRODUCT INFORMATION

Allied Telesis

GE24BX

AT-TN-144-A FTTX SERVICES MODULE

The GE24BX provides 24 ports of 100/1000BX Ethernet on a single iMAP service module, yielding the highest value active Ethernet solution available in the market.

Industry Leading Fiber Density

Designed to meet the explosive growth in FTTx subscribers, the GE24BX leads the industry in fiber density giving service providers maximum subscriber coverage with minimal equipment footprint. This breakthrough in fiber density is enabled through the use of patented new fiber optic technology. Complementing the FX10 and FX20 family of service modules, the GE24BX is compatible with all Allied Telesis 100BX and 1000BX IMCs.

High Definition Ethernet

Like all iMAP service modules, the GE24BX delivers a full suite of Layer 2+ capabilities that are designed for reliable, secure, and wire-speed Triple Play service delivery. Implemented using an advanced Ethernet switch fabric, the GE24BX sets a new standard for implementing fine grained QoS and guaranteed service level agreements. The GE24BX service module includes more queues per port, support for more VLANs and multicast groups, and

precision port rate limiting. In addition, the GE24BX hardware is ready to support IPv6 and sophisticated traffic management features such as per queue rate limiting and WRR scheduling.

Part of the Allied Telesis IP Broadband Access Family

Whether it is broadband ADSL2+, FTTH or POTS, the iMAP family is the ideal platform for last mile service delivery. The GE24BX line card can be used with any of the iMAP family of carrier grade platforms:

- iMAP 9700 (9RU, 17 service slots)
- iMAP 9810 (3RU, 8 service slots)
- iMAP 9400 (3RU, 7 service slots)
- MiniMAP 9100 (1RU, 3 service slots)

Provisioning, management, and diagnostics of subscriber ports can be accomplished from either the iMAP command line interface or the NMS.

Key Features

- Ports**
 - 24 x 100/1000BX wire-speed ports
- QoS**
 - Eight queues
 - Strict priority scheduling
 - Hardware capable of supporting WRR
 - VLAN stacking
- Security**
 - Upstream forwarding only
 - Extension ACL support
- Services**
 - High-speed Internet
 - VoIP
 - IPTV
 - Business VPN
 - T1/E1 circuit emulation

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Print Advertising

Allied Telesis™

Allied Telesis Unlocks the Power of IP
for the Delivery of Next Generation
Healthcare Solutions



**DELIVERING
NEXT-GENERATION
HEALTHCARE
SOLUTIONS**

The healthcare industry faces intense pressure to lower costs, improve the quality of patient care, and to meet government requirements. IT systems and applications offer opportunities to meet those business objectives, but create challenges in terms of integrating services and convergence for EMR, while at the same time implementing large numbers of new digital devices and systems. Allied Telesis, a global leader in IP/Ethernet networking with a 25-year legacy of experience, can offload complexity for the IT department, and deliver higher performance at a lower cost of ownership.

Learn more about Allied Telesis Healthcare Solutions at
alliedtelesis.com/healthcare

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Allied Telesis™

Seeding the cloud



**BECAUSE THE
NETWORK
MATTERS**

The capability to connect. The capacity to grow.

The cloud can deliver commerce, education, communication and healthcare to everyone, everywhere. But the cloud is only as useful as the network that supports it. Allied Telesis provides network solutions for complete connectivity from services providers to end customers, thus bringing the performance and capacity of fiber into play for economic development and a better quality of life to communities both large and small.

With 25 years of expertise in IP/Ethernet networking, let Allied Telesis show you how to connect and grow.

Visit us at alliedtelesis.com, or call us at 1-800-424-4284. Allied Telesis is here to help, and we'll be here for the long haul.

Call today and receive a free "Because My Network Matters" t-shirt without obligation.



Allied Telesis™ the solution : the network

alliedtelesis.com Telephone 1-800-424-4284

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Allied Telesis™



Enterprise network performance. Small office efficiency.

Today's office business centers focus on providing seamlessly integrated data, voice and video services. Allied Telesis combines advanced IP features and reliability to deliver resilient, high-value solutions.

Learn about our affordable small business network solutions at booth #13 or call us today.

408-519-8719
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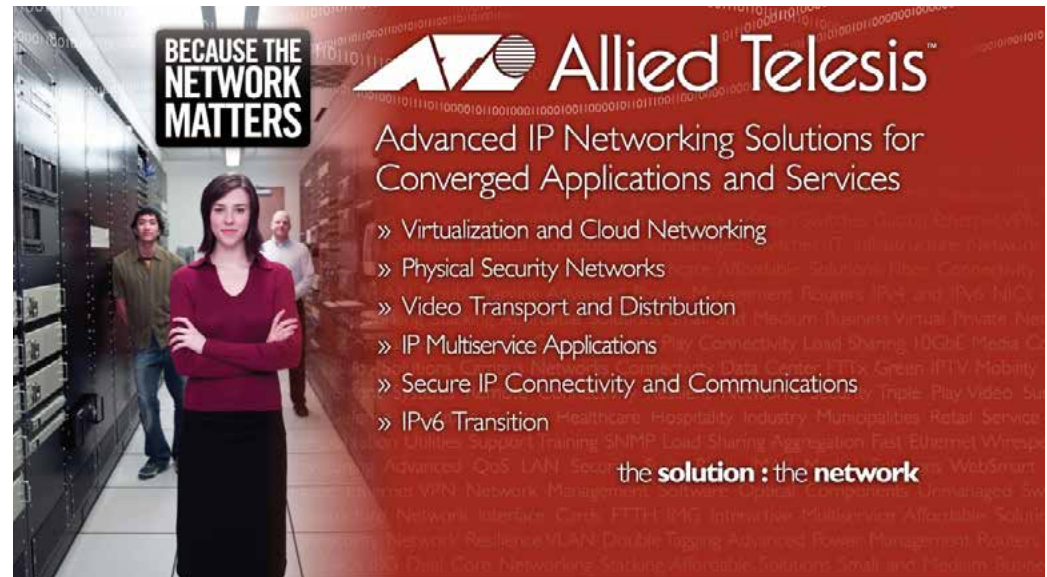
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Trade Shows and Events

Artwork for trade shows and events takes a different form from our published material — the emphasis is on catching the eye and making our presence known. Accordingly, these designs use a bolder background and color than our printed pieces.

Use this red design only for event collateral and signage.

Do not use on other corporate collateral.



Tradeshow and Event Design

- » Backgrounds are solid PANTONE 484.
- » Additional key colors are black and white. Yellow may be used on printed materials, but not on booth back walls.
- » Use Text Wallpaper where possible. Reproduction artwork is available in Adobe Illustrator format from Corporate Marcom.
- » People photos are preferred over product photos. Photos should be large and include at least one person looking directly at the viewer. The principal person in the photo should be wearing red.
- » A standard selection of solutions-oriented people photos is available from Corporate Marcom.
- » Keep bullets and text to a minimum.
- » Include the tag line.
- » Use rounded black boxes with key messaging. Artwork is available from Corporate Marcom.



Text Wallpaper

This artwork provides a backdrop for tradeshow and event materials, showcasing the breadth of our expertise.

Use the wallpaper over a white background, or layer the art over a field of PANTONE 484 (Red).

Reproduction art is available from Corporate Marcom.

Campus Networks Connectivity Data Center FTTx
Remote Connectivity Resilient Networks Security Triple Play Video Surveillance VoIP Defense Education
Finance Healthcare Hospitality Industry Municipalities Retail Service Provider Transportation Utilities
Support Training SNMP Load Sharing Aggregation Fast Ethernet Wirespeed NMS Provisioning Advanced
QoS LAN Security SwitchBlade iMAP Market Solutions WebSmart Switches Gigabit Ethernet VPN Network
Management Software Optical Components Unmanaged Switches IT Infrastructure Network Interface
Cards FTTH iMG interactive Multiservice Healthcare Affordable Solutions Fiber Connectivity Network
Resilience VLAN Double Tagging Advanced Power Management Routers IPv4 and IPv6 NICs iBG Dual
Core Networking Stacking Affordable Solutions Small and Medium Business Virtual Private Networks IP
Video Surveillance Multiservice Gateways Triple Play Connectivity Load Sharing 10GbE Media Converters
SwitchBlade Solutions Campus Networks Connectivity Data Center FTTx Green IPTV Mobility Network
Management Systems Remote Connectivity Resilient Networks Security Triple Play Video Surveillance
VoIP Defense Education Finance Healthcare Hospitality Industry Municipalities Retail Service Provider
Transportation Utilities Support Training SNMP Load Sharing Aggregation Fast Ethernet Wirespeed NMS
Provisioning Advanced QoS LAN Security SwitchBlade iMAP Market Solutions WebSmart Switches
Gigabit Ethernet VPN Network Management Software Optical Components Unmanaged Switches IT
Infrastructure Network Interface Cards FTTH iMG interactive Multiservice Affordable Solutions Fiber
Connectivity Network Resilience VLAN Double Tagging Advanced Power Management Routers IPv4 and
IPv6 NICs iBG Dual Core Networking Stacking Affordable Solutions Small and Medium Business Virtual
Private Networks IP Video Surveillance Multiservice Gateways Triple Play Connectivity Load Sharing 10GbE
Media Converters SwitchBlade Solutions Campus Networks Connectivity Data Center FTTx Green IPTV
Mobility Network Management Systems Remote Connectivity Resilient Networks Security Triple Play Video
Surveillance VoIP Defense Education Finance Healthcare Hospitality Industry Municipalities Retail Service
Provider Transportation Utilities Support Training SNMP Load Sharing Aggregation Fast Ethernet Wirespeed
NMS Provisioning Advanced QoS LAN Security SwitchBlade iMAP Market Solutions WebSmart Switches
Gigabit Ethernet VPN Network Management Software Optical Components Unmanaged Switches IT
Infrastructure Network Interface Cards FTTH iMG interactive Multiservice Affordable Solutions Fiber
Connectivity Network Resilience VLAN Double

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Promotional Items

Promotional items are an important marketing tool in any organization. These should always be useful and affordable for the Sales teams to purchase, but have a quality befitting the company image we are trying to portray.

To obtain promotional items, contact your local Marcom Team for availability and pricing.

Logo usage should be kept clean and clear. Colors should be kept to a minimum and consistent — using the black and red logo whenever possible.

The logomark should never be used without the logotype.

On items that are too small to fit the complete logo, please check with Corporate Marcom in San Jose, California for design assistance.



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