

The background of the image consists of numerous thin, wavy lines in various shades of blue, creating a sense of motion and depth. The lines flow from the top left towards the bottom right, with some lines being more prominent than others. The overall effect is a dynamic, fluid pattern.

Accton[®]

Category	No.	Category 類別	類別
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Basic Element – Logo

基本系統 - 標誌

A	Brand Background	品牌背景
B	Company Transformation	公司轉型
C	Logo Logotype & Color Standards	標誌標準字、標準色
D	CIS Revamped	企業識別系統重塑
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F	Logo Combination	標誌組合方式
G	Logo Color Specification - Media	標誌顏色規範-媒體
H	Logo Color Specification - Print	標誌顏色規範-印刷
I	Example Of Logo Misuse	標誌錯誤使用範例

Basic Element – Icon

基本系統 - 圖示

J	Icon Concept	圖示理念
K	Icon Color Standards	圖示標準色
L	Icon Guidelines	圖示使用規範
M	Icon Combination	圖示組合方式
N	Icon Color Specification - Media	圖示顏色規範-媒體
O	Icon Color Specification - Print	圖示顏色規範-印刷
P	Example Of Incorrect Use Of Icon	圖示錯誤使用範例

Category	No.	Category 類別	類別
<div>Brand Identity</div> <div>品牌識別</div>	Q	Color Palette	調色板
	R	English Typeface	英文打字字體
	S	Chinese Typeface	中文打字字體
	T	Auxiliary Graphics	輔助圖形

Accton

Logo

Brand Story: In 1988, a group of passionate and visionary engineers founded Accton Technology Corporation. Over the years, Accton has grown from a small local business into a thriving international company. Accton holds the belief in a "Tree of Collective Wisdom" that encompasses the company's staff, products, and the collective power formed through the collaboration of strategic partners. Accton is also a "networking tree" that breaks through networking limitations and offers advanced technology to deliver superior solutions that are both affordable and robust across a wide range of market segments. Accton, as a responsible corporate citizen, believes in creating value for the community while also taking responsibility for it. Through the establishment of a foundation and networking platform, Accton consolidates the collective strength to achieve common goals, inviting employees and supply partners, on top of establishing partnerships with non-profit organizations in an effort to promote resource sharing and communication to create shared value.

品牌故事：1988年，一群充滿熱情與遠見的工程師成立了智邦科技股份有限公司。多年來，智邦已從一家小型公司成長為一家蓬勃發展的國際型企業。秉持著“集智之樹”的信念，智邦廣納包含員工、產品以及合作夥伴的集體力量，持續共同開創無限可能，同時，智邦也是一棵“網路之樹”，作為網路平台，不斷積累創新能量，開發先進技術，提供市場上具有價格優勢又可靠的優越解決方案。在社會公益也不遺餘力，透過成立基金會及公益網路平台，集眾人之力，成就眾人之事，希望透過串聯，促進資源共享，創造共好價值。



I'm Legacy Symbol

Now, Accton Technology Corporation is a leading technology and service company providing design, development, and manufacturing services, as well as optimized AI/ML hardware and open networking solutions for premier infrastructure. Accton's mission is to build long-term partnerships through close collaboration, applying cutting-edge technologies with its experienced global workforce and delivering excellent services that are unsurpassed.

如今，智邦科技股份有限公司是一家領先的技術與服務公司，提供設計、開發和製造服務，以及優化的人工智慧/機器學習硬體和開放式網路解決方案，用於一流的基礎設施。智邦的使命是通過緊密合作建立長期夥伴關係，應用領先技術與經驗豐富的全球員工，提供卓越無比的服務。

Before



After



Accton

Accton

Accton

Accton

To ensure our brand's consistency and professionalism, and to facilitate the company's transformation, a new corporate brand identity system has been established. These usage guidelines are designed to assist our team and partners in accurately presenting our brand image across various media and contexts, establishing strong brand awareness and influence.

The standard color code for the Accton Logo is: #0057CC / Pantone: 2132C. According to the manual, logo combinations, color schemes, and usage methods must not be altered arbitrarily. Detailed instructions must be strictly followed as outlined in the manual.

為了確保我們的品牌形象一致性和專業性，以公司轉型為目的，訂定新企業品牌識別系統，這些使用規範旨在幫助我們的團隊和合作夥伴在各種媒介和情境下準確地呈現我們的品牌形象，建立強大的品牌認知度和影響力。

Accton Logo 標準色色碼: #0057CC / Pantone: 2132C，依照手冊使用規範，不可隨意變更 Logo 組合、配色等使用方式，詳細內容謹遵守手冊所示。

HEX# 0057CC



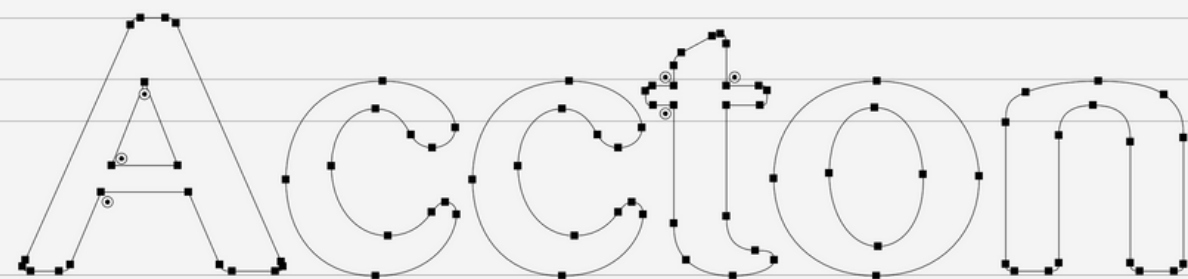
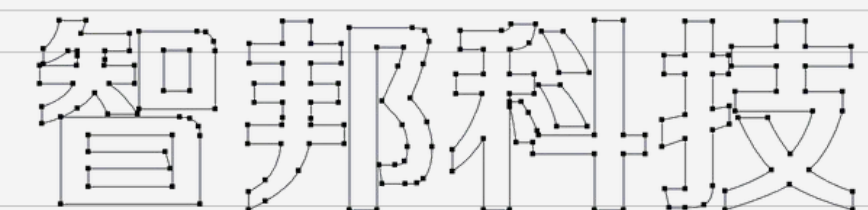
Pantone 2132C



CIS Revamped

Through the brand new Corporate Identity System (CIS), Accton is invigorated with innovative energy, enhancing brand recognition and aligning more closely with future international markets and diversification. Accton aims to implement a unified and systematic Corporate Identity System (CIS) throughout the company and capitalize on emerging market trends, ensuring continued growth in the ever-evolving tech landscape.

透過全新的企業識別系統 (CIS)，替智邦注入創新能量，並提升品牌識別度，加強智邦品牌與形象的一致性，更加貼合未來國際市場潮流以及多元化的產品發展，並把握新興市場趨勢，確保在不斷變動的科技版圖中持續成長與保持領先地位。

The image shows the word "Accton" in a stylized, rounded font. Each letter is overlaid with a series of small black dots and thin lines, indicating the stroke order and direction for writing the logo. The letters are connected, with the 'c's and 't' having specific internal stroke patterns.The image shows the Chinese characters "智邦科技" (Zhibang Technology) in a stylized, rounded font. Each character is overlaid with a series of small black dots and thin lines, indicating the stroke order and direction for writing the logo. The characters are connected, with the '智' and '邦' having specific internal stroke patterns.

Logo Guidelines - The usage specifications for the standalone Accton / English + Chinese Logo (vertical)

A 50px exclusion zone must surround the brand identity, regardless of logo form or combination. This zone should be clear of other graphic elements like text, images, or patterns. It ensures diverse recognition options across applications. Brand extension designs must adhere to manual combination methods without arbitrary alterations.

規範 Logo 樣式 - 講述單獨 Accton / 英+中 Logo (豎式) 的可使用規範

無論標誌形式或組合，品牌識別周圍必須保留一個50像素的安全區域。此區域不應與文字、圖像或圖案等其他圖形元素相關聯。品牌延伸設計必須遵循手冊中提供的組合方法，不得任意更改。



The brand logo is categorized by color into standard, white, black, and gray identification. All visual extensions of the brand must use the colors specified in the brand identity settings provided in the manual and should not be arbitrarily dismantled, combined, or innovated.

The "Accton Logo" is prioritized as the corporate identity symbol. In cases where there are specific printing requirements necessitating Chinese characters, the Accton Logo should be combined with the standard Chinese font.

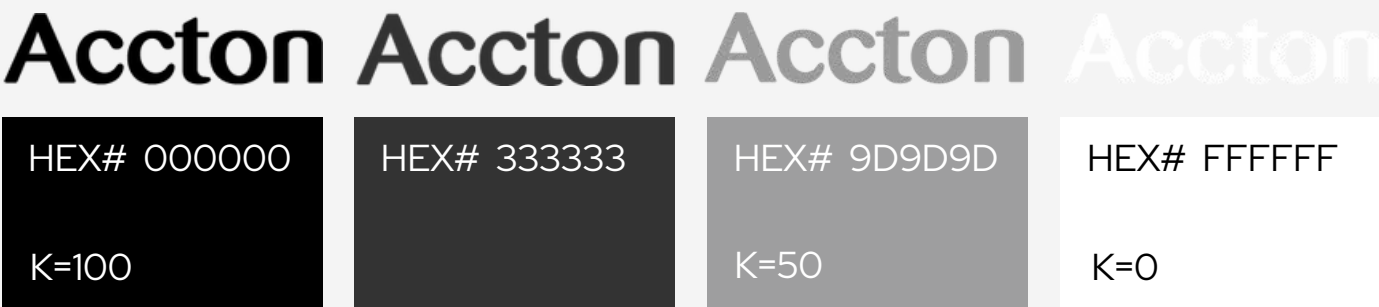
品牌標誌依顏色分為品牌標準色、白色、黑色、灰色背景識別。品牌所有的視覺延展設計只能使用手冊中提供的品牌識別設定的顏色，不可隨意拆散、組合、創新。

優先使用 Accton Logo 作為企業識別象徵，除有特定「印刷」需求需有中文標示，則以 Accton 標準字配合中文標準字做組合。

Logo 標準色



Logo 媒體/印刷色 可使用範圍



中文 標準色



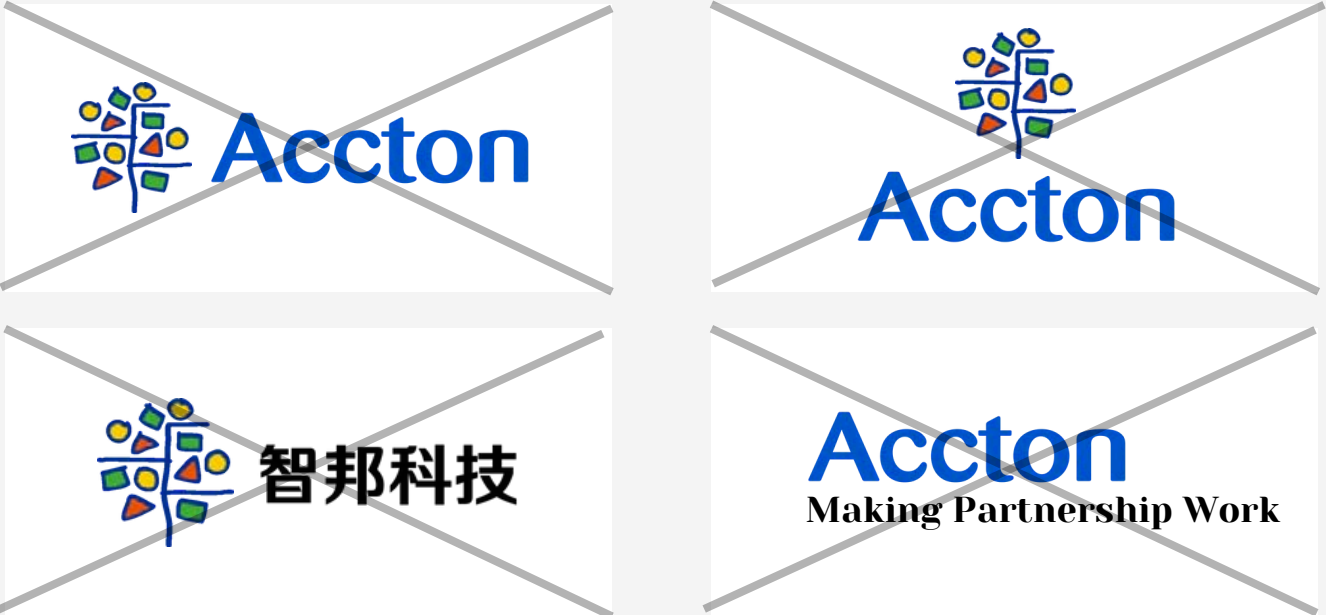
Logo 媒體/印刷色 可使用範圍



Logo Combination Correct Use - 正確使用組合



Logo Combination Misuse 錯誤使用組合



External media and announcements should strictly adhere to the guidelines specified in the manual. The “Accton Logo” and “Accton Tree” cannot be combined together. Examples of brand logo combinations are provided to ensure the recognition and consistency of the logo. Misuse or improper use of the logo in actual applications should be avoided.

外部媒體和公告應嚴格遵循手冊指南。Accton Logo 和 Accton Tree 不能結合在一起。提供品牌標誌組合的示例，以確保標誌的識別和一致性。應避免在實際應用中誤用或不當使用標誌。

反白背景 - Logo 可使用顏色



Color K=100



Color Code #0057CC



Color K=50

反黑背景 - Logo 可使用顏色



Color K=0



Color K=0

深色系 (明度低) 背景 - Logo 可使用顏色



Color K=0



Color K=0



Color K=0

亮色系 (明度高) 背景 - Logo 可使用顏色



Color K=100



Color K=100



Color K=100

When using a logo on different colored backgrounds in various communication mediums and contexts, the use of the logo requires special caution. The principles must be followed in all communication materials. Here are some correct examples of usage that should be followed.

在不同的傳播媒介和使用場合，標識可以在不同色底上使用。在這種情況下，標識的使用需要特別小心。左方列舉了部分正確的使用範例必須在所有的傳播媒介上遵守相同原則。

白背景 - Logo 可使用顏色



Color K=100



Color Code #0057CC



Color K=50

不同材質 - Logo 可使用顏色



牛皮紙 - Color K=0



透明 - Color Code #333333



金屬灰 - Color Code #333333



亞麻 - Color Code #0057CC



深色帆布 - Color K=0



乳膠(塑膠) - Color K=60

特殊印刷 - Logo 可呈現方式



牛皮皮革 - 壓印



金銅色 - 壓印



金屬 - 壓印

The usage guidelines for the Accton Logo, including its appearance on different colored backgrounds or printing types, are listed to maintain consistency across all printed materials.

在不同印刷背景下列舉出品牌標誌可使用顏色範圍，以及印刷方式，相同的原則必須在所有的印刷材質上遵守。

To ensure the accurate representation of our brand logo, remember not to alter or rearrange any elements of the logo arbitrarily. Please see these usages that need to be avoided.

為了確保智邦品牌標誌的正確呈現，不要隨意更改或擺放 Logo 中的任何元素。以下範例為需要避免的不正確用法。



禁止將 Logo 做變形處理



禁止更改 Logo 規範外顏色



禁止將 Logo 做線稿



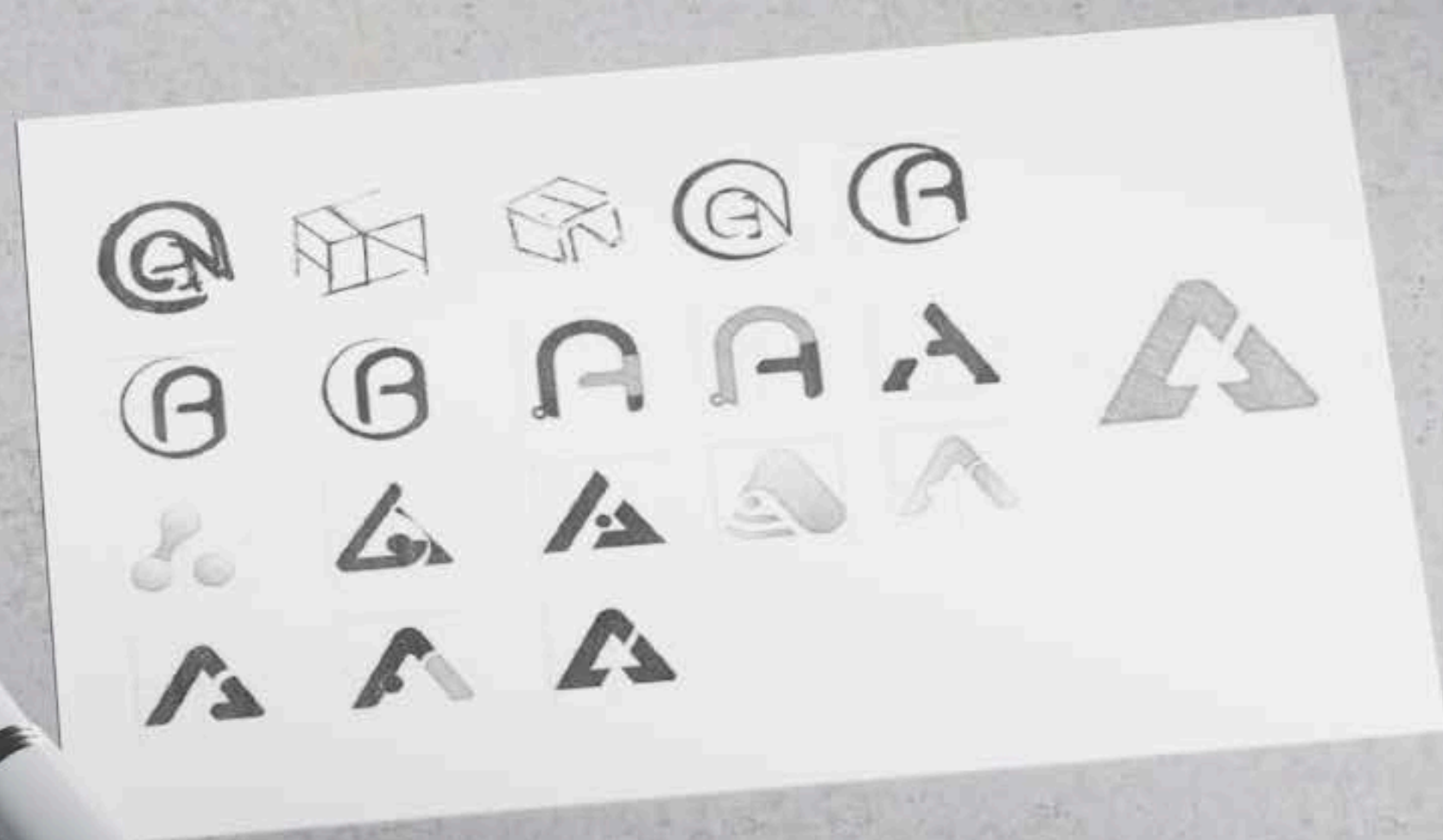
禁止將 Logo 添加投影效果



禁止更改 Logo 標準色透明度



禁止將 Logo 增加或減少字體



Shapes and Colors



The Letter A



Tree



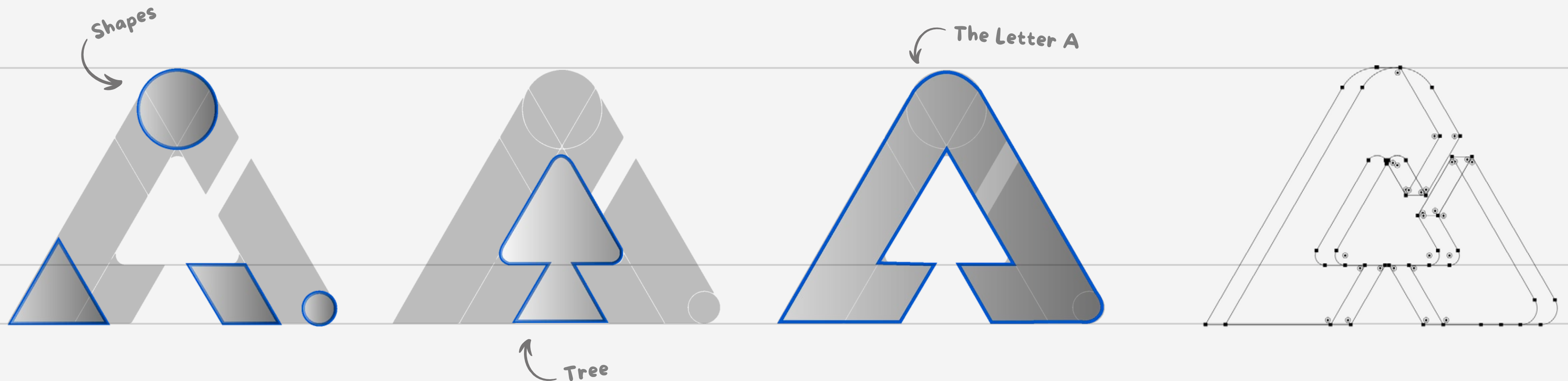
Modern



Introducing Accton's **New** Icon

The first letter 'A' symbolizes Accton as "A Leader in Advanced Technologies of Hyperscale Data Centers, AI, and Edge Computing." Accton will embark on a new chapter with a refreshed brand identity, through a sleek and more streamlined visual appearance, integrating the spirit of the "Tree of Collective Wisdom" and teamwork. The new favicon represents Accton's relentless pursuit of excellence and exploration of endless possibilities, striving for breakthrough innovation. Accton continues to thrive and grow, gathering top talents in the industry. Our innovation never stops as we continuously spark more possibilities.

以英文字母字首A作為開頭，象徵著作為大規模資料中心、AI、邊緣網路的創新科技領航者，智邦將以嶄新的面貌開啟新的篇章。透過更為俐落簡潔的視覺識別，融合了「集智之樹」和「團隊合作」的精神，代表著智邦不斷精益求精、探索無盡的可能性，追求突破性的創新。智邦持續茁壯成長，匯集產業頂尖人才，我們的團隊專業且充滿活力，持續追求卓越，研發創新的腳步永不停歇，不斷激盪出更多嶄新的可能性。




Auxiliary Graphics – When to use the Accton **Icon**?

The “Accton Icon” is versatile and can be utilized across various mediums. Whether for giveaways, prints, multimedia, or social media, incorporating the “Accton Icon” adds a professional touch and ensures consistent branding. Whether it’s on physical items like merchandise or digital platforms like social media profiles, the icon helps maintain brand coherence and strengthens recognition among our audience.

Accton Icon 具有多功能性，可應用於各種媒介。無論是贈品、印刷品、多媒體，還是社交媒體，都可以加入智邦的標誌，增添專業感，確保品牌一致性。不管是在商品等實體物品上，還是在社交媒體使用上，這個標誌有助於保持品牌一致性，並加強觀眾對我們的認識。

Icon Color 標準色



HEX# 0057CC	HEX# FF8243	HEX# FFED3A	HEX# 82FFD7
Pantone 2132C	Pantone 164 C	Pantone 102 U	Pantone 13-6030 TSX

The “Accton Icon” can be categorized by color into standard, monochrome, and white identification. Black and white are used for technology-limited materials like faxes, while special colors like gold or silver are used for techniques like stamping or debossing.



HEX# 000000	HEX# FFFFFFFF
K=100	K=0

Accton Icon 可以按顏色分為標準色彩識別、單色和白色識別。黑白色通常用於像傳真這樣的技術受限的材料上，而金色或銀色等特殊顏色通常用於壓印或凹印等技術。



Icon Style Standards – Specifications for the Use of Icon Individually

It's essential to reserve a minimum exclusion zone for the “Accton Icon”, ensuring it's at least 50 pixels and free from other graphic elements like text or images. All brand visual designs must adhere to the manual's combination methods and not be arbitrarily altered.

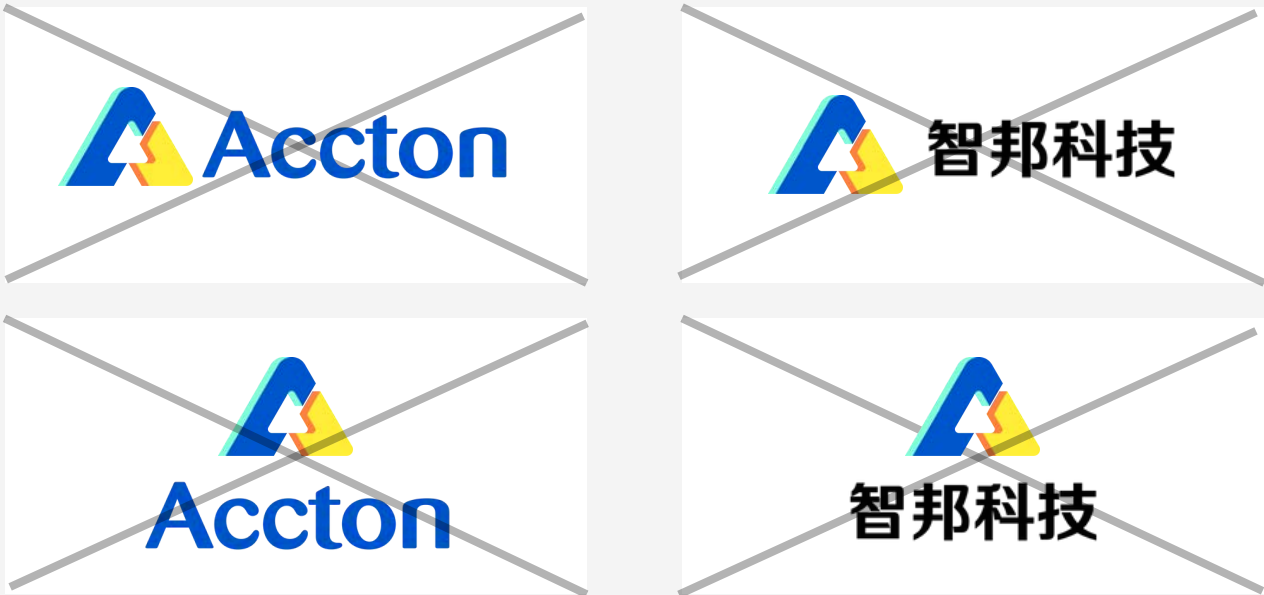
規範 Icon 樣式 – 講述單獨 Icon 的使用規範

Accton Icon 必須保留最小的安全區域，至少為50像素，並且不受其他圖形元素的影響，如文字或圖像。所有品牌視覺設計必須遵循手冊提供的組合方法，不得隨意更改。

Giveaways, prints, multimedia, or social media



Misuses



Accton

For external media, the “Accton Logo” should be prioritized uniformly. In special circumstances, such as when displaying square dimensions, producing gifts, peripherals, or other related artistic and cultural purposes, the Accton Icon may be used when the Accton Logo is present to enhance diversity in applications.

Examples of brand logo combinations are provided to ensure the recognition and consistency of the logo. Misuse or improper use of the logo in actual applications should be avoided.

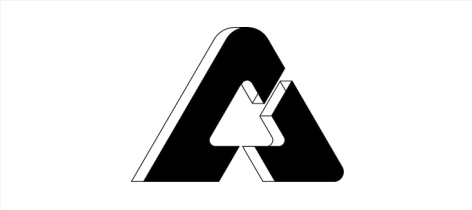
為了確保標誌的識別性及統一性，對外部媒體一律優先使用 Accton Logo。在特殊狀況下，如需展示於等長等寬尺寸、製作贈品、周邊等相關藝文用途，可在有 Accton Logo 的情況下使用 Accton Icon，以增加多元化應用。列舉出展示品牌圖示組合示例，並確保在實際應用中不得誤用。



The Accton Logo and Accton Icon can be used together in a design, but they should not be placed on the same horizontal or vertical axis. It is recommended to use a diagonal configuration or to use the Accton Icon in a full-page background to ensure visual effect and maintain brand identity consistency. In practice, please ensure that these guidelines are followed to maintain the brand image and refer to the usage examples.

在同一設計版面上，可同時使用 Accton Logo 和 Accton Icon，但不可將兩者置於相近的水平或垂直軸線上。建議採用對角線配置，或使用 Accton Icon 滿版背景方式，以確保視覺效果和品牌識別的一致性。在實際應用中，請確保遵循手冊指引以維護品牌形象，也請參考使用範例。

反白背景 - Icon 可使用顏色



Color K=100



Standard color

反黑背景 - Icon 可使用顏色



Color K=0

深色系 (明度低) 背景 - Icon 可使用顏色

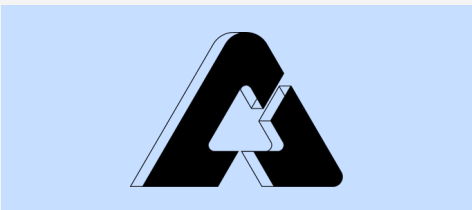


Color K=0



Standard color

亮色系 (明度高) 背景 - Icon 可使用顏色



Color K=100

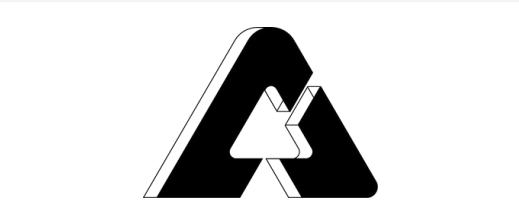


Standard color

Examples of correct usage provided. The same principles must be followed in all communication materials.

可參考左方正確使用的範例。在所有溝通媒介與素材中都必须遵循相同的原則。

白背景 - Logo 可使用顏色

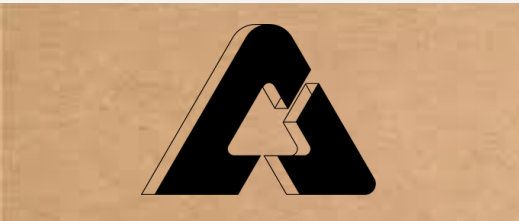


Color K=100



Standard color

不同材質 - Logo 可使用顏色



牛皮紙 - Color K=100



透明 - Color K=100



金屬灰 - Color K=100



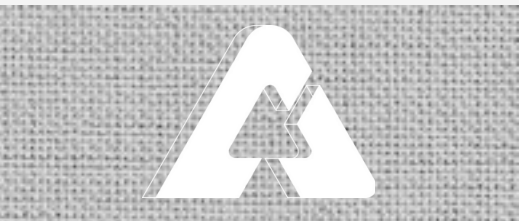
亞麻 - Standard color



深色帆布 - Standard color



乳膠(塑膠) - Standard color



亞麻 - Color Code K=0



深色帆布 - Color K=0



乳膠(塑膠) - Color K=0

In many different print and material applications, Accton Icon can be used on various colored backgrounds. In such cases, here are some examples of correct usage provided. The same principles must be adhered to in all communication materials.

Other printing methods such as engraving, embossing, debossing, etc., can be used as long as they comply with the usage guidelines.

在許多不同的印刷及材質，Accton Icon 可以在不同色底上使用，在這種情況下，列舉了部分正確的使用範例，所有的溝通媒介與素材上都需要遵守相同的原則。其他印刷方式，如刻印、壓印、燙等特殊工藝印刷方式，可以在不違反使用規範狀況下使用。

To ensure the correct presentation of our “Accton Icon”, please remember not to arbitrarily modify or rearrange any elements within the icon. While the following examples may not cover all incorrect uses, they illustrate some possible errors that should be avoided.

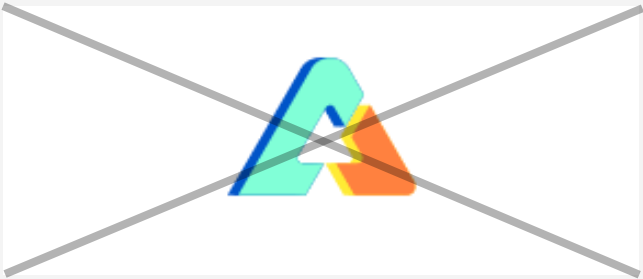
為了確保正確地呈現 Accton Icon，請不要隨意更改或擺放品牌圖示中的任何元素。可參考右邊範例列出需要避免的錯誤使用。



禁止將 Icon 做變形處理



禁止將 Icon 增加其他線框設定



禁止將 Icon 顏色竄改



禁止將 Icon 添加漸層效果



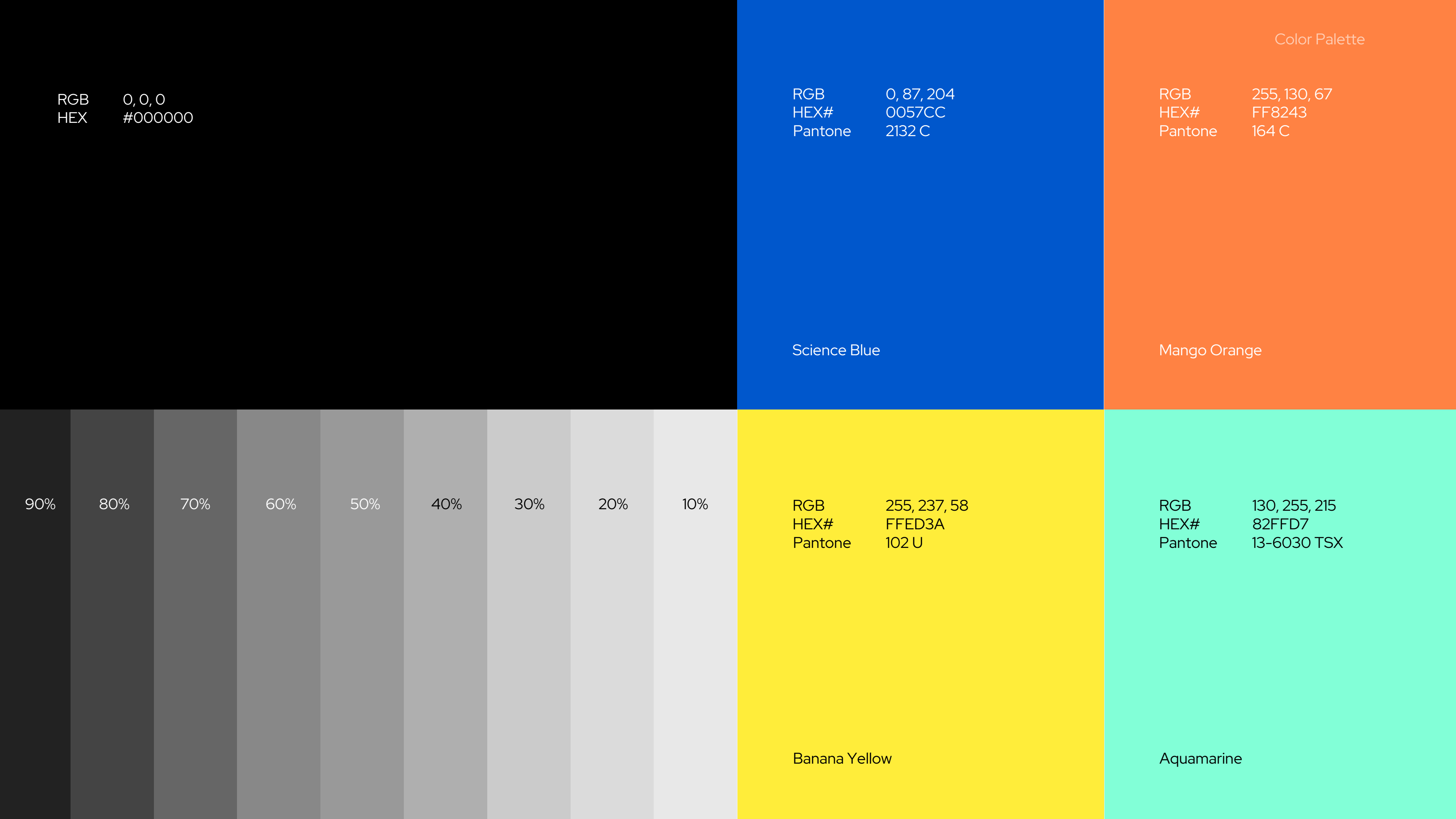
禁止更改 Icon 標準色透明度



禁止將 Icon 增加或減少色塊



Brand Identity



RGB
HEX

0, 0, 0
#000000

RGB
HEX#
Pantone

0, 87, 204
0057CC
2132 C

RGB
HEX#
Pantone

255, 130, 67
FF8243
164 C

Color Palette

Science Blue

Mango Orange

90%
80%
70%
60%
50%
40%
30%
20%
10%

RGB
HEX#
Pantone

255, 237, 58
FFED3A
102 U

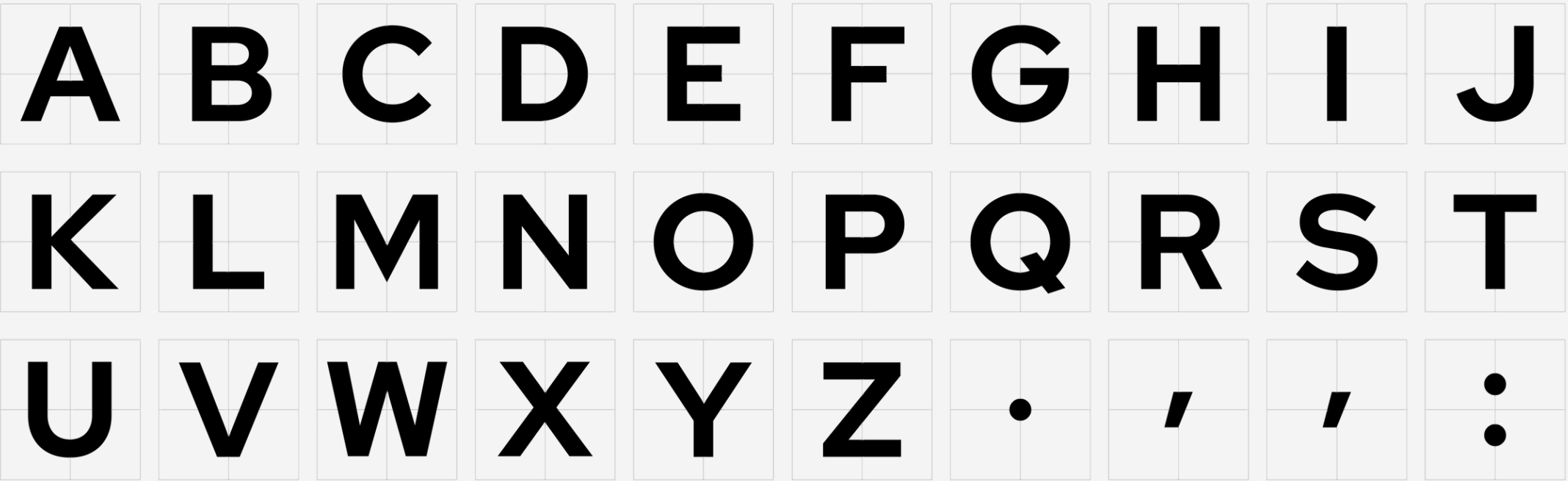
RGB
HEX#
Pantone

130, 255, 215
82FFD7
13-6030 TSX

Banana Yellow

Aquamarine

Red Hat Display



Corporate promotional materials, advertising collateral, printed documents, etc., all need to use the designated printing standard font. The printing standard font represents the corporate characteristics and is an effective way to consolidate and maintain the corporate image.

企業宣傳品、廣告宣傳品、印刷文件等均需使用指定的印刷標準字型。印刷標準字體代表企業特色，並維護企業形象一致性。

CH - 微軟正黑體

智邦科技股份有限公司

Corporate promotional materials, advertising collateral, printed documents, etc., must all use the designated printing standard font. The printing standard font represents the corporate characteristics and is an effective way to consolidate and maintain the corporate image.

企業宣傳品、廣告宣傳品、印刷文件等均需使用指定的印刷標準字型。印刷標準字體代表企業特色，並維護企業形象一致性。

T01

Dark Background

Brand Identity

Auxiliary Graphics I

輔助圖形 I

G02

Light Background



The guidebook offers basic guidance and principles for auxiliary graphics usage. As long as these are followed, auxiliary graphics can be used flexibly to suit specific needs and environments.

輔助圖形的使用非常靈活，這本手冊提供了基本指導，並確立了相關使用原則。在後續使用中，只要不違反這些原則，輔助圖形可以根據特定的使用情境和需求靈活應用。



