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

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。
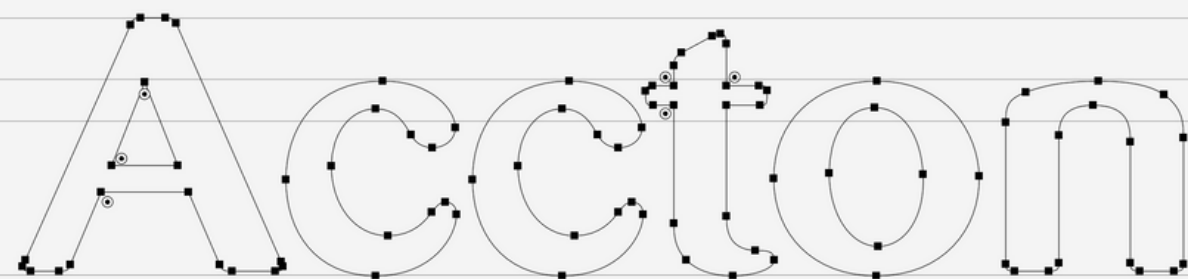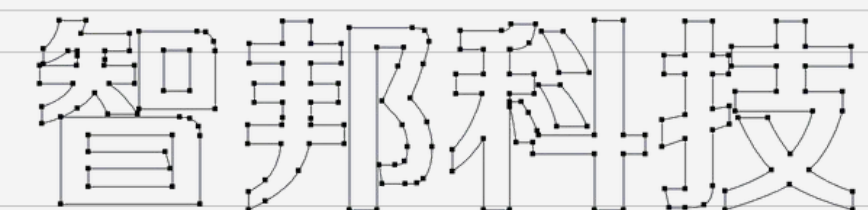
HEX#　0057CC

Pantone 2132C

PANTONE®
2132 C

Accton
智邦科技

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。

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

Accton

HEX# 0057CC
Pantone 2132C

Logo 媒體/印刷色 可使用範圍

Accton Accton Accton Accton

HEX# 000000	HEX# 333333	HEX# 9D9D9D	HEX# FFFFFF
K=100		K=50	K=0

中文 標準色

智邦科技

HEX# 000000

Logo 媒體/印刷色 可使用範圍

智邦科技 智邦科技

HEX# 000000	HEX# FFFFFF
K=100	K=0
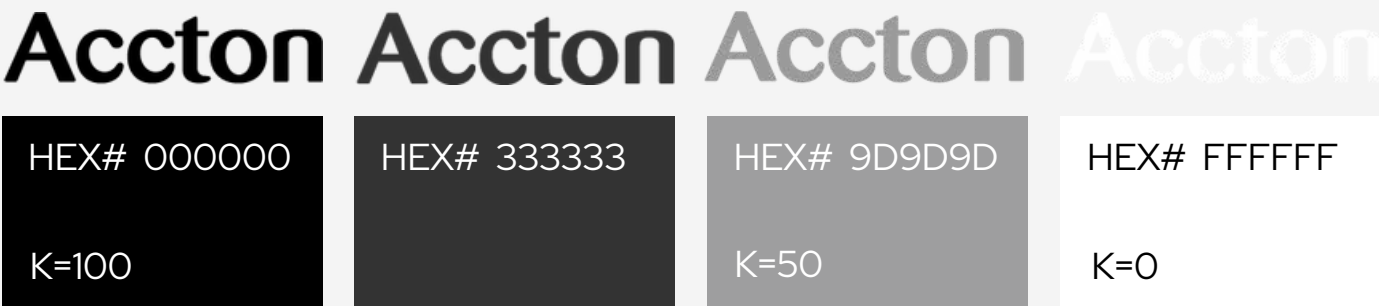
Logo Combination Correct Use – 正確使用組合

Logo Combination Misuse 錯誤使用組合
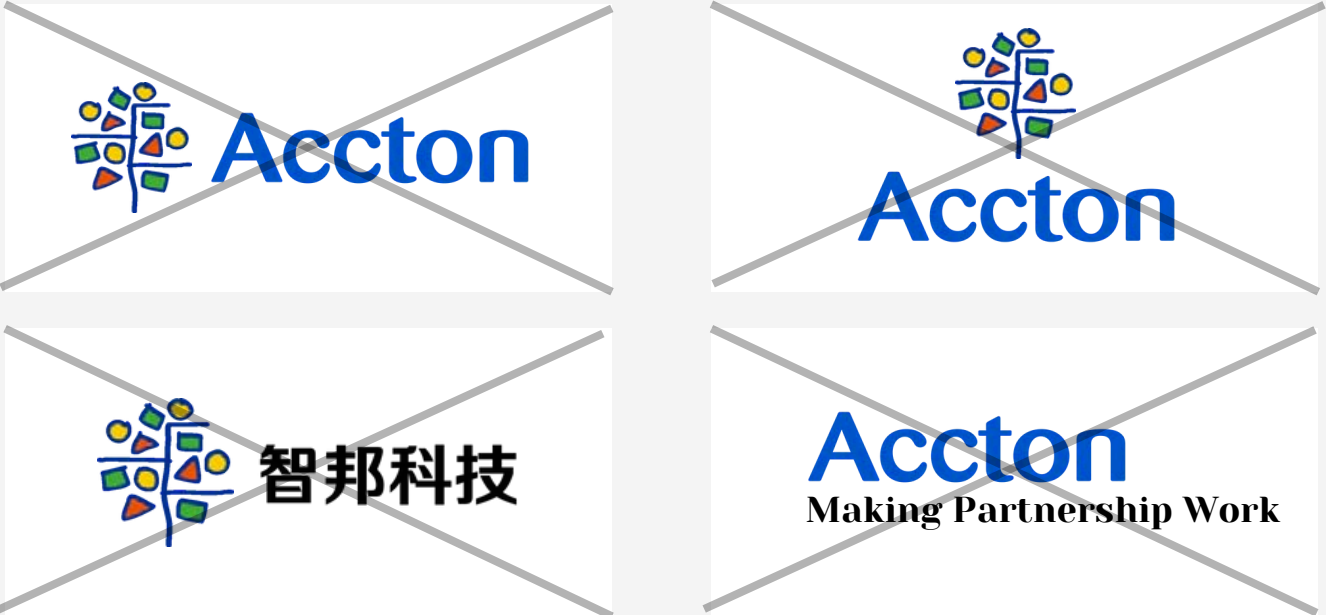
External media and announcements should strictly adhere to the guidelines specified in the manual. The "Accton Logo" and "Accton Tree" cannot be combined together. Examples of brand logo combinations are provided to ensure the recognition and consistency of the logo. Misuse or improper use of the logo 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

Accton	**Accton**	Accton
Color K=100	Color Code #0057CC	Color K=50

反黑背景 – Logo 可使用顏色

Accton	**Accton**
Color K=0	Color K=0

深色系 (明度低) 背景 – Logo 可使用顏色

Accton	**Accton**	**Accton**
Color K=0	Color K=0	Color K=0

亮色系 (明度高) 背景 – Logo 可使用顏色

Accton	**Accton**	**Accton**
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
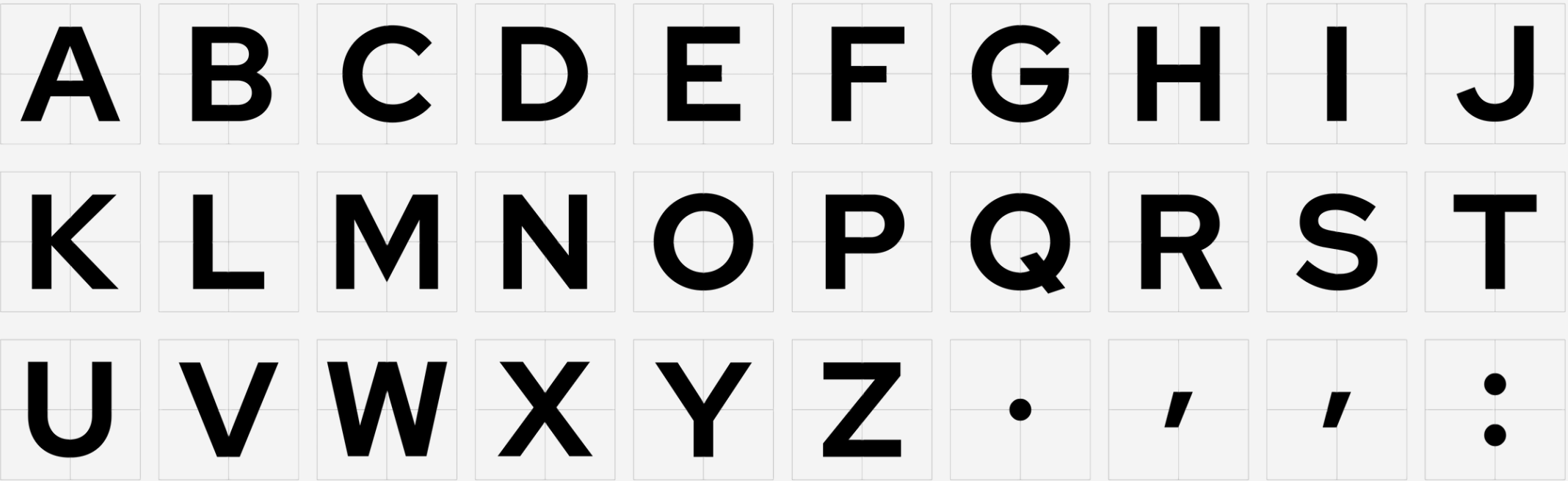
禁止將 Logo 做線稿

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

Red Hat Display

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z · ' ' :

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

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Example

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。

Brand Identity

RGB   0, 0, 0
HEX   #000000

RGB   0, 87, 204
HEX#   0057CC
Pantone   2132 C

Science Blue

RGB   255, 130, 67
HEX#   FF8243
Pantone   164 C

Mango Orange

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

RGB   255, 237, 58
HEX#   FFED3A
Pantone   102 U

Banana Yellow

RGB   130, 255, 215
HEX#   82FFD7
Pantone   13-6030 TSX

Aquamarine