Brand Guidelines

Open networking · AI infrastructure · Optical innovation

Brand Identity

DISPLAY NAME — DEFAULT

Edgecore

Edgecore stands alone by default. Add "(an Accton Company)" only for the endorsement contexts below — it is no longer a default element.

USE "(AN ACCTON COMPANY)" FOR

International exhibitions / trade shows where Edgecore exhibits externally.

First-touch materials for unfamiliar or new customers needing Accton's backing.

USE EDGECORE STANDALONE FOR

- Product, marketing & web communications
- Social media graphics and posts
- Partner / support / vendor co-marketing
- Most events, presentations & decks

NAMING REFERENCE

CONTEXT	USE	NEVER USE
Default — product, social, web, decks	Edgecore	EdgeCore
Endorsement — expos, new customers	Edgecore (an Accton Co.)	—
Body copy (after first mention)	Edgecore	EdgeCore
Legal / formal documents	Edgecore Networks	Edgecore Network
Software tokens / SONiC	SONiC · ONiE	SONIC · ONIE

POSITIONING PILLARS

Open Networking
White-box hardware, SONiC/ONiE, no lock-in.

AI Infrastructure
Purpose-built for hyperscale AI/ML fabric at 800G & 1.6T.

Optical Innovation
CPO-ready platforms, OWS, and the IOWN ecosystem.

Liquid Cooling
CDU and Direct Liquid Cooling for efficiency.

Open Fabric
End-to-end rack-scale across networking, compute, optics.

Rack-Scale
Pre-validated racks: network, optics, power, and cooling.

BRAND SLOGAN

Transforming the way the world connects.

02 — LOGO

Logo Identity

The Edgecore logo is the primary brand mark. Use it standalone by default; add the Accton endorsement only where noted below.

PRIMARY LOCKUPS

Primary lockup
Horizontal · most materials

Combination lockup
Stacked · symbol + wordmark

Endorsement lockup
An Accton Company · expos / new

BACKGROUND USAGE

On light — orange mark

On dark — white mark

On orange — knockout white

INDIVIDUAL ICON & SOCIAL TILES

Brand icon
Individual icon use

EC — social
Social & app tiles

EC WiFi — social
Wi-Fi sub-brand

CLEAR SPACE, MINIMUM SIZE & MISUSE

Clear space = height of the “E” on all sides.
Minimum size: 24 mm (print) · 120 px (screen).

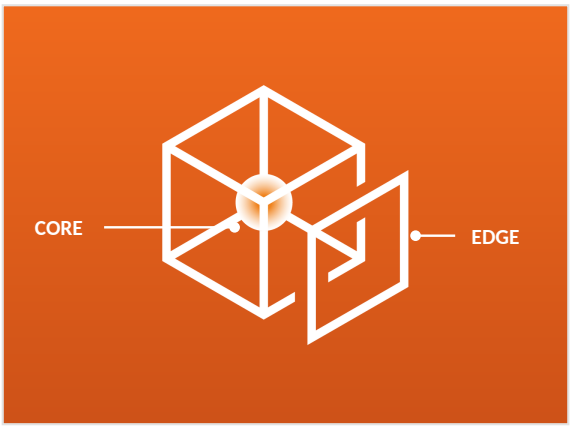
DON’T

- Recolor outside the brand palette
- Stretch, distort or rotate the mark
- Add shadows, outlines or effects
- Place on busy / low-contrast backgrounds

Design Concept

How the new Edgecore mark is built — and what it stands for.

THE ICONOGRAPHY — EDGE + CORE



CORE — the cube

Structured compute and fabric at the centre.

EDGE — the open plane

The open, adaptable boundary of the network.

EDGE + CORE = Edgecore

The open plane and the cube, joined as one mark.

The live core

The glowing node is where data and intelligence converge — the heart of open infrastructure.

THE WORDMARK — FLEXIBLE & WELL-BUILT

Rounded + squared corners

The custom typeface mixes soft rounded corners with crisp squared ones: rounded corners for flexibility and adaptability, squared corners for solid, well-built hardware — engineered for open infrastructure.

VISION

An open core for the AI era — where the edge of the network and the core of compute converge on open infrastructure.

04 — COLOR

Color System

PRIMARY PALETTE

Brand Orange
#E86820
PANTONE 4010 C
Primary accent
CTAs, highlights

White
#FFFFFF
PANTONE 11-0700 TPG
Page backgrounds
reversed text

Light Gray
#F5F5F5
Section fills
card backgrounds

Mid Gray
#666666
PANTONE 4195 C
Secondary text
captions

Charcoal
#111111
PANTONE Black 6 C
Body text
dark backgrounds

SECONDARY / METALLIC PALETTE

Warm Brass
#C2A46E
PANTONE 4022 CP
Hardware callouts,
warm secondary accents

Platinum
#B8C4CC
PANTONE 13-4304 TCX
Spec dividers,
cool structural accents

GRADIENT USAGE

#E86820 → #CC2200 · HERO SECTIONS, ACCENT BARS

#E86820 → #C2A46E → #B8C4CC · LEFT ACCENT BARS, COVER, DIVIDERS

#C2A46E → #B8C4CC · SECONDARY ACCENTS, METALLIC HIGHLIGHTS

COLOR RULES

NO BLUE
Blue is Accton territory. Never use blue accents on Edgecore materials.

RED = GRADIENT ONLY
Red (#CC2200) must never appear as a standalone solid fill.

ORANGE IS AN ACCENT
Never use orange as a large background fill. Accents and CTAs only.

Typography

TWO TYPEFACES — CALIBRI + COURIER NEW

Calibri for all headlines and body copy. Courier New for every label, eyebrow, spec value, caption, and page-furniture element. Both are default Microsoft Office fonts — no downloads needed. No third font, no serifs.

Hero / H1 — Calibri · Bold · 48–64 px

Section H2 — Calibri · Bold · 28–36 px

Card H3 — Calibri · Semibold · 18–22 px

Body copy — Calibri · Regular · 15–16 px · line-height 1.6

LABEL / EYEBROW / CAPTION — Courier New · UPPERCASE · specs & furniture

MONOSPACE — COURIER NEW (SPECS, LABELS, MODEL NUMBERS)

ECS-AS9516-32D · 800G · 1.6T · CPO-READY

Model numbers, port counts, wattage, and all labels — always Courier New

TONE OF VOICE

Direct + Technical
Speaks to engineers and architects, not consumers.

Confident, not hyped
Avoid "revolutionary" or "game-changing". Use exact specs.

Precise
Port counts, speeds, wattage over vague claims.

Ecosystem-minded
Acknowledge partners accurately. Never overclaim our role.

06 — NAMING

Product & Tech Naming

SPEED / GENERATION TIERS

`1.6T`	1.6 Tbps switching — current frontier generation
`800G`	800G per-port — current high-end
`400G / 100G`	Legacy tiers, still widely deployed

KEY TECHNOLOGY TERMS

TERM	FULL FORM	USAGE NOTE
`CPO`	Co-Packaged Optics	Edgecore makes the switch, not the optics
`OWS`	Optical Wavelength Switch	Edgecore product; part of IOWN ecosystem
`IOWN`	Innovative Optical and Wireless Net.	NTT-originated; Edgecore is a member
`SONiC`	Software for Open Networking in Cloud	Always SONiC — never SONIC or Sonic
`ONiE`	Open Network Install Environment	Always ONiE — never ONIE
`DCI`	Data Center Interconnect	Standard industry abbreviation
`O-E-O`	Optical-Electrical-Optical	Signal conversion; used in OWS materials

CURRENT CAMPAIGN THEME

Open Fabric: Built for IOWN

`Always with colon · Title case as shown · 1.6T, CPO-ready, OWS, liquid cooling`

Layout & Design Patterns

ORANGE ACCENT PATTERNS

Border Accent
3–4px orange left stripe on cards and sections.

800G

Tag / Pill
Solid fill for tiers; outline for secondary labels.

Learn →

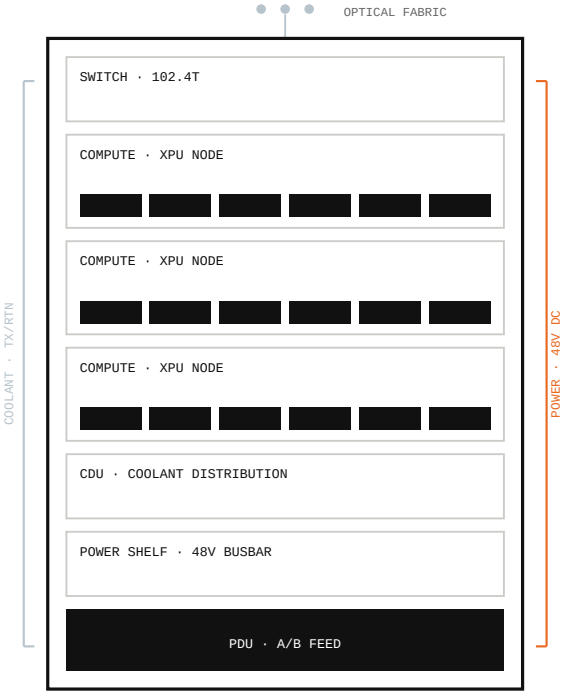
CTA Button
Solid orange + white, or orange outline + text.

Gradient Bar
Signature / hero gradient on hero sections & rules.

Icon Tint
Orange fill or stroke on icons and marks.

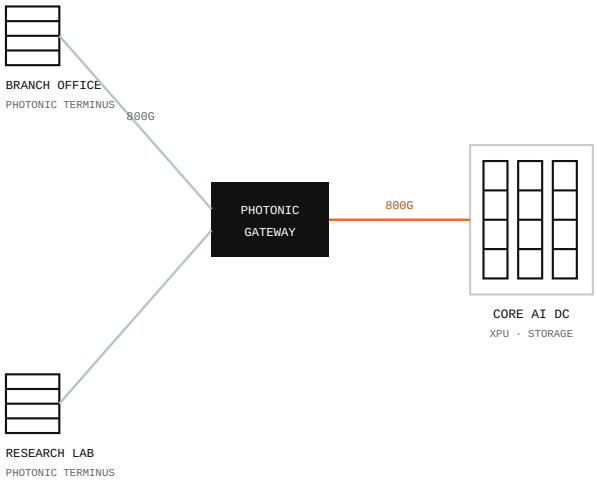
DIAGRAM & TOPOLOGY PATTERNS

UNIFIED AI RACK · OCP-ALIGNED

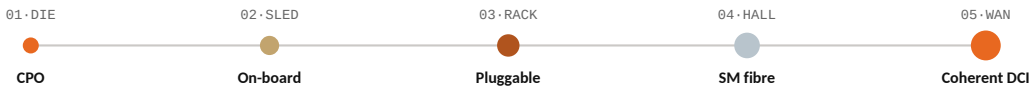


Unified AI rack — switching · XPU compute · cooling · power.

PHOTONIC GATEWAY · WAN



Photonic gateway — 800G coherent links from edge sites to the core.



Optics continuum — co-packaged optics to coherent DCI, die to WAN scale.

Do's & Don'ts

WRONG	CORRECT	RULE
~~EdgeCore~~	**Edgecore**	Casing
~~Edgecore Network~~	**Edgecore Networks**	Missing 's'
~~"(an Accton Company)" on product / social / web~~	**Edgecore (standalone)**	Default display name
~~Missing endorsement at intl. expo / for new customer~~	**Edgecore (an Accton Company)**	Endorsement use
~~SONIC / Sonic~~	**SONiC**	Acronym casing
~~ONIE~~	**ONiE**	Acronym casing
~~Edgecore CPO module~~	**CPO-ready platform**	Ownership clarity
~~Red as standalone fill~~	**Red in gradients only**	Color rule
~~Blue accent~~	**Orange accent only**	Color territory
~~revolutionary / game-changing~~	**Use exact specs**	Tone rule