

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.

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

Logo Usage Rules

Additional guidance for constrained formats, single color runs, small icon tiles, and the clear space and minimum size limits.

SMALL SPACE & STICKER USE



On light — orange wordmark



On dark — white wordmark



On orange — knockout white

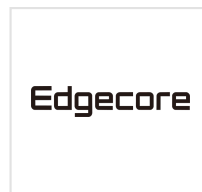
GRAYSCALE & SINGLE COLOR USE



Full lockup — black



Square combo — black



Wordmark only — black

RECOMMENDED USES

Single ink or one color print runs.
Engraving, etching, or embossing.
A watermark on light paper or leather.
Photocopies or low fidelity scans.

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).

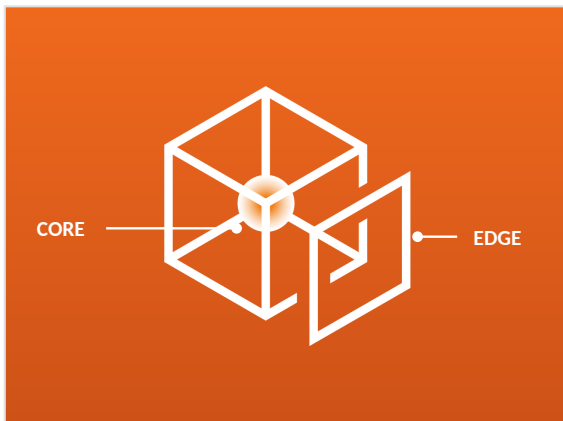
DON'T

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.

Color System

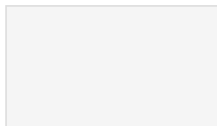
PRIMARY PALETTE

**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.

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
CP0	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

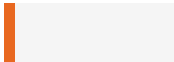
CURRENT CAMPAIGN THEME

Open Fabric: Built for IOWN

Always with colon · Title case as shown · 1.6T, CP0-ready, OWS, liquid cooling

Layout & Design Patterns

ORANGE ACCENT PATTERNS



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



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



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

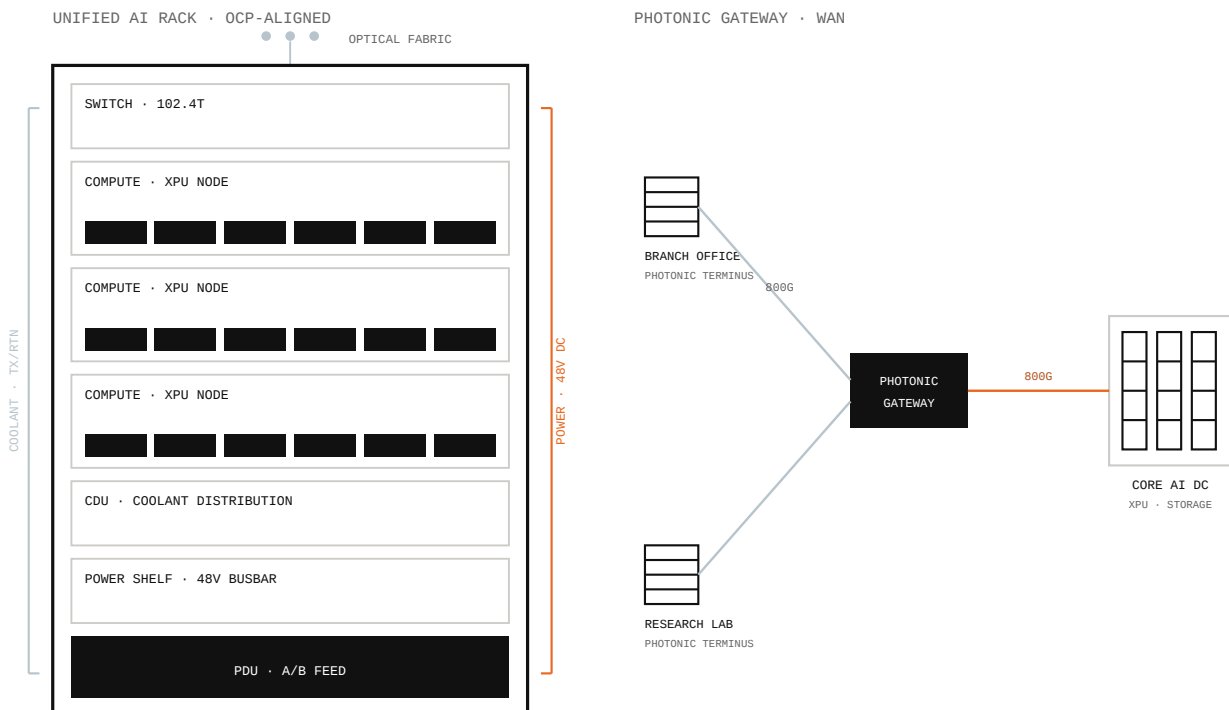


Gradient Bar
Signature / hero gradient on hero sections & rules.



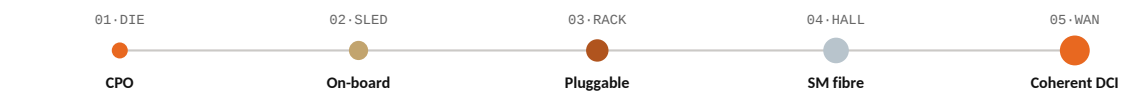
Icon Tint
Orange fill or stroke on icons and marks.

DIAGRAM & TOPOLOGY PATTERNS



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

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