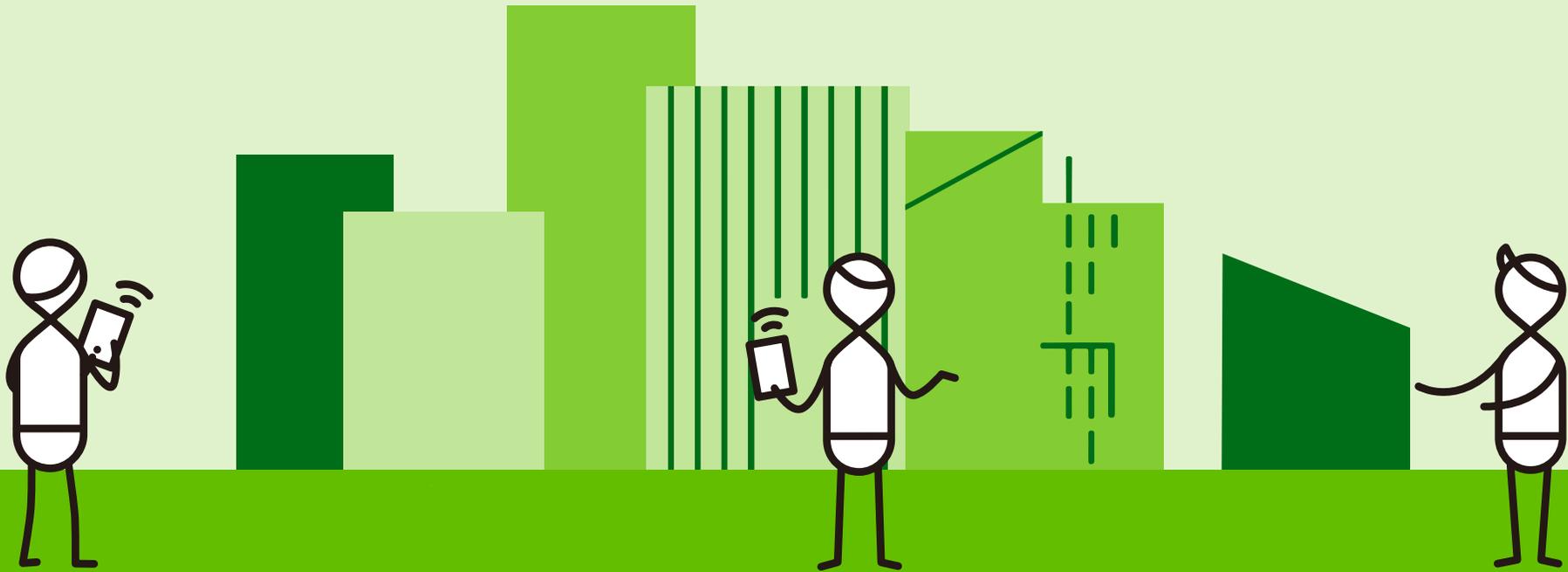


Zyxel Networks Logo Usage Guidelines



Our Logo

Our logo is our brand signature and identifies who we are. The capitalized rounded letterforms communicate a simple, approachable and contemporary look and feel. The "x" in the middle of the logo signifies our commitment to helping our customers make connections that unlock their potential.

Like any signature, it is unique to us and should never be recreated or altered in any way. Always use the original artwork file.



Logo clear space and minimum size



Minimum logo size for print



Minimum logo size for screen



The height of "N" is 1/3 of the height of "Z". The clear gap of one N-height (the height of "N" of the logo) should be kept between "Zyxel" and "Networks".

To maintain the integrity and maximum impact of the Zyxel Networks logo, the minimum area of clear space should always be protected. This space is expressed in terms of Z-height (the height of "Z" of the logo). A clear space of one Z-height should be kept around the logo at all times.

To ensure the Zyxel Networks logo is always impactful it must never be reproduced with a height smaller than 5mm for print and 25px for digital applications.

Below are the preferred logo sizes for different spec:

A4	16mm height
A3	24mm height
6 sheet	96mm height
48 sheet	284mm height

Logo with tagline

The Zyxel Networks logo with tagline has two versions. One that is locked-up and one that is separate. The tagline width is the same as the Zyxel Networks logo, so it appears justified in the locked up version and retains a proportional size in the non locked up version. When using the logo and tagline separately, the tagline must always be aligned to the baseline of the logo or left aligned, and retain the consistent size relationship set up in the artwork. When resizing the logo artwork the tagline artwork must be resized at the same scale.

Usage

It is important for Zyxel Networks to use the tagline in as many places as possible to create greater awareness and understanding of what Zyxel Networks does. Follow the general principles below.

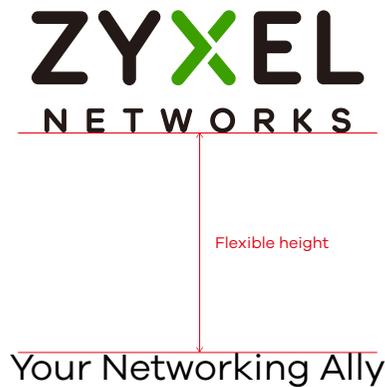
The logo without tagline is used:

For identification purposes only (e.g., on product, on signage, on certain merchandise, technical documents)

Logo with tagline is used: (locked up or not)

For any communications that convey a brand message (e.g., Ads, website, PowerPoint, sales brochures, trade shows, videos)

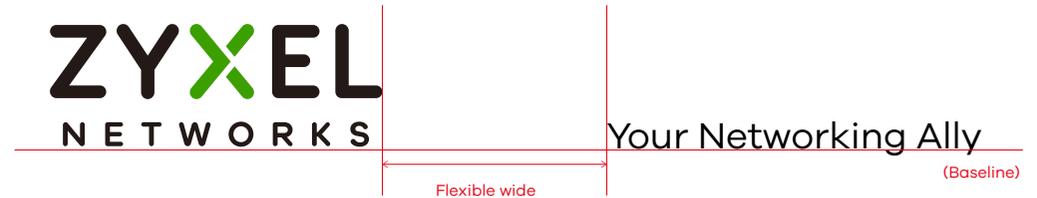
Center aligned non lock-up



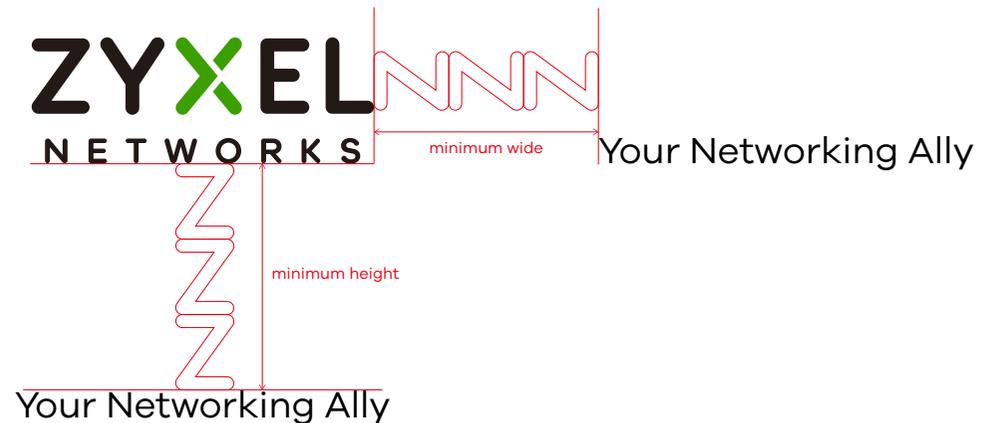
Left aligned non lock-up



Baseline aligned non lock-up



Minimum distance



Logo with tagline usage

The logo and tagline can be used either locked-up or separated.

Examples of separate use

- To maximize impact of the logo alone, where the tagline can still be seen on the communication piece in the same field of vision (e.g., website, video end frames).

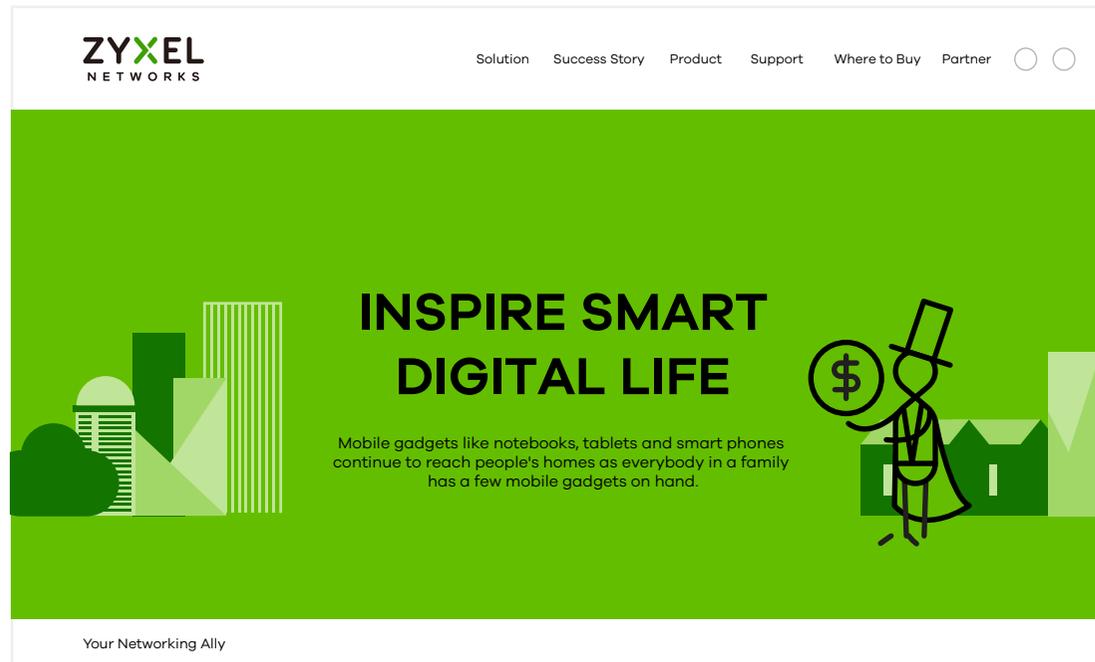
Examples of locked-up use

- Environments that are either really long and narrow, or wide to keep both elements in the same field of vision.
- Applications where there is a simple, singular page layout, to avoid a busy look.

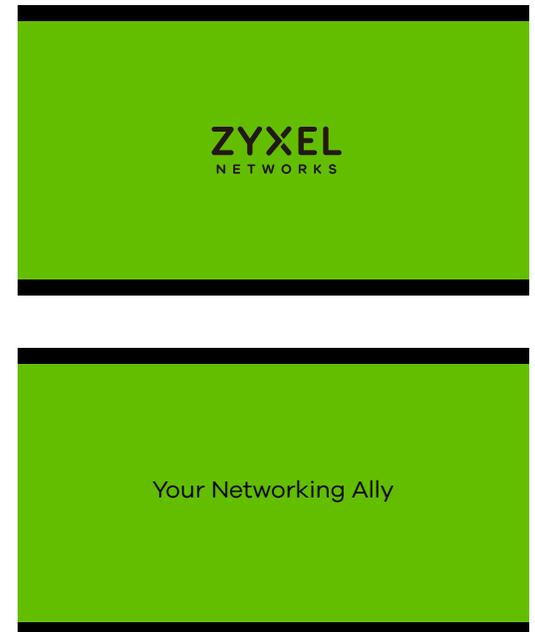
Lock-up example



Left aligned non lock-up



Non lock-up



Logo color

The Zyxel Networks logo comes in green, black or white. Always select the version that gives the most contrast to the background color you are using and use the logo with green color only when the background color is white. See next page for examples.

With green color



Black version



White version



Logo on background

The black or white logo can be placed over 3 types of background:

1. Zyxel Networks colors
2. Texture
3. Imagery

Contrast between the logo and background is crucial to ensure maximum visibility. Both black and white versions of the logo can be placed on Zyxel Networks primary colors. When using the logo over textures or photographs, it should be positioned over an uncomplicated area of the image or area of flat tone to achieve maximum contrast.

Logo on Zyxel Networks colors



Logo on texture



Logo on imagery



Incorrect logo usage

Our logo is our signature, therefore it's important that it looks the same wherever it's seen. Never attempt to alter, distort or reposition any elements of the Zyxel Networks logo. Always use the original logo artwork.

The examples below demonstrate incorrect usage of the Zyxel Networks logo. **While these don't cover all misuse examples, they give an idea of the types of mistakes to be avoided.**

×



Do not adjust the proportions of any logo element

×



Do not apply any colors apart from black and white

×



Do not rotate the logo

×



Do not alter or recreate any logo element

×



Do not apply graphic effect

×



Do not mask an image with logo

×



Do not distort logo

×



Do not place logo on complicated background

×



Do not reposition the Chinese name

×



Do not reposition the Chinese name

×



Do not reposition the Chinese name

×



Do not enlarge the Chinese name only

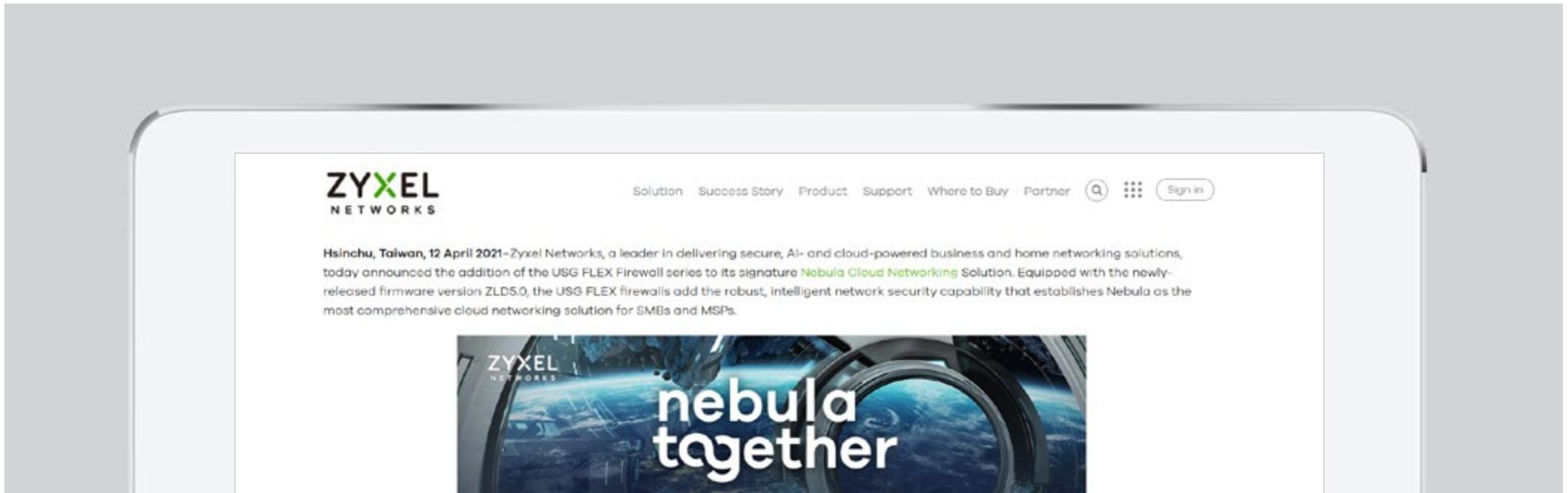
Our name in written format

When writing our name for press releases, websites or other instances using plain text, the name should be written in Title case: Zyxel Networks.

Zyxel Networks in written format example

Zyxel Networks is your networking ally

Zyxel Networks in written format example in context



Color palette

Our color palette is bright and vibrant to reflect our human and innovative brand personality.

The palette is made up of 2 primary colors that are supported by 4 tonally similar secondary colors to create 2 color sets.

The primary colors may also be used at 4 transparency settings.

The PMS, CMYK and RGB values for each color set are given below. Always use the correct color value for the color space you are working in.

Green & its supporting set

Pantone 2287C R100 G190 B0 #64be00 C64 M1 Y100 K0	Pantone 361C R60 G159 B0 #3c9f00 C75 M19 Y100 K0
	Pantone 2272C R40 G135 B25 #288719 C81 M35 Y100 K0
80% #83cc33	Pantone 2427C R0 G110 B24 #006e18 C95 M20 Y100 K30
60% #a2d966	
40% #c1e599	Pantone 3537C R0 G70 B0 #004600 C90 M59 Y100 K39
20% #e0f2cc	

Orange & its supporting set

Pantone 151C R255 G137 B0 #ff8900 C0 M59 Y96 K0	Pantone 1505C R255 G104 B0 #ff6800 C0 M72 Y92 K0
	Pantone 2028C R232 G63 B0 #e83f00 C0 M86 Y100 K0
80% #ffa133	Pantone 2350C R198 G26 B18 #c64a12 C28 M99 Y100 K0
60% #ffb966	
40% #ffd099	Pantone 7624C R150 G0 B0 #960000 C40 M100 Y100 K10
20% #ffe8cc	

Gray & its supporting set

Black R0 G0 B0 #000000 C0 M0 Y0 K0	White R255 G255 B255 #ffffff C0 M0 Y0 K0
80% #575757	
60% #888888	
40% #b4b4b4	
20% #dcdcdc	

Color usage 1

To keep communications simple and strong, use one color set at a time with either the black or white logo and typography. When using colors with imagery always select the color set that compliments the tone of the image best.

In certain circumstances more than one color set may be used. For example, animations may transition between the color sets to add vibrancy and contrast to the story. (See example 2)

1 color tone:

1 primary color + supporting secondary color

Pantone 2287C R100 G190 B0 #64be00 C64 M1 Y100 K0		Pantone 361C R60 G159 B0 #3c9f00 C75 M19 Y100 K0	
		Pantone 2272C R40 G135 B25 #288719 C81 M35 Y100 K0	
80%	#83cc33	Pantone 2427C R0 G110 B24 #006e18 C95 M20 Y100 K30	
60%	#a2d966		
40%	#c1e599	Pantone 3537C R0 G70 B0 #004600 C90 M59 Y100 K39	
20%	#e0f2cc		

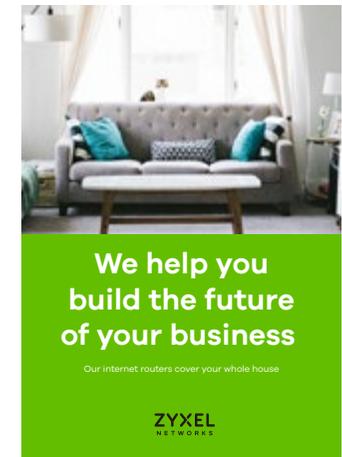
+

Black or white

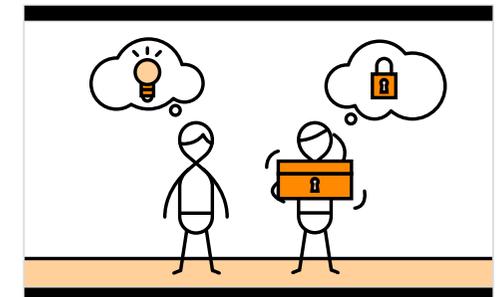
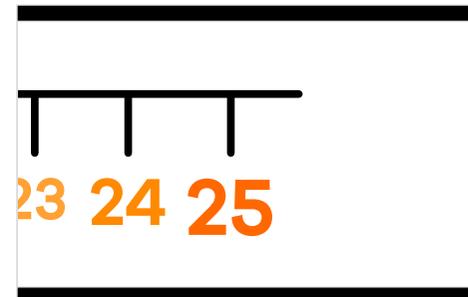
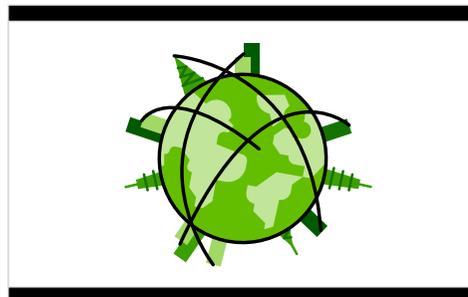
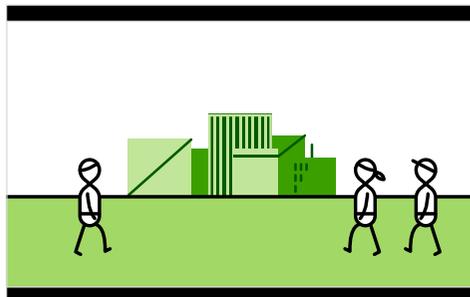


=

Example 1



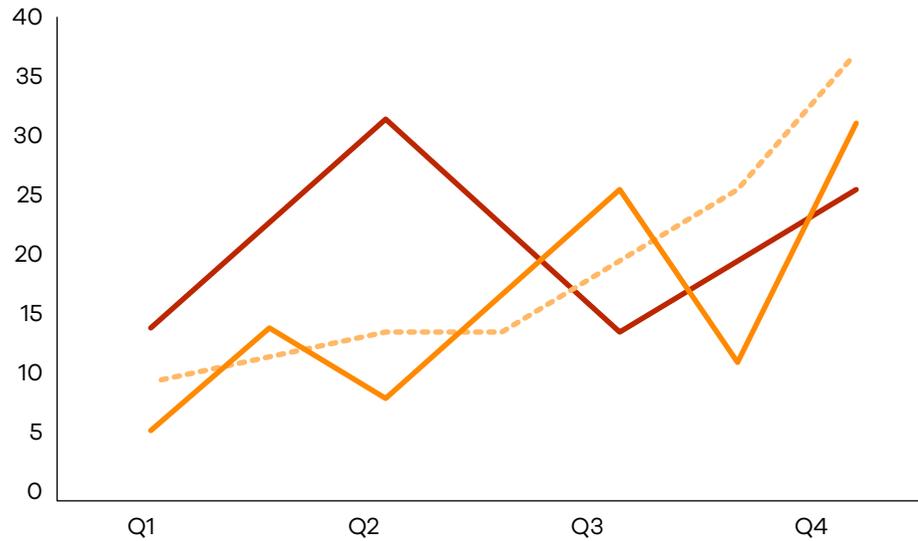
Example 2



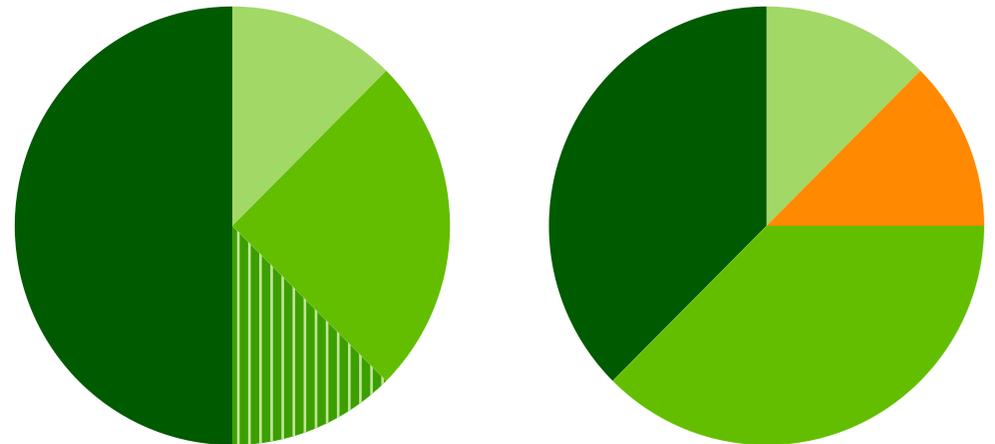
Color usage 2

For infographics, charts and tables, always try to keep to one color set and use patterns, textures or illustrations to clearly differentiate between data (see example 3). If you have to use more than one color set always select a complimentary color (see example 4).

Example 3



Example 4



Typography

Graphic font

English

Galano Grotesque
semi-bold / regular

Galano Grotesque
semi-bold regular

APAC font

Traditional Chinese

Noto Sans TC
TC bold / regular

思源黑體
思源黑體

Korean

Noto Sans Korean
Korean bold / regular

본고딕
본고딕

Simplified Chinese

Noto Sans SC
SC bold / regular

思源黑体
思源黑体

Thai

Noto Sans Thai
Thai bold / regular

ขอบคุณ
ขอบคุณ

System font

English

Century Gothic
bold regular

Century Gothic
bold regular

Japanese

Noto Sans Japanese
Japanese bold / regular

源ノ角ゴシック
源ノ角ゴシック

Vietnamese

Noto Sans Vietnamese
Vietnamese bold / regular

cảm ơn
cảm ơn

Our brand fonts are Galano Grotesque for English and Noto sans in Chinese, together they perfectly expresses our friendly and approachable personality in a contemporary and clear way.

English

We use Galano grotesque in 2 weights, regular for body copy and semi-bold for headlines, lead in copy or whenever we want to make a statement. Galano must be handled with care and used only by designers when creating brand communications (websites, advertising, brochures etc.).

Traditional and simplified Chinese

We use Noto Sans CJK and SC regular in regular and bold to match the type style of Galano Grotesque.

Other APAC languages (JP, KR, TH, VN)

We use Noto Sans Japanese, Noto Sans Korean, Noto Sand Thai, and Noto Sans Vietnamese to match the type style of Galano Grotesque.

System font

System Fonts are used for everyday communications using Microsoft programs such as PowerPoint, Word or Excel. These fonts should be pre-installed in all machines, however, if they are not, they can be downloaded for free.

For English, use Century Gothic bold and regular. (This font comes installed with Microsoft Office 2013 and above).

For Simplified and Traditional Chinese, use Noto Sans CJK SC bold and regular. Noto Sans is a free font that can be downloaded from Google: www.google.com/get/noto

Typography usage

1



WAC500H

2

802.11ac Wave 2 Wall-Plate Unified Access Point

- Fastest performance for streaming and online gaming
- Stable network & great coverage by MIMO technology
- No electrical socket goes to waste



1



WAC500H

2

802.11ac Wave 2 Wall-Plate Unified Access Point

Today's business and leisure travelers expect to connect high-speed WiFi when stepping into a hotel and would consider internet connectivity the top amenity. Most travelers won't hesitate to report bad WiFi experience and bother to come back again. So do you want a breakout rating in TripAdvisor? The Zykel WAC500H 802.11ac Wave 2 wall-Plate Unified Access Point is an adaptive WiFi and Switch for hotels. It features beamforming to optimize RF and two downlink Gigabit Ethernet ports - one of which has PoE function to power up in-room services, such as a VoIP phone. More importantly, the WAC500H can be easily mounted on outlet boxes, wall or desk without the need for any additional mounting kit.

4

Benefits

Versatile mounting options in hotel guest rooms
The Zykel WAC500H low profile and versatile mounting design make it a perfect choice for hotel guest rooms. It easily blends into tasteful decorations and can be mounted directly on an outlet box or any obscure locations, even simply on desktops. For the best aesthetics, the Ethernet cable and coaxial cable can run out from the cable channel that keeps WAC500H slim and fit in a limited space.

- Clever wired and wireless network solution for individual hotel guest rooms
- The versatile wall-plate AP design that can be mounted on wall plates or directly in anywhere
- Up to 300% more performance from MU-MIMO technology
- Enterprise-class 2x2 802.11ac Wave 2 AP supporting combined data rates of up to 1.2 Gbps
- Two downlink Gigabit Ethernet ports, including one with PoE to power for VoIP phones or other devices
- Protect against 4G/5G cellular network interference with Zykel advanced cellular mitigation design

3

Datasheet WAC500H



This page demonstrates how we use our brand font to create a clear typographic style and hierarchy. By doing this we make sure our customers immediately know it's us talking and can navigate our communications with ease. With a consistent use of typography and a clear hierarchy we'll make sure we stand out in a noisy marketplace. While not comprehensive, the principles below will help guide the decision making process when using the brand fonts.

Both English and Chinese communications must use the same typographic style and hierarchy, to ensure all our communications look and sound consistent.

- 1. **Title:** Semi-bold. Sentence case (for use in long sentences). Title caps (when used as a few short words)
- 2. **Descriptor:** Regular. Sentence case (for use in long sentences). Title caps (when used as a few short words)
- 3. **Header/Footer:** Regular. Sentence case.
- 4. **Subtitle:** Semi-bold. Sentence case.

ZYXEL
NETWORKS