



BRAND GUIDELINES

Impressive · Creative · Essential

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INTRODUCTION

Purpose and targets of becoming one of the worlds leaders in PC Industry were set for Xigmatek Co. Ltd in 2005, the founding year! To ensure reaching this project aims, Xigmateks management followed up with hard work, experiences and customer friendly business style.

Honing one of the world's most efficient manufacturing operations, Integration Presence in major economic regions, being tied up with most important strategic alliances between suppliers and academia and further majority investments in R&D are some of Xigmateks aggressive incensement strategies.

Combining the cream of product designers, R&D engineers and technical people (main team in Germany) Xigmatek is proud and full of confidence to offer excellent quality products and service to cover the customers requirements and demands.

Within the standard channels as the consumer market and the distributing electrical appliances, Xigmatek will keep on focusing on development and set up even new sales channels to comply ever-changing demands and requirements.

Several years of experiences company background in IT industry provides our customer the best, reliable, environmental and performing Thermal/Cooling Systems including excellent Service to fulfill global users and customers demands.

BRAND

Xigmatek is a provider of PC cooling, chassis, power supplies and accessories. We pride ourselves in challenging the industry status quo since 2005.

Xigmatek has grown increasingly in many aspects such as size and recognition, we are committed to provide the newest innovative technology, superb quality, and excellent service, our mission is to become a leader in the computer peripheral and thermal industry. We emphasize highly on concept, innovation and design; pursuing perfection and setting trends in the ever changing computer peripheral industry.



MISSION

Our mission is to advance the state of technology in the cooler, chassis and power supply product categories. To do this, Xigmatek is thinking outside the box and innovating in ways that no other competitive brand is doing. Xigmatek will achieve this by using new design innovations, new technology, new functionality and new materials across its product portfolio. Xigmatek: We innovate.



BRAND VALUES

Impressive

We emphasize highly on innovation and design. For us setting the latest trends in the industry is inevitable. We understand the importance of having a good product, but we wanted to take it to the next level bringing you both aesthetically pleasing designs and precision-driven performance/ thinking ahead comes natural just like our Heat-pipe-direct-touch-technology. We don't follow trends, we create them.

Creative

We reward our employees to be creative and to take risks, we allow them to come up with new and creative ways to work, we have a design and testing facility where employees can create their own designs and prototypes, we give them the opportunity to let their imaginations run wild. With this level of freedom our employees can follow their heart and event history.

Essential

Earth is our beloved home and over the past decade pollution has steadily been on the rise; the warming of the climate system is unequivocal. Like you, we do care about this planet for our generation and the future generations to come. Working within environmentally accepted rules and regulations is a large part of our business motto. We strive to find the most effective yet eco-friendly manufacture procedures possible. Our products are tested to produce maximum efficiency, with minimal wastage of energy.



 **XIGMATEK**
WE INNOVATE

XIGMATEK Visual Identity System

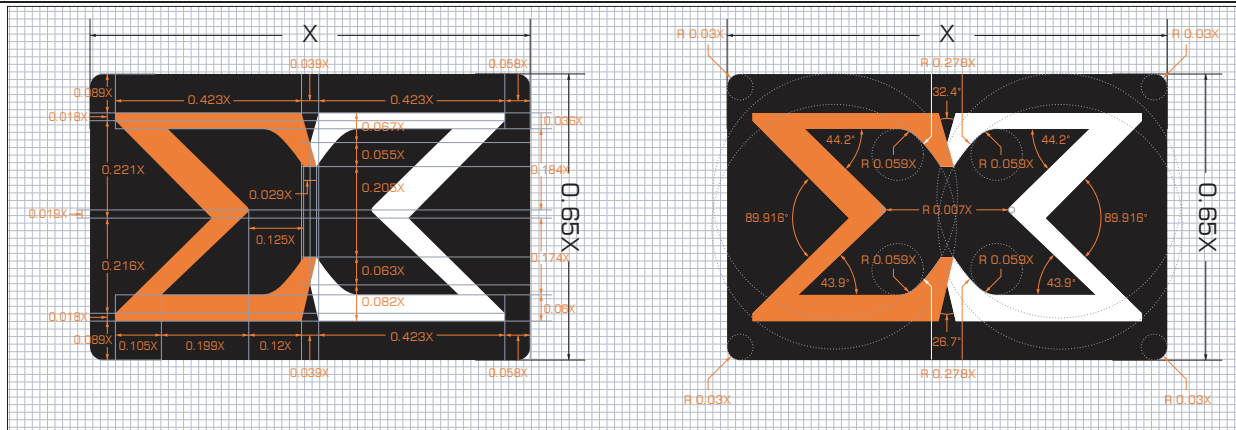
This document outlines a set of guidelines that must be adhered to when working with the Xigmatek brand identity. The guidelines must be used consistently, without deviation, so as not to undermine the identity of the Xigmatek brand.

If, after consulting this manual, you have questions regarding any of the graphic standards and guidelines explained herein, please contact the headquarters administration department.

Symbol

The XIGMATEK Symbol:
 This is the only permitted format of the XIGMATEK Symbol. It must never be altered in shape. It must never be traced and redrawn.

Application:
 Apply for all XIGMATEK identity system.



Symbol Grid



Minimum Clear Space

Symbol Color

The Xigmatek symbol: Color specification

The Xigmatek "corporate symbol" only these five variations are allowed

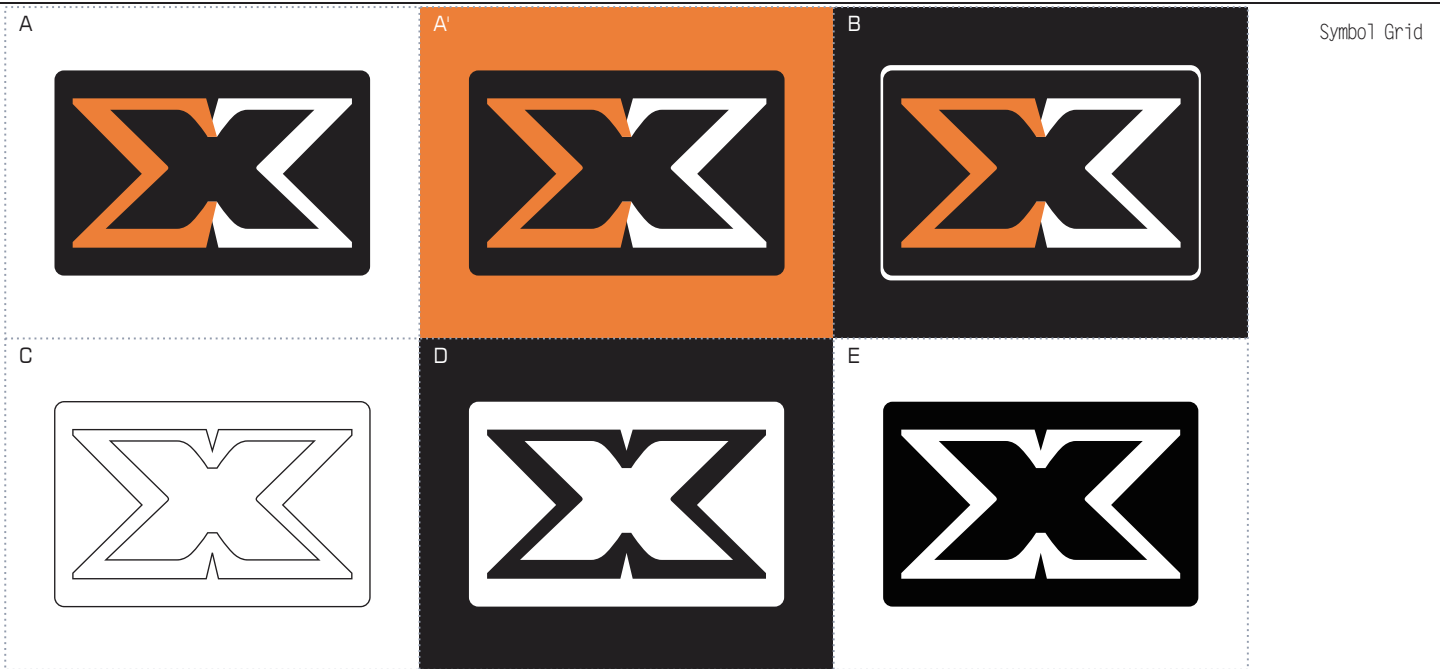
A/A': Applies for more than three colors (including three colors, excluding black base) all materials (paper, plastic, metal...etc.)

B: Applies for more than three colors (with three colors) all types of black material

C: Applies for monochrome business supplies, product ID, environmental labelling.

D: Applies for all types of black material.

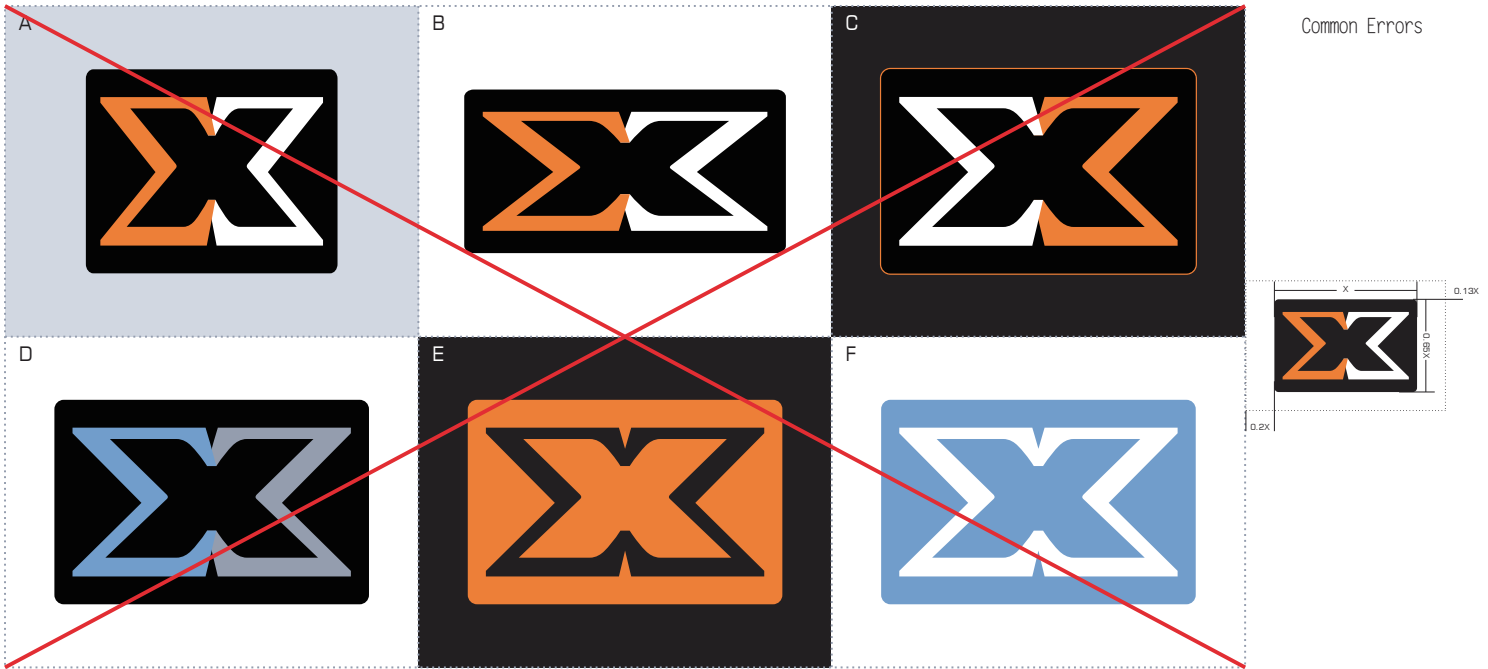
E: Applies for all types of colors (excluding black base), materials.



Symbol Error

The Xigmatek symbol: Application error demonstration

- A. Vertical stretch deformation error
- B. Horizontal stretch deformation error
- C. The logo's white and orange contrary error, outline uses any color other than white error.
- D. The logo uses enterprise standard colors, any color other than that is wrong.
- E. Monochrome logo uses various "black", "white", colors other than that is wrong.
- F. Monochrome logo uses various "black", "white", colors other than that is wrong.



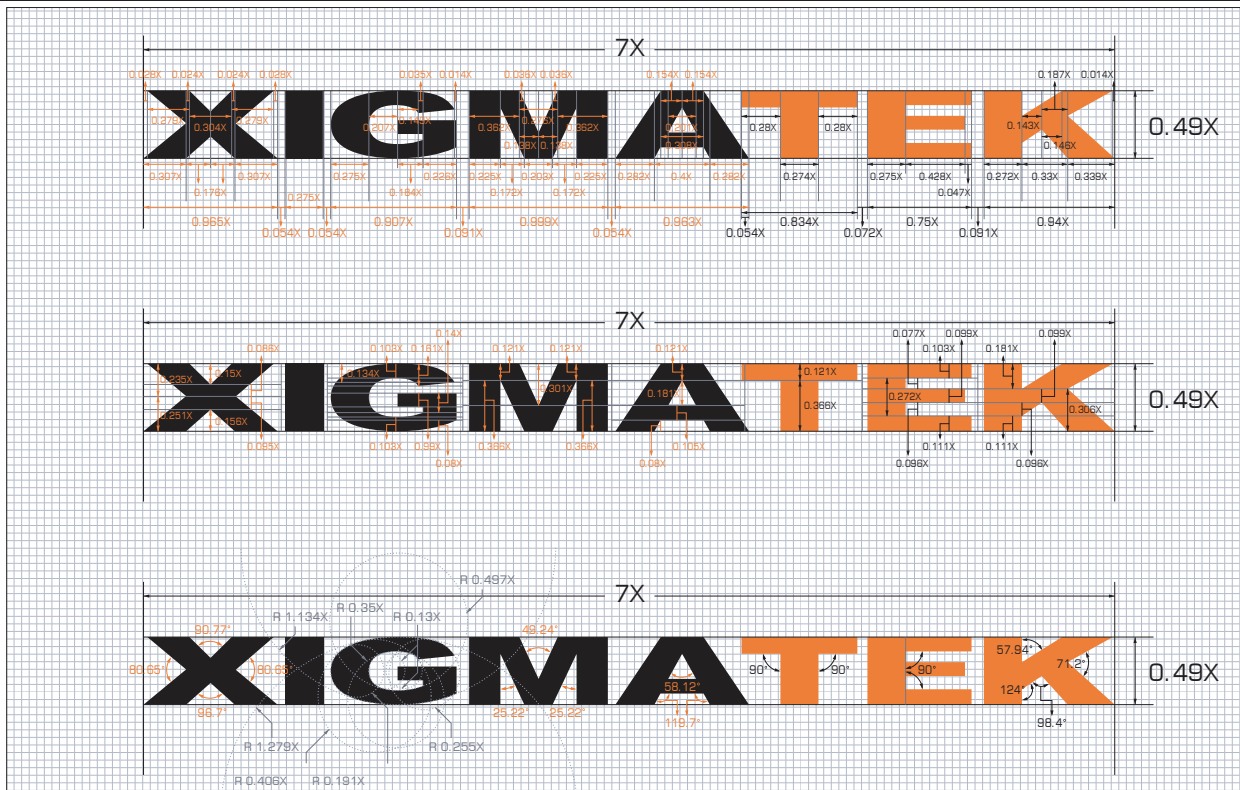
Signatures

The Xigmatek signatures:

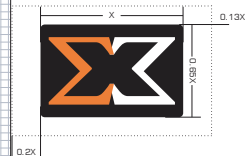
This is the only allowed letter format version; do not modify, re-enter, retype, or modify the letter in any way, the relevant proportional position specifications are as follows, and in accordance with the arrangement of the text label will scale the value of the standard scale

Application:

This business name and letter specifications are to be used only to define specifications and cannot be used on its own.



Alphabet Grid



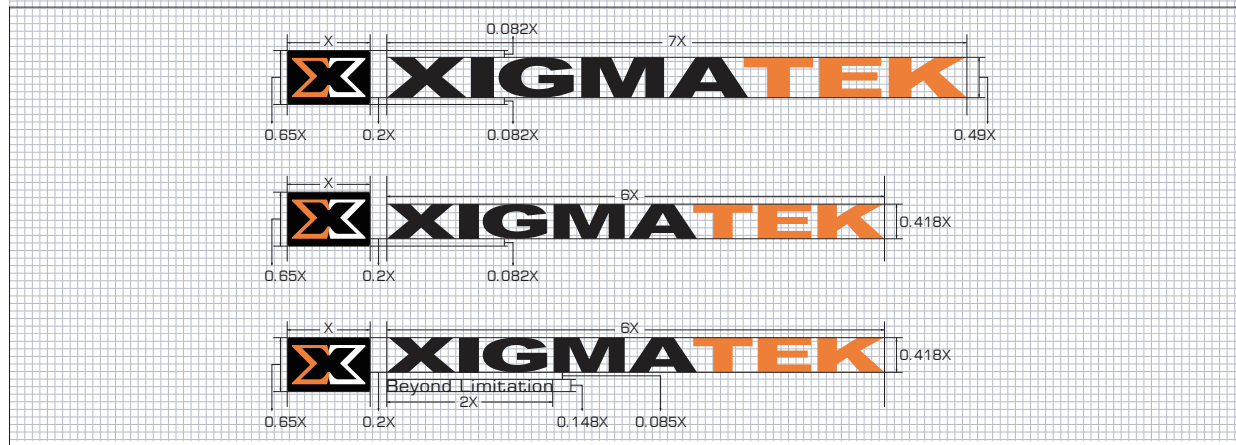
International Signatures

The Xigmatek international signatures – left alignment applications.

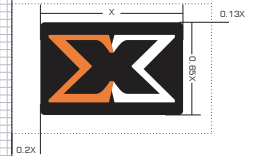
- A. Enterprise logo and English text aligned left
 - B. Enterprise logo and English text aligned left
 - C. Enterprise logo, English text aligned left with the corporate slogan
- (B.C English text is original specification scaled 6/7)

Application:

Business supplies, websites, packaging, environmental labelling, advertising and exhibition space



Left Alignment Applications



A



B



C

International Signatures Color

The Xigmatek International Signatures Color – left alignment color applications

The Xigmatek "International Signatures Color" only these five color variations are allowed.

- A: Applies to various color materials (including three colors, orange, excluding black base)
- B: Applies to various color materials (including three colors, white, excluding black base)
- C: Applies to various color materials (including three colors, white , excluding orange base)
- D: Applies to various color materials (excluding black base)
- E: Applies to various color materials (excluding white base)

A			
B			
C			
D			
E			

Left Alignment
Color Applications

International Signatures

The Xigmatek International Signatures – right alignment applications

A: Enterprise logo and English text aligned right

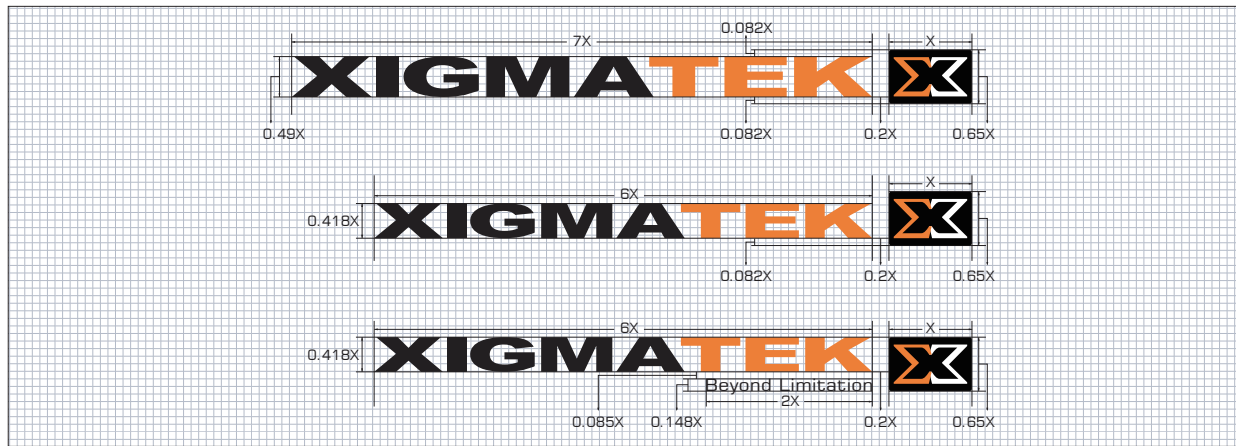
B: Enterprise logo and English text aligned right

C: Enterprise logo, English text aligned right with the corporate slogan

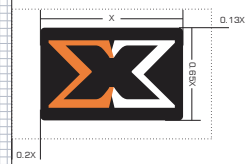
(B.C English text is original specification scaled 6/7)

Application:

Business supplies, websites, packaging, environmental labelling, advertising and exhibition space



Right Alignment Applications



A



B



C

International Signatures Color

The Xigmatek International Signatures Color – right alignment color applications

The Xigmatek "International Signatures Color" only these five color variations are allowed.

- A: Applies to various color materials (including three colors, orange, excluding black base)
- B: Applies to various color materials (including three colors, white, excluding black base)
- C: Applies to various color materials (including three colors, white, excluding orange base)
- D: Applies to various color materials (excluding black base)
- E: Applies to various color materials (excluding white base)

A			
B			
C			
D			
E			

Right Alignment
Color Applications

International Signatures

The Xigmatek International Signatures – middle alignment applications

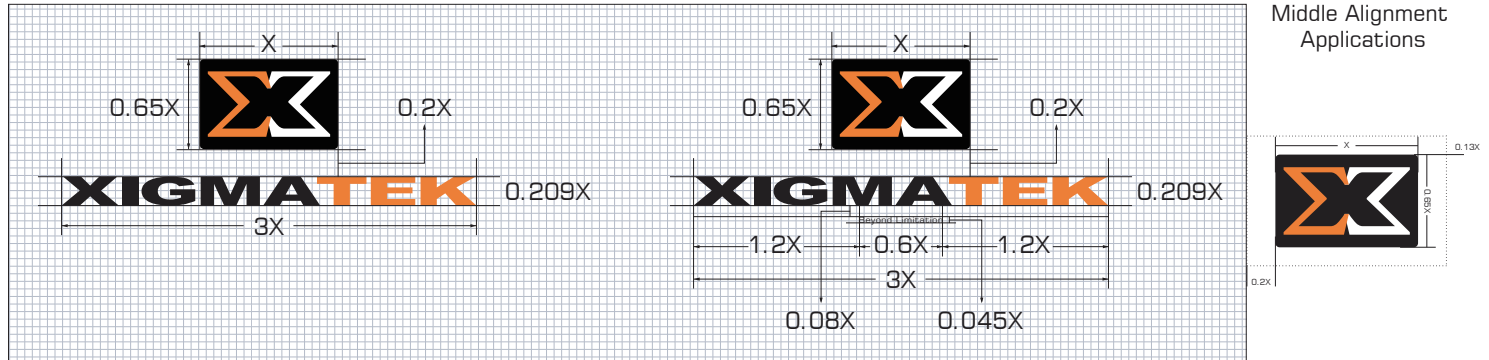
A: Enterprise logo and English text aligned in the middle

B: Enterprise logo, English text aligned in the middle with the corporate slogan

(B,C English text is original specification scaled 3/7)

Application:

Business supplies, websites, packaging, environmental labelling, advertising and exhibition space



XIGMATEK

A



XIGMATEK

Beyond Limitation

B

International Signatures Color

The Xigmatek International Signatures Color – middle alignment color applications

The Xigmatek "International Signatures Color" only these five color variations are allowed.

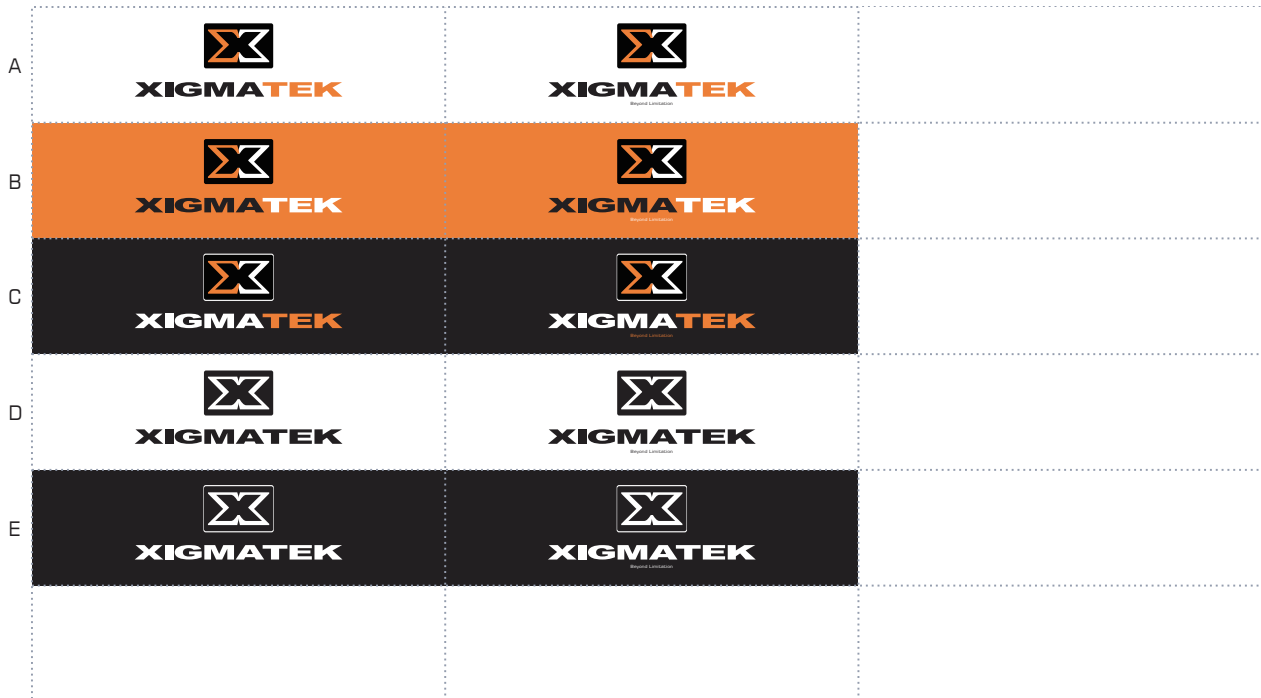
A: Applies to various color materials (including three colors, orange, excluding black base)

B: Applies to various color materials (including three colors, white, excluding black base)

C: Applies to various color materials (including three colors, white, excluding orange base)

D: Applies to various color materials (excluding black base)

E: Applies to various color materials (excluding white base)



Middle Alignment
Color Applications

International Signatures

The Xigmatek International Signatures – middle alignment color applications

A: Enterprise logo and English text aligned in the middle

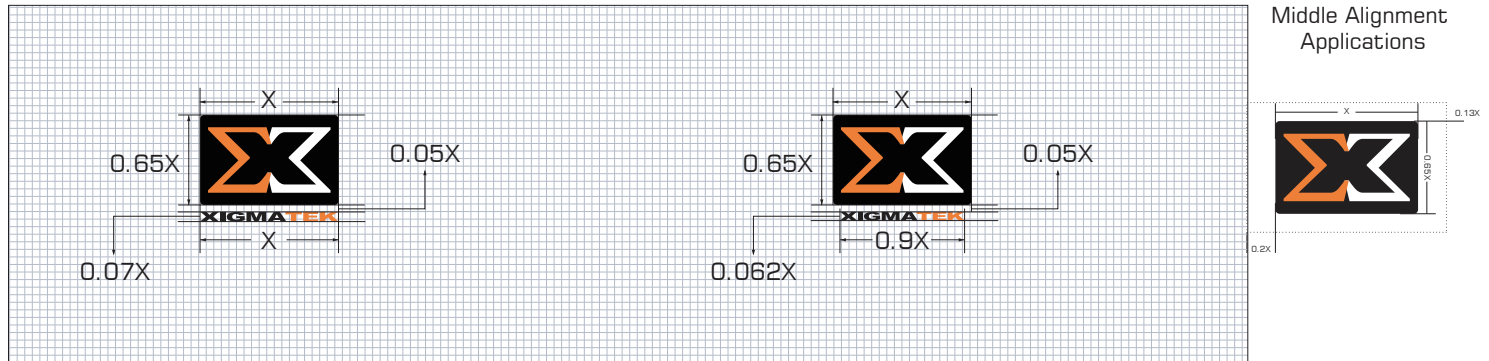
(A English text is original specification scaled 1/7)

B: Enterprise logo, English text aligned in the middle with the corporate slogan

(B English text is original specification scaled 0.9/7)

Application:

Business supplies, websites, packaging, environmental labelling, advertising and exhibition space



A



B

International Signatures Color

The Xigmatek International Signatures Color – middle alignment color applications

The Xigmatek "International Signatures Color" only these five color variations are allowed.

A: Applies to various color materials (including three colors, orange, excluding black base)

B: Applies to various color materials (including three colors, white, excluding black base)

C: Applies to various color materials (including three colors, white, excluding orange base)

D: Applies to various color materials (excluding black base)

E: Applies to various color materials (excluding white base)



Middle Alignment
Color Applications

International Signatures

The Xigmatek International Signatures – left alignment applications
A: Enterprise logo and English text aligned left

Application:
Business supplies, websites, packaging, environmental labelling, advertising and exhibition space

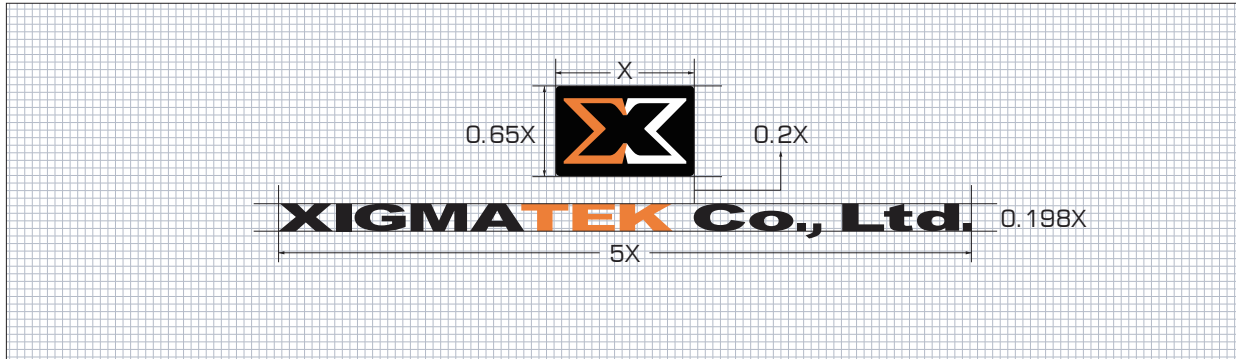


A

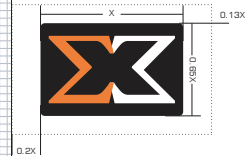
International Signatures

The Xigmatek International Signatures – middle alignment applications
A: Enterprise logo and English text aligned in the middle

Application:
Business supplies, websites, packaging, environmental labelling, advertising and exhibition space



Middle Alignment Applications



XIGMATEK Co., Ltd.

A

International Signatures Color

The Xigmatek International Signatures Color – left and middle alignment color applications
The Xigmatek "International Signatures Color" only these five color variations are allowed.
A: Applies to various color materials (including three colors, orange, excluding black base)
B: Applies to various color materials (including three colors, white, excluding black base)
C: Applies to various color materials (including three colors, white , excluding orange base)
D: Applies to various color materials (excluding black base)
E: Applies to various color materials (excluding white base)

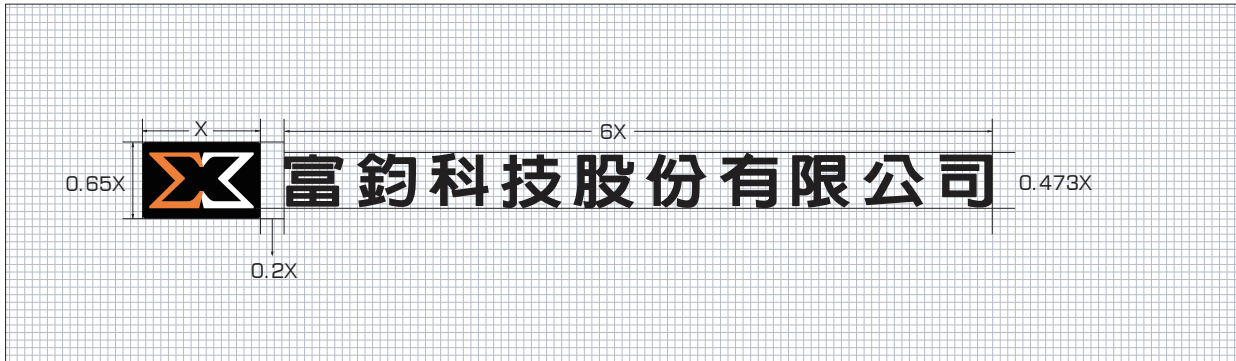
A		
B		
C		
D		
E		

Left and Middle
Alignment
Applications

Traditional Chinese Signatures

The Xigmatek International Signatures – left alignment applications
A: Enterprise logo and Traditional Chinese text aligned left

Applications:
Business supplies, website download and environmental labelling.



Left Alignment Applications

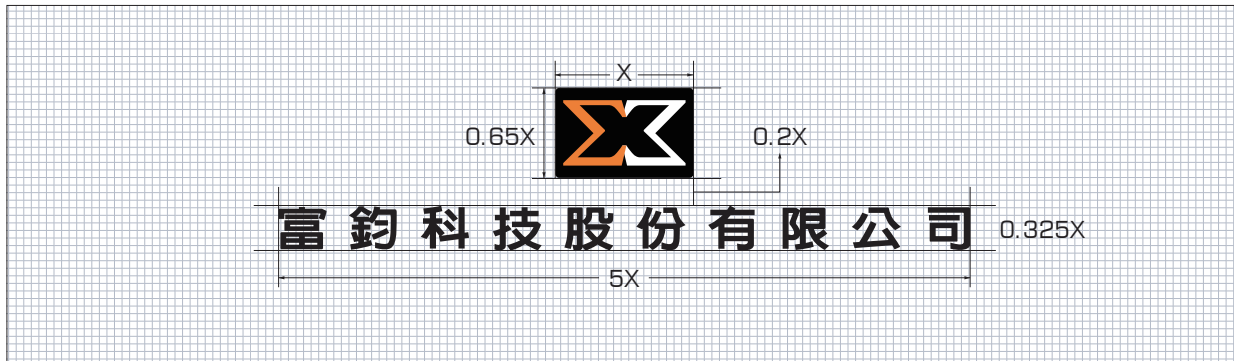


A

Traditional Chinese Signatures

The Xigmatek International Signatures – middle alignment applications
A: Enterprise logo and Traditional Chinese text aligned in the middle

Applications:
Business supplies, website download and environmental labelling.



Middle Alignment Applications



富鈞科技股份有限公司

A

Traditional Chinese Signatures Color

The Xigmatek Chinese Signatures Color – left and middle alignment color applications

The Xigmatek “Chinese Signatures Color” only these four color variations are allowed.

A: Applies to various color materials (including three colors, orange, excluding black base)

B: Applies to various color materials (including three colors, white, excluding orange base)

C: Applies to various color materials (excluding black base)

D: Applies to various color materials (excluding white base)



Left and Middle
Alignment
Applications

Bilingual Signatures

The Xigmatek Bilingual Signatures – left alignment applications

A: Enterprise logo and Chinese and English text aligned left

(A English text is original specification scaled 2.85/7)

Applications:

Business supplies, website download and environmental labelling.



A

Bilingual Signatures

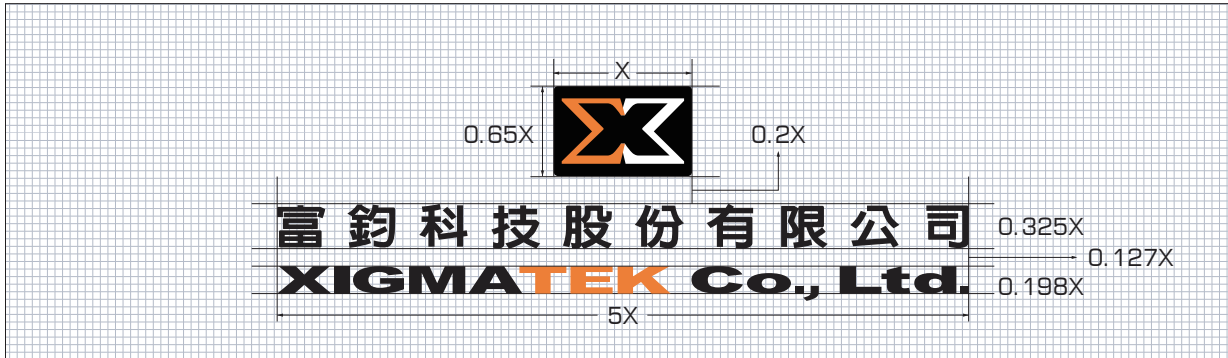
The Xigmatek Bilingual Signatures – middle alignment applications

A: Enterprise logo and Chinese and English full text aligned in the middle

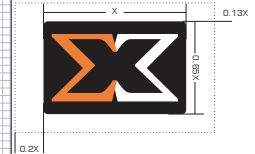
(A English text is original specification scaled 2.85/7)

Applications:

Business supplies, website download and environmental labelling.



Middle Alignment Applications



富鈞科技股份有限公司
XIGMATEK Co., Ltd.

A

Bilingual Signatures

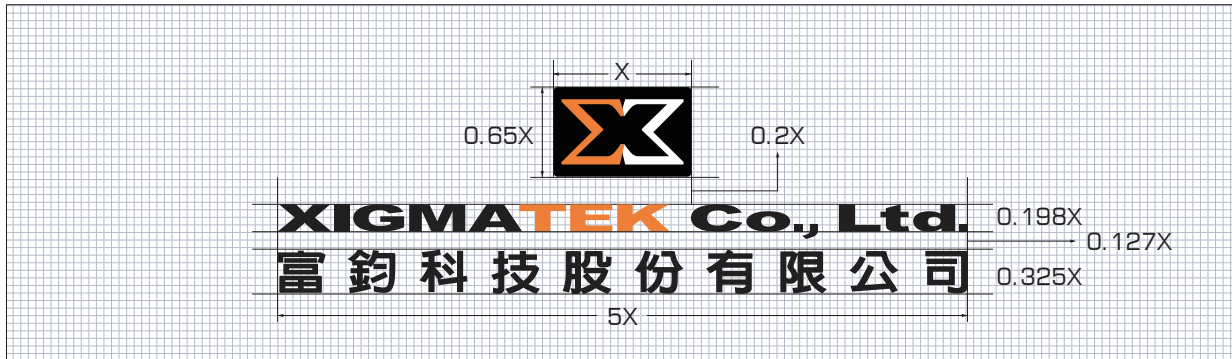
The Xigmatek Bilingual Signatures – middle alignment applications

A: Enterprise logo and Chinese and English full text aligned in the middle

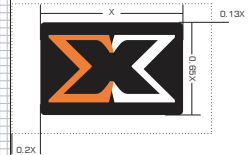
(A English text is original specification scaled 2.85/7)

Applications:

Business supplies, website download and environmental labelling.



Middle Alignment Applications



XIGMATEK Co., Ltd.
富鈞科技股份有限公司

A

Bilingual Signatures Color

The Xigmatek Bilingual Signatures Color – left and middle alignment color applications
 The Xigmatek "International Signatures Color" only these five color variations are allowed.
 A: Applies to various color materials (including three colors, orange, excluding black base)
 B: Applies to various color materials (including three colors, white, excluding black base)
 C: Applies to various color materials (including three colors, white, excluding orange base)
 D: Applies to various color materials (excluding black base)
 E: Applies to various color materials (excluding white base)

A	 富鈞科技股份有限公司 XIGMATEK Co., Ltd.	 富鈞科技股份有限公司 XIGMATEK Co., Ltd.	 XIGMATEK Co., Ltd. 富鈞科技股份有限公司
B	 富鈞科技股份有限公司 XIGMATEK Co., Ltd.	 富鈞科技股份有限公司 XIGMATEK Co., Ltd.	 XIGMATEK Co., Ltd. 富鈞科技股份有限公司
C	 富鈞科技股份有限公司 XIGMATEK Co., Ltd.	 富鈞科技股份有限公司 XIGMATEK Co., Ltd.	 XIGMATEK Co., Ltd. 富鈞科技股份有限公司
D	 富鈞科技股份有限公司 XIGMATEK Co., Ltd.	 富鈞科技股份有限公司 XIGMATEK Co., Ltd.	 XIGMATEK Co., Ltd. 富鈞科技股份有限公司
E	 富鈞科技股份有限公司 XIGMATEK Co., Ltd.	 富鈞科技股份有限公司 XIGMATEK Co., Ltd.	 XIGMATEK Co., Ltd. 富鈞科技股份有限公司

Left and Middle
 Alignment
 Applications

Bilingual Signatures

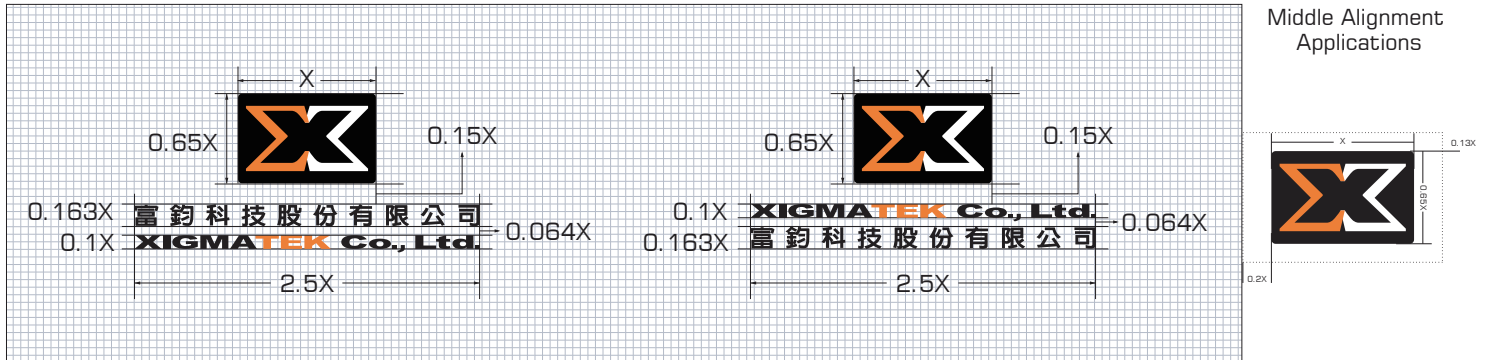
The Xigmatek Bilingual Signatures – middle alignment applications

A: Enterprise logo and Chinese and English full text aligned in the middle

(A English text is original specification scaled 1.42/7)

Applications:

Business supplies, website download and environmental labelling.



A

Bilingual Signatures Color

The Xigmatek Bilingual Signatures Color –middle alignment color applications

The Xigmatek " Bilingual Signatures Color" only these five color variations are allowed.

- A: Applies to various color materials (including three colors, orange, excluding black base)
- B: Applies to various color materials (including three colors, white, excluding black base)
- C: Applies to various color materials (including three colors, white, excluding orange base)
- D: Applies to various color materials (excluding black base)
- E: Applies to various color materials (excluding white base)

A	 富鈞科技股份有限公司 XIGMATEK Co., Ltd.	 XIGMATEK Co., Ltd. 富鈞科技股份有限公司	
B	 富鈞科技股份有限公司 XIGMATEK Co., Ltd.	 XIGMATEK Co., Ltd. 富鈞科技股份有限公司	
C	 富鈞科技股份有限公司 XIGMATEK Co., Ltd.	 XIGMATEK Co., Ltd. 富鈞科技股份有限公司	
D	 富鈞科技股份有限公司 XIGMATEK Co., Ltd.	 XIGMATEK Co., Ltd. 富鈞科技股份有限公司	
E	 富鈞科技股份有限公司 XIGMATEK Co., Ltd.	 XIGMATEK Co., Ltd. 富鈞科技股份有限公司	

Middle Alignment Applications

Corporate Colors

The Xigmatek Corporate standard colors: Black, Orange, White.

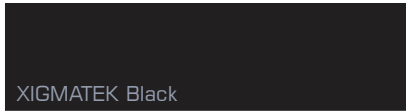
A: Applies to printing; Printing four-color CMYK system: PANTONE individual color system

B: Applies to webpage, screen color: RGB; HSB; Lab; HSV; hexadecimal color code

C: Applies to plastic; plastic printing – UV ink black and white, orange as PANTONE165C; plastic comes out as PANTONE individual color system; plastic painting – Taiwan Paint Industry Association color card, black tone PANTONE Hexachrome Black C

D: Applies to metal: chemical reaction color; PANTONE individual color system

E: Applies to other materials: PANTONE individual color system



Corporate Colors

A Used with Printing

C100	M100	Y100	K100	C0	M60	Y100	K0	C0	M0	Y0	K0
PANTONE Hexachrome Black C/U				PANTONE 165 C/U				PANTONE Transparent White			

B Used with Web, Engineering Software

R0	G0	B0	R245	G130	B32	R255	G255	B255
H0	S0	B0	H28	S87	B96	H0	S0	B100
L0	a0	b0	L67	a41	b67	L100	a0	b0
H0	S0	V0	H67	S41	V67	H27.61	S0.869	V245
#000000	#F58220			#FFFFFF				

C Used with Plastic

UV-Black	UV-Magenta 60% + UV-Yellow 100% (PANTONE165C)	UV-White
PANTONE Hexachrome Black C	PANTONE 165 C	PANTONE Process White C
PANTONE Hexachrome Black C	1-64 Orange	1-70 Lily White

D Used with Metal

PANTONE Hexachrome Black C	PANTONE 165 C	PANTONE Process White C
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E Used with other Elements

PANTONE Hexachrome Black	PANTONE 165	PANTONE Process White
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Corporate Supplementary Colors

The Xigmatek Corporate supplementary colors: Silver, Gray.

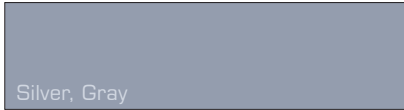
A: Applies to printing: Printing four-color CMYK system: PANTONE individual color system

B: Applies to webpage, screen color: RGB; HSB; Lab; HSV; hexadecimal color code

C: Applies to plastic; plastic printing – UV ink black and white, orange as PANTONE165C; plastic comes out as PANTONE individual color system; plastic painting – Taiwan Paint Industry Association color card, black tone PANTONE Hexachrome Black C

D: Applies to metal: chemical reaction color; PANTONE individual color system

E: Applies to other materials: PANTONE individual color system



Corporate
Supplementary Colors

A Used with Printing

| C40 | M30 | Y20 | K0
| PANTONE 877 C/U

B Used with Web, Engineering Software

| R153 | G152 | B164
| H245 | S7 | B64
| L63 | a2 | b-6
| H245 | S0.073 | V0.643
| #9998A4

C Used with Plastic

| PANTONE 877 C
| PANTONE 877 C

D Used with Metal

| PANTONE 877 C

E Used with other Elements

| PANTONE 877

Corporate International Typeface

The Xigmatek Corporate International Typeface

A, B, C, D applies to advertising printing

B, E applies to business supplies

B, E, F applies to websites and emails.

A Used with Advertising

<http://www.xigmatek.com>

PC : Square 721 BT Roman
MAC : Eurostile Regular

<http://www.xigmatek.com>

PC : Square 721 DM
MAC : Eurostile Bold

[**http://www.xigmatek.com**](http://www.xigmatek.com)

PC : Square 721 BT Bold
MAC : Eurostile Black

B Used with Advertising / Generate Affair Materials / Website

<http://www.xigmatek.com>

PC : Arial Regular
MAC : Arial Regular

[**http://www.xigmatek.com**](http://www.xigmatek.com)

PC : Arial Bold
MAC : Arial Bold

<http://www.xigmatek.com>

PC : Arial Black Regular
MAC : Arial Black Regular

C Used with Advertising

<http://www.xigmatek.com>

PC : Book Antiqua Regular
MAC : Book Antiqua Regular

[**http://www.xigmatek.com**](http://www.xigmatek.com)

PC : Book Antiqua Bold
MAC : Book Antiqua Bold

D Used with Advertising

<http://www.xigmatek.com>

PC : Schadow BlkCn BT Black
MAC : Schadow BlkCn BT Black

[**http://www.xigmatek.com**](http://www.xigmatek.com)

PC : Haettenschweiler Regular
MAC : Helvetica Condensed Bold

E Used with Generate Affair Materials / Website

<http://www.xigmatek.com>

PC : Times New Roman
MAC : Times Roman

[**http://www.xigmatek.com**](http://www.xigmatek.com)

PC : Times New Roman Bold
MAC : Times Bold

F Used with Website

<http://www.xigmatek.com>

PC : Sans-Serif Regular
MAC : Sans-Serif Regular

[**http://www.xigmatek.com**](http://www.xigmatek.com)

PC : Sans-Serif Bold
MAC : Sans-Serif Bold

<http://www.xigmatek.com>

PC : Verdana Regular
MAC : Verdana Regular

Corporate Traditional Chinese Typeface

The Xigmatek Corporate Chinese Typeface

A applies to advertising printing and business supplies

B applies to websites.

A Used with Advertising

| **富鈞科技股份有限公司**

文鼎超黑

| 富鈞科技股份有限公司

文鼎粗明

| **富鈞科技股份有限公司**

文鼎新特黑

| 富鈞科技股份有限公司

文鼎中明

| **富鈞科技股份有限公司**

文鼎新中特黑

| 富鈞科技股份有限公司

文鼎新細明

| **富鈞科技股份有限公司**

文鼎新粗黑

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新細明體

Simplified Chinese Signatures

The Xigmatek International Signatures – left alignment applications
A/B: Enterprise logo and Simplified Chinese text aligned left

Applications:
Business supplies, website download and environmental labelling.

A
富钧

B
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