



# **SIGNAMAX**<sup>®</sup>

## **BRANDING GUIDELINES**

# BRANDING GUIDELINES

## CONTENT

**The Brand Vision**

**Trademark Rules**

**Logo Variations**

**Clear Space**

**Primary Color Palette**

**Usage Parameters**

**Misuse**

**Typography Parameters**

**Building To Target**

**Product Line Logos**

**Connectivity Solution Color Palette**

**Network Solutions Color Palette**

**Square Graphic Icons**

**Web & Carton Logo Variations**

**Imagery**

**Warranty & Contractor Program Logos**

**Additional Product & Affiliation Logos**

**Marketing URLs**

## BRAND VISION

To offer simple and complete solutions for all IT network infrastructures with an accessible approach.

**The brand of any company is more than just the logo and ultimately more than what they are selling.**

The product in the box may change, after all, change is inevitable. The next better, faster, and less expensive product is always around the corner. The guidelines that govern communications for SIGNAMAX® products and services are part of a much larger effort to build awareness, understanding, and preference for the SIGNAMAX® brand and SIGNAMAX® products and services in the markets in which we compete globally.

**The goal is to build a brand that endures.**

Achieving the goal of an enduring brand requires a conscious, coordinated, consistent approach to communications and behavior. When the brand's messages are developed ad hoc, focused solely on the needs of the moment, they have no lasting impact and represent a shortsighted use of scarce marketing dollars.

But when messages are delivered within a consistent framework and reinforce the brand's promise and personality, their impact can be leveraged to boost awareness and heighten brand recognition and preference. Promotional dollars work twice as hard, serving short-term sales goals as well as longer-term objectives for the brand.

## TRADEMARK RULES

**1. SIGNAMAX® should be used as an adjective and not as a noun.**

The trademark is intended for use as a descriptive word for the noun that follows.

The SIGNAMAX® product is...

~~The SIGNAMAX® is...~~

**2. SIGNAMAX® should not be used in plural or possessive form.**

SIGNAMAX® C-Series is...

~~SIGNAMAX's C-Series, How many SIGNAMAXS...~~

**3. SIGNAMAX® should not be altered.**

SIGNAMAX®

~~SignaMax, signamax, SIGNA-MAX~~

**4. SIGNAMAX® should not be combined with any other trademarks or other words to form new trademarks.**

SIGNAMAX® Connectivity Solutions, SIGNAMAX® Network Solutions

~~SIGNAMAX Connectivity Solutions®~~

**5. Do not alter or recreate any SIGNAMAX® logos.**

Using compromised logos effects the integrity of the logos and brand.

**All branded material should be approved by the SIGNAMAX® Marketing Department prior to dispersement.**

## LOGO VARIATIONS

The logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand's power.

### Full Color Options

- For black or dark color background



- For white or light color background



### Monochromatic Options

- For black or dark color background



- For white or light color background



To maintain consistent use and ensure the integrity of the logo, use only approved electronic art files, available from the SIGNAMAX<sup>®</sup> Marketing Department or those available on [www.signamax.com/about/signamax-brand-guidelines/](http://www.signamax.com/about/signamax-brand-guidelines/).

## CLEAR SPACE

To preserve the SIGNAMAX<sup>®</sup> logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention. The minimum clear space for the SIGNAMAX<sup>®</sup> logo and the alternate horizontal logo is defined as the height of the "S" in the trademark. The minimum clear space for the alternate vertical logo is twice the height of "S." This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.




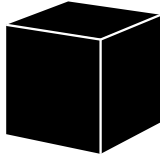

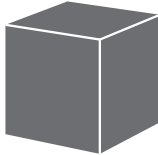
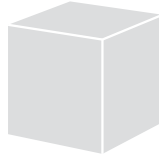
## SIZE PARAMETERS

The SIGNAMAX<sup>®</sup> logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished. The minimum size of the logo for print should not be reproduced in a size smaller than 3/4" in width.




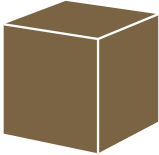
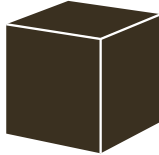
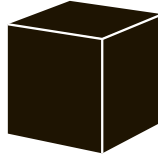
## PRIMARY COLOR PALETTE

The following colors make up the primary coloring scheme of the brand. Unless referencing different product groups, all marketing materials should fall under the corporate color palette. The SIGNAMAX® logo uses only the SIGNAMAX Copper and Rich Black or Pure White of the primary palette. All other colors are for marketing purposes.

	<b>SIGNAMAX Copper</b>	<b>Rich Black</b>	<b>Pure White</b>	<b>Slate Grey</b>	<b>Aluminum Grey</b>
					
<b>CMYK</b>	30 40 70 0	50 50 50 100	0 0 0 0	0 0 0 70	0 0 0 15
<b>Pantone</b>	874 Metallic or 465*	-	-	Cool Gray 9 C	Cool Gray 1 C
<b>RGB</b>	186 151 101	5 0 0	255 255 255	109 110 113	220 221 222
<b>HEX</b>	#ba9765	#050000	#ffffff	#6d6e71	#dcdde

## COPPER FAMILY COLOR PALETTE

The following colors are for marketing purposes only.

	<b>Light Copper</b>	<b>Dark Copper</b>	<b>Darker Copper</b>	<b>Black Copper</b>
				
<b>CMYK</b>	22 35 65 1	44 52 77 26	58 62 78 64	58 62 78 85
<b>Pantone</b>	466 C	873 C	Black 2 C	Black 4 C
<b>RGB</b>	199 162 108	123 100 66	59 48 32	30 20 2
<b>HEX</b>	#c7a26c	#7b6442	#3b3020	#1e1402

For 4-color process printing, refer to the CMYK values shown here. For on-screen and web applications (Power Point®, video, broadcast, web sites, intranets, extranets), refer to the RGB/HEX values specified. The Pantone colors (Excluding 874 Metallic & 465) are only to be used if a vendor requires a Pantone reference. \*SIGNAMAX® Copper Pantone 465 is for package designs where the metallic option of the 874 is unavailable. Pantone 874 should never be printed if the metallic option is unavailable. The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards. PANTONE® is a registered trademark of Pantone, Inc. **Questions - Contact SIGNAMAX® Marketing Department**

## USAGE PARAMETERS

### PRINTED & NON-PRINTED MARKETING

All printed materials that reference SIGNAMAX® products and services need to contain the SIGNAMAX® logo. For specific size requirements please see below:

#### a) Packaging

All SIGNAMAX® packaging materials must display the SIGNAMAX® logo at a comparable size to (approx. 75%), and frequency of, the Partner's logo.

#### b) Other Promotional Material

All other promotional materials (including, but not limited to: web pages, advertising, direct mail, point-of-purchase displays, collateral, multimedia, etc.) that reference SIGNAMAX® products and services should prominently display the SIGNAMAX® logo at a minimum of 50% the size of the Partner's logo.

### PRODUCT LABELING

#### a) Product

All SIGNAMAX® branded products should be labeled with the SIGNAMAX logo without the TM or ® mark in the full color option logo unless the product's size and design would contradict the minimum size parameters. If a product does not fit within the minimum logo parameters, the product will go without such label.

#### b) Product Box Labeling

For requirements on the proper product box label standards refer to the latest revision of the **SIGNAMAX® Product Label Standard** which can be requested from the SIGNAMAX Marketing Department.

#### c) Shipping Carton Labeling

For requirements on the proper shipping carton label standards refer to the latest revision of the **SIGNAMAX® Carton Label Standard** which can be requested from the SIGNAMAX® Marketing Department.

**Please note, for all uses of the SIGNAMAX® logo, regardless of the medium, minimum logo size requirements still apply for legibility purposes.** Please see the section herein entitled "Clear Space and Size Parameters" for further detail regarding the SIGNAMAX® logo clear space and minimum size requirements. To ensure you are using the correct SIGNAMAX® logo, please always use the JPEG or EPS file available from the SIGNAMAX® Marketing Department or those available on [www.signamax.com](http://www.signamax.com).

## MISUSE

Incorrect use of the SIGNAMAX® logo compromises its integrity and effectiveness. The examples of logo misuse below are not comprehensive; they are only a small sample of possible misuses of the SIGNAMAX® logo. To ensure accurate, consistent reproduction of the SIGNAMAX® logo, never alter, add to, or attempt to recreate it. Always use the approved digital artwork, available from SIGNAMAX® Marketing Department or those available on [www.signamax.com](http://www.signamax.com). For any questions, contact SIGNAMAX® Marketing Department.

### RE-CREATED LOGO WITH WRONG FONT



### DON'T STRETCH THE LOGO OUT OF PROPORTIONS



### IMPROPER COLOR SCHEME



### IMPROPER PROPORTIONS



### NO DROP SHADOW



### WRONG LOGO FOR WHITE BACKGROUND



### OLD LOGO (TM LOGO UPDATED JAN 2018)



This is the most common mistake, using the white and copper logo with a black box for a white background. Refer to Logo Variations for the correct logo for this purpose.



## TYPOGRAPHY PARAMETERS

### CATALOG TYPOGRAPHY:

#### Left Section Indicators

Proxima Nova Bold: 18pt/All Caps

#### Right Section Indicators (not in example)

Proxima Nova Bold: 13pt/All Caps/-10 Tracking

#### Product Chapter Header

Proxima Nova Bold: 16pt

#### Sub-Heading 1

Proxima Nova Reg: 14pt

#### Sub-Heading 2

Proxima Nova Bold: 10pt/All Caps

#### Key Features

Verdana Reg: 7pt / Bullet Points / Indent left 0.125in/-0.1139in / Spacing Before & After 0.0625

#### Table Header

Proxima Nova Bold: 9pt

#### Table Body

Verdana Reg: 7pt

#### Table Notes

Verdana Reg: 6pt

**WORK AREA SOLUTIONS**

### Category 6 Unscreened Keystone Jacks

**Category 6 MT-Series Unscreened Keystone Jacks**


**KEY FEATURES**

- Exceeds TIA-568-C.2 component performance
- Improved wire retention and ease of termination with rear 110 type contacts
- Compatible with Signamax snap-in patch panels and work area faceplates
- Circuit identification icons, dust covers, and 110 protection caps are included in the Jack's package

**ORDERING INFORMATION**

PART NO.	DESCRIPTION
KJ458MT-C6C	Category 6 MT-Series Keystone Jack, T568A/B Wiring, Light Ivory
KJ458MT25-C6C	Category 6 MT-Series Keystone Jack, T568A/B Wiring, Light Ivory 25 pack

For other colors add the following to P/N: WH DI YE OR RD BL GR GY BK



### Category 6 EC-Series Unscreened Keystone Jacks


**KEY FEATURES**

- Exceeds TIA-568-C.2 component performance
- Improved conductor retention with 90-degree 110 termination
- Eco-friendly bulk packaging with a resealable bag
- Compatible with Signamax snap-in patch panels and work area faceplates
- Circuit identification icons and dust covers are included in the Jack's package

**ORDERING INFORMATION**

PART NO.	DESCRIPTION
KJ458EC25-C6	Category 6 EC-Series Keystone Jack, T568A/B Wiring, Light Ivory, 25-Pack

For other colors add the following to P/N: WH DI YE OR RD BL GR GY BK



**SPECIFICATIONS**

<p><b>ELECTRICAL</b></p> <p><b>Insulation Resistance:</b> Min 500 Mohm @ 100 Vdc</p> <p><b>Dielectric Withstanding Voltage:</b> 1,000 Vdc/1s; peak contact-to-contact @ 60 Hz for 1 min</p> <p><b>Spring Wire Contact Resistance:</b> Max 20 mOhm</p> <p><b>IDC Contact Resistance:</b> Max 2.5 mOhm</p> <p><b>DIMENSIONS</b></p> <p><b>KJ458EC-C6C:</b> 1.29" D x 0.67" W x 0.76" H (32.7 mm x 16.9 mm x 19.3 mm)</p> <p><b>KJ458MT-C6C:</b> 1.18" D x 0.67" W x 0.76" H (30.0 mm x 16.9 mm x 19.3 mm)</p>	<p><b>CONSTRUCTION</b></p> <p><b>Housing:</b> High Impact Thermoplastic, UL94V-0 fire retardant</p> <p><b>Jack Spring Wire:</b> Phosphor bronze alloy plated with 50 pin of gold over 70 to 100 pin of nickel</p> <p><b>IDC:</b> 110 type, phosphor bronze alloy with 100 pin 100% tin alloy</p> <p><b>MECHANICAL</b></p> <p><b>Total Contact Force:</b> Min 800 g for 8 wire leads</p> <p><b>Retention:</b> 50 N (11 lbf) for 60 ± 5 s</p> <p><b>Mating Cycle Life:</b> Min 750 cycles</p>
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C5

## TYPOGRAPHY PARAMETERS

### SPECIFICATION TYPOGRAPHY:

#### Title

Nimbus Sans Condensed: 18pt & 48pt

#### Sub-Heading 1

Proxima Nova Reg: 14pt

#### Sub-Heading 2

Proxima Nova Bold: 10pt/All Caps

#### Key Features

Verdana Reg: 7pt / Bullet Points / Indent left 0.125in/-0.1139in / Spacing Before & After 0.0625

#### Table Header

Proxima Nova Bold: 9pt

#### Table Body

Verdana Reg: 7pt

#### Table Notes

Verdana Reg: 6pt

#### Specification Headers


Verdana Bold: 7pt/All Caps

#### Specification Sub-Header

Verdana Bold: 6pt

#### Specification Body

Verdana Reg: 6pt



Product

# Specifications

www.signamax.com

Keystone Adapter Plate

**KEY FEATURES**

- Designed to be a customizable plate to mix copper & fiber
- Applicable for all Signamax keystone footprint connectors
- Compatible with Signamax LGX footprint wall & rack-mount optical fiber enclosures & panels
- Compatible with Signamax high-density keystone modules
- Plunger locks ("push-pins") offers toolless installation & removal

**ORDERING INFORMATION**

PART NO.	DESCRIPTION
UFE-B-K6-B	6-Port Keystone Module Adapter Plate, No Modules

Adapter plates are available pre populated with keystone modules, contact customer service.

**SPECIFICATIONS**

**CONSTRUCTION**

Plate: 16-gauge steel with corrosion resistant black finish  
 Plunger Locks: Polycarbonate/Nylon/Polyester  
 Footprint: LGX

**DIMENSIONS**




0.40" D x 5.12" W x 1.18" H (10 mm x 130 mm x 30 mm)  
 Plunger Lock Spacing, CTC: 4.65" H (118 mm)  
 Mounting Opening (Min): 4.17" W x 1.06" H (106 mm x 27 mm)

**CAPACITY**

Six high-density keystone modules


**WARRANTY**

3-Year Limited Component


  

\* LGX Modular Optical Fiber Panel (RM13-B) with Panel-Mount Cable Management Bar (CMB-550-H). All pieces sold separately.



www.signamax.com  
 999 N.W. 159th Drive  
 Miami, FL 33169  
 Tel: 800.446.2377

PSS-UFE-K6 A-10-17



CONNECT WITH US

## TYPOGRAPHY PARAMETERS

### ADDITIONAL PRINTED TYPOGRAPHY:

#### **Titles**

Nimbus Sans Condensed L Black: Size varies - Depends on layout

#### **Body**

San Serif Options:

Proxima Nova Reg or Bold

Acumin Pro Condensed Reg, SemiBold, or Bold

Serif Options:

Superclarendon Reg or Bold (not acceptable in Black thickness)

#### **Tables**

Follow the guidelines of the specifications

### ACCEPTABLE TYPOGRAPHY SUBSTITUTIONS:

#### **Nimbus Sans Condensed L Black:**

Helvetica Extra Compressed (50 Tracking)

Franklin Gothic Medium Condensed

#### **Proxima Nova, Acumin Pro Condensed, & Verdana:**

Arial Nova,

Arial

Calibri

Franklin Gothic Book

#### **Superclarendon:**

Rockwell Nova



## BUILDING TO THE TARGET

When applying the SIGNAMAX® brand's elements, it is crucial to have the target market in mind so the graphic elements, colors, and photography can be distinguished between the customer market. SIGNAMAX® has two distinct product lines, though they often are essential for the whole solution, they're market strategy is still very separated. SIGNAMAX® Network Solutions is the active product line offering commercial and industrial solutions for the security, healthcare, education, hospitality, distribution/warehouse, and military markets. The SIGNAMAX® Connectivity Solutions is the passive line also offering both commercial and industrial solutions for the same industries but is targeted for the contractors who bid and install on the structured cabling infrastructures in those markets. Below are a few examples of the different advertising. Questions - Contact **SIGNAMAX® Marketing Department**

## NETWORK SOLUTIONS

**QUICK REFERENCE GUIDE**

**COMMERCIAL SWITCHES**

PART NUMBER	DESCRIPTION	UNIT PRICE	UNIT	STATUS
SI2000	24 Port 10/100/1000 Ethernet Switch	1,100	EA	ACTIVE
SI2000-24	24 Port 10/100/1000 Ethernet Switch	1,100	EA	ACTIVE
SI2000-24-2T	24 Port 10/100/1000 Ethernet Switch with 2 SFPs	1,300	EA	ACTIVE
SI2000-24-4T	24 Port 10/100/1000 Ethernet Switch with 4 SFPs	1,500	EA	ACTIVE
SI2000-24-8T	24 Port 10/100/1000 Ethernet Switch with 8 SFPs	1,700	EA	ACTIVE
SI2000-24-16T	24 Port 10/100/1000 Ethernet Switch with 16 SFPs	1,900	EA	ACTIVE
SI2000-24-24T	24 Port 10/100/1000 Ethernet Switch with 24 SFPs	2,100	EA	ACTIVE
SI2000-24-32T	24 Port 10/100/1000 Ethernet Switch with 32 SFPs	2,300	EA	ACTIVE
SI2000-24-40T	24 Port 10/100/1000 Ethernet Switch with 40 SFPs	2,500	EA	ACTIVE
SI2000-24-48T	24 Port 10/100/1000 Ethernet Switch with 48 SFPs	2,700	EA	ACTIVE
SI2000-24-56T	24 Port 10/100/1000 Ethernet Switch with 56 SFPs	2,900	EA	ACTIVE
SI2000-24-64T	24 Port 10/100/1000 Ethernet Switch with 64 SFPs	3,100	EA	ACTIVE
SI2000-24-72T	24 Port 10/100/1000 Ethernet Switch with 72 SFPs	3,300	EA	ACTIVE
SI2000-24-80T	24 Port 10/100/1000 Ethernet Switch with 80 SFPs	3,500	EA	ACTIVE
SI2000-24-88T	24 Port 10/100/1000 Ethernet Switch with 88 SFPs	3,700	EA	ACTIVE
SI2000-24-96T	24 Port 10/100/1000 Ethernet Switch with 96 SFPs	3,900	EA	ACTIVE
SI2000-24-104T	24 Port 10/100/1000 Ethernet Switch with 104 SFPs	4,100	EA	ACTIVE
SI2000-24-112T	24 Port 10/100/1000 Ethernet Switch with 112 SFPs	4,300	EA	ACTIVE
SI2000-24-120T	24 Port 10/100/1000 Ethernet Switch with 120 SFPs	4,500	EA	ACTIVE
SI2000-24-128T	24 Port 10/100/1000 Ethernet Switch with 128 SFPs	4,700	EA	ACTIVE
SI2000-24-136T	24 Port 10/100/1000 Ethernet Switch with 136 SFPs	4,900	EA	ACTIVE
SI2000-24-144T	24 Port 10/100/1000 Ethernet Switch with 144 SFPs	5,100	EA	ACTIVE
SI2000-24-152T	24 Port 10/100/1000 Ethernet Switch with 152 SFPs	5,300	EA	ACTIVE
SI2000-24-160T	24 Port 10/100/1000 Ethernet Switch with 160 SFPs	5,500	EA	ACTIVE
SI2000-24-168T	24 Port 10/100/1000 Ethernet Switch with 168 SFPs	5,700	EA	ACTIVE
SI2000-24-176T	24 Port 10/100/1000 Ethernet Switch with 176 SFPs	5,900	EA	ACTIVE
SI2000-24-184T	24 Port 10/100/1000 Ethernet Switch with 184 SFPs	6,100	EA	ACTIVE
SI2000-24-192T	24 Port 10/100/1000 Ethernet Switch with 192 SFPs	6,300	EA	ACTIVE
SI2000-24-200T	24 Port 10/100/1000 Ethernet Switch with 200 SFPs	6,500	EA	ACTIVE
SI2000-24-208T	24 Port 10/100/1000 Ethernet Switch with 208 SFPs	6,700	EA	ACTIVE
SI2000-24-216T	24 Port 10/100/1000 Ethernet Switch with 216 SFPs	6,900	EA	ACTIVE
SI2000-24-224T	24 Port 10/100/1000 Ethernet Switch with 224 SFPs	7,100	EA	ACTIVE
SI2000-24-232T	24 Port 10/100/1000 Ethernet Switch with 232 SFPs	7,300	EA	ACTIVE
SI2000-24-240T	24 Port 10/100/1000 Ethernet Switch with 240 SFPs	7,500	EA	ACTIVE
SI2000-24-248T	24 Port 10/100/1000 Ethernet Switch with 248 SFPs	7,700	EA	ACTIVE
SI2000-24-256T	24 Port 10/100/1000 Ethernet Switch with 256 SFPs	7,900	EA	ACTIVE
SI2000-24-264T	24 Port 10/100/1000 Ethernet Switch with 264 SFPs	8,100	EA	ACTIVE
SI2000-24-272T	24 Port 10/100/1000 Ethernet Switch with 272 SFPs	8,300	EA	ACTIVE
SI2000-24-280T	24 Port 10/100/1000 Ethernet Switch with 280 SFPs	8,500	EA	ACTIVE
SI2000-24-288T	24 Port 10/100/1000 Ethernet Switch with 288 SFPs	8,700	EA	ACTIVE
SI2000-24-296T	24 Port 10/100/1000 Ethernet Switch with 296 SFPs	8,900	EA	ACTIVE
SI2000-24-304T	24 Port 10/100/1000 Ethernet Switch with 304 SFPs	9,100	EA	ACTIVE
SI2000-24-312T	24 Port 10/100/1000 Ethernet Switch with 312 SFPs	9,300	EA	ACTIVE
SI2000-24-320T	24 Port 10/100/1000 Ethernet Switch with 320 SFPs	9,500	EA	ACTIVE
SI2000-24-328T	24 Port 10/100/1000 Ethernet Switch with 328 SFPs	9,700	EA	ACTIVE
SI2000-24-336T	24 Port 10/100/1000 Ethernet Switch with 336 SFPs	9,900	EA	ACTIVE
SI2000-24-344T	24 Port 10/100/1000 Ethernet Switch with 344 SFPs	10,100	EA	ACTIVE
SI2000-24-352T	24 Port 10/100/1000 Ethernet Switch with 352 SFPs	10,300	EA	ACTIVE
SI2000-24-360T	24 Port 10/100/1000 Ethernet Switch with 360 SFPs	10,500	EA	ACTIVE
SI2000-24-368T	24 Port 10/100/1000 Ethernet Switch with 368 SFPs	10,700	EA	ACTIVE
SI2000-24-376T	24 Port 10/100/1000 Ethernet Switch with 376 SFPs	10,900	EA	ACTIVE
SI2000-24-384T	24 Port 10/100/1000 Ethernet Switch with 384 SFPs	11,100	EA	ACTIVE
SI2000-24-392T	24 Port 10/100/1000 Ethernet Switch with 392 SFPs	11,300	EA	ACTIVE
SI2000-24-400T	24 Port 10/100/1000 Ethernet Switch with 400 SFPs	11,500	EA	ACTIVE
SI2000-24-408T	24 Port 10/100/1000 Ethernet Switch with 408 SFPs	11,700	EA	ACTIVE
SI2000-24-416T	24 Port 10/100/1000 Ethernet Switch with 416 SFPs	11,900	EA	ACTIVE
SI2000-24-424T	24 Port 10/100/1000 Ethernet Switch with 424 SFPs	12,100	EA	ACTIVE
SI2000-24-432T	24 Port 10/100/1000 Ethernet Switch with 432 SFPs	12,300	EA	ACTIVE
SI2000-24-440T	24 Port 10/100/1000 Ethernet Switch with 440 SFPs	12,500	EA	ACTIVE
SI2000-24-448T	24 Port 10/100/1000 Ethernet Switch with 448 SFPs	12,700	EA	ACTIVE
SI2000-24-456T	24 Port 10/100/1000 Ethernet Switch with 456 SFPs	12,900	EA	ACTIVE
SI2000-24-464T	24 Port 10/100/1000 Ethernet Switch with 464 SFPs	13,100	EA	ACTIVE
SI2000-24-472T	24 Port 10/100/1000 Ethernet Switch with 472 SFPs	13,300	EA	ACTIVE
SI2000-24-480T	24 Port 10/100/1000 Ethernet Switch with 480 SFPs	13,500	EA	ACTIVE
SI2000-24-488T	24 Port 10/100/1000 Ethernet Switch with 488 SFPs	13,700	EA	ACTIVE
SI2000-24-496T	24 Port 10/100/1000 Ethernet Switch with 496 SFPs	13,900	EA	ACTIVE
SI2000-24-504T	24 Port 10/100/1000 Ethernet Switch with 504 SFPs	14,100	EA	ACTIVE
SI2000-24-512T	24 Port 10/100/1000 Ethernet Switch with 512 SFPs	14,300	EA	ACTIVE
SI2000-24-520T	24 Port 10/100/1000 Ethernet Switch with 520 SFPs	14,500	EA	ACTIVE
SI2000-24-528T	24 Port 10/100/1000 Ethernet Switch with 528 SFPs	14,700	EA	ACTIVE
SI2000-24-536T	24 Port 10/100/1000 Ethernet Switch with 536 SFPs	14,900	EA	ACTIVE
SI2000-24-544T	24 Port 10/100/1000 Ethernet Switch with 544 SFPs	15,100	EA	ACTIVE
SI2000-24-552T	24 Port 10/100/1000 Ethernet Switch with 552 SFPs	15,300	EA	ACTIVE
SI2000-24-560T	24 Port 10/100/1000 Ethernet Switch with 560 SFPs	15,500	EA	ACTIVE
SI2000-24-568T	24 Port 10/100/1000 Ethernet Switch with 568 SFPs	15,700	EA	ACTIVE
SI2000-24-576T	24 Port 10/100/1000 Ethernet Switch with 576 SFPs	15,900	EA	ACTIVE
SI2000-24-584T	24 Port 10/100/1000 Ethernet Switch with 584 SFPs	16,100	EA	ACTIVE
SI2000-24-592T	24 Port 10/100/1000 Ethernet Switch with 592 SFPs	16,300	EA	ACTIVE
SI2000-24-600T	24 Port 10/100/1000 Ethernet Switch with 600 SFPs	16,500	EA	ACTIVE
SI2000-24-608T	24 Port 10/100/1000 Ethernet Switch with 608 SFPs	16,700	EA	ACTIVE
SI2000-24-616T	24 Port 10/100/1000 Ethernet Switch with 616 SFPs	16,900	EA	ACTIVE
SI2000-24-624T	24 Port 10/100/1000 Ethernet Switch with 624 SFPs	17,100	EA	ACTIVE
SI2000-24-632T	24 Port 10/100/1000 Ethernet Switch with 632 SFPs	17,300	EA	ACTIVE
SI2000-24-640T	24 Port 10/100/1000 Ethernet Switch with 640 SFPs	17,500	EA	ACTIVE
SI2000-24-648T	24 Port 10/100/1000 Ethernet Switch with 648 SFPs	17,700	EA	ACTIVE
SI2000-24-656T	24 Port 10/100/1000 Ethernet Switch with 656 SFPs	17,900	EA	ACTIVE
SI2000-24-664T	24 Port 10/100/1000 Ethernet Switch with 664 SFPs	18,100	EA	ACTIVE
SI2000-24-672T	24 Port 10/100/1000 Ethernet Switch with 672 SFPs	18,300	EA	ACTIVE
SI2000-24-680T	24 Port 10/100/1000 Ethernet Switch with 680 SFPs	18,500	EA	ACTIVE
SI2000-24-688T	24 Port 10/100/1000 Ethernet Switch with 688 SFPs	18,700	EA	ACTIVE
SI2000-24-696T	24 Port 10/100/1000 Ethernet Switch with 696 SFPs	18,900	EA	ACTIVE
SI2000-24-704T	24 Port 10/100/1000 Ethernet Switch with 704 SFPs	19,100	EA	ACTIVE
SI2000-24-712T	24 Port 10/100/1000 Ethernet Switch with 712 SFPs	19,300	EA	ACTIVE
SI2000-24-720T	24 Port 10/100/1000 Ethernet Switch with 720 SFPs	19,500	EA	ACTIVE
SI2000-24-728T	24 Port 10/100/1000 Ethernet Switch with 728 SFPs	19,700	EA	ACTIVE
SI2000-24-736T	24 Port 10/100/1000 Ethernet Switch with 736 SFPs	19,900	EA	ACTIVE
SI2000-24-744T	24 Port 10/100/1000 Ethernet Switch with 744 SFPs	20,100	EA	ACTIVE
SI2000-24-752T	24 Port 10/100/1000 Ethernet Switch with 752 SFPs	20,300	EA	ACTIVE
SI2000-24-760T	24 Port 10/100/1000 Ethernet Switch with 760 SFPs	20,500	EA	ACTIVE
SI2000-24-768T	24 Port 10/100/1000 Ethernet Switch with 768 SFPs	20,700	EA	ACTIVE
SI2000-24-776T	24 Port 10/100/1000 Ethernet Switch with 776 SFPs	20,900	EA	ACTIVE
SI2000-24-784T	24 Port 10/100/1000 Ethernet Switch with 784 SFPs	21,100	EA	ACTIVE
SI2000-24-792T	24 Port 10/100/1000 Ethernet Switch with 792 SFPs	21,300	EA	ACTIVE
SI2000-24-800T	24 Port 10/100/1000 Ethernet Switch with 800 SFPs	21,500	EA	ACTIVE
SI2000-24-808T	24 Port 10/100/1000 Ethernet Switch with 808 SFPs	21,700	EA	ACTIVE
SI2000-24-816T	24 Port 10/100/1000 Ethernet Switch with 816 SFPs	21,900	EA	ACTIVE
SI2000-24-824T	24 Port 10/100/1000 Ethernet Switch with 824 SFPs	22,100	EA	ACTIVE
SI2000-24-832T	24 Port 10/100/1000 Ethernet Switch with 832 SFPs	22,300	EA	ACTIVE
SI2000-24-840T	24 Port 10/100/1000 Ethernet Switch with 840 SFPs	22,500	EA	ACTIVE
SI2000-24-848T	24 Port 10/100/1000 Ethernet Switch with 848 SFPs	22,700	EA	ACTIVE
SI2000-24-856T	24 Port 10/100/1000 Ethernet Switch with 856 SFPs	22,900	EA	ACTIVE
SI2000-24-864T	24 Port 10/100/1000 Ethernet Switch with 864 SFPs	23,100	EA	ACTIVE
SI2000-24-872T	24 Port 10/100/1000 Ethernet Switch with 872 SFPs	23,300	EA	ACTIVE
SI2000-24-880T	24 Port 10/100/1000 Ethernet Switch with 880 SFPs	23,500	EA	ACTIVE
SI2000-24-888T	24 Port 10/100/1000 Ethernet Switch with 888 SFPs	23,700	EA	ACTIVE
SI2000-24-896T	24 Port 10/100/1000 Ethernet Switch with 896 SFPs	23,900	EA	ACTIVE
SI2000-24-904T	24 Port 10/100/1000 Ethernet Switch with 904 SFPs	24,100	EA	ACTIVE
SI2000-24-912T	24 Port 10/100/1000 Ethernet Switch with 912 SFPs	24,300	EA	ACTIVE
SI2000-24-920T	24 Port 10/100/1000 Ethernet Switch with 920 SFPs	24,500	EA	ACTIVE
SI2000-24-928T	24 Port 10/100/1000 Ethernet Switch with 928 SFPs	24,700	EA	ACTIVE
SI2000-24-936T	24 Port 10/100/1000 Ethernet Switch with 936 SFPs	24,900	EA	ACTIVE
SI2000-24-944T	24 Port 10/100/1000 Ethernet Switch with 944 SFPs	25,100	EA	ACTIVE
SI2000-24-952T	24 Port 10/100/1000 Ethernet Switch with 952 SFPs	25,300	EA	ACTIVE
SI2000-24-960T	24 Port 10/100/1000 Ethernet Switch with 960 SFPs	25,500	EA	ACTIVE
SI2000-24-968T	24 Port 10/100/1000 Ethernet Switch with 968 SFPs	25,700	EA	ACTIVE
SI2000-24-976T	24 Port 10/100/1000 Ethernet Switch with 976 SFPs	25,900	EA	ACTIVE
SI2000-24-984T	24 Port 10/100/1000 Ethernet Switch with 984 SFPs	26,100	EA	ACTIVE
SI2000-24-992T	24 Port 10/100/1000 Ethernet Switch with 992 SFPs	26,300	EA	ACTIVE
SI2000-24-1000T	24 Port 10/100/1000 Ethernet Switch with 1000 SFPs	26,500	EA	ACTIVE

Advertisement for both B2B & B2C

**SIGNAMAX SECURITY SOLUTIONS**

CONNECTING ALL THE PREVENTATIVE MEASURES TOGETHER.

**Security & Dependability**  
Quality Solutions for Physical Security & Building Automation

**I-300 Series Industrial Managed Switches**

**SIGNAMAX**

## CONNECTIVITY SOLUTIONS

**SIGNAMAX CERTIFIED CONTRACTOR TRAINING**

YOUR ADVANTAGE STARTS HERE  
Quality, Support, Innovation, & Experience

**THE BENEFITS:**

- Direct access to industry trained professionals with general CDDC approval
- Quality products approved to meet or exceed the standards of the CDDC organization, for the
- Only certified partners can offer the Signamax 25 Year Cable Warranty

**INCLUDED IN TRAINING:**

- Theory of Cable Construction
- Equipment Repair Standards
- Installation & End-user
- Customer Training Presentations
- Product Pricing and Demos/Returns
- 8 BIDDING Cycles
- Lunch

GET WELL CONTACTED TODAY AND REGISTER AT: [WWW.SIGNAMAX.COM/CERTIFIED-CONTRACTOR-CERTIFICATION-APPLICATION/](http://WWW.SIGNAMAX.COM/CERTIFIED-CONTRACTOR-CERTIFICATION-APPLICATION/)

Advertisement for both B2B & B2C

**The Small Things**  
Just as important to the big picture,  
Sometimes Even More

**SIGNAMAX**

**Tuesday's Tech Tip Focus:**

**Component VS Channel**  
Performance - Guaranteed or Maybe

**SIGNAMAX**

Distributor (B2B) Advertisement

*Introducing an easier way to find your solution:*

**SIGNAMAX NETWORK SOLUTIONS**  
Quick Reference Guides

Contractor/End-User (B2C) Advertisement

**Small**  
**Something Big Has Arrived.**

**SIGNAMAX**  
**Optical Fiber Distribution Box**

- Multipurpose Enclosure
- Flexible Mounting Options
- LGX Adapter Plate - Up to 24 Fiber Density
- More Features In Development - Twisted-Pair Application!

**What Can The OFDB Solve For You?**

## PRODUCT LINE LOGOS

Product specific items can be labeled with the designated product line logo along with the main brand logo. The product line logos should not be used by themselves but always in partnership with the main SIGNAMAX® logo. Refer to the usage section of these guidelines for additional information.

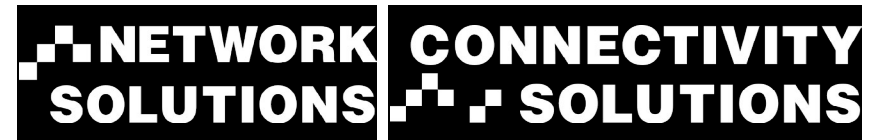
### Full Color Options

- For black or dark color background
- For white or light color background



### Monochromatic Options

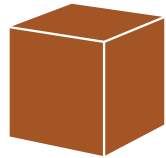
- For black or dark color background
- For white or light color background



## CONNECTIVITY SOLUTIONS COLOR PALETTE

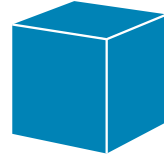
The following colors make up the primary coloring scheme of the Connectivity Solutions product line. Each color represents a particular product group within the product line. Racks Tan/Copper Solution; Fiber Cyan/Optical Fiber; WA Green/Work Area; Patch Panel Grey/Patch Panels; Cords Red/Patch Cords & Cable; Support Magenta/ Support Infrastructure. Dark Ivory and Ivory are for color blocks within the product groups and are currently not associated with a group.

**Racks Tan**



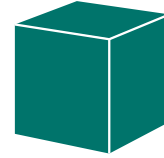
<b>CMYK</b>	26 73 100 17
<b>Pantone</b>	160 C
<b>RGB</b>	165 85 28
<b>HEX</b>	#a5551c

**Fiber Cyan**



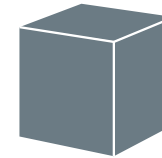
<b>CMYK</b>	100 35 14 0
<b>Pantone</b>	640 C
<b>RGB</b>	0 131 182
<b>HEX</b>	#0083b6

**WA Green**



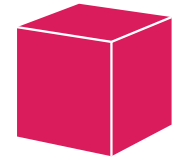
<b>CMYK</b>	100 0 50 40
<b>Pantone</b>	328 C
<b>RGB</b>	0 116 107
<b>HEX</b>	#00746b

**Patch Panel Gray**



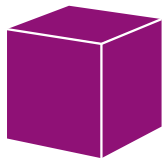
<b>CMYK</b>	15 0 0 60
<b>Pantone</b>	7544 C
<b>RGB</b>	107 123 132
<b>HEX</b>	#6b7b84

**Cords Red**



<b>CMYK</b>	10 100 50 0
<b>Pantone</b>	Rubin Red C
<b>RGB</b>	217 28 92
<b>HEX</b>	#d91c5c

**Support Magenta**



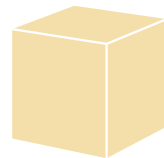
<b>CMYK</b>	35 100 0 20
<b>Pantone</b>	2415 C
<b>RGB</b>	143 17 118
<b>HEX</b>	#8f1176

**Dark Ivory**



<b>CMYK</b>	18 18 64 0
<b>Pantone</b>	616 C
<b>RGB</b>	212 196 120
<b>HEX</b>	#d4c478

**Ivory**



<b>CMYK</b>	4 10 37 0
<b>Pantone</b>	7499 C
<b>RGB</b>	245 224 171
<b>HEX</b>	#f5e0ab

For 4-color process printing, refer to the CMYK values shown here. For on-screen and web applications (Power Point®, video, broadcast, web sites, intranets, extranets), refer to the RGB/HEX values specified. The Pantone colors are only to be used if a vendor requires a Pantone reference.

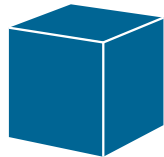


## NETWORK SOLUTIONS COLOR PALETTE

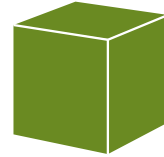
The following colors make up the primary coloring scheme of the Network Solutions product line. Each color represents a particular product group within the product line. Media Blue/Media Converters; Ethernet Olive/Commercial Switches; Industrial Rust/ Industrial Ethernet; KVM Purple/ SFP Modules.



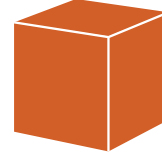
**Media Blue**



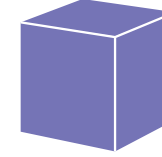
**Ethernet Olive**



**Industrial Rust**



**KVM Purple**



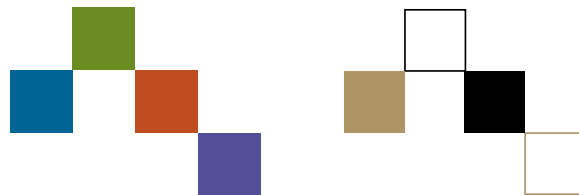
<b>CMYK</b>	100 20 0 40	40 0 100 40	13 75 100 3	60 57 0 0
<b>Pantone</b>	647 C	370 C	159 C	272 C
<b>RGB</b>	0 101 149	106 138 34	210 95 21	116 116 193
<b>HEX</b>	#006595	#6a8a22	#d25f15	#7474c1

Variations in color may occur, but try to match the SIGNAMAX® color palette as closely as possible. For 4-color printing, use the CMYK values as a beginning reference. Print vendors may have their own values and formulas for matching PANTONE® colors in 4-color process, but the goal should always be to match the PANTONE® standard of the Signamax color palette. Color variations may also occur on-screen as a result of different screen calibrations and/or software application being used.

## SQUARE GRAPHIC ICONS

The square icons that are used in combination with the product lines' logos can also be used as design features. The patterns can each be applied in a number of ways to create tone-on-tone effects or to bring additional visual interest when layered against a photographic background. It is essential the colors stay within the product lines' color palette.

### NETWORK SOLUTIONS



### CONNECTIVITY SOLUTIONS



## WEB & CARTON LOGOS

The following logos are for web and shipping cartons. The tag line logo is intended for use in printed materials where appropriate and for shipping cartons. The square logo options are for use on the web; where a square logo is essential.

### Tag Line Option

Use on black or dark color background



Use on white or light color background



### Square Logo (web only) Options



**\*\*\* The square logos are not for packaging or to be put on product. \*\*\***



## IMAGERY

Imagery plays an important role in the SIGNAMAX® brand's graphic style, identifying SIGNAMAX® products and services and showing them in a clean and consistent manner helping to build understanding of our product and increases brand awareness. It is important, therefore, to present consistent imagery and avoid misrepresentations of our product. Shown below are examples of acceptable ways to show the Network Solutions product line and the Connectivity Solutions product line. Please use only photographs approved by the SIGNAMAX® Marketing Department.

### Network Solutions

SINGLE  
IMAGES



GROUP  
IMAGES



### Connectivity Solutions

SINGLE  
IMAGES



GROUP  
IMAGES



The SIGNAMAX® depository of product images can be found at the following URL: <http://web.signamax.com/productphotos/>

# BRANDING GUIDELINES

## WARRANTY & CONTRACTOR PROGRAM LOGOS

The following logos are for use in conjunction with any marketing material that is related to the SIGNAMAX® Warranties and the SIGNAMAX® Certified Contractor Program.

### Basic Warranty Logos



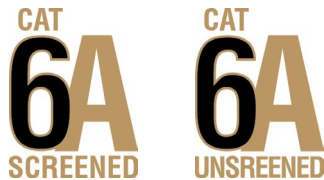
### Certified Contractor/Cabling System Warranty Logos



## ADDITIONAL PRODUCT & AFFILIATION LOGOS

The following logos are additional logos SIGNAMAX® is authorized to use for certain products, marketing materials, etc. Any questions on use of these logos contact SIGNAMAX® Marketing Department.

### Category Rate Logos



### Member Affiliation Logos



### Safety/Standard Logos



### Social Media



## MARKETING URLs

The following URLs are links to high-resolution product photos and registered trademark logo variations for SIGNAMAX® and the SIGNAMAX® product lines. The artwork and imagery based in the depository are the intellectual property of SIGNAMAX® and are protected under copyright laws.

### Logos

<http://web.signamax.com/productphotos/Signamax-Logo/>

### Connectivity Solutions Product Photos

<http://web.signamax.com/productphotos/Connectivity-Solutions/>

### Network Solutions Product Photos

<http://web.signamax.com/productphotos/Network-Solutions/>

### Marketing Campaign Images

<http://web.signamax.com/productphotos/Marketing-Campaigns/>

**Questions:** Contact the SIGNAMAX® Marketing Department

**Ph:** 305.944.7710 • **Email:** info@signamax.com

SIGNAMAX® reserves the right to change verbiage, rules, and/or requirements to this document at any time.