

RUCKUS NETWORKS STYLE GUIDE





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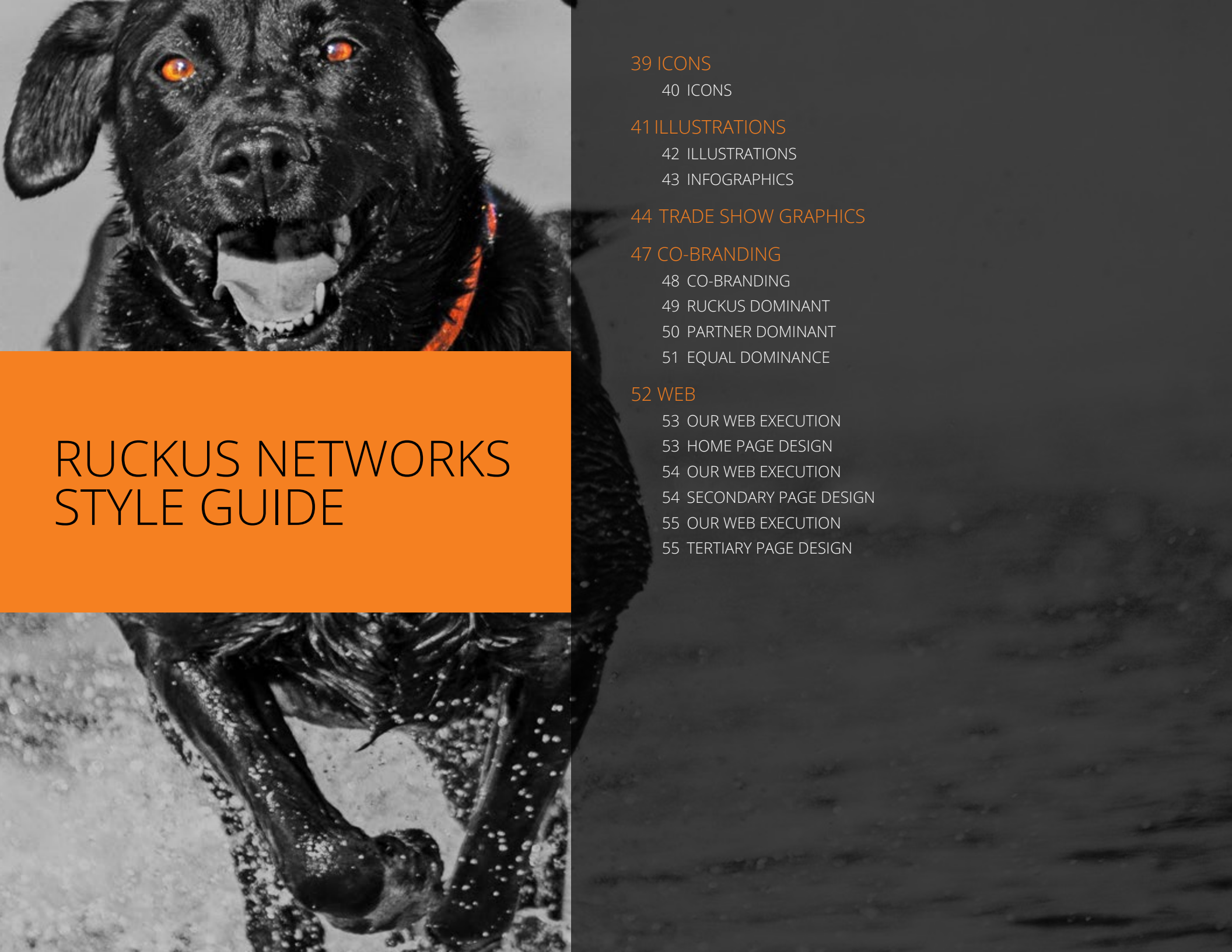
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WHO IS RUCKUS?

WE ARE GROWN UPS, WE PROMISE

We go all out to help organizations—no matter how small or how large—deliver great experiences to their constituencies.



Ruckus helps organizations of **all sizes** deliver **great connectivity** experiences. Ruckus' **secure access** networks delight employees, customers, students, subscribers and guests while easing the IT burden, **affordably**. Organizations turn to Ruckus to make their networks **simpler** to manage and to better meet their users' expectations.

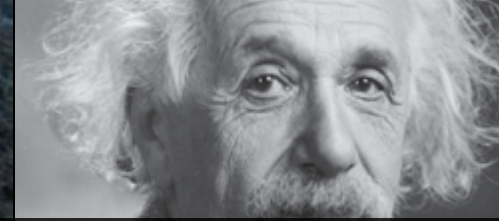
THE RUCKUS ATTITUDE

Ruckus is brash, aggressive and emotional. It is essential that one or more of these aspects comes across in the branding either through composition, subject matter or accompanying text. We have a unique voice in the network industry that has deep roots in our culture. That voice has permeated into our brand in a fundamental way. All visual elements have become dependent on this voice and vice versa.

It is important to remember not all of these visual/tonal aspects will be appropriate for all audiences. Some audiences may be more conservative, and many of these subjects will not resonate, and may even be counter-productive. **Know your audience.**



LOYAL



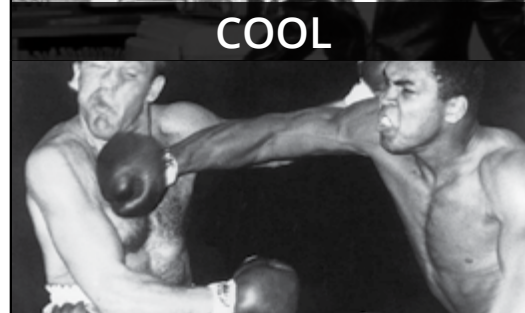
INTELLIGENT



COOL



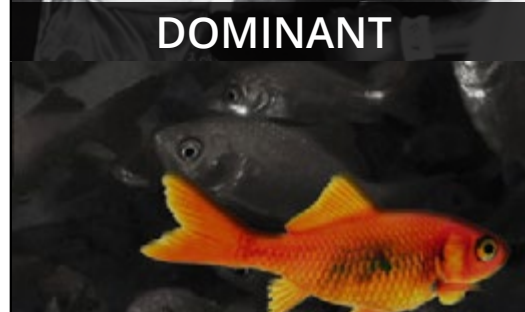
FEARLESS



DOMINANT



FAST



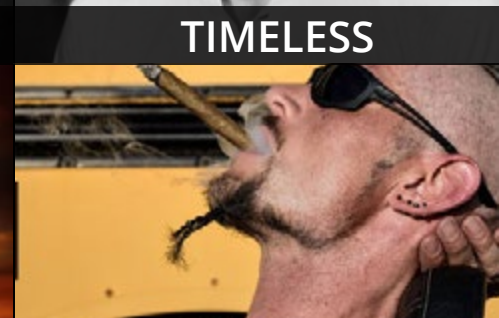
UNIQUE



TIMELESS



DISRUPTIVE



IN CONTROL

LOGO

TIP OF THE SPEAR

We are Ruckus and we are proud. Our logo reflects our loud market disruption, and our loyalty to our customers and partners. Key to our brand, our logo must be utilized properly in order to retain the identity our customers have come to know.



LOGOS—APPROPRIATE USAGE

The correct and preferred usage of the Ruckus logo is the primary logo on white background as illustrated below. However, there are instances where the application dictates variation from the primary logo. These approved variations are illustrated here:

1. Primary logo on white (horizontal lockup)
2. White and orange logo on dark background
3. Grayscale logo
4. Single color black logo
5. One color white logo
6. Small scale

If the application dictates a variation of any of the approved logos that are illustrated here, please contact us at branding@Ruckusnetworks.com for advice and approval.



2. White and orange logo (on dark):
Use this logo on a dark background



3. Grayscale: Use this alternative logo only when color is not an option.



4. Single color black: Use this alternative logo for applications where one color is required.



5. Single color white: Use this alternative logo when one color is required.



6. Small scale: Use this alternative logo for smaller applications, less than 1.5" in width.



1. Primary logo on white (horizontal lockup):
This logo should be used for any situation where a two color logo is required on a light background.

PROPER CLEAR SPACE

As shown in the diagram here, the Ruckus logo must always be surrounded by a minimum amount of clear space. This ensures visual clarity, and ensures that the Ruckus logo is properly reproduced. This minimum clear space is equal to 1x-height of the "u" in the Ruckus wordmark.

MINIMUM SIZE

In order to maintain proper visual clarity, the Ruckus logo—both primary and alternate—must not be any smaller than 20 pixels in height as measured by the height of the "U" in the Ruckus wordmark. If at any time the application requires logo art smaller than illustrated, the "an ARRIS company" descriptor can be removed, allowing a minimum "U" height of 10 pixels. For approval in such instances, as well as to obtain an appropriately modified logo file, please email branding@Ruckusnetworks.com.

In instances where the wordmark is used without the bug, make sure to allow for a minimum "U" height padding for visual clearance. If less padding is required please email branding@ruckusNetworks.com for permission on a case by case basis.



INCORRECT LOGO USAGE—DON'TS

It is not permitted to deviate from the aforementioned guidelines in any way. Some, but not all, Brand No-No's are illustrated here. Do not alter the logo in any way that does not comply with this document.

Do not use the logo on patterned, colored or photo backgrounds.



Do not change the appearance, shape or size of any element of the logo.



Do not cut off any part of the logo



Do not use legacy logos that are out of date and no longer brand compliant.



Do not change the proportions or aspect ratio of the logo or any individual element.



Do not use the logo elements independently from one another.



RUCKUS

Do not alter the logo with any special effects (emboss, outer glow, drop shadows, etc.).



OLD LOGOS—DON'T USE THESE

Ruckus has a long branding history. Many older logos have been distributed over the years. Do not use these logos under any circumstance.



The background of the slide features a dark grid pattern overlaid with large, white, blurred letters from the Open Sans font. The letters are arranged in rows, with uppercase letters 'P', 'Q', 'R', 'S', 'T', 'U', 'V' in the top row, lowercase letters 'g', 'h', 'i', 'j', 'k', 'l', 'm', 'n', 'o', 'p' in the middle row, and numbers '4', '5', '6' in the bottom row. The letters are slightly out of focus, creating a sense of depth.

TYPE

LET'S STAY CONSISTENT

Our font and typography style is key to brand consistency and brand recognition. Open Sans provides for clean and contemporary typography.

OUR FONTS

MAIN FONT

The Ruckus font system is designed to apply a clean, simple style to the written word, while working seamlessly with our colors and signature.

Our main font is Open Sans. It is designed with an upright stress, open forms and a neutral yet inviting appearance, including excellent legibility in its letterforms.

Open Sans Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans Semi-bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GENERAL USE FONT

This is the typeface to use for general use collateral, such as PowerPoint template, letterhead, datasheets, email signature, white paper, etc. This font is installed by default on computers that use Microsoft products like Microsoft Office.

Calibri Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FONT USAGE: HEADLINES AND SUB-HEADS

As a company, we often use headers, sub-headers, and body text. Below you will find copy blocks illustrating suggested text treatments.

HEADLINES:

All headlines should be fully justified as a block if possible. This may require text resizing in order to achieve the desired result. This treatment will vary depending on the media type, the focus would be to colorize the text with the most impact. For more examples, or questions please contact branding@Ruckusnetworks.com.

A NETWORK WITH TEETH

—— OPEN SANS REGULAR
—— OPEN SANS BOLD

A NETWORK WITH TEETH

SUB-HEAD:

Sub-heads can be left justified with a typical paragraph rag. The proportion ratio of headline to sub-headline will depend largely on where the text will be displayed. Sizes will differ given legibility restraints at varied sizes.

Offer your endusers an optimal
experience with Ruckus Networks



A NETWORK WITH TEETH

Offer your end-users an optimal
experience with Ruckus Networks

FONT USAGE: BODY COPY

For body copy, please use Open Sans Regular or Light. The size will depend on the media. When drawing attention to a particular phrase or word, we suggest either underlining, or using bold or italics. For simplicity and to avoid detracting from your subject matter, do not use more than one treatment.

BODY COPY SAMPLE—OPEN SANS, REGULAR

"Ruckus delivers simply better connections, so you can deliver awesome customer experiences. We innovate across wireless and wired technology to meet industry-specific needs and the most demanding use cases. Our high-performance network infrastructure provides secure, reliable access to applications and services no matter how tough the environment. **When connectivity really matters, Ruckus has you covered.**"

BODY COPY SAMPLE—OPEN SANS, LIGHT

"Ruckus delivers simply better connections, so you can deliver awesome customer experiences. We innovate across wireless and wired technology to meet industry-specific needs and the most demanding use cases. Our high-performance network infrastructure provides secure, reliable access to applications and services no matter how tough the environment. **When connectivity really matters, Ruckus has you covered.**"

MULTI-USER MIMO
802.11ac MU-MIMO allow
spatial streams to multiple
increasing the total through
network. The R720 is able
their own dedicated full-ba
MIMO technique known as
enables several benefits:
Efficient



COLOR PALETTE

THESE COLORS DON'T RUN

Color is an important component in the proper representation of the Ruckus brand. We've put a great deal of thought into our color palette. We feel that it elicits an appropriate emotional reaction, and we just personally really like it. Some might like a different orange, a more subtle green or a different scheme altogether. We're not some, we're Ruckus, and we stand by our colors.

PRIMARY COLORS:

These are the main color representations of the Ruckus brand. Much of the time, these are the colors you will use in presentations, marketing materials, social media, internal documents, etc.



PMS Black 6c

RGB: 16.24.32

CMYK: 60.60.60.100

HEX: #101820

PMS 152C

RGB: 229.114.0

CMYK: 0.66.100.0

HEX: #E57200

PMS White

RGB: 255.255.255

CMYK: 0.0.0.0

HEX: #ffffff

PMS 425C

RGB: 84.88.90

CMYK: 48.29.26.76

HEX: #5485A

PMS Cool Gray 1c

RGB: 217.217.214

CMYK: 4.2.4.8

HEX: #D9D9D6

SECONDARY COLORS:

These are secondary colors; they are an extension of the primary color palette. They should only be used for secondary elements such as pie charts and bar graphs, when necessary, or as highlighting elements. Whenever possible, stick to the primary colors. Please note this photograph is not reflective of our image library, but used to demonstrate the harmony of this secondary palette.



PMS 368C

RGB: 120.190.32
CMYK: 65.0.100.0
HEX: #78BE20

PMS 661C

RGB: 0.53.148
CMYK: 100.75.0.6
HEX: #003594

PMS 2995C

RGB: 0.169.224
CMYK: 83.1.0.0
HEX: #00A9E0

PMS 485C

RGB: 226.35.26
CMYK: 5.100.100.1
HEX: #e12726

PMS 1375C

RGB: 255.158.22
CMYK: 0.45.96.0
HEX: #f99c25



PHOTOGRAPHY

PICTURE THIS

Ruckus photography has three parts: primary, secondary and tertiary style. The goal was to have varying levels of photography hierarchy to address all aspects of the brand—from high-level messaging to product photography.

PRIMARY PHOTO STYLE

SIGNATURE STYLE

We intend for our image style to be disruptive in the market in order to garner more visibility and brand recognition.

The visual aesthetics of this level of photography utilize grainy black and white photos with a single key object highlighted in Ruckus orange primarily, or a highlight color, if applicable. The appearance of these images is meant to evoke thoughts of raw independence, allude to motion, invoke emotion as well as establish Ruckus as a rebel outlier—the bad boys of Wi-Fi, without beating you over the head with it. Fonzie doesn't call Fonzie cool, he just is cool. Ruckus is gritty independent, yet sophisticated.

Within the primary image style, we have two different types of subject matter. [You can access our primary image library here.](#)



METAPHORIC IMAGERY

Metaphoric [met-uh-fawr, -fer] a thing regarded as representative or symbolic of something else, especially something abstract.

This subject execution of the primary image is used for maximum impact at first glance. Oftentimes the image takes the form of somewhat archetypal subjects that represent a more abstract subject. A good example of this can be seen here.

This image takes the concept of security and all of its associated technological concepts and associations, and distills them into an easily recognizable representation of strength and security that transcends technology in an intentionally absurd way.

LIFESTYLE IMAGERY

Lifestyle 2 [lyfe-style] the typical way of life of an individual, group or culture.

This subject execution (metaphoric/lifestyle) of the primary image is used to directly tie our messaging to an end-user experience using literal depictions of everyday use of our products and platforms. "Lifestyle" refers to an image that depicts how any given situation affects the enduser—whether it be IT managers or our customers. This Image style is more practical in demonstrating end-user sentiment than that of the metaphoric style. Good examples of lifestyle imagery may be people using mobile devices, or IT employees deploying networks.

Execution is key here. Strive for candid natural images, avoid overly staged and unnaturally happy people. Authenticity is a huge aspect of the Ruckus brand, and sets us apart from the larger companies. The more natural and sophisticated the image portrays—the better imagery it represents.



VISUAL TONAL VARIATION

Black and white photography can get a bit dark and heavy at times. With this in mind, we developed our primary image style to be as flexible as you need it to be for various tonal applications. No one tonal value is preferred over another. It's important to choose an image that suits your audience and tonal requirements. See these examples for visual guidance. Please see the [primary image style](#) section for more information on execution.



IMAGE STYLE BY VERTICAL

Targeting audience by vertical or industry is an effective and efficient way to market our products. Vertical Imagery may offer a better solution to your marketing needs than that of generic metaphoric or lifestyle imagery. When selecting imagery for vertical, be sure to utilize appropriate photo application as described in the previous [photo section](#).

The following page gives some examples of appropriate vertical imagery.



PRIMARY EDUCATION EXAMPLES



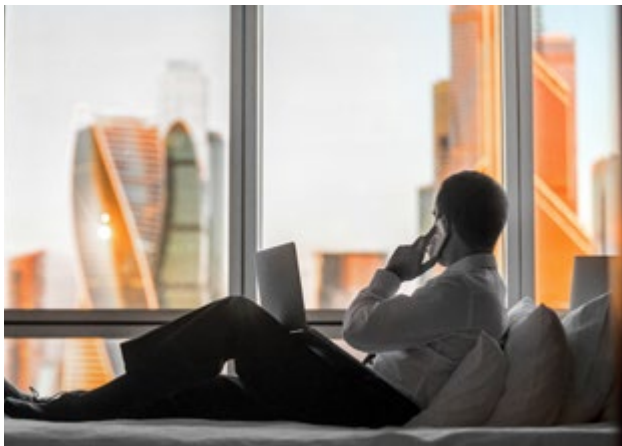
SMB EXAMPLES



LIFESTYLE EXAMPLES



HOSPITALITY EXAMPLES



SMART CITY EXAMPLES



HIGHER ED EXAMPLES



PRIMARY PHOTO DON'TS

OVERVIEW

The primary photo style is key to Ruckus' visual identity. It's important to stand out from the crowd, here are a few things to avoid in order to maintain optimal level of brand impact.

NO CLICHÉ OVERUSED IMAGERY

At this level of branding, the avoidance of the obvious or cliché/overused imagery is important. This is key to add a level of sophistication to the brand that many other brands in our field do not have.

NO ILLUSTRATION

With the exception of infographics, animations and secondary illustrated imagery, illustrations should not be used. Use of illustrations diverts from the consistent use of black and white photography, and therefore waters it down.

NO OBVIOUSLY STAGED IMAGES

Authenticity is key. We have a brand built on honesty and authenticity. The use of staged imagery detracts from that key message. Looking into the camera, over the top smiling and other fourth-wall-breaking aspects of imagery should be avoided.

NO ILLUSTRATION OVERLAYS

Using illustration overlays can be very tempting in the face of abstract subject matter, however it should be avoided at the primary level as any strong graphic technique such as illustration can be confused as part of the brand. An inconsistent application of this or other similar techniques detracts from brand recognition.



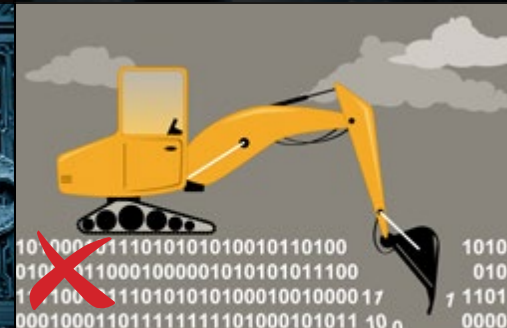
Don't use cliché over used imagery



Don't use cliché over used imagery



Don't use cliché execution of subject matter



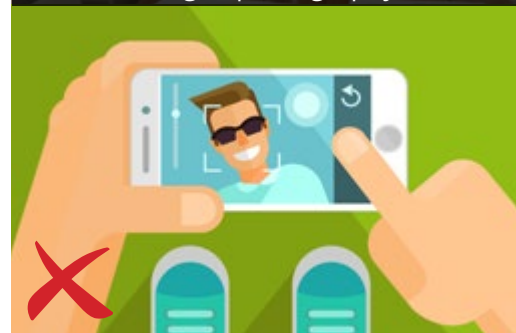
Don't use full illustrations as primary imagery



Don't use non-candid staged photography



Don't use non-branded strong graphical treatments



Don't use full illustrations as primary imagery



Don't use imagery that is ubiquitous in our industry

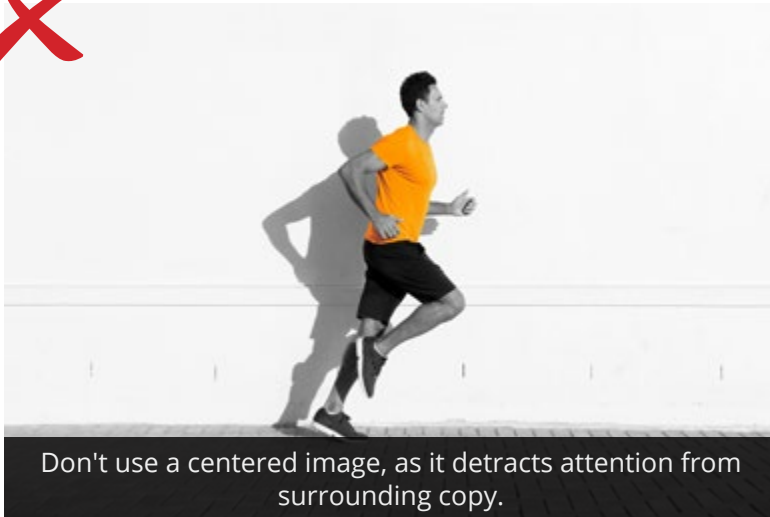
IMAGE COMPOSITION

Black and white photography is more than just a filter. Here are some things to look for in a raw image that will lead to the best results upon Ruckus black and white conversion:

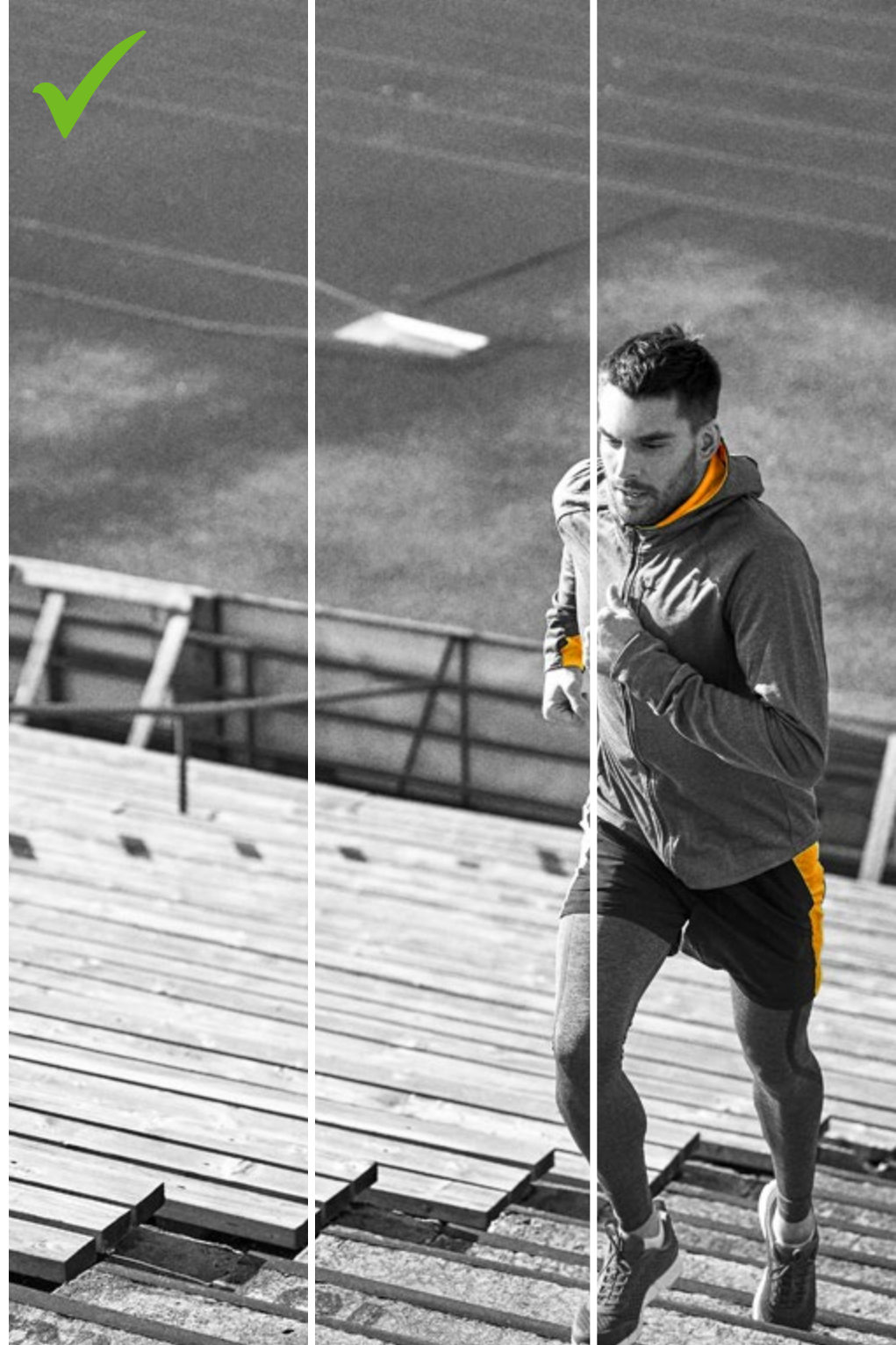
RULE OF THIRDS

The rule of thirds is a "rule of thumb" or guideline that applies to the process of composing visual images such as designs, films, paintings and photographs. The guideline proposes that an image should be imagined as divided into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections. This allows for better tension and motion within an image that anchors the subject matter to the constraints of the image frame as well as allows the eye to track the subject matter in a more natural way. Exceptions must be intentional and serve as a vehicle for the messaging.

RULE OF THIRDS



Don't use a centered image, as it detracts attention from surrounding copy.

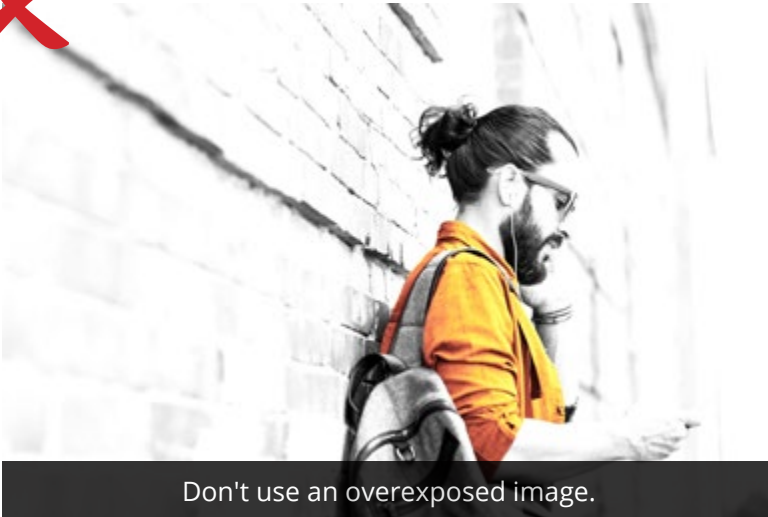


EXPOSURE

A well exposed image is key. Make sure your image has a decent range of grays from nearly white to nearly black. Proper exposure gives the image depth and legibility. Avoid overexposed or underexposed images for best results.



Don't use an underexposed image.



Don't use an overexposed image.



FILM GRAIN

This is an intrinsic aspect of the image style that gives the image a natural film feel. This offsets much of the cheap plug-and-play photo filter feel that an image with a simple black and white filter will have.

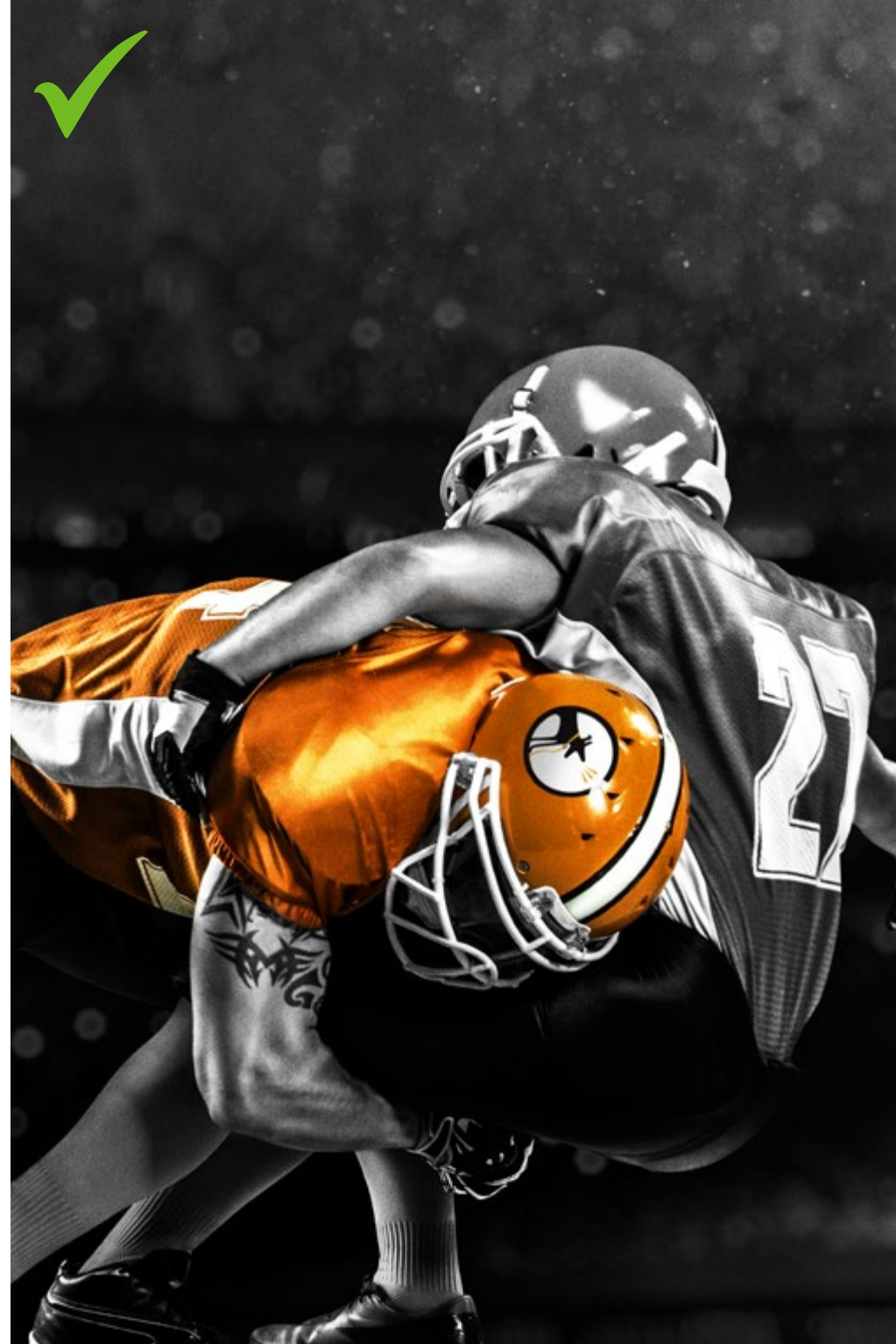
The addition of the grain is built into the Photoshop automation explained in more detail in the following section, however it's important to avoid grain that is too large or too small.



RESOLUTION

Depending on the media in which the image will be used (web 72 dpi), (print 300 dpi) or (Powerpoint 96 dpi) there really is one basic rule to follow:

Know the location in which your imagery will reside, and adjust accordingly.



PRIMARY PATTERN STYLE FOR GENERIC BRANDING

There will be instances where basic branding is needed and imagery may not be appropriate. We have several branded solutions that can be applied when minimal branding is required to fill empty space—for instance trade show booth walls or text backgrounds.

See here for working files: <https://Ruckuswireless.egnyte.com/dl/kpn73xjh9d/BackgroundPatterns.ai>. These files may need to be resized and manipulated to fit your purpose. Please contact branding@Ruckusnetworks.com if you have any questions.

Primarily these textures will be used as backgrounds, with accompanying copy. There are several variations of these:

ICON PATTERN

As a good way to promote our products, this icon texture can be utilized as a reinforcement of an overall Ruckus message.

TEXT PATTERN

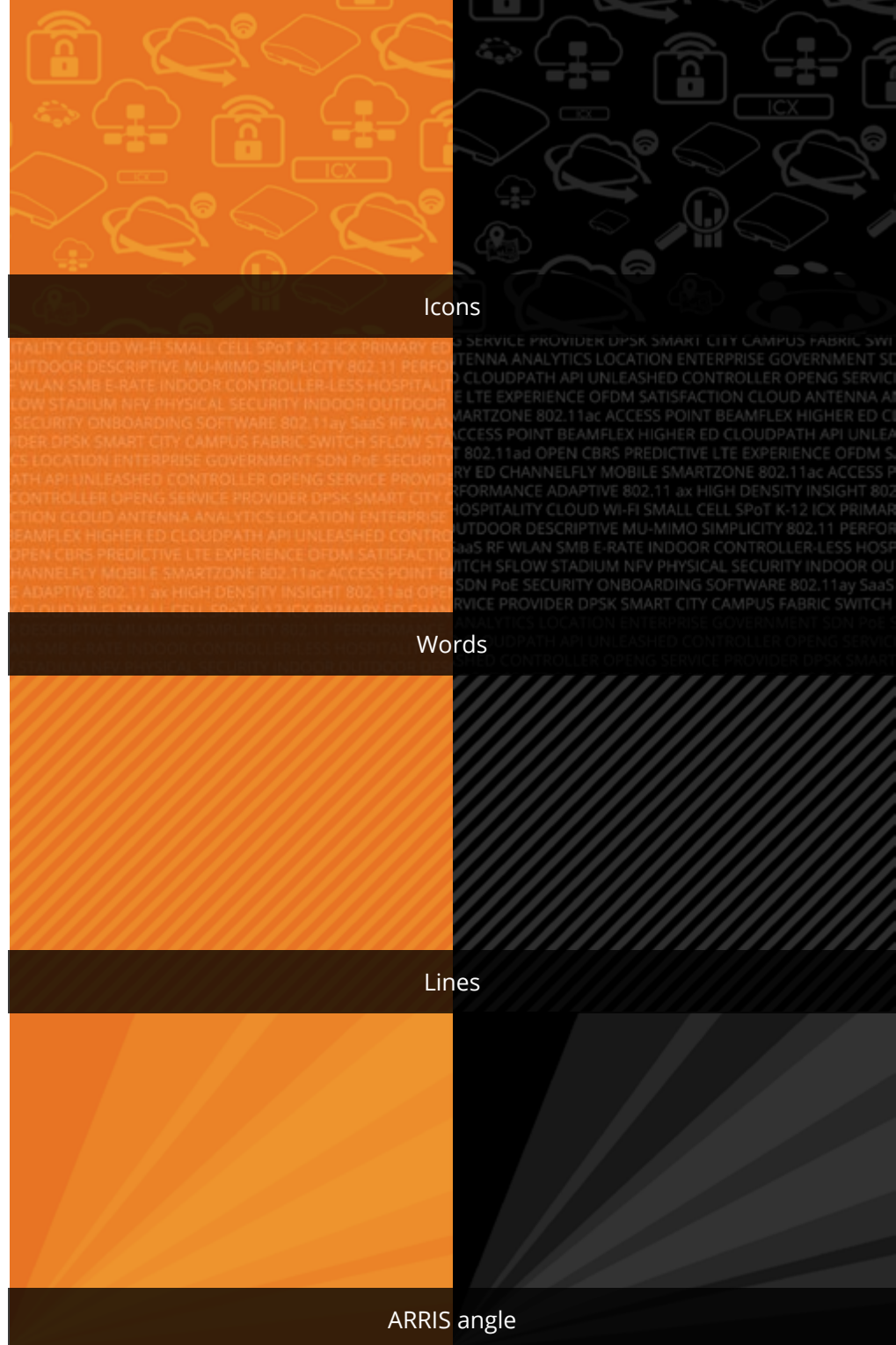
Similarly, to the icon pattern, this pattern contains both industry terms as well as Ruckus specific terms to fill space. This too can be used to promote Ruckus messaging.

LINE PATTERN

As one of the subtlest expressions of branding, this pattern contains lines to create a simple texture that gives the space depth and movement.

ARRIS ANGLE PATTERN

The ARRIS angle gives us opportunity to create an abstract texture in order to better activate empty fields of color.



PRIMARY PHOTOSTYLE —TUTORIAL

STEP BY STEP

The following tutorial assumes the person creating the images has some working knowledge of Photoshop or a similar program, and will be mostly conceptual versus a true step by step. The implementation of the pop of orange will vary from image to image.

STEP 1

Try to find an image with good composition, exposure and resolution. The best images will have a strong color from which to make the pop of orange.

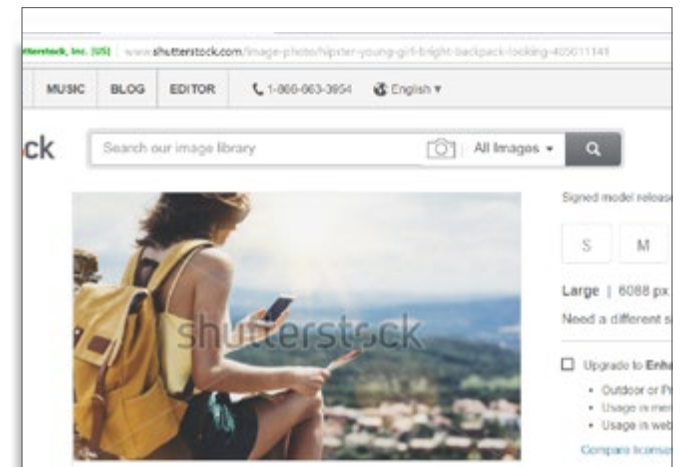
STEP 2

Open the image in your program of choice. For the sake of this tutorial, we will be using Photoshop.

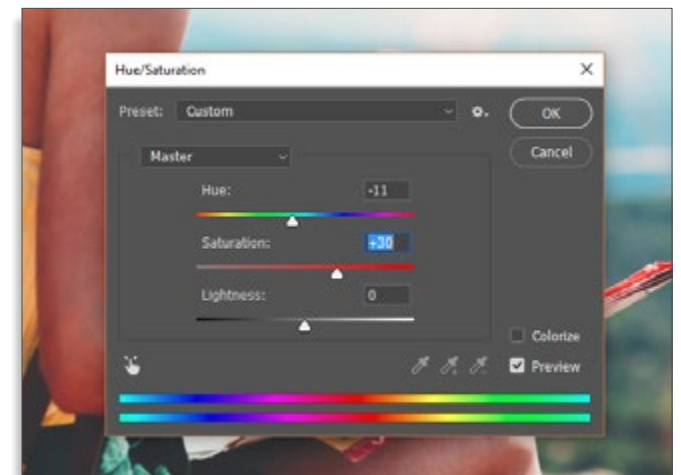
STEP 3

In the top menu, select "Image > adjustments > hue and saturation." Alter the hue and saturation to make the color of the object appear orange.

Step 1



Step 3



STEP 4

Now we need to run the Ruckus Style action to make image creation automated to a certain extent. If you haven't already installed the Ruckus automation **you can find it here:**

https://Ruckuswireless.egnyte.com/dl/QS0FG3EMDS/Ruckus_HighContrast_PhotoStyle.atn

And here is a tutorial on how to install actions:

<https://creativemarket.com/blog/how-to-install-use-photoshop-actions>

Once installed, go to menu "Window > Actions." This should bring up the dialog box seen on the right.

Find and select the action named "Ruckus_BW_style" and press the play icon at the bottom of the dialog box to run the action. This action does several things:

- Removes the color via an adjustment layer
- Adds the grain
- Adds contrast

STEP 5

Now that we have the bulk of the groundwork complete, we need to pull out the pop of orange. In the menu select "Window > Layer" to open up the layer panel if it isn't already open. The layer panel appears as follows, which includes several layers:

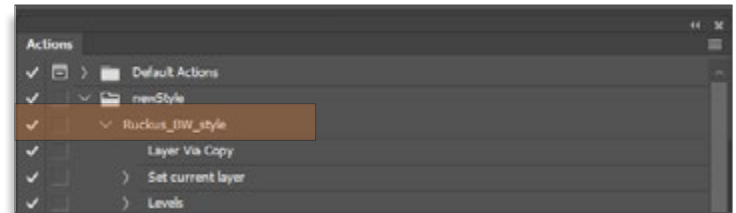
- Grain
- Select Mask and paint black to reveal underlying color
- Highlights
- BaseLayer
- Background

POP OF ORANGE:

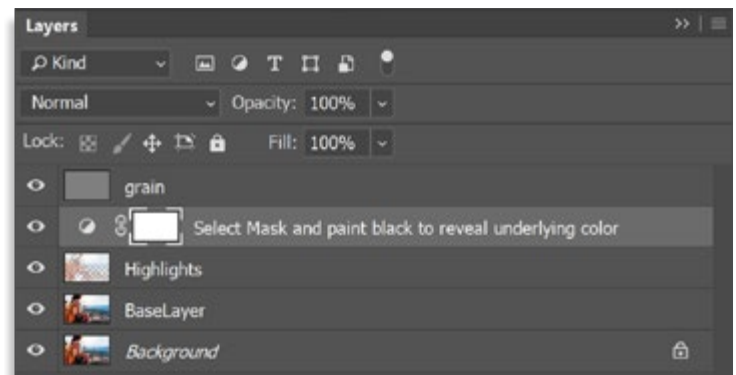
In order to pull the color out, we need to mask out the "select mask and paint black to reveal underlying color" layer. The layer name says it all—anywhere you paint black on this layer will reveal the color of the original image. You can paint in the layer or you can select the layer using pen tool, color selection, lasso tool, etc. and fill the selection with black on the "select mask and paint black to reveal underlying color" layer.

Once you have added the pop of orange, you may need to adjust the underlying layer to correct the orange to fit the Ruckus orange PMS 152 as close visually as possible.

Step 4



Step 5



Final product



STEP 5 ALTERNATE (PAINT ON ORANGE HIGHLIGHT)

In many situations, you may encounter an image that doesn't have a strong color to modify to orange. In cases such as this, you can paint on orange in order to create the color to pop.

Add a layer just below the "grain" layer. This will be your paint layer. Select the object you wish to paint and fill that layer with orange PMS 152. You will end up with something like step 6 screen shot.

STEP 6

Change layer "Blending Mode." Now that we have our overlay, we need to change the layer's blending mode in order to pull out the light and dark tones. In most cases, the blending mode "Hard Light" will be sufficient to allow for a good range of oranges.

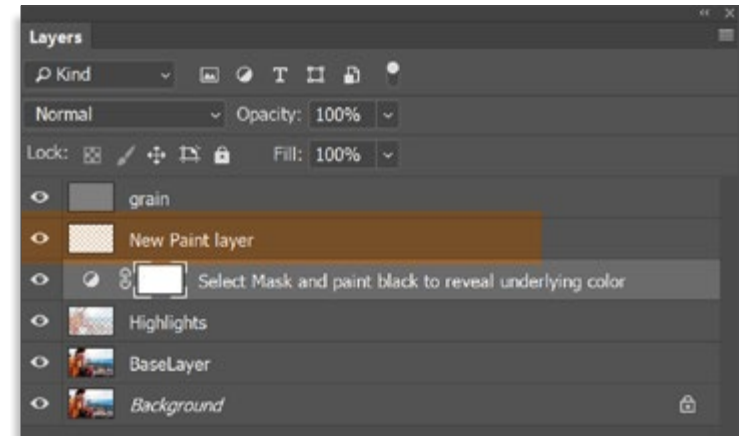
STEP 7

Bring out the whites and blacks.

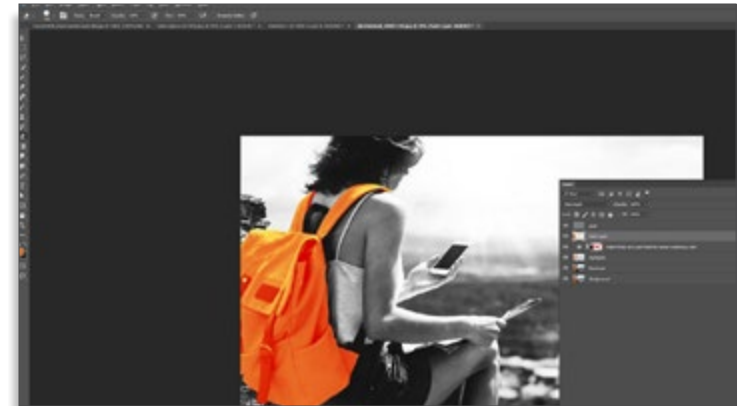
Now that we have the tones, we need to bring out the whites and blacks from the underlying image. In order to do this we need to:

- Double click the paint layer
- Adjust the "Blend If" layer by "alt-click" and sliding the underlying layer sliders
- Slide the black to the right and the white to the left until the whites and blacks come through the orange. Tutorial on "blend if Sliders" <https://www.youtube.com/watch?v=3GKDBXrpV8s>

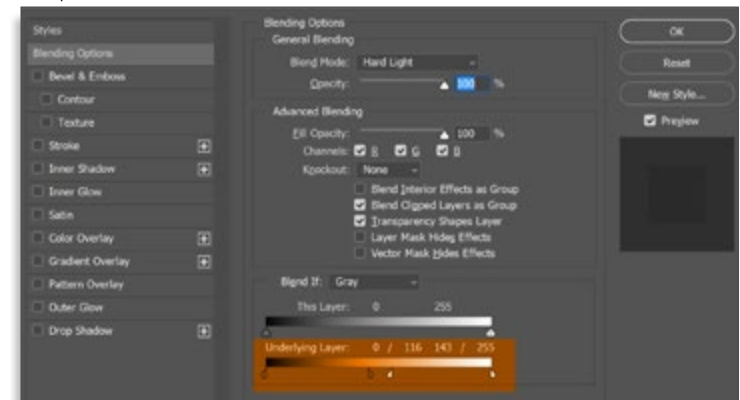
Step 5 alternate



Step 6



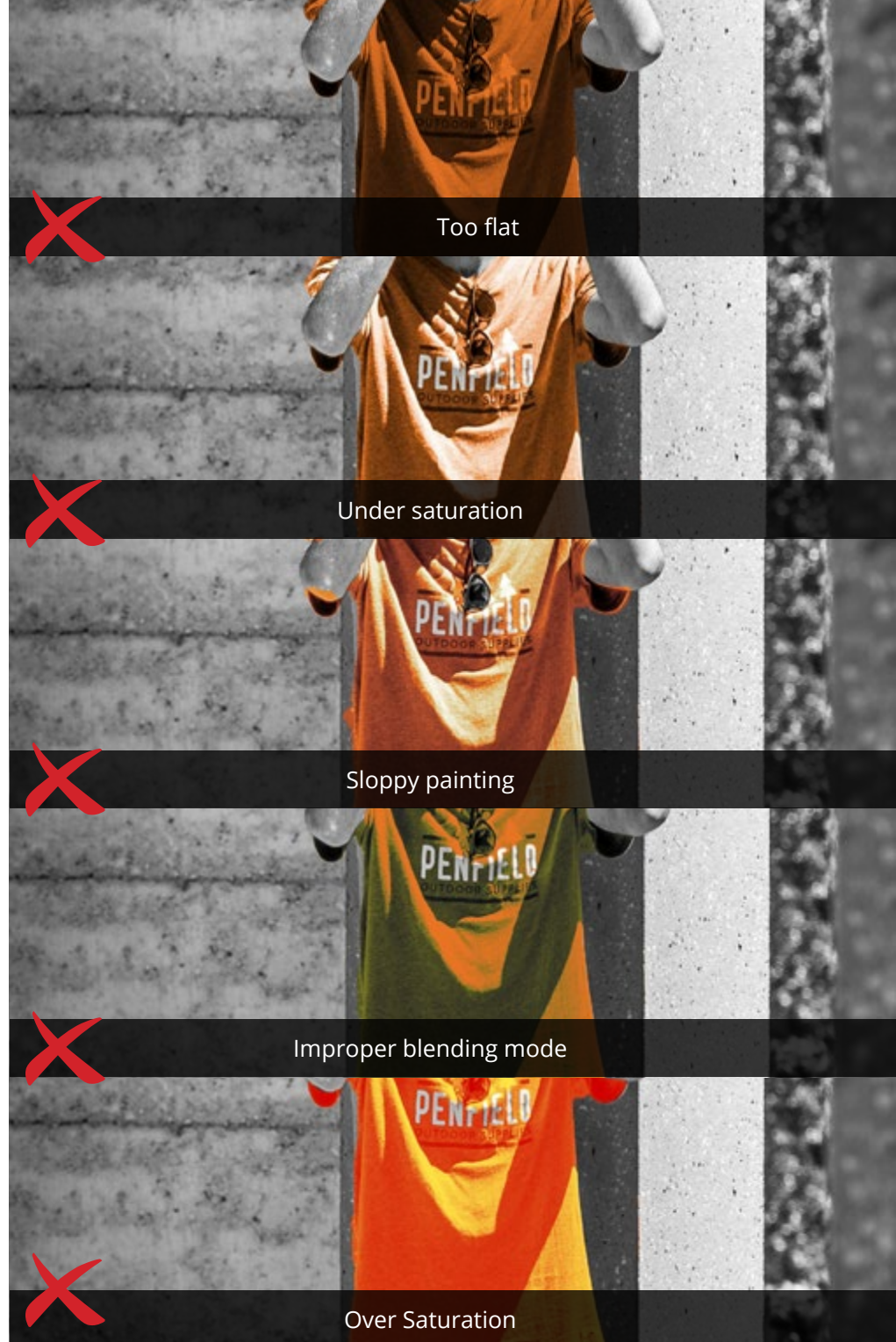
Step 7



POP OF ORANGE RULES

The pop of orange is integral to the uniqueness of the Ruckus look and feel. The intention of this pop is to appear as if the orange is part of the subject. The pop should maintain any and all tone, exposure and contrast that is seen in the original image. Proper implementation of the pop of orange requires some competence in a photo editing program such as Gimp or Photoshop.

There are several common pitfalls to avoid when implementing the pop of orange. The best way to avoid these is to find an image with a strong color within the photo to begin with, and modify that color to appear orange. Here are some examples of what not to do.



SECONDARY IMAGERY

A full color, often smaller, photo style should utilize all of the same composition rules that are laid out in the [composition section](#), however the secondary photo style should only be used when subject matter is:

- Considered secondary to the main concept
- Lower in the information hierarchy
- At sizes in which primary imagery may not be as legible

Examples of which would be images for PowerPoint, in-line images for case studies, web graphics that represent an industry vertical. The intention is to retain image legibility at smaller sizes as well as to break the monotony of a duo-tone image style in larger documents.

This image style should never be used to accompany headlines.

This image style should never be used as a high-level message image.

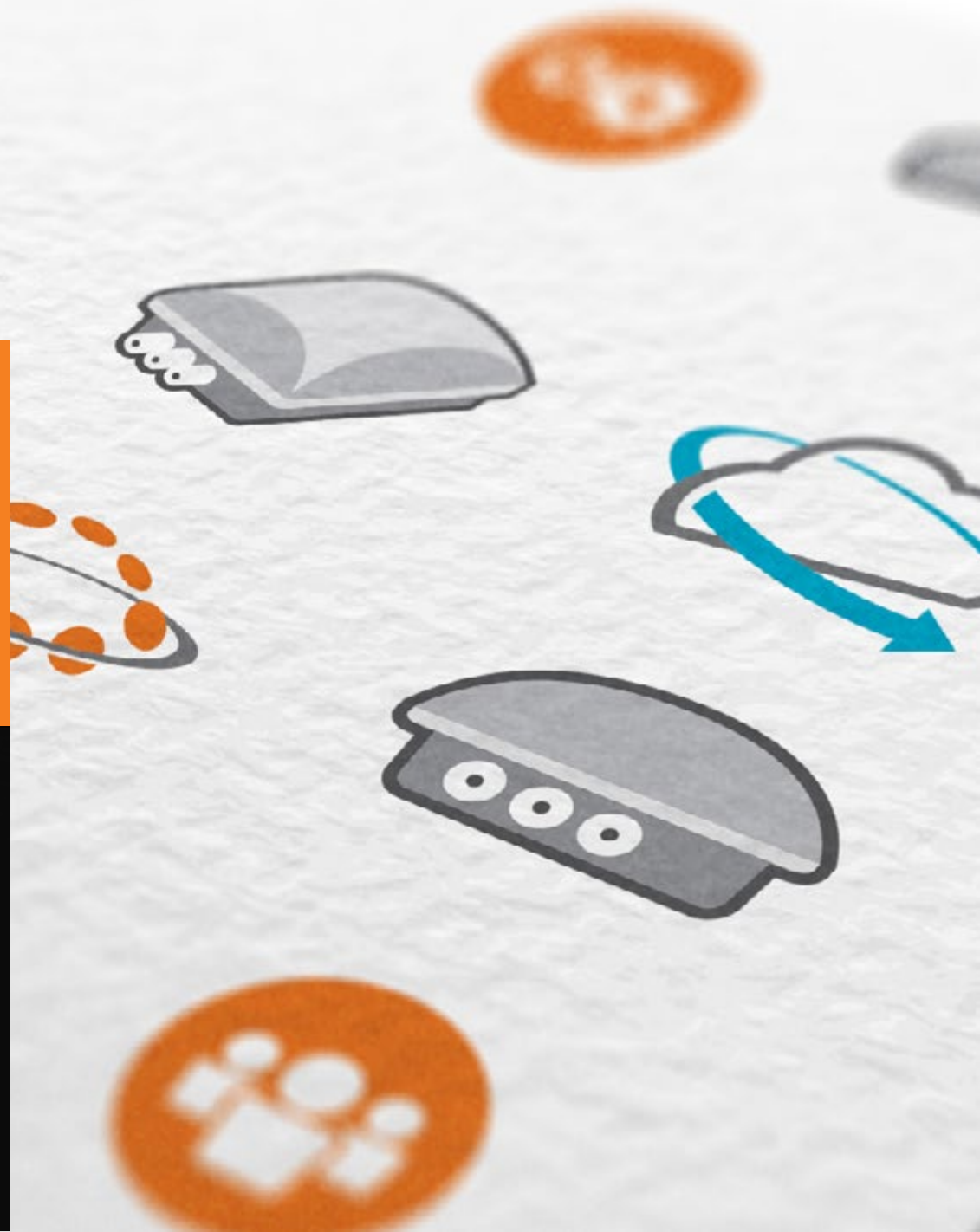
SECONDARY IMAGERY—LIFESTYLE EXAMPLES



ICONS

SIMPLE, CONSISTENT, ICONIC

Icons are simple graphics that drive consistency while functioning as a visual thread tying the visual language together.



ICONS

These icons offer variety while also preserving a standard that helps maintain Ruckus brand consistency.

PRODUCT

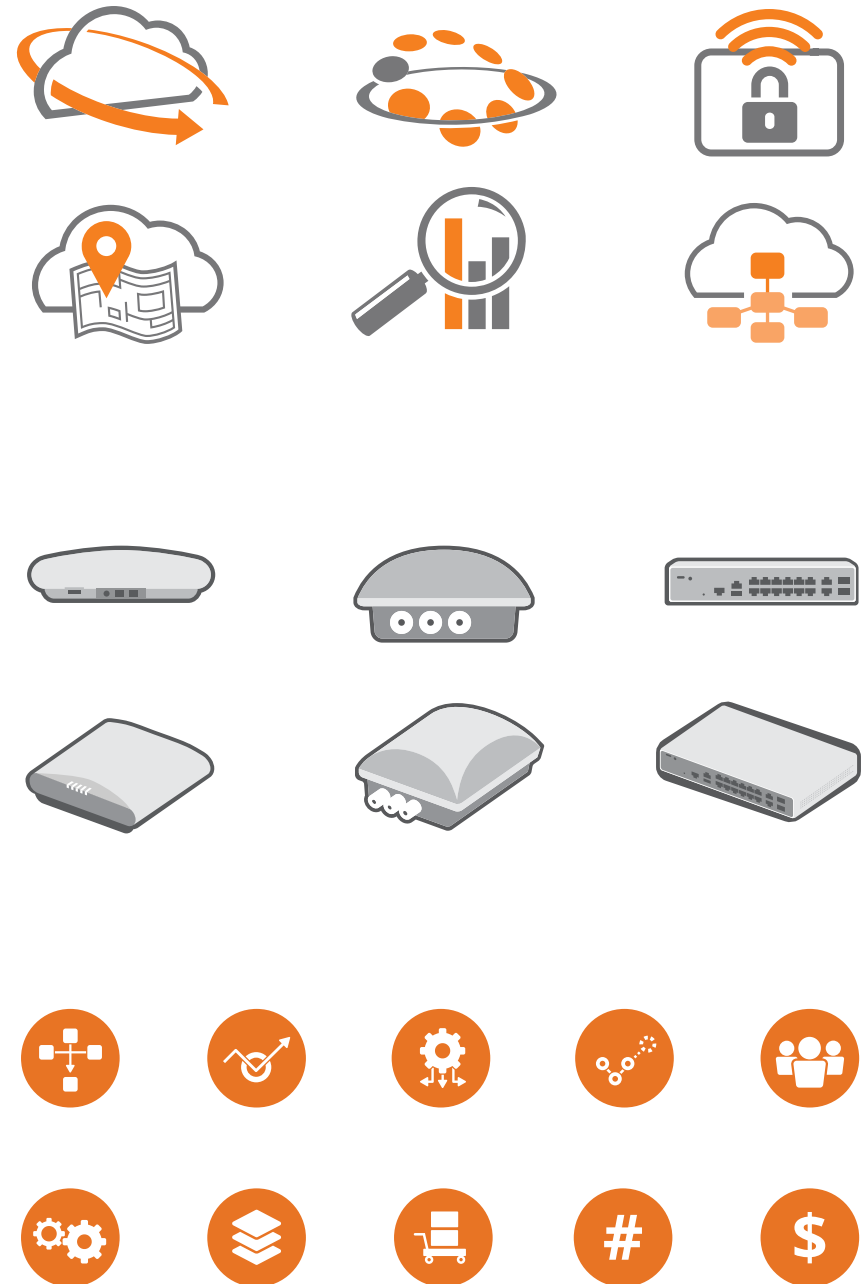
Product Icons represent various Ruckus software and concepts. These icons act as a logo in that they represent the product in an abstract high-level way. Use these icons only as representation of the product it depicts such as the following. You can find these icons here.

HARDWARE

Hardware icons represent Ruckus' physical products such as APs, switches, etc. Only use these icons to stand in for product photography where scale or simplicity is an issue. You can find these Icons here.

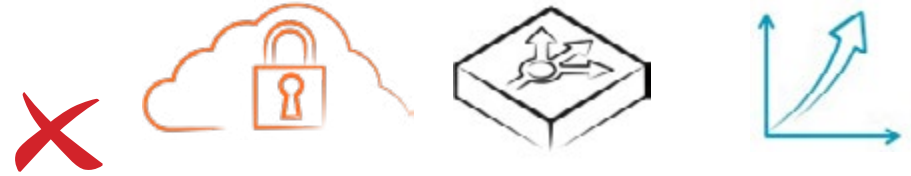
GENERAL

General use icons are to be used for various day-to-day purposes to represent all matter of concepts from the literal to the abstract. General use icons are not tied to any Ruckus technology in particular. These are currently in development. You can find these icons here.



ICON DON'TS

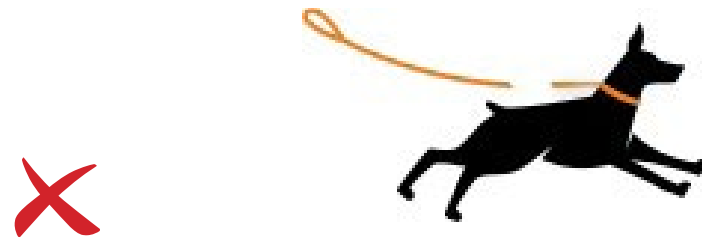
On occasion, legacy iconography will find its way back into our collateral, please be cognizant of this, and remove it wherever/whenever possible, as legacy Brocade graphics are no longer in alignment with our brand. For some examples of what not to use, please refer to the graphics to the right.



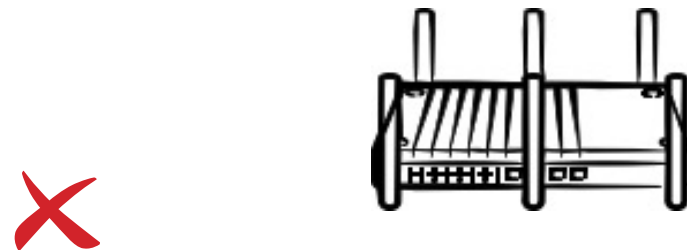
Don't use outlined or colorful Brocade-styled icons.



Don't use legacy hardware icons.



Avoid creating icons that stretch the boundaries of the brand.



Don't use outlined hardware icons that render the image unrecognizable.

ILLUSTRATIONS

KEEP IT FUN

Our illustrations are fun, contemporary and add the flexibility to explain many abstract concepts not possible with imagery.



ILLUSTRATIONS

We have three basic illustration executions that can be considered for various specialized purposes. Contact branding@ruckusnetworks.com for additional information.

ISOMETRIC VIEW

This illustration execution is helpful when exploring network diagrams or any illustration of moderate to high complexity.

HIGH-LEVEL ENVIRONMENT MAPS

Use this execution to display simple environment maps. This execution can be used to display a very high-level explanation of network environments.

CHARACTER AND SCENARIO ILLUSTRATION

High-level technological explanations do not have to be dry. Depending on the audience, this contemporary illustration style adds depth and levity to an otherwise visual style. This style tends to be more engaging, keeping eyes on the screen longer.



Isometric diagram view



High-level environment map



Character and scenario illustration

INFOGRAPHICS

We have a flexible infographic style, which can be as simple or complicated as you require. Depending on your audience, our style can be adapted to your needs. Contact branding@ruckusnetworks.com for additional information.

SIMPLE STATISTICS AND COPY

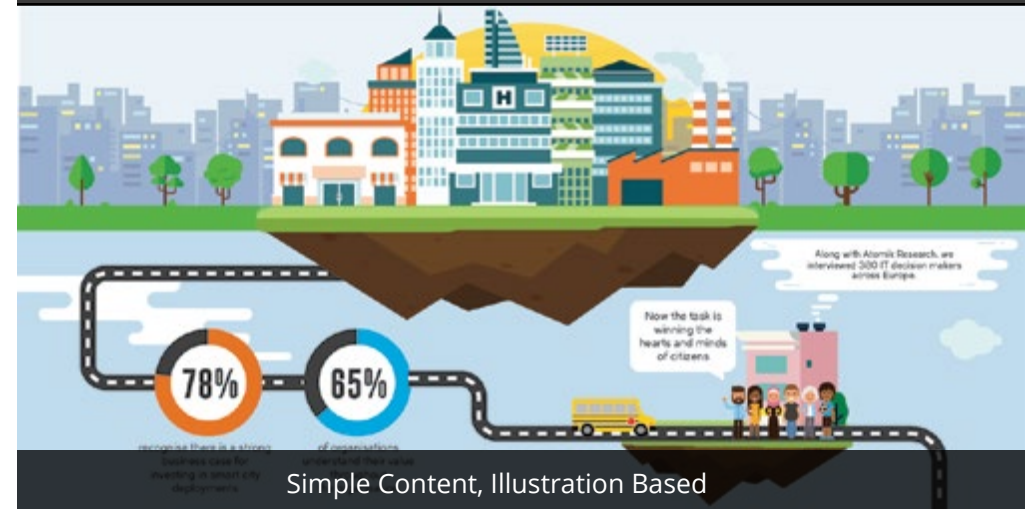
Our most simple infographic execution style is more corporate professional. This execution is appropriate when simplicity is key.

MEDIUM COMPLEXITY

More complex illustrations have a more conversational tone. This execution is appropriate if you require more illustrations and icons to reinforce your data.

HIGH TOUCH—HIGH COMPLEXITY

The most complex infographic execution is appropriate for infographics with simpler copy, or when visuals are key supplements to the data being shown. This style is also a good way to inject personality into an otherwise dry visual aid.



A photograph of a trade show booth for Ruckus, an ARRIS company. The booth features a large, illuminated sign with the Ruckus logo (a white dog) and the text "RUCKUS an ARRIS company". The background wall is made of red bricks. A large screen displays a cityscape at night. A person is seated at a desk in the foreground. The booth is lit with warm orange and yellow lights.

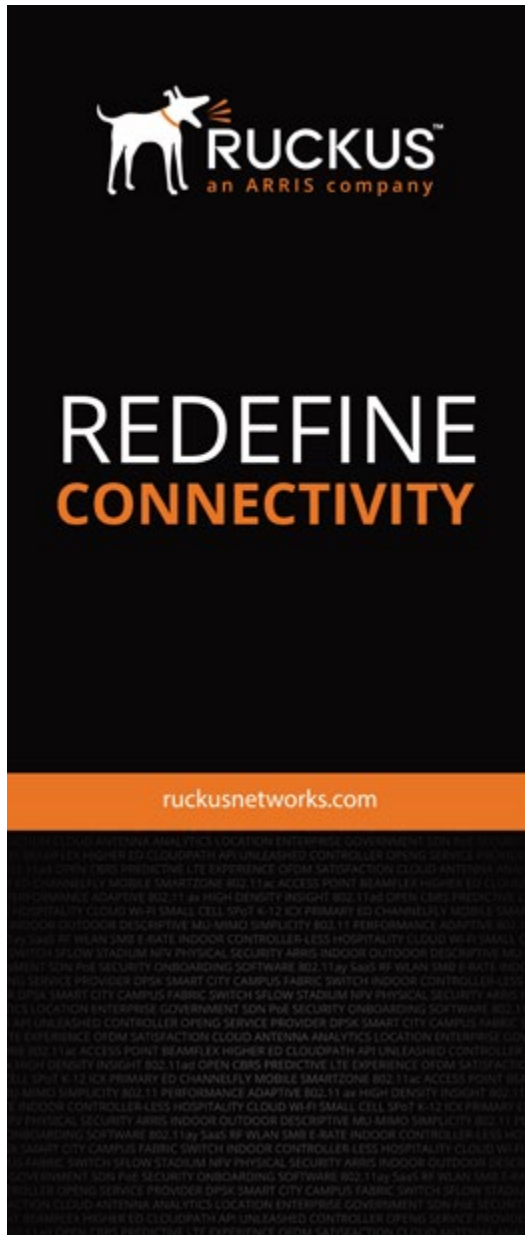
TRADE SHOW GRAPHICS

FLEXIBLY RUCKUS

Ruckus stands out from our competition. Creating a memorable tradeshow graphic is key to brand recognition, retention and foot traffic.

TRADE SHOW PROPERTIES—VARIETY OF PULL BANNER EXAMPLES

Below are examples of a variety of pull banner executions. If the banner is accompanying a stand or booth, the two graphic opportunities should match aesthetically. The variety below shows the flexibility of the brand execution, while demonstrating the consistency of the key branding elements (logo, colors, image, style, etc.).



TRADE SHOW PROPERTIES—BOOTHS/STANDS EXAMPLES



CO-BRANDING

HONOR BOTH BRANDS

Co-branding is a great opportunity to forge partnerships, however in doing so we should be respectful of each of the brands displayed.



CO-BRANDING

Co-branding is an agreement between two or more partner companies to combine efforts for a particular purpose, whether it be marketing, promotional, strategic, etc.

WHY CO-BRAND?

- Generate brand awareness in areas where brand awareness isn't strong.
- Generate loyalty and brand differentiation
- Promote products and services
- Reach audiences previously unreachable

TYPES OF CO-BRANDING

- **Ruckus dominant:** Ruckus branding takes center stage over the partner branding. An example of this would be using a partner logo on a Ruckus document such as a datasheet or the like. Ruckus logo must be larger than the partner logo in this instance.
- **Partner dominant:** The partner branding takes center stage with the Ruckus logo being supplementary. An example of this would be if a Ruckus re-seller wanted to indicate they have Ruckus products by displaying the Ruckus logo on their website.
- **Equal dominance:** Both brands presented as equals. This could be displayed as a dual lock logo on a neutral median, or it could be a dual lock logo on one of the two partners' branded material. The key takeaway here is that no one brand is presented subservient to the other, instead they display as co-dependent, and equally active.

WHAT TO DO

When co-branding anything it is important to observe the dos and don'ts of each brands logo rules. It is vital to get both parties to agree upon which co-branding type is appropriate before proceeding. Once the agreement is established it is important to execute the co-branding in a way that does not detract from the source document/media being co-branded.

RUCKUS DOMINANT

Here is an example of a Ruckus dominant co-branded piece that highlights Ruckus' partnership with a brand.

R720

Indoor 802.11ac Wave 2 4x4:4 Wi-Fi Access Point with 2.5Gbps backhaul





DATA SHEET

BENEFITS

MULTI-GIGABIT ACCESS SPEEDS

Liberate the multi-gigabit power of Wave 2 Wi-Fi by using built-in 2.5Gbit 802.3ba backhaul to connect to multi-gigabit switches.

STUNNING PERFORMANCE

Provide a great user experience no matter how challenging the environment with BeamFlex™ adaptive antenna technology and a library of 40+ directional antenna patterns.

SERVICE MORE DEVICES

Connect more devices simultaneously with four MU-MIMO spatial streams and concurrent dual-band 2.4/5GHz radios while enhancing non-Wave 2 device performance.

MULTIPLE MANAGEMENT OPTIONS

Manage the R720 from the cloud, or with on-premises physical/virtual appliances.

GET OPTIMAL THROUGHPUT

ChannelFly™ dynamic channel technology uses machine learning to automatically find the least congested channels. You always get the highest throughput the band can support.

BETTER MESH NETWORKING

Reduce expensive cabling, and complex mesh configurations by checking a box with SmartMesh™ wireless meshing technology to dynamically create self-forming, self-healing mesh networks.

EXPANDABLE CAPABILITIES

Augment AP capabilities through the onboard USB 2.0 port to provide additional technologies like BLE.

MORE THAN WIFI

Enhance your network with Cloudpath™ security and management software, SPy™ real-time Wi-Fi location engine and analytics software, and SGI network analytics.

A perfect storm of technology trends—the Internet of Things (IoT), bandwidth-hungry cloud and video applications, an explosion of new devices—is driving organizations in every industry to upgrade their WLAN infrastructure. 802.11ac Wave 2 can deliver the performance you need, but it can also quickly overload existing 1 Gbps backhaul connections. Who wants to bear the cost of running more Ethernet and using more switch ports to ensure greater throughput between wired and wireless?

The Ruckus R720 indoor access point is our highest-capacity four-stream 802.11ac Wave 2 Wi-Fi AP. It features multi-gigabit technology, so you can step up to faster Wi-Fi speeds and 2.5Gbit backhaul connectivity without having to replace your Cat 5e cabling or use additional switch ports. Deploy a high-performance, highly resilient Wi-Fi network without breaking the bank.

With hundreds of devices and nonstop wireless noise and interference, busy indoor environments can be the most challenging Wi-Fi deployments. The R720 makes it easy to deliver reliable, high-performance connectivity in large enterprises, office buildings, university campuses, convention centers, and practically any other indoor space.

The R720 802.11ac Wave 2 Wi-Fi AP incorporates patented technologies found only in the Ruckus Wi-Fi portfolio.

- Extended coverage with patented BeamFlex+ utilizing multi-directional antenna patterns
- Improved throughput with ChannelFly which dynamically find less congested Wi-Fi channels to use

With four stream MU-MIMO connectivity, the R720 can simultaneously transmit to multiple Wave 2 clients in the widest available channels, drastically improving RF efficiency even for non-Wave 2 clients. Additionally, the R720's integrated multi-gigabit technology provides a 2.5Gbps Ethernet interface, so you can more than double your backhaul capacity utilizing existing switches.

Whether you're deploying ten or ten thousand APs, the R720 is also easy to manage through Ruckus' appliance, virtual and cloud management options.



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PARTNER DOMINANT

Here is an example of a partner dominant co-branded piece that highlights Ruckus' partnership with a brand.

R720

Indoor 802.11ac Wave 2 4x4:4 Wi-Fi Access Point with 2.5Gbps backhaul



BENEFITS

MULTI-GIGABIT ACCESS SPEEDS

Liberate the multi-gigabit power of Wave 2 Wi-Fi by using built-in 2.5Gbps (802.3ba) backhaul to connect to multi-gigabit switches.

STUNNING PERFORMANCE

Provide a great user experience no matter how challenging the environment with BeamFlex™ adaptive antenna technology and a library of 4K+ directional antenna patterns.

SERVE MORE DEVICES

Connect more devices simultaneously with four MU-MIMO spatial streams and concurrent dual-band 2.4/5GHz radios while enhancing non-Wave 2 device performance.

MULTIPLE MANAGEMENT OPTIONS

Manage the R720 from the cloud, or with on-premise physical/virtual appliances.

GET OPTIMAL THROUGHPUT

ChannelFlex™ dynamic channel technology uses machine learning to automatically find the least congested channels. You always get the highest throughput the band can support.

BETTER MESH NETWORKING

Reduce expensive cabling, and complex mesh configurations by checking a box with SmartMesh™ wireless meshing technology to dynamically create self-forming, self-healing mesh networks.

EXPANDABLE CAPABILITIES

Augment AP capabilities through the onboard USB 2.0 port to provide additional technologies like BLE.

MORE THAN WIFI

Enhance your network with Cloudpath™ security and management software, SPoT™ real-time Wi-Fi location engine and analytics software, and QCI network analytics.

DATA SHEET



A perfect storm of technology trends—the Internet of Things (IoT), bandwidth-hungry cloud and video applications, an explosion of new devices—is driving organizations in every industry to upgrade their WLAN infrastructure.

802.11ac Wave 2 can deliver the performance you need, but it can also quickly overload existing 1 Gbps backhaul connections. Who wants to bear the cost of running more Ethernet and using more switch ports to ensure greater throughput between wired and wireless?

The Ruckus R720 Indoor access point is our highest-capacity four-stream 802.11ac Wave 2 Wi-Fi AP. It features multi-gigabit technology, so you can step up to faster Wi-Fi speeds and 2.5Gbps backhaul connectivity without having to replace your Cat 5e cabling or use additional switch ports. Deploy a high-performance, highly resilient Wi-Fi network without breaking the bank.

With hundreds of devices and nonstop wireless noise and interference, busy indoor environments can be the most challenging Wi-Fi deployments. The R720 makes it easy to deliver reliable, high-performance connectivity in large enterprises, office buildings, university campuses, convention centers, and practically any other indoor space.

The R720 802.11ac Wave 2 Wi-Fi AP incorporates patented technologies found only in the Ruckus Wi-Fi portfolio.

- Extended coverage with patented BeamFlex+ utilizing multi-directional antenna patterns
- Improved throughput with ChannelFlex which dynamically find less congested Wi-Fi channels to use

With four stream MU-MIMO connectivity, the R720 can simultaneously transmit to multiple Wave 2 clients in the widest available channels, drastically improving RF efficiency even for non-Wave 2 clients. Additionally, the R720's integrated multi-gigabit technology provides a 2.5Gbps Ethernet interface, so you can more than double your backhaul capacity utilizing existing switches.

Whether you're deploying ten or ten thousand APs, the R720 is also easy to manage through Ruckus' appliance, virtual and cloud management options.

FEATURES

WIRELESS

- 4-stream 802.11ac Multi-User MIMO (MU-MIMO)



PERFORMANCE

WIRELESS PERFORMANCE				
WIRELESS	WIRELESS	WIRELESS	WIRELESS	WIRELESS
MCS7	MCS8	MCS7	MCS8	MCS7
-75	-84	-76	-80	-79

POWER TARGETS

Power Target	Power (dBm)
1	23
2	19

THRU TARGET

Thru Target	Thru (dBm)
1	20
2	22
3	19
4	17

WIRE SENSITIVITY TABLE

Wire Sensitivity Table	MCS7	MCS7
1	-76	-77
2	-83	-76
3	-76	-75
4	-83	-75

WIRE SENSITIVITY TABLE

Wire Sensitivity Table	MCS7	MCS7	MCS7	MCS7
1	-86	-75	-74	---
2	-84	-76	-66	-72
3	-80	-75	-68	-66

RATES AND CAPACITY

Rates and Capacity
• 2.4GHz: 400 Mbps
• 5GHz: 1733 Mbps
• Up to 512 clients per AP (256 clients per band)
• Up to 32 per AP

WIRE MANAGEMENT

Wire Management
• BeamFlex™
• Polarization Diversity with Maximal Ratio Combining (PDMRC)
• ChannelFlex™
• Background Scan Based


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EQUAL DOMINANCE

Here is an example of an equal dominance co-branded piece that highlights Ruckus' partnership with a brand.

R720

Indoor 802.11ac Wave 2 4x4:4 Wi-Fi Access Point with 2.5Gbps backhaul



BENEFITS

MULTI-GIGABIT ACCESS SPEEDS
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STUNNING PERFORMANCE
Provide a great user experience no matter how challenging the environment with BeamFlex™ adaptive antenna technology and a library of 40+ directional antenna patterns.

SERVICE MORE DEVICES
Connect more devices simultaneously with four MU-MIMO spatial streams and concurrent dual-band 2.4/5GHz radios while enhancing non-Wave 2 device performance.

MULTIPLE MANAGEMENT OPTIONS
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GET OPTIMAL THROUGHPUT
ChannelFly™ dynamic channel technology uses machine learning to automatically find the least congested channels. You always get the highest throughput the band can support.

BETTER MESH NETWORKING
Reduce expensive cabling, and complex mesh configurations by checking a box with SmartMesh™ wireless meshing technology to dynamically create self-forming, self-healing mesh networks.

EXPANDABLE CAPABILITIES
Augment AP capabilities through the onboard USB 2.0 port to provide additional technologies like BLE.

MORE THAN WIFI
Enhance your network with Cloudpath™ security and management software, SPy™ real-time Wi-Fi location engine and analytics software, and SOI network analytics.

A perfect storm of technology trends—the Internet of Things (IoT), bandwidth-hungry cloud and video applications, an explosion of new devices—is driving organizations in every industry to upgrade their WLAN infrastructure. 802.11ac Wave 2 can deliver the performance you need, but it can also quickly overload existing 1 Gbps backhaul connections. Who wants to bear the cost of running more Ethernet and using more switch ports to ensure greater throughput between wired and wireless?

The Ruckus R720 indoor access point is our highest-capacity four-stream 802.11ac Wave 2 Wi-Fi AP. It features multi-gigabit technology, so you can step up to faster Wi-Fi speeds and 2.5Gbit backhaul connectivity without having to replace your Cat 5e cabling or use additional switch ports. Deploy a high-performance, highly resilient Wi-Fi network without breaking the bank.

With hundreds of devices and nonstop wireless noise and interference, busy indoor environments can be the most challenging Wi-Fi deployments. The R720 makes it easy to deliver reliable, high-performance connectivity in large enterprises, office buildings, university campuses, convention centers, and practically any other indoor space.

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With four stream MU-MIMO connectivity, the R720 can simultaneously transmit to multiple Wave 2 clients in the widest available channels, drastically improving RF efficiency even for non-Wave 2 clients. Additionally, the R720's integrated multi-gigabit technology provides a 2.5Gbps Ethernet interface, so you can more than double your backhaul capacity utilizing existing switches.

Whether you're deploying ten or ten thousand APs, the R720 is also easy to manage through Ruckus' appliance, virtual and cloud management options.



BeamFlex Adaptive Antenna Technology

DATA SHEET

SIGNAL SENSITIVITY				
WAVE 2	WAVE 1	WAVE 1	WAVE 1	WAVE 1
MCS7	MCS8	MCS7	MCS8	MCS7
-75	-84	-76	-80	-79

POWER TARGET	
Line	Power (dBm)
1	23
2	19

POWER TARGET	
Line	Power (dBm)
1	20
2	22
3	19
4	17

SIGNAL SENSITIVITY TABLE	
MCS8	MCS7
-86	-77
-89	-76
-96	-75
-93	-75

SIGNAL SENSITIVITY TABLE	
MCS8	MCS7
-86	-75
-84	-76
-90	-68
-90	-66

RATES AND CAPACITY	
Rates	<ul style="list-style-type: none"> 2.4Gbps: 800 Mbps 5GHz: 1733 Mbps
Capacity	<ul style="list-style-type: none"> Up to 512 clients per AP (256 clients per band) Up to 32 per AP

FEATURE MANAGEMENT	
BeamFlex	<ul style="list-style-type: none"> BeamFlex Polarization Diversity with Maximal Rate Combining (PDC-MRC)
ChannelFly	<ul style="list-style-type: none"> ChannelFly Background Scan Based

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18-04-A






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WEB

RESPONSIVE BRANDING

One of our key assets, our website, often acts as a first introduction to our brand.



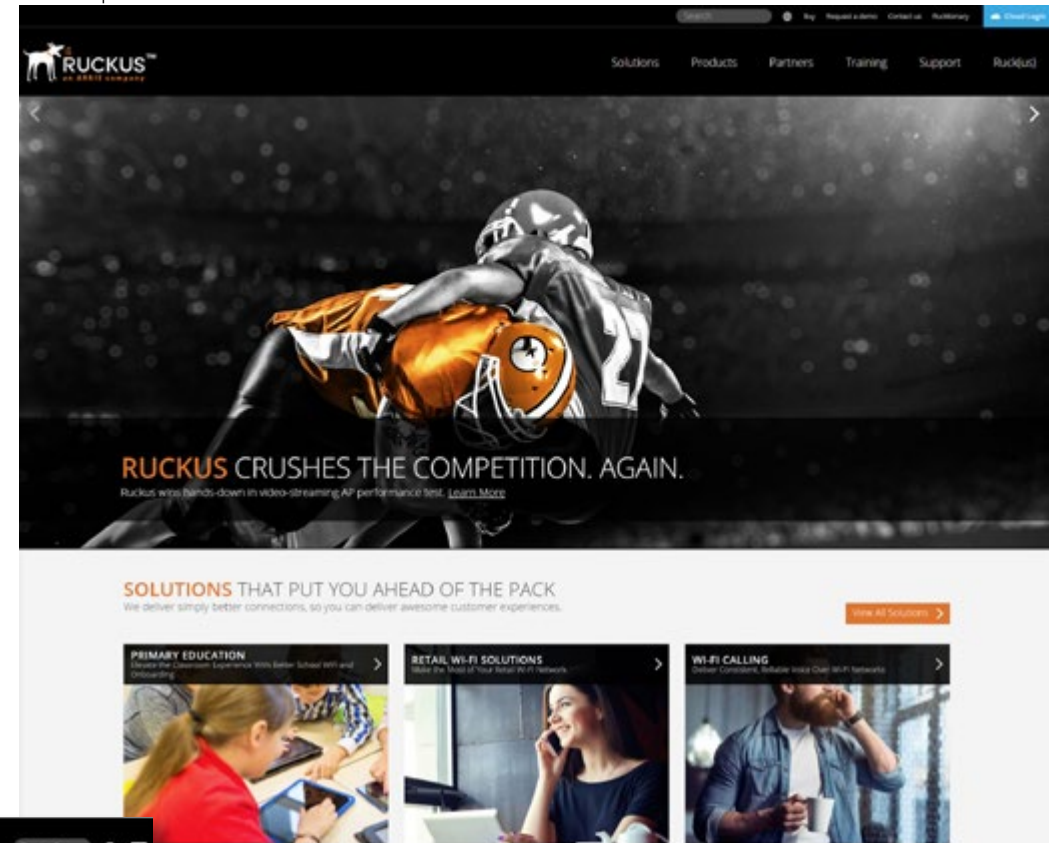
OUR WEB EXECUTION

HOME PAGE DESIGN

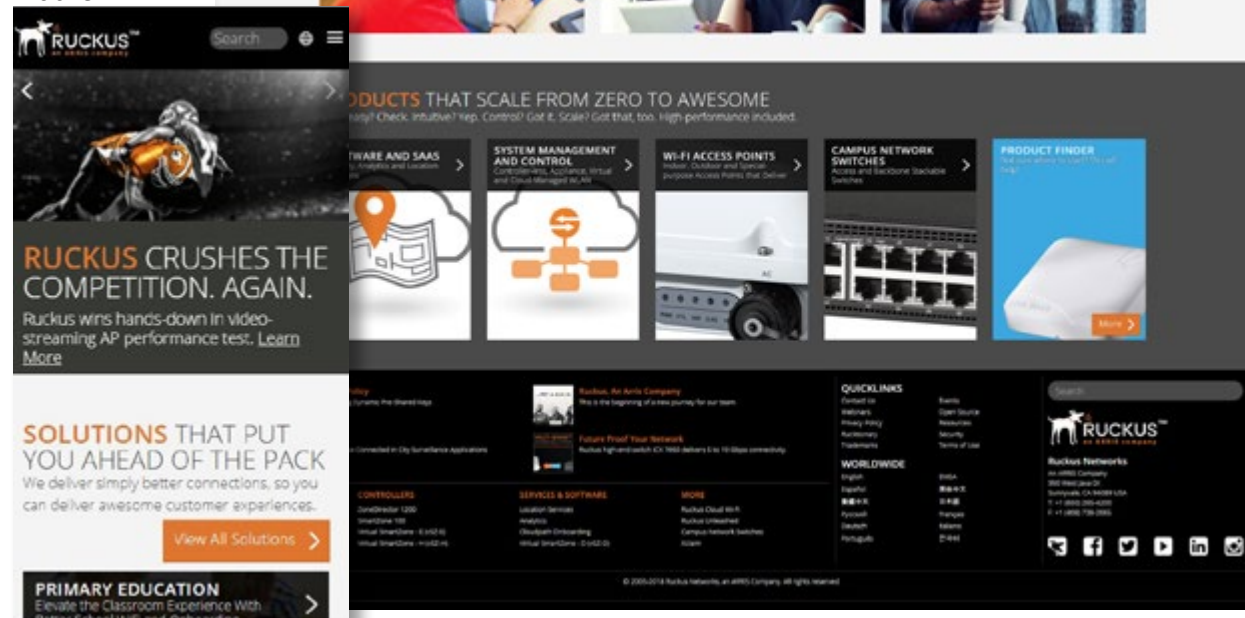
Our brand is on display with our home page. Using a large bold hero image, alongside secondary lifestyle images.

Our colors separate our home page into four secondary elements:

- **Hero Banner:** This section serves up topical subjects, using Ruckus Primary imagery. This rotating banner is curated regularly to keep our general audience up to date with Ruckus news and offerings.
- **Solutions Hot Topics:** This section serves up relative information in regards to solutions that Ruckus offers.
- **Products Hot Topics:** This section serves up relative information in regards to products that Ruckus offers.
- **Super Footer:** This section, similar to the navigation, provides quick links, as well as other general relative information.



Mobile



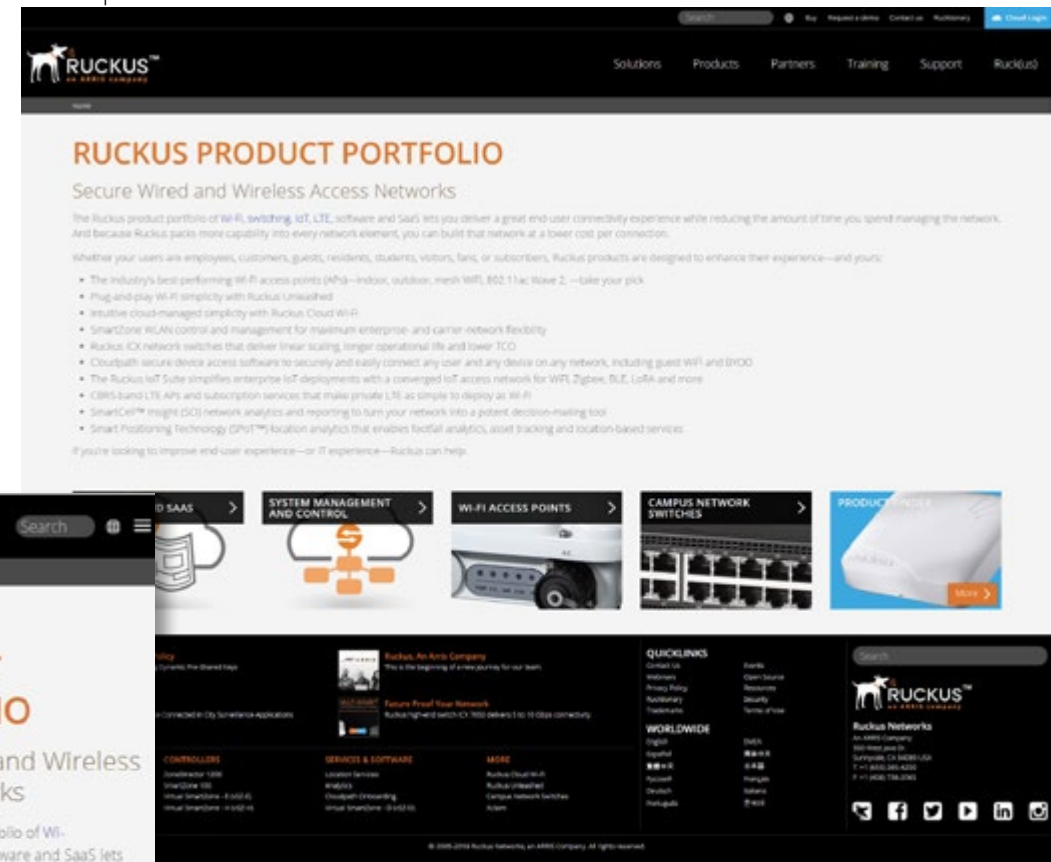
OUR WEB EXECUTION

SECONDARY PAGE DESIGN

The secondary pages offer an overview section that allows viewers to quickly navigate the topic or section they are interested in.

Using a combination of product icons and imagery, we give the audience an easy way to find the topic or asset they are looking for.

Desktop



Mobile

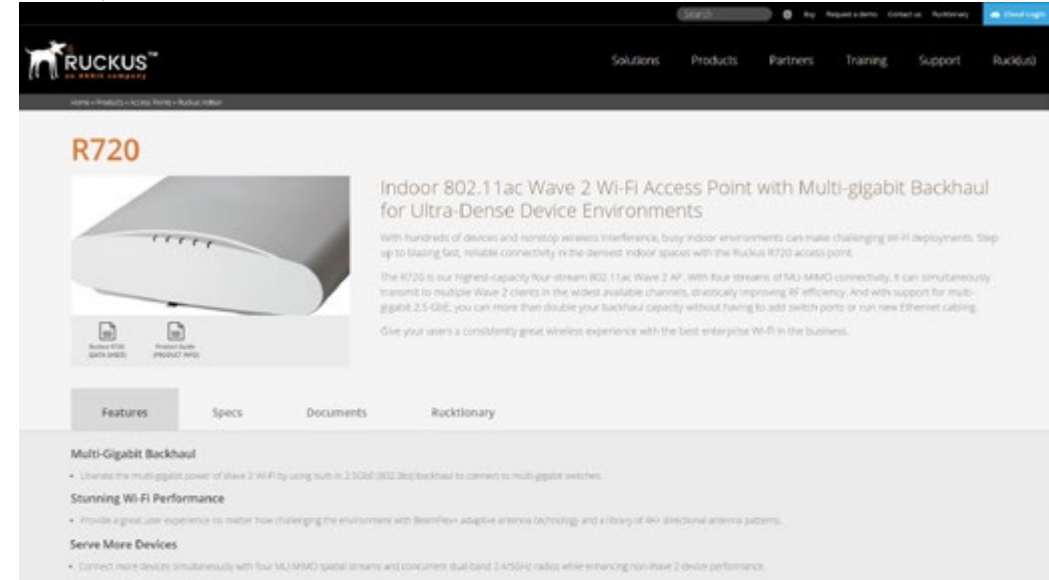


OUR WEB EXECUTION

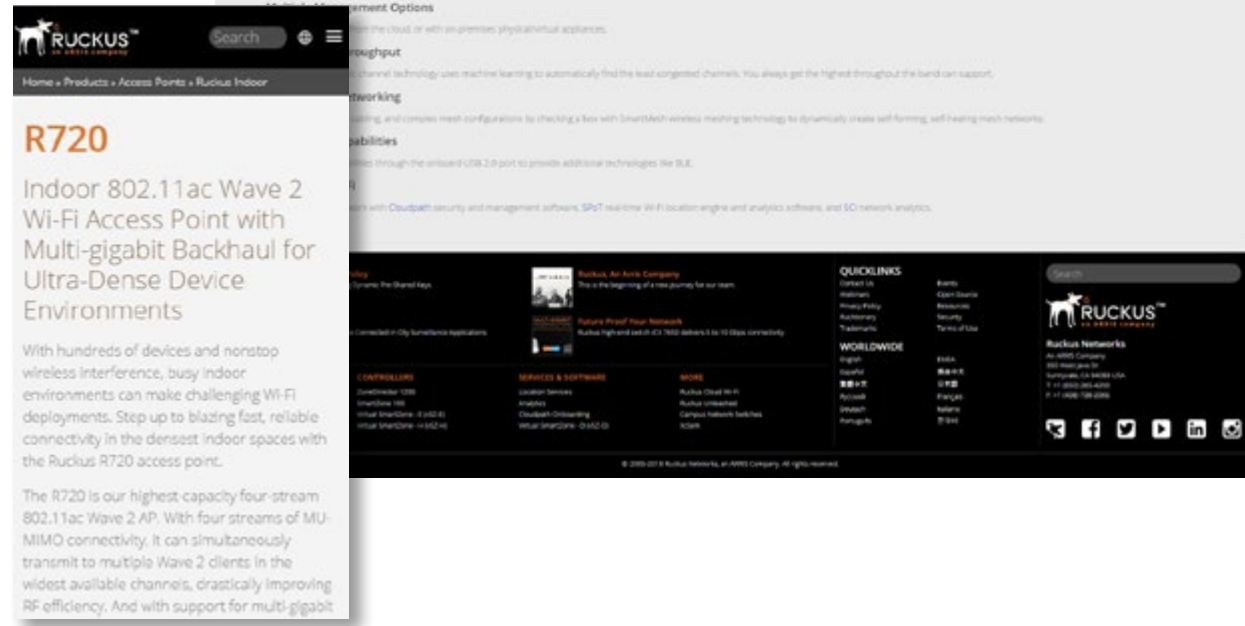
TERTIARY PAGE DESIGN

The tertiary page is designed with the product or subject in mind. Using simple product or solution imagery, along with a simple overview message, this page is designed for the viewer's edification in a specific product or topic.

Desktop



Mobile





THANK YOU FOR TAKING THE TIME TO
REVIEW THE BRAND GUIDELINES.

Please reach out to branding@ruckusnetworks.com for any additional information.