

TP-LINK — BRAND IDENTITY SYSTEM

# Archer 8

Ultra-High Reliability · Consumer Router Line · 2026

CONFIDENTIAL

v1.1 DRAFT

8

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# The strategic foundation

Wi-Fi 8 doesn't just raise the ceiling — it raises the floor. Archer 8 is built on that promise. Archer 8 represents the marriage of performance and reliability.

## Purpose

To make ultra-high reliability Wi-Fi the new baseline for performance-focused households and power users.

## Vision

A world where your network never becomes the bottleneck — whether you're gaming, streaming 4K, or running a smart home.

## Mission

Deliver the first generation of Wi-Fi 8 routers that prove reliability is the ultimate performance feature.

## Core brand narrative

*"WiFi Uninterrupted."*

Archer 8 is built for the connected household that has outgrown "good enough" Wi-Fi. Built on the 802.11bn Ultra-High Reliability standard, it's the first router line designed to make every connection deterministic — lower latency, fewer drops, smarter signal management. This is not the next speed record. This is the new standard.

## Additional tagline options

- **"Performance, Uninterrupted."** — Tight, punchy, covers both speed and reliability in three words. Strong packaging candidate.
- **"Wi-Fi 8. Uninterrupted."** — Lets the technology name carry the performance weight, with "Uninterrupted" as the payoff. Very compact.
- **"Power, Uninterrupted."** — Your own option, and honestly one of the strongest on your list. It's earned.

- **"Reliability is Performance."** — Direct. Challenges the conventional view. Punchy two-word structure with a thesis built in.
- **"The New Standard for Performance."** — Positions Archer 8 as a category shift without dismissing speed.
- **"Where Speed Meets Standards."** — Ties performance to the 802.11bn Ultra-High Reliability standard. A little more inside-baseball, but rewarding if your audience is tech-forward.

- **"Full Power. Full Reliability."** — Clean, symmetrical, fits in one line on packaging.
- **"Peak Performance. Total Reliability."** — Slightly more aspirational without being vague.
- **"Built Fast. Built to Last."** — Rhyme gives it stickiness. Works well in video and audio.
- **"Fast by Design. Reliable by Standard."** — Nods to 802.11bn without calling it out directly.

- **"Reliability. Delivered."** — Two words. Undeniable. Works at any size.
- **"Unbreakable Performance."** — Strongest single phrase on this list in my opinion. It fuses both pillars into one claim. "Unbreakable" signals reliability. "Performance" signals Archer. No ambiguity.

# The Sovereign

Archer 8 occupies the archetype of the Sovereign — authoritative without arrogance, powerful without posturing. Like the product ID it's built around ("hidden power"), the brand projects quiet confidence. It doesn't need to shout.

The Sovereign sets the standard others follow. It exists at the top of its category not by being the loudest, but by being the most capable and the most dependable.

## Brand personality traits

AUTHORITATIVE

PRECISE

UNDERSTATED

TECHNICALLY RIGOROUS

DEPENDABLE

FORWARD-LOOKING

## ARCHER 8 IS...

Confident, precise, premium, reliable

## ARCHER 8 IS NOT...

Flashy, aggressive, over-engineered looking

## DESIGN ANALOGY

Focus · Rock-solid · Outwardly humble, inwardly sharp

## COMPETITIVE CONTRAST

ASUS ROG = aggressive gamer. Archer 8 = sovereign performance.

# How Archer 8 speaks

## Precise

Technical truths stated clearly.  
No puffery.

## Assured

Confident claims backed by real specs.

## Elevated

Premium language without being inaccessible.

## Direct

Short sentences. Active voice.  
No filler.

### Tone matrix — do vs. don't

#### WRITE THIS

*"Ultra-High Reliability. 25% lower latency. Every device, every time."*

*"The first router built on the 802.11bn standard."*

#### NOT THIS

*"Blazing fast speeds that will totally blow your mind!!"*

*"The most epic Wi-Fi upgrade you'll ever make."*

# What we say and to whom

## TIER 1 — MASTER BRAND CLAIM

"Speed was the promise. Reliability is the revolution."

All audiences

All brand-level touchpoints, packaging headers, hero web copy.

## TIER 2 — PRODUCT PILLAR

"Wi-Fi 8. Ultra-High Reliability. For life in a connected state."

Shoppers, enthusiasts

Product launch materials, retail shelf, PDP hero.

## TIER 3 — FEATURE BENEFITS

"25% lower latency. Smarter multi-AP coordination. AI that self-heals."

Performance buyers

Spec sheets, comparison tables, mid-funnel content.

## TIER 4 — TECHNICAL PROOF

802.11bn · Co-SR · NPCA · 2xLDPC · ELR

Tech press, power users

Tech blogs, media briefings, enthusiast community.

## Archer 8 logo

### CONCEPT A

Archer 8

Archer 8 Pro

Archer 8 Ultra

This design employs a classic font, emphasizing refined quality and creating a restrained and composed visual effect. The uppercase letters establish a stable and reliable tone, while the curved strokes of the lowercase letters and the carefully designed white space showcase exquisite craftsmanship.

### CONCEPT B

ARCHER 8

ARCHER 8 PRO

ARCHER 8 ULTRA

Adopting an all-caps typographic format with a focus on memorability, this option creates a monumental sense of visual mass. It embodies an "unquestionable authority." Within the brand tone, all-caps is the most direct expression. Its core strength lies in memorability—the letterforms function more as graphic symbols than as conventional text, aligning seamlessly with the product's industrial design language.

### CONCEPT C

ARCHER 8

ARCHER 8 PRO

ARCHER 8 ULTRA

Keep the solid, impactful feel of all caps while eliminating the "angled cut" treatment for a more refined and functional look. Introduce a clean, straight incision on the letter "R" that serves as a subtle highlight without compromising legibility.

# Archer 8 product line

## ESSENTIAL

### ARCHER 8

The essential Wi-Fi 8 router. First in its class. For households stepping into the next generation of wireless reliability.

#### Target

Performance-conscious mainstream buyer

#### Hero SKUs

BN6500, BN3600

## ADVANCED

### ARCHER 8 PRO

Elevated performance. Multi-WAN, full AI suite, advanced EasyMesh. For the connected household that demands more.

#### Target

Power user / smart home operator

#### Hero SKUs

BN9300, BN14000

## FLAGSHIP

### ARCHER 8 ULTRA

The definitive Wi-Fi 8 router. Peak hardware, peak software, peak reliability. For those who accept no compromise.

#### Target

Enthusiast / early adopter / prosumer

#### Hero SKUs

BN19000, BN19000AI, BN24000

**Naming rationale:** The "8" suffix directly maps to Wi-Fi 8 (802.11bn), mirroring the Deco 7 / Wi-Fi 7 naming logic and creating consistent generation architecture across TP-Link's consumer portfolio. Pro and Elite follow industry-standard tier suffixes familiar to the target audience.

## Three wordmark directions

All concepts retain the TP-Link parent brand mark as the masterbrand. These are sub-brand wordmark treatments for Archer 8.

### CONCEPT A — STRUCTURAL

The image shows the wordmark 'ARCHER 8' in a bold, white, sans-serif font. The letters are closely spaced and have a clean, geometric appearance. The '8' is slightly larger than the other letters. The text is centered within a dark gray rectangular frame.

Geometric 8 — structured, precise, tech confidence

Series name logos are typically used in scenarios such as promoting images, highlighting functional selling points, and technical stickers.

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Application: Packaging, Spotlight, APP, Video.

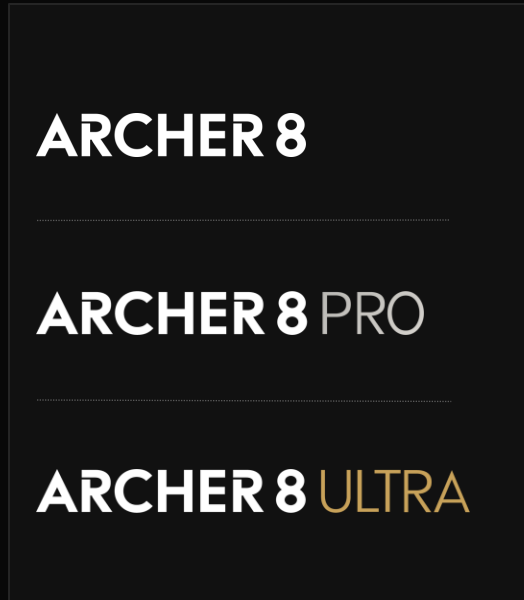
# Archer 8 logo

CONCEPT C-1



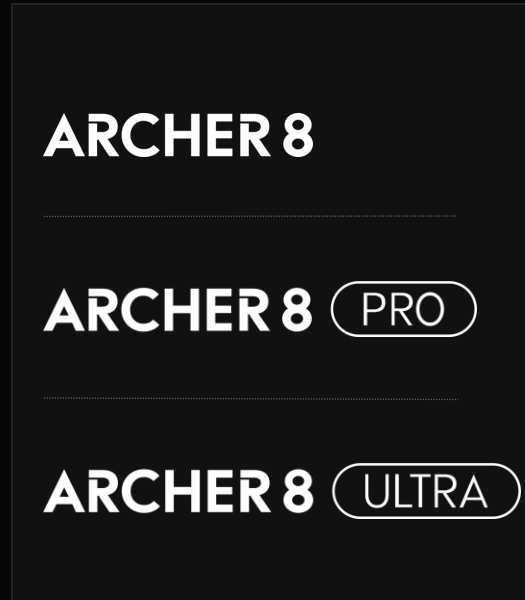
Use overly bold and thin fonts to distinguish series.  
Reflect a more refined font combination.

CONCEPT C-2



The series' upgrade is reflected through the step-by-step increase of silver and gold.

CONCEPT C-3



Reduce the size of the PRO/ULTRA font and incorporate it into the badge design to highlight the uniqueness of PRO/ULTRA.

# Clearspace, lockups & misuse

## Clearspace rule



1× cap-height on all sides

## Approved lockups






- Archer 8 + TP-Link masterbrand (standard)
- Archer 8 standalone (when TP-Link visible in context)
- A8 monogram only (icon use  $\leq 32\text{px}$ )

## Do not

- ✗ Recolor the '8' outside of approved palette
- ✗ Stretch or distort the wordmark
- ✗ Place on mid-tone backgrounds without contrast check
- ✗ Use drop shadows or glow effects
- ✗ Combine tier suffix in same weight as wordmark
- ✗ Animate outside of approved motion guide

# Archer 8 color palette

Built on the VDL's "Focus / Rock-solid" visual language. Monochromatic obsidian base with precision white hierarchy and restrained teal signal.

				
<b>Obsidian</b>	<b>Signal White</b>	<b>TP-Link Teal</b>	<b>Steel</b>	<b>Carbon</b>
#080808 Black 6 C C0 M0 Y0 K97 R8 G8 B8	#F2F0EC Cool Gray 1 C C0 M1 Y2 K5 R242 G240 B236	#4ACBD6 2227 C C63 M0 Y23 K0 R74 G203 B214	#3A3A3A Cool Gray 11 C C0 M0 Y0 K77 R58 G58 B58	#161616 Black C C0 M0 Y0 K91 R22 G22 B22

**Strategic rationale:** The palette is derived from the VDL's "Focus / Rock-solid" language — a near-monochrome obsidian system where white provides legibility hierarchy and teal functions as a single, precise signal color. Teal is used sparingly: active states, accent lines, key data points. It is never decorative.

# Color in context

## Dark canvas — primary use

ARCHER 8 ELITE

### Built for reliability

802.11bn Ultra-High Reliability. The next standard.

[Learn more](#)

## CTA hierarchy

**Primary CTA**    Secondary    Tertiary link

## Tier differentiation

**Archer 8**  
#4ACBD6 full teal

**Archer 8 Pro**  
#4ACBD6 full teal

**Archer 8 Ultra**  
#4ACBD6 full teal

## Usage rule for teal

Teal is a signal color — used for active states, key data, and one accent line per layout. Never use as a fill on large areas. Maximum one teal element per visual zone.

# Type system

## Display — TP-Link Aktiv

# Archer 8

TP-Link Aktiv 700 · 62px · 0em · 1.25 line-height · Hero headlines, packaging

## Heading — TP-Link Aktiv

# Ultra-High Reliability

TP-Link Aktiv 700 · 48px · 0em · 1.25 line-height · Section headers

## Body — TP-Link Aktiv

Wi-Fi 8 doesn't just raise the ceiling — it raises the floor. Built on 802.11bn.

TP-Link Aktiv 300 · 18px · 0em · 1.5 line-height

## Technical — Roboto Mono

802.11bn · Co-SR · 2×LDPC

Kyra/Ken to review  
and edit

## Type hierarchy at a glance

D1	Display	62px	TP-Link Aktiv 700	Hero / OOH / Pack.
H1	Heading 1	48px	TP-Link Aktiv 700	Section lead
H2	Heading 2	32px	TP-Link Aktiv 700	Sub-section
B1	Body	16/18px	TP-Link Aktiv 300	All copy
C1	Caption	14px	TP-Link Aktiv 300	Labels, eyebrows
T1	Technical	16/18px	TP-Link Aktiv 300	Specs only

# Visual language

Derived from the VDL's three layers: Focus (appearance), Superpower/Stability (experience), Sovereign identity. Engineered, cinematic, restrained.

## Layer 1 — Appearance

FOCUS

ROCK-SOLID

- Near-black studio environment only
- Single-point cool-white lighting
- Texture macro: grill weave as landscape
- No lifestyle context — product speaks alone

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Avoid: bright white product photography

## Layer 2 — Experience

SUPERPOWER

STABILITY

- Dark architectural environments
- Signal as precise geometric light, not cartoons
- Multi-AP shown as architectural diagrams
- Motion implies purposeful intelligence

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Avoid: clip art network diagrams

## Layer 3 — Identity

SOVEREIGN

RESTRAINED

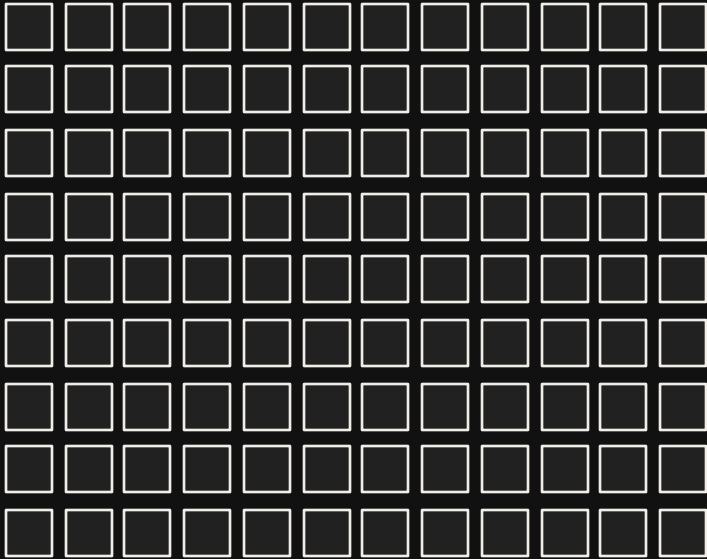
- Authority through restraint — no flash
- Humans: incidental, never posed
- Desaturated grade — teal as sole accent hue
- Architecture + industrial spaces preferred

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Avoid: smiling families pointing at routers

Kyra/Ken to review  
and edit

# Visual reference: product identity



## TEXTURE LANGUAGE

Micro-weave grill — hidden power through material density

## FOCUS

Outwardly humble, inwardly sharp

## ROCK-SOLID

Premium material language

## SOFT GLOW

Single-side emissive strip

## MINIMAL SILHOUETTE

Archer8 wordmark

# Product trailer: visual direction

Cinematic. Controlled. Reveals technology as intelligence — not spectacle. Reference: NIO ET9 × Tendril · Hublot MP-10 × Tendril · Apple Mac Pro launch.

## OPEN: BLACK VOID

Router materializes from darkness. Micro-texture emerges first in extreme macro. No music.

## REVEAL: FORM

Slow orbit. Cool-white rim light catches product geometry. Single LED strip activates — teal pulse.

## INSIDE OUT: TECH

Camera passes through chassis. Signal geometry propagates — precise arcs. Co-SR as dual AP teal pulse sync.

## CLOSE: IDENTITY

Pull back. Dark interior. Final frame: "Archer 8. Ultra-High Reliability." Music resolves on logo.

## Cinematography notes

- Extremely shallow depth of field — texture as foreground hero
- Camera motion: imperceptibly slow, no fast cuts before final 5s
- Color grade: near-monochrome, teal as the sole chromatic accent
- Sound: precision mechanical — no music until final logo reveal

## Tech visualization style

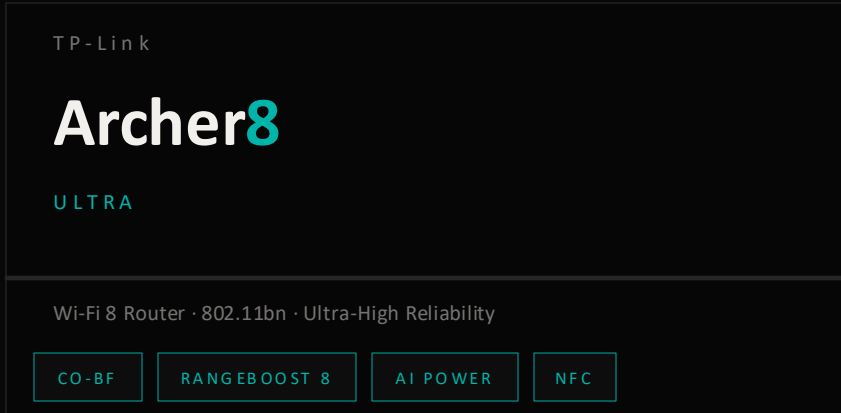
- Signal propagation: concentric teal data rings on black
- Multi-AP Co-SR: synchronized teal light pulse between nodes
- AI elements: circuit-level intelligence, not cartoon icons
- 802.11bn spec: monospace type overlay at near-invisible opacity

# Archer Wi-Fi 8 line — positioning & differentiation

	3.6 Gbps+	9 Gbps+	19 Gbps+
	<p><b>ARCHER 8</b></p> <p>BN6500, BN3600</p>	<p><b>ARCHER 8 PRO</b></p> <p>BN9300, BN14000</p>	<p><b>ARCHER 8 ULTRA</b></p> <p>BN19000, BN19000AI</p>
AUDIENCE	<p><b>Performance conscious but value seeking buyers, everyday streamers &amp; connected families</b></p> <p>Budget-conscious renters and homeowners who want reliable performance Wi-Fi without complexity.</p>	<p><b>Alpha tech &amp; power users</b></p> <p>100+ device homes, 4K/8K streaming, gaming, AR/VR — users who treat their network as infrastructure and have multiple high-demand scenarios at once.</p>	<p><b>Elite innovators and early adopter who demand zero-compromise</b></p> <p>For those who demand the best. Tech pioneers and future-proof estates demanding enterprise-grade performance at home.</p>
POSITIONING	<p><b>Affordable Wi-Fi 8 access.</b></p> <p>Simple, high-performance to price ratio, reliable, always connected.</p>	<p><b>Ultimate speed and whole-home coverage for hyperconnected power users.</b></p>	<p><b>The pinnacle of wireless — flawless, future-ready, zero-compromise.</b></p>
KEY FEATURES	<ul style="list-style-type: none"> <li>▪ Dual-Band Wi-Fi 7</li> <li>▪ 3.6 Gbps+ Wi-Fi speeds</li> <li>▪ 2,000~2,600 Sq. Ft. coverage</li> <li>▪ 60~90 connected devices</li> <li>▪ Internet plans up to 2.5 Gbps</li> <li>▪ Wi-Fi 7 MLO, 4K-QAM, Multi-Rus</li> <li>▪ Wi-Fi 8 NMCS, UEQM, NPCA...</li> <li>▪ Areal</li> </ul>	<ul style="list-style-type: none"> <li>+ Tri-Band Wi-Fi 7</li> <li>+ 6 GHz congestion-free band</li> <li>+ 9 Gbps+ Wi-Fi speeds</li> <li>+ 2,600-3,000 Sq. Ft. coverage</li> <li>+ 120-150 connected devices</li> <li>+ Supports internet plans from 2.5 Gbps to 10 Gbps</li> <li>+ Ultra-Wide 320 MHz channels</li> <li>+ Wi-Fi 7 MLO, 4K-QAM, Multi-Rus</li> <li>+ Wi-Fi 8 NMCS, UEQM, NPCA...</li> <li>+ Areal</li> <li>+ Homeshield 1-year Trial</li> </ul>	<ul style="list-style-type: none"> <li>+ Tri-Band Wi-Fi 8</li> <li>+ 6GHz congested-free band</li> <li>+ 19 Gbps+ Wi-Fi speeds</li> <li>+ 3,600~4000 Sq. Ft. coverage</li> <li>+ 200 connected devices</li> <li>+ Internet plans up to 10 Gbps + SFP</li> <li>+ Ultra-Wide 320 MHz channels</li> <li>+ Wi-Fi 7 MLO, 4K-QAM, Multi-Rus</li> <li>+ Wi-Fi 8 NMCS, UEQM, NPCA...</li> <li>+ Areal</li> <li>+ Homeshield 1-year Trial</li> <li>+ AI NPU (BN800 not included)</li> </ul>

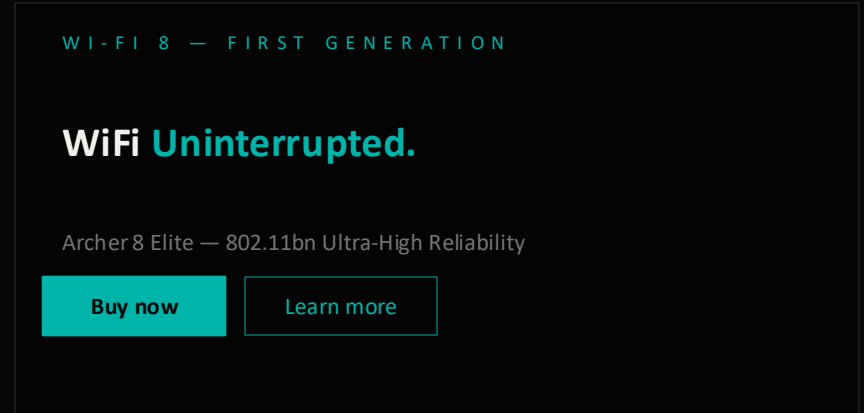
# Where the brand lives

## Packaging



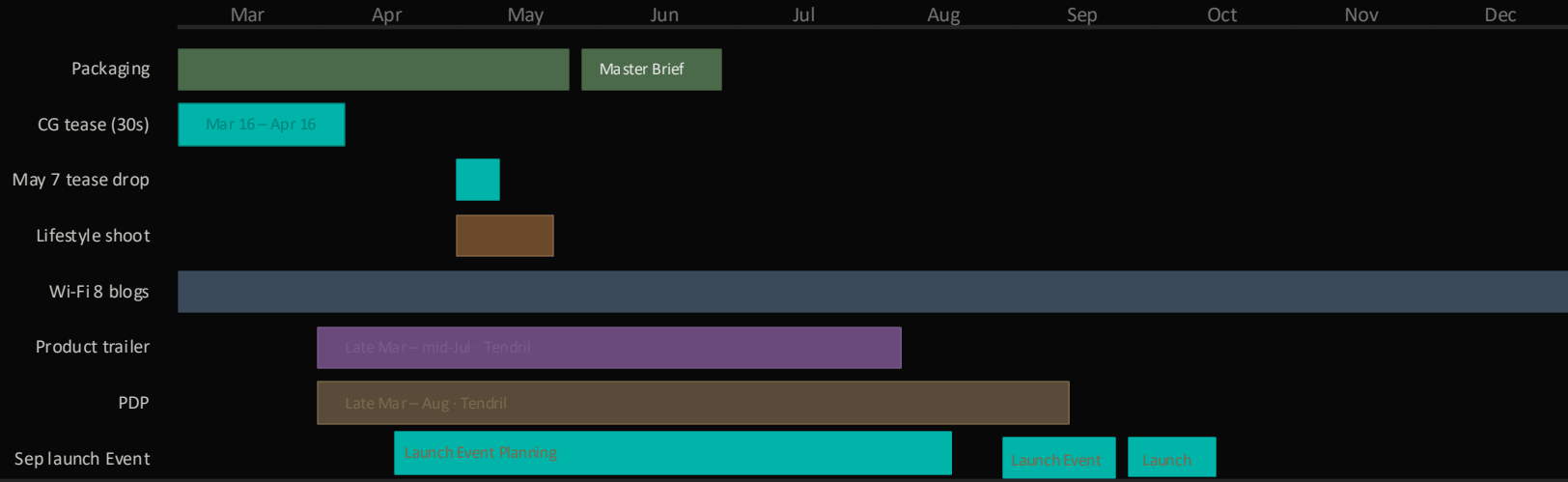
Primary box: matte black, teal foil accent on wordmark '8'. Interior tray: charcoal foam.

## PDP hero section



PDP co-developed with trailer agency. Parallax product scroll, spec reveal animations, embedded trailer autoplay muted.

# 2026 launch asset calendar



# Reference & next steps

## Immediate next steps

- 1 Select logo concept direction (A / B / C) for refinement
- 2 Confirm agency — RFP to Tendril, Territory, ManvsMachine by Apr 1
- 3 Align on trailer brief and share moodboard with selected agency
- 4 Initiate Microsoft Xbox discovery conversation — March
- 5 Commission first Wi-Fi 8 blog (March publish)
- 6 Internal brand book review — V2 by Mar 28

## Open decisions for V2

- ? Logo concept selection and final wordmark refinement
- ? Deco 7 deck structure alignment (pending upload)
- ? Pricing tier confirmation (\$199 / \$299 / \$399 placeholder)
- ? Xbox collaboration scope and NDA requirements
- ? BN800 model name vs. Archer 8 brand name co-branding rules
- ? Packaging finish spec (matte UV vs. foil vs. emboss on '8')

# Archer8

Brand Identity System · V1.1 Draft · March 2026