



Hosted by  CISCO

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## Overview

The look and feel for the Internet of Things World Forum hosted by Cisco has been developed using type treatments and photography together to create a style that reinforces the event messaging which aims to accelerate innovation, inspire new ways to transform governments, industries and lives. The following elements will be used throughout the event:

**IoT Lockup**

**Lockup Usage**

**Steering Committee Lockup**

**Palette & Typography**

**Gradient Application**

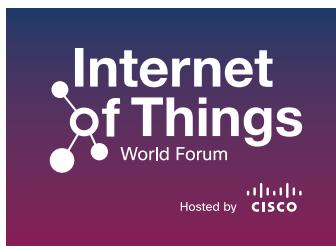
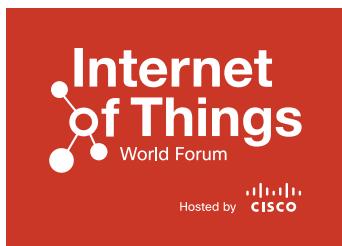
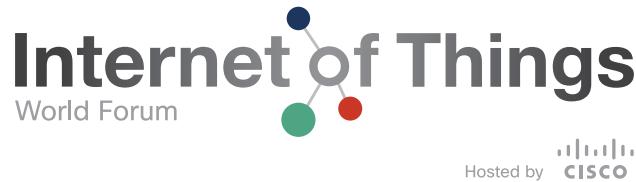
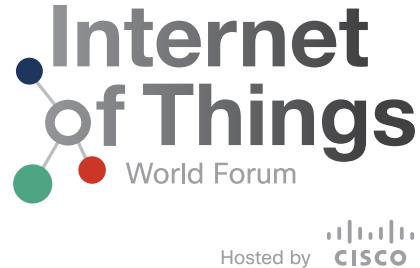
**Graphic Nodes**

**Photography**

**Steering Committee Iconography**

**Sample Deliverables**

## IoT Lockup



### Color Lockups

The primary, color, lockup for the IoT World Forum event can be displayed in two ways. (1) a stacked two line version or (2) a single-line, horizontal layout. Usage depends on the space available and how it looks best.

The three node colors, Pantone 7723, Pantone 654 and Pantone 7626 are sampled from the IoTWF color palette.

Both orientations should be displayed on a white background when possible.

The "Hosted by Cisco" line is part of the IoT lockup and should not be moved, scaled, or changed in any way. In some instances, especially when legibility becomes an issue, the "Hosted by Cisco" can be taken off or placed somewhere else in the layout.

Note: If separated from lock-up, "Hosted by Cisco" should be placed within the layout where it can be easily seen and a connection to the event name remains apparent.

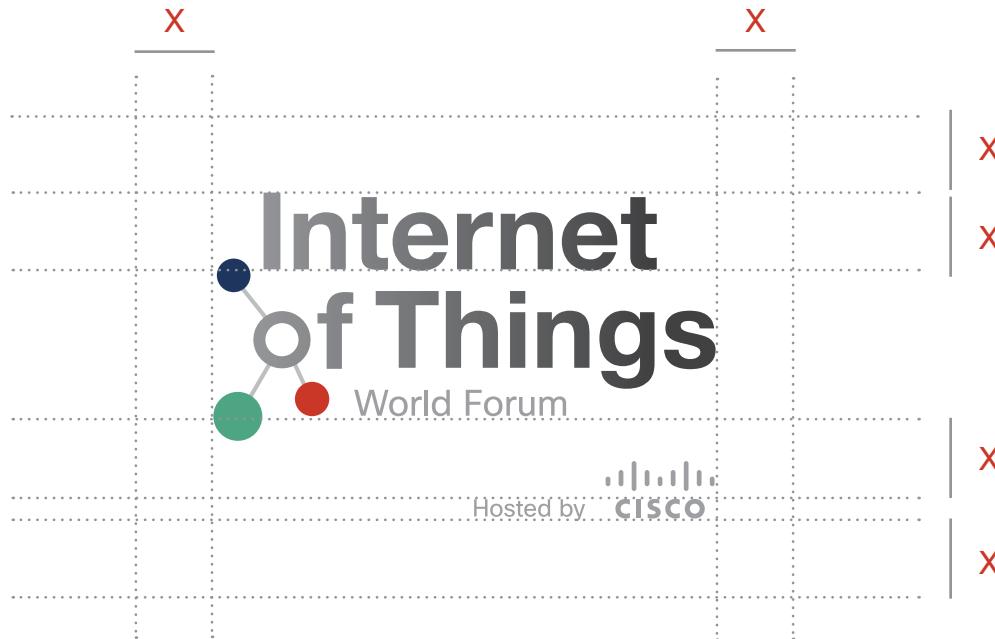
### Mono Lockups

Instances where the color lockup cannot be applied, use the mono lockup, which comes in white, black and Pantone 423.

The white lockup can be used on any of the color/gradient backgrounds on page 6.

[Go to Asset Repository](#)

## Lockup Usage

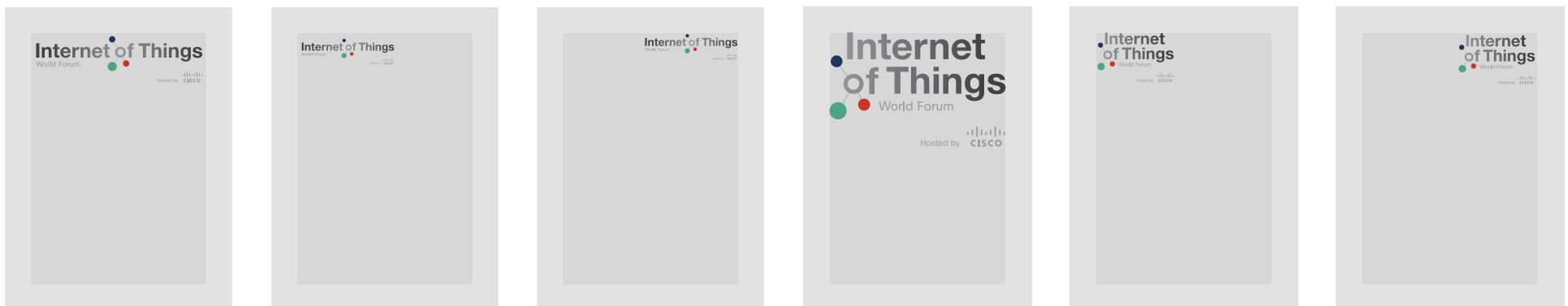


### Clear Space

To preserve the integrity and visual impact of the IoTWF lockup, always maintain adequate clear space around it.

### Lockup Placement

The IoTWF lockup should be placed on the upper margin of the artboard when possible.



## Steering Committee Lockup



### Color Lockups

The primary, color, lockup for the IoT Steering Committee can be displayed in two ways. (1) a stacked two line version or (2) a single-line, horizontal layout. Usage depends on the space available and how it looks best.

The three node colors, Pantone 7723, Pantone 654 and Pantone 7626 are sampled from the IoTWF color palette.

Both orientations should be displayed on a white background when possible.

The “Hosted by Cisco” line is part of the Steering Committee lockup and should not be moved, scaled, or changed in any way. In some instances, especially when legibility becomes an issue, the “Hosted by Cisco” can be taken off or placed somewhere else in the layout.

Note: If separated from lock-up, “Hosted by Cisco” should be placed within the layout where it can be easily seen and a connection to the event name remains apparent.

### Mono Lockups

Instances where the color lockup cannot be applied, use the mono lockup, which comes in white, black and Pantone 423.

The white lockup can be used on any of the color/gradient backgrounds on page 6.

[Go to Asset Repository](#)

# Palette and Typography

## Color Palette



Pantone 654  
C100 M85 Y33 K20  
R14 G56 B104  
#0e3868



Pantone 235  
C41 M100 Y41 K20  
R136 G28 B85  
#801a52



Pantone 7626  
C14 M93 Y100 K4  
R204 G55 B39  
#cd3627



Pantone 1225  
C0 M22 Y83 K0  
R255 G200 B69  
#facc3f



Warm Grey 6  
C36 M35 Y38 K1  
R167 G155 B148  
#a89e95



Pantone 7723  
C70 M14 Y59 K1  
R78 G165 B133  
#6ab394



Pantone 5483  
C73 M35 Y39 K5  
R77 G134 B142  
#488192



Cool Grey 10  
C61 M53 Y48 K19  
R101 G102 B106  
#63656a

## Color Palette

The primary color palette is made up of blue, purple, teal, green yellow and their gradients. These colors are applied to the typography and graphical elements. Greys can be used as an accent color.

Solid colors are preferred for all web material.

## Primary Gradient Palette



Navy-Razz



Razz-Red



Teal-Slate



Slate-Navy

## Gradient Palette

The duatone gradient palette can be used to give typography or graphic elements a more dynamic look.

## Typography

GOTHAM ROUNDED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

GOTHAM ROUNDED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Typography

For main headlines and subheads, color typography should be used when placed on a white background. All headlines should be set in Gotham Rounded Light.

In cases where copy needs to be given more emphasis, use Gotham Rounded Medium.

Use Arial as alternative font for web material.

[Go to Asset Repository](#)

## Gradient Application



### Vertical Format

Gradient should go from dark (top) to light (bottom).

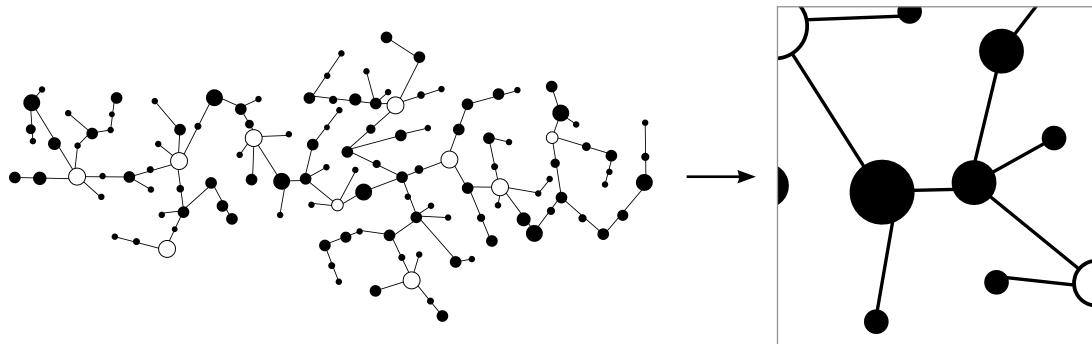


### Horizontal Format

Gradient should go from dark (left) to light (right).

[Go to Asset Repository](#)

## Graphic Nodes



### IoT Graphic Nodes

The IoT Graphic Nodes represent the connective networks that drive the Internet of Things.  
Use sections of the node pattern to simplify layout.



### Do

- (A) Use the 'Soft Light' filter when overlaying the nodes over color backgrounds. Crop nodes so they do not overpower the layout.
- (B) Place photography inside node.



### Do Not

- (C) Display nodes without filter
- (D) Overlay node pattern on top of photography.

## Photography (Click on Tile to Download Asset)



Education



Energy



Healthcare



Manufacturing



Retail



Security



Smart City



Transportation



Mining



Oil & Gas

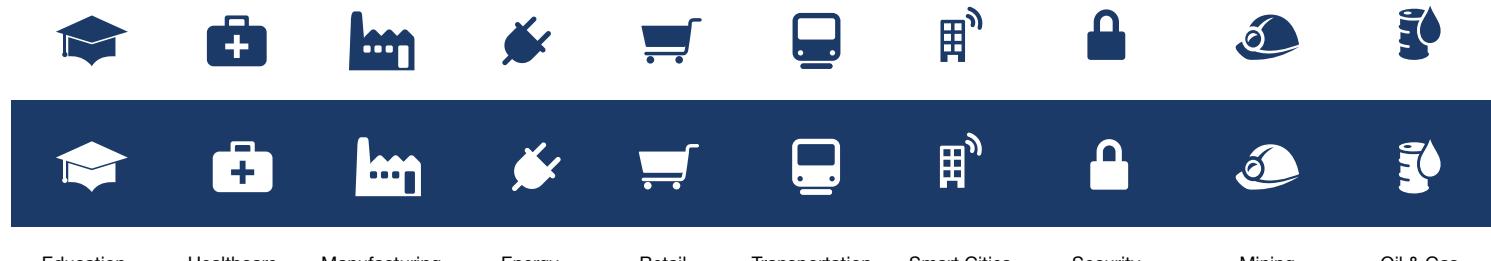
[Go to Asset Repository](#)

## Steering Committee Iconography

The IoT Steering Committee is a premier IoT leadership forum which provides high-level direction to accelerate the market adoption of the Internet of Things.

### Vertical Working Group Icons

These icons are available in Navy and White.



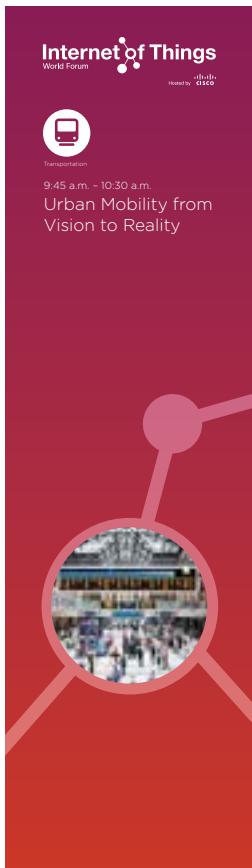
### Horizontal Working Group Icons

These icons are available in Teal and White.

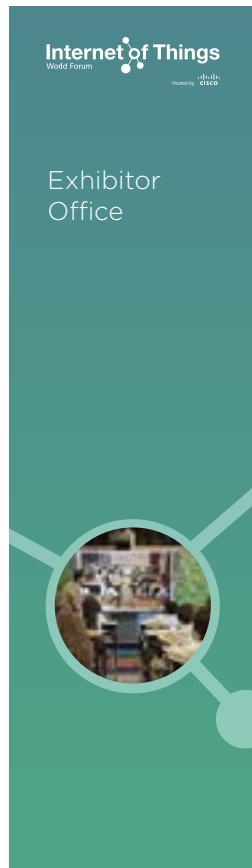


# Sample Deliverables

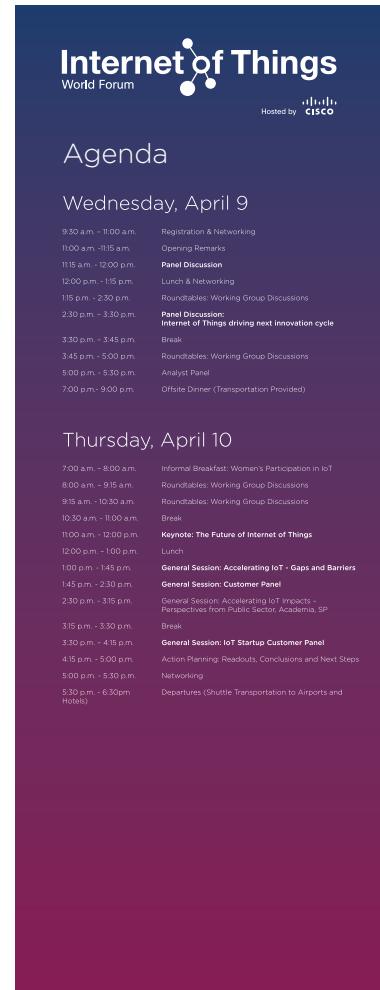
in progress



2x7 Breakout Room Sign



2x7 Room Sign



3x8 Agenda Meterboard



3x8 Directional Meterboard

## Sample Deliverables

in progress

