Internet of Things

World Forum

Hosted by CISCO

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
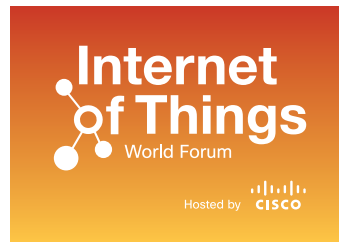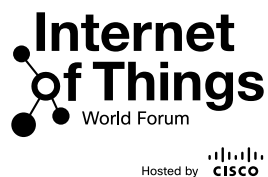
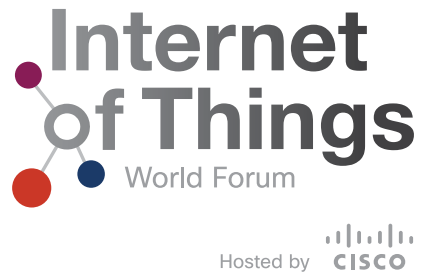**Palette & Typography**

Gradient Application

Graphic Nodes

Photography

Steering Committee

Iconography

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.

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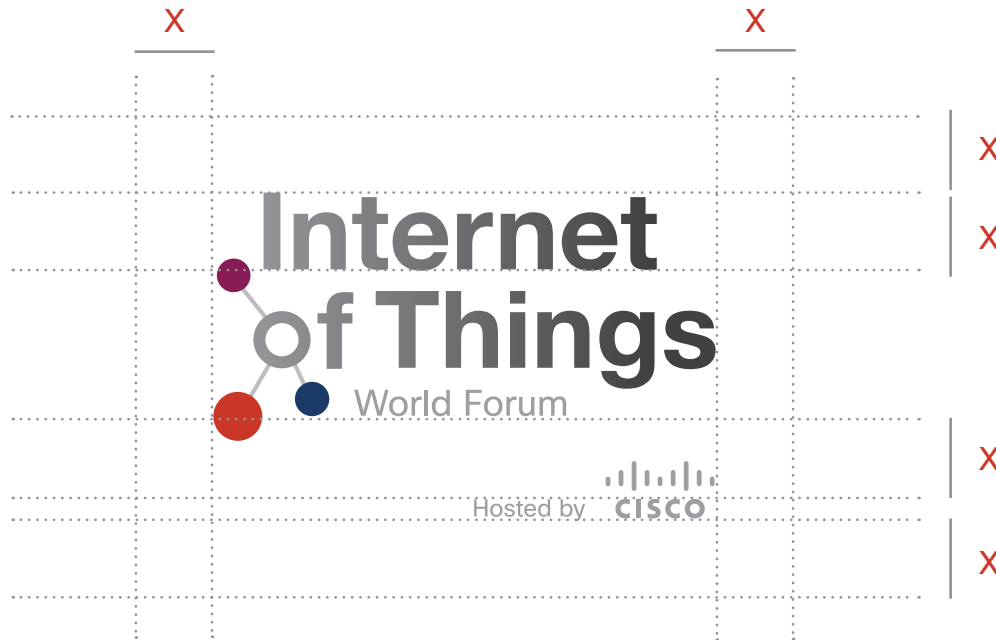Note: If separated from lock-up, "Hosted by Cisco" should be placed within the layout where it can be easily seen and a connection to the event name remains apparent.

Mono Lockups

Instances where the color lockup cannot be applied, use the mono lockup, which comes in black and white.
The white lockup can be used on any of the gradient backgrounds on page 6.

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.

Palette and Typography

Gradient Palette

Navy-Slate	Navy-Razz	Red-Razz	Red-Yellow

Solid 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

Pantone 7723
C70 M14 Y59 K1
R78 G165 B133
#4ea585

Pantone 5483
C73 M35 Y39 K5
R77 G134 B142
#488192

Rich Black
C50 M50 Y50 K100
R5 G0 B0
#050000

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

Gradient Palette

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

Color Palette

The primary color palette is made up of navy blue, purple, red and yellow. These colors are applied to the typography and graphical elements.

Teals, black and grey can be used as an accent color.

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.

Sponsor Color Palette

Solid Color Palette

Innovation
C70 M14 Y59 K1
R78 G165 B133
#4ea585

Elite
C100 M85 Y33 K20
R14 G56 B104
#0e3868

Premier
C61 M53 Y48 K19
R101 G102 B106
#63656a

Diamond
C14 M93 Y100 K4
R204 G55 B39
#cd3627

Platinum
C41 M100 Y41 K20
R136 G28 B85
#801a52

Gold
C0 M22 Y83 K0
R255 G200 B69
#facc3f

Silver
C73 M35 Y39 K5
R77 G134 B142
#488192

Adjusted for print
C0 M30 Y85 K2

Startup
C14 M93 Y100 K4
R204 G55 B39
#cd3627

Grand Challenge
C0 M65 Y100 K0
R244 G121 B32

IoT in Action
C73 M35 Y39 K5
R77 G134 B142
#488192

Smart City Tour
C41 M100 Y41 K20
R136 G28 B85
#801a52

Verticals Color Palette

RGB (digital, bracelets)

Mining	Transportation	Energy	Retail	Manufacturing	Smart City	Healthcare	Oil & Gas
R55 G75 B160	R0 G165 B220	R150 G30 B85	R204 G55 B39	R255 G146 B39	R255 G200 B69	R70 G185 B127	R55 G147 B150
#374ba0	#00a5dc	#961e55	#cd3627	#ff9227	#facc3f	#46b97f	#379396

CMYK (signage, printed materials)

C100 M85 Y33 K20	C75 M20 Y0 K0	C41 M100 Y41 K20	C14 M93 Y100 K4	C0 M60 Y90 K2	C0 M30 Y85 K2	C70 M14 Y59 K1	C73 M35 Y39 K5

Gradient Colors

Pantone 7626
C14 M93 Y100 K4
R204 G55 B39
#cd3627

Pantone 1225
C0 M22 Y83 K0
R255 G200 B69
#facc3f

Pantone 7626
C14 M93 Y100 K4
R204 G55 B39
#cd3627

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

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

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

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

Pantone 5483
C73 M35 Y39 K5
R77 G134 B142
#488192

Gradient Application

Vertical Format

Horizontal Format

Graphic Nodes

The IoT Graphic Nodes represent the connective networks that drive the Internet of Things.

The node graphic can be placed at the bottom (bottom composition) and in the top right corner (corner compostion). The graphic can be cropped in different ways to create various layouts.

Note: Graphic should be set to transparency style 'Lighten' at 80%.

Photography

Education 1

Education 2

Energy 1

Energy 2

Healthcare 1

Healthcare 2

Smart City 1

Smart City 2

Transportation 1

Transportation 2

Retail 1

Retail 2

Photography

Manufacturing 1

Manufacturing 2

Mining 1

Mining 2

Security 1

Security 2

Oil & Gas 1

Oil & Gas 2

Steering Committee

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 black and white.

Gradient Palette

The duatone gradient palette for the Steering Committee consists of the Navy-Razz and the Slate-Navy gradient.

Navy-Razz   Slate-Navy

Iconography

Vertical Working Group Icons
These icons are available in Navy and White.

| Healthcare | Manufacturing | Energy | Retail | Transportation | Smart Cities | Mining | Oil & Gas |

Horizontal Working Group Icons
These icons are available in Razz and White.

| Security, Privacy, Compliance | Standards & Interoperability | Architecture, Management, Analyst | Innovations, Start-ups, IoT Trends | Sensors & Embedded OS | GTM - New Business Models | Marketing | Women in IoT | Service Provider |