Cisco Partner Summit 2016

Powered by Partnerships

Overview

The look and feel for Cisco's Partner Summit 2016 has been developed using a tagline, graphic elements and photography together to create a style that supports the event messaging 'The Power of Partnerships.' The following elements will be used throughout the event:

Lockup and Tagline Treatment

Color Palettes

Graphic Elements

Photography

Lockup and Logo Usage

**Cisco Partner
Summit 2016**

Cisco Partner Summit 2016

Cisco Partner
Summit 2016

Cisco Partner Summit 2016

Logo

Lockup alone
The lockup for the Cisco Partner Summit 2016 event can be displayed in two ways. It can be used stacked on two lines and as one line. Do not type the words or try to re-create the artwork–use the provided artwork only. The colors are either Lake Blue, Dark Grey 2 or white from the Cisco corporate palette.

Lockup connected to the tagline
The lockup and the tagline for the Cisco Partner Summit 2016 event can be displayed in as a unit and individually. Usage depends on the space available and how it looks best– the preferred version would be connected up to the tagline. See usage examples on page 4.

Logo
The Cisco logo is displayed in the same color options as the lockup: Lake Blue, Dark Grey 2 or white from the Cisco corporate palette. See the latest Cisco Brand guidelines for proper usage and placement.

Cisco Partner Summit 2016 Tagline

Lockup

Powered by Partnerships (green)

Powered by Partnerships (green)

Powered by Partnerships (blue)

Powered by Partnerships (blue)

Tagline alone
The tagline for the Cisco Partner Summit 2016 event can be displayed in two ways. It can be on one line or stacked. Do not type the words or try to re-create the artwork. The colors are either Cisco Blue or Medium Green from the Cisco corporate palette.

Tagline with lockup
The lockup and the tagline for the Cisco Partner Summit 2016 event can be displayed as a unit and individually. Usage depends on the space available and how it looks best- the preferred version would be connected to the tagline. The preferred color is the Lake Blue for the Lockup with Medium Green for the tagline. Additional color options are shown. Do not type the words or try to re-create the artwork.

Lockup connected to the tagline

Cisco Partner Summit 2016

Powered by Partnerships (green)

Cisco Partner Summit 2016

Powered by Partnerships (blue)

Cisco Partner Summit 2016

Powered by Partnerships (green)

Cisco Partner Summit 2016

Powered by Partnerships (blue)

Color and Type

Color palette

C86 M8 Y0 K0
R4 G159 B217
Pantone 299c
#049FD9

C100 M75 Y0 K6
R0 G75 B175
Pantone 661c
#004BAF

C98 M24 Y1 K3
R9 G125 B188
Pantone 7461c
#097DBC

C20 M6 Y0 K0
R196 G214 B237
Pantone 2707c
#C4D6ED

C61 M0 Y96 K0
R108 G192 B74
#6CC04A

C7 M3 Y5 K8
R232 G235 B241
#E8EBF1

C64 M56 Y53 K28
R88 G89 B91
#58585B

C0 M0 Y0 K100
R0 G0 B0
#000000

Color Palette
The color palette is made up of mostly blues and one green. These colors are applied to the typography, graphic elements and background. Gray is to be used for heavy text scenarios and not headlines.

Typography
For main headlines and subheads, color typography should be used when placed on a white background. All headlines should be set in CiscoSans Light. Smaller copy can use CiscoSans Regular.
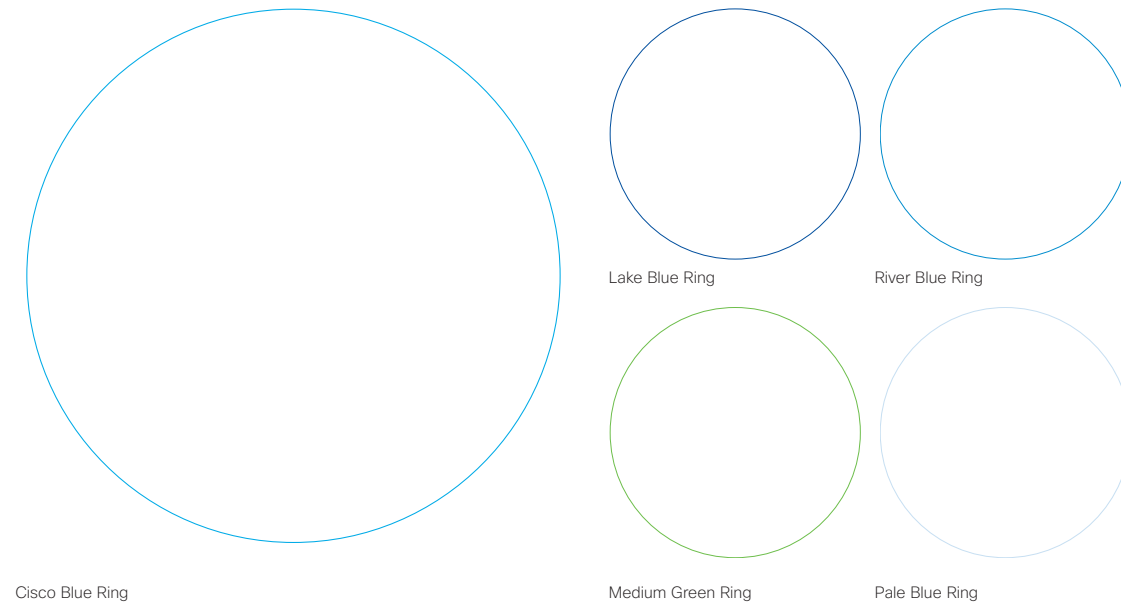
Typography

CISCOSANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CISCOSANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Graphic Elements

Rings

Cisco Blue Ring

Lake Blue Ring

River Blue Ring

Medium Green Ring

Pale Blue Ring

Connection Circles

Accent Circles

Rings, Connection Circles and Accent Circles.
The 'Rings' are to be used with the 'Connection Circles' to create a unified graphic element. The are to be placed alone or against photography at the same scale. 'Accent Circles' can also be added at the same scale. Use only the colors shown here and do not redraw them. See the following two pages for more information on how to use these graphics.
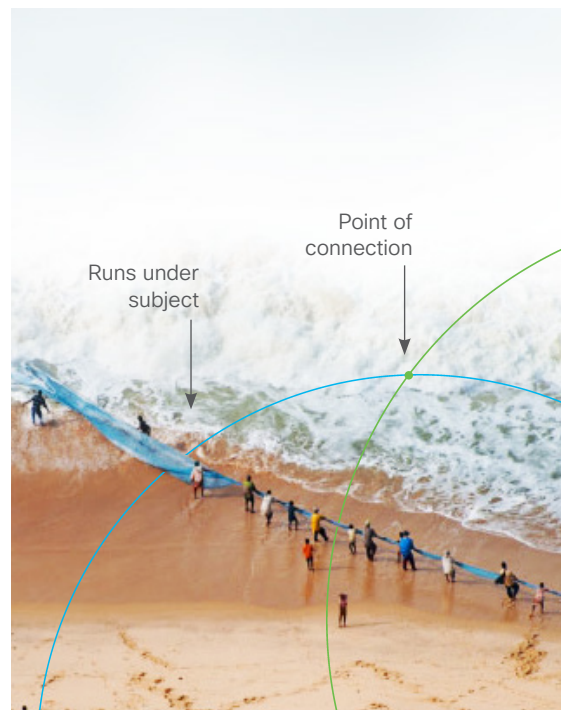
Graphics Elements

Graphic Element Usage
The graphic element for Cisco Partner Summit 2016 is a combination of rings and circles combined to illustrate a 'connected' message. Their colors are only the blues and green from the palette. It is key to show the two or three lines connected at one point in the graphic– that connected point is punctuated with a circle. The lines can terminate into the background, giving them a far reaching feel. They can also run underneath the subject matter, further emphasizing the idea of connectivity is everywhere.

Graphic Element Sizing and Proportions
The rings and circles should be shown in proportion to the photography and content as seen in this guide. They should not be large or overpower their space. When placing the elements individually into a layout, their scale size should match.

Two lines with one connecting point



Two lines with one connecting point

Graphics Elements

Graphic Element Details
The sample below shows the correction proportion of the three graphic elements available.
Those elements are (1) the connecting 'Rings', (2) the 'Connection Circle' which is the point of connection and (3) the 'Accent Circle'— optional smaller circle.

Incorrect Usage
The rings and circles should be shown in proportion to the photography and content as seen in this guide. They should not be large or overpower their space. When placing the elements individually into a layout, their scale size should match. The rings and circles should be shown in proportion to the photography and content as seen in this guide. They should not be large or overpower their space. When placing the elements individually into a layout, their scale size should match. See lower right for examples of what not to do.

Connection Circle

Accent Circle

Ring

Ring

NO
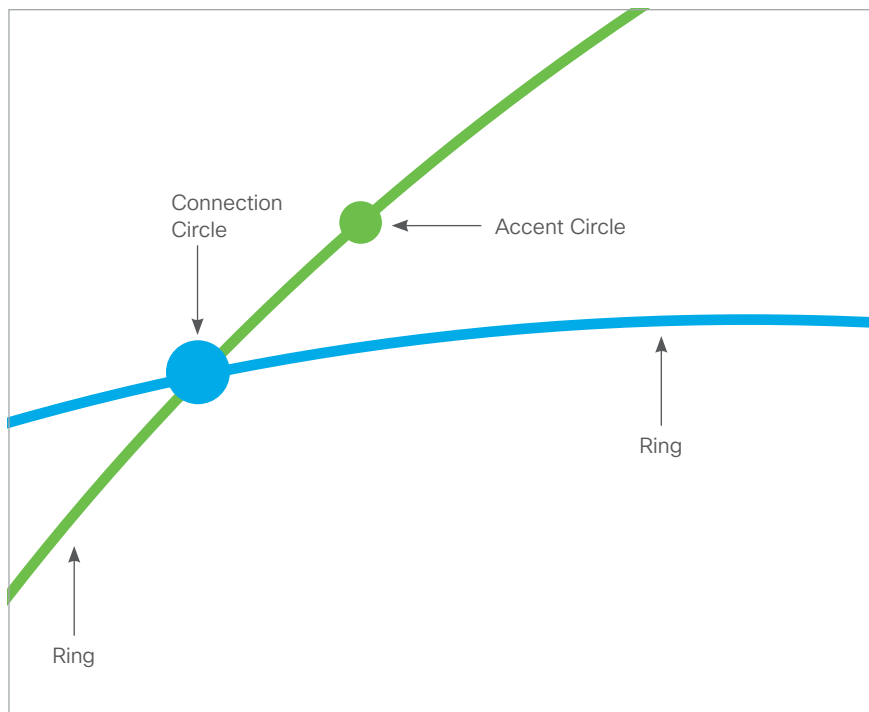
Do NOT overshadow photography, graphic elements be subtle.

NO

Do NOT import elements at different scale sizes.
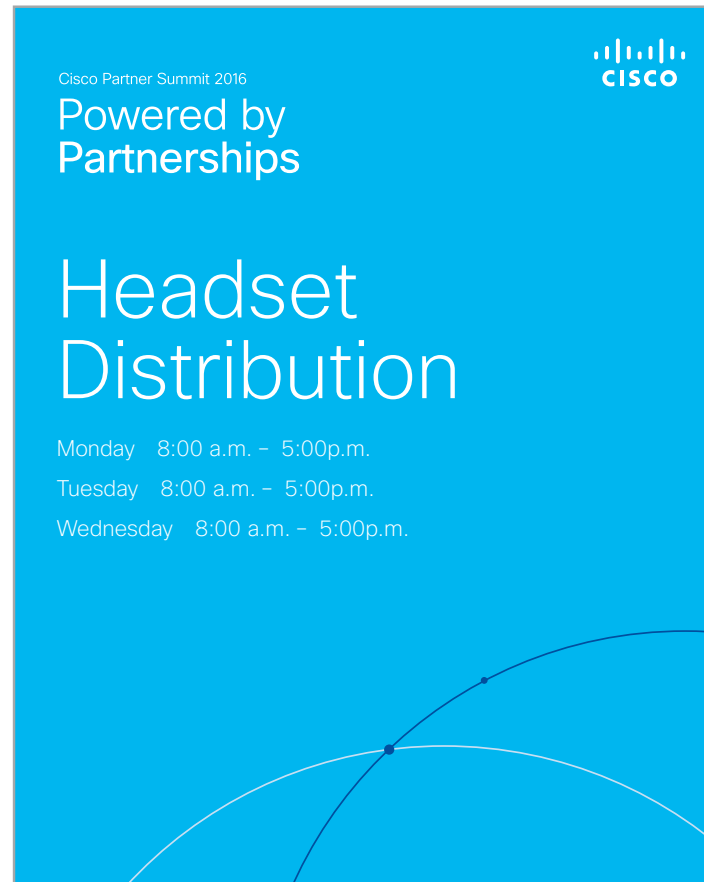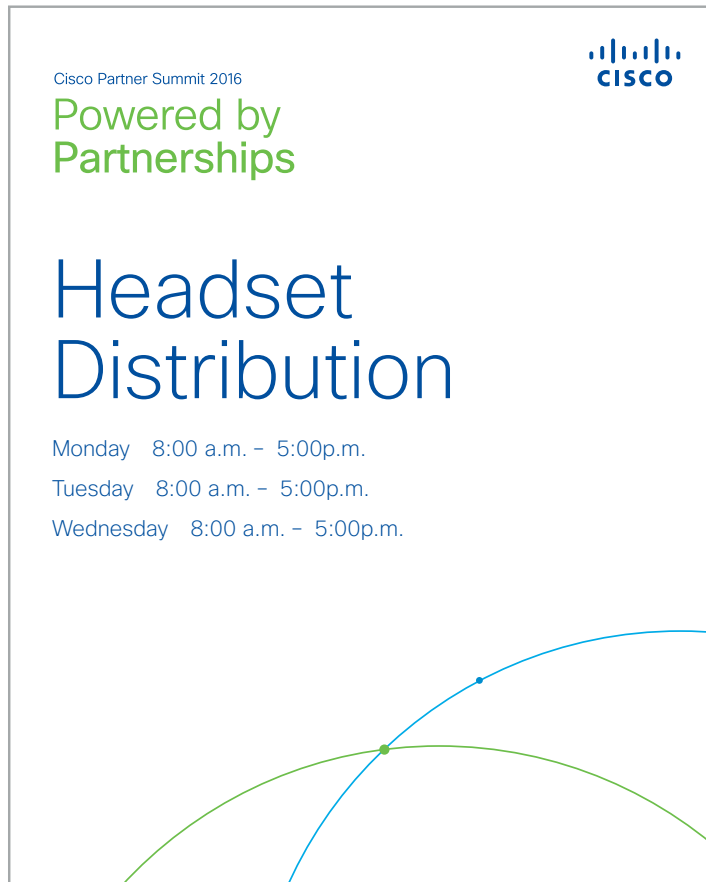
Visual Elements

Photography, graphic element and tagline
The Cisco Partner Summit look and feel primarily will use photography and a tagline. The tagline has two different positions where it can be placed on the photography, based on where it is most easily read. It can be white or blue based which reveals more contrast.

Graphics without photography

This look can be shown without photography where appropriate. This instance would be usually when there is heavier content or messaging. The content can be displayed on a white or color background with the graphic element. The graphic element should not crowd or overlap with the content.

Cisco Partner Summit 2016

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Headset Distribution

Monday   8:00 a.m. – 5:00p.m.

Tuesday   8:00 a.m. – 5:00p.m.

Wednesday   8:00 a.m. – 5:00p.m.

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Cisco Partner Summit 2016 Photography

Harvesting

Hanging

Food Truck

Teamwork in Ghana

Dancers in India

Mongolian Eagles

Cisco Partner Summit 2016 Photography

Performance in Shanghai

Manufacturing

Yacht Race

Greenland Huskies

Race Team

Village Community

Cisco Partner Summit 2016 Photography

Burmese Fishermen

San Diego