



Cisco Partner Summit 2016
San Francisco

Full Speed

OVERALL:

There are 'white' and 'grey' versions of this treatment. That decision is based on what looks best against the photo.

The swoop can sit on the top or bottom of the layout - based on context and what looks best.

The swoop should only cover 30% of the layout space.

When building final files, create a flattened photoshop file that is both the image and blend- don't rely on the effects panel. If needed create a custom one to fit your size and placement needs.



White version

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WHITE VERSION

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BLEND

White Blended to none
Opacity (in effects) set to 92%

The length of this blend depends on the photo.
The less blend the better.

SWOOP

Swoop art on top at 100% opacity
Should cover about 30% of image



GREY VERSION

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BLEND:

Pale Grey 1 from the Cisco Palette
Grey Blended to none
Opacity (in effects) set to 92%

The length of this blend depends on the photo.
The less blend the better.



SWOOP
Swoop art on top at 100% opacity
Should cover about 30% of image

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PHOTOSHOP FILE

This photo shows the blend built within photoshop.

Same color, same length, but erase where the blend covers faces. Consider where any branding elements will be.



PHOTOSHOP FILE WITH IMAGE AND BLEND

extra layer of grey over mast

erased some grey
off faces and bodies



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GREY VERSION



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DARK VERSION (LESS COMMON)

BLEND:

'Dark Grey 2' Blended to none

Dark grey opacity at 100% and set to multiply

Vector artwork layers on top of blend

Vector artwork opacity (in effects) set to 77%

The length of this blend depends on the photo. The less blend the better.



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DARK VERSION

SWOOP:

Vector artwork layers on top of blend
Vector artwork opacity (in effects) set to 77%

The length of this blend depends on the
photo. The less blend the better.





NO PHOTO LAYOUTS:

black vector art is used here for these.

(This is the only place the black vector artwork is used.)

Multiply at 100% against the blended background.

Blend is 'lake blue' to 'cisco blue'.

If you need a jpg - for best results, export from Indesign, these
vector pieces fluctuate from program to program.

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