CISCO

Cisco Partner Summit 2016
San Francisco

Full Speed

Overview

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

Lockup and Tagline Treatment

Color Palettes

Graphic Elements

Photography

Lockup and Logo Usage

Lockup

Cisco Partner Summit 2016
San Francisco

Cisco Partner Summit 2016 San Francisco

Dark grey lockup

Cisco Partner Summit 2016
San Francisco

Cisco Partner Summit 2016 San Francisco

River blue lockup

Lockup alone
The lockup for the Cisco Partner Summit 2016 San Francisco 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 preferred colors are either dark grey or white from the palette. The blues from the palette can also be used.

Logo
The Cisco logo is displayed in the same color options as the lockup. See the latest Cisco Brand guidelines for proper usage and placement.

Logo

Cisco Partner Summit 2016 Tagline

Lockup

Full Speed

Full Speed

Full Speed

Tagline alone
The tagline for the Cisco Partner Summit 2016 San Francisco event is always shown one line - do not stack it. Do not type the words or try to re-create the artwork. It can be displayed in the dark grey, white or the blues from the Cisco corporate palette.

Tagline with lockup
The lockup and the tagline for the Cisco Partner Summit 2016 event can be shown 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. It can be displayed in the dark grey, white or the blues from the Cisco corporate palette. Do not type the words or try to re-create the artwork. When using the combined lockup and tagline, along with the Cisco logo, be sure only two colors are seen at once when placing all three elements.

Lockup connected to the tagline

Cisco Partner Summit 2016
San Francisco

Full Speed

3 lines (preferred)

Cisco Partner Summit 2016 San Francisco

Full Speed

2 lines

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	C61 M0 Y96 K0 R108 G192 B74 #6CC04A
C7 M3 Y5 K8 R232 G235 B241 #E8EBF1	C64 M56 Y53 K28 R88 G89 B91 #58585B	*Minimal Usage* C0 M51 Y99 K0 R247 G146 G32 #f7911f	*Minimal Usage* C74 M83 Y12 K0 R100 G75 G145 #634b90

Color Palette
The primary 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. Besides blue, the graphic elements use an orange or purple color – these colors are not to be used in any other case.

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

Graphic Element

Element directions

Graphic Element options

The 'swish' is the graphic element and should be placed in a way that supports the dynamic, 'Full Speed' messaging. It is to be placed alone or against an image at either the top or bottom of the deliverable in a way that highlights the content or photography. When placed over photography, it needs to sit against open clear space. If an image doesn't provide that space, it can be created by laying over a dark grey or white blend. The white version of the swish should only be used over photography. Sample treatments can be seen on the following pages.

When used without photography, the swish can multiplied against a color background or shown alone in a hue from the color palettes.

Visual Elements Combined

Graphic Element Usage

The visual elements for Cisco Partner Summit 2016 San Francisco is a combined to give life to the 'Full Speed' message. It is key to not overcrowd the page and keep a clear space open where the message is displayed. The message, lockup and graphic element should be seen in the upper or lower part of the layout – covering no more than 30% of the overall space. The proportions of each element should match the samples below

Photo with graphic element, lockup and tagline

Photo with graphic element, lockup and tagline

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 color background with the graphic element. The graphic element should not crowd or overlap with the content.
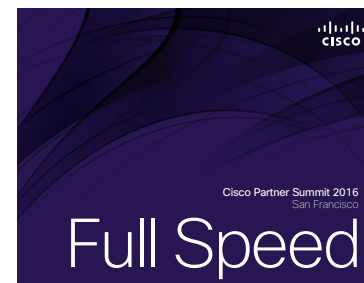
The larger samples are the preferred color usage when working with graphic only layouts.
The smaller samples should be used for special/less common pieces.

Graphic element against preferred color background

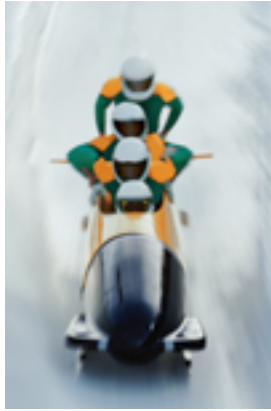Graphic element against white background

Graphic element against minimally used color background

Cisco Partner Summit 2016 San Francisco Photography

Pit Crew

Bobsled Team

Sailing Crew

Rocket

Bamboo Dance

Relay Runners

Cisco Partner Summit 2016 San Francisco Photography

Elephants

Track Cyclists

Highway

Women Paddlers