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CISCO PARTNER
SUMMIT 2017

Style
Guide

OWN IT.

Overview

The look and feel for Cisco's Partner Summit 2017 has been developed using a lockup, tagline, graphic elements, and illustrations paired with statements to create a style that supports the event messaging 'Own It.'

Core Composite Illustrations

Cisco Partner Summit Lockups

The lockup for the Cisco Partner Summit 2017 can be stacked on two lines or on one. Do not type the words or try to re-create the artwork-use the provided artwork only. The preferred colors are either dark gray or white from the palette. The blues from the palette can also be used, but are not preferred. See the illustration layouts on page 7-9 for justification guidance. For layouts that do not use the full illustration, the left justified and one-line versions are preferred.

Lockup

Preferred Color and Justifications

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Secondary Options - For Use with Illustrations

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Lockup Clear Space - *When used as a stand alone item.*

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X

X

The Cisco Logo and Typeface

Logo

The Cisco logo is displayed in the same color options as the lockup. It's preferred placement is in the upper left or right hand corner of the layout. It can also be placed in one of the other three corners if needed. See the latest Cisco Brand guidelines for proper usage and placement.

Typography

Use only the updated Cisco typeface for all printed deliverables. For main headlines and subheads, color or medium Grey typography can be used when placed on a white background. All headlines should be set in CiscoSans Extra Light. Smaller copy can use CiscoSans Regular.

CiscoSans TrueType – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CiscoSans TrueType – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CiscoSans TrueType – Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz

Event Messaging – The Tagline

The tagline for the Cisco Partner Summit 2017 is artwork created specifically for this event. **Do not type the words or try to re-create the artwork,** use the provided assets. It can be only be displayed in the color combinations shown on the left.

Tagline Color Options

For use with color/dark backgrounds.

1/2 X
X
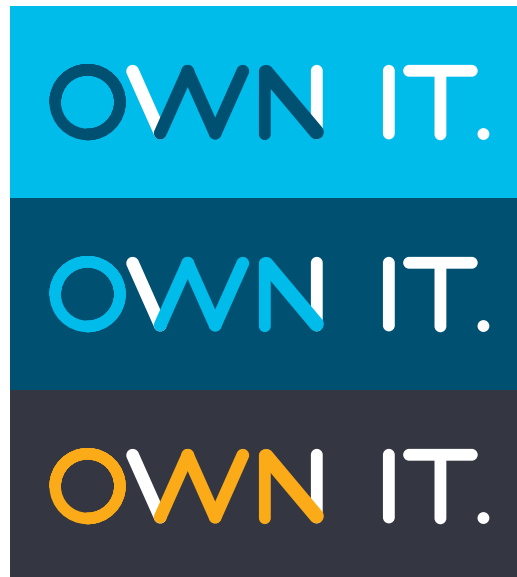
The tagline also requires clear space.

Incorrect Usage

Do not change the colors.

Don't not add effects.

Do not change the proportions.

Event Messaging – The Tagline/Lockup Combo

The lockup and the tagline for the Cisco Partner Summit 2017 can be shown as a unit and individually. Usage depends on the space available and how it looks best. Do not type the words or try to re-create the artwork, use the provided assets.

Tagline/Lockups

For use with color/dark backgrounds.

1/2 X

X

The tagline/lockup also requires clear space.

Incorrect Usage

Do not change the colors.

Don't change the scale of the two elements.

Don't not rearrange the two elements.

Color Palette

The primary color palette is made up of mostly colors from the latest Cisco corporate palette. These colors are found in the taglines, graphic elements and backgrounds. Dark Gray is to be used for heavy text scenarios and not headlines. The 'minimal usage' colors will be used sparingly within some illustrations and not in headlines, typography or taglines.

The scale of the colors squares indicates their usage ratio.

Cisco's Indigo Blue	Cisco's Blue	Cisco's Green	Orange	Dark Gray – Text
C100 M60 Y30 K25	C75 M0 Y3 K0	C61 M0 Y96 K0	C0 M37 Y100 K0	C44 M34 Y22 K77
R0 G80 B115	R0 G188 B235	R110 G190 B74	R251 G171 B24	R83 G86 B90
Pantone 2210c	Pantone 2995c	Pantone 360c	Pantone 130c	Pantone Cool Gray 11c
#005073	#00bceb	#6ebe4a	#fbab18	#53565a

Minimal Usage
Red
C5 M98 Y100 K0
R227 G36 B27
Pantone 485
#e2231a

Minimal Usage
Light Gray
C4 M2 Y4 K8
R217 G217 G214
Pantone Cool Gray 1c
#d9d9d6

Minimal Usage
Medium Gray
C18 M14 Y12 K30
R158 G158 B162
Pantone Cool Grey 7c
#9e9ea2

Graphic Elements

There are five graphic elements that are pulled from each illustration which can be used to support the messaging and give additional visual interest to the deliverables.

There are different color options for each element, use should be based on its background and context. Each element has an illustration version and a montone version. Use only one element per layout – they should not be combined. Multiples of the same element is okay.

Consider the entire layout – avoid using too many colors. See the following page for examples

Graphic element options

Arrow

Ecosystem
Use against light backgrounds   *Use against CiscoBlue background*
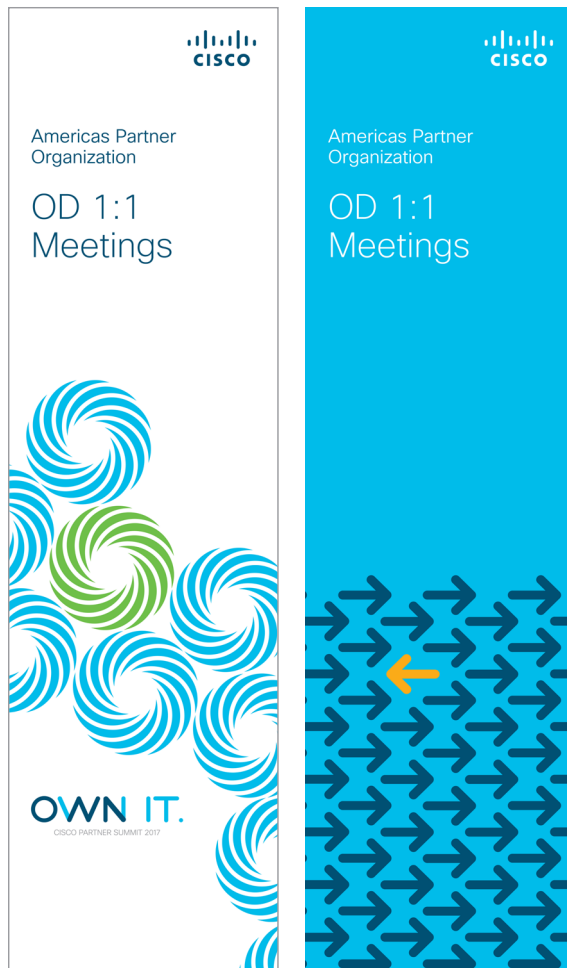

Innovation Burst

Solution Spiral

Examples – Using Graphic Elements

The graphic elements are meant to be used with thought given to context and keeping the negative space in mind. Be careful not to crowd or overuse them. They are pieces that give a nod to the illustrations – which are the true hero graphics of the event.
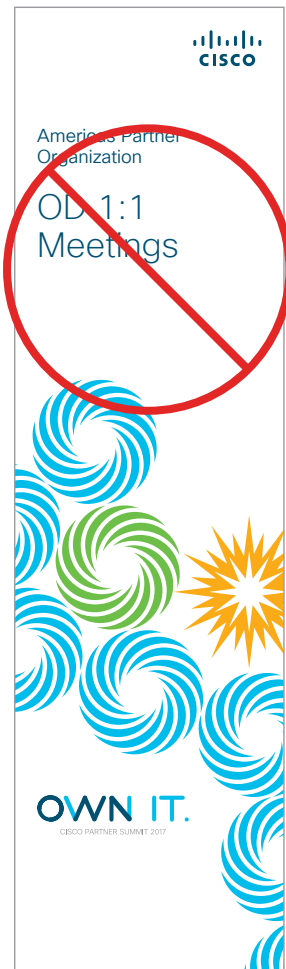
Wayfinding Graphics
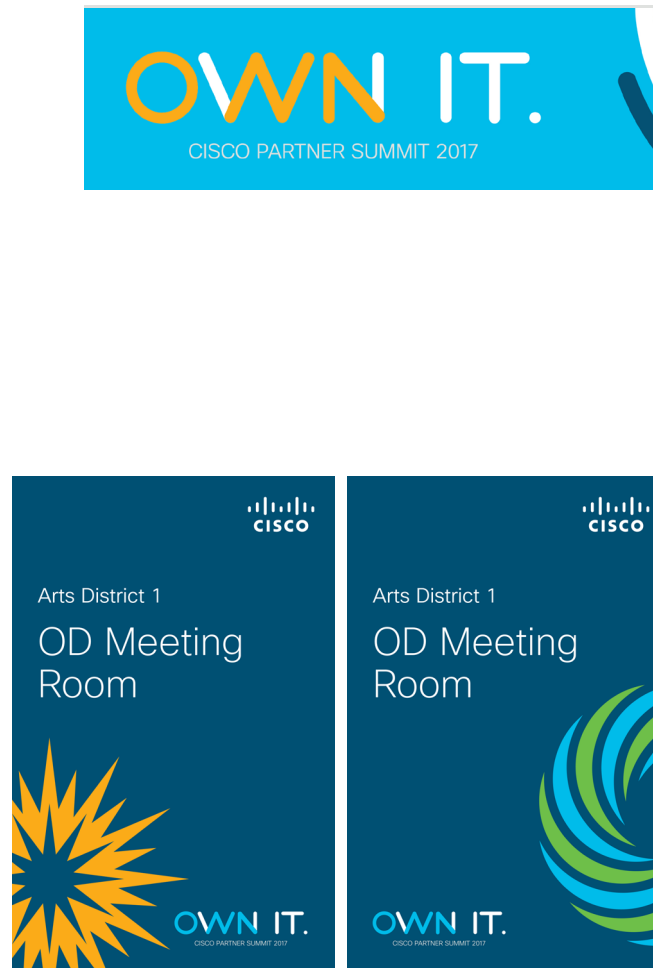
Generic Graphics

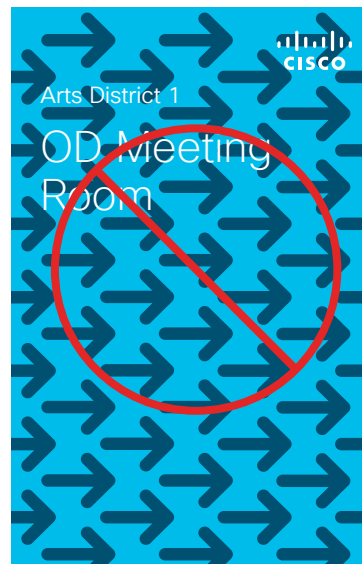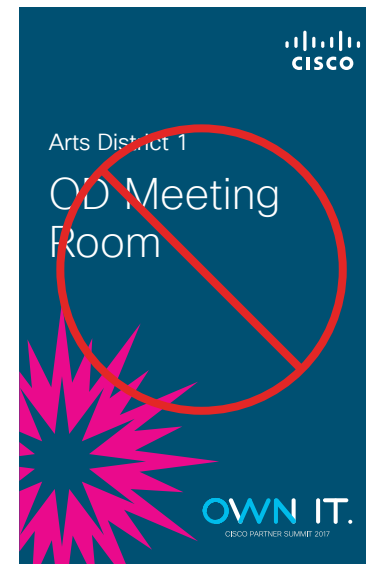# Examples – Using Graphic Elements

Incorrect Usage

Don't mix more than one graphic element in a layout.

Don't use different scales of graphic elements within one layout.

Don't overload the layout with elements, consider negative space.

Don't change the color of the elements.

Illustration and Statement Compositions

Compositions

There are six distinct compositions that represent the creative for Cisco Partner Summit 2017. Each one is made up of an illustration, a supporting statement, lockup, logo and tagline. Some illustrations have alternative statements. These layouts should not change – the background shape, lockup and tagline can only use minor adjustments to accommodate changing shapes within the deliverables.

These illustrations are meant to be treated as the hero graphics of the event and used in a way that supports the messaging, much like postering you would see in urban environments.

Composition 1

Statements for composition 1

*Leadership that's **revolutionary**.*

*Executing with **impact**.*

Illustration and Statement Compositions

Composition 2

Statement for composition 2

Innovation *that's on point.*

Illustration and Statement Compositions

Composition 3 – Two color options

Statement for composition 3

*An **ecosystem** that's global.*

Illustration and Statement Compositions

Composition 4

Statements for composition 4

Solutions that ignite growth.

Partners in innovation.

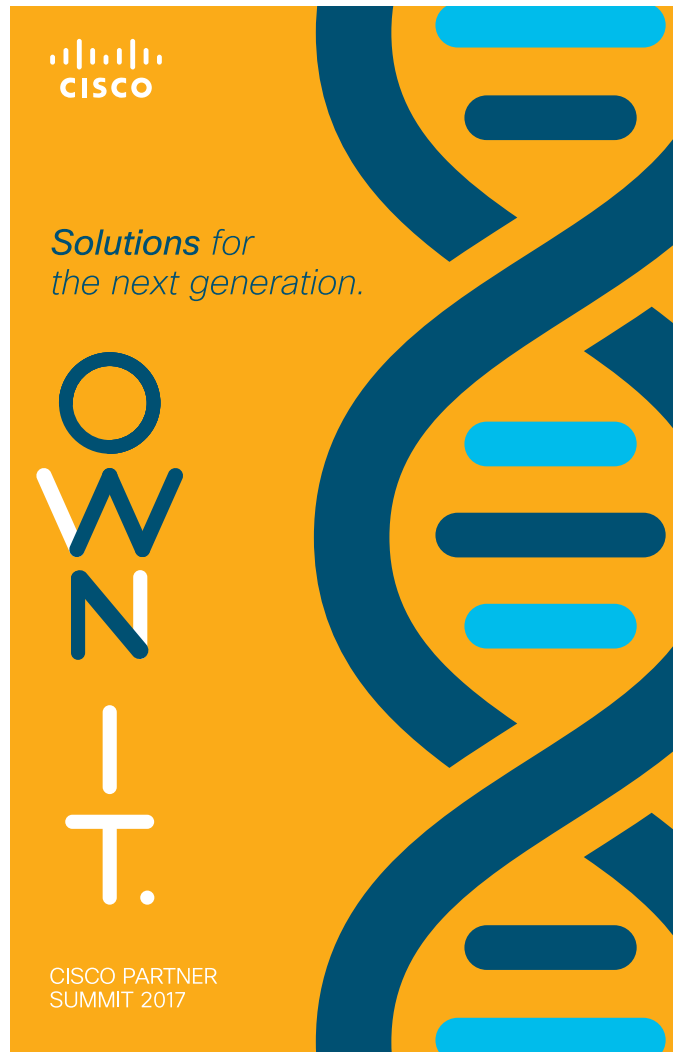# Illustration and Statement Compositions

Composition 5

Statement for composition 5

*Changing one billion lives, **together**.*

Illustration and Statement Compositions

Composition 6

Statement for composition 6

Solutions *for the next generation.*