



Cisco Partner Summit 2018

Style Guide



Creative Overview

The creative for the Cisco Partner Summit 2018 has been developed using a lockup, tagline, graphic element and composite photography. These elements come together to support the overall message 'Leading Together.' Each composite tells a story - the two photographs represent Cisco and its partner and how their success is woven together.



Lockups

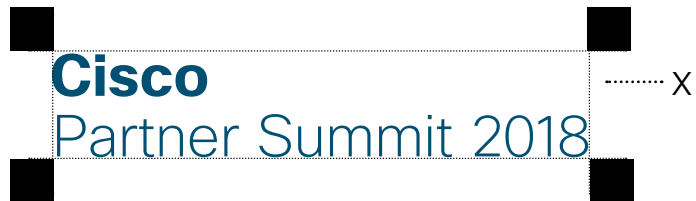
The lockup for the Cisco Partner Summit 2018 can be stacked on two lines or displayed on one line. Do not type the words or try to re-create the artwork-use the provided artwork only. The preferred colors are indigo and white.

Lockup

Cisco
Partner Summit 2018

Cisco Partner Summit 2018

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



Tagline

There are two versions of the tagline for the Cisco Partner Summit 2018 - one with the weave mark artwork and one without. Which to use depends on the context and background color. The Cisco blue in the weave mark is always present and represents Cisco. The other one of three colors represent the partner. The type-only tagline has more flexibility when it comes to color.

Tagline with weave mark



Cisco blue plus Indigo



Cisco blue plus green



Cisco blue plus orange



Monotone version - minimal usage

Type-only Tagline

One-line

Leading Together

Leading Together

Leading Together

Leading Together

Two-line

Leading
Together

Leading
Together

Leading
Together

Leading
Together

Tagline - What not to do...

The 2-color version of both taglines work best against a background. Don't alter or type the tagline, use the provided artwork.

Tagline with weave mark



Do not put the 2-color mark against a color background



Do not change the colors of the marks



Avoid black backgrounds

Type-only Tagline



Do not put 2-color mark against a color background

The Cisco Logo and Typeface

Logo

The Cisco logo is displayed in dark grey or white. Its 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


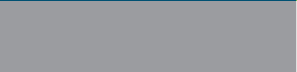
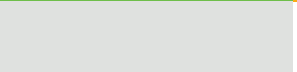
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CiscoSans TrueType - Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Color Palette

The main palette is made up of four colors that come from the Cisco Brand Guidelines. Shades of black can used for text, medium gray is preferred.

Cisco Blue PMS 2995C CMYK 75 0 3 0 RGB 0 188 235 HEX #00bceb	Indigo Blue PMS 2210C CMYK 100 60 30 25 RGB 0 80 115 HEX #005073	Green PMS 360C CMYK 61 0 96 0 RGB 110 190 74 HEX #6ebe4a	Orange PMS 130C CMYK 0 37 100 0 RGB 251 171 24 HEX #fbab18
			
⋮	⋮	⋮	
Black C100 M79 Y44 K93 R0 G0 B0 #000000	Medium Gray C18 M14 Y12 K30 R155 G156 B160 #9b9ca0	Light Gray C4 M2 Y4 K8 R223 G225 B223 #dfe1df	

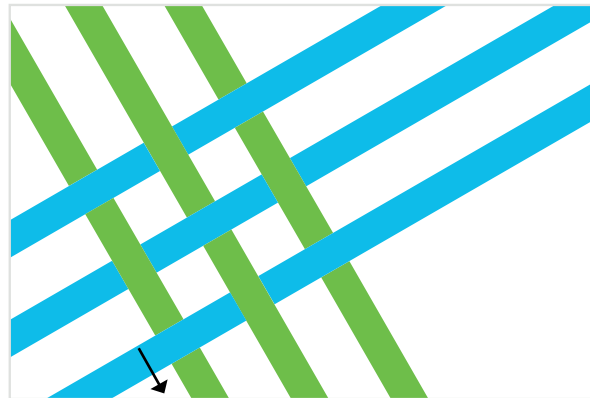
Large Weave Graphic Element

The large weave graphic element is an expanded version of the weave mark seen in the tagline. It represents the woven connection between Cisco and its partners. The blue lines always represent Cisco. The other three lines represent the partners and can be one of three colors seen below. When paired with photography, the positioning is shifted so that it sits high or low where the crisscross section of the weave begins.

Position to show beginning of crisscross section



Cisco blue plus Indigo



Cisco blue plus green



Cisco blue plus orange

What not to do...



Don't center the weave graphic. Watch out for awkward clipping.



Keep weave graphic proportion consistent.



Be sure to show the entire crisscross section of the weave.

Composite 1 - Saving the world - supportive technology

When all elements are combined, they support the messaging in an intriguing way. There are several components that work together in a very specific way. The tagline colors align to the large weave graphic element. The photography is not interchangeable, the pairs stay together.



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Composite 2 - Public retail - background technology



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Composite 3 - Software - hardware



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Composite 4 - Cisco and their partners - No downtime in a crisis



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Composite 5 - Cisco and their partners - Supporting the demands of SmartCities



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Composite 6 - Seamless Customer Connectivity



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Composite 7 - Advancing medical - Cisco technology support behind the scenes



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Sample Usage - Overall Creative

When all elements are combined, they support the messaging in an intriguing way. There are several components that work together in a very specific way. These components can be used as general branding decor or with simple messaging. When building these compositions, make sure everything is consistent and it tells the story of the weaving partnership between Cisco and their partners.



Sample Usage - Graphic Elements

When producing wayfinding signage or large content deliverables, use color backgrounds with the large weave graphic element in white, at 20% opacity. Placement of the weave can be more varied and playful in these cases. Color can be used as classification for regions or sub events.

