Cisco Collaboration Summit 2018

Style Guide

The more intuitive way to work.

Overview

The creative for the Cisco Collaboration Summit 2018 has been developed using a lockup, tagline and series of icons derived from the Olgivy/MRM Cisco Collaboration campaigns. It is bright, clean and supports the overall message 'The more intuitive way to work.'

Cisco Collaboration Summit 2018
The more intuitive way to work.

Lockups

The lockup for the Cisco Collaboration Summit 2018 can be stacked on one, two or three lines.. Do not type the words or try to re-create the artwork-use the provided artwork only. The preferred colors are black and white - to off-set the bright colors of the icons.

Lockup

Cisco Collaboration Summit 2018

Cisco Collaboration Summit 2018

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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 dark grey or white. 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
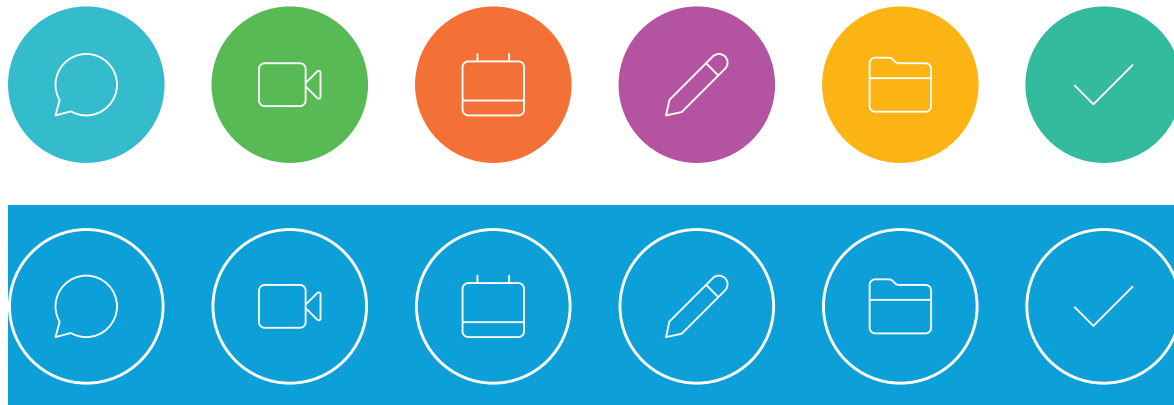*abcdefghijklmnopqrstuvwxyz*

Color Palette

The main palette is made up the six colors seen in the icon backgrounds. Heavy text will use the dark grey color. The 'neutral blue' is used when for non-icon background color.
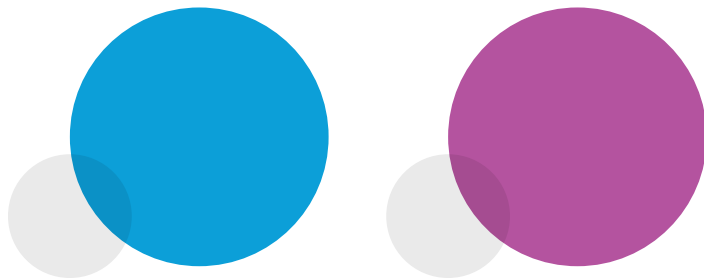
CS Cyan	Green	Orange	Purple	Yellow	Mint
C68 M2 Y20 K0	C67 M0 Y91 K0	C0 M69 Y87 K0	C30 M81 Y0 K0	C0 M33 Y100 K0	C71 M0 Y50 K0
R50 G187 B204	R48 G213 B87	R255 G113 B51	R213 G65 B206	R255 G180 B0	R0 G198 B162
#32bbcc	# 30D557	#FF7133	#D541CE	#FFB400	#00C6A2
Pantone 3115	Pantone 802	Pantone Orange	Pantone 807	Pantone 116	Pantone 3385

Black
C100 M79 Y44 K93
R0 G0 B0
#000000

Medium Gray
C18 M14 Y12 K30
R158 G158 G162
#9e9ea2
Pantone Cool Grey 7

Light Gray
C7 M5 Y5 K0
R232 G235 B241
#E8EBF1
Patone 7541

Cisco Blue
C75 M21 Y1 K0
R4 G159 B217
#049FD9
Pantone 2995

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Graphic Elements

The icons can be shown in color or as white outlines as a graphic element. Overlapping circles can also be used as a graphic element.

Overlapping circles can also be used as a graphic element. Multiply the light grey against the neutral blue or purple.

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PowerPoint Template Slides

Presentation Title Goes Here

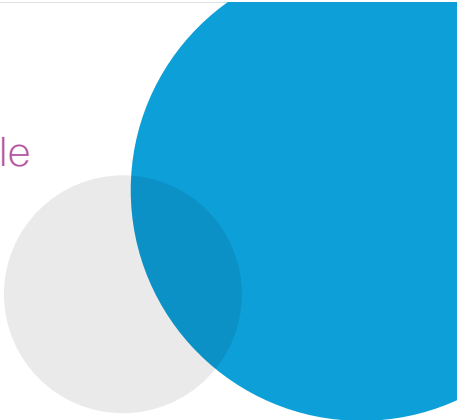Subtitle goes here

Speaker name
Speaker title
Date

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The more intuitive way to work.

Transition Slide Title
Goes Here

Transition Slide Title
Goes Here

Transition Slide Title
Goes Here

Example – Outdoor Signage

When used in large scale they must be viewable in a group setting and not have the focus on just one icon.
(See example below.)

Example – Exterior Signage

Example – Wayfinding Signage

CISCO

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Partner
Sonoran Sky Ballroom

12:30 p.m.
Partner Summit Opening
Session

1:00 p.m.
Collaboration Technology
Group – Portfolio Strategy

3:00 p.m.
Sales GTM and Offers

4:30 p.m.
Partner Close of Day 1

5:00 p.m.
Topic Roundtables
Table Topics:
- Meet Sri: Sri Srinivasan
- Meet Frank: Frank Palumbo
- Order Simplification: Clif Perry, Blake Nelson
- Quote to Cash: Dann Kruse, Kannan Ramanathan, TBD from billing team
- Consumption Data: John Wyss, TBD
- Services: Jim Jones, Jason Amanatullah

CISCO

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Customer
South Mountain Ballroom

11:15 a.m.
Welcome Remarks

11:30 a.m.
The Future of Work

12:00 p.m.
The Rise of the Team |
Speeding up Work in the
Disruptive Economy

2:15 p.m.
Collaboration Journey

3:30 p.m.
Future of Calling

4:15 p.m.
Closing Thoughts

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Coat
Check
→

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Lunch
←

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Speakers
←

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