

*tnc*22

BRANDING **GUIDELINES**

V.03



NAVIGATING THE UNEXPLORED

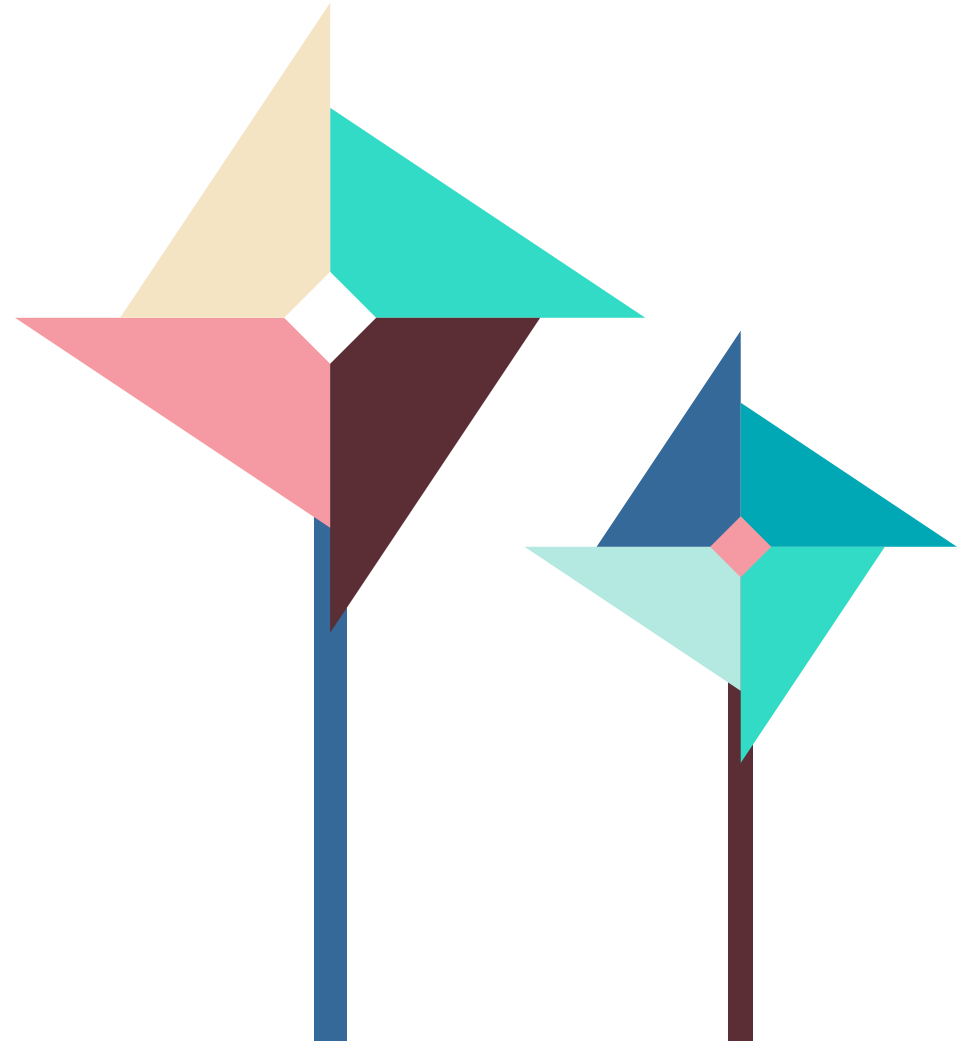
You are invited to navigate the unexplored with us in Trieste! Throughout the centuries, Trieste has been the **departure point** for many explorations and expeditions. It is also renowned for its historic international sailing regatta –**the Barcolana**. For the last two years we have all been navigating the unexplored as we have learned to manage new ways of

working, new ways of living, and new ways of interacting. As we look to the future and beyond the pandemic, the ways in which we interact will be **forever changed**. TNC22 is an opportunity to reflect on how we will **reconnect** with each other, on ways to **explore** and manage our changed environment, and on how we can emerge **stronger together**.

ABOUT TNC

The largest and most prestigious research and education networking conference, TNC attracts a truly diverse audience of over 800 participants from more than 70 countries, representing national and regional research and education networks, schools and universities, technology providers, and many of

the world's most exciting scientific projects. By bringing together decision-makers, networking and security specialists, identity and access management experts, researchers, academics and students, TNC offers a unique collaborative experience.



LOGO OVERVIEW

The TNC22 Logo is the purest part of the event brand and cannot be altered in any scenario, which means that its proportions and line weight always remain the same.

The coloured version of the logo should only be used in conjunction with the brand colours and should appear reversed out white on non-brand colours.



MINIMUM SIZES

Our Logo is made up of two parts:
the Symbol and the Wordmarks.

Our Wordmarks express the theme, dates
and place and can be used individually
or together.

Like our Symbol, the Wordmarks cannot be
altered—only their colours can be changed.

We have specified minimum sizes of our
Logo to ensure it always looks its
best.

The logo symbol consists of the lowercase letters 'tnc' in a teal color and the number '22' in a red color, all in a sans-serif font.

8mm/22px

The wordmark includes the 'tnc22' symbol followed by the text 'Trieste, Italy | 13-17 June 2022' in a smaller, dark blue sans-serif font.

10mm/30px

The full logo includes the 'tnc22' symbol, the tagline 'NAVIGATING THE UNEXPLORED' in red, and the text 'Trieste, Italy | 13-17 June 2022' in dark blue.

20mm/70

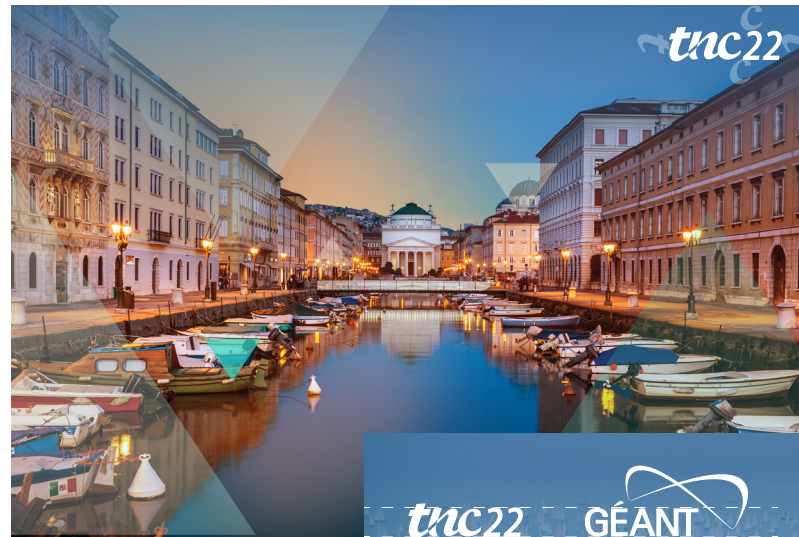
CLEAR SPACE

TNC22 logo has a clear space measured using the “T” and “C” characters added around it. The Logo uses the symbols to measure the clear space around it. Nothing should enter the minimum clear space area.

When using TNC22 logo over photography, make sure there is enough contrast to make it legible.

We recommend reversing out the logo in white if the image is dark.

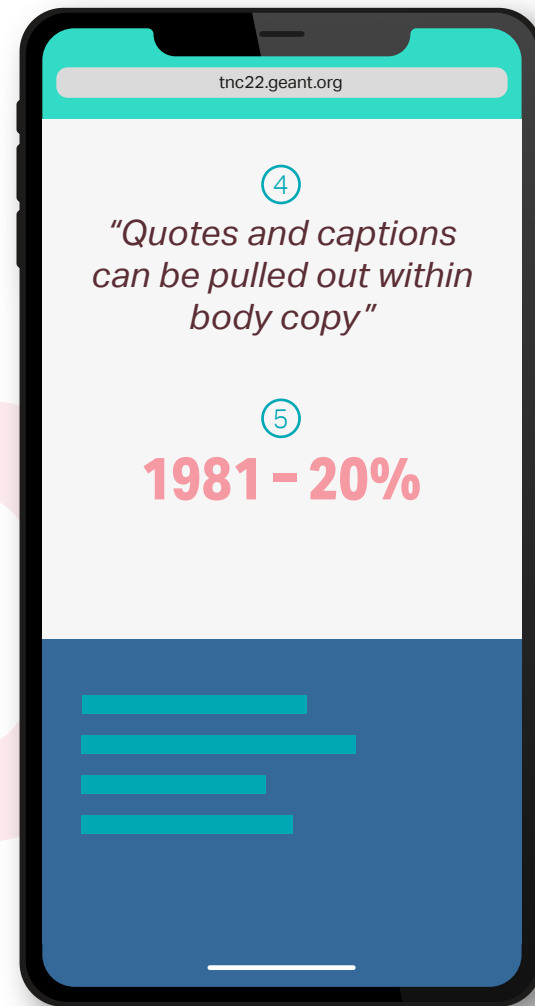
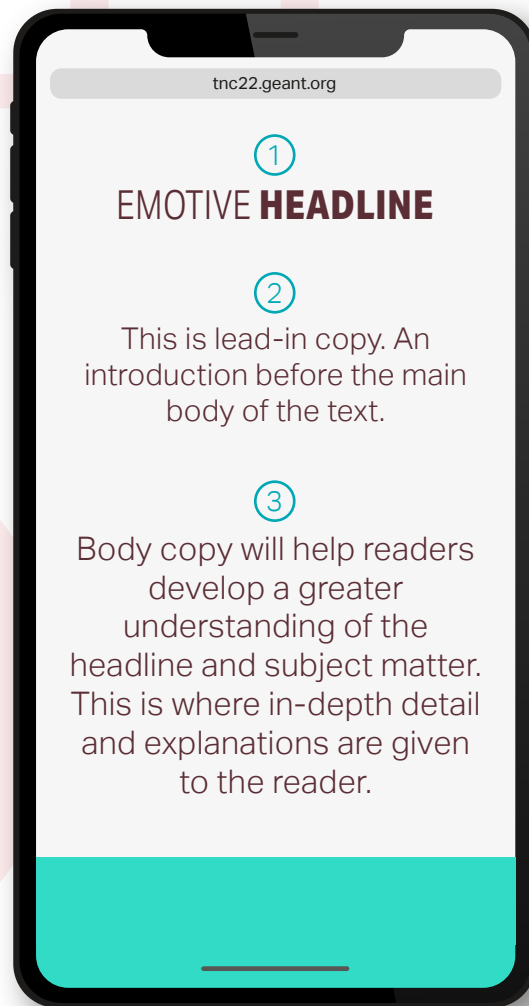
When displaying the TNC22 logo in communications, use the plain version (without tagline and dates).



TYPO— GRAPHY

Aktiv Grotesk, is our typeface.
It is used in two weights: Light and Xbold.
Our webfont is OpenSans.

1. Aktiv Grotesk CD Light and Xbold combined (all caps)
2. & 3. Aktiv Grotesk Light
4. Aktiv Grotesk Italic
5. Aktiv Grotesk CD XBold



COLOUR PALETTE

All colours in our brand colour palette complement each other.

Our brand thrives on simplicity, not excess. Please do not use more than four brand colours within one design. Our brand colours look best at full saturation but, when necessary, it is possible the use of tints (90%, 80%, 70%, etc).

Please use the correct colour values of our brand palette specified on this page.

CMYK: 33, 0, 17, 0
RGB: 180, 233, 226
HEX: B4E9E2

CMYK: 93, 94, 0, 0
RGB: 59, 58, 150
HEX: 3b3a96

CMYK: 34, 8, 79, 0
RGB: 179, 198, 97
HEX: b3c661

CMYK: 100, 100, 29, 32
RGB: 34, 30, 88
HEX: 221e58

CMYK: 71, 0, 30, 0
RGB: 33, 189, 190
HEX: 21bdbe

CMYK: 0, 89, 45, 0
RGB: 239, 66, 102
HEX: ef4266

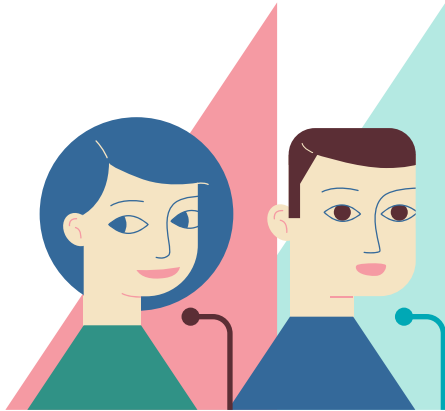
CMYK: 2, 14, 99, 0
RGB: 251, 211, 10
HEX: fbd30a

CMYK: 2, 14, 99, 0
RGB: 251, 211, 10
HEX: fbd30a

CMYK: 82, 69, 0, 0
RGB: 69, 95, 171
HEX: 455fab

ICONS & ILLUSTRATIONS

EXAMPLES



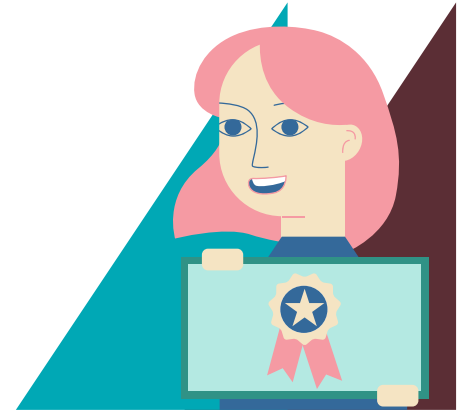
KEYNOTE
SPEAKERS



DEMO

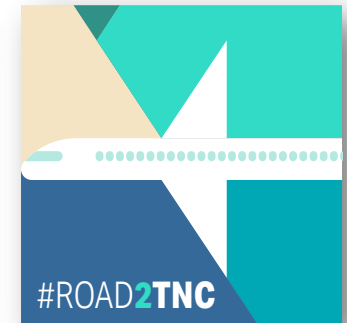
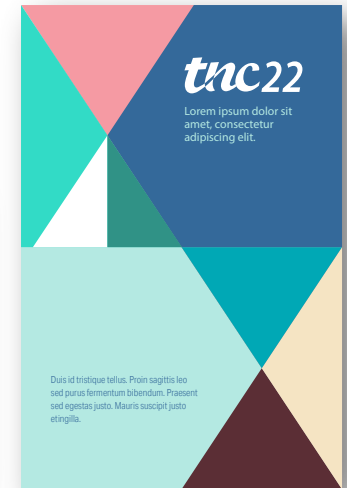
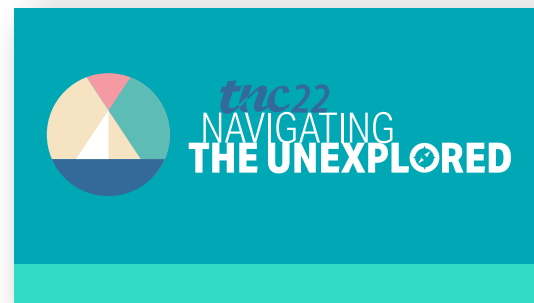


COFFEE
BREAK



COMMUNITY
AWARDS

EXAMPLE APPLICATIONS

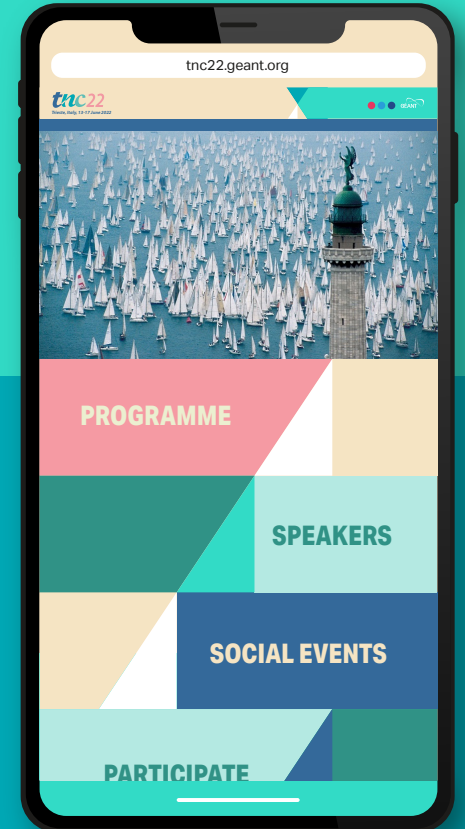
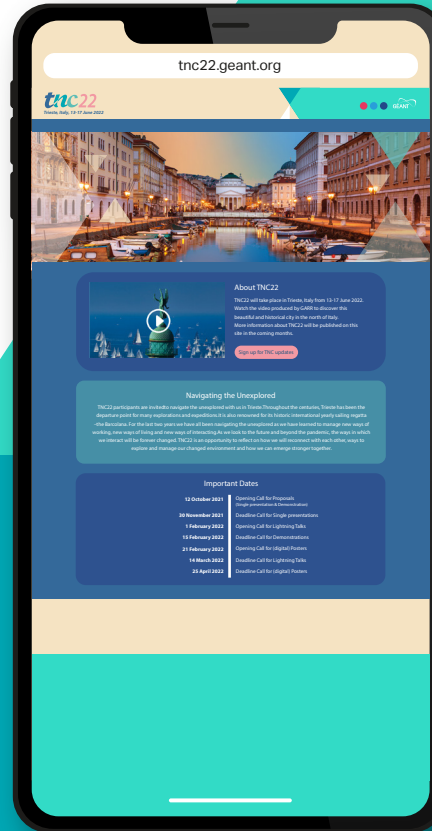


EXAMPLE APPLICATIONS

BADGE



tnc



CONTACT DETAILS

If you have any questions
about these guidelines,
please get in touch.

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