tnc22

BRANDING **GUIDELINES**
V.03

GÉANT

NAVIGATING
THE UNEXPL⊙RED

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.
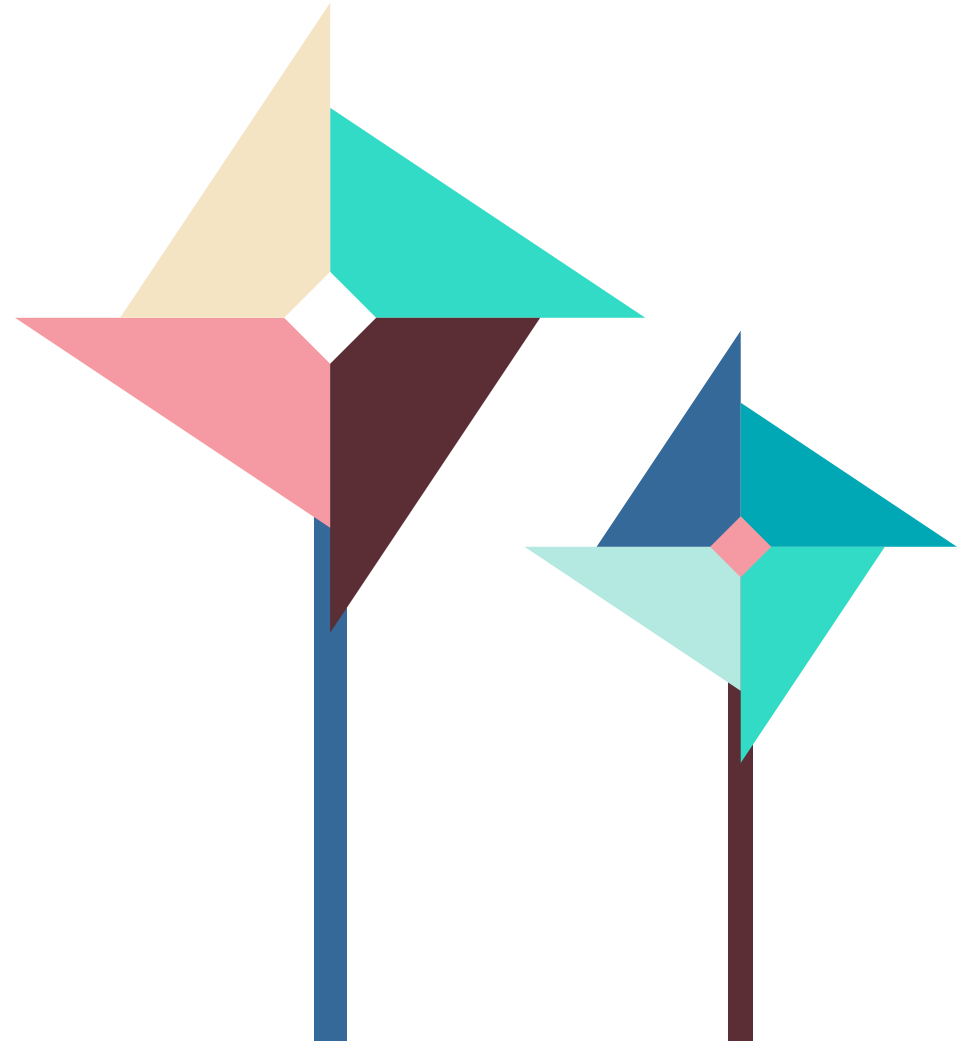
LOGO
OVERVIEW

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.

8mm/22px

10mm/30px

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)

EMOTIVE **HEADLINE**

(2)

This is lead-in copy. An introduction before the main body of the text.

(3)

Body copy will help readers develop a greater understanding of the headline and subject matter. This is where in-depth detail and explanations are given to the reader.

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(4)

"Quotes and captions can be pulled out within body copy"

(5)

1981 – 20%

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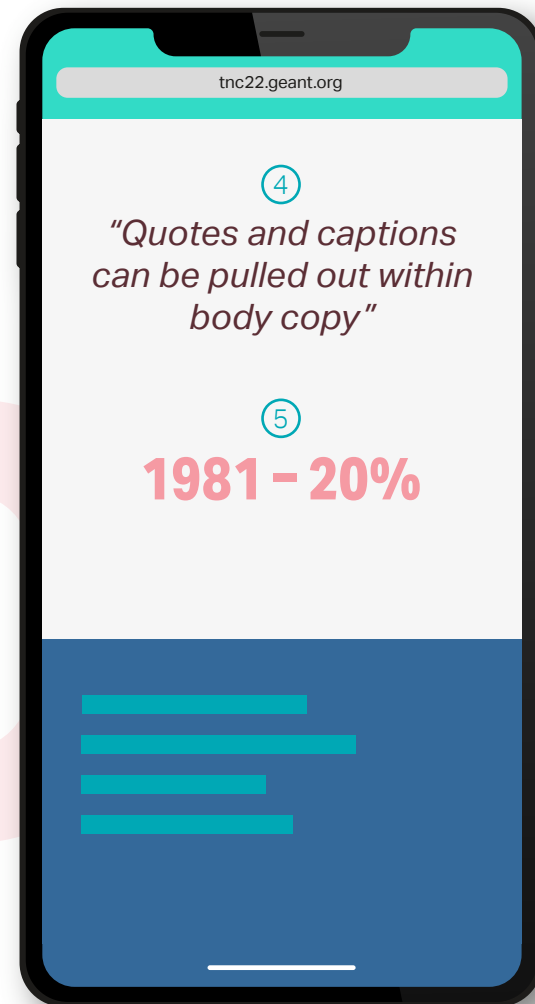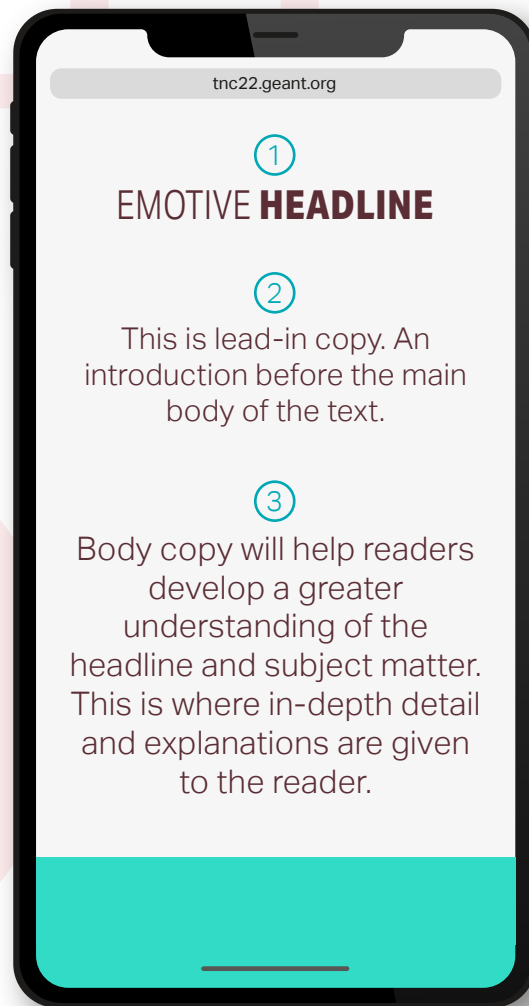
COLOUR
PALETTE

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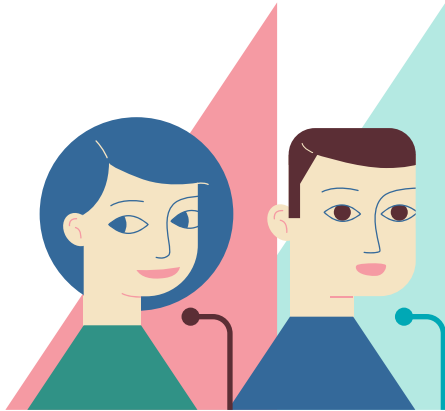
CMYK: 0, 89, 45, 0
RGB: 239, 66, 102
HEX: ef4266

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
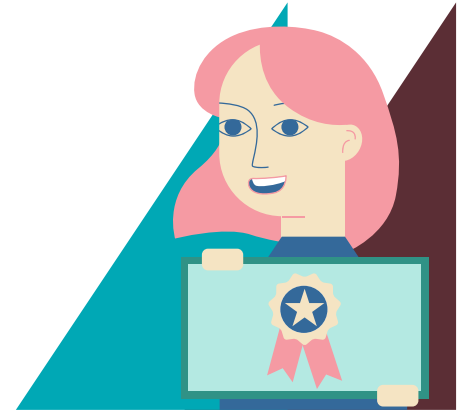RGB: 69, 95, 171
HEX: 455fab

ICONS &
ILLUSTRATIONS
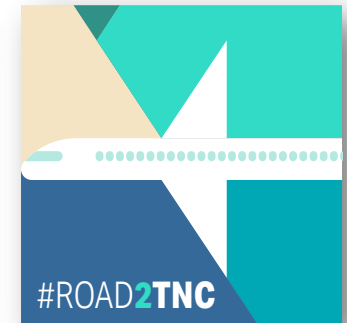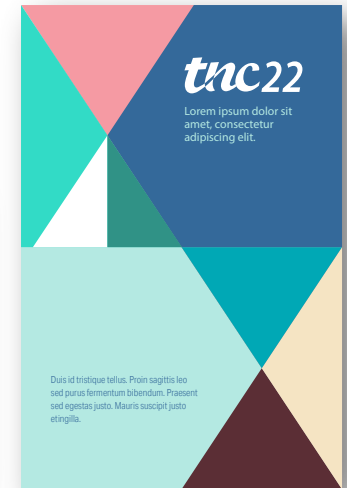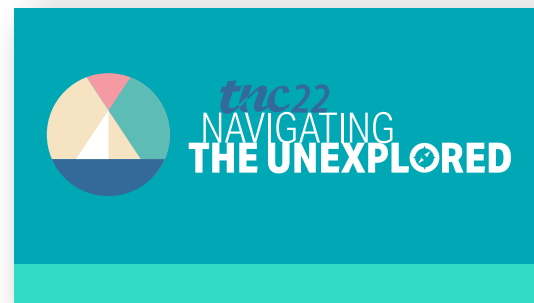### EXAMPLES

KEYNOTE
SPEAKERS

DEMO

COFFEE
BREAK

COMMUNITY
AWARDS

EXAMPLE APPLICATIONS

tnc22
Navigating the Unexplored

Duis id tristique tellus. Proin sagittis leo sed purus fermentum bibendum. Praesent sed egestas justo. Mauris suscipit justo etingilla.

tnc22
CALL FOR
PROPOSALS
NOW **OPEN**

Trieste, **13-17 June 2022**

NAVIGATING
THE UNEXPLORED

tnc22
NAVIGATING
THE UNEXPLORED

tnc22
KEYNOTE
SPEAKERS
OUT **NOW!**

Trieste, **13-17 June 2022**

SPONSORSHIP
BROCHURE

tnc22

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Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Duis id tristique tellus. Proin sagittis leo sed purus fermentum bibendum. Praesent sed egestas justo. Mauris suscipit justo etingilla.
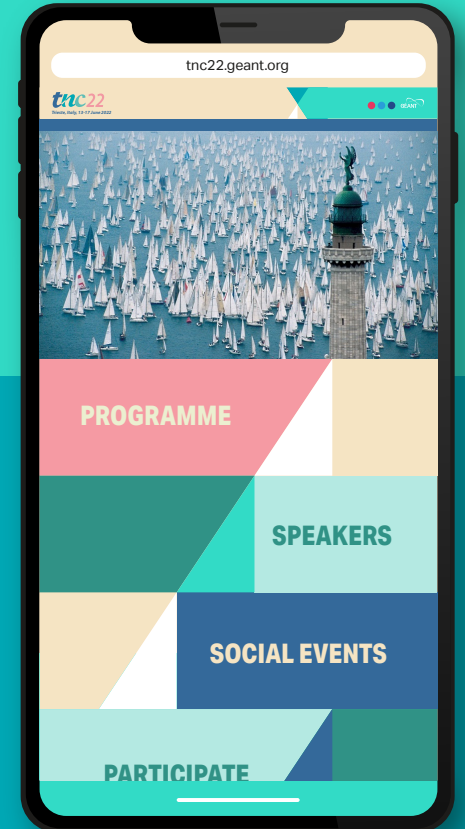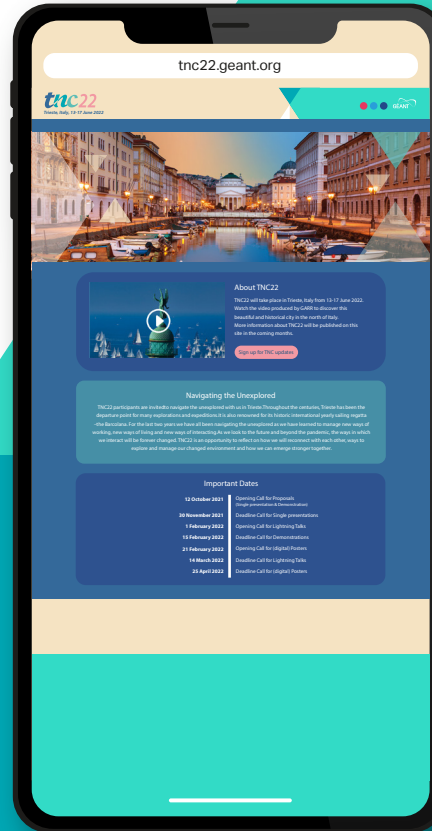
#ROAD2TNC

EXAMPLE
APPLICATIONS

BADGE

CONTACT
DETAILS

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

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design@geant.org