BRAND IDENTITY GUIDELINES

The use of collateral materials supplied to you is subject to the branding guidelines of ITEN WIRED.

The guidelines governing your use and/or development or modification of marketing materials are outlined on the following pages.

Please make sure all persons inside or outside of your organization who are working with marketing or identity items follow these guidelines. Representing the ITEN WIRED brand in a consistent and unified manner is important to projecting our image of integrity and professionalism.

Please contact our marketing team (**marketing@itenwired.com**) if you have questions about the ITEN WIRED brand identity guidelines.

COLOR

There are two colors in the primary palette. Colors may be used in various tints for accents and backgrounds.

Print

**C 100
M 0
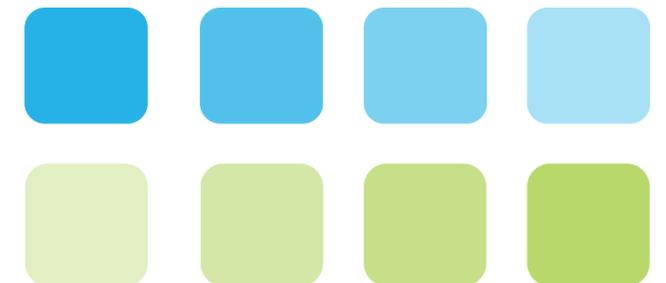Y 57
K 58**

**C 100
M 0
Y 5
K 45**

**C 0
M 27
Y 78
K 4**

Web

**Primary
R 0 G 107 B 46
Hex #26b2e7**

**Primary
R 0 G 141 B 134
Hex #b8d86b**

**Secondary
R 245 G 178 B 55
Hex #f5b237**

**Contrast
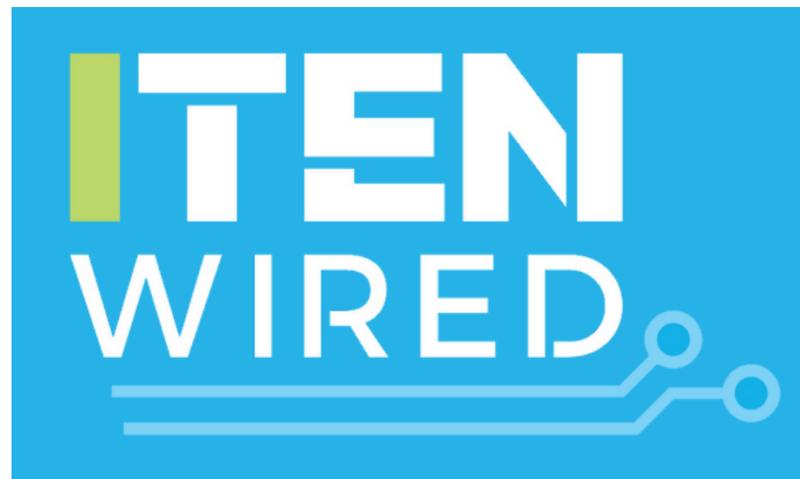R 0 G 0 B 0
Hex #000000**

Accent

Accent colors should be lighter or darker variations of the primary colors only.

LOGO USAGE

The preferred ITEN WIRED logo is the three-colored, blue background logo, but the other versions may be used as needed when a blue background is not ideal.

To ensure our logo is clearly visible in all applications and mediums, surround it with sufficient clear space that is free of type, graphics, and other elements that might cause visual clutter. To ensure the integrity and legibility of our logotype, the area directly surrounding it should be protected.
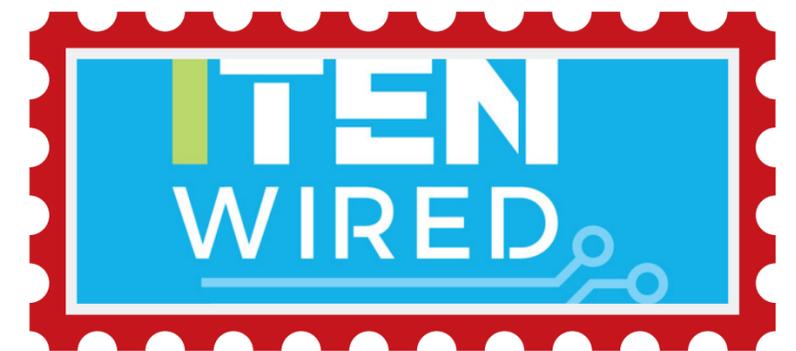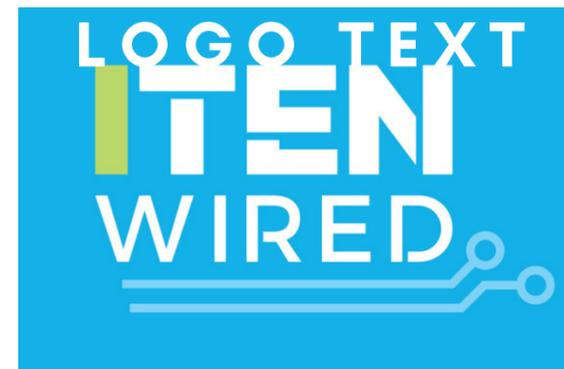
Preferred

Alternate Styles

LOGO USAGE

DO NOT

- Resize the logo incorrectly
- Use logo without all elements included
- Alter logo elements
- Use in a line of text to substitute for the name
- Alter colors
- Place in another shape
- Combine with other logos
- Add altering effects

TYPOGRAPHY

The fonts are DejaVu Sans Bold and Arial.
These may be downloaded at
www.google.com/fonts at no cost.

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXUZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXUZ
abcdefghijklmnopqrstuvwxyz

Arial

ABCDEFGHIJKLMNOPQRSTUVWXUZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXUZ
abcdefghijklmnopqrstuvwxyz

SOCIAL MEDIA

These are our social media links.
Please be sure you are tagging/linking the correct accounts!

https://www.facebook.com/ITENWIRED

https://twitter.com/ITENWIRED

https://www.instagram.com/ITENWIRED

https://www.linkedin.com/company/iten-wired-summit/

https://www.youtube.com/

HASHTAGS

Join in on the fun! Use our hashtags on your social media postings and join in the conversation!

#GeeksOnTheBeach
#ITENWIRED
#CyberCoast
#ITENWIRED23

PRESS RELEASE FOOTER

ITEN WIRED: GROWING THE CYBER COAST

ITEN (Innovation Technology Entrepreneur Network) WIRED Summit is the Southeast's premier cyber security and IT conference to connect, collaborate and build community with industry leaders, entrepreneurs and educators on innovation, technology and entrepreneurship topics.

The three-day event highlights the area's cyber security, information technology and entrepreneurial communities and explores emerging technology and innovators in start-up tech, artificial intelligence, robotics, and emerging technologies on the national scene.

The summit, which began as an economic development initiative in 2008 by the Greater Pensacola Chamber of Commerce, is now hosted by IT Gulf Coast and Florida West Economic Development Alliance.
ITEN WIRED also operates as a not-for-profit, tourism-focused, community event with proceeds being donated back to local STEM initiatives, including an endowment with the University of West Florida's College of Science and Engineering.

The 11th Annual ITEN WIRED Summit kickoffs October 18-20, 2023 at the Hilton Pensacola Beach. Tickets are on sale now at **ITENWIRED.com**