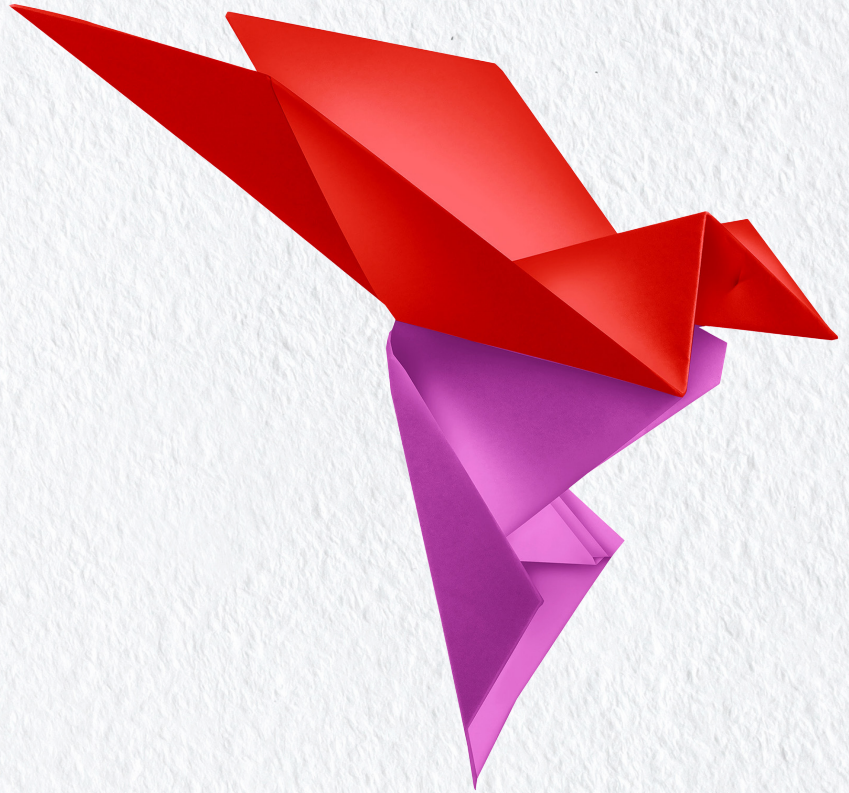


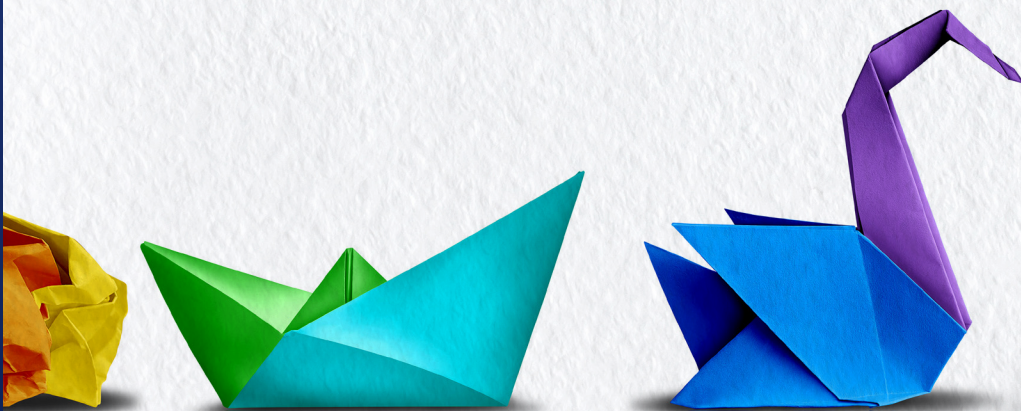
© TD SYNnex

Inspire ~~20~~ 23

Where Great Ideas Unfold



Branding Guidelines



Picture in your mind a blank page...

What does it mean to you?

A new beginning?

An exciting challenge?

A daunting adventure?

At TD SYNEX, a blank page has limitless potential. It's the place where we jot down our best ideas. It's the place where everyone can be seen and heard. It's the place where our thoughts and wishes become plans - and those plans are powerful tools to unlock the future.



Are you ready to enter the space where our ideas can take shape?

Join us at Inspire 2023 - Where Great Ideas Unfold.

Inspire 2023 Value Pillars



Create the sparks of inspiration.



Collaborate to find unique perspectives.



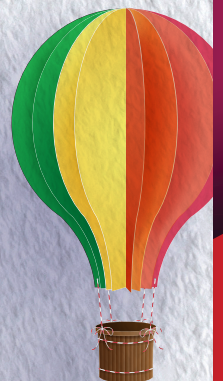
Value versatility and adaptability.



Lead with intention and purpose.



Succeed by folding in everyone's insights.



Inspire 2023 Branding Guideline

Overview



The following document details the branding design, usage and requirements for Inspire event branding in 2023. Any use of the Inspire name, logo and branding graphics must adhere to the stipulations set forth in this document.

If you have any questions concerning these guidelines or have any special requests, contact the TD SYNEX Creative Group (see page 15).

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Inspire Logo

Logo artwork variants and applications

The following artwork shows Inspire logo variations. Contact the TD SYNnex Creative Group department for copies of the logo artwork, and be sure to state the purpose to receive the correct format. The primary

logo should be used first, and the Inspire button is intended for large-format signage and to complement as secondary usage.

Primary Black



Primary White



Primary Solid Color Variations



Primary + Event Theme lockup



Vendor Summit Sub-Event Lockup Brand

This lockup is used in conjunction with the Inspire logo type as well as used independently to identify the event year and particular event type, being the Vendor Summit. Contact the TD SYNnex Creative Group

department for copies of the logo artwork, and be sure to state the purpose to receive the correct format.

Primary Black



Primary White



Primary Solid Color Variations



Typeface treatment

The typefaces used and how to implement properly

Inspire 2023 will use the TWK Everett as its base typeface. The various typefaces of these font families will be employed to typographical elements such as headlines, body copy or labels. Here are some examples showing how the typefaces are employed:

Headlines

TWK Everett, Medium

Inspire 2023

Subtitles

TWK Everett, Regular

Join us at TD SYNnex Inspire 2023

Body Copy Headings and Normal Copy

Georgia Pro, upper/lower-case, regular, bold

Lorem ipsum dolor

Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Facilisis gravida neque convallis a cras semper. Est ante in nibh mauris cursus mattis molestie a iaculis.

Facilisi nullam vehicula ipsum a arcu. Aliquam malesuada bibendum arcu vitae elementum curabitur.

Color Palette

Process and web colors specifications

The Inspire brand color palette will include the following for the purposes of full color printing, web/mobile production and digital presentations:

Inspire Brand Colors

White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Web: FFFFFFFF

Black

CMYK: 75, 68, 67, 90
RGB: 0, 0, 0
Web: 000000

Cool Gray 8

CMYK: 49, 40, 38, 3
RGB: 137, 139, 142
Web: 898A8E

Red

CMYK: 11, 99, 96, 2
RGB: 210, 35, 42
Web: D2232A

Purple

CMYK: 55, 99, 14, 2
RGB: 136, 41, 127
Web: 88297F

Blue

CMYK: 93, 81, 2, 0
RGB: 45, 76, 159
Web: 2D4C9F

Turquoise

CMYK: 80, 18, 37, 0
RGB: 1, 157, 163
Web: 019DA3

Yellow

CMYK: 12, 36, 98, 0
RGB: 224, 165, 40
Web: E0A528

Design Elements – Signage

Graphic elements and usages

The Inspire 2023 branding includes graphic elements that support the design with backgrounds and graphical treatments. Shown here are examples of full color in vertical and horizontal layout:

Print Graphics - Informational Graphics (Meterboard, X-Stand)

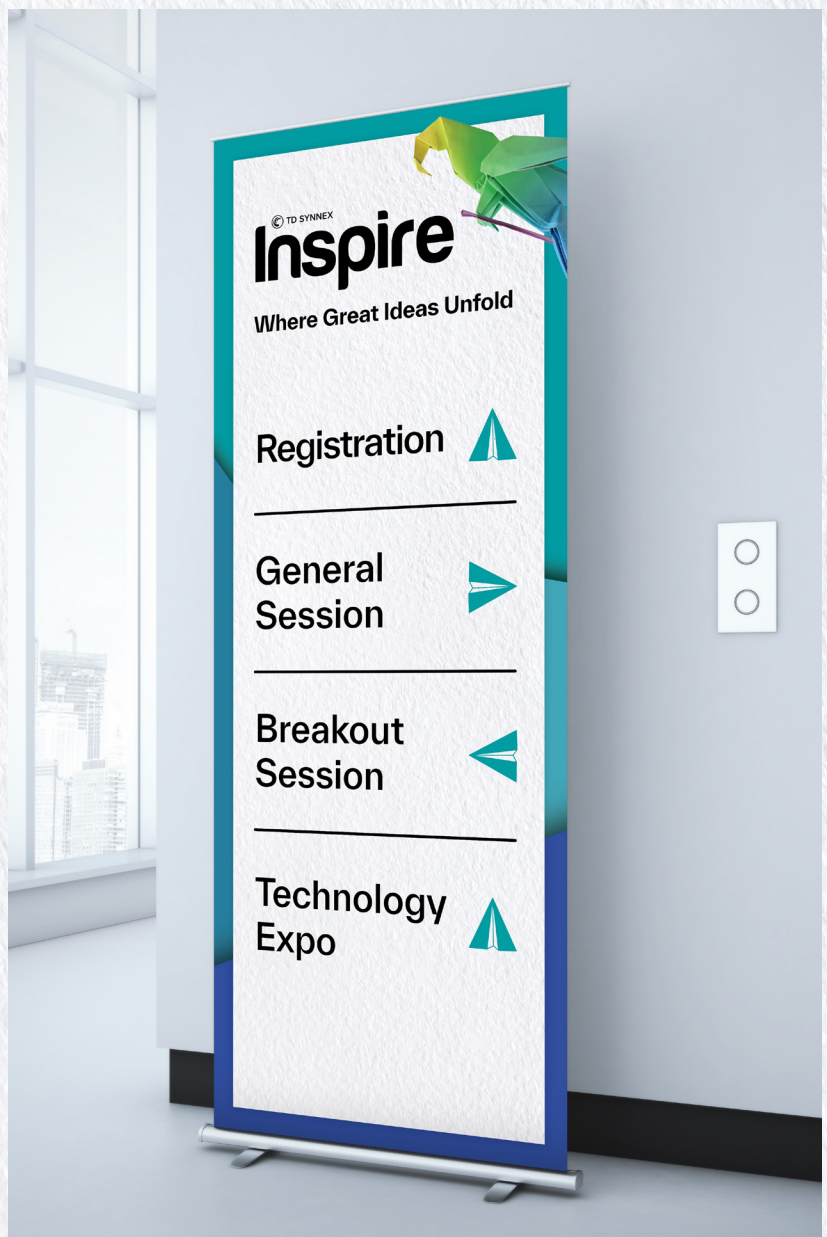
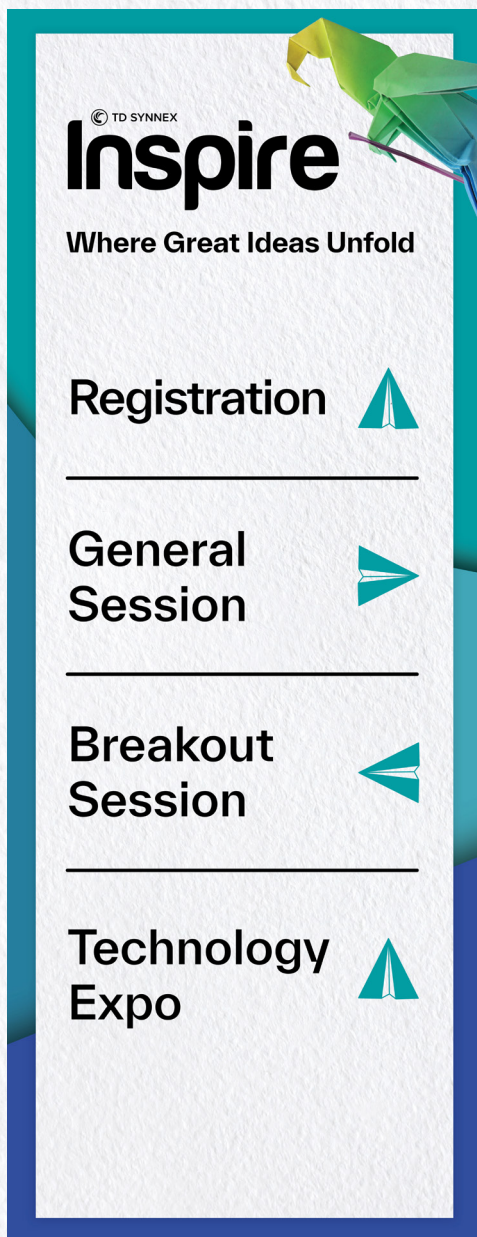


Design Elements – Visibility Displays

Graphic elements and usages

High Visibility – Directional Displays

For high traffic - high visibility areas, we will use this high-intensity color variation to make verbiage and directionals stand out. We'll also use the color variation to add depth to digital presentations and make them more visually engaging.



Design Elements – Visibility Displays

Graphic elements and usages - Location Displays

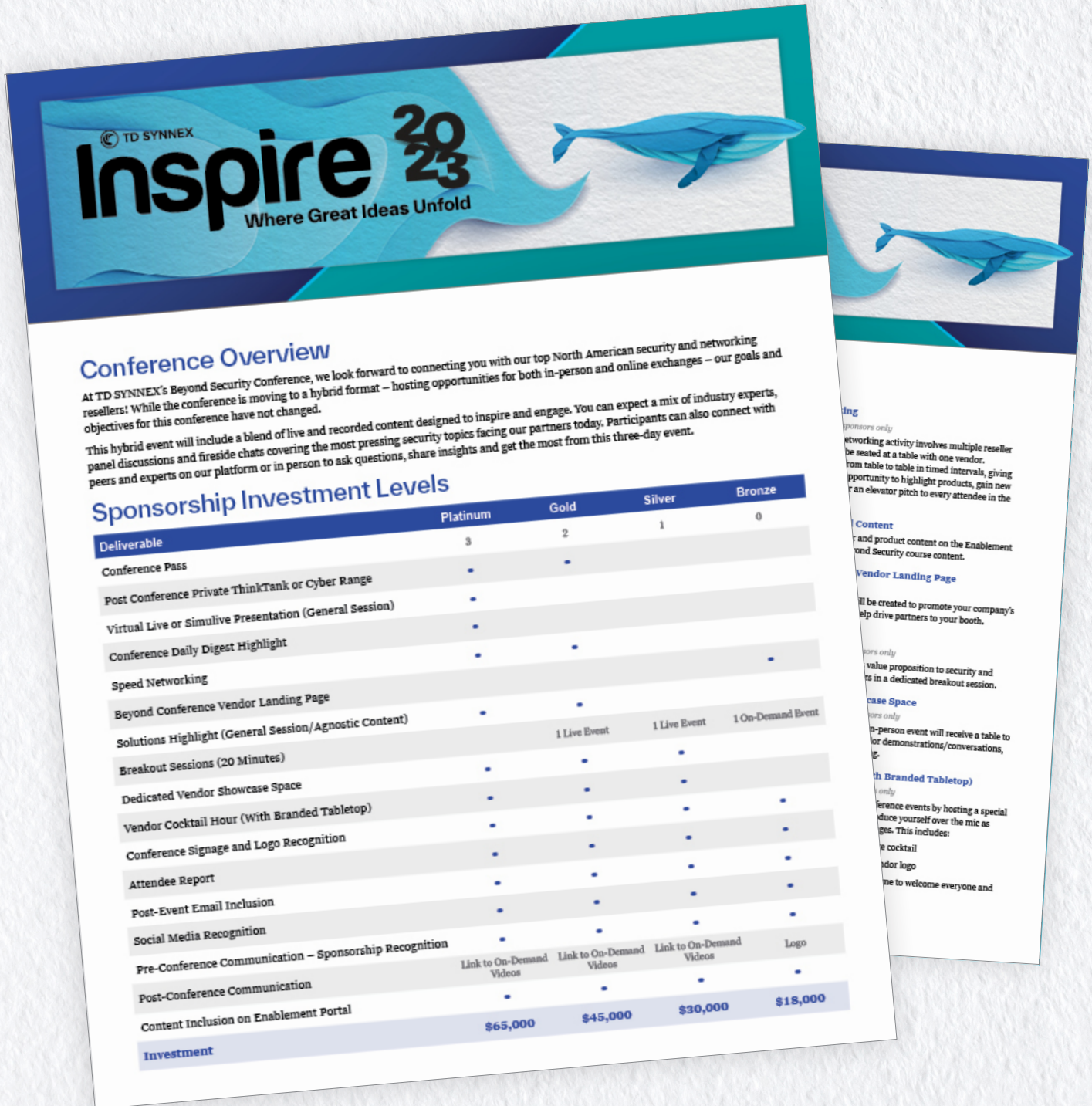
Print Graphics - Inspire Themed



Design Elements – Presentation Templates

Word Document template

The presentation template for documents written in Microsoft Word (.docx) is shown below. You may obtain a copy of the file by contacting the TD SYNnex Creative Group.



Conference Overview

At TD SYNnex's Beyond Security Conference, we look forward to connecting you with our top North American security and networking resellers! While the conference is moving to a hybrid format – hosting opportunities for both in-person and online exchanges – our goals and objectives for this conference have not changed.

This hybrid event will include a blend of live and recorded content designed to inspire and engage. You can expect a mix of industry experts, panel discussions and fireside chats covering the most pressing security topics facing our partners today. Participants can also connect with peers and experts on our platform or in person to ask questions, share insights and get the most from this three-day event.

Sponsorship Investment Levels

Deliverable	Platinum	Gold	Silver	Bronze
Conference Pass	3	2	1	0
Post Conference Private ThinkTank or Cyber Range	•	•		
Virtual Live or Simulive Presentation (General Session)	•			
Conference Daily Digest Highlight	•	•		
Speed Networking				•
Beyond Conference Vendor Landing Page	•			
Solutions Highlight (General Session/Agnostic Content)		1 Live Event	1 Live Event	1 On-Demand Event
Breakout Sessions (20 Minutes)	•	•	•	
Dedicated Vendor Showcase Space	•	•	•	
Vendor Cocktail Hour (With Branded Tabletop)	•	•	•	•
Conference Signage and Logo Recognition	•	•	•	•
Attendee Report	•	•	•	•
Post-Event Email Inclusion	•	•	•	•
Social Media Recognition	•	•	•	•
Pre-Conference Communication – Sponsorship Recognition	Link to On-Demand Videos	Link to On-Demand Videos	Link to On-Demand Videos	Logo
Post-Conference Communication	•	•	•	•
Content Inclusion on Enablement Portal	•	•	•	•
Investment	\$65,000	\$45,000	\$30,000	\$18,000

ing
sponsors only
 networking activity involves multiple reseller be seated at a table with one vendor. from table to table in timed intervals, giving opportunity to highlight products, gain new for an elevator pitch to every attendee in the

Content
 and product content on the Enablement and Security course content.

Vendor Landing Page
 will be created to promote your company's help drive partners to your booth.

res only
 value proposition to security and is in a dedicated breakout session.

case Space
res only
 in-person event will receive a table to for demonstrations/conversations, g.

th Branded Tabletop
only
 conference events by hosting a special reduce yourself over the mic as ges. This includes:
 e cocktail
 or logo
 me to welcome everyone and

Design Elements – Visibility Displays

Graphic elements and usages - Registration

Digital Graphics - Email and Web



OCTOBER 4-7 | GREENVILLE, SC

Greenville Convention Center
Greenville, SC

Register Now

Lorem ipsum dolor consect

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Register Now

Design Elements – Presentation Templates

PowerPoint 16:9 template

The presentation template in PowerPoint (.pptx) format is shown below. A copy of this template can be obtained by contacting the TD SYNnex Creative Group.



Design Elements – Informational (Badges)

Graphic elements and usages – Identification

Event identification badges will consist of five types, with each type based on the attendee’s status: Vendor, Customer, Co-worker, Events and Miscellaneous.

These will use the same color coding for types that is standard for TD SYNEX events. Only use templates as provided and approved by the TD SYNEX Creative Group.



Co-worker



Events



Vendor



Customer



Miscellaneous

TD SYNEX Creative Group

Contact information

If you have any questions or require templates for the design components outlined in this guide, contact the following TD SYNEX Creative Group representatives:

David Nine

Creative Services Manager, TD SYNEX
David.Nine@tdsynnex.com

Shaun Ritchie

Production Specialist, TD SYNEX
Shaun.Ritchie@tdsynnex.com

Jay Blaskovich

Senior Director, Brand and Content, TD SYNEX
Jay.Baskovich@tdsynnex.com

Denna Lambke

Vice President, TD SYNEX Creative Group
Denna.Lambke@tdsynnex.com

