techoraco

Event
Brand Guidelines.



Corporate Event Basics.

Colour Palette

Brand Blue:
Hex: #0d0a33
R: 13 G: 10 B: 51
CMYK: C: 100 M: 97 Y: 46 K: 62

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Connected.

Regional Colour Palette.

Africa

CMYK 0 / 18 / 100 / 0
RGB 255 / 208 / 0
HEX #ffd000

APAC & Oceania

CMYK 0 / 58 / 100 / 0
RGB 240 / 129 / 0
HEX #f08100

Asia

CMYK 5 / 92 / 25 / 0
RGB 224 / 45 / 113
HEX #e02d71

Europe

CMYK 66 / 0 / 90 / 0
RGB 96 / 179 / 69
HEX #60b345

LATAM

CMYK 65 / 90 / 0 / 0
RGB 120 / 54 / 140
HEX #78368c

Middle East

CMYK 85 / 40 / 0 / 0
RGB 0 / 126 / 195
HEX #007ec3

North America

CMYK 95 / 0 / 40 / 0
RGB 0 / 159 / 165
HEX #009fa5

Secondary Colour Palette.

Africa

Main Colour

CMYK 0 / 18 / 100 / 0
RGB 255 / 208 / 0
HEX #ffd000

Secondary Colours

CMYK 0 / 35 / 100 / 0
RGB 249 / 176 / 0
HEX #f9b000

CMYK 0 / 10 / 50 / 0
RGB 255 / 229 / 150
HEX #ffe596

CMYK 100 / 97 / 46 / 62
RGB 13 / 10 / 51
HEX #0d0a33

CMYK 60 / 0 / 15 / 0
RGB 97 / 195 / 217
HEX #61c3d9

CMYK 35 / 0 / 12 / 0
RGB 177 / 221 / 228
HEX #b1dde4

APAC & Oceania

Main Colour

CMYK 0 / 58 / 100 / 0
RGB 240 / 129 / 0
HEX #f08100

Secondary Colours

CMYK 65 / 0 / 47 / 0
RGB 87 / 186 / 158
HEX #57ba9e

CMYK 30 / 0 / 20 / 0
RGB 206 / 193 / 166
HEX #c0e1d7

CMYK 100 / 97 / 46 / 62
RGB 13 / 10 / 51
HEX #0d0a33

Asia

Main Colour

CMYK 5 / 92 / 25 / 0
RGB 224 / 45 / 113
HEX #e02d71

Secondary Colours

CMYK 65 / 50 / 0 / 0
RGB 107 / 124 / 188
HEX #6b7cbc

CMYK 30 / 15 / 0 / 0
RGB 188 / 205 / 235
HEX #bccdeb

CMYK 90 / 80 / 0 / 0
RGB 59 / 67 / 149
HEX #3b4395

CMYK 100 / 97 / 46 / 62
RGB 13 / 10 / 51
HEX #0d0a33

Europe

Main Colour

CMYK 66 / 0 / 90 / 0
RGB 96 / 179 / 69
HEX #60b345

Secondary Colours

CMYK 80 / 75 / 0 / 0
RGB 82 / 78 / 156
HEX #524e9c

CMYK 60 / 55 / 0 / 0
RGB 123 / 119 / 182
HEX #7b77b6

CMYK 50 / 40 / 0 / 0
RGB 143 / 150 / 203
HEX #8f96cb

CMYK 100 / 97 / 46 / 62
RGB 13 / 10 / 51
HEX #0d0a33

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Secondary Colour Palette.

LATAM

Main Colour

CMYK 65 / 90 / 0 / 0
RGB 120 / 54 / 140
HEX #78368c

Secondary Colours

CMYK 60 / 0 / 20 / 0
RGB 99 / 195 / 209
HEX #63c3d1

CMYK 30 / 0 / 8 / 0
RGB 190 / 227 / 237
HEX #bee3ed

CMYK 95 / 0 / 40 / 0
RGB 0 / 159 / 165
HEX #009fa5

CMYK 50 / 0 / 100 / 0
RGB 149 / 193 / 31
HEX #95c11f

CMYK 100 / 97 / 46 / 62
RGB 13 / 10 / 51
HEX #0d0a33

Middle East

Main Colour

CMYK 85 / 40 / 0 / 0
RGB 0 / 126 / 195
HEX #007ec3

Secondary Colours

CMYK 0 / 10 / 35 / 0
RGB 255 / 232 / 182
HEX #ffe8b6

CMYK 20 / 20 / 36 / 5
RGB 206 / 193 / 166
HEX #cec1a6

CMYK 20 / 30 / 45 / 0
RGB 212 / 182 / 147
HEX #d4b693

CMYK 100 / 97 / 46 / 62
RGB 13 / 10 / 51
HEX #0d0a33

North America

Main Colour

CMYK 95 / 0 / 40 / 0
RGB 0 / 159 / 165
HEX #009fa5

Secondary Colours

CMYK 90 / 0 / 50 / 50
RGB 0 / 101 / 92
HEX #00655c

CMYK 30 / 0 / 10 / 0
RGB 190 / 226 / 233
HEX #bee2e9

CMYK 80 / 0 / 20 / 0
RGB 0 / 175 / 203
HEX #00afcb

CMYK 100 / 97 / 46 / 62
RGB 13 / 10 / 51
HEX #0d0a33

techoraco keeps the digital infrastructure and technology industries connected.

Keeping Our Brands Connected.

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Typography.

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.!?;:&

Owners Text, Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.!?;:&

Owners Text, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.!?;:&

Owners Text, Regular

capacity
a techoraco brand

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.!?;:&

Roboto, Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.!?;:&

Roboto, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.!?;:&

Roboto, Regular

DATACLOUD
a techoraco brand

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.!?;:&

Brandon Grotesque, Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.!?;:&

Brandon Grotesque, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.!?;:&

Brandon Grotesque, Regular

Typography.

GLOBAL LEADERS' FORUM GLF™
a techoraco brand

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.!?:;&

Articulat CF, Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.!?:;&

Articulat CF, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.!?:;&

Articulat CF, Regular

itw
a techoraco brand

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.!?:;&

Montserrat, Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.!?:;&

Montserrat, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.!?:;&

Montserrat, Medium

infra Xchange
a techoraco brand

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.!?:;&

Owners Text, Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.!?:;&

Owners Text, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.!?:;&

Owners Text, Regular

Keeping
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Brand Logos and Event Logos.

capacity
a techoraco brand

capacity EURASIA

capacity LATAM

capacity EUROPE

capacity MIDDLE EAST

MEXICO CONNECT

METRO CONNECT USA

METRO CONNECT FALL

itw
a techoraco brand

itw AFRICA

itw ASIA

DATACLOUD
a techoraco brand

DATACLOUD AFRICA

DATACLOUD AWARDS

DATACLOUD ENERGY EUROPE

DATACLOUD GLOBAL CONGRESS

DATACLOUD MIDDLE EAST

DATACLOUD USA

DATACLOUD ASIA

DATACLOUD ENERGY USA

infra Xchange
a techoraco brand

infra Xchange

infra Xchange

infra Xchange

GLOBAL LEADERS' FORUM GLF™
a techoraco brand

GLF™ community

GLF™ accelerator

Our logos

DO NOT include a year within our logos.

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Logo use.

Datacloud Logo (being used as the example)

Shown on this page is the Datacloud logo. This is an example and the same rules should apply across any of our brand logos or event logos.

The logo must appear as shown.

DO NOT separate the elements.

There are three logo variants:

1. Primary Logo
2. Secondary Logo – Positive
3. Secondary Logo – Negative

PLEASE NOTE:
Use our primary logo in all Datacloud communications whenever possible. Please use the artwork files supplied.

PLEASE DO NOT attempt to re-draw our logo.

1 ‘Datacloud’ logotype

DATACLOUD
a techoraco brand

DATACLOUD
a techoraco brand

2 ‘Datacloud’ logotype - Positive

DATACLOUD
a techoraco brand

3 ‘Datacloud’ logotype- Negative

Logo use.

Minimum clear space

It is important to maintain a generous clear space between the logo and any other graphic elements or type.

A minimum clear space rule has been established.

The minimum clear space is the X-height of the wordmark. Where possible, allow for more than the minimum space.

DO NOT place other graphic elements within the minimum clear space ie:type, illustration, photography or any other logo



X-Height = Logo miniumum clear space



100% = 100mm

Minimum size

To ensure the brand logo is legible when it is small, a minimum size of 15mm high is recommended.

DO NOT show the brand logo smaller than 15 mm high.



75% = 75mm



50% = 50mm



25% = 25mm



15% = 15mm
Minimum size

Logo use.

Logo – Dont's

Our logo is a valuable asset that must be treated with respect. Always use the master artwork and specifications.

PLEASE NOTE: artwork for our logos have been specially created.

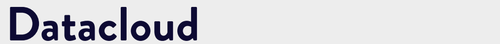
PLEASE DO NOT attempt to re-draw our logo or include a year within the logo.



DO NOT distort the logo



DO NOT alter the proportions of the logo



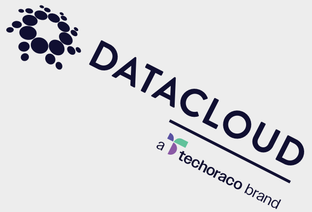
DO NOT replace or remove the wordmark



DO NOT change the colour



DO NOT add a colour keyline



DO NOT use at an angle other than 90°

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Content formatting.

How to display the name ‘techoraco’

Our name is to be written as ‘techoraco’ with a lowercase ‘t’
NOT as ‘Techoraco’.

How to display speakers names or testimonials

i.e: **Hunter Newby**, Owner, **NEWBY ADVENTURES**

How to display dates and times

17 - 18 March 2026
08:00 - 17:30

date/month/year

24hr clock format

Measurements

Always provide someone measurements in width x height (w x h) to avoid things being made to the wrong orientation.



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Applications onsite signage.



Pullup banner/Meterboards

Event logo positioned at the top with no year

Rounded featuring box

- Clear normal arrow to show direction
- CAPS for main header
- Smaller, light font for less important information

Event hashtags in rounded box

Event branding applied to background

‘a techoraco brand’ in bottom right-hand corner

Smaller signage



Date and Time icon

24hr clock 4-digits (00:00)

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Applications powerpoint slides.

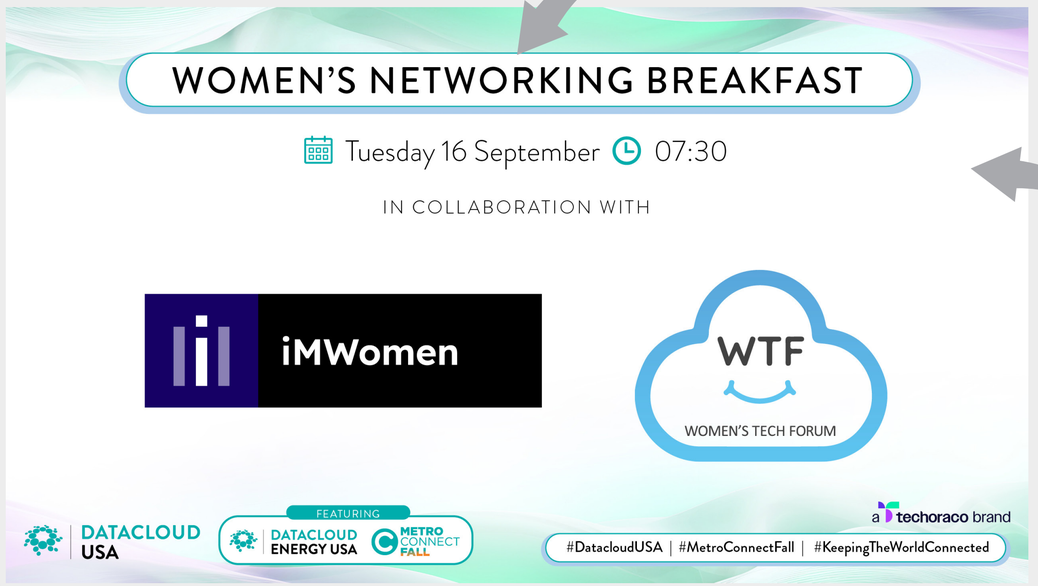
Examples:



Event logos

Event hashtags along bottom

a ‘techoraco brand’



Date and Time icons/ 24hr clock

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Applications powerpoint slides.

Examples:

Event logos and ‘brought to you by techoraco’ at top



Event hashtags along bottom

Speaker slide example:

Clear bold title in box

Date and Time icons/ 24hr clock



Clear good quality photos

Box for each speaker

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Digital guides.

16.9 slide:

1920px (w) x 1080px (h)

LinkedIn banner:

1200px (w) x 627px (h)

Instagram banner:

1080px (w) x 1080px (h)

GRIP:

Logo - 150px (w) x 150px (h)
Entire Background Image - 2560px (w) x 1600px (h)
Event Banner - 500px (w) x 160px (h)
Homepage Event Image - 1440px (w) x 600px (h)
Welcome Image - 1280px (w) x 1440px (h)

Thumbnail image:

667px (w) x 373px (h)

Banners for Capacity Website:

300px (w) x 600px (h)
320px (w) x 50px (h)
320px (w) x 100px (h)
600px (w) x 74px (h)
700px (w) x 120px (h)
728px (w) x 90px (h)
970px (w) x 90px (h)
970px (w) x 250px (h)

Email header:

700px (w) x 200px (h)

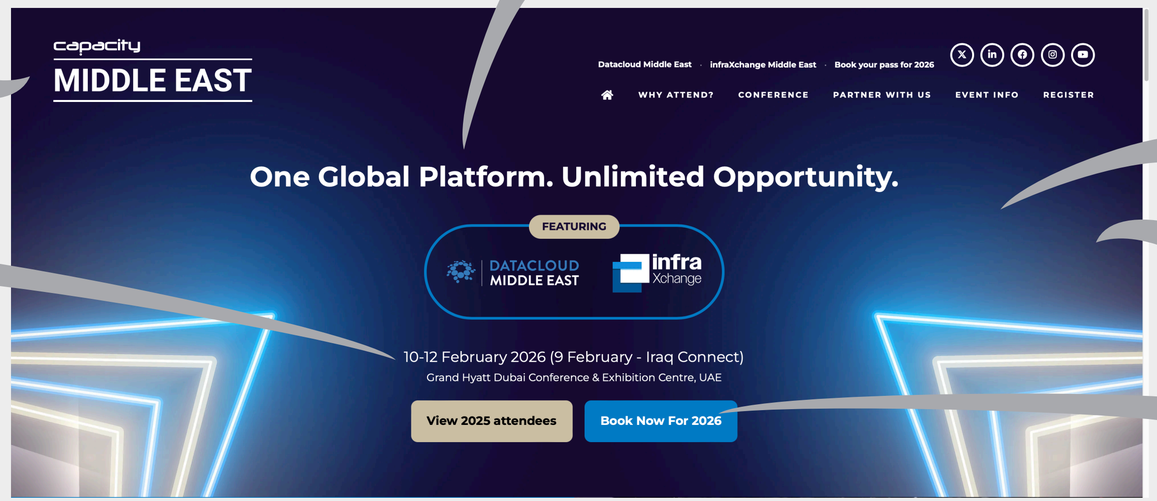
Email signature:

700px (w) x 120px (h)

Website guide.

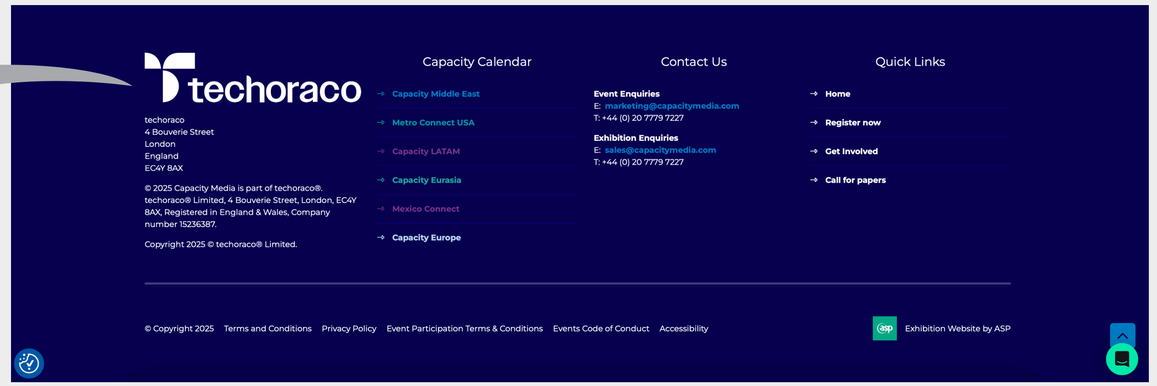
Website header:

1. Event logo doesn't include a year
2. Large, clear bolded strapline
3. Featuring box containing logos
4. Dates of event
   Pre-event acitivites
   Location of event, city
5. Event branding in hero image background (1920px x 1080px)
6. Call to action rounded corner buttons in event colours



Website footer

Include the techoraco logo in footer of the website.



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Sponsor signage.

Largest should be the event's logo at the top in the most prominent position.

Patron larger than platinum, platinum larger than diamond, diamond larger than gold, gold larger than silver, silver larger than bronze.

Clear tiers heading in CAPS.

All logos MUST be in vector, .eps or .ai for signage. JPEGs will NOT be accepted.

Check where banner is being displayed onsite as to whether logos can go to the bottom. ie: if furniture is going in front of the banner then please raise all logos upwards.



'a techoraco brand'. small in bottom right-hand corner

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Thank you for viewing our guidelines.

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