

RSAC[™]Conference2027

Conference Logo Usage Guidelines



RSA Conference 2027 Logo: Requirements

RSA Conference 2027 Logo Type

On a white background, the Conference logo should be rendered in RSA Conference™ Theme Navy whenever possible. The all-black logo is used only when the situation accepts only black and white. For a dark background, the logo should be rendered in white. RSA Conference Theme Navy is the preferred color for dark backgrounds.



April 5 – 8 • San Francisco



April 5 – 8 • San Francisco

The horizontal RSA Conference™ 2027 is the preferred format (horizontal example formats are above), but for narrow creative applications, the vertical version may be used (vertical example formats are below).



April 5 – 8
San Francisco



April 5 – 8
San Francisco

RSA Conference 2027 Logo Colors



Theme Navy
Pantone: 281CP
HEX: 011258
RGB: 1-18-88
CMYK: 100-94-7-32



Black
HTML: 000000
RGB: 37-37-37
CMYK: 100-0-0-0



White
HTML: ffffff
RGB: 255-255-255
CMYK: 0-0-0-0

Note: Please see page 5 for copy treatment use of RSA Conference 2027.

RSA Conference 2027 Logo: Size

Minimum RSA Conference Logo Size

These are the absolute minimum allowable sizes for using versions of the logotype without sacrificing clarity or readability.

Width	Print	Digital
		
	2" wide	192 px wide
	2" wide	192 px wide
	1" wide	96 px wide
	1" wide	96 px wide

NOTE: These are minimum size requirements for small pieces; **adjust the size relatively to the overall artwork.**
The logo should never occupy less than 0.5% (.005) of the available artwork area.

Minimum Logo Size for Bus Wraps

When using the RSA Conference logo on a full bus wrap, the logo must appear at a minimum of 0.5% of the overall artwork area; It can be placed anywhere, provided the minimum clear space around it is observed (see previous page). You must use the horizontal version of the RSA Conference 2027 logo.

A template will be provided with the logo at the minimum approved size.

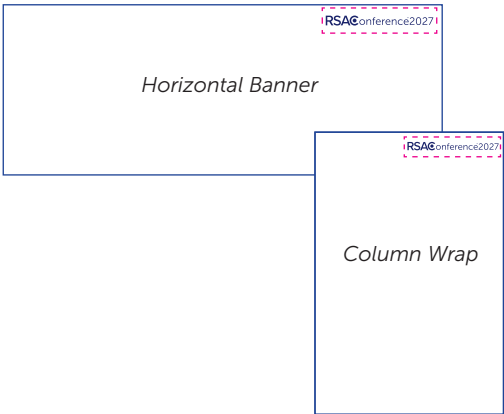
Example of minimum logo size for bus wrap
(dashed line indicates minimum clear space)



Minimum Logo Size for Banners & Column Wraps

When using the RSA Conference logo in large scale banners, column wraps, or other sponsored signage, the RSA Conference 2027 logo should be placed in the upper right corner and sized to **1% of the overall artwork area**. A template will be provided to the approved specs; RSAC reserves the right to make adjustments to size and position of the RSA Conference 2027 logo on sponsor's artwork.

- Example: On a 260" W x 100" H banner, the total artwork area is 26,000 sq.in.
 - The RSA Conference logo size should be 56.6" x 4.6" (260 sq.in. = 1% of total)
 - The logo's distance from top and side should be determined by twice the cap height (X) of the RSAC Hub (see previous page)



RSA Conference 2027 Logo: Inclusion in EMOs

All Sponsored EMOs Must Include the RSA Conference 2027 Logo

- If the EMO consists of multiple panels, the RSA Conference 2027 logo must be displayed on each panel.
- For a full bus wrap, the RSA Conference 2027 logo must appear on both sides and on the back; it is not needed on the front of the bus.
- You must use the full RSA Conference 2027 logo; you may not use the abbreviated "RSAC" logo.

Example of RSA Conference 2027 logo used on every section of a multi-panel advertisement:



Permitted Logo Colors

It is always preferable to use the RSA Conference logo in **Theme Navy** (for light backgrounds) or **white** (for dark backgrounds); however, where that is not possible, all **black** (for light backgrounds). Do not vary from the versions provided. Do not make part of the logo one color and the other part another. Choose the appropriate version to maximize contrast and do not place the logo on busy backgrounds.

PREFERABLE:

RSAC[®]onference2027

OK:

RSAC[®]onference2027

NO:

~~RSAC[®]onference2027~~

PREFERABLE:

RSAC[®]onference2027

NO:

~~RSAC[®]onference2027~~

Minimum Clear Space

Providing the proper amount of clear space around the RSA Conference logo maintains adequate staging and makes it easier to distinguish within visual communications.

The clear space must be at least twice the cap height (X) of the RSAC Hub (the circle within the letter C).



RSA Conference 2027 Logo: DON'Ts

To make our brand as recognizable as possible, it's important not to modify the logo in any way that would compromise its consistency or impact. If you need to use the logo for an application where the guidelines don't seem clear or sufficient, then please submit your suggestion or request to the brand manager for approval.



RSAConference2027

DO NOT use any unapproved colors for the logotype.



RSAConference2027

DO NOT mix colors or rainbow the logotype.



RSAConference2027

DO NOT distort the logotype.



RSA 2027
Conference

DO NOT change the elements, the spacing, or proportions of the elements within the logotype.



RSAConference2027

DO NOT outline the logotype.



RSAConference2027

DO NOT change the weight of any letters in the logotype.



DO NOT place on a busy background.



RSAConference2027

DO NOT reverse the logotype if the background is too light. Always make sure there is enough contrast between the logotype and the background for good legibility.



RSAConference2027

DO NOT use the logotype as a masking element for images.

RSA Conference 2027 Copy & Terminology Requirements

How to Refer to RSA Conference

- When referring to RSA Conference 2027 in writing, the initial reference should always be:
RSA Conference™ 2027
- After the above full name, as a second instance, you may use the following:
RSAC™ 2027
- Subsequent mentions may use the abbreviation (no TM):
RSAC 2027
- When referring to RSA Conference without the year, for the first instance, please use:
RSA Conference™
- Subsequent mentions may use the following (no TM):
RSA Conference

Note: The trademark symbol (™) must be used in the first instance of each “trademark use” of an RSAC product, service, or program, including RSA Conference™ 2027, in body copy. Trademark symbols are not used in headlines, navigation/menus/buttons, URLs, social posts/graphics, or email subject lines, preview lines, and “from” display names. The trademark symbol should not be used when referring to RSAC, the company.

Examples:

- NO:** Come see us at RSA 2027!
- NO:** Come see us at the ~~RSAC~~ Conference!
- NO:** Join us at RSA 2027 ~~Conference~~!
- YES:** Come see us at RSA Conference™!
- YES:** Join us at RSA Conference™ 2027!

How to Use RSA Conference & RSAC

For Conference references, use RSA together with Conference: **RSA Conference™**. For the company, always use **RSAC—never just RSA**.

Examples:

- NO:** Visit us at ~~www.yourcompany.com/rsa~~
- NO:** ~~RSAC~~ is the central hub to the latest cybersecurity trends
- NO:** We’re more than a conference; we’re a community. Join us. ~~#RSA~~
- YES:** Visit us at www.yourcompany.com/rsac
- YES:** RSAC is the central hub to the latest cybersecurity trends
- YES:** We’re more than a conference; we’re a community. Join us. #RSAC

How to Refer to Your Booth at RSA Conference

- Reference the RSA Conference™ Expo as **RSA Conference™ Expo** or **Expo**
NOT: Exposition, Exhibition, Exhibits, Exhibit Hall, or Show Floor
- Reference the location of your booth within the Expo as **North Expo** or **South Expo**
NOT: North Hall, South Hall, North Expo Hall, etc.
- Reference your booth number as **booth N-XXX** or **booth S-XXX**, where N and S indicate the North or South sections of the Expo (note the dash between the letter and the numbers). Do not include “RSAC” or “RSA Conference” and do not include a # symbol.
NOT: RSA booth XXX, North booth XXX, South Hall booth XXX, Booth #XXX

Examples:

- NO:** Visit us at RSA booth 1234
- NO:** Visit us at booth 1234 in the North Hall
- NO:** Visit us in North booth #1234
- YES:** Visit us at booth N-1234
- YES:** Visit us at booth N-1234 in the North Expo

RSAC[™]Conference2027

Branding Questions

For questions about general marketing guidelines for RSA Conference or logo usage, please contact:

Jessica Porter

VP Marketing

RSAC

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For design or usage questions about RSAC or RSA Conference brand, please contact:

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Senior Manager Creative

RSAC

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Thank You

