

RSAC 2026 Conference Logo Usage Guidelines



RSAC 2026 Conference Logo Requirements

RSAC 2026 Conference Logo Type

On a white background, the RSAC™ 2026 Conference logo should be rendered in RSAC Navy/RSAC Green whenever possible. The all-black logo is used only when the situation accepts only black and white, or where the background color would clash with the RSAC Green. For a dark background, the logo should be rendered in white and RSAC Green, except for instances where the lime green would clash with the color of the background, in which case the all-white logo is acceptable. RSAC Navy is the preferred color for dark backgrounds.



The horizontal RSAC 2026 Conference 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).



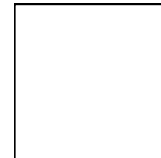
RSAC Logo Colors



RSAC Navy
Pantone 533 C
HTML: 172642
RGB: 23-38-66
CMYK: 95-83-46-49



RSAC Green
Pantone 2299 C
HTML: a6ce39
RGB: 166-206-57
CMYK: 40-0-93-0



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

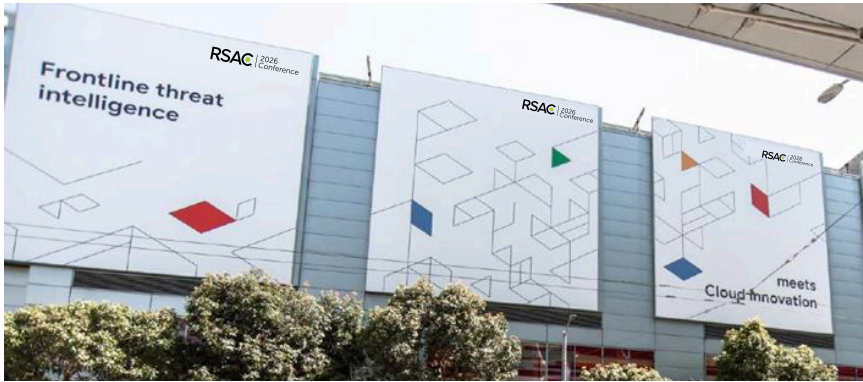
Note: Please see page 5 for copy treatment use of RSAC 2026 Conference.

RSAC 2026 Conference Logo: Inclusion in EMOs

All Sponsored EMOs Must Include the RSAC 2026 Conference Logo

- If the EMO consists of multiple panels, the **RSAC 2026 Conference** logo must be displayed on each panel.
- For a full bus wrap, the **RSAC 2026 Conference** 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 **RSAC 2026 Conference** logo; you may not use the abbreviated "RSAC" logo.

Examples of RSAC™ Conference logo used on every section of a multi-panel advertisement:



Permitted Logo Colors

It is always preferable to use the RSAC Conference logo in **full color** (for light backgrounds) or **reverse** (for dark backgrounds); however, where that is not possible, **all black** (for light backgrounds) or **all white** (for dark backgrounds) may be used. 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 | 2026
Conference

PREFERABLE:



OK:

RSAC | 2026
Conference

OK:



NO:

RSAC | 2026
Conference

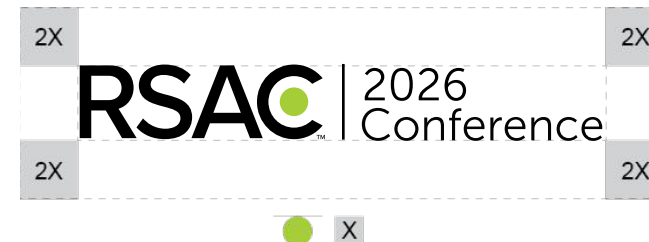
NO:



Minimum Clear Space

Providing the proper amount of clear space around the RSAC 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 green circle within the letter C).



RSAC 2026 Conference Logo Size

Minimum RSAC Conference Logo Size

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

Width	In print	Online
	1.125"	135 px
	1.5"	115 px
	0.65"	75 px
	0.8"	85 px

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 RSAC 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 RSAC 2026 Conference logo.

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

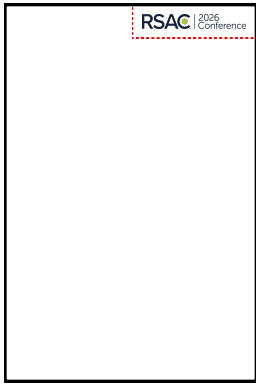
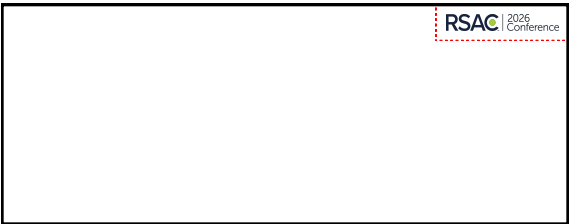
Example of minimum logo size for bus wrap (dashed line indicates minimum clear space)



Minimum logo size for banners and column wraps

When using the RSAC Conference logo in large scale banners, column wraps, or other sponsored signage, the RSAC 2026 Conference 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 Conference reserves the right to make adjustments to size and position of the RSAC 2026 Conference logo on sponsor's artwork.

- Example: On a 260" W x 100" H banner, the total artwork area is 26,000 sq.in.
 - The RSAC 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).



RSAC 2026 Conference Copy & Terminology Requirements

How to refer to RSAC Conference

- The initial reference in body copy should always be: **RSAC™ 2026 Conference** and **RSAC™ Conference**
 - NOT: The RSAC Conference, RSAC USA Conference, the 2026 RSA Conference, RSA 2026 Conference USA, RSA Conference 2026, or any other combination of these words.
- Subsequent mentions do not require the ™ and may use the abbreviated: **RSAC 2026** and **RSAC Conference** (respectively)
- Trademark symbols are not used in headlines, navigation/menus/buttons, URLs, 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~~ 2026!

NO: Come see us at ~~the~~ RSAC Conference!

NO: Join us at ~~RSA~~ Conference 2026!

YES: Come see us at RSAC™ Conference!

YES: Join us at RSAC™ 2026 Conference!

How to use RSAC

Always use **RSAC—never just RSA**. The “C” represents our commitment to community in cybersecurity, making it a crucial part of our identity.

Examples:

NO: Visit us at ~~www.yourcompany.com/rsa~~

NO: ~~RSA~~ is the central hub for 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 for 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 RSAC Conference

- Reference the RSAC Conference Expo as **RSAC™ 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 “RSAC 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 2026 Conference Logotype 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.



Do not use any unapproved colors for the logotype.



Do not mix colors or rainbow the logotype.



Do not distort the logotype.



Do not change the elements, the spacing, or proportions of the elements within the logotype.



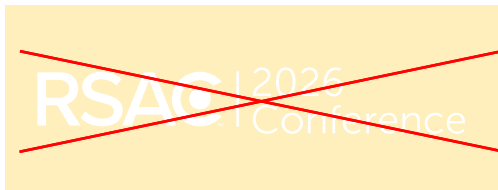
Do not outline the logotype.



Do not change the weight of any letters in the logotype.



Do not place on a busy background.



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.



The logotype **should not** be used as a masking element for images.



Do not Use the logo with the lime-colored hub where it will clash with the color of the background.

RSACTM | 2026 Conference

Branding Questions

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

Jessica Porter

Senior Director, Marketing
RSAC

Jessica.Porter@RSACConference.com

Jessie Babiarz

SVP, Head of Growth
RSAC

Jessie.Babiarz@RSACConference.com

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

Coda Creative Inc.

Paola Coda

Paola@CodaCreative.com

For design or usage questions about RSAC 2026 Conference theme colors, typography, photography, new icon creation, or graphics, please contact:

Marketbridge

Sara Flinkfelt

SFlinkfelt@Marketbridge.com

Thank you.

