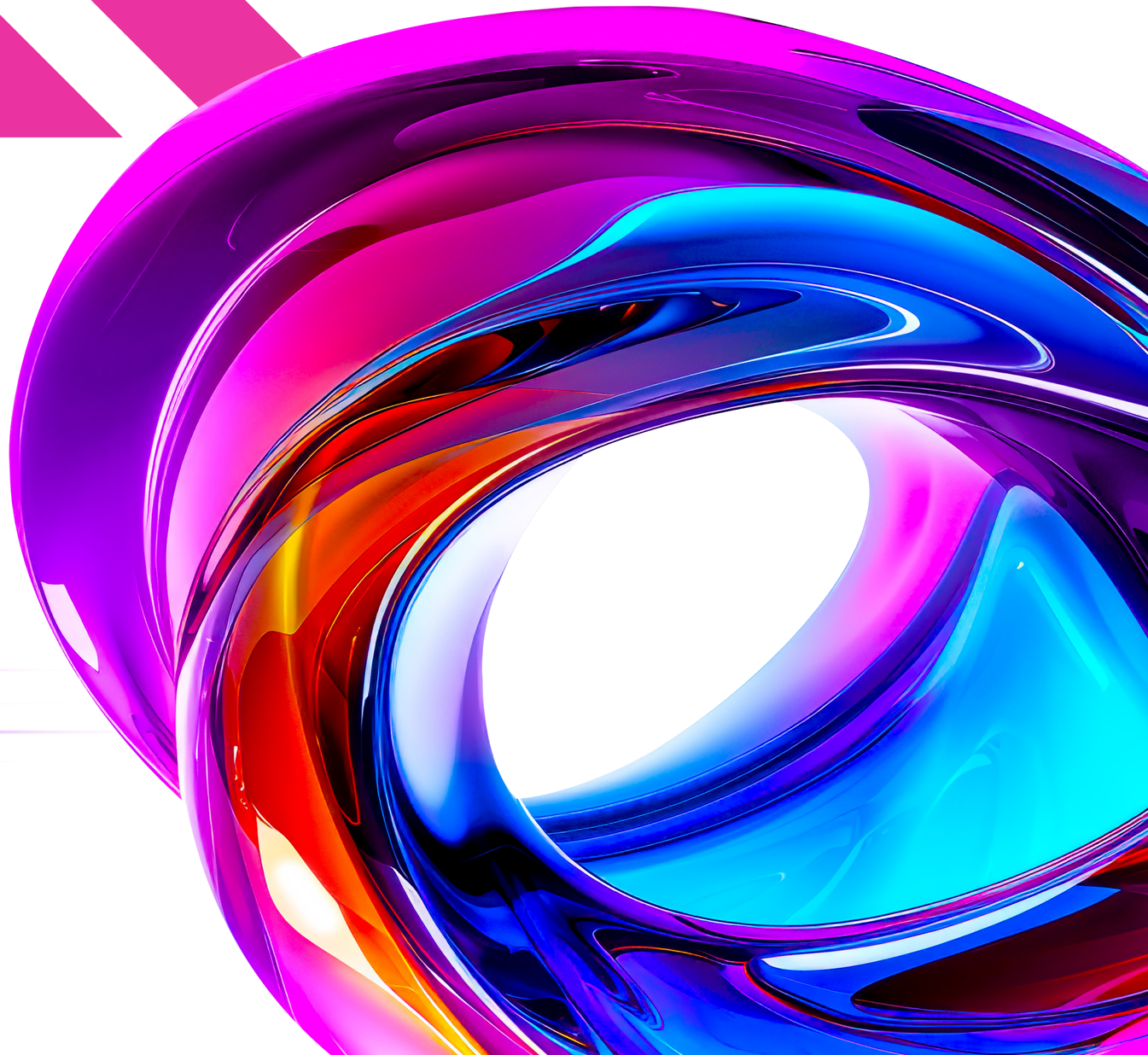
DISTRIBUTECH

March 24—27, 2025

Dallas, Texas

EXPERIENCE THE ENERGY MOVEMENT



Brand Guidelines

Building Blocks

Constructing a design system inspired by the design characteristics of the logo and brand personality (most clearly around connectivity).

The logo always appears in a block that is always connected to the building block composition

It’s scaleable, it could be one block or many—depending on the design need.

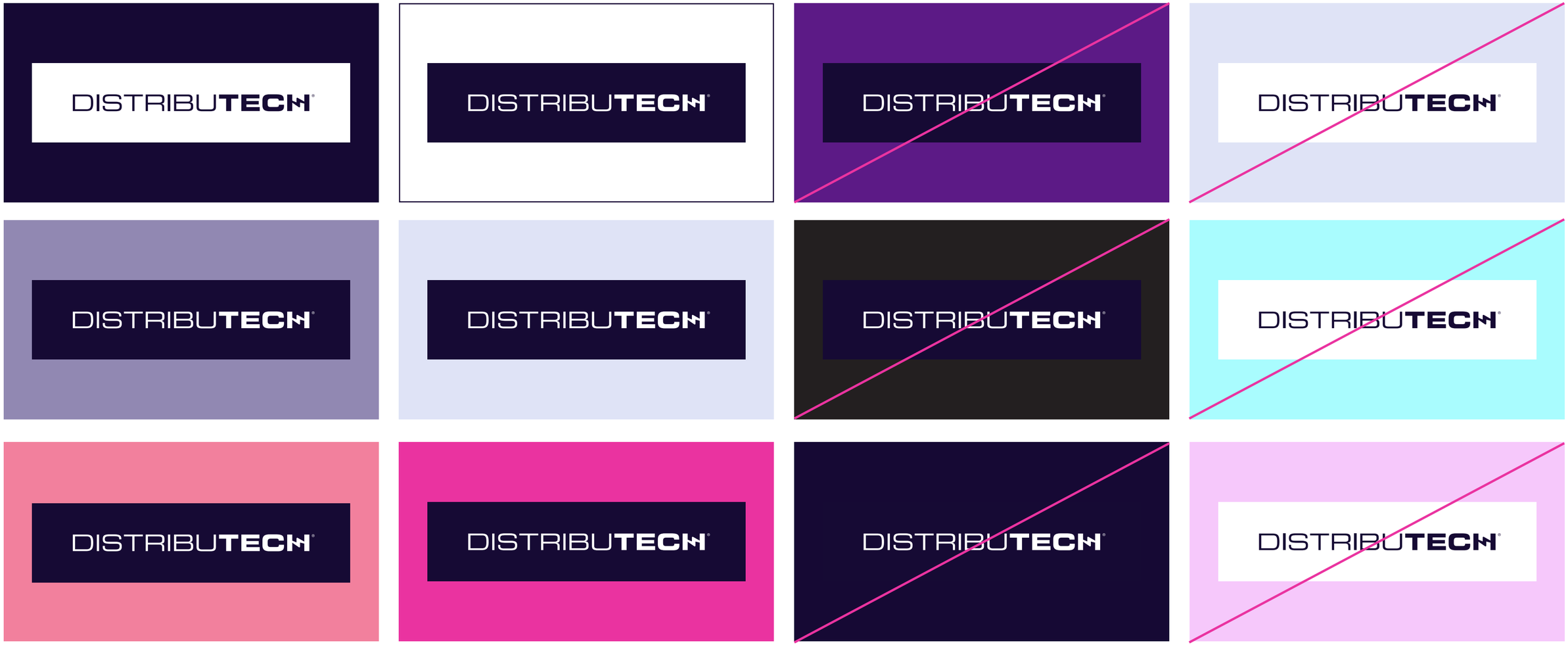
A simple design that will also work with all annual themes.

Logo Block

- Logo Block: Primary Base R22/G10/B255
- Logo: Primary Base R255/G255/B255

- Logo Block: Primary Base R255/G255/B255
- Logo: Primary Base R22/G10/B255

Logo Use & Contrast



Distributech Logo & Main Sponsor Lockup

Host Utility Sponsorship

Only use Host Utility logo when space permits

Host Utility ONCOR

Secondary Sponsorship Treatment

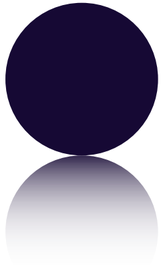
Sponsored by

accenture bidgely BURNS McDONNELL

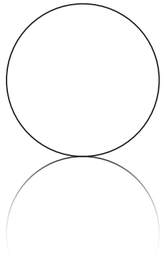
CAT Maddox

Color Palette

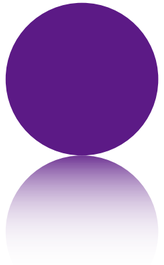
R22 | G10 | B52
#160A34



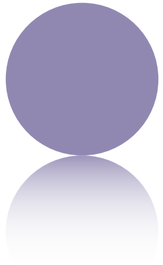
R255 | G255 | B255
#FFFFFF



R92 | G26 | B134
#5C1A86



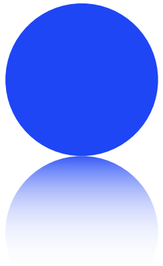
R145 | G136 | B178
#9188B2



R223 | G227 | B246
#DFE3F6

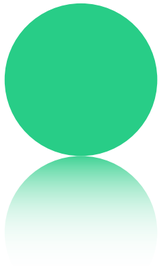
Primary Campaign Colors

R30 | G70 | B245
#1E46F5

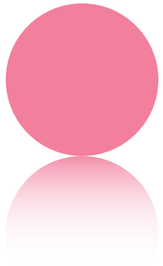


R169 | G252 | B254
#A9FCF8

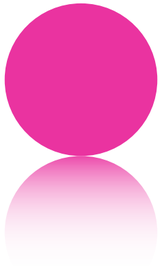
R40 | G205 | B135
#28CD58



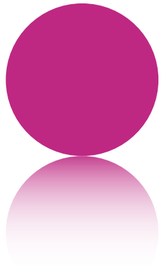
R242 | G128 | B157
#F2809D



R234 | G51 | B160
#EA33A0



R190 | G40 | B130
#BE2867



R246 | G200 | B251
#F6C8FB

Secondary Colors

Typography

Fira Sans is a modern sans-serif font.

The engineering and technical characteristics of the typeface are harmonious with the Distributech logo and lend a contemporary feel and humanist structure.

Fira Sans creates interest and gives a sense of warmth and movement to text.

It is available in multiple weights—including condensed versions, and is highly legible even in smaller sizes.

Fira Sans

Fira Sans Extra Light	The quick brown fox jumps over a lazy dog
Fira Sans Light	The quick brown fox jumps over a lazy dog
Fira Sans Book	The quick brown fox jumps over a lazy dog
Fira Sans Regular	The quick brown fox jumps over a lazy dog
Fira Sans Medium	**The quick brown fox jumps over a lazy dog**
Fira Sans Semi Bold	**The quick brown fox jumps over a lazy dog**
Fira Sans Bold	**The quick brown fox jumps over a lazy dog**
Fira Sans Extra Bold	**The quick brown fox jumps over a lazy dog**
Fira Sans Heavy	**The quick brown fox jumps over a lazy dog**
Fira Sans Ultra	**The quick brown fox jumps over a lazy dog**
Fira Sans Extra Light Italic	*The quick brown fox jumps over a lazy dog*
Fira Sans Light Italic	*The quick brown fox jumps over a lazy dog*
Fira Sans Book Italic	*The quick brown fox jumps over a lazy dog*
Fira Sans Regular Italic	*The quick brown fox jumps over a lazy dog*
Fira Sans Medium Italic	***The quick brown fox jumps over a lazy dog***
Fira Sans Semi Bold Italic	***The quick brown fox jumps over a lazy dog***
Fira Sans Bold Italic	***The quick brown fox jumps over a lazy dog***
Fira Sans Extra Bold Italic	***The quick brown fox jumps over a lazy dog***
Fira Sans Heavy Italic	***The quick brown fox jumps over a lazy dog***
Fira Sans Ultra Italic	***The quick brown fox jumps over a lazy dog***

Typography Usage

Kickstart your career in the energy industry

Tuesday, March 26
5:00 PM - 6:00 PM

The Future Energy Leaders *(FEL)* program allows students currently pursuing Engineering or Computer Science degrees an exclusive chance to attend Distributech for free.

Learn More

Headers:
Fira Sans Medium
Sentence Case
Always use color block on headers.

Subheaders:
Fira Sans Bold
Initial Caps
Always use color block on subheaders.

Body Copy:
Fira Sans Regular & Italic
Sentence Case

Buttons/Call to Actions:
Fira Sans Medium
Initial Caps

Logo & Headline Block Hierarchy

Whenever possible, use the logo and date lock-up with the block height matching the logo x height.

If additional vertical space is required to accommodate content, blocks with 3 / 4 or 1 / 2 of the logo x height may be used instead.

DISTRIBUTECH

March 24—27, 2025

Dallas, Texas

height = x

height = x

DISTRIBUTECH

March 24—27, 2025

Dallas, Texas

height = x

height = 3/4 of x

DISTRIBUTECH

March 24—27, 2025

Dallas, Texas

height = x

height = 1/2 of x

DISTRIBUTECH

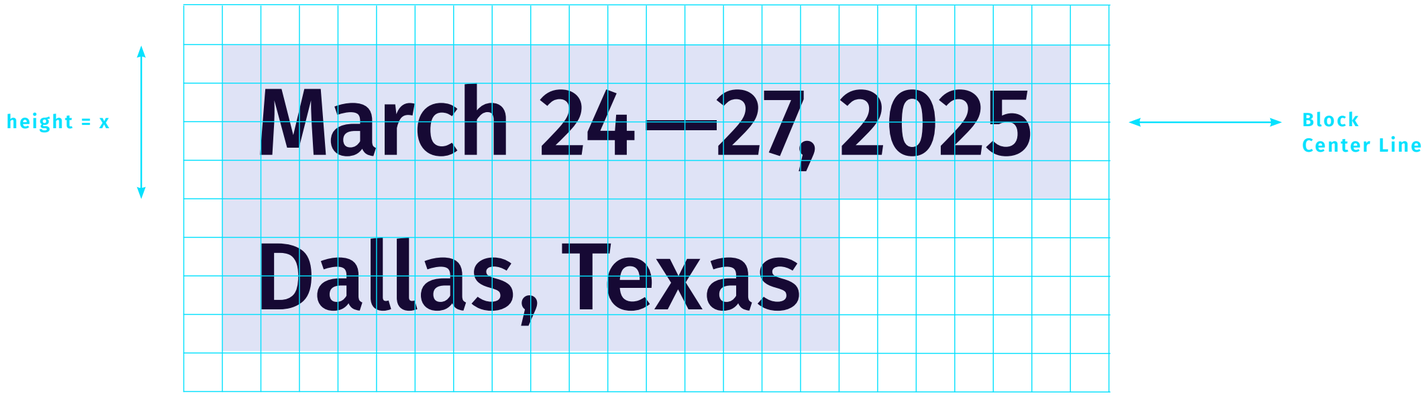
March 24—27, 2025

Dallas, Texas

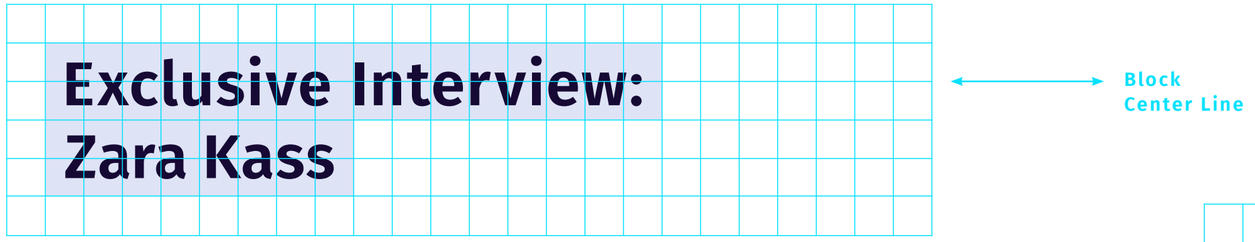
height = 1/2 of x

- **Date Block Color Option 1: R223 | G227 | B246**
- **Date Block Color Option 2: R145 | G136 | B178**
- **Date Block Color Option 3: R92 | G26 | B134**

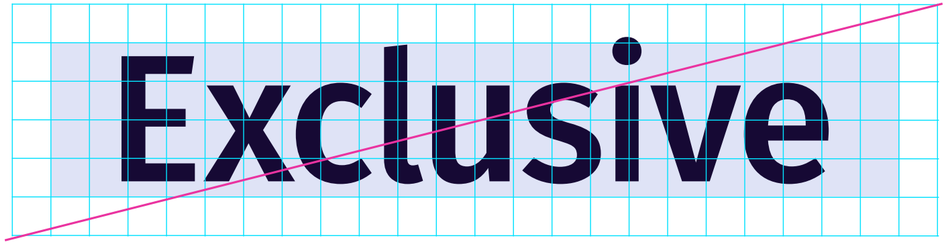
Text Block Margin Rules



Always center text along the block's centerline. Ideally, leaving a one-block margin around the text. If more space is needed to fit content, ensure the text is visually aligned within the block.



Going by the grid, every block should have a minimum of a half square margin around text on all sides.



Not enough margin on top and bottom and too wide of margins on left and right.

Logo & Headline Block Colors

DISTRIBUTECH®

March 24—27, 2025

Dallas, Texas

height = x

height = x

height = x

DISTRIBUTECH®

March 24—27, 2025

Dallas, Texas

Pair Dark Logo with Color Block Below

For Light or Dark Backgrounds:
Swatch: R145 | G136 | B178

DISTRIBUTECH®

March 24—27, 2025

Dallas, Texas

Pair Dark Logo with Color Block Below

For Light or Dark Backgrounds:
Swatch: R223 | G227 | B246

DISTRIBUTECH®

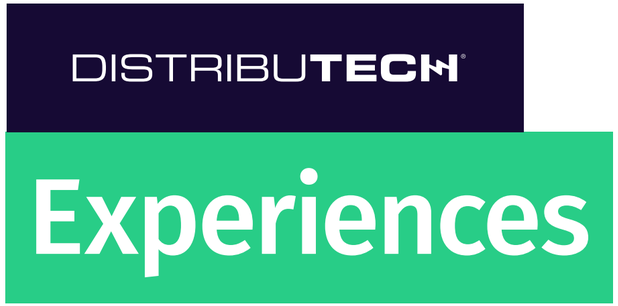
March 24—27, 2025

Dallas, Texas

Pair White Logo with Color Block Below

For Dark Backgrounds:
Swatch: R92 | G26 | B134

Logo & Categories Block Rules



height = x

height = 1 and 1 / 3 of x

Category boxes must be 1 and 1/3 of logo x height

Logo, Category & Sponsor

height = x

height = 1 and 1 / 3 of x

height = 1 / 4 of x

height = x

Sponsored by block is always 1 / 4 of logo x height

Sponsor logo should alway fit inside the logo x height

Logo & Categories Block Hierarchy and Colors

DISTRIBUTECH

Experiences

+ Initiate
+ Meet-ups
+ Receptions
+ Bark Park
+ The Meeting House

DISTRIBUTECH

Education

+ Technical Conference
+ Knowledge Hubs
+ Roundtables
+ Workshops
+ Utility University
+ Tech Tours
+ Keynote

DISTRIBUTECH

Initiatives

+ Utility Partner Program
+ Press & Media
+ Future Energy Leaders
+ Our Values
+ Partners

DISTRIBUTECH

Sponsorship

+ Premier Sponsors
+ Sponsorship Tiers

Barks & Brews

Moving Parts

Dashes

Text Dividers

Learn More

Sign Up Now!

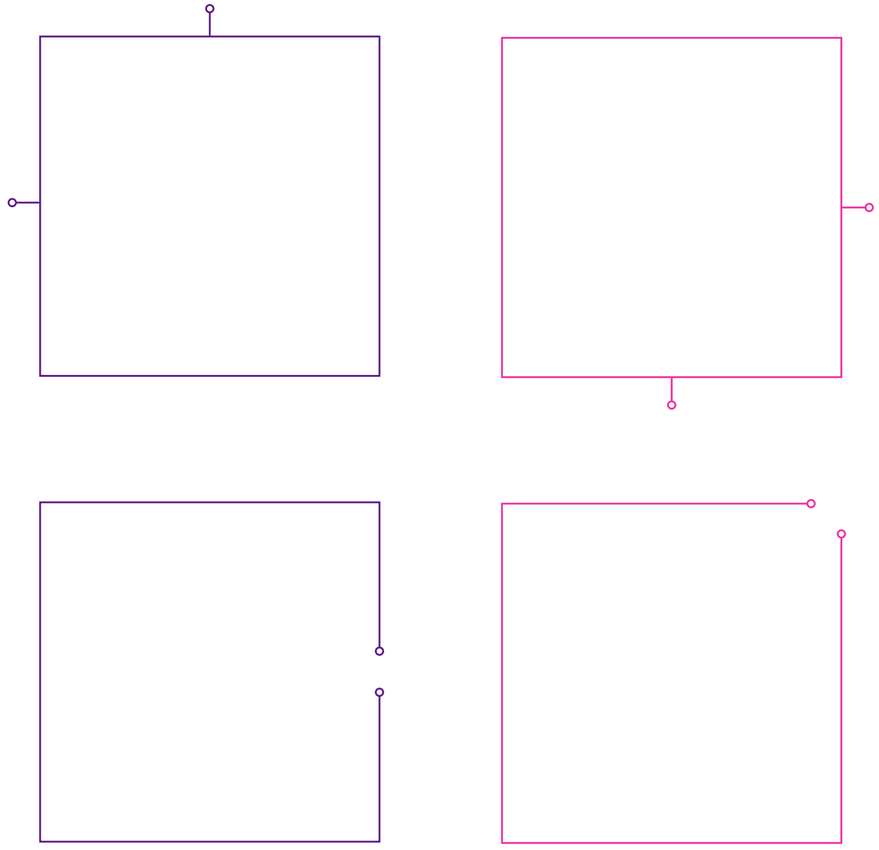
Register Today!

Button

Mugshot Treatment

Background Options

Moving Parts



Callout/Photo Frames

Primary Color
Text Boxes

Secondary Color
Text Boxes

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Tagline Stack Options

Moving Parts Rules

Text Dividers may be used to divide sections of text or to point to specific areas on maps, infographics, etc.

The Dash graphic element can be used on any piece where space permits. It can be positioned vertically or horizontally but should not be placed over any other elements. The Dash can sit against blocks or be placed behind Iradium shapes, provided it doesn't create visual clutter. While pink is the preferred color for the Dash, other colors may be used if pink becomes too dominant in the design.

Color blocks can either be solid or have a multiply transparency applied if they are placed over Iridium shapes, except for blocks that contain dates and location information.

Iridium Shapes should be used on any piece where space allows. The whole shape can be shown, or just a partial area.

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Tagline should not be used on all pieces—only on larger scaled graphics. Three stacked options available.

These text box colors are always used for dates and may be used behind headlines and subheaders as well.

These text box colors are only used behind headlines, subheaders, speaker name/title, etc. Not Dates.

Zeus

Zeus is the official mascot of Distributech, used for:

+ Real-life activations (the Zeus suit!)
+ Chatbot
+ Graphic Icon

The challenge is to have control over when and where Zeus is used, **so he doesn't:**

- confuse or add complexity to compositions
- become over-used and compromise the overall quality cues of the events
- used as a 'sticking plaster' to add warmth to communications, where attention should be on creating engaging content

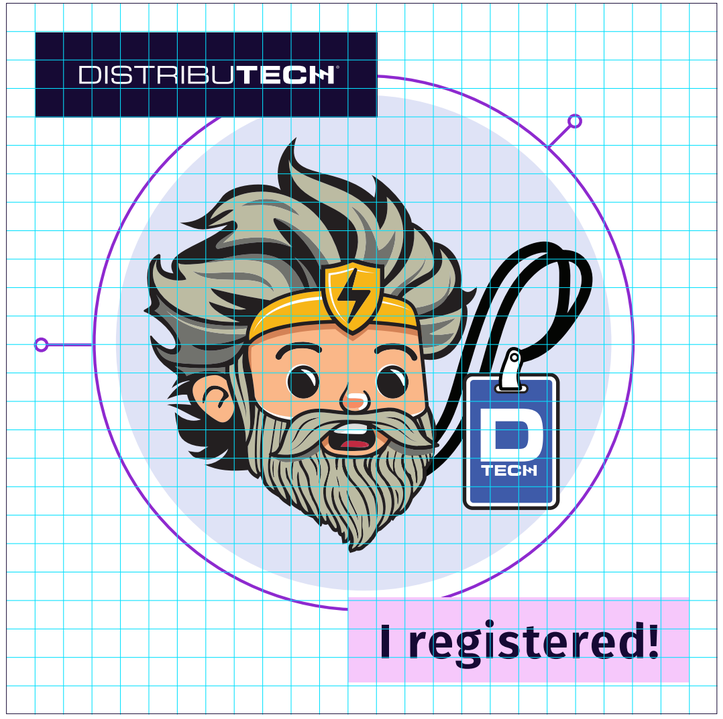
Alignment Grid

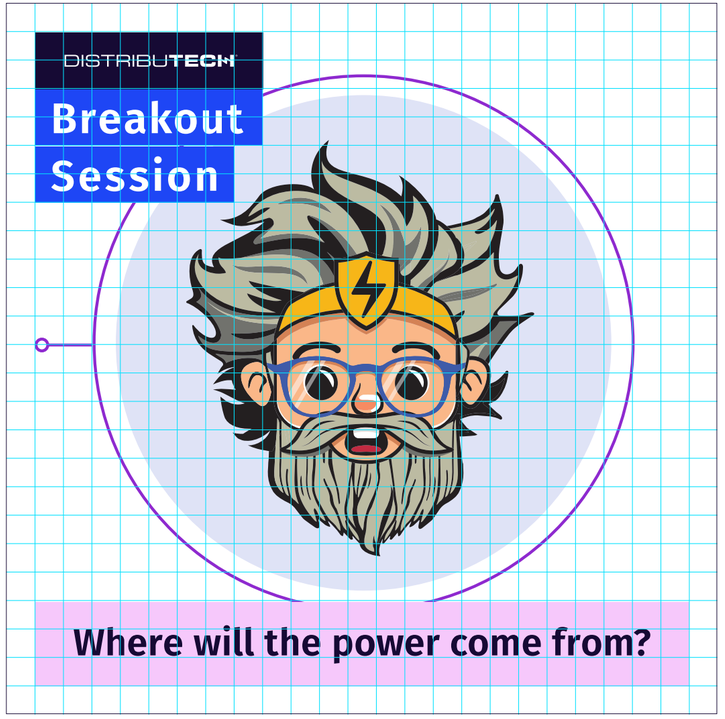
Logo, text, and blocks are aligned within full squares of the grid.

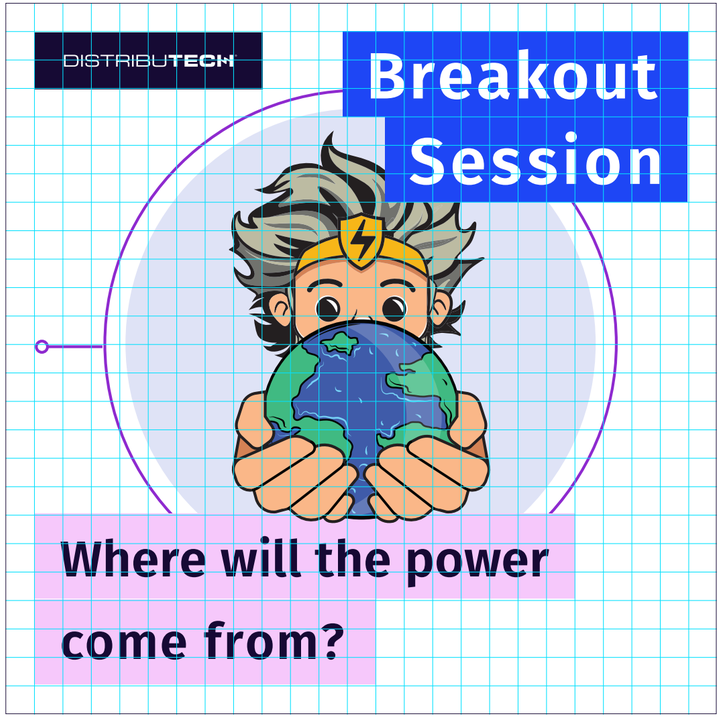
Logo and blocks are aligned within full squares of the grid — text is aligned on center line within block.

Use blocks behind dates and any text that should be called out. Blocks can also be used over busy photos to create contrast. A multiplied transparent dash can be used over photos to add a campaign element without taking away from the photo imagery.

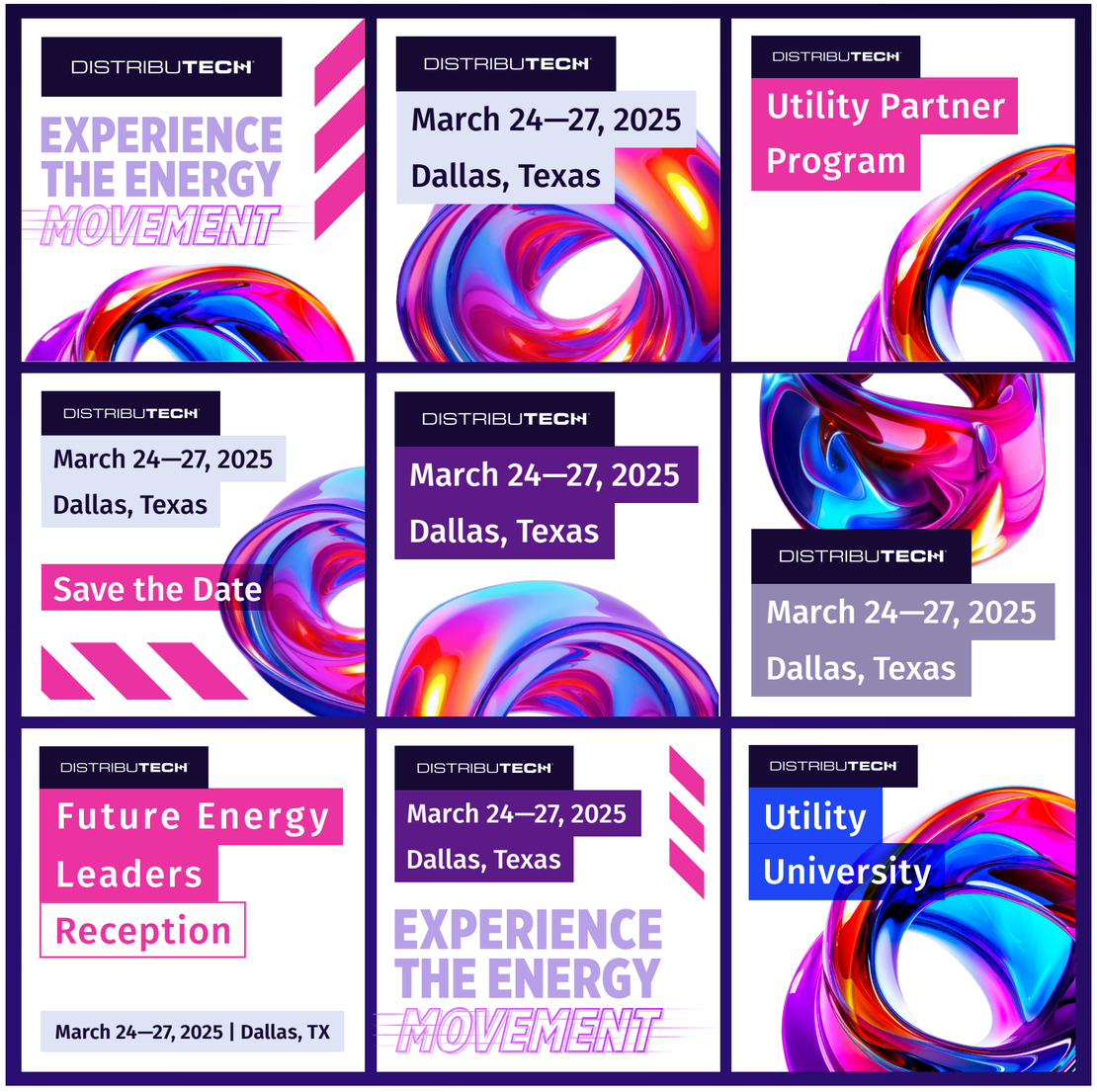
Alignment Grid







Applications

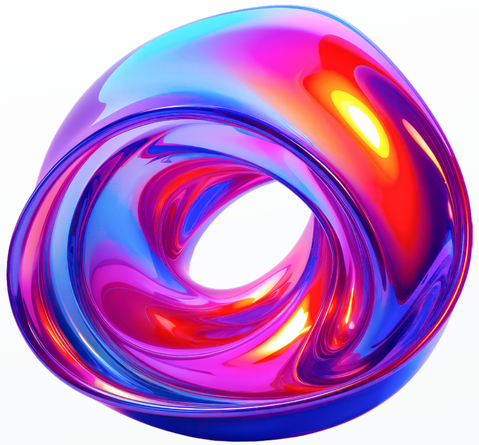


Social Templates

DISTRIBUTECH

March 24—27, 2025

Dallas, Texas



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Register Today!

300x600

Register now and save!

DISTRIBUTECH

March 24—27, 2025

Dallas, Texas

970x250

DISTRIBUTECH

March 24—27, 2025

Dallas, Texas

Save the date!

728x90

DISTRIBUTECH

March 24—27, 2025

Dallas, Texas

Register Today!

300x250

Full Page Ad Original

Full Page Ad Dark Option

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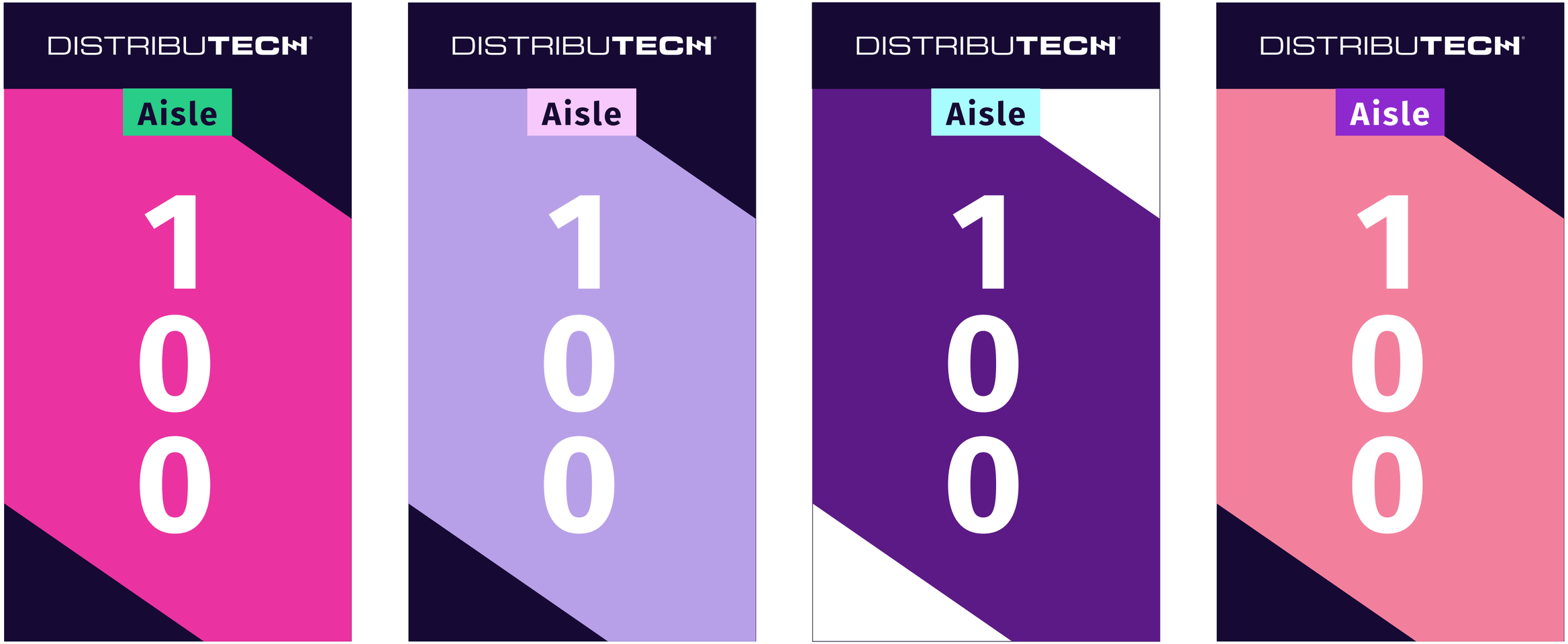
Dallas, Texas
EXPERIENCE
THE ENERGY
MOVEMENT
MacBook Pro


DISTRIBUTECH
Aisle
100
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Dallas, Texas
Welcome