

**DTECH™**

February 2–5, 2026  
San Diego, CA

Presented by

**Ittron**

EXPERIENCE THE ENERGY

MOVEMENT



Brand Guidelines



## Building Blocks

The logo for DTECH, featuring the word "DTECH" in a bold, sans-serif font. The letter "H" is stylized with a lightning bolt shape integrated into its right vertical stroke. A small trademark symbol (TM) is located at the bottom right of the "H".

**DTECH**<sup>TM</sup>

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

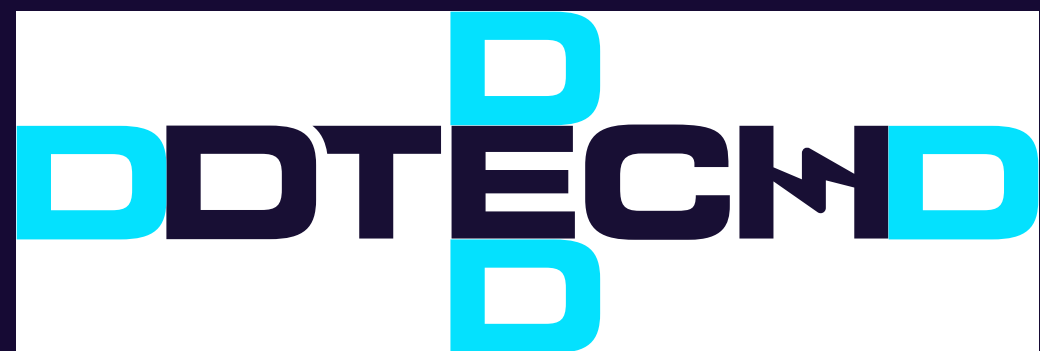
The logo always appears in a block that is always connected to the building block composition

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



height = x / 4

width = x

White box should extend from the "DTECH" text 1 letter "D" height above and below. On left and right, white box extends 1 "D" width.

DTECH Bolt can be used as page element or to overlay in the corner of photos and call outs. Opacity and colors may be changed to match.



- Logo Block: Primary Base R255/G255/B255
- Logo: Primary Base R22/G10/B52

Primary Logo



- Logo Block: Primary Base R22/G10/B52
- Logo: Primary Base R255/G255/B255

Secondary Logo



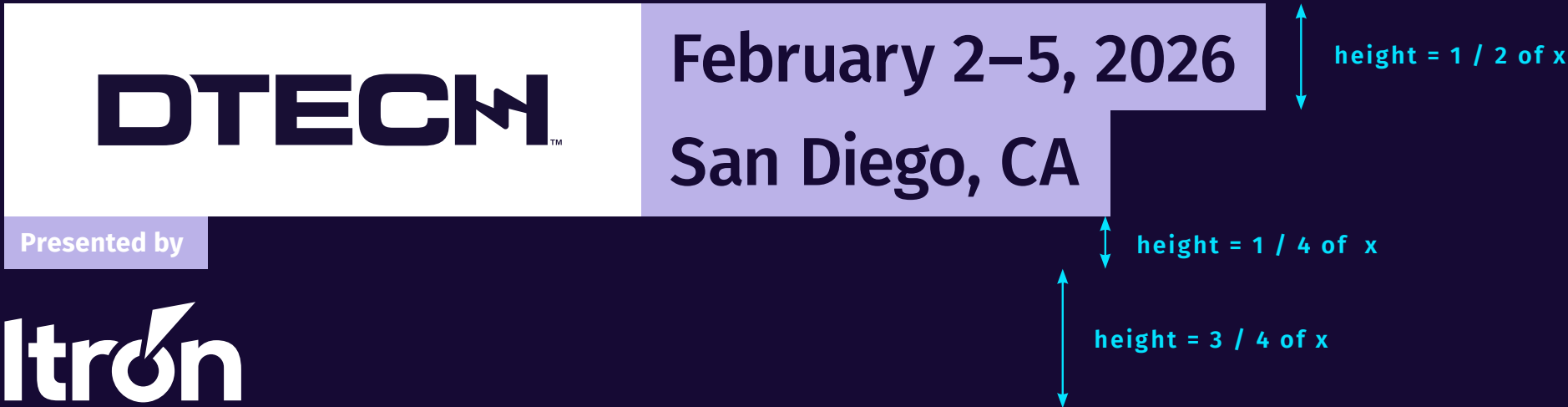


Logo Use & Contrast



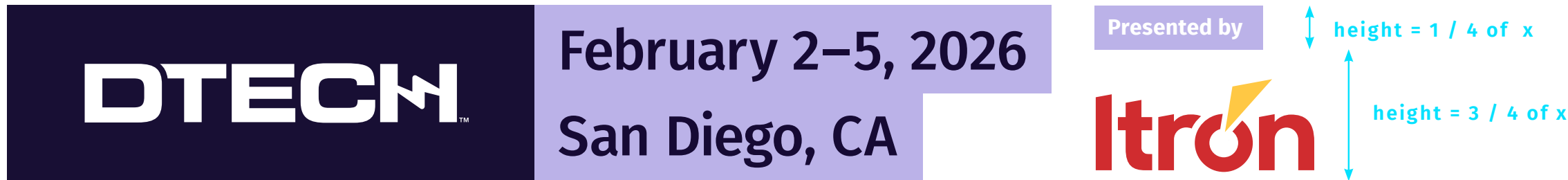
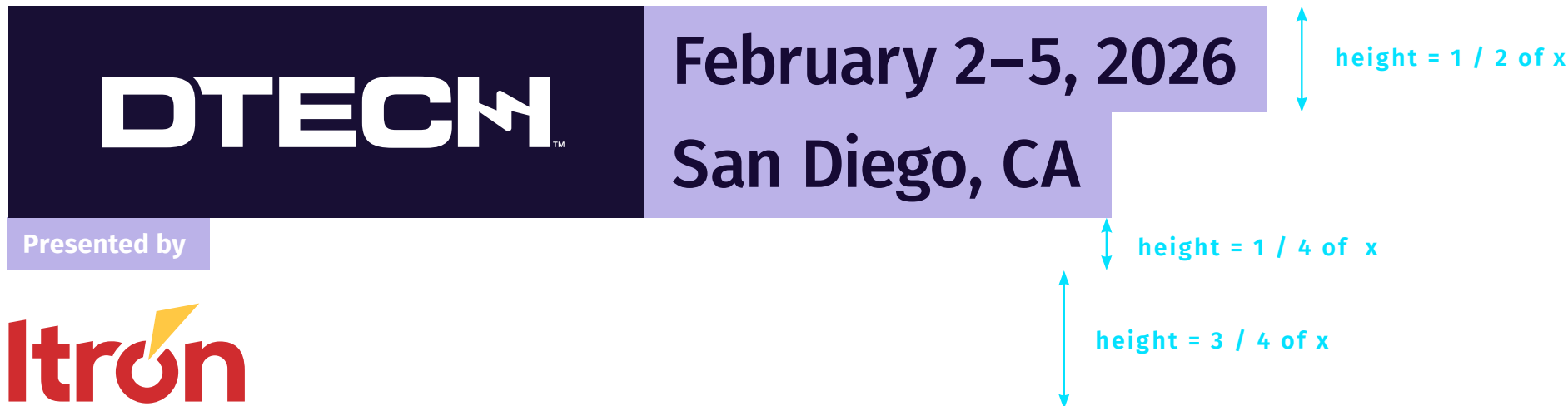
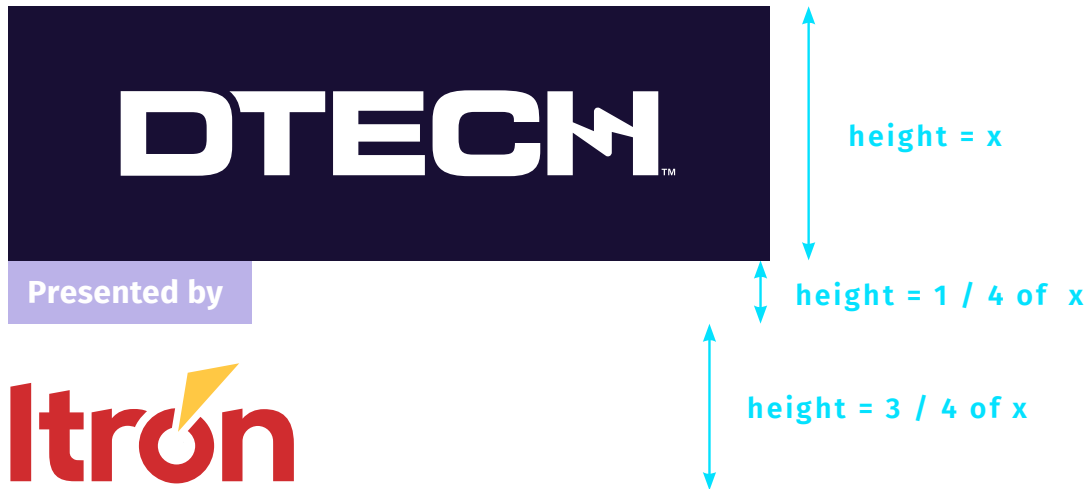


DTECH Logo & Main Sponsor Lockup





DTECH Logo & Main Sponsor Lockup - Secondary logo

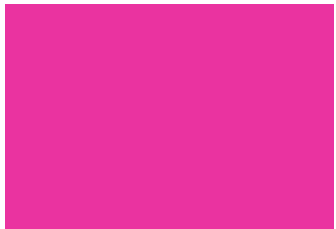




Host Utility Sponsorship

Only use Host Utility logo when space permits

Host Utility



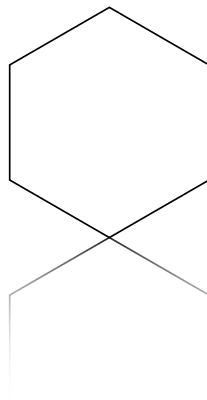
Secondary Sponsorship Treatment

Sponsored by



Color Palette

WHITE  
R255 | G255 | B255  
#FFFFFF



DARK BLUE  
R22 | G10 | B52  
#160A34



BOLD PLUM  
R109 | G50 | B147  
#6D3293



PURPLE  
R145 | G136 | B178  
#9188B2



LAVENDER  
R223 | G227 | B246  
#DFE3F6



NEW for 2026

NEW PURPLE  
R187 | G178 | B232  
#BBB2E8



TAGLINE PINK  
R255 | G42 | B253  
#FF2AFD



Primary DTECH Colors

EDU BLUE  
R30 | G70 | B245  
#1E46F5



LIGHT CYAN  
R169 | G252 | B254  
#A9FCFE



EXPERIENCE GREEN  
R40 | G205 | B135  
#28CD87



SPONSORSHIP PINK  
R242 | G128 | B157  
#F2809D



INITIATIVE PINK  
R234 | G51 | B160  
#EA33A0



DARKEST PINK  
R190 | G40 | B130  
#BE2882



LILAC PINK  
R246 | G200 | B251  
#F6C8FB



Secondary DTECH Colors



Logo and Dates+Location Block

Whenever possible, use the logo and date+location lock-up with the combined block height of the date+location = the logo x height + 1/3.

For the side by side lockup, each block is 1/2 logo x height, so that stacked = x.



DTECH Logo & Main Sponsor Lockup Colors

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Itron

February 2–5, 2026

San Diego, CA

DTECH™

Presented by

Itron

February 2–5, 2026

San Diego, CA

- **Date+Location** Block Color: R187 | G178 | B232
- **Date+Location** Text Color: R22 | G10 | B52
- **Presented by** Block Color: R187 | G178 | B232
- **Presented by** Text Color: R255 | G255 | B255

DTECH™

Presented by

Itron

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San Diego, CA

DTECH™

Presented by

Itron

February 2–5, 2026

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- **Date+Location** Block Color: R187 | G178 | B232
- **Date+Location** Text Color: R22 | G10 | B52
- **Presented by** Block Color: R187 | G178 | B232
- **Presented by** Text Color: R255 | G255 | B255



Text Block Margin Rules

height = x



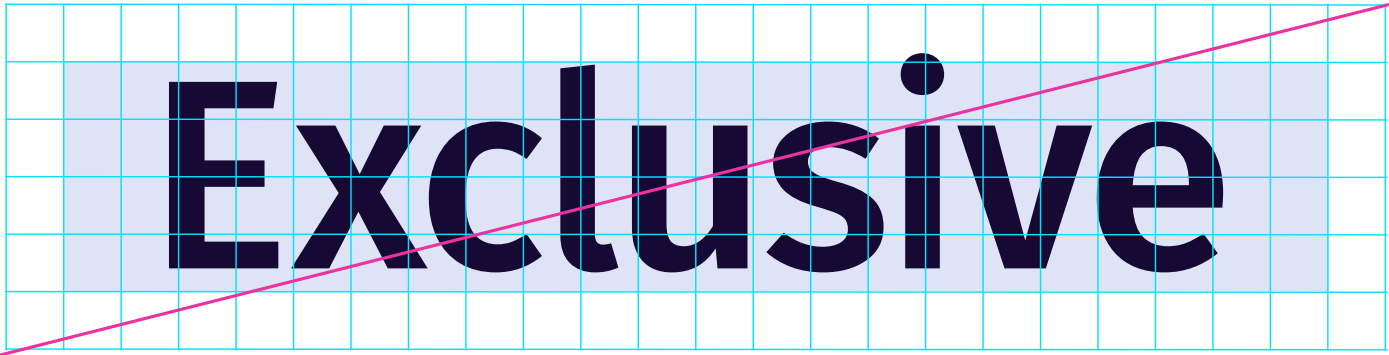
Block  
Center Line

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.



Block  
Center Line

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.*

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 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 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 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



# 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 behind header text.*
- Header Block Color: R187 | G178 | B232
  - Text Color: R22 | G10 | B52
  - Text Color: R225 | G255 | B255
- Subheaders/Dates & Location:**  
**Fira Sans Bold | Initial Caps**  
*Always use color block behind subheader text.*
- Subheader Block Color: R145 | G136 | B178
  - Text Color: R255 | G255 | B255
- Body Copy:**  
**Fira Sans Regular & Italic | Sentence Case**  
*No color block behind body copy text.*
- Text over light background: R22 | G10 | B52
  - Text over dark background: R255 | G255 | B255
- Buttons/Call to Actions:**  
**Fira Sans Medium | Initial Caps**
- Header Block Color: R187 | G178 | B232
  - Text Color: R225 | G255 | B255

Logo & Categories Block Hierarchy and Colors

DTECH

Experiences

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



DTECH

Education

- + Technical Conference
- + Knowledge Hubs
- + Roundtables
- + Workshops
- + Grid University
- + Tech Tours
- + Keynote

DTECH

Initiatives

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

DTECH

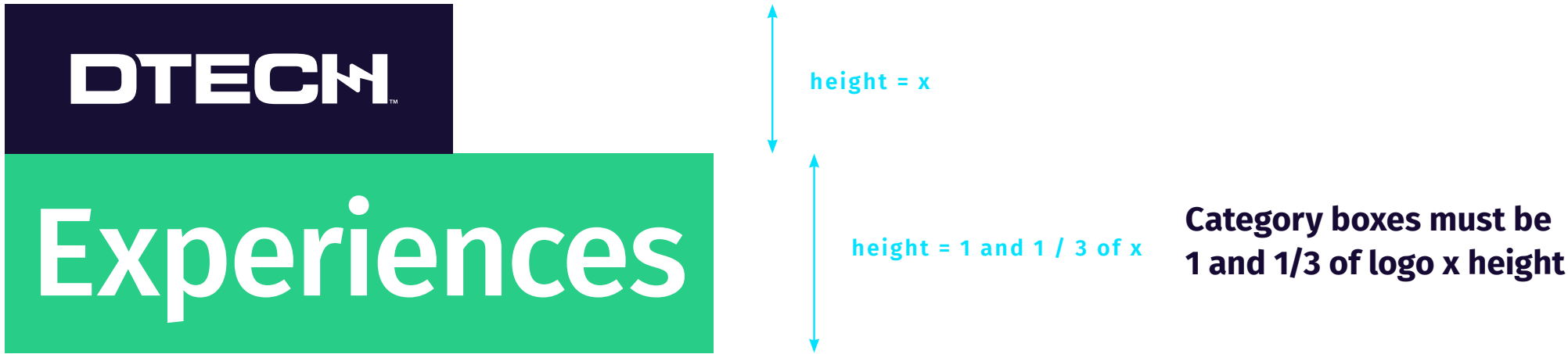
Sponsorship

- + Premier Sponsors
- + Sponsorship Tiers





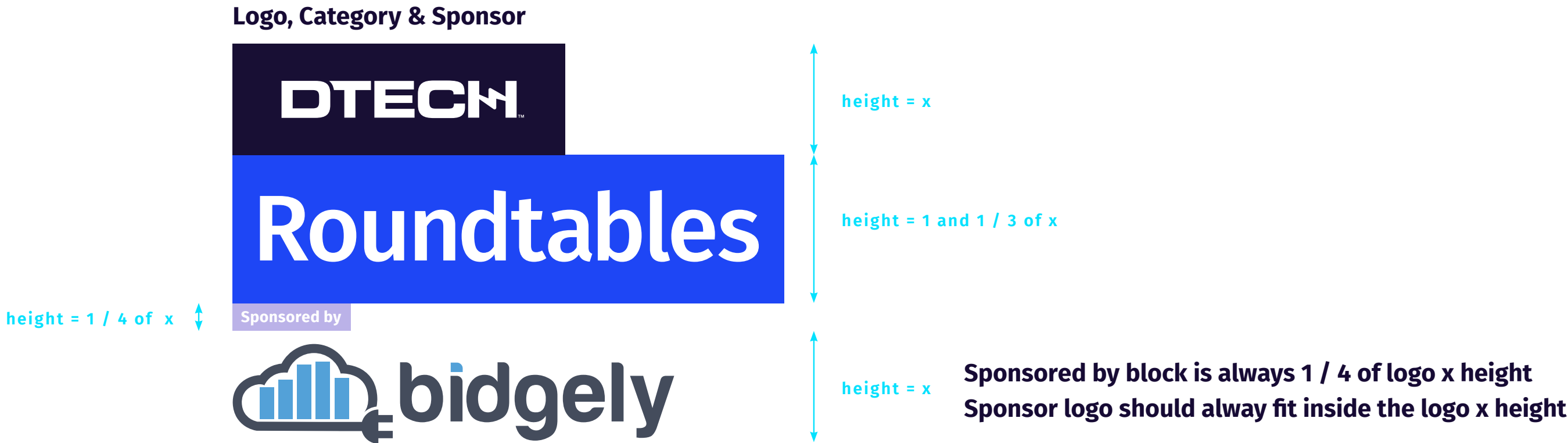
Logo & Categories Block Rules



DTECH Categories should be 1 and 1/3 of logo height and correspond to proper category color:

**Fira Sans Medium | Sentence Case**  
*Always use color block behind header text.*

- Experiences Block Color: **R40 | G205 | B135**
- Education Block Color: **R30 | G70 | B245**
- Initiatives Block Color: **R234 | G51 | B160**
- Sponsorship Block Color: **R242 | G128 | B157**
- Text Color: **R255 | G255 | B255**



Moving Parts



mugshot option 1



mugshot option 3

Learn More

Save the Date

callouts / buttons



backgrounds



Tagline treatment

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*Left-hand bleed* — **Taglines** — *Right-hand bleed*

EXPERIENCE THE ENERGY

MOVEMENT

EXPERIENCE THE ENERGY

MOVEMENT

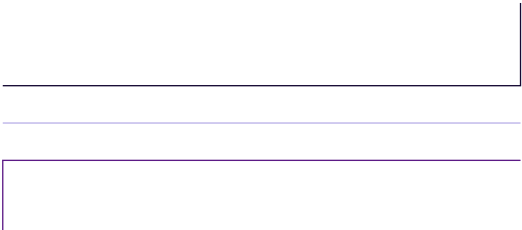
*Left-hand bleed* — **Taglines** — *Right-hand bleed*

EXPERIENCE THE ENERGY

MOVEMENT



# 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 only at 90 and 180 degrees. It should not be placed over any other elements. For the Annual creative, the Dash graphic is to always remain in the shown gradient. The gradient is specific to the Dash element, and not to be used anywhere else.



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.

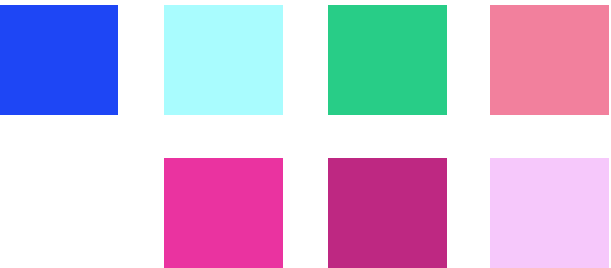
EXPERIENCE THE ENERGY

MOVEMENT

Tagline should not be used on all pieces—only on larger scaled graphics. The colors, fonts, and treatment also cannot be used anywhere else, including the faded box treatment, or the tagline pink.



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 + Athena



Zeus is meant to represent fun and networking.

Zeus embodies boundless energy, excitement, and unforgettable experiences, lighting up DTECH with his magnetic charisma and contagious enthusiasm.

**Zeus is the official mascot of DTECH, used for:**

- + Real-life activations (the Zeus suit!)
- + Chatbot
- + Registration Location Identifier
- + 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



Athena represents education, wisdom, etc - she ties into the education program.

Athena brings wisdom, strategy, and insight to every moment at DTECH, embodying the spirit of enlightenment that makes its educational technical conference come alive.

**Athena is a secondary mascot of DTECH, used for:**

- + Real-life activations (the Athena suit!)
- + Registration Location Identifier
- + Graphic Icon

The challenge is to have control over when and where Athena is used, **so she 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.

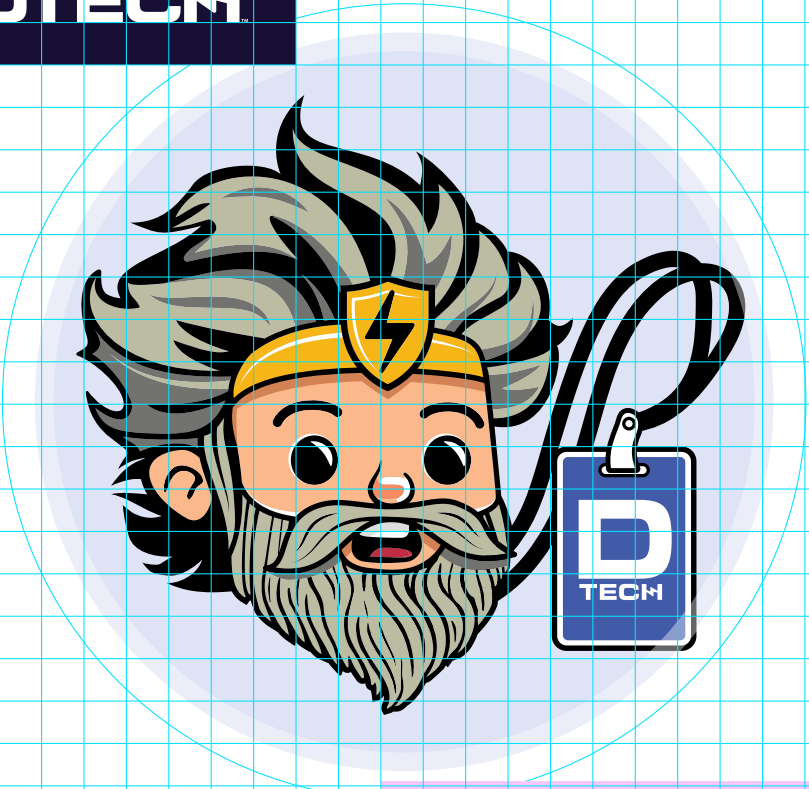


Use blocks behind dates and any text that should be called out. Blocks can also be used over busy photos to create contrast. A multiplied transparent dash can be used over photos to add a campaign element without taking away from the photo imagery.



Alignment Grid


DTECH



I registered!

DTECH

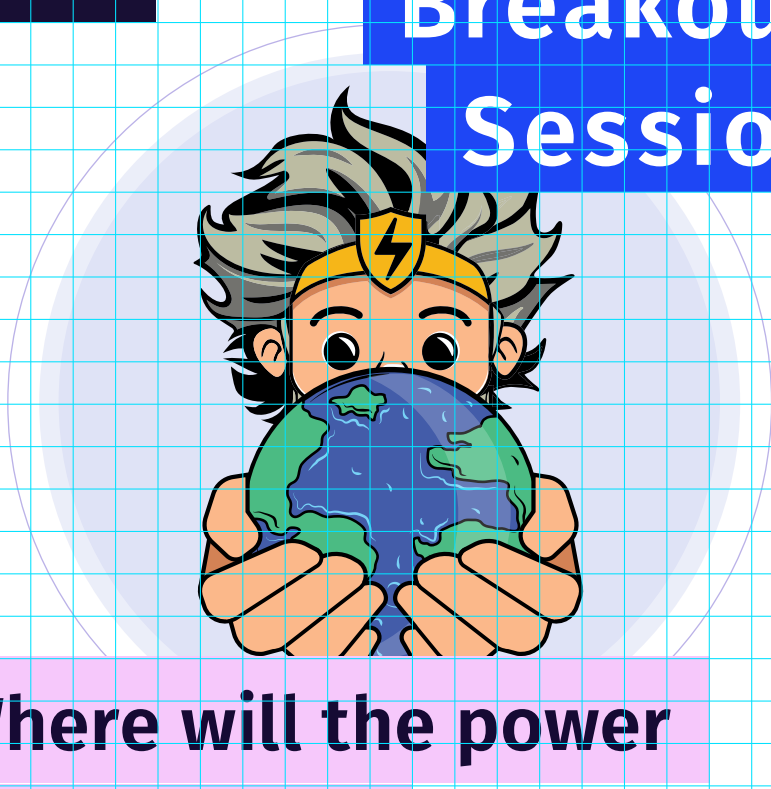
Breakout  
Session



Where will the power come from?

DTECH

Breakout  
Session



Where will the power  
come from?


An abstract graphic on a dark purple background. It features four horizontal rectangles of different shades of purple and blue. A white rectangle is positioned in the center, containing the word 'Applications' in a bold, dark blue font. The rectangles are arranged in a staggered fashion: a light blue rectangle on the left, a medium purple rectangle on the right, a darker purple rectangle below the medium one, and a light purple rectangle below the darker one. The white rectangle is centered between the light blue and medium purple rectangles.

**Applications**



DTECH


Keynote session




Em fuga. Pisitas nust quas elestis dol dl  
rgs dolor maximaio expedis se ipsum que  
Idella volorio. Nam nos il

Headline goes here

Beinguait quas elestis  
cholor maximaio expedis  
Idela volorio ques.  
Obita voluptae vellisu  
hendusa vi atures






Beinguait quas elestis  
cholor maximaio expedis  
Idela volorio ques.

DTECH

DTECH

Elizabeth Winnfield


Corporation Founder, Data Company



DTECH

Headline goes here

Em fuda pisitas  
elestis maximaio.



DTECH

Future Energy Leaders

Photo Here


Em fuga. Pisitas nust quas elestis dol dl  
rgs dolor maximaio expedis se ipsum que  
Idella volorio. Nam nos il

DTECH


Advanced distribution  
operations

Session highlights

National Grid's implementation of fault  
location isolation & service restoration  
(FLISR) for reliability



First & Last Name  
Title & Company




First & Last Name  
Title & Company

DTECH


Advanced distribution  
operations

Session highlights

National Grid's implementation of fault  
location isolation & service restoration  
(FLISR) for reliability




First & Last Name  
Title & Company



First & Last Name  
Title & Company

DTECH

Keynote session



Em fuga. Pisitas nust quas elestis dol dl  
rgs dolor maximaio expedis se ipsum que  
Idella volorio. Nam nos il







300x600



970x250



728x90



300x250







Full Page Ad Original



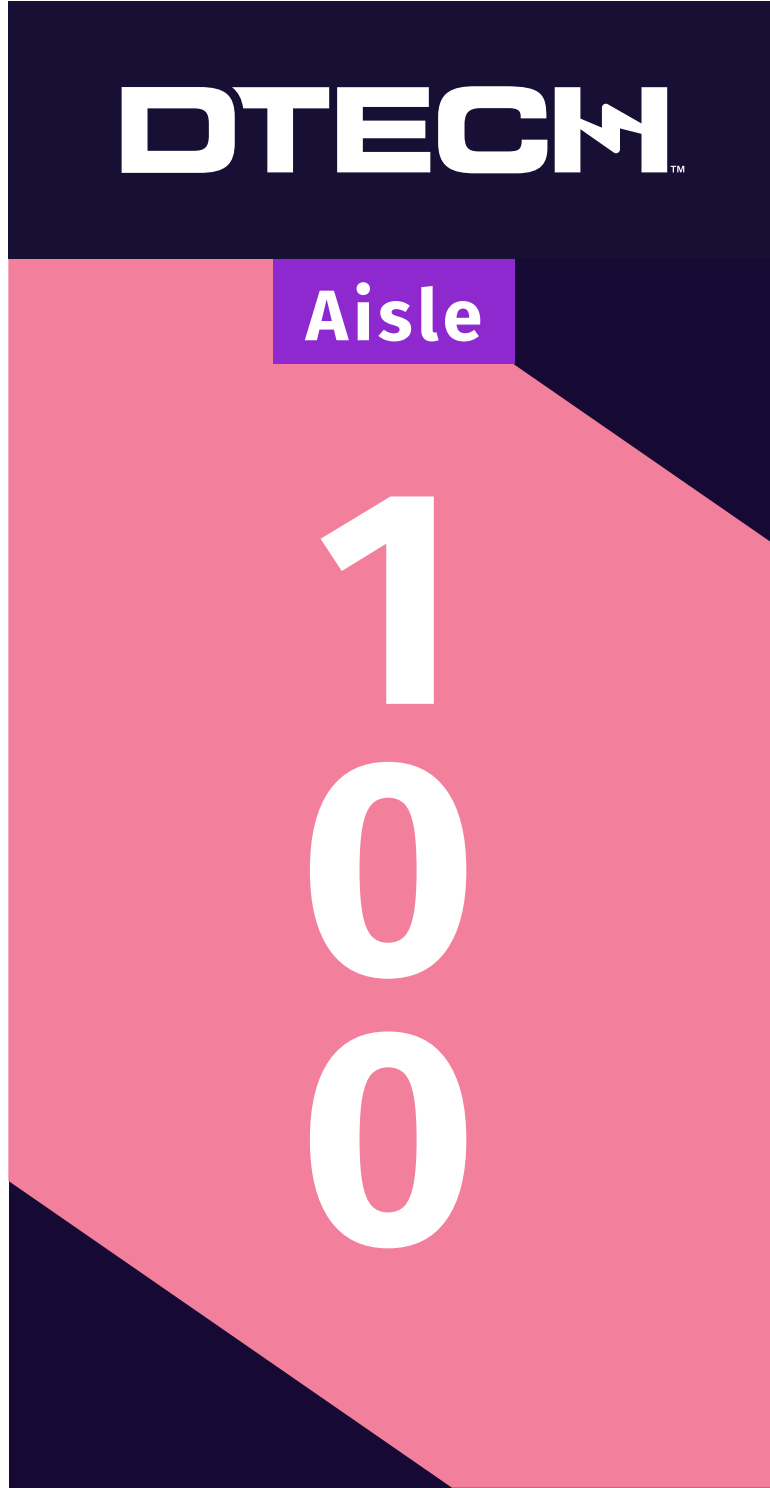
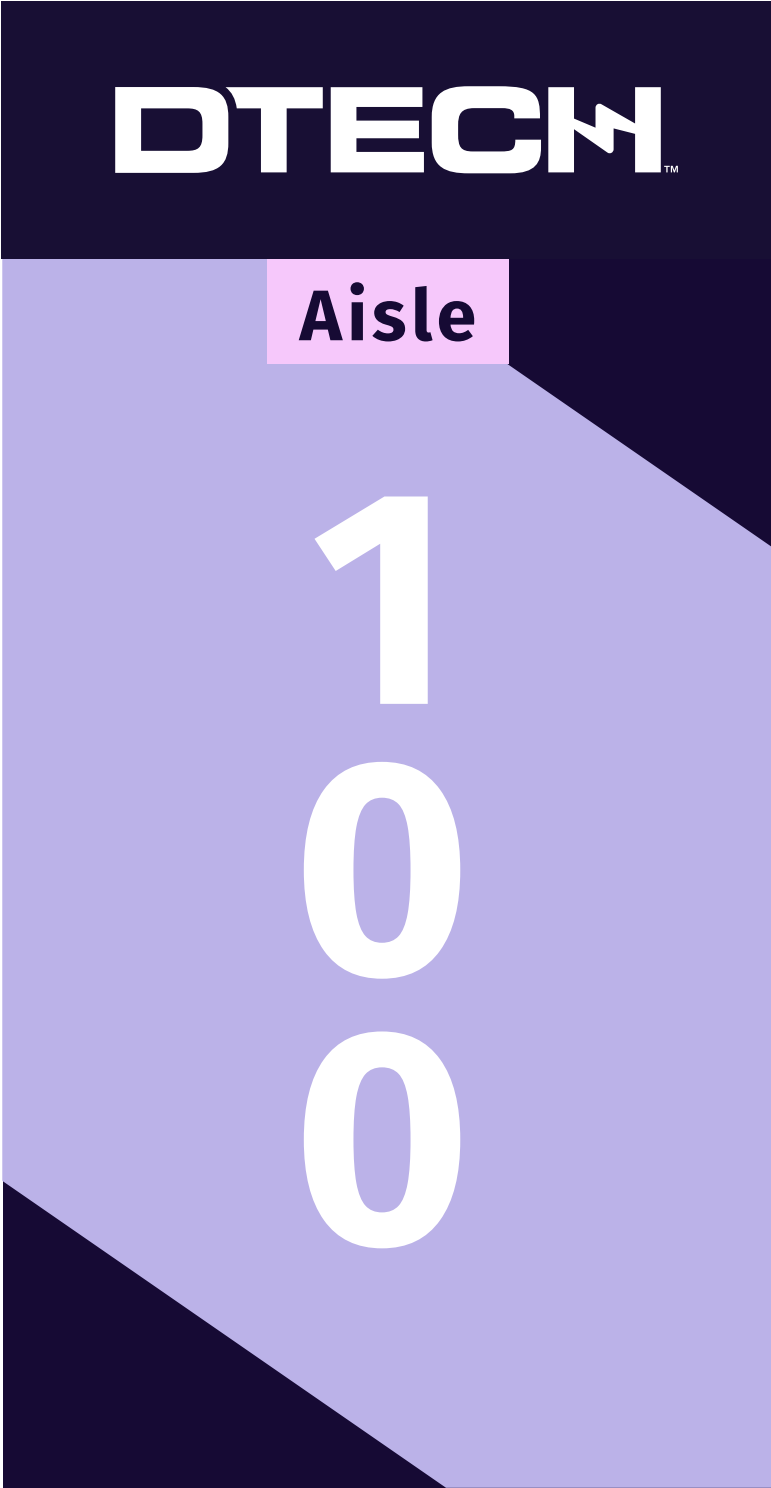
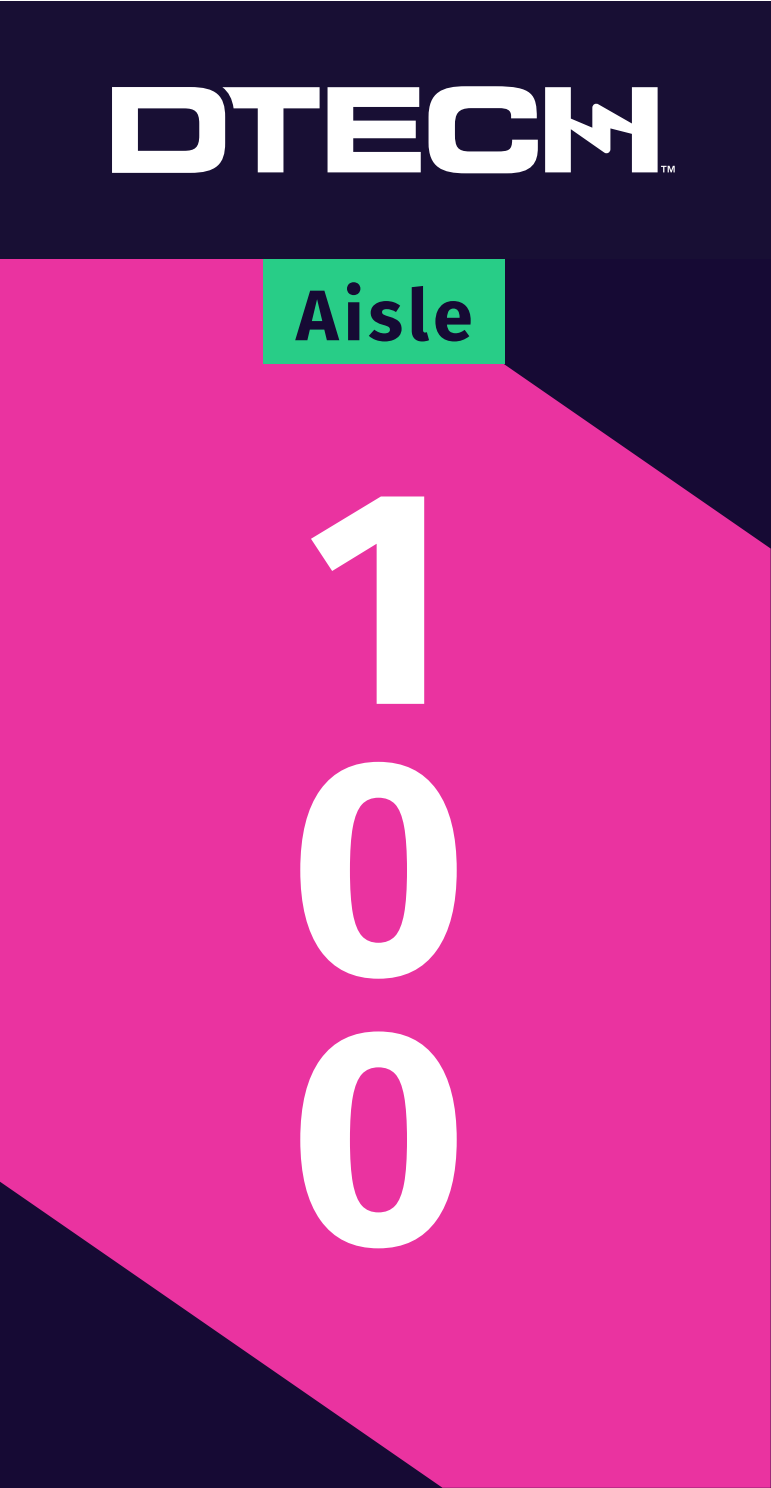
Full Page Ad Dark Option













**DTECH**

February 2–5, 2026  
San Diego, CA

Presented by

**Ittrón**

W E L C O M E



An abstract graphic on a dark navy blue background. It features several horizontal rectangles of different colors: a light gray rectangle on the left, a white rectangle in the center, a bright pink rectangle on the right, and a light purple rectangle at the bottom right. A blue rectangle is positioned in the center, overlapping the white and pink rectangles, and contains the word "Regionals" in white text.

Regionals



Regional Color Palettes

DTECH  
DATA CENTERS & AI

**AZURE**  
R5 | G144 | B233  
#0590E9

**AERO**  
R103 | G200 | B252  
#67C8FC

**FROST**  
R194 | G229 | B248  
#C2E5F8



DTECH  
MIDWEST

**GRAPE**  
R125 | G68 | B201  
#7D44C9

**ORCHID**  
R174 | G138 | B245  
#AE8AF5

**BILOBA**  
R203 | G186 | B238  
#CBBAAE



DTECH  
NORTHEAST

**MAGENTA**  
R208 | G0 | B140  
#D0008C

**BUBBLE GUM**  
R252 | G120 | B213  
#FC78D5

**BLUSH**  
R253 | G203 | B238  
#FDCBEE





Moving Parts



callouts / buttons

- Learn More
- Save the Date
- Register Now!



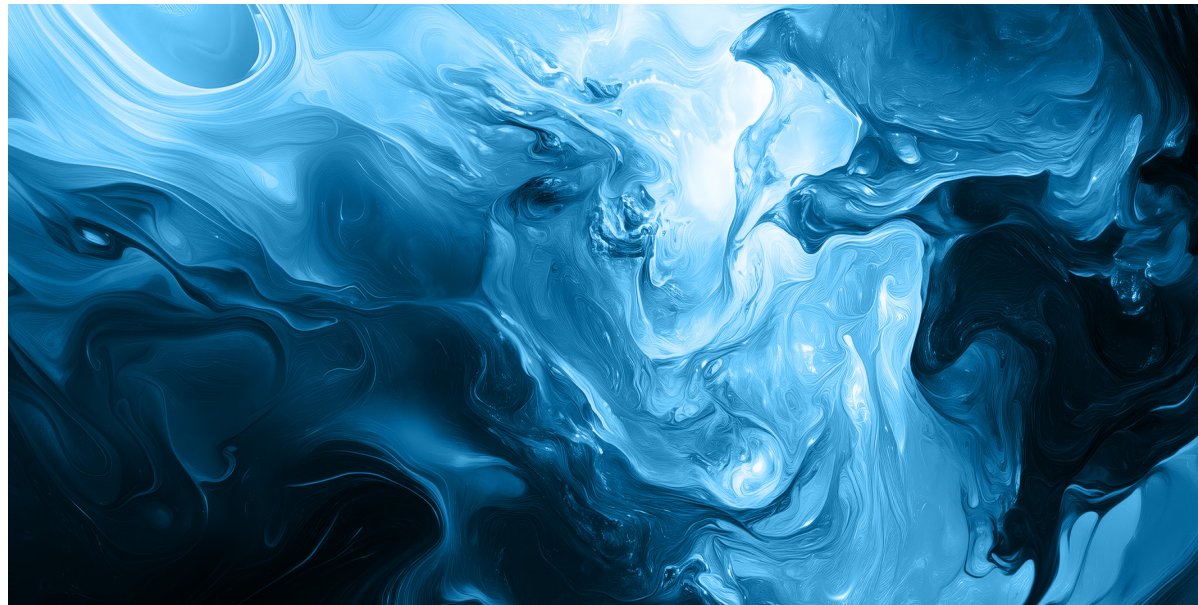
mugshot option 1



mugshot option 2



mugshot option 3



backgrounds

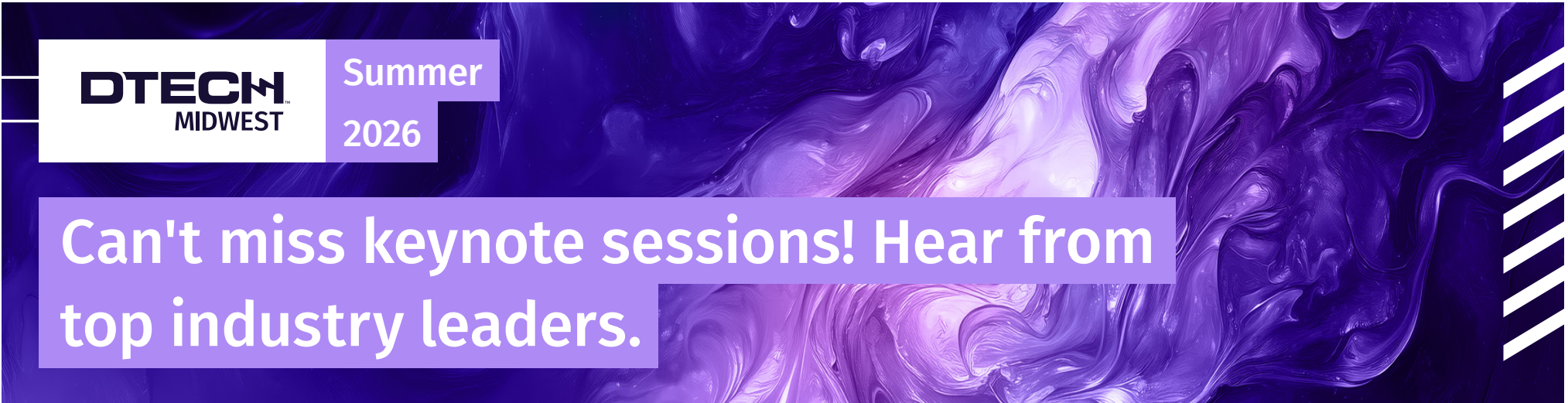




**DTECH**  
DATA CENTERS & AI

Spring  
2026

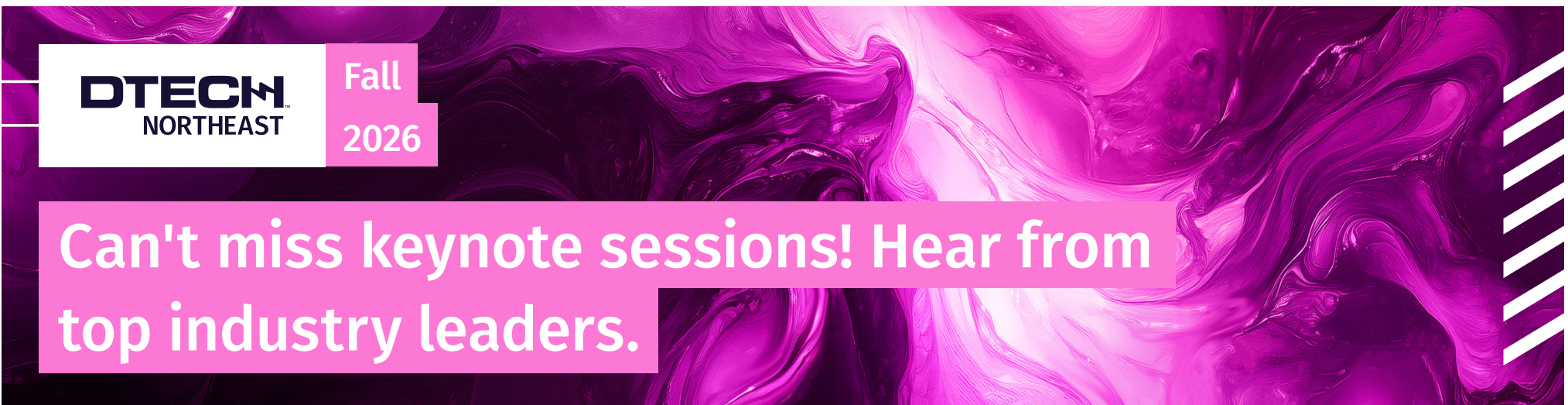
Can't miss keynote sessions! Hear from  
top industry leaders.



**DTECH**  
MIDWEST

Summer  
2026

Can't miss keynote sessions! Hear from  
top industry leaders.



**DTECH**  
NORTHEAST

Fall  
2026

Can't miss keynote sessions! Hear from  
top industry leaders.

