

**TED<sup>x</sup>** MileHigh  
**x** = independently organized TED event

# Brand Guidelines

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# Ideas worth spreading.

TEDxMileHigh exists to spread big ideas and elevate inspired citizenship in Colorado. It is a community of thinkers and doers, ideators and creators, activists and enthusiasts. TEDxMileHigh showcases innovative Coloradans, no matter the sector, who each give the ‘talk of their life’ around the power of ideas.

This diverse group of thought leaders and innovators educate, inspire, and stimulate change with the ultimate goal being deep discussion and action across our communities. TEDxMileHigh is made possible by the work and effort of the broader community: inspiring attendees, the efforts of thousands of hours from a large, committed team, deep involvement from partners and sponsors, and a wealth of brilliant innovators in Colorado who donate their time, energy, and talents to contribute to “Ideas Worth Spreading.”

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PRIMARY

**TED<sup>x</sup>** MileHigh  
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SECONDARY

**TED<sup>x</sup>**  
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02.

TEDxMILEHIGH

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BRANDING GUIDELINES

# Safe Zone

Be sure to not crowd the TEDxMileHigh logo and allow a minimum of “x” space around the logo.

Never alter the logo.



# Typography

**Typeface** The typeface (Helvetica) is an integral part of our visual identity and should not be changed or substituted. Helvetica comes pre-installed on most computers, but if you do not have access to it, use Arial. If you have a different version of Helvetica (Helvetica Neue, for example) use the Regular weight of your version.

**Tracking** Letter-spacing in the TEDx logo templates is set to 0. Do not adjust this setting.

**Kerning** You can kern individual letters in your location name, if needed.

**Alignment** The name of your event should always align left in relation to the “TEDx” part of the logo, and should be sized to be exactly the same height as the “TEDx” part of the logo. Tracking in the TEDx logo templates is set to 0. Do not adjust this setting.

## BOLD

# Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*

## REGULAR

# Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*

# Color

## Red

R230 G43 B30  
HEX #E62B1E

C0 M100 Y100 K0  
PANTONE 485

## Black

R0 G0 B0  
HEX #000000

C70 M50 Y30 K100  
PANTONE Black

## White

R255 G255 B255 C0 M0 Y0 K0  
HEX #FFFFFF

# Color

## **Offset printing with 4-color process ink**

If specifying a spot color is not possible, the 4-color process (CMYK) method of printing may be used to print your TEDx event's logo. 4-color process printing is acceptable, although it is not the preferable way to reproduce the logo. In 4-color process printing the TED red color will only be simulated.

## **Desktop printing**

Sometimes it is more appropriate to produce branded publications and other communications using a digital process -- such as printing from a computer directly to a desktop laser or ink-jet printer. Local settings and calibrations should be used to determine the best color specifications for your particular printer.

## **Offset printing with Pantone inks**

When possible, a spot color should be used for your logo -- this is the best way to reproduce TED red (Pantone 485).

## **Onscreen/Web**

When your TEDx event's logo is reproduced onscreen in slide presentations, in video, or online for the web, RGB or web color logos should be used. Onscreen applications use RGB (red/green/blue) values to simulate color. On the web, hex values are used to specify color. Each of these specifications is shown above below.

# Contact



Please reach out with questions or for brand assets to  
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