Copy Editing Guidelines
The MEF Infinite Edge Series is a multi-part digital series that brings together ICT executives, luminaries and subject matter experts to share their vision and experience in networking, automation and digital services. This fully immersive digital experience delivers valuable insights on the infinite possibilities of the digital world across the network core, the cloud and the edge. The series will explore the industry’s most pressing topics and give you the edge on your digital transformation journey.
Objective:
Industry luminaries, executives & subject matter experts coalesce from across the globe to share their vision, experience and expertise on networking, automation and digital services in an immersive, fully interactive digital environment.

Promotional Taglines:
Primary: Empowering enterprise digital transformation.
Secondary: Giving you the edge on your digital transformation journey.

Optional:
- Insights on the network core, the cloud and the edge.
- Infinite possibilities of digital ICT.

Key Phrases:
- Digital Services
- Service Automation
- Digital Transformation
- Digital Federation
Series Brand Rules

Mentioning the MEF Infinite Edge Series

In any copy, first mention of the series should **always** be: “MEF Infinite Edge Series”. Any mention after that in the same piece can be Infinite Edge Series, MEF Infinite Edge, or Infinite Edge.

The series should **never** be referred to as Edge Series or MEF Edge Series or MEF Series.

Examples of what **NOT** to use:

- Infinite Series
- MEF Edge Series
- Edge Series
- Mef infinite edge series

The Infinite Edge Series is not branded as a virtual event. The term “virtual” should never be used to describe the series or any of its parts. Please use the term “digital” as the primary adjective for the series.

When linking to the series site for promotion or listing it as a URL, always use:

https://MEFInfiniteEdge.com

When writing the series URL in any copy, always use correct capitalization:

MEFInfiniteEdge.com
Other Series Terminology

The Infinite Edge Series should always be referred to as a series and not a virtual event.

Any single episode must be referred to as an episode of the MEF Infinite Edge Series.

Any reference to a part of an episode should be referred to as a segment or part of a session of an episode.

Session names strictly include:

• Executives in Conversation or Execs in Conversation
• Pushing the Edge: Analysts’ Corner (either or both can be used)
• MEF Perspectives
• Deep Dive or White Board Session
• Host Edge View
Branding Guides
The MEF Infinite Edge Series logo is designed specifically for MEF's multi-part digital series and should not be modified in any way. It is preferable to use the white version over a dark background whenever possible. If the logo needs to be used on a light background, the dark blue usage is preferred. And if needed for a fully black and white medium, the black version of the logo is available.
Clear Space

Providing clear space around the logo allows for the visual distinction from surrounding elements. The clear space around the logo is proportional to the capital E in “Edge”.

The Infinite Edge logo is also required to be larger than the shown minimum sizes in order to maintain clarity of the various elements.

Minimum Digital Size

Minimum Print Size

30 px

0.4”
The Infinite Edge logo is designed specifically for the MEF Infinite Edge Series, and should not be modified in any way. Such modifications include, but are not limited to...

Do Not:
- Change to a color outside the specified color system
- Use a drop shadow or other added effect
- Outline the logo
- Stretch or distort
- Combine with other graphic elements
- Use the logo as part of a sentence
- Rotate
- Use with low contrast
- Lock up the logo with copy or another logo
- At we...
Shown is the color palette for the MEF Infinite Edge Series. The palette is simple and cohesive, but provides flexibility for various needs. The blue hues are a nod to the MEF brand palette, while the purple and pink accents are eye-catching and provide contrast as needed.

**Primary**

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Point</strong></td>
<td>141967</td>
<td>20/25/103</td>
<td>100/100/28/22</td>
</tr>
<tr>
<td><strong>Troy</strong></td>
<td>114EB9</td>
<td>17/78/185</td>
<td>92/75/0/0</td>
</tr>
<tr>
<td><strong>Crystal</strong></td>
<td>2BBEED</td>
<td>43/190/237</td>
<td>65/3/2/0</td>
</tr>
<tr>
<td><strong>Pelorous</strong></td>
<td>4BACC6</td>
<td>0/176/190</td>
<td>75/7/26/0</td>
</tr>
</tbody>
</table>

**Accent**

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Royal</strong></td>
<td>7030A0</td>
<td>112/48/160</td>
<td>70/93/0/0</td>
</tr>
<tr>
<td><strong>Shocking</strong></td>
<td>F507B5</td>
<td>245/7/181</td>
<td>10/90/0/0</td>
</tr>
</tbody>
</table>

**Neutral**

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Miner</strong></td>
<td>2B2B2B</td>
<td>43/43/43</td>
<td>0/0/0/83</td>
</tr>
<tr>
<td><strong>Boulder</strong></td>
<td>6D6D6D</td>
<td>119/119/119</td>
<td>0/0/0/53</td>
</tr>
<tr>
<td><strong>Silver</strong></td>
<td>BCBCBC</td>
<td>188/188/188</td>
<td>0/0/0/26</td>
</tr>
</tbody>
</table>
Primary Font

The primary font is to be used for headings and subheadings in marketing materials to grab attention. It is intended to grab attention at a larger size.

DOWNLOAD FONT

Secondary Font

Open Sans provides a visual complement to Sansation and is intended for longer amounts of body copy in marketing materials, as it is more readable at smaller sizes and in longer lengths.

DOWNLOAD FONT

Sansation

Sansation Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sansation Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans

Open Sans Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
Graphical Elements

This image smoothly incorporates the MEF Infinite Edge Series color palette. It represents the global nature of MEF’s community and conveys a sense of harmony, which are both cornerstones of the MEF Infinite Edge Series. The pixelated elements are a direct nod to digital empowerment and transformation.

The globe graphic should be used in larger digital and print pieces together with the logo, either with the logo overlaid on the globe or positioned beside or off-set from the globe.

DOWNLOAD GLOBE
Should there be a case where the MEF logo is required in relationship to MEF Infinite Edge Series print and digital material – these are the approved formats.

The MEF logo conveys a simple, clean look. The simplicity of the MEF acronym makes it immediately recognizable while the swoosh and graphical treatment serve to make it unique and distinguishable.
Clear Space

Providing clear space around the logo allows for the visual distinction from surrounding elements. The clear space around the logo is proportional to 1/3 of the logo’s size.

The MEF logo is also required to be larger than the shown minimum sizes in order to maintain clarity of the various elements.

Minimum Digital Size

Minimum Print Size

30 px

0.4”
The MEF logo was designed specifically for MEF, and should not be modified in any way. Such modifications include, but are not limited to:

- Change to a color outside the specified color system
- Use a drop shadow or other added effect
- Outline the logo
- Stretch or distort
- Combine with other graphic elements
- Use the logo as part of a sentence
- Rotate
- Use with low contrast
- Lock up the logo with copy or another logo
- Do Not: Use with low contrast
Promo Image Package
Promo Image Package

Promotional images are provided for use in landing pages and email communications to promote Infinite Edge Series registration and episode attendance.

Images are provided in various sizes to fit your marketing tools.

Always remember to follow series brand guidelines and rules when promoting through email and website pages.

DOWNLOAD PROMO PACKAGE