Social Media Kit
Spread the Word

Share your participation:

To share your participation on social media, post your MEF Infinite Edge Sponsor Image included in this kit.

Where to Post:

• Posting to LinkedIn and Twitter platforms is required. Posting to other social platforms is encourage, however MEF will promote and share posts published to LinkedIn and Twitter as these are our main social channels.

• Be sure to promote before, during, and after episodes! Recordings of every session will be available to stream on-demand.

Hashtags:

• Please include the mandatory hashtags included in this kit in each post.

• Recommended hashtags are also listed for you to consider when promoting the series.

• Tagging MEF (@MEF_Forum) enables MEF to amplify your social media posts.

• We also recommend up to 3 additional hashtags related to your session topic.

Guidelines for text to post with your image:

• Always promote the series as a whole by mentioning it by name, adding the required hashtags, and linking to registration page.

• Include the date and location of any specific episode or series milestone.

• Include any episode, session, or other title you are trying to promote.

• Include a registration link for the series in order to ensure registration: https://events1.social27.com/mefforum/auth/register
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.
Series Taglines & Phrases

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
- Edge Series
- MEF 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
Brand Guidelines
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.
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:

- 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
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.

<table>
<thead>
<tr>
<th>Primary</th>
<th>2B2B2B</th>
<th>17/78/185</th>
<th>65/3/2/0</th>
<th>4BACC6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Point</td>
<td>141967</td>
<td>114EB9</td>
<td>92/75/0/0</td>
<td>2BBEED</td>
</tr>
<tr>
<td>Troy</td>
<td>114EB9</td>
<td>17/78/185</td>
<td>92/75/0/0</td>
<td>2BBEED</td>
</tr>
<tr>
<td>Crystal</td>
<td>2BBEED</td>
<td>17/78/185</td>
<td>92/75/0/0</td>
<td>2BBEED</td>
</tr>
<tr>
<td>Pelorous</td>
<td>2BBEED</td>
<td>17/78/185</td>
<td>92/75/0/0</td>
<td>2BBEED</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Accent</th>
<th>0/176/190</th>
<th>245/7/181</th>
<th>75/7/26/0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Royal</td>
<td>7030A0</td>
<td>245/7/181</td>
<td>75/7/26/0</td>
</tr>
<tr>
<td>Shocking</td>
<td>F507B5</td>
<td>245/7/181</td>
<td>75/7/26/0</td>
</tr>
</tbody>
</table>

<table>
<thead>
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<th>0/0/0/53</th>
<th>0/0/0/26</th>
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</thead>
<tbody>
<tr>
<td>Miner</td>
<td>2B2B2B</td>
<td>0/0/0/83</td>
<td>0/0/0/26</td>
</tr>
<tr>
<td>Boulder</td>
<td>6D6D6D</td>
<td>0/0/0/53</td>
<td>0/0/0/26</td>
</tr>
<tr>
<td>Silver</td>
<td>BCBCBC</td>
<td>0/0/0/53</td>
<td>0/0/0/26</td>
</tr>
</tbody>
</table>
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.

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.
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.

<table>
<thead>
<tr>
<th>Minimum Digital Size</th>
<th>Minimum Print Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 px</td>
<td>0.4”</td>
</tr>
</tbody>
</table>
Unapproved Usage

The MEF logo was designed specifically for MEF, and should not be modified in any way. Such modifications include, but are not limited to...
Content Guidelines
<table>
<thead>
<tr>
<th>Hashtags</th>
<th>Infinite Edge Specific</th>
<th>Infinite Edge Specific</th>
<th>MEF Specific</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mandatory</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>#MEFInfiniteEdge</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>#Sponsor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recommended</td>
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<td>#DigitalTransformation</td>
<td></td>
<td></td>
<td>#MEFNews</td>
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<tr>
<td>#ServiceProviders</td>
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<td></td>
<td>#MEFMembers</td>
</tr>
<tr>
<td>#ExecsInConversation</td>
<td></td>
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<td>#MEF30</td>
</tr>
<tr>
<td>#EdgeView</td>
<td></td>
<td></td>
<td>#LSOFramework</td>
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<tr>
<td>#MEFPerspectives</td>
<td></td>
<td></td>
<td>#SDWANNews</td>
</tr>
<tr>
<td>#DeepDive</td>
<td></td>
<td></td>
<td>#CarrierEthernetNews</td>
</tr>
<tr>
<td>#WhiteBoardSession</td>
<td></td>
<td></td>
<td>#OpticalTransportNews</td>
</tr>
<tr>
<td>#[episode title]</td>
<td></td>
<td></td>
<td>#NetworkAutomation#OpticalNetwork</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>#CEStandards</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>#WANconnectivity</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>#5GTechnology</td>
</tr>
</tbody>
</table>
1. [Company Name] is proud to sponsor the MEF Infinite Edge Series, a multi-part immersive digital experience that brings you valuable insight to empower your own digital transformation. Hear from us on [topic] during episode [number and name]. For more on the Infinite Edge Series, visit MEFInfiniteEdge.com. [Mandatory and Recommended Hashtags]

2. During the MEF Infinite Edge Series, we'll be joining [session name] to talk about [topic] on [date]. The Infinite Edge Series is a multi-part, fully immersive digital experience that brings together ICT luminaries and experts to share their vision and knowledge on networking, automation and digital services. During [Episode Name], we'll give you valuable insights into driving digital transformation that will lead to growth now for your organization. To register or learn more about the Infinite Edge Series, visit [link to register]. [Mandatory and Recommended Hashtags]

3. Hear from our team during [Episode] of the MEF Infinite Edge Series, coming up on [date]! The Infinite Edge Series brings together ICT industry experts and thought leaders to share valuable insight on digital services, empowering your digital transformation. We're looking forward to discussing [topic] with fellow industry leaders, helping you realize the infinite possibilities of the digital world across the network core, the cloud and the edge. [link to register]
1. Our team is thrilled to sponsor the MEF Infinite Edge Series, a multi-part immersive experience that brings together the expertise and vision of ICT luminaries and execs. Tune into [Episode Name] on [date], or visit [link] for more. [Mandatory and Recommended Hashtags]

2. Learn more about [topic] at the MEF Infinite Edge Series on [date]! Hear from our team about how you can get the edge on your digital transformation during episode [number]. Learn more at: [site link] [Mandatory and Recommended Hashtags]

3. Don't miss out on the chance to get the edge on your digital transformation journey. Join us for the MEF Infinite Edge Series on [date] to hear from our experts about [topic]. Visit [link] for more details. [Mandatory and Recommended Hashtags]
Social Image Package
Social Image Package

Package includes the following images to use for social promotion:

• Generic Infinite Edge Series image that has general series information, does not include specific sponsor details, and editable hashtag(s) to best reach your audience.

• A custom sponsor-level specific image template with a space to add your logo and any episode details needed, and a headshot (if desired).

DOWNLOAD SOCIAL PACKAGE