

Corporate Identity Guidelines

Thank you for communicating our event, we appreciate your support. In order to ensure consistent communication of **RTC 2021**, please follow our corporate identity guidelines.

Title & Spelling

The complete and correct title of our event is:

RTC 2021
RealTime Conference

In the body of a text, please use a hyphen:

RTC 2021 - RealTime Conference

In combination with the date **RTC** is spelled in capital letters with a space in between title and date: **RTC 2021**. Without the date **RTC** is also spelled in capital letters.

This is the correct way to spell real-time when it is mentioned as a subject itself, lower case and with a hyphen.

Logo

When publishing our logo please consider that there are different versions depending on the background colors.

You can download the logo package including different color versions and formats here:

[RTC 2021 Logo Package](#)

Color

The **RTC** corporate Tile has the following color specifications

RTC Tile over white



R22 G205 B165
HEX 16CDA5

RTC Tile over black or gradient



R33 G246 B165
HEX 21F6A5