



# Informatica World 2010 New Style Guidelines



## New Informatica World Logo

There are 2 options for the new Informatica World logo - full color and white. The full color logo should be used on lighter backgrounds, and the white used when dealing with darker backgrounds.

A space of 5mm should be used between the logo and surrounding text.

### Color Logo



### White Logo



## Informatica World Imagery 2010

This is the main imagery that we will be using throughout the 2010 Conference. There are further examples of how the image should be used in the various assets to be generated for the Conference.

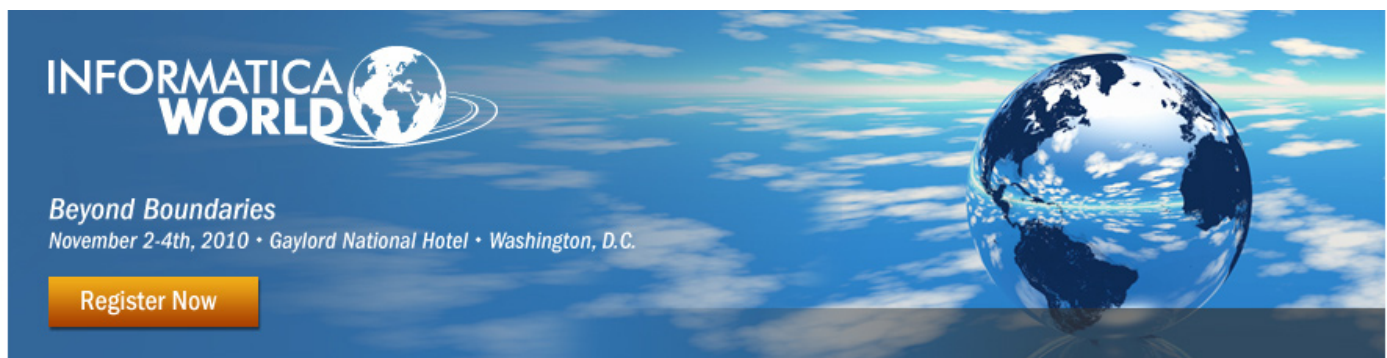
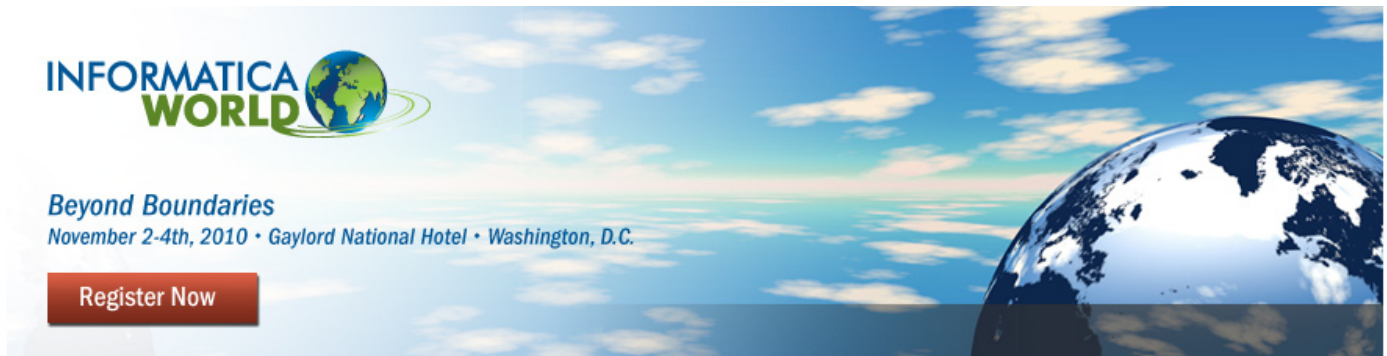


## Examples of Informatica World Web Assets

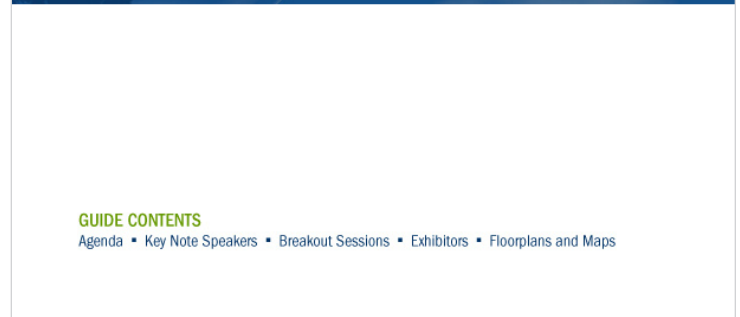
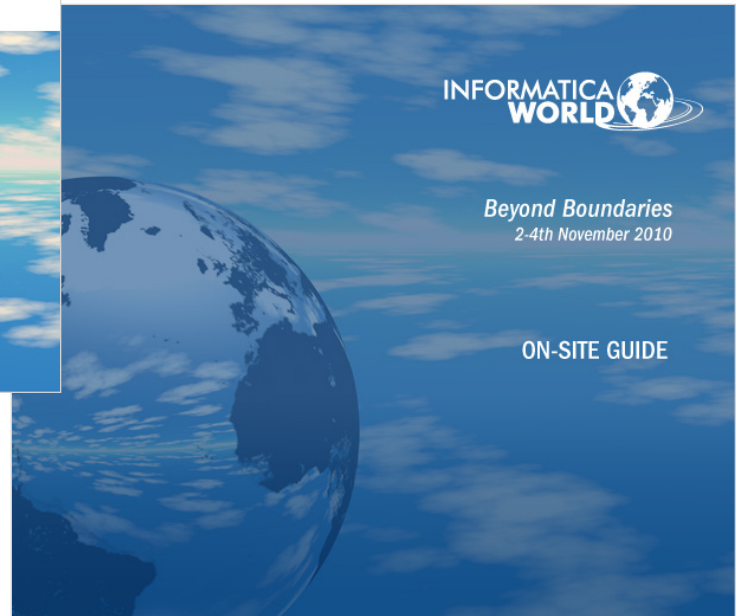
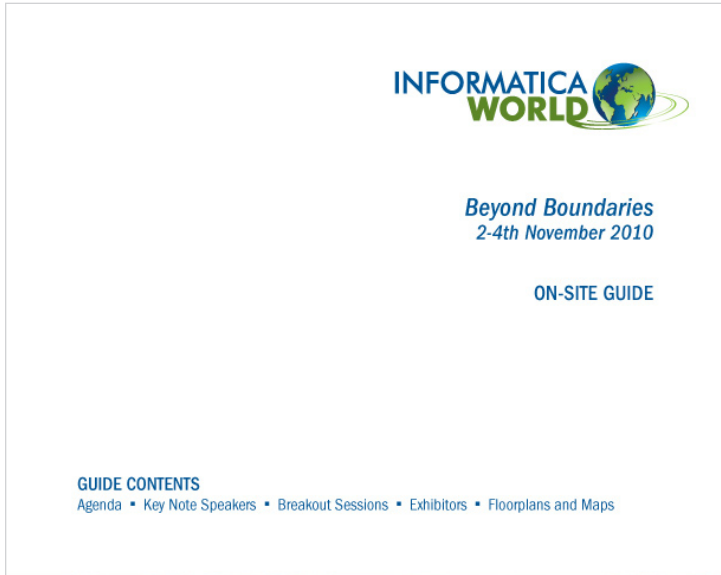
The following are 2 examples of how the imagery can be used for a web banner.

The first shows the globe partially in the corner with the expanse of sky/horizon stretching out. With the lighter background, the full color logo has been used.

The second banner shows the globe as a whole, with a darker background and the white logo.



## Examples of Informatica World Collateral Assets





Examples of Informatica World Signage Assets



## Examples of Informatica World Powerpoint Assets

