

2024



inflectracon360

BRAND GUIDE



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LOGOS

STANDARD LOGO



ALTERNATIVE LOGOS



White text for darker backgrounds



Tagline removed, also in white

FLAME ICON



In addition to logo usage, capitalizing "CON" in InflectraCON within text strengthens brand recognition and ensures visual uniformity.



SOCIAL MEDIA CHANNELS



LINKEDIN

iCON360 | STP Community
Click [here](#) to follow us!



[Subscribe](#) to our newsletter:
Inflection Point



INSTAGRAM

InflectraCON 360
@SoftwareTestPro

Click [here](#) to follow us!



X (TWITTER)

InflectraCON
@InflectraCon

Click [here](#) to follow us!

Tag us and use **#InflectraCON360** in your posts!



IMAGERY

OVERALL BRAND IDENTITY

We utilize a wheel shape to symbolize the continuous nature of software development when promoting InflectraCON 360 as a whole. The dark blue background creates a professional tone, conveys expertise, and makes the vibrant colors pop.



Email Header



Newsletter

INDIVIDUAL EVENT PROMOTIONS

To amplify the visual impact of our individual event promotions, we harness the vibrant energy of bright geometric gradients. By incorporating diverse color palettes and captivating patterns, we create a bold visual language distinguishing our brand and captures attention.



Showcase of vibrant visuals used to promote past events



CALLS TO ACTION

Clear, compelling calls to action (CTAs) are essential for driving engagement and participation in InflectraCON 360. They guide our audience towards specific actions that support the event's goals and create a sense of community. Some guidelines while creating your CTAs include:

- **Be consistent** to ensure a unified message and reinforce brand identity.
- **Tailor** CTAs to your audience and context.
- **Provide direct links** to make it easy for users to take action on application forms, registration pages, or our LinkedIn page.
- **Monitor** the effectiveness of your CTAs to improve outreach efforts.

Consider incorporating these sample CTAs, tailored to our key communication themes:

EXAMPLES

CALL FOR PROPOSALS

Encourage potential speakers to share their expertise and insights.

- **Concise:** Share your expertise! Apply to speak at InflectraCON 360.
- **Action-oriented:** Ignite the conversation. Submit your proposal today.
- **Benefit-driven:** Inspire a community. Become an iCON360 speaker.



CALLS TO ACTION

FOLLOW INFLECTRACON 360

Build a community of engaged followers on LinkedIn to share updates, insights, and behind-the-scenes content.

- **Community-Focused:** Become part of the journey. Follow InflectraCON 360 on LinkedIn.
- **Exclusive:** Get insider access. Follow us for the latest updates.
- **Engaging:** Connect and learn. Follow InflectraCON 360 today.

LINKEDIN NEWSLETTER (INFLECTION POINT)

Invite users to stay informed and connected with the latest industry news and Inflectra insights.

- **Simple:** Stay ahead of the curve. Subscribe to Inflection Point.
- **Intriguing:** Get insights delivered. Join the Inflection Point community.
- **Value-focused:** Elevate your knowledge. Subscribe to our newsletter.

EVENT SIGN-UP

Prompt users to register for InflectraCON 360 events.

- **Direct:** Do not miss out! Sign up for InflectraCON 360.
- **FOMO:** Secure your spot. Register for iCON360 now.
- **Enticing:** Join the experience. Sign up for our virtual conference.



SPEAKER CHECKLIST

Welcome to the InflectraCON 360 stage! We are thrilled to have you share your expertise with our community. This checklist is designed to help you prepare for a fantastic presentation and ensure your voice shines brightly.

Please send the items below to inflectracon@inflectra.com:

THE SPEAKER(S):

- Photo
- Bio
- Contact information
- Social media handles

THE EVENT(S):

- Topic
- Title
- Description
- Takeaways
- Date and time

Let's collaborate every step of the way. If you have any questions, please do not hesitate to reach out.

We are excited to see your presentation come to life!



HELPFUL LINKS

Empower your InflectraCON 360 experience with these resources:

INFLECTRACON 360 WEBSITE



Learn more about InflectraCON 360's mission and upcoming events featuring industry thought leaders. Explore our knowledge library in the Hub to catch up on sessions you missed or revisit your favorites.

PRESENTATION TEMPLATE



For a polished and professional presentation, speakers can utilize our optional slideshow template. This template incorporates visuals, engaging elements, and pre-designed slides to accelerate preparation.

ASSET LIBRARY



Prepare for your talk with our downloadable logos, checklists, and promotional tools, all available in our brand assets library. Access everything you need to get ready and promote your session.

Questions? Email us at inflectracon@inflectra.com.



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