

August 2017

Internet Society 25th Anniversary
InterCommunity Celebration Nodes Toolkit
Phase 1: Promotional Guide



#ShapeTomorrow

How can you shape tomorrow?

We have a story to tell around our 25th anniversary year. And we need you to help us tell it.

It's a story of reflecting and celebrating our rich past and heritage. It's a story of how we are looking forward to the future.

You, our Chapters, are essential to this story. You are our voice around the world. In each region, the Internet faces its own set of challenges, but there are common themes and issues that are important to all of us. Together we can advocate for an open, trusted and secure Internet for everyone.

This special edition of InterCommunity encircles the world with a global conversation. We will exchange ideas and share perspectives on the future of the Internet. We will focus on how to support Internet-led innovation, promote the use of best practice technologies and encourage the adoption of policies that enable an open Internet for everyone. We all have an important mission to safeguard and protect the Internet we believe in.

We are in this together. Let's take a moment to celebrate to our successes, and then get back to our important work of shaping the Internet of tomorrow.

#ShapeTomorrow

What is in this Toolkit

The following pages show the items available to download here:

<https://www.internetsociety.org/intercommunity/2017/celebrate/download>

You can use these graphics to help spread the word about InterCommunity

There are several things you can use:

- Invitations

- FaceBook banners

- Twitter headers

- Twitter instream photos

- Square format (Instagram)

- Printer-ready A4 and A6 posters

When using any of these items online, be sure and use these hashtags:

#ShapeTomorrow

#ICOMM17

If there are questions about the files or how to use them, email identity@isoc.org.

InterCommunity 2017 logo

Logo usage:

The InterCommunity logo can be downloaded as a PNG or JPG file. It can be used in social media (Facebook, Twitter, Instagram) to help promote your event.

Hashtags: #ICOMM17

See page 8 for ideas on how to use the logo.



logos to use on a dark background



logos to use on a light background

All files can be downloaded here:
<https://www.internetsociety.org/intercommunity/2017/celebrate/download>

Promotional Bundle 1

This celebratory message focuses on our 25th anniversary. Use these files in your social media accounts to help build excitement and promote the event. Files included with this look:

Digital:

Facebook banner


Twitter header

Customizable Invitation

*Print-ready:

A6 Poster

A4 handout



Join the celebration.

This September, take part in a global celebration on the Internet, for the Internet.

We will take time to look back at the last 25 years of the Internet Society, celebrate with our community and look ahead to the future.

Let's inspire the world to take action to #ShapeTomorrow and make the Internet a force for good.

#ShapeTomorrow
19 September

25th ANNIVERSARY YEAR

Internet Society

*Printer-ready files will have 2 versions:

A: Internet Society logo (as shown here)

B: blank space for Chapter logo. You will need to provide your local printer with your Chapter logo, and they will be able to place the logo on the poster.

All files can be downloaded here:

<https://www.internetsociety.org/intercommunity/2017/celebrate/download>

Promotional Bundle 2

This celebratory message focuses on the content for the InterCommunity discussions. Use these files in your social media accounts to help build excitement and promote the event. Files included with this look:

Digital:

Facebook banner

Twitter header

Customizable Invitation

*Print-ready:

A6 Poster

A4 handout

How will you shape the future of the Internet?

Opportunity starts with the Internet.

Take part in a global conversation taking place around the world that explores our greatest hopes and fears for a connected future.

How will you #ShapeTomorrow?

Internet Society

#ShapeTomorrow
19 September

INTER COMMUNITY 2017

25th ANNIVERSARY YEAR

*Printer-ready files will have 2 versions:

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B: blank space for Chapter logo. You will need to provide your local printer with your Chapter logo, and they will be able to place the logo on the poster.

All files can be downloaded here:

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Invitations

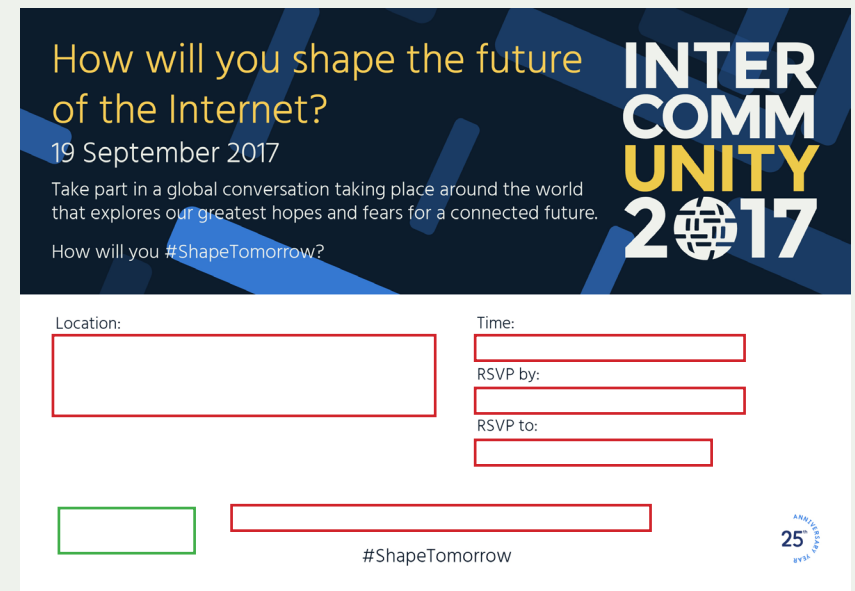
Invitations for your event are available with both bundles. They are created in Microsoft Word with areas available for customisation.

Once your information is added, it is recommended the Microsoft Word document is saved as a PDF file.



Red boxes indicate areas for customisation.

Green boxes indicate the area to add your logo.



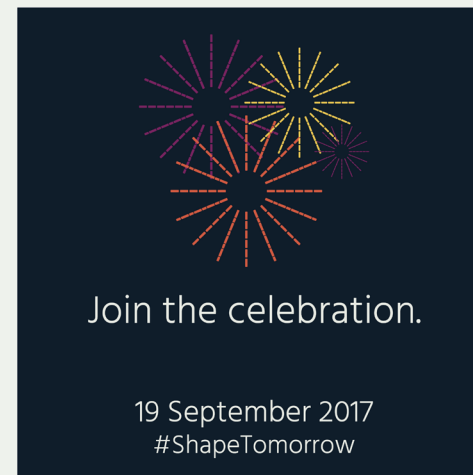
Additional Social Media Cards

Additional square and rectangular JPGs are available to promote your message.

These can be used in your various social media outlets like Instagram, Twitter or Facebook.

When using these cards, please use these hashtags:

#ShapeTomorrow
#ICOMM17



All files can be downloaded here:
<https://www.internetsociety.org/intercommunity/2017/celebrate/download>

What's coming next

Additional printer-ready files and other promotion idea will be available mid-August.

Questions?
identity@isoc.org

REMINDER:

Individual Chapter logos can be found in the downloads section of the Internet Society Identity page.

<http://www.internetsociety.org/identity/>

Simply click on the upper right "Download" button, choose "Download visual identity assets".
Select your chapter name from the download list.