



## Identity Guidelines

The RTC brand can only be used if you have an existing partnership or sponsorship and you've reached out to your RTC contact to secure formal approval from the RTC brand team. In order to ensure consistent communication of **RTC - RealTime Community**, please follow our identity guidelines.

### Title & Spelling

The complete and correct title of our brand is:

**RTC**  
**RealTime Community**

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

**RTC - RealTime Community**

**RTC** can be used as acronym and is 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 - Realtime Community Logo Package](#)

### Color

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

**RTC** Tile over white



#16CDA5

**RTC** Tile over black or gradient



#21F6A5

---

Contact:

[susan.schell@realtimedconference.com](mailto:susan.schell@realtimedconference.com)



## Brand Architecture

The **RTC - RealTime Community** ecosystem includes several brands to meet the needs of the Real-Time Community.

### Title & Spelling

The complete and correct title of our brand is:  
**RTC**  
**RealTime Society**

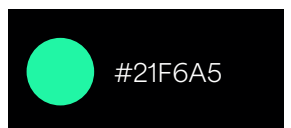
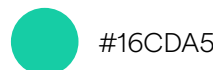
In the body of a text, please use a hyphen:  
**RTC - RealTime Society**



### Title & Spelling

The complete and correct title of our brand is:  
**RTC 2022**  
**RealTime Conference**

In the body of a text, please use a hyphen:  
**RTC 2022 - RealTime Conference**



### Title & Spelling

The complete and correct title of our brand is:  
**RTC**  
**RealTime Economics Summit**

In the body of a text, please use a hyphen:  
**RTC - RealTime Economics Summit**

