

**TEDx**

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# 1. Welcome to TEDx!

## HOW TO USE THIS GUIDE

**This is a basic overview of the TEDx identity system. It covers proper use of our identity and complete specifications for print and on-screen applications.**

**If you have any questions about this guide, please contact:**

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## 2. What is TEDx?



**x = independently organized TED event**

### IDEAS WORTH SHARING

**In the spirit of “ideas worth spreading,” TED has launched a program that enables individuals and organizations to create and host their own local TED-like events. These events will be branded TEDx, the x standing for Independently Organized TED Events.**

By securing a free TEDx license, you’ll get access to our 25 years of experience hosting conferences and sharing ideas. Using a mix of 400+ TED videos and your own live speakers and performers, your event can introduce your friends, school, community or workplace to a world of new ideas — and foster rich and inspiring connections and conversations.

Think of TEDx as hosting an awesome dinner party, with great food, inspirational videos, brilliant speakers and mind-blowing conversation. By hosting a TEDx event, you will have opportunity to create a truly unique event that will unleash new ideas, inspire and inform.

### PROGRAM FORMATS

#### **Some format suggestions for your TEDx event:**

Salons — small gathering for a group of friends at a house or intimate location

Corporate events — midsize gathering: lunch or evening event at a place of work

Schools — events at a middle school or high school

Universities — TED branded think-tank events on campus

Conferences — larger TED-like events, independently organized

See [www.ted.com/tedx](http://www.ted.com/tedx) for examples of TEDx groups

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## 3. Where to use the TEDx brand



**x = independently organized TED event**

### PERMISSION

In order to maintain and preserve the TEDx brand identity, the only acceptable versions of the TEDx brand are those appearing in these guidelines.

Please make sure that the TEDx logo appears on your website and on all outbound communications with speakers, attendees, and sponsors, and on all PR and marketing.

Only approved TEDx logos, including the TEDx tagline, should be used.

When you use the TEDx logo it must be accompanied by the tagline “x=independently organized TED event”. This is a lockup — the logo can not be used without this tagline.

### TED LOGO

Please note that you may not use the TED logo in any way.

## 4. Messaging

### MESSAGING

To support the TEDx graphic identity, several important verbal messages should appear on all TEDx communications, especially outbound materials, PR and marketing.

### TEDx MISSION

**In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x=independently organized TED event.**

**The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized.**

### DESCRIBING TEDx

Copy for TEDx partners to use when describing TEDx, press, bloggers, attendees, and friends:

**In the spirit of ideas worth spreading, TED has created a program called TEDx.**

**TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is call TEDx (name), where x=independently organized TED event. At our TEDx (name) event, TEDTalks video and live speakers will combine to spark deep discussion and connection in a small group.**

**The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including ours, are self-organized.**

### OTHER LANGUAGE

Please include this language in all communications:

**“This independent TEDx event is operated under license from TED.”**

Add additional language on each page that states:

**“This TEDx event is independently organized”**

or

**“This event is not being organized by the TED conferences — this is an independently organized TED event.”**

## 5. The TEDx identity

LOGO (one-line tagline)



LOGO (two-line tagline)



The TEDx logo is unique artwork that has been created to brand and market all TEDx events.

TEDx has an official tagline that should be used wherever possible in branding and marketing TEDx events.

**“x = independently organized TED event”**

The tagline is an official part of the logo and is in a “lockup” relationship with the TEDx. There are two options for the tagline — one line, or two lines.

The preference is for the one-line tagline logo. However in situations where there is not enough room to use a logo of this width, the two-line tagline logo may be used. For example, it may be better to use the two-line tagline logo on Facebooks pages, where there is a limited area of fixed width for the display of an image or logo.

Do not change the wording of the tagline — the only approved version is shown above.

USING TEDx IN COPY

Please see “Using TEDx in copy” (page 15) when referring to TEDx in body copy.

## 6. Identifying your event

### NAMING

All TEDx event names follow the same convention: a name beginning with TEDx, and followed by a descriptor such as the name of your city, school, neighborhood or organization (e.g. TEDxSydney, TEDxThames, TEDxUSC, TEDxPfizer). **TED will have to approve your event's name, so please wait before you purchase a TEDx domain name or create a Facebook Page.**

Be creative when naming your TEDx event. If the name of your city is taken, consider a neighborhood, your city's nickname, a river, a nearby lake, a historic name, a street name...For example, in London in 2009 there are eight TEDx events: TEDxLondon, TEDxTuttle, TEDxThames, TEDxEastEnd, TEDxRegentsPark, TEDxEdges, TEDxNottingHill, TEDxVonUnderbelly.

- Please make sure your TEDx website URL, matches the name approved in your license with TED. In addition to this your twitter feed, facebook page and any other digital or material references must match this name.
- When you purchase your TEDx(name of city) domain name you are entitled to keep the name as long as you are a TEDx licensee for this name. If for any reason you decide not to renew your TEDx license after your TEDx event or TED does not renew your license, you must transfer ownership of your TEDx domain name either back to network solutions, godaddy or to another TEDx licensee.
- TEDx licensees should not acquire the domain name for their event until their license has been approved by TED.

### GUIDELINES FOR TEDx NAMES

- Country names: No country names will be granted, with the exception of small islands. Names of larger regions (and US states) may be granted on a case-by-case basis.
- City names: City names will be reserved for individuals hosting events attended by more than 100 people.
- Co-branded names: Co-branded names (such as TEDxPfizer, TEDxUSC) are approved on a case-by-case basis. Generally, these will be permitted for schools and educational organizations, and in some cases NGOs and camps. We don't co-brand with other conferences or seminars.
- Corporate names: When approved, corporations can only host internal TEDx events (i.e., an event named TEDxPfizer may only be attended by Pfizer employees).
- Theme names: Generally, we will not approve theme-based names (e.g., TEDxMarketing, TEDxEducation), but there may be allowances on a case-by-case basis.
- Names already taken: Make sure no one already holds a license for your desired name, by checking the upcoming events list <http://www.ted.com/pages/view/id/348>. Keep in mind there is a minimum 10-day approval process for TEDx events.



## 6. Identifying your event

**TED<sup>x</sup>Austin**  
**x = independently organized TED event**

**TED<sup>x</sup>San Francisco**  
**x = independently organized TED event**

### LOGOs and Placenames

Your specific TEDx logo will contain the placename. These templates include an area to type in the placename (in Helvetica) so that it automatically appears in the correct place in the logo.

For longer placenames, there is an alternative template that puts the placename on a second line. These templates include an area to type in the placename (in Helvetica) so that it automatically appears in the correct place in the logo.

Find more information on how to use our logo templates on page 11.

### PLACENAMES WITH lower-case p, q, j and/or y.

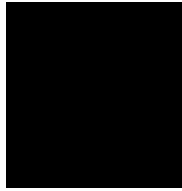
For placenames that contain lower-case letters p, q, j and/or y, be sure to use the 2-line stacked tagline so that the descenders do not touch the tagline.

**TED<sup>x</sup>Tokyo**  
**x = independently  
organized TED event**

### ACCESS TO LOGO FILES

Access to the template files is limited to licensed TEDx partners. The files are located at [www.TED.com/tedx](http://www.TED.com/tedx)

## 7. TED color (red and black)

**TED Red****Pantone 485****CMYK 0/100/100/0****RGB 255/43/6****Web FF 2B 06****TED Black****Pantone Black****CMYK 0/0/0/100****RGB 0/0/0****Web 00 00 00**

### OFFSET PRINTING WITH PANTONE INKS

When possible, a spot color should be used for the logo — this is preferable, because this is the best way to reproduce TED red (Pantone 485).

### OFFSET PRINTING WITH 4-COLOR PROCESS INKS

If specifying a spot color is not possible, the 4-color process (CMYK) method of printing may be used to print the TEDx logo. 4-color process printing is acceptable, although it is not the preferable way to reproduce our logo. In 4-color process printing the TED red color will only be simulated.

Please note that even though you may be offset printing a publication using 4-color process, it is often possible (and highly recommended) to specify an additional spot color (Pantone 485) for the logo.

### DESKTOP PRINTING

Sometimes it is more appropriate to produce branded publications and other communications using a digital process — such as printing from a computer directly to a desktop laser or ink-jet printer. Local settings and calibrations should be used to determine the best color specifications for your particular printer.

### ON-SCREEN / WEB

When the TEDx logo is reproduced on-screen in Microsoft PowerPoint presentations, in video, or online for the web, RGB or web color logos should be used. On-screen applications use RGB (red/green/blue) values to simulate color. On the web, hex values are used to specify color. Each of these specifications is shown above.

*The colors shown here and throughout these guidelines have not been evaluated by Pantone Inc. for accuracy and may not match the Pantone® Color Standards. PANTONE® is a registered trademark of Pantone Inc.*

*Due to the manner in which color is represented on-screen, the colors shown here may not accurately represent the true TEDx colors. Therefore, do not use the colors shown here (or a printed version of this page) for color matching. Instead, always refer to the color specifications and visually match the specified colors accurately using PANTONE® Color Standards.*

## 8. Using TEDx logo templates



### TEDx LOGO TEMPLATES

For your specific TEDx event, use the official TEDx logo templates that will allow you to type your placename into the logo (available for download at: [www.TED.com/tedx](http://www.TED.com/tedx))

### HELVETICA FONT

We've created a unified system for TEDx logos, so they all retain the same look and feel. We provide two different templates you can download and customize for your event. Each includes a text field for you to type in your event name (in Helvetica) so it automatically appears in the correct place. (For events with longer names, there is a template that puts the name of your event on a second line.)

Several style guidelines cover the customization and use of the TED logo:

- **Typeface:** The typeface (Helvetica) is an integral part of our visual identity and should not be changed or substituted. Helvetica comes pre-installed on most computers, but if you do not have access to it, use Arial. If you have a different version of Helvetica (Helvetica Neue, for example) use the Regular weight of your version.

### LETTER-SPACING (KERNING)

Letter-spacing in the TEDx logo templates is set to 0. Do not adjust this setting.

### ALIGNMENT

The name of your event should always align left in relation to the TEDx logo, and should be sized to be exactly the same height as the TEDx logo. Letter-spacing in the TEDx logo templates is set to 0. Do not adjust this setting.

### COLOR

The TEDx logo should always include a red "TED," and either black or white text for the other words. Use white or black as a solid background color for the TEDx logo. Do not place the TEDx logo on other colors or on photographic, patterned or illustrative backgrounds.

### TAGLINE

The tagline "x = independently-organized event" is an official part of the logo and should never be removed.

### TEDx LOGO TEMPLATES

Access to the template files is limited to licensed TEDx partners. The files are located at [www.TED.com/tedx](http://www.TED.com/tedx)

## 9. White or black for the background color



### WHITE OR BLACK ONLY

It is preferable to use white or black as a solid background color for the TEDx logo, as shown above. Do not place the TEDx logo on other colors or on photographic, patterned or illustrative backgrounds.

## 10. Clear-space requirements and minimum size



### CLEAR SPACE

To remain completely legible and ensure that the TEDx logo is presented in the best possible manner, a minimum buffer zone of “clear-space” should always be maintained around the entire perimeter of the logo. Other logos, graphics or copy should be kept out of this zone.

### MINIMUM SIZE

Proportions must stay consistent when the logo is resized. To ensure legibility, never use the TEDx logo with an overall width that is less than 2.0 inches. At widths that are smaller than 2.0 inches, the tagline will become illegible.



## 11. Things to avoid

### EXAMPLES OF LOGO MISUSE

**TED<sup>x</sup>AUSTIN**  
**x = independently organized TED event**

Do not set the placename in all caps, or change its size.

**TED<sup>x</sup>Austin**  
**x = independently organized TED event**

Do not change the color of TEDx, the placename, or the “x” in the tagline.

**TED<sup>x</sup>**  
**Austin**

Only use the 2-line template for longer placenames. Do not change the color of the “X” in TEDx.

**TED<sup>x</sup> Austin**  
**x = independently organized TED event**

Do not recreate the TEDx logo or tagline in your own typeface.

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## 12. Using TEDx in copy

### TEDx IN COPY

All TEDx in copy should be written as “TEDx.”

When referring to TEDx with the placename in copy, use “TEDxPlacename.”

**Note that there is no space between TEDx and the placename.**

**Do not use:**

TED-x

TEDX

TedX

TEDx PLACENAME

or any other variation.

**Do not use the logo in copy.**

### EXAMPLE

**“If you’ll be coming to TEDxMelbourne,  
log in and vote for your favorite  
TEDTalks using the TEDxMelbourne  
Facebook app.”**

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# 13. Web guidelines

## CREATE A TEDx WEBSITE

We encourage all TEDx hosts to create a website for their event. Your website need only offer basic information about your event (its date and location; background on its organizers; the speaker roster and session schedule) and information about the TEDx program and TED.

Please take a look at the following links as examples of great TEDx websites:

**<http://www.tedxshanghai.com/>**

**<http://www.tedxsf.com/>**

Please take a look at our resource section where you can find the TEDxParis' website's source code:

<http://www.ted.com/pages/view/id/355>

### Domain acquisition:

You aren't required to purchase a domain name, but we strongly encourage it. (A domain name will make your site more findable.) Whether you decide to buy web hosting from a paid service or opt for a free hosting account is up to you. However, we do not permit any TEDx site to run advertising, so be sure that your hosting service does not require you to do so.

**Your site's URL:** The URL of your website's homepage should be the name of your TEDx event, e.g. TEDxTokyo.com.

**Ownership of your domain name:** You are entitled to keep the TEDx[name] domain name as long as you are a TEDx licensee for this name. If, for any reason, you decide not to renew your TEDx license after your TEDx event, or TED does not renew your license, you must transfer ownership of your TEDx domain name either back to your domain registrar (or web hosting service), or to another TEDx licensee. TED cannot be held liable for expenses incurred during the purchase, transfer or re-sale of TEDx-related domain names.

## CONTENT

Your site should include information about your live speakers, background on the theme you chose, a description of your venue, as well as the basics, such as the date and location of your event and information about TEDx and TED. Introduce your users to TED by embedding TEDTalks on your site.

You may not display any content associated with:

- Weapons manufacturers
- Ammunition companies
- Cigarette companies
- Online gambling organizations
- Sex-related businesses
- Other conferences or seminars



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## 13. Web guidelines

### WEBSTREAM

You may livestream your event on your website the day of your event. If you plan to livestream, the following guidelines apply:

Note: You may not archive the live stream after your TEDx event, and you may not broadcast on television.

Rules for webcasts:

- **Permission for your webcast:** You need to get permission from TED to webcast your event. Email us. Once you've set up your webcast, send us the URL of your webcast at least two weeks in advance of your event so we can promote it on the TED Blog.
- **Advertising your webcast:** If you're planning on marketing your event around the fact that you're offering a webcast, additional approvals will be required from TED. Email us.
- **Hosting viewing parties:** You may organize viewing parties around your TEDx webcast.
- **Viewing parties may not exceed 100 people without approval by TED**
  - Viewing parties must be free of charge to guests
  - Viewing parties must be hosted in non-commercial venues: a home, school or library
- **Paying for your webcast:** Your webcast must be free of charge to viewers. You may not attach advertising or sponsor messages to your webcast. (This includes pre- and post-roll advertisements on any TEDx videos.) If you are broadcasting your webcast on a third-party website, you will need to get approval from TED. Email us.
- **Sharing a post-webcast audit:** After your event, you will be asked to fill out the following webcast data report:
  - <http://spreadsheets.google.com/viewform?formkey=dG1YekxzeDNqLVFZczM2cDM5V3QweFE6MA>

### POST EVENT

You may stream your TEDx talks on your website after your TEDx event. Please make sure you first upload all of your TEDx Talks to our TEDx Talks channel on YouTube (<http://www.youtube.com/tedxtalks>) and then e-mail us the embedded code.

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## 13. Web guidelines

### THE TEDx LOGO

Include the TEDx logo on each page of your website, with a link to [www.ted.com/tedx](http://www.ted.com/tedx)

In order to maintain and preserve the TEDx brand identity, the only acceptable version of the TEDx brand is the one that appears in our branding guidelines.

Only approved TEDx logos, including the TEDx tagline, should be used on the website and to brand your event. Please include a link to the TEDx website wherever possible ([www.ted.com/tedx](http://www.ted.com/tedx)). When adding the TEDx logo to your facebook page or other social networking page please include x = independently organized TED event.

### CREATE A CHECKLIST FOR YOUR TEDx WEBSITE

#### Your site's homepage must include the following:

- Your TEDx logo. Every instance of your TEDx logo should link to <http://www.ted.com/tedx>
- A visible link, on your event's homepage, to the TEDx program (<http://www.ted.com/tedx>)
- Language that describes TEDx: Please see the next page for the "What is TEDx" paragraph describing TEDx. **Please use this exact paragraph on your homepage.** It should be placed at the top of your homepage and should be the first thing seen when visitors arrive at the page. If your website is in a language other than English, please translate the exact wording into the given language, and *also post it in English*.
- Text in the footer that includes: "This independent TEDx event is operated under license from TED."
- Please take a look at these two links as examples for great TEDx websites:  
<http://www.tedxshanghai.com/>  
<http://www.tedxsf.com/>

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## 13. Web guidelines

### YOUR WEBSITE SHOULD INCLUDE

A section on the homepage that clearly describes what TEDx is. Language as follows:

#### **What is TEDx?**

In the spirit of ideas worth spreading, TED has created a program called TEDx.

TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is call TEDx (name), where x=independently organized TED event. At our TEDx (name) event, TEDTalks video and live speakers will combine to spark deep discussion and connection in a small group.

The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including ours, are self-organized.

### ON THE TEDx HOMEPAGE

Please include the following on the bottom (as a footer) of the TEDx homepage:

**“This independent TEDx event is operated under license from TED.”**

### ON ALL TEDx WEBSITE PAGES

Add additional language on each page that states:

**“This TEDx event is independently organized”**

or

**“This event is not being organized by the TED conferences — this is an independently organized TED event.”**

### TED TALKS

Embed a couple of TEDtalk videos from TED.com as examples.

## 13. Web guidelines

### ALSO INCLUDE

Your site must have an “ABOUT” page which states verbatim the following text in the given order:

#### **About TEDx, x=independently organize event**

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x=independently organized TED event.

The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized.\*

(\*Subject to certain rules and regulations)

#### **About TED**

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 25 years ago, TED has grown to support those world-changing ideas with multiple initiatives. The annual TED Conference invites the world's leading thinkers and doers to speak for 18 minutes. Their talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Al Gore, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and UK Prime Minister Gordon Brown. The annual TED Conference takes place in Long Beach, California, with simulcast in Palm Springs; TEDGlobal is held each year in Oxford, UK. TED's media initiatives include TED.com, where new TEDTalks are posted daily, and the Open Translation Project, which provides subtitles and interactive transcripts as well as the ability for any TEDTalk to be translated by volunteers worldwide. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world are given the opportunity to put their wishes into action; TEDx, which offers individuals or groups a way to host local, self-organized events around the world, and the TEDFellows program, helping world-changing innovators from around the globe to become part of the TED community and, with its help, amplify the impact of their remarkable projects and activities.

Follow TED on Twitter at [twitter.com/TEDTalks](https://twitter.com/TEDTalks), or on Facebook at [facebook.com/TED](https://facebook.com/TED)

TEDGlobal 2010, “And Now the Good News,” will be held July 13–16, 2010, in Oxford, UK. TED2011, “The Rediscovery of Wonder,” will be held February 21–25, 2011, in Long Beach, California, with the TEDActive simulcast in Palm Springs, California.

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## 13. Web guidelines

### THINGS YOU CANNOT DO

You may not run advertisements on your TEDx website.

You may not sell products on your website, or use the TEDx website for any kind of commercial endeavor.

You may not use the TED logo or TED conference images on your website, or any other promotional materials. You may only use TEDx logos and images. For promotional images, such as shots of TEDx speakers on stage, search Flickr for images from past TEDx events. Please reach out to the TEDx organizers and obtain permission before you display TEDx event images.

You may not display any content associated with:

- Weapons manufacturers
- Ammunition companies
- Cigarette companies
- Online gambling organizations
- Other conference logos
- Sex related businesses

Sponsor logos or names may not appear on your site's homepage (TED may make an exception in certain cases; email us). Please create a separate tab on your website called "Sponsors" and place the sponsor logos there.

Anywhere it appears, the sponsor's logo must be smaller than the TEDx logo.

You may not tag any of your TEDx videos with pre- or post roll advertisements.

# 13. Web guidelines

## TEDx WEBSITE TEMPLATES

These **TEDx website design templates are available as inspiration**. They also demonstrate the proper use, sizing and ratio of the TEDx logo in relation to the sponsor logo. Sponsor logo should not detract from clear branding of TEDx logo.

Brand banner →

**TEDx**

x = independently organized TED event

This independent TEDx event is operated under license from TED.

Your content goes here.

Brand footer →

This event is not being organized by the TED conferences — this is an independently organized TED event.

**TEDx**

x = independently organized TED event

This independent TEDx event is operated under license from TED.

Your content goes here.

This event is not being organized by the TED conferences — this is an independently organized TED event.

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# 13. Web guidelines

## SOCIAL NETWORKING GUIDELINES

Social media sites such as Facebook and Twitter provide a venue for conversation before and after your event. Your attendees will appreciate having an official space to share ideas and connect with one another. These sites are powerful promotional tools -- we recommend you use them.

## CREATING A FACEBOOK PAGE

We suggest you set up a Facebook Page (as opposed to a Group). Why? When a user joins a Facebook Page, the Facebook system sends a notification to all of his or her friends' news feeds.

What to include on your Facebook Page:

- Your event's logo — which must remain legible and proportionate when it is resized
- Place "About TEDx" and "About TED" descriptions under the 'Info' tab in the 'Basic info' section (find the descriptions on page 19 of this document)
- Links to <http://www.ted.com/tedx> and <http://www.ted.com> under the "Websites" tab

How to engage your Facebook Page fans:

- Ask for suggestions
- Announce speakers as you confirm them
- Post photos: venue shots, speakers
- Post information about yourself: why you became involved with TEDx
- Highlight other TEDx events
- Post daily TEDTalks videos
- Share a TED Blog post
- Ask them about their favorite TEDTalks
- Share what you're doing with the larger TED community by posting on the official TED Facebook Page.

## CREATING A TWITTER ACCOUNT

Register a Twitter username that corresponds exactly to the name of your event (e.g. TEDxTokyo)

- Use your event's official logo as your Twitter profile picture
- Tweet everything: planning meetings, speaker announcements, logistics notes
- Start conversations with other Twitterers (e.g. TEDChris)

## EVENT DOCUMENTATION

When your TEDx event is over we would like to link to a web page (on your website, Facebook or other social networking site) that describes and shows the event. This will serve as inspiration for planning of future TEDx events.

Please include:

- Your TEDx location-specific logo
- A description of your TEDx event
- Images from the event
- Quotes from attendees and/or speakers
- Twitter quotes, etc.

(<http://www.ted.com/pages/view/id/390>)

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## 14. PR and marketing guidelines

### PUBLICIZING YOUR TEDx EVENT

**We're delighted that you'd like to promote your participation in the TEDx program. Below are some helpful media guidelines and policies.** We want to hear from you! In the near future, we'll be creating an area on TEDx in which you can share your TEDx stories.

### PRESS

**Important:** We ask that all press **and press releases** be routed and approved through our head of media relations, **Laura Galloway**.

Laura's contact information:

**Laura Galloway**  
**TED Media Liaison**  
**212 260 3708**  
**[laura@gallowaymediagroup.com](mailto:laura@gallowaymediagroup.com)**

Because TEDx events are self-organized, we ask that you represent yourself as a participating organizer in your specific TEDx program. TED staff should be the sole official spokespeople for TED and the program as a whole; any journalist seeking comment from TED should be routed through Laura and the TED office.

### TEDx MEDIA

General TED images, boilerplate and logos are available for download at **[www.TED.com/tedx](http://www.TED.com/tedx)**

### PRESS RELEASES

We will gladly participate in your press release, but all releases mentioning TED must be cleared through our offices, via Laura Galloway. We request 48 hours for release turnaround.

### GET THE WORD OUT!

TEDx is about ideas worth spreading. Ways you may want to get word out about your event:

- Start a Facebook Group
- Blog it
- Twitter
- Upload your event images to Flickr



# 14. PR and marketing guidelines

## PUBLICITY GUIDELINES

As a TEDx licensee, you are vested with helping to grow the TEDx brand. To avoid confusion with the TED brand, it is critically important that, at all stages of preparation and presentation, you make clear that your event is independently organized. Follow these rules on your website, in promotional materials, in press releases, in emails, and in any press interviews.

## BASIC PR RULES

### Basic PR rules:

- Logos: Use the TEDx logo. Do not use the TED logo at any time, and don't allow journalists to use it (in print or on video). Supply journalists with your customized TEDx logo.
- It's TEDx — not TED: **Do not say “TED is coming to [city name].”** Do not say your event is “organized by TED,” “sponsored by TED” or an “official TED event.”
- Press page for journalists: Ask local journalists to visit your TEDx press page. Provide them with the URL to the TEDx program (<http://www.ted.com/tedx>) for detailed information on the nature of the TEDx program.
- Interviews: If you are interviewed for broadcast TV or radio, clearly state, at the very start of the segment, that your event is a TEDx event, and explain what that means.
- Interview requests for TED staff: Route requests for interviews with TED staff to Laura Galloway, who handles TED's media relations.

## CREATING A MEDIA SECTION ON YOUR WEBSITE

If you're planning on having media cover your event, create a media section on your website. Direct all your media requests to a single, consistent resource.

## WHAT YOUR MEDIA SECTION SHOULD SAY

All press requests should be sent to [name].

[Name] is the the official spokesperson for TEDx[location].

Please note that TEDx event organizers are not able to speak for the TED Conference. Any inquiry regarding TED should be sent to:

**Laura Galloway**  
**TED Media Liaison**  
**(212) 260-3708**  
**[laura@gallowaymediagroup.com](mailto:laura@gallowaymediagroup.com)**

While we appreciate any coverage, we kindly ask that all journalists and/or bloggers be respectful of the difference between the TED and TEDx brands.

Please note that the 'x' in 'TEDx' stands for “independently organized event.” Any headline or text which implies “TED” is coming to [location] is misleading.

For more information on TED and TEDx, please click here [<http://www.ted.com/tedx>].

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## 14. PR and marketing guidelines

### HAVING MEDIA ATTEND YOUR EVENT

At TED, we keep the number of journalists to a minimum. We ask you to do the same. Only invite media you know personally. Members of the press are not allowed to take pictures and/or film your TEDx event. As a host, it is your responsibility to make sure this does not happen. Instead, find one in-house photographer and share selections from his or her photos with the media.

However, we encourage you to invite your attendees to blog and Twitter during your TEDx event.

### DESCRIBING TEDx

Please use this language in ALL press and PR communication.

**In the spirit of ideas worth spreading, TED has created a program called TEDx.**

**TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is call TEDx (name), where x=independently organized TED event. At our TEDx (name) event, TEDTalks video and live speakers will combine to spark deep discussion and connection in a small group.**

**The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including ours, are self-organized.**

### OTHER LANGUAGE

Please include this language in all communications:

**“This independent TEDx event is operated under license from TED.”**

Add additional language on each page that states:

**“This TEDx event is independently organized”**

or

**“This event is not being organized by the TED conferences — this is an independently organized TED event.”**

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### PRESS RELEASES

Boilerplate copy for TEDx partners to use in all press releases:

#### **About TEDx, x=independently organize event**

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x=independently organized TED event.

The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized.\*

(\*Subject to certain rules and regulations)

#### **About TED**

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 25 years ago, TED has grown to support those world-changing ideas with multiple initiatives. The annual TED Conference invites the world's leading thinkers and doers to speak for 18 minutes. Their talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Al Gore, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and UK Prime Minister Gordon Brown. The annual TED Conference takes place in Long Beach, California, with simulcast in Palm Springs; TEDGlobal is held each year in Oxford, UK. TED's media initiatives include TED.com, where new TEDTalks are posted daily, and the Open Translation Project, which provides subtitles and interactive transcripts as well as the ability for any TEDTalk to be translated by volunteers worldwide. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world are given the opportunity to put their wishes into action; TEDx, which offers individuals or groups a way to host local, self-organized events around the world, and the TEDFellows program, helping world-changing innovators from around the globe to become part of the TED community and, with its help, amplify the impact of their remarkable projects and activities.

Follow TED on Twitter at [twitter.com/TEDTalks](https://twitter.com/TEDTalks), or on Facebook at [facebook.com/TED](https://facebook.com/TED)

TEDGlobal 2010, "And Now the Good News," will be held July 13–16, 2010, in Oxford, UK. TED2011, "The Rediscovery of Wonder," will be held February 21–25, 2011, in Long Beach, California, with the TEDActive simulcast in Palm Springs, California.

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### PRESS RELEASES

All press releases should be submitted, in advance, to Laura Galloway, who handles TED's media relations, for final review and approval. Releases should be sent at least two weeks before your event -- earlier if possible. Please allow 48 hours for release turnaround and approval.

Your email to Laura Galloway should include:

- The date on which the release will be sent
- The method by which the release will be sent (formal service, e.g. PR Newswire, or your own media list)

Quotes: Due to the large number of events, TED does not provide quotes for individual press releases.

#### **Writing the release:**

Your press release must include the following paragraph, amended to fit your specific event:

In the spirit of “ideas worth spreading,” TED has created TEDx. TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is called TEDx[name], where x = independently organized TED event. At TEDx[name], TEDTalks video and live speakers will combine to spark deep discussion and connection in a small group. The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including ours, are self-organized.

What to include in your press release:

- Your event's name — e.g. TEDxAustin, TEDxDubai
- Location — be specific
- Date and time
- Whether your event is public or private. (If public, how can people participate?)
- List of speakers
- Theme
- Website and/or social media pages, e.g. Twitter account, Live webcast URL
- Your contact information

Please take a look at past approved press releases such as TEDxSMU and TEDxAmsterdam posted on our website at <http://www.ted.com/pages/view/id/374>

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## 15. TEDx partnerships

### PARTNERSHIP

The TEDx program was created in the spirit of “ideas worth spreading,” and most TEDx events are free. However, TED understands that events can cost money.

To help cover costs for your TEDx event, you may seek out sponsorships. Sponsors — especially sponsors who provide in-kind gifts such as monitors, projection equipment, food, printed materials, web hosting -- can help make your event affordable.

Select sponsors that align with TED’s mission to improve the world through the power of great ideas.

You must submit any and all sponsors to TED for approval. There will be limitations in the amount you can accept for a TEDx sponsorship. Remember: TEDx events are non-commercial events; all funds raised need to go directly to underwriting the cost of the event itself.

TED is about improving the world through the power of great ideas. Seek out sponsors that align with this message: businesses that aim to make the world better through technology, entertainment, design, science, arts, food, media, collaboration...

### RULES FOR SPONSORSHIPS

Approval: Before you approach any sponsors, you must get approval from TED

**Send us a list of the sponsors you would like to approach, and how you would like them to be involved.**

Unacceptable sponsors:

- Weapons manufacturers
- Ammunition companies
- Cigarette companies

Companies that might use TEDx to greenwash their image -- make it seem as though their products or policies are progressive or environmentally friendly, but without making direct investments in improving their business practices

Editorial control: Sponsors have no editorial control or veto power over the program, nor do they have the right to time on stage. At TED, we treat our program as a journalist would, and have a strict “separation of church and state.” No one can pay to be included in the program; speakers are chosen by merit only.

Maximum contribution amount:

- For events with less than 100 attendees, total sponsorship funding, in cash, cannot exceed \$5,000. (Instead, reach out to in-kind sponsors.)

# 15. TEDx partnerships

## FOR TEDx EVENTS OVER 100 PEOPLE

For events with more than 100 attendees, sponsorship funding, in cash, must not exceed \$20,000 per sponsor. If your budget necessitates funding above this amount, you will need to get prior written approval from TED before approaching sponsors.

- Type of sponsorship: We encourage you to look for in-kind sponsors that can help meet your space, food and audiovisual needs. These relationships are simpler than those with cash sponsors. Reach out to local businesses, not multinational brands.
- Payment: Vendors should be paid directly by sponsors -- not through the TEDx host.
- Number of sponsors: It's easiest to have one sponsor, rather than multiple sponsors.
- It's TEDx -- not TED: Make it clear in all communication with sponsors that this is an independent TEDx event, not an official TED event.
- Post-event sponsorship summary: After your event, send a summary of your event sponsorship to us. The summary must include a list of all sponsors, what they sponsored and how much they contributed. Both in-kind contributions and cash must be declared.

**TED has created a slide presentation, designed for sponsors, that you are free to use (or draw on) when approaching potential sponsors. For a copy of the deck, please e-mail us.**

## WHAT YOU CAN OFFER

TED is strict about what it allows TEDx licensees to offer sponsors. It is crucial that you follow these rules carefully. If you aren't sure if an offer to a sponsor is appropriate, contact us to find out.

What you can offer sponsors:

- A "thank you" to the sponsor from the stage (including a slide with their logo, briefly shown)
- Acknowledgement of the sponsor in the printed program or on your website. (Note: The sponsor's logo may not appear on the front or back page of your printed program. It may not appear on the homepage of your website. It must always be smaller than the TEDx logo.)
- Placement of the sponsor's logo on video monitors during breaks
- A "sponsored meal": an announcement that a meal or snack was provided by the sponsor
- A gift from the sponsor to all the attendees
- A short demo, given by the sponsor, to exhibit a new technology

TED will approve other types of sponsorship acknowledgments on a case-by-case basis. Email us to find out if your idea is appropriate.

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## 15. TEDx partnerships

### WHAT YOU CANNOT OFFER

You cannot offer product advertisements or long-form presentations by sponsors.

Sponsors have absolutely no editorial control over your event and cannot provide creative direction on any of the content you've selected. Sponsors do not have the right to dictate who or what appears on your stage, or who attends your event.

No embedded ads, pop-ups or advertising of any kind can be included in the live webcast. A simple sponsor logo may be shown.

No pre- or post advertising may be embedded in any of the TEDx videos in any location.

### SPONSORSHIP LETTER

TED has created a sample letter that you can use when approaching potential TEDx partners.

Dear [sponsor contact],

My name is [your name] and I'll be hosting an independently organized TEDx event in [location] on [date].

TED is an annual event that brings together the world's leading thinkers and doers to share ideas that that matter in any discipline -- technology, entertainment, design, science, humanities, business, development. The talks at the conference, "TEDTalks," are then made available to watch for free on TED.com.

In the spirit of "ideas worth spreading," TED has created TEDx, a program of local, self-organized events that bring people together to share a TED-like experience.

At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connections. Our TEDx event is not organized by TED Conferences, but is operated under a license from TED.

We're excited to be a TEDx licensee and are reaching out to a select group of companies that are committed to the power of ideas to support our TEDx event. We felt [sponsor] would add to the unique atmosphere. We are looking forward to discussing ways in which [sponsor] could help underwrite and add to this incredible new experience.

For more information, please take a look at:

[www.ted.com](http://www.ted.com)

[www.ted.com/tedx](http://www.ted.com/tedx)

We look forward to discussing further.

Sincerely,

[your name]

# 15. TEDx partnerships

## TEDx PRESENTATION TEMPLATE

On-screen presentations (Microsoft PowerPoint or Apple Keynote) to potential partners are most effective when there is consistency in how TEDx brand assets are used. Please e-mail [tedx@ted.com](mailto:tedx@ted.com) for a copy of this sponsor presentation.

