

THE OFFICIAL BRAND GUIDE FOR

InfoXchange **2026**

2026 THEME

**NEXT IS
NOW**



VIRTUAL
AUG 4-7, 2026



LIVE
AUG 11-13, 2026
AT NASHVILLE, TN

THE FUTURE OF MAIL IS ALREADY WITHIN REACH.

A premium enterprise conference for the **future of mail.**

InfoXchange 2026 is BCC Software's flagship conference — a modern enterprise gathering focused on the future of mail, automation, data, logistics, and customer communications.

The brand expression is built around a single visual idea: intersection — of disciplines, industries, and people. The modified **X** is the brand's anchor, repeated through every touchpoint.

BRAND PERSONALITY

- 01 Professional
- 02 Innovative
- 03 Enterprise
- 04 Future-focused

VISUAL STYLE



DARK BACKGROUNDS
Navy primary, black secondary

ORANGE HIGHLIGHTS
Used sparingly for emphasis

DATA-WAVE GRAPHICS
Soft horizontal lines

X-INSPIRED GEOMETRY
Repeating across compositions

The mark

The InfoXchange 2026 logo is a modified **X** set against the full wordmark. Treat it as a single unit — don't isolate the X without the wordmark in formal contexts.



BCC SOFTWARE
USER CONFERENCE



BCC SOFTWARE
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BCC SOFTWARE
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Clear Space

Maintain clear space equal to the width of "I" on all sides.



Minimum Sizes



30 mm
minimum digital



40 mm
for general use, min print



60 mm for print

Don't stretch



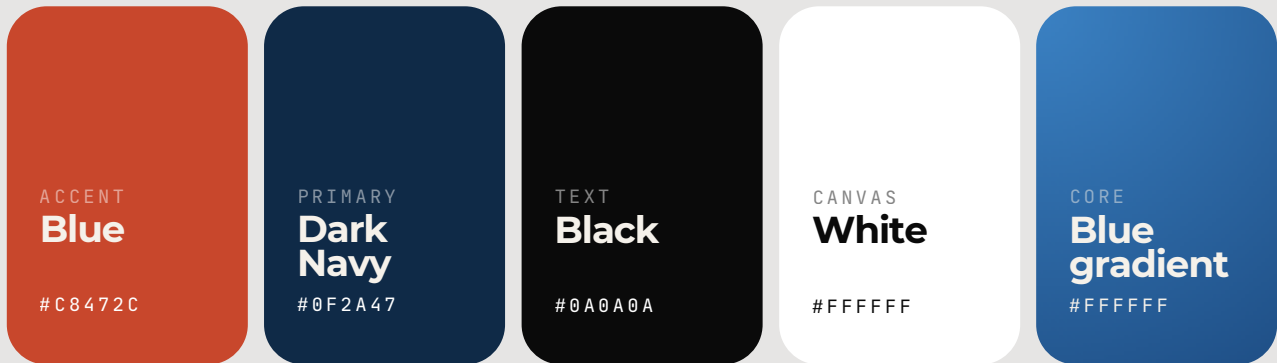
Don't recolor



Don't place on busy backgrounds



The palette



Use navy as the dominant surface. Orange is for emphasis only — never as a background for body copy. Reach for the blue gradient when you need depth or motion behind data visualisations.

Typography

HEADINGS · PROXIMA NOVA BOLD

Aa Xx

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Z 0123456789

H1 — 64 / 72 px

H2 — 40 / 48 px

H3 — 24 / 32 px

BODY · ACUMIN PRO

Aa Xx

Used for paragraphs, captions, and supporting text

Body — 14 / 22 px

Small — 12 / 18 px

Mono accent — Roboto Condensed Regular

In the wild.

Sample applications. Mockups are directional — actual exports are delivered in the media kit.

SOCIAL · SQUARE 1:1



EMAIL BANNER · 1200 × 240

