

Branding

Naming

- Because EngTalkXtras are regionally organised, each event is named after its location, such as a city. E.g. EngTalkXtra: Manchester
- You must always refer to your event with the full name your permission was granted for in all copy, messaging, etc. For example, if your agreement name is "EngTalkXtra: Manchester", you may not refer to your event as "EngTalk Manchester" or any other variation
- Your event name should be written as EngTalkXtra with the "E", "T" and "X" capitalised, all other letters in lowercase, and attached as all one word to your location-based name
- Name abbreviations and variations are not allowed

EngTalk and EngTalkXtra brand positioning

- Make clear in communications that your event is an EngTalkXtra; a volunteer-organised event and you are not an employee of the IET
- EngTalkXtra events cannot be co-branded: you may not connect the EngTalk logo/identity/name to the name of another organisation, company or other entity
- EngTalkXtra events may be combined with other conferences and events. Full details must be included in your application.
- The IET logo should adhere to the IET logo style guidelines and should be used to represent your event at all times
- The "EngTalkXtra equals" graphic should adhere to the IET style guidelines and should be used to represent your event at all times. No variations of this graphic are permitted

Media

Press releases

- All press releases must be approved by the IET communication team
- Press releases must contain the "About the IET" and "About EngTalkXtra" text which will be provided by the IET.
- Members of the press are not allowed to film your EngTalkXtra talks. Once talks are published on IET.tv (if being filmed) they may be circulated to the media

Web and Social Media

Social media profiles

- You are encouraged to use the IET local or technical network social media accounts and always use the permitted name of your EngTalkXtra event and hashtag [#EngTalkXtra](#)
- Do not create any specific social media account