



Brand guidelines

Using our identity

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Welcome to TM Forum

These guidelines introduce our brand identity.

Our brand is the foundation of everything we do — how we present ourselves, how we engage with our Members, how we communicate, and how together we're changing the future of global connectivity.

By embracing a consistent identity, we strengthen our ability to connect, collaborate, and drive meaningful change.

How to use these guidelines

These guidelines are here to help you deliver clear and consistent communications, across all formats.

They'll help you to understand the brand in more detail, who we are as an organisation, and how this is brought to life across our marks, messaging, brand assets, visual identity, and more.

Please never attempt to modify or create brand marks or assets.

If there are any access, guidance or approvals you need, please speak to the Marketing team.



To realize the potential of our Members' collective expertise, energy and will for a sustainable future in connectivity and beyond.

Unpicking our purpose

• Working across and alongside our Membership ensures we have our collective finger on the proverbial pulse of our industry and can work in its best interests.

• Our primary goal is to make stuff happen that enables our industry to grow and thrive. We are proactive. We have foresight and fortitude. We are determined to make change happen.

• The value of a membership body is not just voice and scale. It is what we can do more together rather than as individual members. Collaboration and the chance to pool resources helps achieve something faster and better.

• There is nothing the collective expertise of our Membership cannot do to help the industry achieve its goals. By working together, the sector benefits quicker. Expertise is incredibly diverse, across specialties, sectors, regions, and function.

To **realize** the **potential** of our **Members' collective expertise,** **energy and will** for a **sustainable future** in **connectivity and beyond.**

• It's not just the expertise we value. It's our members' enthusiasm, commitment and forward thinking, too. Expertise doesn't go anywhere without a will and determination.

• The modern world relies on connectivity. We're not just keeping up—we're leading, enabling innovation, intelligence, and new possibilities beyond it.

• By working together for an industry that works for planet, people and profits, we will ensure a sustainable future for all. What we do, every decision we make, makes a difference because together we ensure that the truly amazing and most mundane happen seamlessly.

Positioning

Positioning is a strategic process of defining how we are perceived in the minds of our target audiences relative to other players in our market.

Accordingly, it identifies a clear target audience with a clear value proposition that demonstrates what makes us different and relevant, in a clearly defined competitive and collaborative frame of reference.

By drawing on these elements we can communicate why TM Forum matters, what makes it different and how it meets the needs of its Members over alternatives. It defines the unique space we occupy.



For **connectivity and tech companies** pursuing growth in digitally-enabled economies, TM Forum is the **global industry alliance** that **convenes proactive, diverse, expert communities to drive change, create value**, and deliver a **sustainable future in connectivity and beyond**. Unlike other industry bodies that focus on specific technologies, technical standards or policy advocacy, we provide a collaborative platform for end-to-end transformation.

Value proposition

With TM Forum, you become part of an industry movement, changing the future of global connectivity. You'll join over 100,000 experts from across 800+ organizations collaborating, innovating, and delivering lasting change.

1. Enhance your presence, grow your network

Join collaboration and innovation projects, connect at global workshops and events, and showcase your organization's expertise as an engaged member of the connectivity ecosystem.

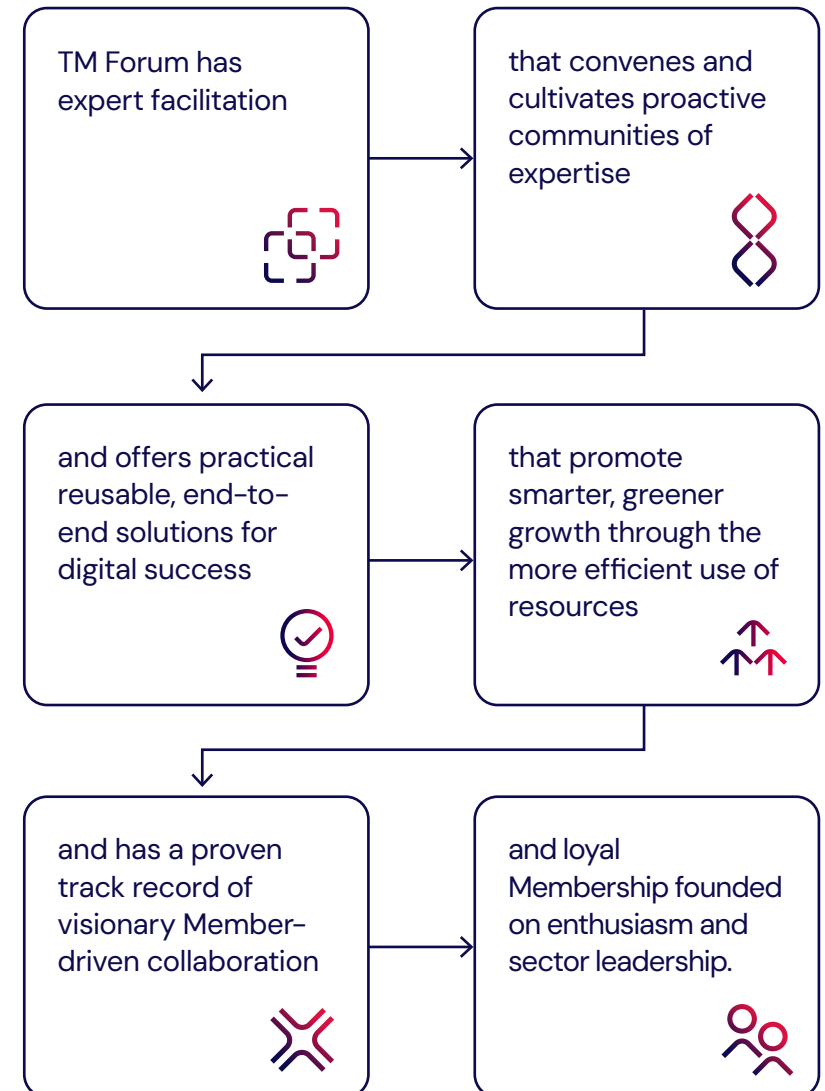
2. Improve your organizations product delivery and efficiency

Accelerate your product quality, delivery and organizational efficiency through Member projects, while upskilling your people with the education and certification needed to drive an AI-enabled future.

3. Co-create and change the future of global connectivity

Progress the industry and enable future innovation by shaping industry benchmarks and best practise. Co-create innovative solutions to our industry's challenges, validate through certification, and set the industry standards.

These are the reasons to believe our value proposition



Personality and tone



Imagine TM Forum is an individual. This is how we would describe them.

We are a transformative leader, with a profound belief in the importance of collaboration to succeed. Simultaneously approachable and visionary—offering a genuine warmth and well-articulated, expert insights. Drawing people in with an inspiring, optimistic, future-focused perspective that is balanced with pragmatism and clear-eyed determination. We listen as readily as we speak, creating spaces for individuals' expertise to combine for exponential results, which we pursue relentlessly, and then credit to and share with our Members, to drive their future success.

Personality can be described along a spectrum of human confidence and expressiveness.

TM Forum is at the bolder end of the spectrum. Our identity balances approachability with visionary leadership. We are simultaneously warm, insightful, and driven by a relentless pursuit of innovation to achieve sector growth.

Our tone of voice and our visual expression expresses these four personality traits.

Core personality traits

- **Collaborative** Creating a welcoming environment that encourages participation and inclusivity. Sharing and learning from one another, valuing difference and recognizing achievement.
- **Innovative** Generating and inviting purposeful ideas and embracing change, driving progress enthusiastically within teams and organizations.
- **Tenacious** Determined, challenging conventions boldly and purposefully. Resilient, pursuing meaningful change, and unafraid to take a stand and turn vision into action.
- **Visionary** Seeing beyond the horizon, anticipating future trends and inspiring bold action. Progressive and upbeat, prepared to challenge the present with an energetic future vision.

Messaging

Boilerplate copy

TM Forum is an alliance of over 800 organizations spanning the global connectivity ecosystem, including the world's top ten Communication Service Providers (CSPs), top three hyperscalers and Network Equipment Providers (NEPs), vendors, consultancies and system integrators, large and small.

We provide a place for our Members to collaborate, innovate, and deliver lasting change. Together, we are building a sustainable future for the industry in connectivity and beyond.

To find out more, visit: www.tmforum.org

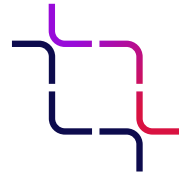
Mission messaging



Composable IT & Ecosystems

Delivering universal standards for reusable, AI-ready, plug-and-play software.

The Composable IT & Ecosystems Mission transforms the Telecoms industry from legacy systems to running on AI-ready, composable software. With our Members, we're co-creating universal standards for reusable, plug-and-play software (including Open APIs, component specs and open production environments) enabling network monetization, expanded partner ecosystems, and B2B2X business models.



Autonomous Networks

Unlocking the power of seamless end-to-end autonomous operations.

The Autonomous Networks Mission unlocks the power of seamless end-to-end autonomous network operations. We do this by accelerating industry-wide achievement of Level 4+ Autonomous Networks, delivering an industry-standard open architecture that enables self-healing, self-optimizing network domains and readies the network for end-to-end autonomous "Zero-X" operations.



AI & Data Innovation

Accelerating the adoption of AI and Data safely and at scale.

The AI & Data Innovation Mission accelerates the widescale adoption of an AI and Data-first approach safely and at scale. We do this by providing the industry with a clear, actionable pathway to navigate our industry transformation, delivering with our Members a co-created unified architecture, migration roadmaps, and benchmarks through AI-enabled Open Digital Architecture (ODA).

Capability messaging

» Insight

Get actionable insight

Our analysts scan the horizon and dig into industry trends to uncover the big challenges and opportunities shaping our future. These actionable insights inform our work, keep our Members abreast of the latest thinking, and provide guidance for the industry.

Insights include: Research reports, Webinars, Interactive tools, Benchmarking and Industry analysis.

» Innovate

Innovate with the Industry's best

The TM Forum Innovation Engine unites the brightest and best minds across the industry to ideate and experiment with solutions to the big challenges and opportunities shaping our future.

Innovations include: Catalyst projects, Innovation Hub and Hackathon series.

» Co-create

Co-create real-world solutions

Join our Members and TM Forum experts to collaborate and patternize solutions, add to the ODA body of knowledge and create practical toolkits for real-world implementation.

Our co-created assets simplify, modernize and automate operations through Open APIs, Components, Frameworks and Guidance.

» Educate

Upskilling the industry together

The key element in any successful transformation is people. We provide our Members with the education and certification needed to elevate standards across the entire industry.

Our skill paths are a deep dive into key industry topics, and alongside our skills development programs, will help you build the workforce needed to drive our AI-enabled future.

» Scale

Shape the industry and impact the world

As a TM Forum member you'll get real results, and have real influence. You will shape industry standards, ensuring interoperability and achieving visible business outcomes.

The collaborative work you'll do with TM Forum will positively impact your organization, the industry, and the world.

Events

Meet up and join in to innovate, collaborate and learn

Our Global Events are a platform for Members to innovate, collaborate, and showcase real-world solutions to industry challenges. We have a range of events where you'll connect with other highly-engaged experts from the connectivity ecosystem.

Brand architecture

The structure of our identity

What we do is complex and often complicated. Everyone appreciates simplicity.

To make navigation of our offer easier we have developed a straightforward brand architecture. It is a framework to ensure that everything we do is recognized as being part of TM Forum and the value that we offer our Members.

TM Forum's identity hierarchy



Corporate



Composable IT
and Ecosystems



Autonomous
Networks



AI and Data
Innovation

Missions—distinct
communities that
require identifiable
content/tracks



Core products

» Insight

» Innovate

» Co-create

» Educate

» Scale

Capabilities



Media products

Paid-for Member projects




Live events—distinct
but related series


Leadership network/
event track

Visual identity guidelines


Our visual concept

A thick, dark red L-shaped graphic element that frames the top-left corner of the text area.

Our visual identity is designed to be bold, modern, and adaptable. It reflects our commitment to innovation, collaboration, and future-forward thinking. We want to give an impression that matches our professionalism and helpfulness.

A thick, dark red L-shaped graphic element that frames the bottom-left corner of the text area.

At the heart of our identity is the Forum Frame. It captures the core of our offer— a place for our Members to collaborate, innovate, and deliver lasting change.

A thick, dark red L-shaped graphic element that frames the bottom-right corner of the text area.

Logo

The TM Forum logo

The TM Forum logo is made up of two elements. Our wordmark—TM Forum—which has evolved from previous versions of our identity, and the Forum Frame.

The wordmark should never be used on its own.

We have two versions of the TM Forum logo. One for use on light backgrounds and one for use on dark backgrounds.



Master files

Always use the master files supplied and never redraw or adjust in any way.



Logo

Primary and secondary versions

Sometimes it is helpful to have a logo that takes up less height. The secondary version should be used in those instances.

Master files

Always use the master files supplied and never redraw or adjust in any way.



TM Forum primary logo



TM Forum secondary logo

Small frame for reduced height spaces



Logo

All white version

We have an all white set of logos. These logos should only be used when it is not possible to use a colored version, such as when screen-printing.

Master files

Always use the master files supplied and never redraw or adjust in any way. Permission from your direct contact at TM Forum should always be obtained prior to using an all-white version of the logo.



TM Forum primary logo



TM Forum secondary logo

Small frame for reduced height spaces

Logo

Clear space and minimum size

To ensure the clarity of our logo, we have a minimum clear space, which is based on the height of the Forum Frame corner. On the secondary logo this space is increased to include the space between the two corners.

There is no maximum size but, to ensure legibility, the minimum size should be adhered to.

Master files

Always use the master files supplied and never redraw or adjust in any way.



Minimum size



Logo

Partnership lock-up

The partnership lock-up should be in a horizontal format with a keyline separating the logos.

The required copy and partner logo align with top and base of TM Forum logo.

The white-out version should be used where possible.

Master files

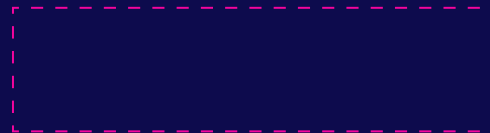
Use our Illustrator template to create any partnership lock-up. Always use vector artwork.



Sponsored by



Sponsored by



Logo

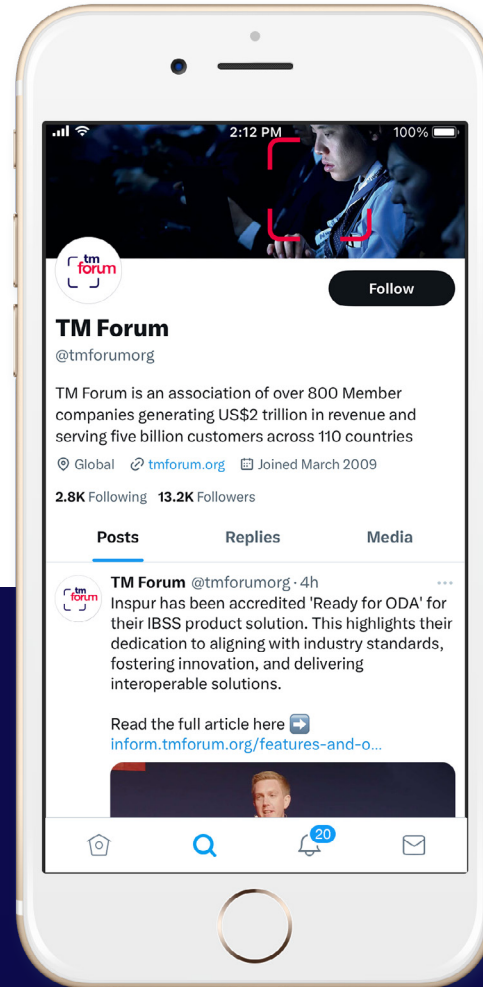
Social media monogram and favicon

We use our logo for our social media profile image (or monogram). We have two versions which can be swapped depending on what the banner image is. When we have a light image in the banner we use the monogram with a dark blue background. For a dark image—such as shown in the example—we use the version with a white background.

Our favicon—shown under the two monograms—is made up of the initials TMF from our logo. This is the only instance our initials can be used as an identifier.

Master files

Always use the master files supplied and never redraw or adjust in any way.



Colors

Palette

Our colors must be used in a consistent way. In doing so we will ensure we build recognition of our identity and trust in our content.

We have two versions of red for use on different backgrounds or for copy. Use bright red on dark backgrounds, and dark red on white or light backgrounds.

Using color to write people's names

Avoid displaying personal names in red, as the color red can carry cultural connotations that may be considered inappropriate or negative in certain contexts, especially Asian markets. Instead, use navy or white text to ensure respectful and culturally sensitive communication.

Primary palette



Navy

R13 G11 B77
#0D0B4D
C100 M97 Y37 K40
PMS 275



Dark red

R217 G18 B65
#D91241
C0 M98 Y68 K0
PMS 185



Bright red

R255 G0 B74
#FF004A
C0 M95 Y58 K0
PMS 032

Secondary palette



Orange

RGB 255, 85, 2
#FF5502
C0, M82, Y94, K0
PMS 166



Green

RGB 66, 178, 119
#42B277
C75, M0, Y70, K0
PMS 6162



Blue

RGB 57, 197, 229
#39C5E5
C67, M0, Y10, K0
PMS 305



Pink

R 244 G5 B157
#F4059D
C6 M90 Y0 K0
PMS 225



Purple

R152 G11 B217
#980BD9
C66 M83 Y0 K0
PMS 2592

Colors

Accessibility

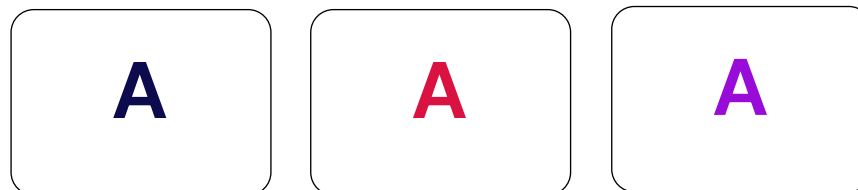
To ensure that our content is available to as many people as possible, we're committed to accessibility in our printed and on-screen communications. To guarantee this, we have rules governing how to use text ensuring our colors are **WCAG 2.0 AA*** compliant.

Wherever possible, headings on a white background should be navy, dark red or purple. White text can be reversed out of navy, dark red or purple. Navy text can be displayed against all our colors except for navy, dark red or purple, while the other colors in the palette—orange, green, blue, bright red and pink—can be used sparingly for headings only on navy backgrounds as shown.

Website

There is an extended palette of colors for use on the website. This extended palette must not be used elsewhere. Navy is used for all body copy and most headings. Copy using colors other than navy should be used sparingly and only for short headings.

Colored copy against white backgrounds



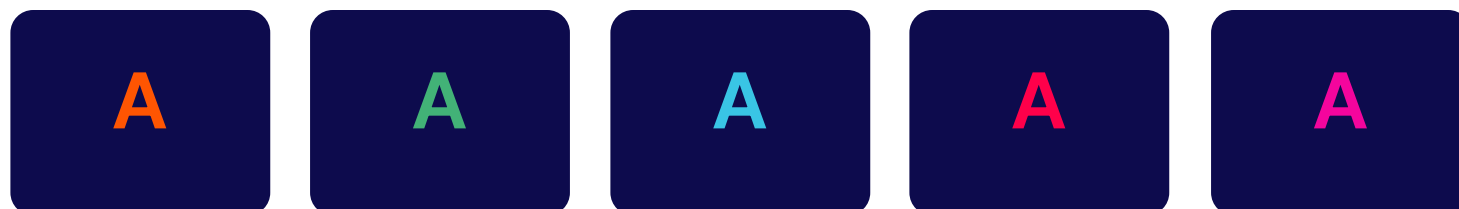
White copy against colored backgrounds



Navy copy to use against a colored background



Colored copy to use against a navy or dark background



***Web Content Accessibility Guidelines (WCAG) 2.0** covers a wide range of recommendations for making web content more accessible. Following this guide makes content accessible to a wider range of people with disabilities, including blindness and low vision, and will make our digital content viewable for more users.

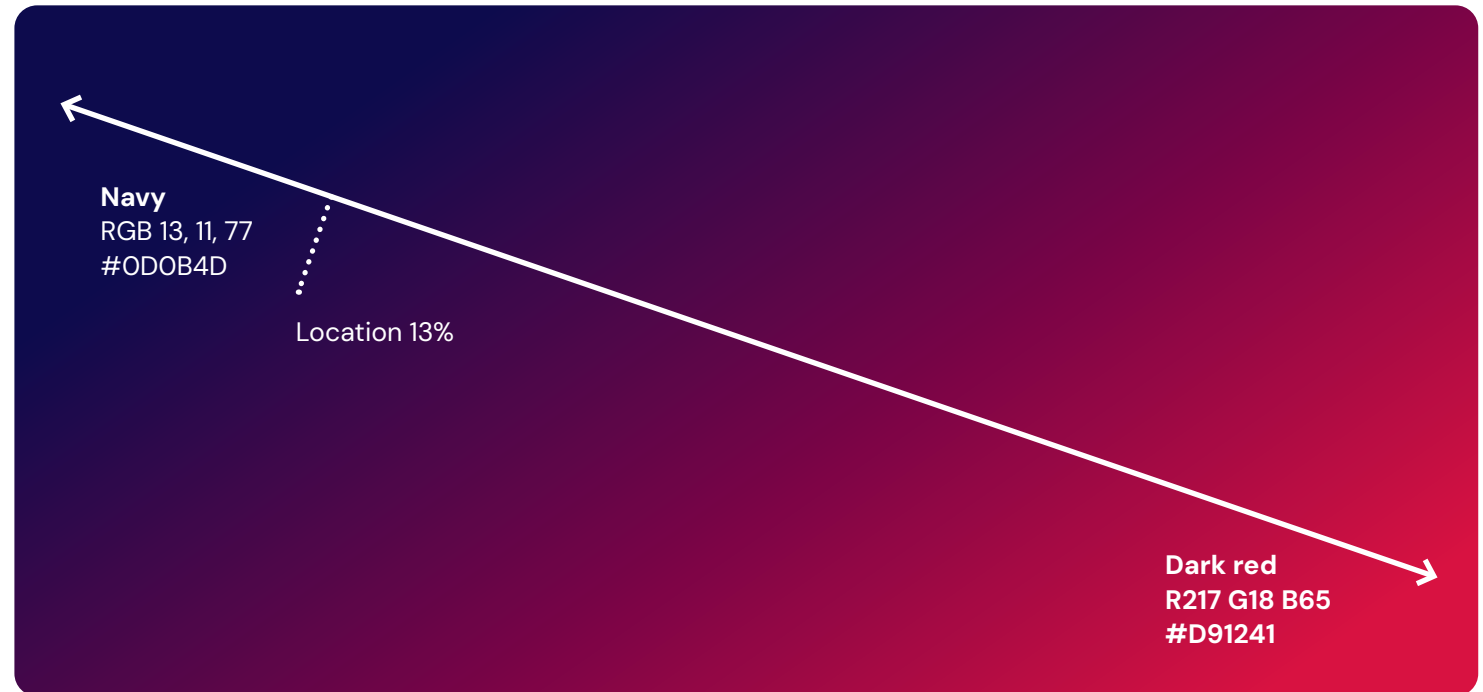
Colors

Gradient

We use a gradient background for most of our hero graphics. It should be a navy to dark red gradient. The navy is located at 13%. The dark red to navy version should only be used when our logo has to appear on the right-hand side.

Typically we encourage the use of a diagonal gradient, however it can be displayed both horizontally and vertically.

In some situations it may be appropriate for the gradient to appear vertically.



Fonts

Microsoft family

Use Aptos for all Microsoft assets. Aptos is available on systems with Microsoft Office 2023+ installed.

We restrict our use to the three weights shown opposite. Use Extra Bold for headings and Regular for body copy and accompanying information. Semi Bold is used for emboldening body copy when needed.

Alternative font

In certain situations where our fonts are not available (e.g., email programs) we can default to Arial.

Aptos Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()

Aptos Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()

Aptos Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()

Fonts

Digital and print family

Use DM Sans font for all assets where possible. It is a free font, available to download on **Google Fonts**.

There are different weights available and it is a variable font, which means weight and width are flexible. Only use the three weights shown. Use Bold for headings and Regular for body copy and accompanying information. Semi Bold is used for our emboldening body copy when needed.

DM Sans Bold: headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()

DM Sans Semi Bold: emboldening copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()

DM Sans Regular: body copy and accompanying information

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()

Icons

We have two sets of icons.

Bespoke

The first is a set of bespoke icons based on elements of the Forum Frame and we use these for our values, and high-level iconography requirements.

Each icon incorporates corners of the Forum Frame. Occasionally, additional shapes are added if it helps with the understanding of what the icon represents. If new icons are required for a specific purpose, please contact the marketing team.

Ready-made

The second set is available for general use including navigation on our website. This set can be found on the brand portal.



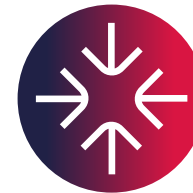
Icons

Bespoke: Values

Here are the icons we use to represent our six values. The icons can be used within a circle or alone.

Master files

Always use the master files supplied and never redraw or adjust in anyway. Do not create additional icons for this set.



Ambitious

Brave

Passionate

Inclusive

Collaborative

We do the
right thing

Icons

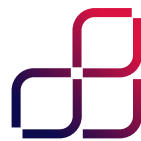
Bespoke: High-level use

Gradient versions

These icons can be used on light backgrounds. A complete library of icons can be found on the brand portal.

Master files

Always use the master files supplied and never redraw or adjust in any way. If new icons are required, please contact the marketing and communications team.



Build



Business



Challenges



Changes



Circularity



Connect



Create



Design



Exchange



Information
systems



Integrate



Modify



Operate



Protect



Solutions



Team



Think



User



General use
arrows

Icons

Bespoke: High-level use

White-out versions

These icons can be used on dark backgrounds. A complete library of icons can be found on the brand portal.

Master files

Always use the master files supplied and never redraw or adjust in any way. If new icons are required, please contact the marketing and communications team.



Build



Business



Challenges



Changes



Circularity



Connect



Create



Design



Exchange



Information
systems



Integrate



Modify



Operate



Protect



Solutions



Team



Think



User



General use
arrows

Icons

Ready-made set

The second set is available for general use, including navigation on our website. They are available as part of our Figma subscription.

Master files

Always use the master files supplied and never redraw or adjust in any way. If new icons are required, please contact the marketing and communications team.



Missions

Icons and patterns

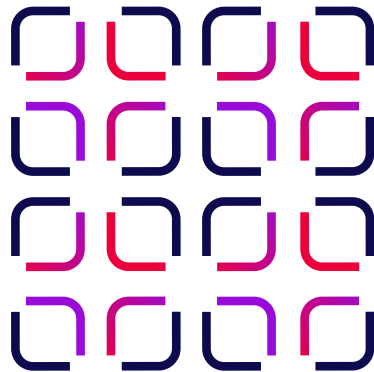
Our three Missions have icons. They are identifiers for each Mission, not logos, and should never be used instead of the TM Forum logo.

Each icon is used to create a graphic pattern. These can be used to reinforce our identity and bringing distinctiveness to our communications.

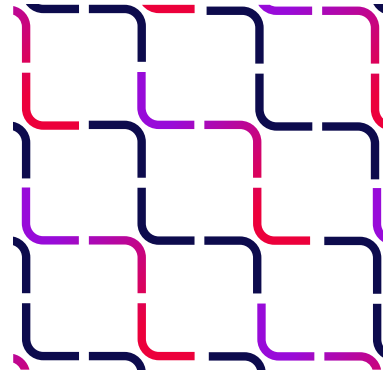
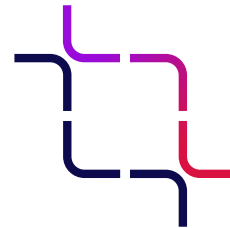
The patterns can be repeated and a gradient applied across the whole pattern. See examples on [page 32](#).

Master files

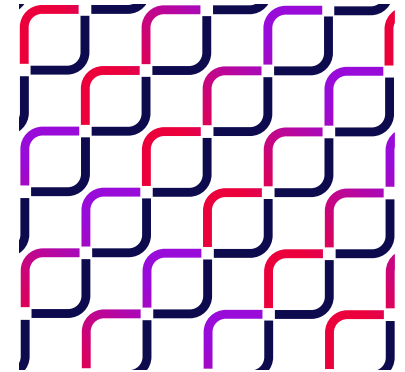
Always use the master files supplied and never redraw. If you wish to repeat the patterns ensure they continue with the same spacing.



Composable IT & Ecosystems



Autonomous Networks



AI & Data Innovation

Missions

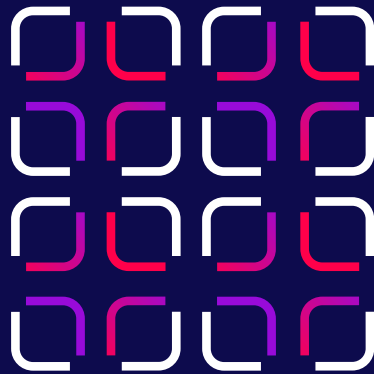
Icons and patterns

There are versions of the Mission icons and patterns that can be reversed out of a navy or gradient background.

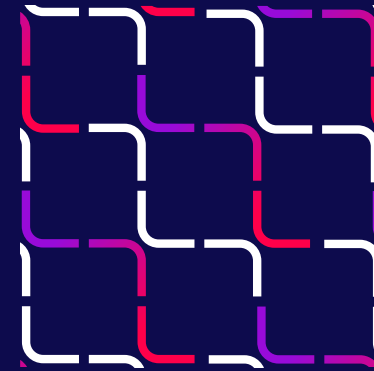
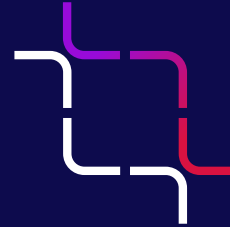
The patterns can be repeated and a gradient applied across the whole pattern. See examples on [page 32](#).

Master files

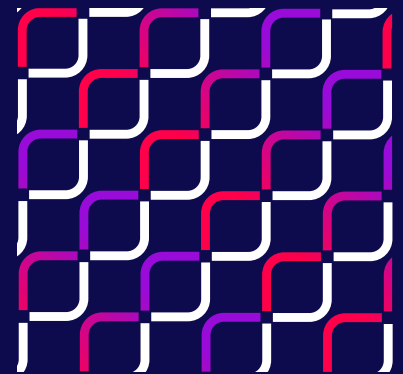
Always use the master files supplied and never redraw. If you wish to repeat the patterns ensure they continue with the same spacing.



Composable IT & Ecosystems



Autonomous Networks



AI & Data Innovation

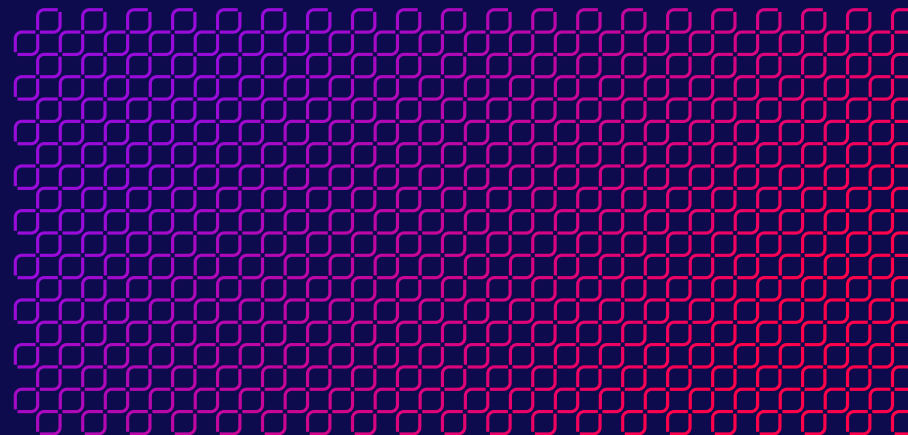
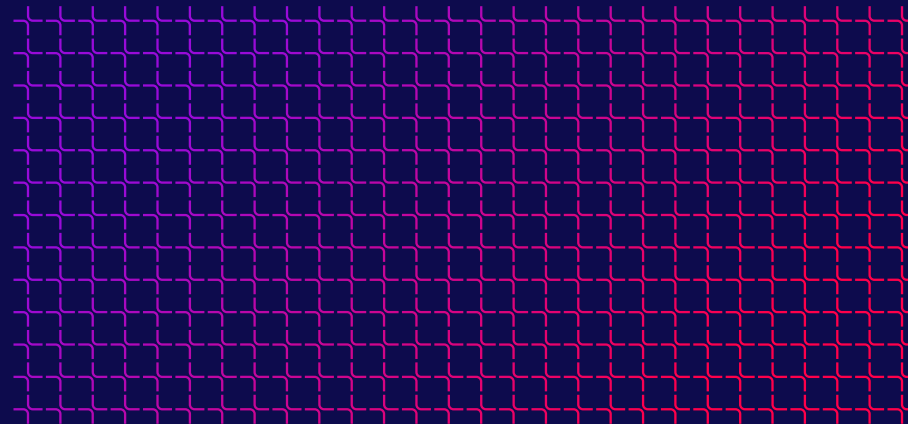
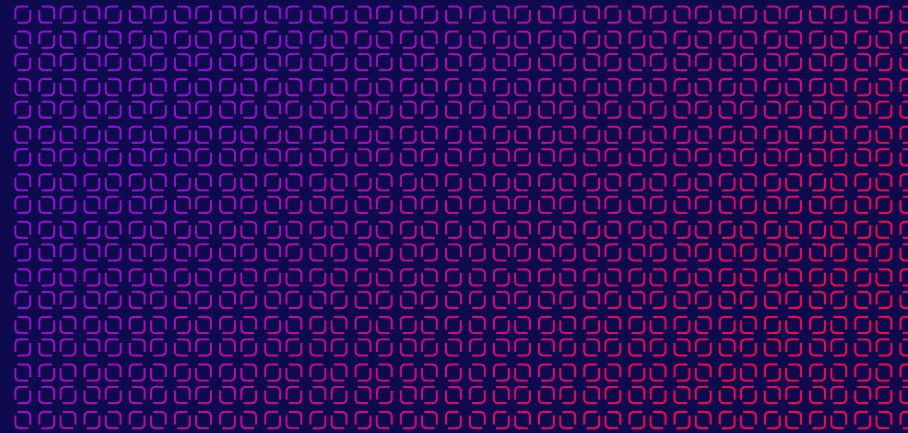
Missions

Gradient patterns

Here are versions of large Mission patterns against navy. White should not be used and the gradient should go across the whole pattern, rather than repeat with each shape.

Master files

Always use the master files supplied and never redraw. If you wish to repeat the patterns ensure they continue with the same spacing



Missions

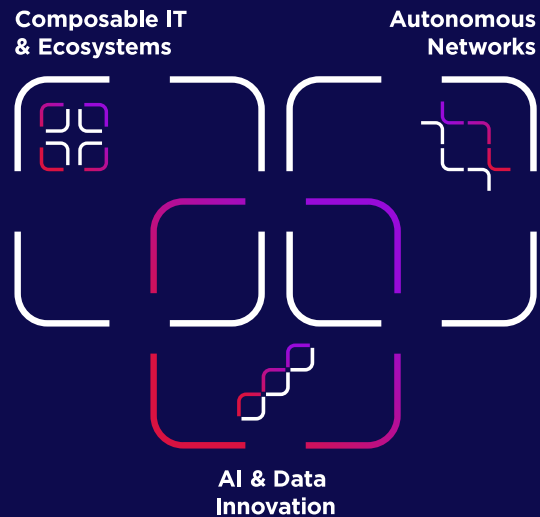
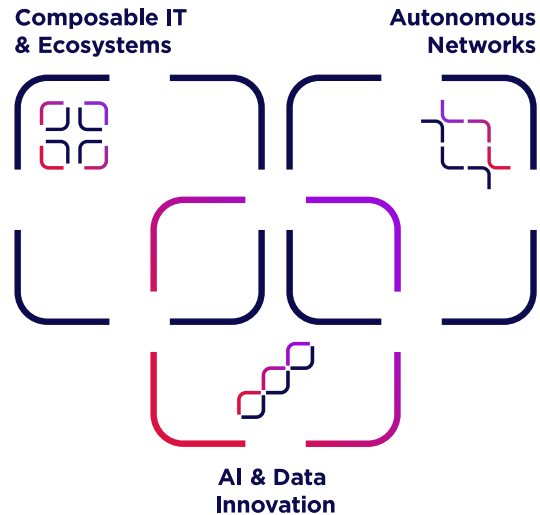
Diagram

We have a diagram that shows how our three missions interact with one another. It can be used on a white background or reverse out of navy or gradient.

We also have files available without copy.

Master files

Always use the master files supplied and never redraw or adjust in any way, except to add additional explanation text in one of our approved fonts.



Photography

People

All of our photography should support our brand personality traits and values.

Images of people show **collaboration** and the **diversity** of our colleagues and membership. Where possible, it should be authentic, by showing real Members. If this is not possible carefully selected images from photo libraries can be used reflecting these characteristics.

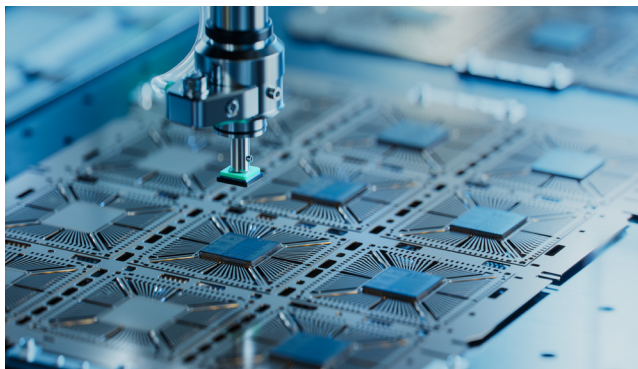
We do not use computer- or AI-generated images.



Photography Technology

Tech imagery shows the **innovative** nature of our Members and colleagues. It should be inspiring, while remaining authentic. We show a mixture of people interacting with technology and close-ups of the tech.

We do not use computer- or AI-generated images.



Photography

Location

Photography supporting our office locations and events show a mixture of recognisable city landscapes and business people in places and situations that point to where they are.

We do not use computer- or AI-generated images.

Paris



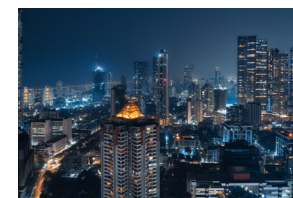
Tokyo



London



Mumbai



Photography

Conceptual

We have a set of photos that supports our collective **visionary** approach. These images are used to illustrate research and insights. They are bold and graphic, and link to a theme conceptually.

We do not use computer- or AI-generated images.

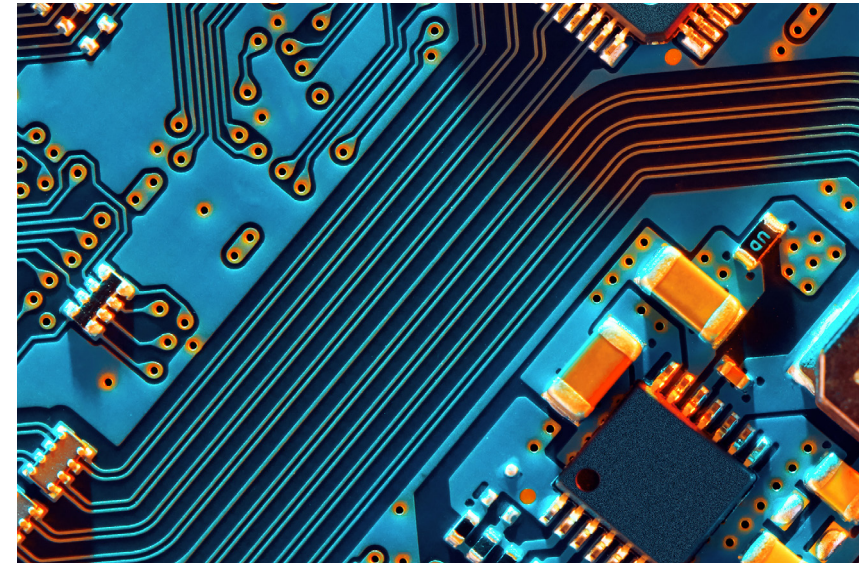
Transformation



Cloud migration



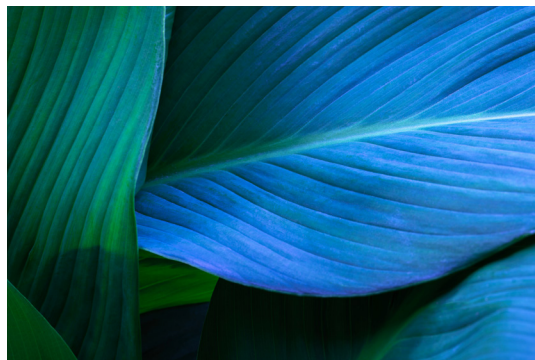
Connectivity



Network



Sustainability



Revenue assurance

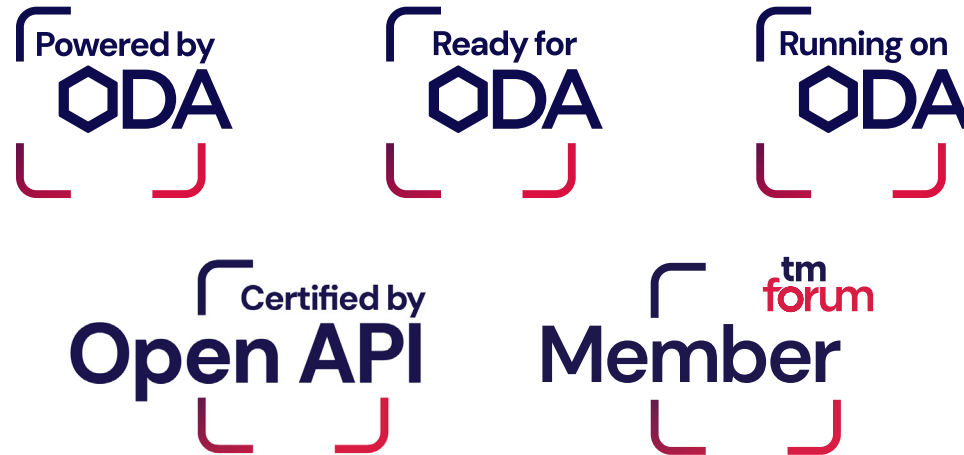


Badges and accreditations

ODA (Open Digital Architecture) has a mark for use as a helpful signposting device. "Powered by ODA" indicates that ODA is the foundation product for our Missions.

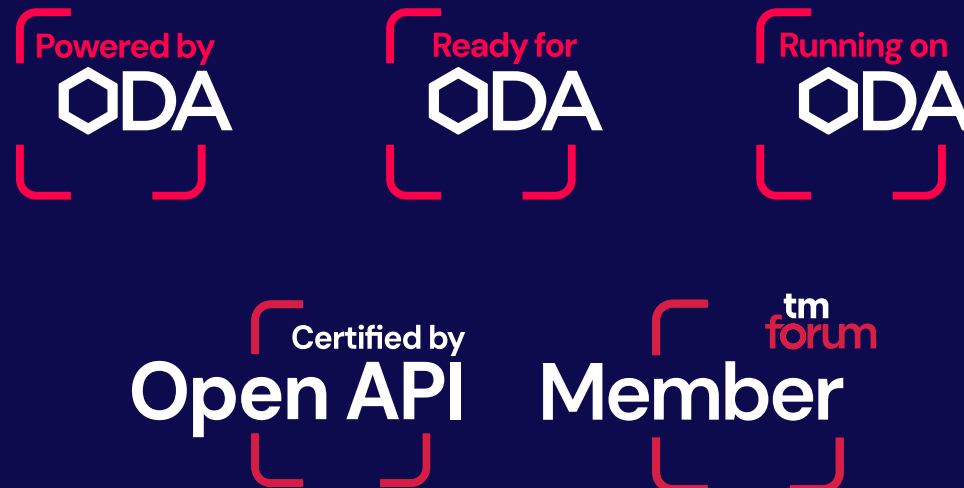
We have two certification marks which are awarded to Members who are accredited as "Ready for ODA" (vendors), and "Running on ODA" (CSPs)

Members can download a Member badge to add to their profile or company website. Badges do not replace the TM Forum logo.



Master files

Always use the master files supplied and never redraw or adjust in any way.



Additional marks

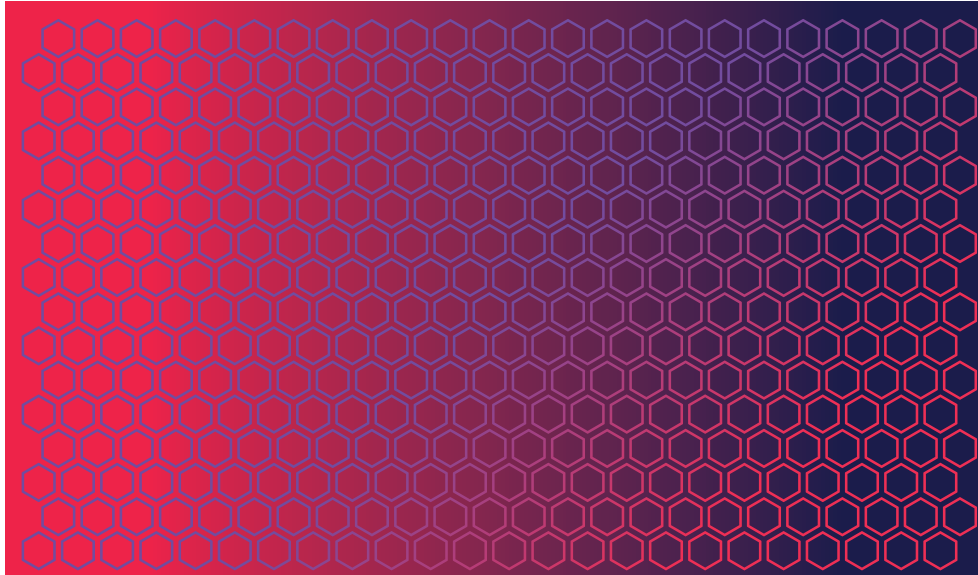
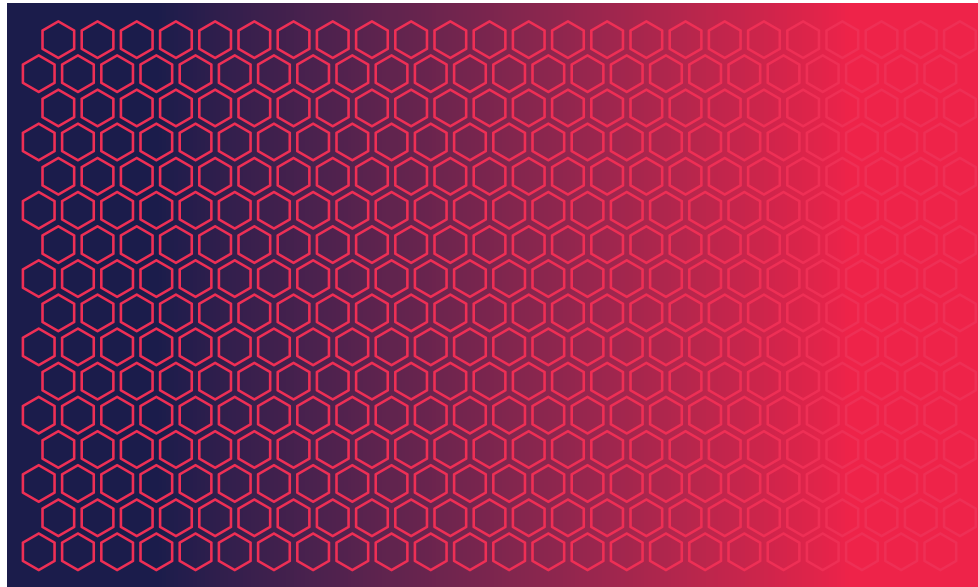
ODA patterns

We have a pattern that can be used with ODA material.

It could be used as a flat color or as a gradient. When using a gradient, white should not be used and the gradient should go across the whole pattern, rather than repeat with each hexagon.

Master files

Always use the master files supplied and never redraw. If you wish to repeat the patterns ensure they continue with the same spacing.



Additional marks

Media products and paid-for member activity

We have marks for some of our products and paid-for Member activities. The Forum Frame color reflects the capability under which the product sits.

When using product logos, use the TM Forum templates with a white background.

Master files

Always use the master files supplied and never redraw or adjust in any way.

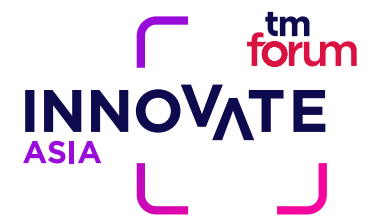
No marks can be created without the permission of COO or VP Marketing.



Additional marks

Events

All our event marks use a gradient of our pink and purple in the Forum Frame adding a point of difference and a sense of excitement and energy. The Forum Frame and our wordmark link to our logo and brand.

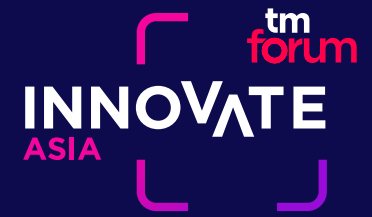


DTW Ignite identity

Ignite has a different theme each year and accompanying design style. Ask your TM Forum contact for the access to the brand portal to access all assets and detailed guidance.

Master files

Always use the master files supplied and never redraw or adjust in any way.



Capabilities

Marks and colors

Each capability has a separate mark and its own colorway. Do not deviate from those shown.

Gradients are used for each of the capabilities. Always use the same color as the mark. Only combine the capability color with navy, never any other color.

Master files

Always use the master files supplied and never redraw or adjust in any way. All assets can be found on the brand portal.

» Insight

» Innovate

» Co-create

» Educate

» Scale



» Insight

» Innovate

» Co-create

» Educate

» Scale

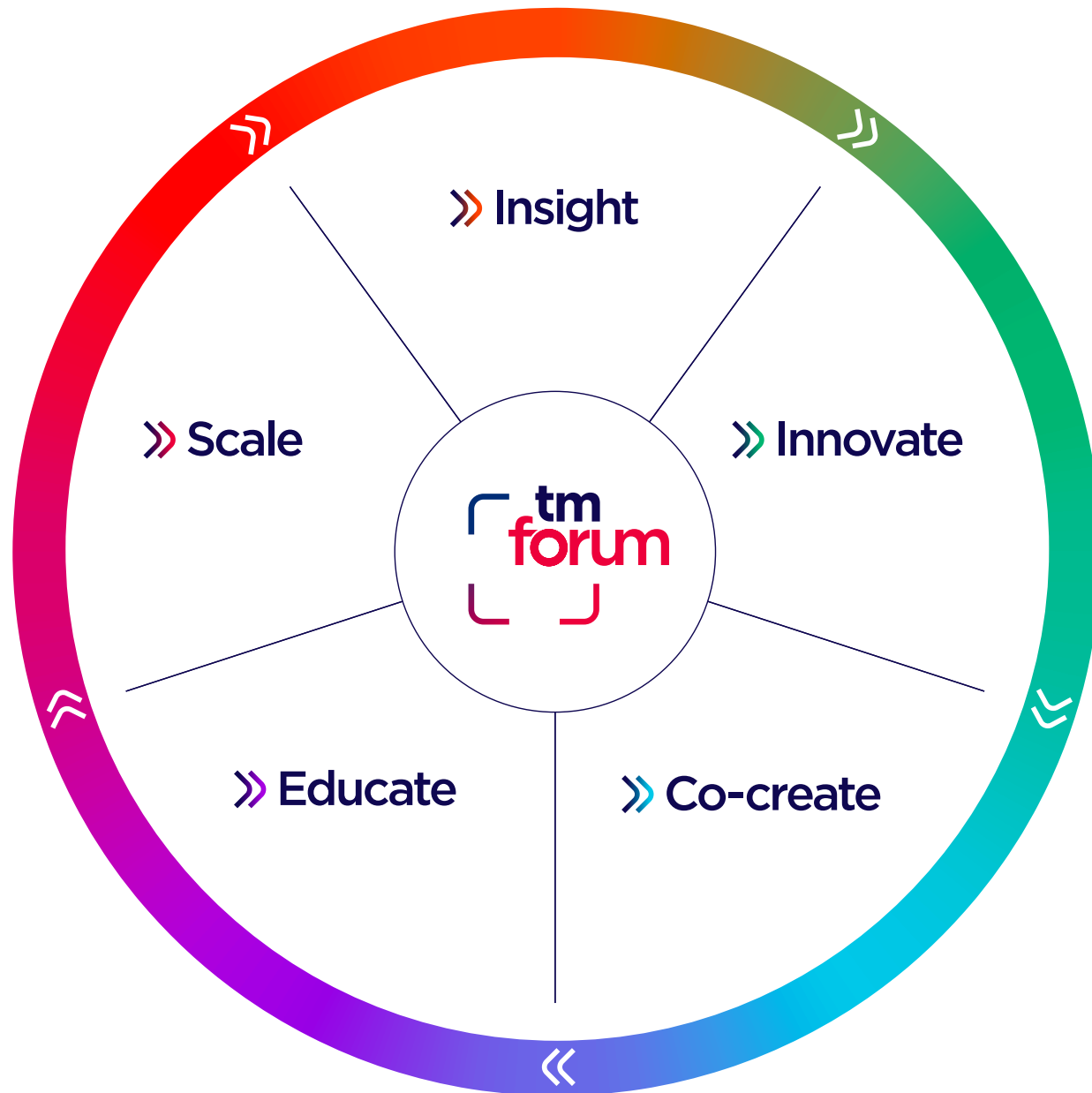


Capabilities Flywheel

Our capabilities work as a flywheel that drives progress by relentlessly powering the journey from idea to impact.

Master files

Always use the master files supplied and never redraw or adjust in any way, except to add additional explanation text in one of our approved fonts.





The identity in action

Applying the identity in practice

Digital communication

Email newsletter

We have Canva templates for email newsletter banners and blocks. Always use the template layout colors and text styles. The photo can be swapped out and the Forum Frame moved to focus on a section of the photo.



Social media

Platform banners

We have Canva templates for our social media platform banners. Always use the template layout colors and text styles. The photo can be swapped out and the Forum Frame moved to focus on a section of the photo.



Social media

Posts—Corporate

We have a series of Canva templates for our social media posts. Always use the template layout, colors and text styles.

We have several different styles to choose from and it is simple to change colors and imagery.

Photography

For portraits or people-led posts, we use a gradient that gradually becomes transparent when it reaches the subject. Place a white Forum Frame around the focal point.

Icons

When using our navy to dark red gradient background, logos, icons and text should be white to ensure accessibility. Icons can have the gradient in the reverse direction to the background, but these are to be used more for effect than readability. When using partner logos on these this background, only use white or reversed out versions.

ODA

When using our ODA marks, we use the hexagon pattern in the matching navy and red gradient.



Social media

Posts—Capabilities

We have Canva templates for our capabilities' social media posts. Always use the template layout, colors and text styles. There are several different styles to choose from and it is simple to change colors and imagery to match the capability.

Photography

When using a full bleed photo, place text inside a gradient box the color of the capability at 85% transparency.

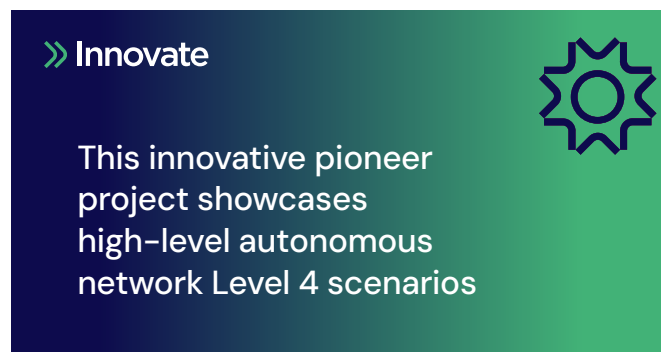
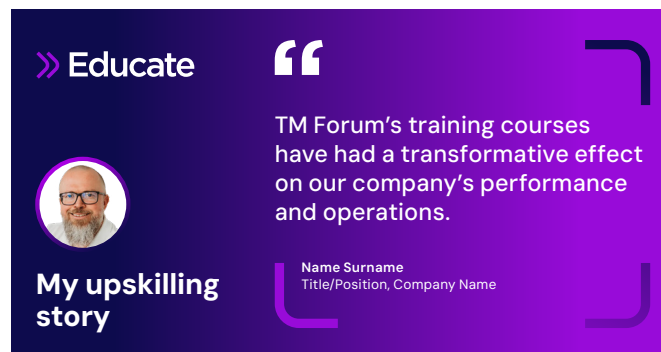
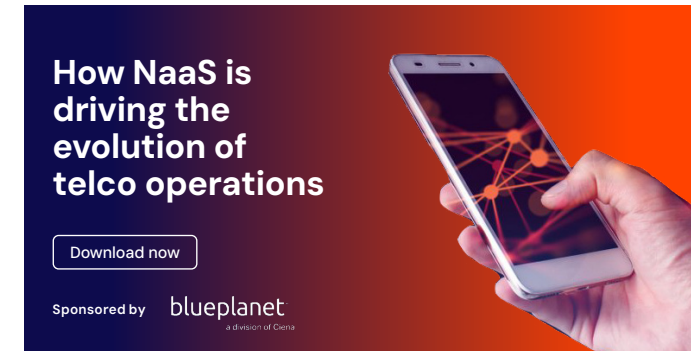
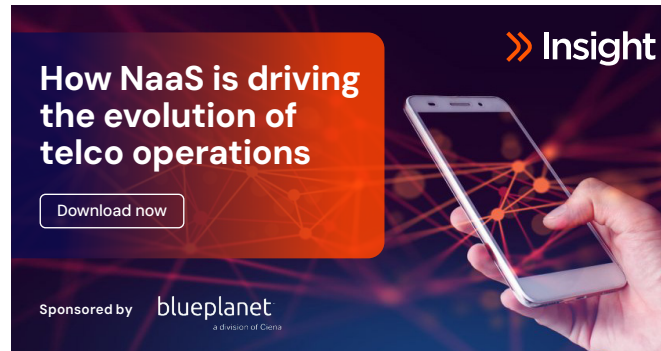
If using a cut-out photo, use the capability gradient on the entire background.

Quotations

For quotations, use the framing device with quotation marks in the upper left corner. Head shots should be in a circle and have a matching gradient stroke.

Icons

If an icon is used placed against the navy, use it in white, and if on the capabilities color, use it in navy.



Stationery

Business cards

Artwork for business cards can be found on the brand portal.

Two-sided cards, one side for English and the other for a second language, can also be ordered.



Microsoft templates

PowerPoint

You will find a PowerPoint template on the brand portal.

For TM Forum staff members via the Microsoft application – Select New > TM Forum.

tmforum

TM Forum

The connectivity industry's global alliance

Our Purpose, our Missions, our Plans.

TM Forum
The connectivity industry's global alliance

TM Forum is a global alliance of over 800 communication service providers, vendors, hyperscalers, consultancies and system integrators, including the world's top ten CSPs and top three hyperscalers.

We provide a place for our Members to collaborate to deliver lasting change. Together, we are building a sustainable future for the sector in connectivity and beyond.

Led by Members	Built by Members	Valued by Members
>20 global leaders from the world's largest companies on our Boards 800 Member companies 110 countries where we're active	Each year: 2000+ professionals join our projects 350+ companies co-create and collaborate	1 million Open API downloads 1000 ODA assets in use 30,000+ Member professionals upskilled 110,000+ active Member professionals

Today, our Open APIs are the most widely adopted industry API standards and over one billion subscribers are served by CSPs "running on ODA"

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TM Forum's capabilities deliver value to Members

» Insight	» Innovate	» Co-create	» Educate	» Scale	Impact
Horizon scanning and industry analysis identifies new challenges and opportunities	Ideate and experiment with solutions to these challenges and opportunities	Collaborate to partnerize these solutions and add to the ODA body of knowledge and practical toolkits	Companies uplift their people's capabilities in ODA and its application	Industry-wide adoption of ODA brings benefits of standardisation and interoperability	Member companies benefit from lower operating costs, increased agility, ease of partnership and increased customer success
Independent insight from inside the industry, including: • Research reports • Webinars • Interactive tools • Benchmarking • Industry analysis	A neutral, expertly facilitated Innovation Engine that includes the entire ecosystem, including: • Catalyst Projects • Innovation Hub • Hackathons	Co-created assets to simplify, modernise and automate operations: • Open APIs • Components • Frameworks • Guidance	Integrated formal and informal learning includes: • Interactive learning • Skills certification • Coaching and support	Demonstrable ODA Conformance accreditation for: • APIs • Components • CDPs – Running on ODA • Vendors – Ready for ODA	

They combine to enrich ODA and build Mission Solutions

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Our capabilities

work as a flywheel that drives progress by relentlessly powering the journey from idea to impact:

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Our plans to develop ODA and boost adoption

© 2025 TM Forum Presentation title Month DD 2025 13

Composable IT & Ecosystems

A Mission for simplicity and agility

The Composable IT & Ecosystems Industry Mission delivers a **step change** in business simplicity, velocity, partner-ability, customer experience and operating costs by enabling our industry to run on AI-ready, composable software.

We will do this by delivering **universal standards** for reusable, plug-and-play software, including Open APIs, component specs and open production environments, unlocking the power of AI-ready software, and helping our Members to use them.

The ODA Way
Members achieve growth through simplicity and agility


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Microsoft templates

Word

Letterheads, memo and reports templates for A4 and letter sizes for use in Word can be found on the brand portal.

For TM Forum staff members via the Microsoft application – Select New > TM Forum



Name Surname
Address line 1
Address line 2
Address line 3
City 000 000

00 Month Year

Dear Name,

Subject line

Normal (Paragraph/Body text).


- This Letter template is developed for you to easily create a new document from and has been specifically set up to aid accessibility and standardise your workflow.
- Please only use the pre-formatted styles in the 'Style' pane/menu and avoid creating new ones.
- Avoid using text boxes, unless tagged and anchored into existing text.
- Take care not to copy/paste from another MS Word document as this will import any number of undesired styles. To avoid this, please use the 'Paste Special' option and select 'Unformatted Text'.

Yours sincerely,

[insert signature here]

Name Surname
Job title

tmforum.org info@tmforum.org



Memo

To: Recipient Name
From: Your Name
CC: Name
Date: Date
Re: Subject


To get started right away, just tap any placeholder text (such as this) and start typing to replace it with your own.

Want to insert a picture from your files or add a shape, text box, or table? You got it! On the Insert tab of the ribbon, just click the option you need.

Find even more easy-to-use tools on the Insert tab, such as to add a hyperlink or insert a comment.

Think a document that looks this good has to be difficult to format? Think again! To easily apply any text formatting you see in this document with just a click, on the Home tab of the ribbon, check out Styles.

1



Heading 1

Heading 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eget ornare tellus. Sed pretium lorem in elit elementum venenatis. Proin iaculis quam at imperdiet bibendum. Proin a sagittis ex, nec malesuada tortor. Suspendisse imperdiet rutrum est vitae facilisis.

Etiam vulputate in neque sed vulputate. Donec at posuere elit. Etiam mollis tincidunt orci, vitae faucibus velit. Suspendisse fringilla neque sit amet tincidunt congue. Quisque suscipit, mauris sit amet ultricies euismod, libero enim sodales tellus, a facilisis magna lorem eu eros.

Heading 3

Nam sodales neque eu purus accumsan sagittis. Etiam vel ligula malesuada, viverra ipsum ac, hendrerit tortor. Pellentesque eget sem velit. Pellentesque cursus sit amet orci sed tincidunt. Vivamus facilisis placerat arcu, quis suscipit dui euismod vel. Ut sapien sapien, euismod et lacinia auctor, consequat sit amet metus. Ut ante nunc, tincidunt vitae vulputate quis, dictum in neque. Aenean elementum nunc ligula.

Heading 4

Sed molestie dignissim nunc et lacus. Curabitur nec nunc sed neque placerat vulputate et at quam. Sed quis ante non magna pulvinar.

- Mauris massa lacus, faucibus ac imperdiet id, interdum at leo. Pellentesque pharetra cursus dictum.
- Donec rhoncus sollicitudin arcu, et bibendum nisi hendrerit at.
- Aliquam porta, nibh in fermentum eleifend, eros lacus efficitur sem, vitae fermentum arcu eros sed sapien.
- Curabitur pellentesque ligula ac lacinia venenatis.

1



Introducing our house style

Introducing our house style

Writing in American English:

Using our house style

We have our own house style. Although we generally follow the conventions of American English, this is adapted to reflect shifts in good practice, particularly to support accessibility. Whatever you write, wherever you write it, you should follow this guide. It applies to online, in print, in physical spaces, email, social media, and presentations.

Point size for text

To support our value to be inclusive we aim to ensure all type in any communication is at least 12pt. This ensures our communications are more accessible.

1. Spelling differences

American English spellings can be different to British English. Some American conventions are falling into British English, such as the omission of extra letters when using the past participles, such as for “focus” and “focused,” but generally if a word ends with a consonant plus a vowel plus a consonant, we double the final consonant and add “-ed,” such as “admit” and “admitted,” stop, stopped, plan, planned. If you are unsure, check an American English dictionary.

Most past participles ending in “-t” in British English end in “-ed” in American English, such as, burned (not burnt), dreamed (not dreamt), learned (not learnt), spelled (not spelt), and leaped (not leapt). There are exceptions, such as slept (never slept). Other past participles include dove or dived (dived), drove (never driven), fit (fitted), gotten (got), sawed (sawn), shrunk (shrunken).

Other key differences include the following.

- **-ize** instead of **-ise**: Organize, prioritize, analyze.
- **-or** instead of **-our**: Color, behavior, humor.
- **-er** instead of **-re**: Center, liter, meter, theater.
- Omit extra letters: Traveler (not traveller), jewelry (not jewellery), catalog (not catalogue), program (not programme).

2. Capitalization rules

We always capitalize Member, Members or Membership when referring to a Member, our Members, and our Membership. If we refer to a member, members, or membership of other organizations we do not use a capital letter to start the word.

Other capitalization rules include the following:

Our name

We always, always spell out our name in full. We are TM Forum. Even in internal documents and emails. It is never, ever abbreviated to TMF or Forum. We are an alliance, not an association, company, business, society, or coalition.

Headings and titles

- Use sentence case, this is where only the initial letter of the first word and any proper names are capitalized, e.g., The annual report of TM Forum.
- Capitalize proper names, including companies, brands, businesses and other organizations and follow their branding style, such as PowerPoint, SharePoint, Mailchimp, (although small words, like prepositions, may still be lowercase in some names such as Bank of America), countries, nationalities, languages, honorifics (Mr., Mrs., Dr., and Miss, please note period after abbreviations), and days, months, and holidays (Wednesday,

Introducing our house style

April, Easter), periods and events (the Roaring Twenties, the American Civil War), initials of organizations or multiple words.

- Do not capitalize generic terms such as service provider, systems integrator, big data, revenue management, cable operator, network operator, customer experience management.

Names of departments and teams

Departmental names and teams should use lowercase, such as the marketing and communications team, unless a proper name is included in the name, such as the Catalyst team, or Membership services.

Role titles

- Capitalize formal role titles when used as part of a name (e.g., “Chief Executive Officer Jane Doe”).
- Use lowercase when referring to a role generically (e.g., “The marketing director will review the report”).
- Avoid splitting names over lines in a paragraph.

3. Punctuation guidelines

Abbreviations

Always use a period (full stop) after abbreviations. e.g., Dr., Apr., and a.m.

Acronym

In most instances spell out the term in full on first reference followed by the shortened version/acronym in parentheses. For example: communications service provider (CSP) on first reference and CSP thereafter.

Ampersand (&)

Use ampersands sparingly, typically only in official names (e.g., Johnson & Johnson). Write “and” in all other cases.

Ampersands can be used for our missions in diagrams but not in copy.

Bullets

Ideally, there should be no more than three layers of bullets, the first butted up against the margin and subsequent indents at the same spacing as the first bullet, as shown here. Bullets should not change style.

- Bullets butt up against the margin.
 - Bullets are thereafter indented.

Complete sentences

Add a period if the bullet point is a complete sentence. For example:

- The meeting will start at 3 p.m.
- Please bring your ID.

Phrases or fragments

Do not add a period if the bullet is a phrase or fragment (not a full sentence), although add a period to the final bullet. For example:

Key objectives include:

- Increasing sales
- Improving customer satisfaction.

Mixed lengths

If some bullet points are complete sentences and others are not, it's better to keep the formatting consistent. Either:

- Rewrite all bullets as complete sentences and use periods.
- Use fragments for all bullets and omit periods.

When to use numbers Instead of bullets?

Consider your audience: If you're explaining steps, opt for numbers; if you're listing general ideas or attributes, bullets work better.

Use **numbers** when:

- The order of items matters (e.g., instructions, rankings, priorities). For example:
 1. Open the file.
 2. Click “Save as.”
 3. Select the desired folder.
- You want to emphasize the quantity of items. For example:
 1. Key takeaway: Growth increased by 20%.
 2. Second takeaway: New users doubled this quarter.

Introducing our house style

Use **bullets** when:

- The order is not important. For example:
 - Include your name and contact information.
 - Provide relevant experience.
 - Add any certifications or skills.
 - Items are of equal importance.

Colons

For sentences that include colons, the word following the colon is capitalized. "She is determined to win: It is her only goal." This also applies to lists, even if the list is single words or short sentences.

Ellipsis

- An ellipsis (...) is used to indicate omitted content or a trailing thought. In American English, add a space before and after the ellipsis (e.g., "I thought I understood ... but I didn't.").
- Do not use an ellipsis in a title or heading, and, more generally, avoid using at all.

Em dash (—)

- Use em dashes to add emphasis, set off clauses, or replace parentheses: "The report—though lengthy—was informative."
- No spaces should appear before or after the em dash.

En dash (–)

- Slightly longer than a hyphen (–) but shorter than an em dash (—), the en dash is the correct punctuation for ranges (e.g., dates, numbers, times). Example: "The event runs from 3–4 p.m." or "The years 1990–2000."

Hyphen (–)

- Use hyphens to join words in compound adjectives:
- "A well-known author," but "The author is well known."
- Hyphenate prefixes when the meaning would otherwise be unclear (e.g., re-sign vs. resign).

Quotation marks

- Use double quotation marks for quotes: "This is correct."
- Place punctuation such as periods and commas inside the quotation marks (e.g., "She said, 'I'm happy.'").
- Use single quotation marks only for a quote within a quote.

Serial (Oxford) Comma

- Always include a comma before the final conjunction in a list: "We need apples, oranges, and bananas."

4. Numbers and dates

- **Dates:** Use the day-month-year format (e.g., 27, March 2025). Note, However, "st," "nd," "rd," and "th." are generally omitted in formal writing when dates are written in numeral form.
- Dates in numerical form are typically written in the day-month-year format, with numbers separated by slashes, dashes, or periods, depending on the context. Here's how it looks:

Format:

- DD/MM/YYYY (month/day/year)

Examples:

- 01/04/2025 (1, April 2025)
- 25/12/2025 (25, December 2025)
- 04/07/2025 (4, July 2025)

- **Numbers:** Use commas for thousands (e.g., 1,000) and periods for decimals (e.g., 3.14).
- Spell out numbers from one to nine; use numerals for 10 and above.

Introducing our house style

- For large, rounded numbers, combine numerals and words (e.g., 3 million) or numerals and letters. For example: K for thousand (e.g., 3K = 3,000), M for million (e.g., 3M = 3,000,000), B for billion (e.g., 3B = 3,000,000,000), and T for trillion (e.g., 3T = 3,000,000,000,000). Note that these letter abbreviations are always uppercase. Use a lowercase “k” only for scientific measurements as the metric prefix for “kilo-” (e.g., kg for kilogram, km for kilometer). In formal writing, such as reports or official documents, it’s usually better to write out the full number or phrase (e.g., “3 million” instead of “3M”). Be mindful of context to avoid ambiguity—for example, in some industries, “K” can also represent “kilo” as a unit of measurement. If in doubt, check.
- Write out simple fractions, e.g., one third, three-quarters. Or use a stand numerical form, such as 1/3, 3/4. Use decimals when precision is important, especially in scientific or financial contexts, such as 0.75 instead of 3/4 or 0.5 instead of 1/2. Be consistent throughout a document.

5. Inclusive language and pronouns

Where possible use gender-neutral and inclusive phrasing:

- Use “they” as a singular pronoun when the gender is unknown or irrelevant.
- Avoid gendered terms like “chairman.” Instead, use neutral options like “chair.”
- Be mindful of diversity in examples and scenarios.

6. General

- TM Forum uses a direct, conversational tone.
- Write in the active voice where possible:
 - Active: “The team completed the project.”
 - Passive: “The project was completed by the team.”
- Keep sentences concise and to the point.
- Avoid clichés.
- We use “we” and “you” instead of they to bring our community and members to the fore
- Use simple, informal words, without oversimplifying. Don’t over explain and trust the intelligence of our audience.
- We use “they’re”, “we’re” unless statements require a bold “We are...” and no jargon unless it’s for necessary technical terms e.g. eTOM, etc.
- We know our audience is technically savvy and understands their area, so we strike the right balance between simplicity and expertise with a focus on member challenges.

- We are a value driven organisation so no generic or vague statements – we should support our statements via verifiable proof points.
- Be clear in communicating actions, inviting collaboration and feedback.

Style guides

There are several American English style guides available, most of which require a subscription. However, online dictionaries are free to use. Be sure to enable spelling and grammar checks in Microsoft applications and select American English as the language for proofing.

FAQs

1. Why is brand identity important?

Brand identity creates consistency, builds trust, and ensures that all communications align with our mission and values.

2. Can I create my own branding elements?

No, all brand elements must follow the guidelines outlined in this document to maintain consistency and integrity. If you are in any doubt, contact the marketing. Do not create new identities without the express permission of the VP Marketing.

3. Who should use this guide?

Anyone involved in creating communications, marketing materials, or external-facing content for TM Forum.

4. How do I ensure my materials align with the brand identity?

Refer to this guide, use approved templates, and consult with the marketing team for any clarifications. Please note there are separate guidelines for TEN100 and some events – see the brand portal for detailed guidance.

5. Where can I access brand assets and templates?

All approved assets and templates are available through the internal brand portal.



For artwork, templates or further guidance please
contact Laura Perrott at lperrott@tmforum.org