

Branding Guide

Version 1.0

January 2018

EVERYTHING RELATED TO

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Objective

TM Forum's brand communicates professionalism, confidence and industry gravitas. All internal and external TM Forum mediums should follow these guidelines carefully to ensure proper company voice, culture, feel, and purpose. If you have questions not addressed in these guidelines or if you have questions, please contact me at

David Andrews,
Senior Director, Creative & Branding,
TM Forum

TM Forum's reputation and brand are synonymous. Each member of staff needs to internalize and enforce these brand guidelines because consistency builds trust with members and prospective members.

Paul Wilson
Chief Marketing Officer
TM Forum

Introduction

TM Forum is an association of over 850 member companies that generate US\$2 trillion in revenue and serve five billion customers across 180 countries. We drive collaboration and collective problem-solving to maximize the business success of communication and digital service providers and their ecosystem of suppliers around the world. Today, our focus is on supporting members as they navigate their unique digital transformation journeys, providing practical and proven assets and tools to accelerate execution and platforms to facilitate collaborative problem solving and innovation.

Learn more at www.tmforum.org.

The logo consists of the lowercase letters 'tm' in a light gray sans-serif font, followed by the word 'forum' in a bold red sans-serif font.The logo is identical to the one above, but with the tagline 'CONNECTING DIGITAL ECOSYSTEMS' in a smaller, light gray sans-serif font centered below the word 'forum'.

FINAL LOGOTYPE

LET'S TALK ABOUT THE

Logotype

This is the final and approved logotype created by TM Forum.

Our word mark is created with sans serif typography of different weight and color: gray and red.

The usage of the logotype is meant to be in the horizontal orientation, always.

EXTRACTED CONCEPTS

Simple, Professional, Experience, Trustworthy, Modern, Geometric, Contrast.

CONSTRUCTION GUIDES

Logotype

External Space

To measure the minimum space surrounding the TM Forum logotype designers should use as reference the height of **r** the character from the word mark.

This method denotes the required space around all sides of the logotype to protect the integrity of the composition. This applies to image edges, page trim or box edges.



SIZE AND SCALE

Logotype

Minimum Size



Scale

Should the size of the visual identity need to be increased or decreased, this should be done while maintaining a constrained ratio. The size of all elements of the visual identity should change proportionately to each other.



THE PROPER USE OF

Logotype

Always place the logotype on backgrounds that provide good contrast and legibility to ensure that it is clearly recognizable.

Use the alternative white and gray logo variants only for specific instances where the preferred logo cannot be used due to production limitations.



THE PROPER USE OF

Logotype

Do not alter the proportions of the logo in any way. Should the size of the pictorial or word mark need to be increased or decreased this should be done while maintaining a constrained ratio. The size of all elements of the logo should change proportionately to each other.

×



DO NOT use any color combination other than those defined in this guide for the reproduction of the logo

×



DO NOT reproduce the logo with any frames or borders.

×



DO NOT print visual the logo as an enlarged bitmap image. DO NOT add any elements, including drop shadows, to the logo.

×



DO NOT rearrange any of the logos elements.

×



DO NOT stretch or condense the logo. The horizontal and vertical scales should always change equally

RECOMMENDED

Color Palette

Primary



TM Forum Red

CMYK 2% 99% 93% 0
RGB 224 18 29
PANTONE 199 C
WEB #e0121d



Velvet Black

CMYK 82% 64% 51% 59%
RGB 41 49 59
PANTONE 432 C
WEB #29313b



Cool Gray

CMYK 0 0 0 40%
RGB 153 153 153
PANTONE Cool Gray 7 C
WEB #999999

Secondary / Accents



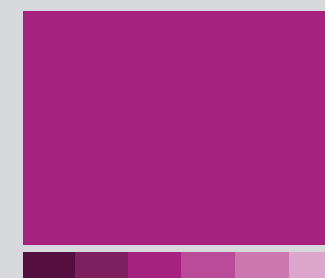
CMYK 100% 84% 6% 0
RGB 19 53 149
PANTONE 661 C
WEB #133595



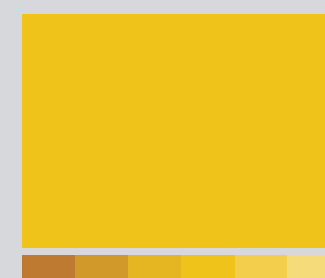
CMYK 81% 95% 10% 0
RGB 87 47 126
PANTONE 7680 C
WEB #572f7e



CMYK 0 61% 77% 0
RGB 253 127 62
PANTONE 164 C
WEB #fd7f3e



CMYK 40% 97% 7% 1%
RGB 166 34 125
PANTONE 2415 C
WEB #a6227d



CMYK 8% 24% 88% 0
RGB 238 193 46
PANTONE 7406 C
WEB #eec12e



CMYK 76% 0 87% 0
RGB 42 171 79
PANTONE 7481 C
WEB #2aab4f

THE USAGE OF

Typography

Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!=\$%?&()”

Lato

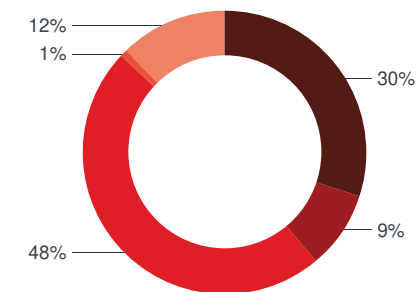
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!=\$%?&()”

Lorem ipsum dolor

Subtitle example

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Sed diam nonummy nibh euismod tincidunt ut erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



THE USAGE OF

Typography

Minion Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!=\$%?&()”

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!=\$%?&()”

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!=\$%?&()”

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!=\$%?&()”

H1 Minion Pro Regular - 42px - Line heights 44px / Normal: #dd0031 Hover: #999999

H2 Lato Regular - 30px - Line height 34px / Normal: #29313b Hover: #133595

Title and Subtitle

H3 Lato Bold- 20px- Line height 24px / Normal #29313b Hover: #133595

Title and Subtitle

H4 Lato Bold - 18px- Line height 22px / Normal: #dd0031 Hover: #999999

p Lato Light - 16px - Line height 24px / Normal: #333333 / Margin-bottom 28px

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent dapibus tempor tellus, eu tristique lacus bibendum a. Cras sed nisi erat. Donec quis scelerisque lacus. In maximus ultrices felis, et blandit nibh. Aenean lacus nulla, porttitor sed mauris a, lobortis luctus tortor.

a Lato Regular - 16px - Line height 24px / Normal: #133595 Hover: #999999

[Links](#)

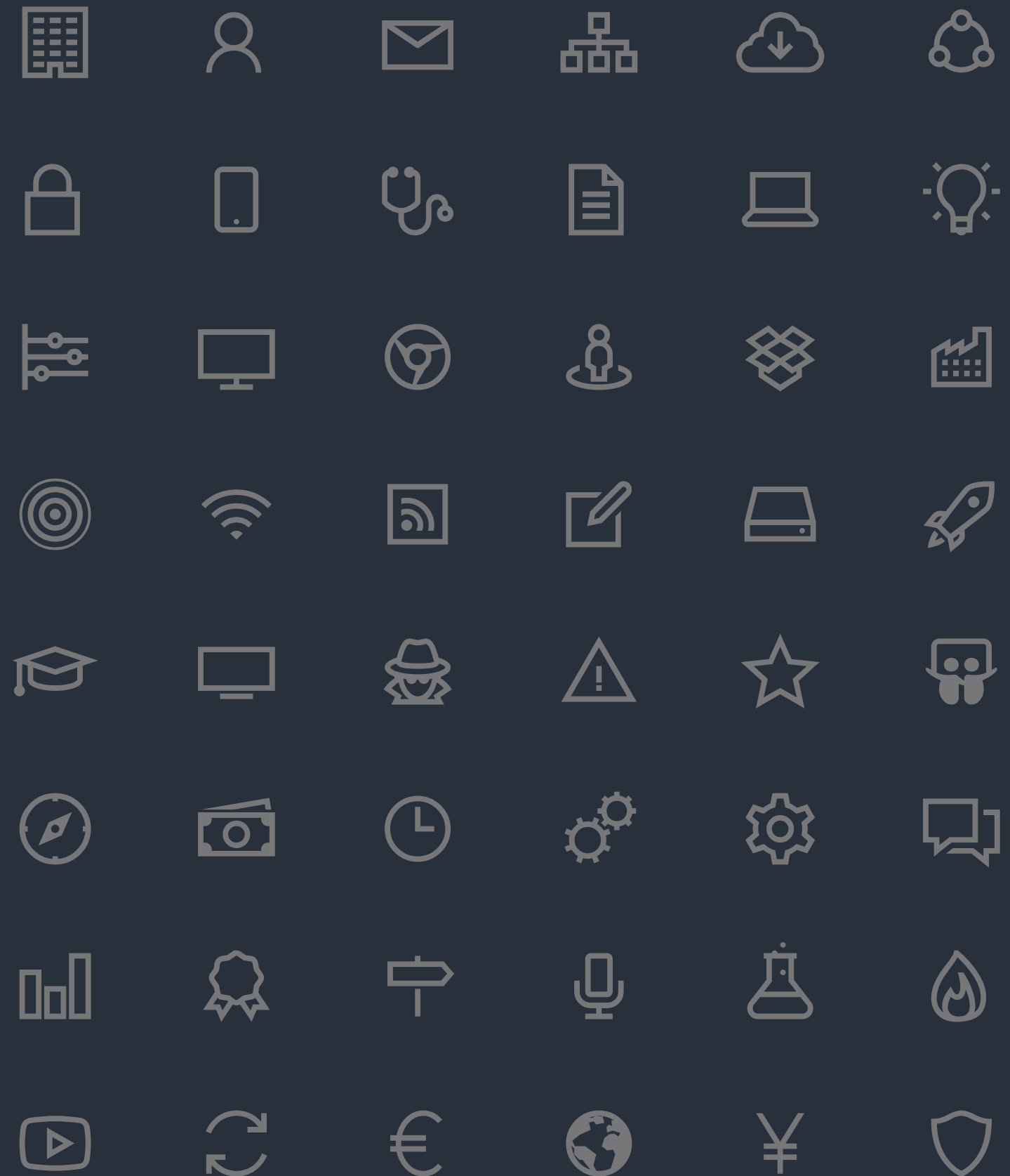
ELEMENTS TOOLKIT

Iconography

Font Awesome is a free open source SVG or font with a wide library of pictograms. The library includes pictograms for the icons most often needed during design projects when doing work for the communication and technology industry and they can be used for both print and web.

Font Awesome Icons

[\(http://fontawesome.io/icons/\)](http://fontawesome.io/icons/)



CHOOSING THE RIGHT

Photographs

Each photograph used must match the suggested filter and respect a visual aesthetic. Drop shadows, gaussian blurs, and backlighting are not allowed in photographic treatments.

Use images to communicate the main features or benefits of the TM Forum brand.

Any image used should be high impact, fresh, clean, elegant. When using people on photographs they should be on natural situations: working, talking, in events, in a meeting or conference. It is preferred to use TM Forum photography as a first choice and only use stock photography when absolutely necessary.

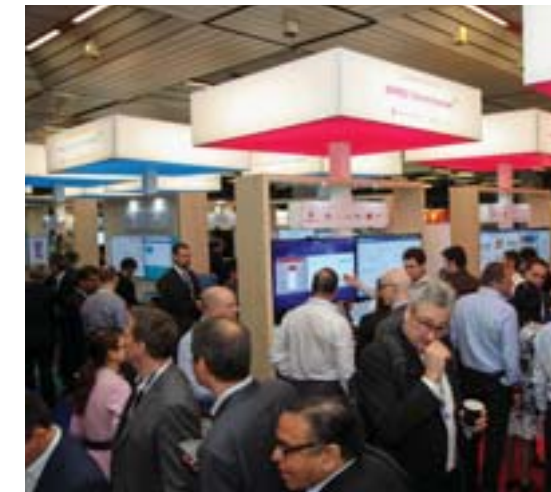


Original



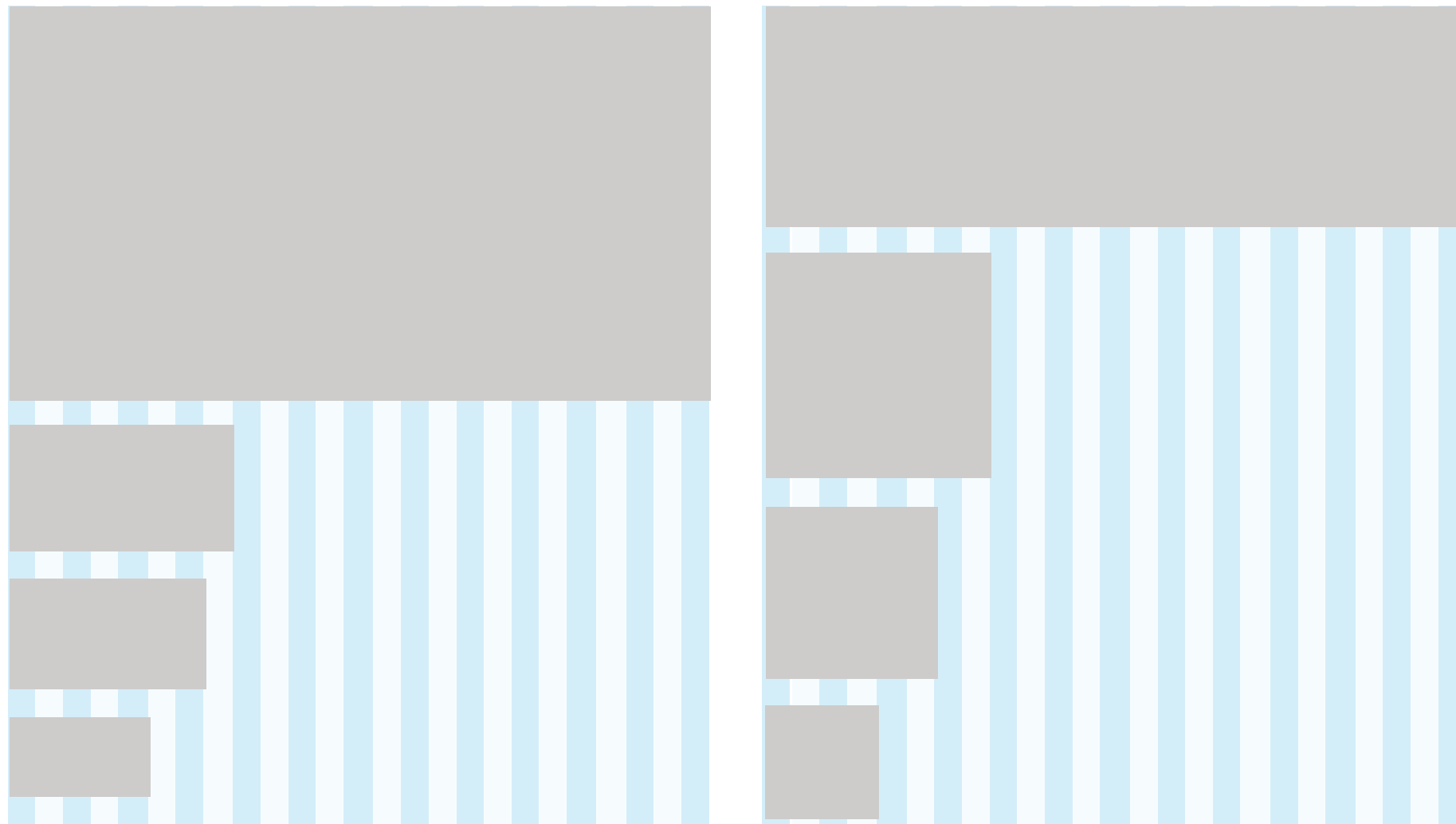
Edited

Avoid using images very contrasted and overexposed. It is preferred to use images natural, light, fresh. It is recommended to adjust the exposure, contrast, saturation and levels.



TECHNICAL SPECIFICATIONS

Photographs



Color and Resolution

Digital

Images should be optimized in 72 dpi and in RGB color mode. Minimum size: 1024x768 px

Print

High Quality images in 300 dpi and in CMYK color mode. Minimum size: 1024x768 px

Scale

The recommended usage of image is 16:9 at any size that aligns with the grid. Slides, banners and backgrounds could be a variety of shapes and sizes as long there is alignment with the grid.

Should the size of the image need to be increased or decreased this should be done while maintaining a constrained ratio or using cropping to create white space or variety of shapes.

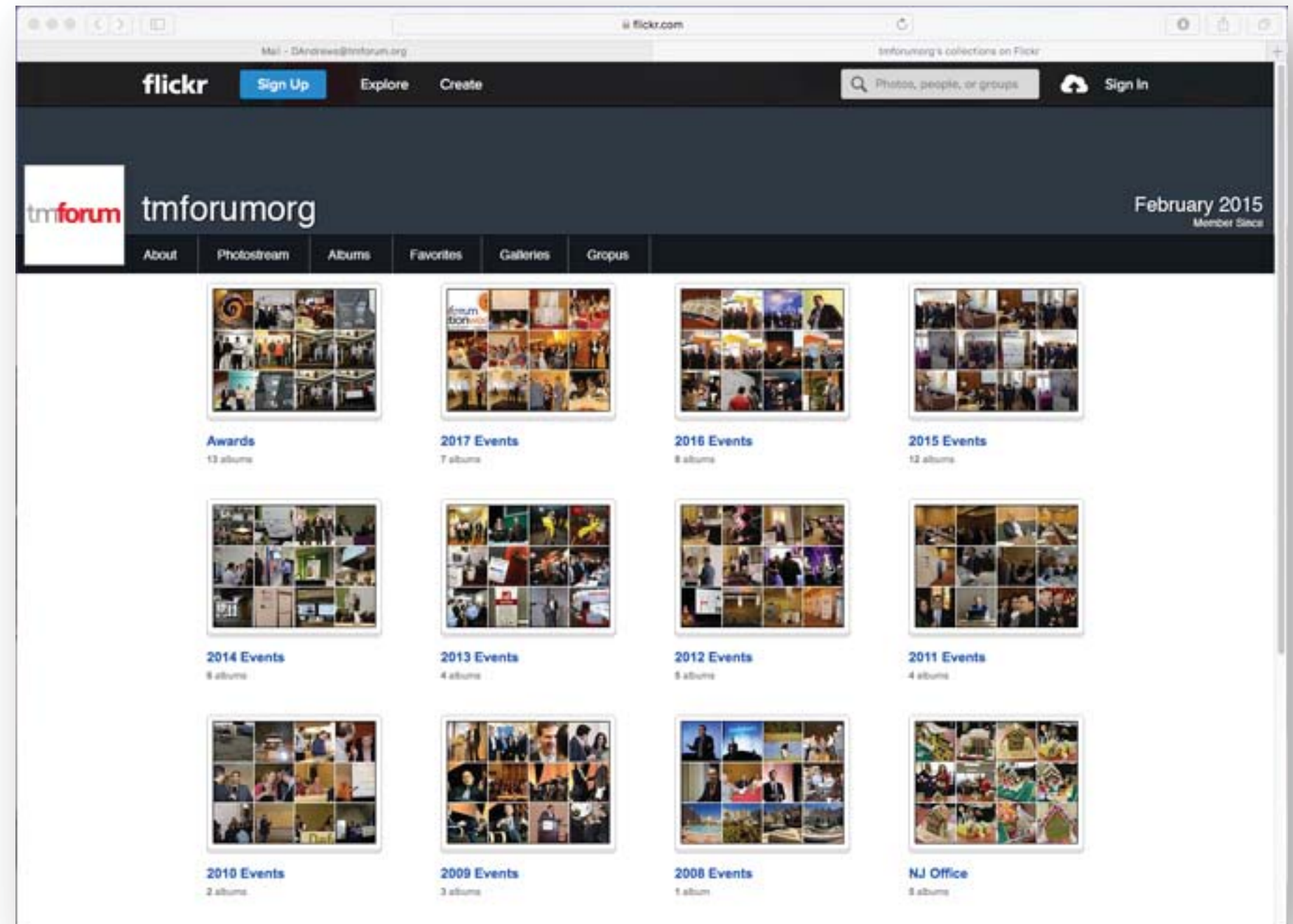
CHOOSING THE RIGHT

Photographs

Whenever possible it is preferred TM Forum member-oriented photography is used in creative and marketing projects. The Flickr resource provided here is a comprehensive catalog of TM Forum photography including events, staff, and awards. Please note the TM Forum owns the exclusive rights to these photographs and that they cannot be used outside of TM Forum without the expressed written consent of either the CMO or Creative Director of TM forum.

Flickr collections

(www.flickr.com/photos/tmforumorg/collections/)

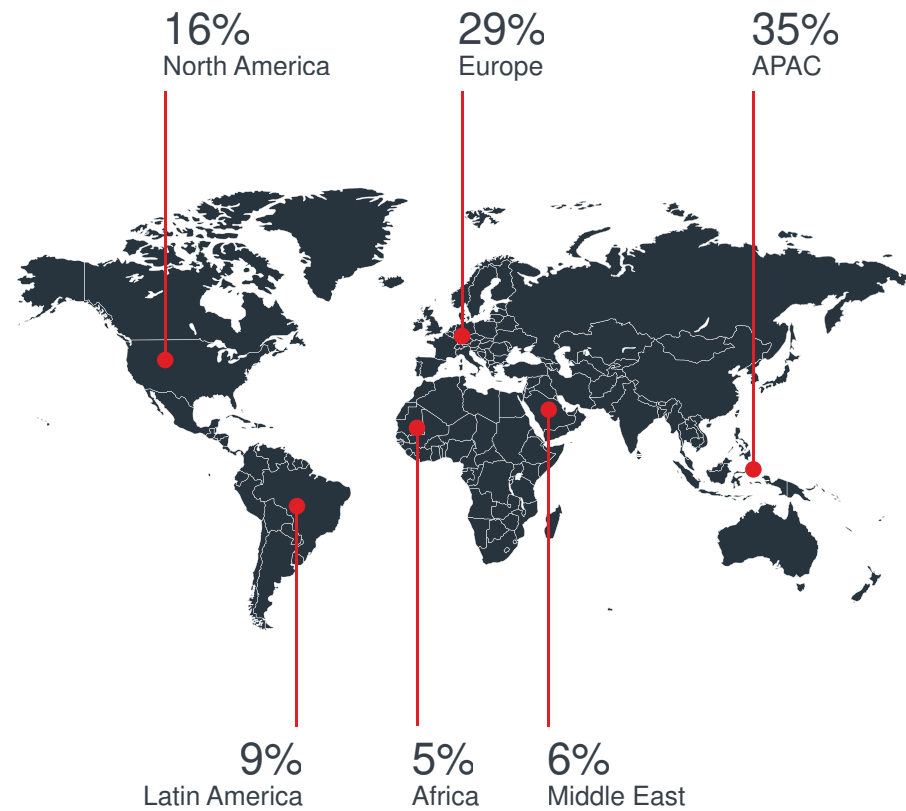


EVERYTHING RELATED TO

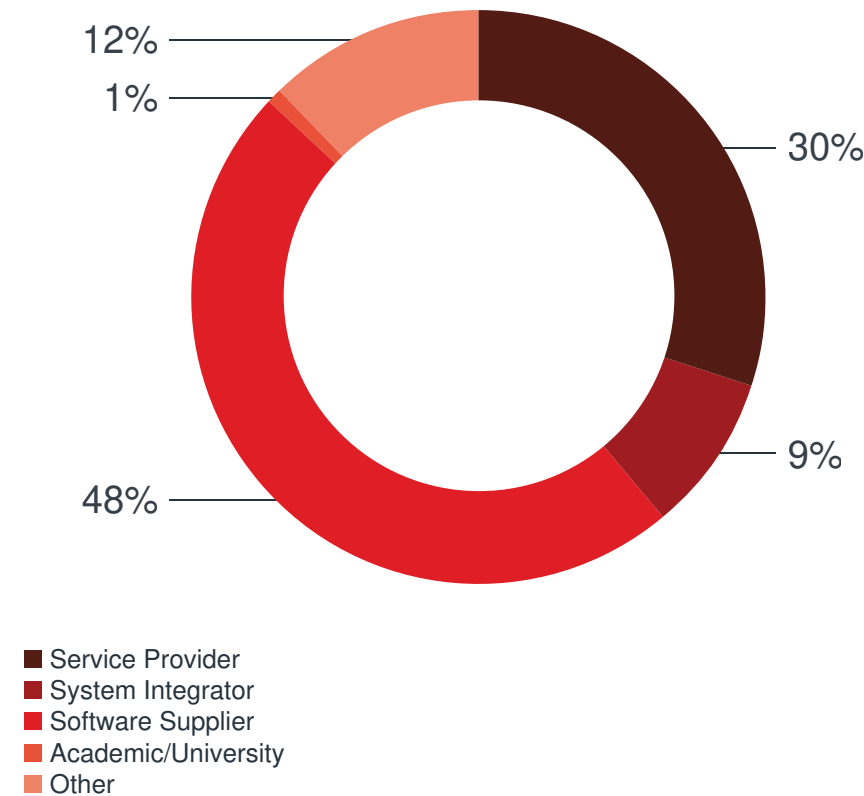
Infographics

When creating TM Forum infographics designers should adhere to the use of the three primary colors and the shades allowed on the previous “colors” page. Infographics should be clean, crisp, and avoid drop shadows or 3D treatments unless necessary to convey the meaning of the infographic.

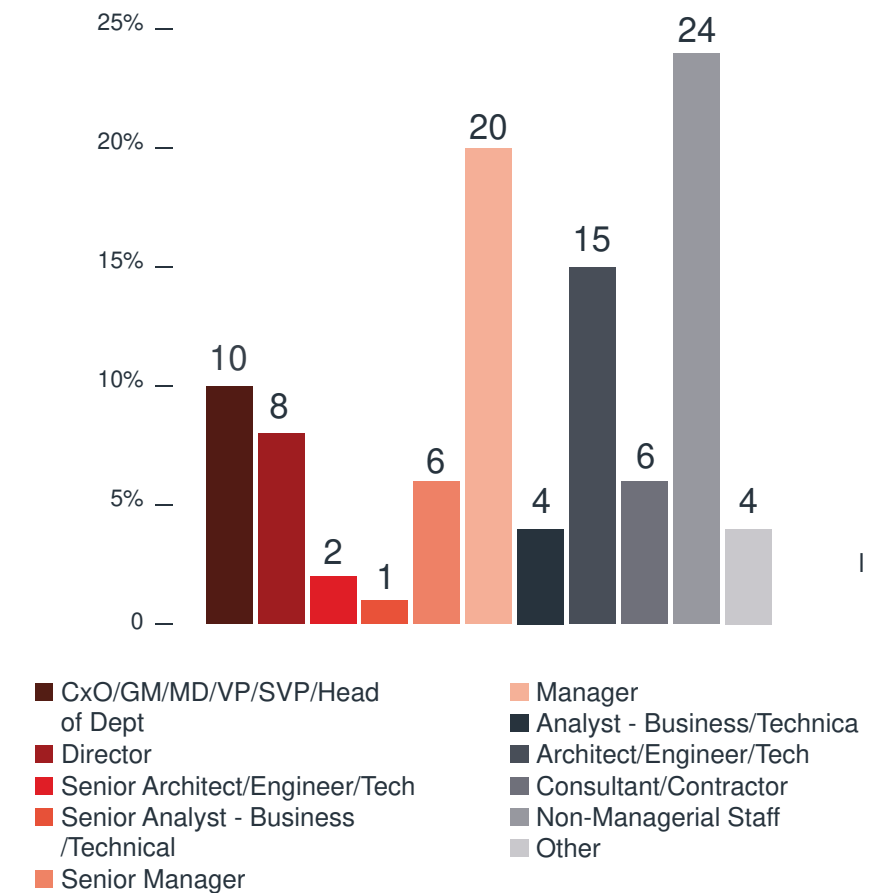
Regions



Industry Sectors



Job Roles



REFERENCES

Business Card

Measurements: 8.5 x 5.5 cm

Margin

Top and bottom 1 cm minimum

Left and right 0.6 cm minimum

Typography

Minion Pro regular 15pt

Lato Bold 7pt

Lato Regular 6pt

Color



TM Forum Red



Velvet Black



Cool Gray



Use the link below to download the
TM Forum Business Card order form

[Download order form →](#)



EVERYTHING RELATED TO

Templates

Document size

16:9 (25.4cm x 14.3cm)

Margin

Top and bottom 0.6 cm minimum

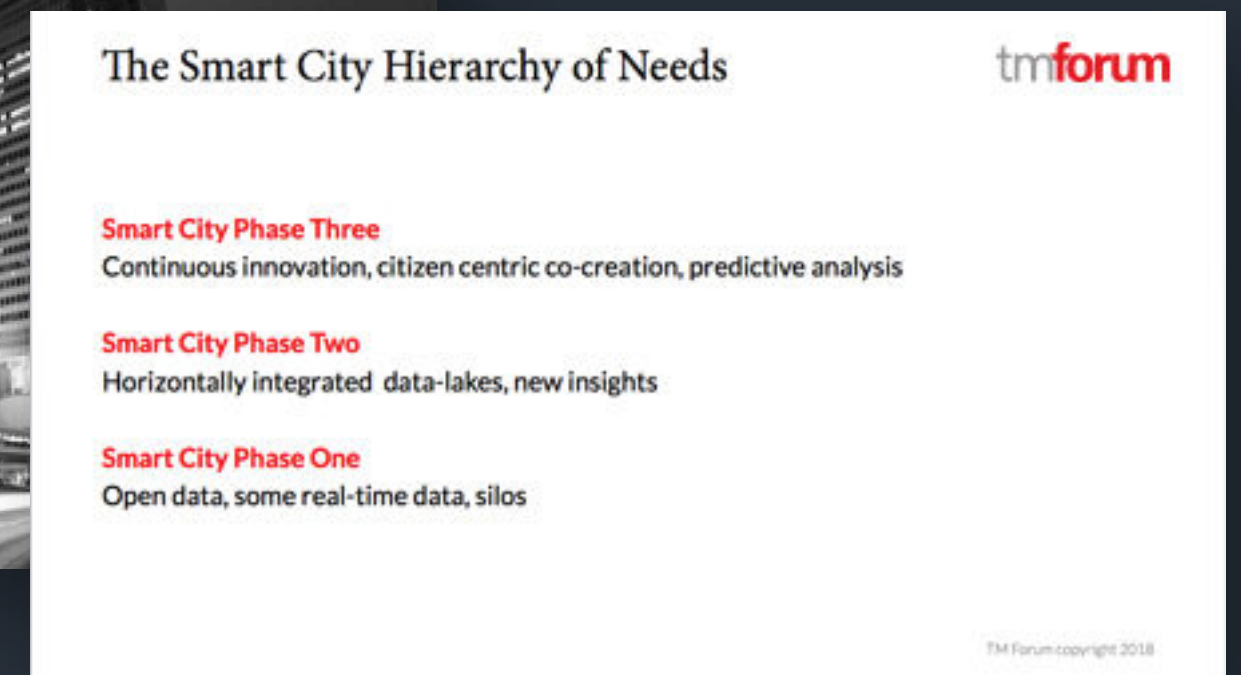
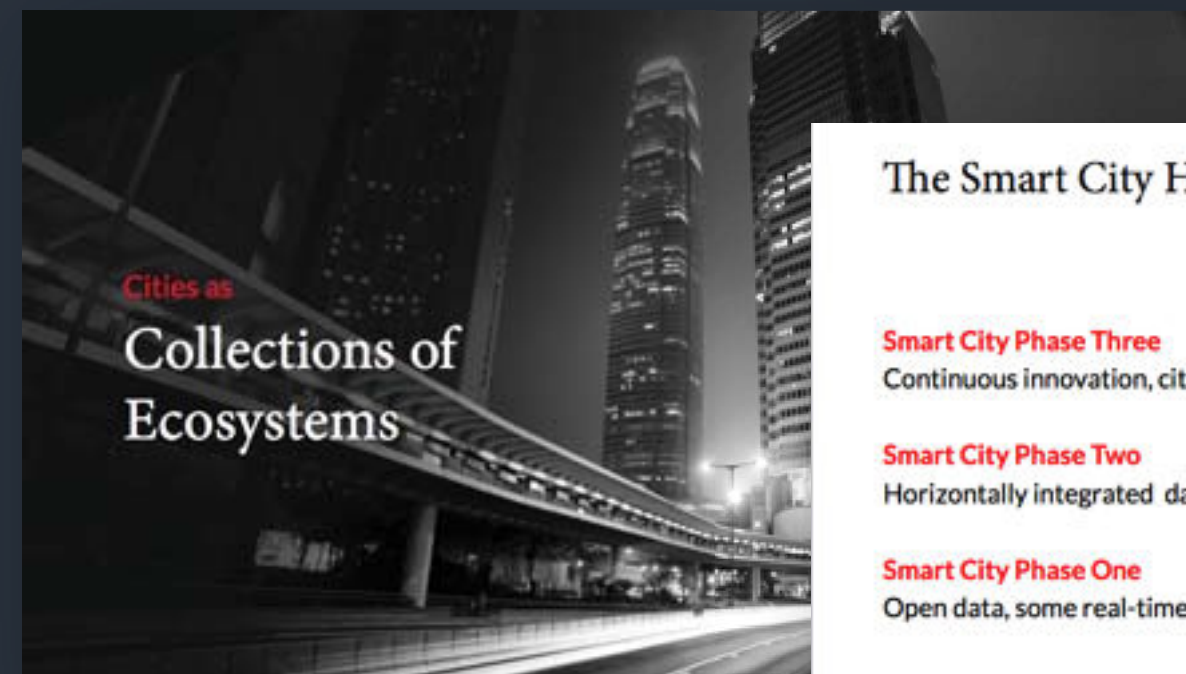
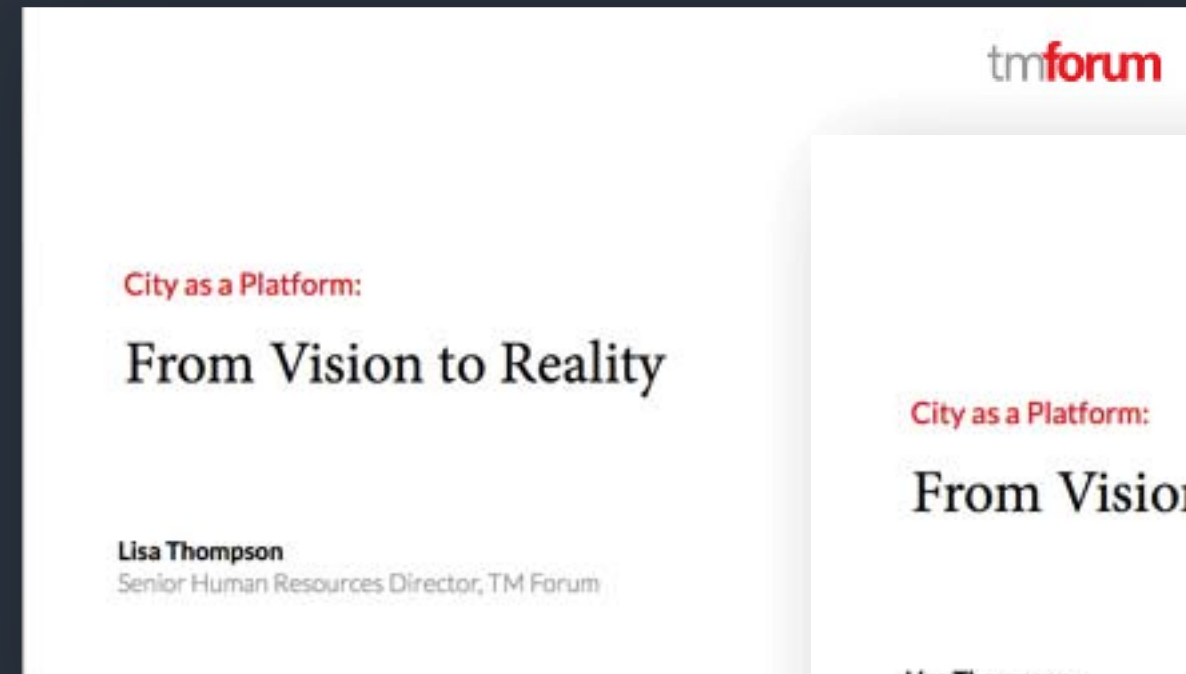
Left and right 1.5 cm minimum

Typography

Cover Title **Georgia** 36pt

Simple Slide Title **Georgia** 28pt

Paragraph **Calibri** 16pt



EVERYTHING RELATED TO

Templates

Light Designs

When designing on acceptable lighter backgrounds, use the full color TM Forum logo when possible, and when not use the white and red version as shown in the examples below.

TM Forum logo should appear top right at all times with equal distance between right hand edge and top margin.

The logo for TM Forum, consisting of the lowercase letters 'tm' in grey and 'forum' in red, positioned in the top right corner of a white rectangular template.

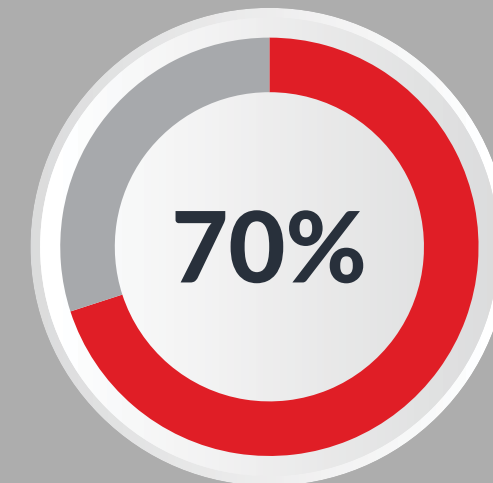
“The **API ecosystem integration** is very useful. It puts business and technical people on the same page. Everybody talks different languages but you can understand each other via the visual interactions between users and modules.”



vodafone

The logo for TM Forum, consisting of the lowercase letters 'tm' in grey and 'forum' in red, positioned in the top right corner of a grey rectangular template.

UP TO



faster ecosystem definition

www.tmforum.org/curatefx

EVERYTHING RELATED TO

Templates

Cover



Cover with a dark background

EVERYTHING RELATED TO

Templates

Format

A4 or US Letter

Margin

Top 2 cm minimum and bottom 1 cm

Left and right 1.5 cm minimum

Typography

Header Title 20pt

Subtitle Example 12pt

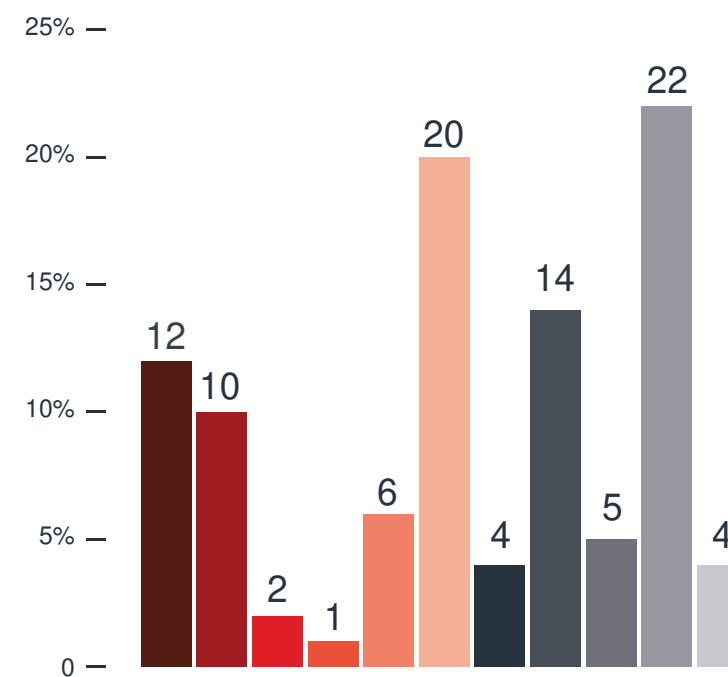
Paragraph 10pt

tmforum

Header Title

Subtitle Example

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



EVERYTHING RELATED TO

Templates

Email Signature

When configuring the email signature the TM Forum logo always should appear on top right of the signature. Should adhere to the use of the three primary colors and the fonts on the signature should follow the previously defined font rules.

Size

400x72 px

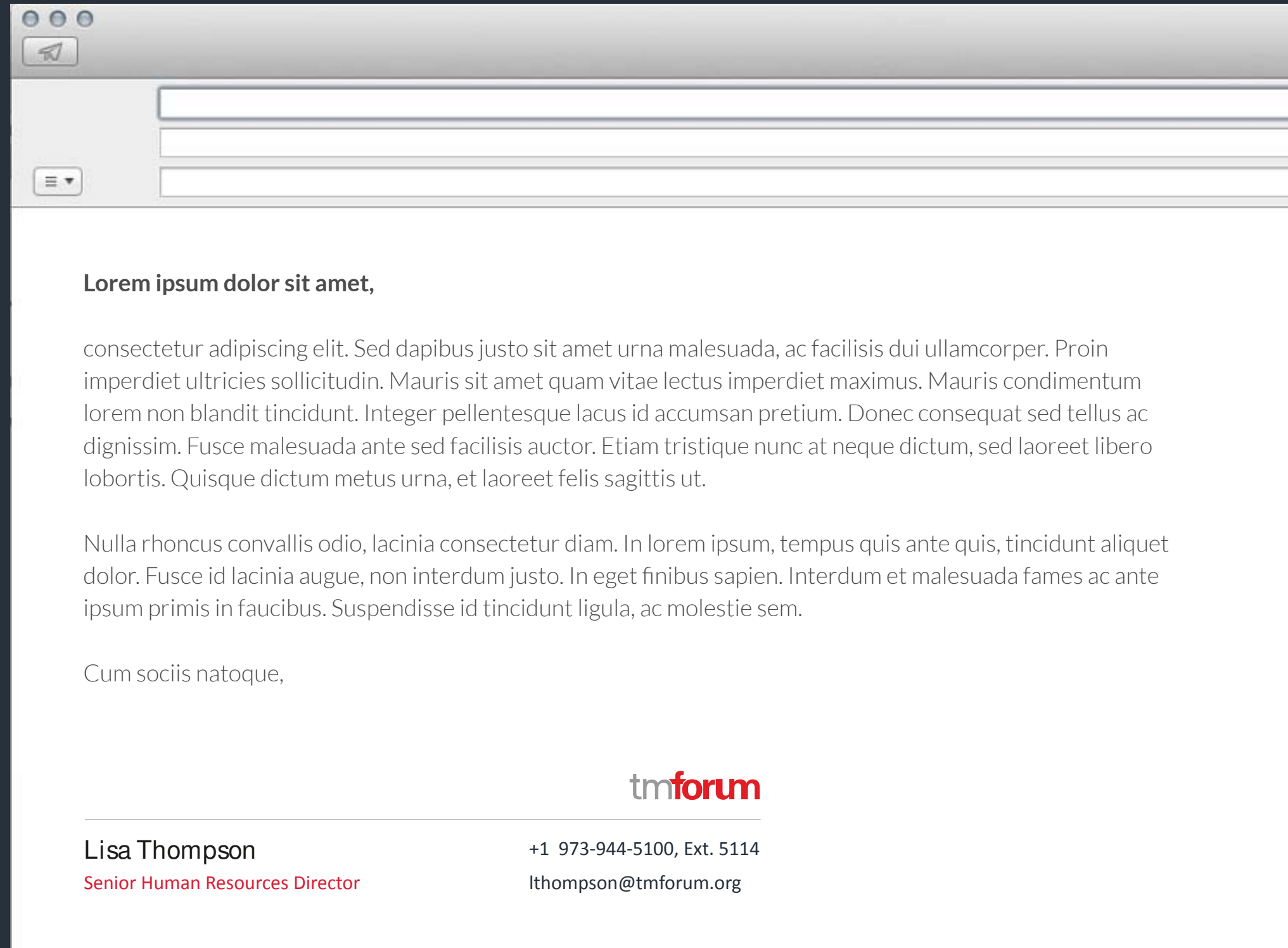
Typography

Name - **Georgia** 15pt

Position, phone and email - **Calibri** 12pt

For instructions on how to set up your email signature please use the link below

<http://bit.ly/2nr9Sbf>



EVERYTHING RELATED TO

Templates

Website

Logo: TM Forum logo will always appear in the top right of everything EXCEPT THE WEBSITE where it will appear top left.

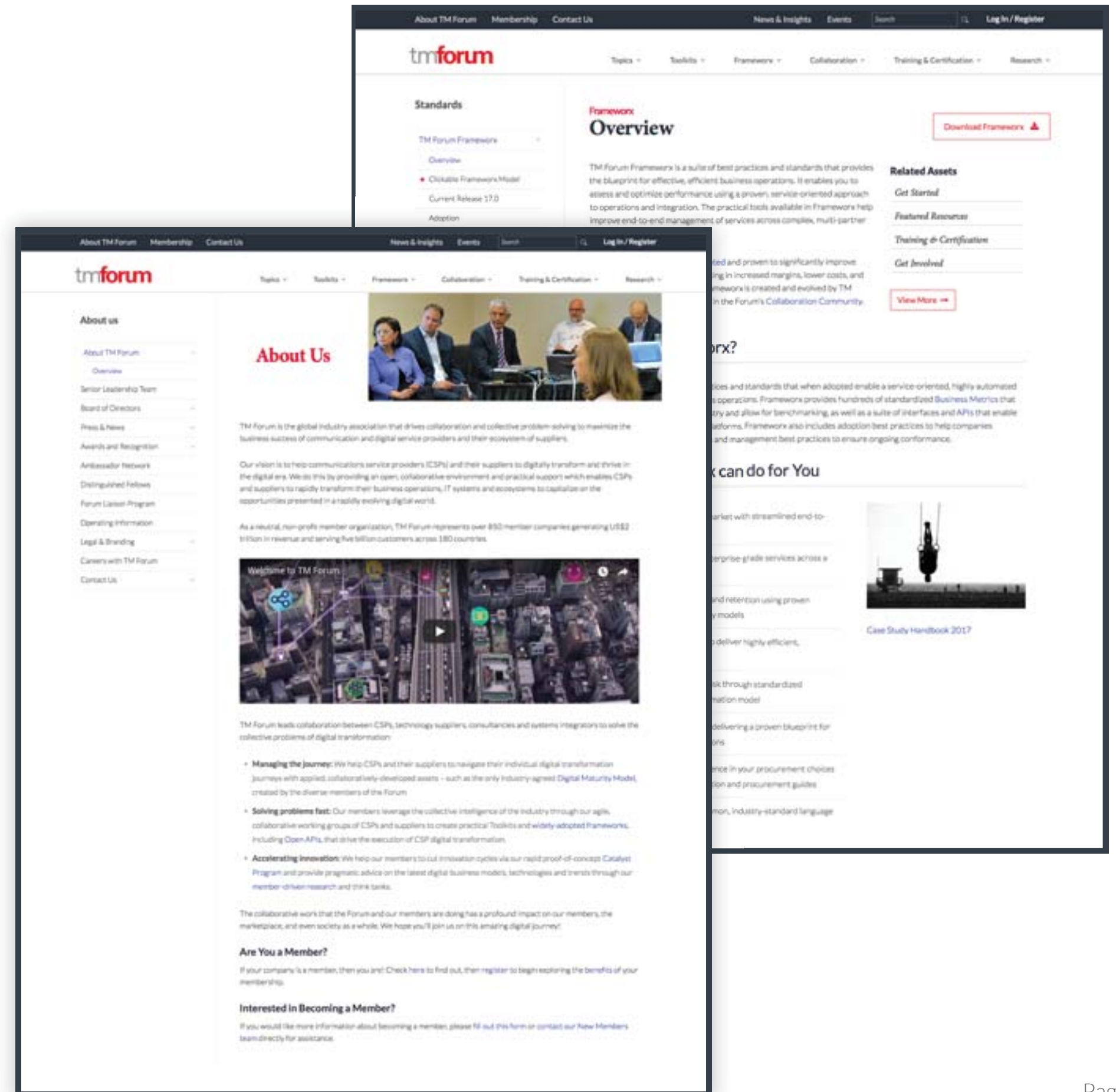
Header: Image should adhere to photographic treatment outlined previously in this document. Photo should be clean, professional, and convey member collaboration.

Width of header should be 50% of the full width of the page and align to the right.

Minimum width - 698px. Height - 216px.

Columns:

Keep left sidebar and full width. If is necessary the text and images could be used on two columns.



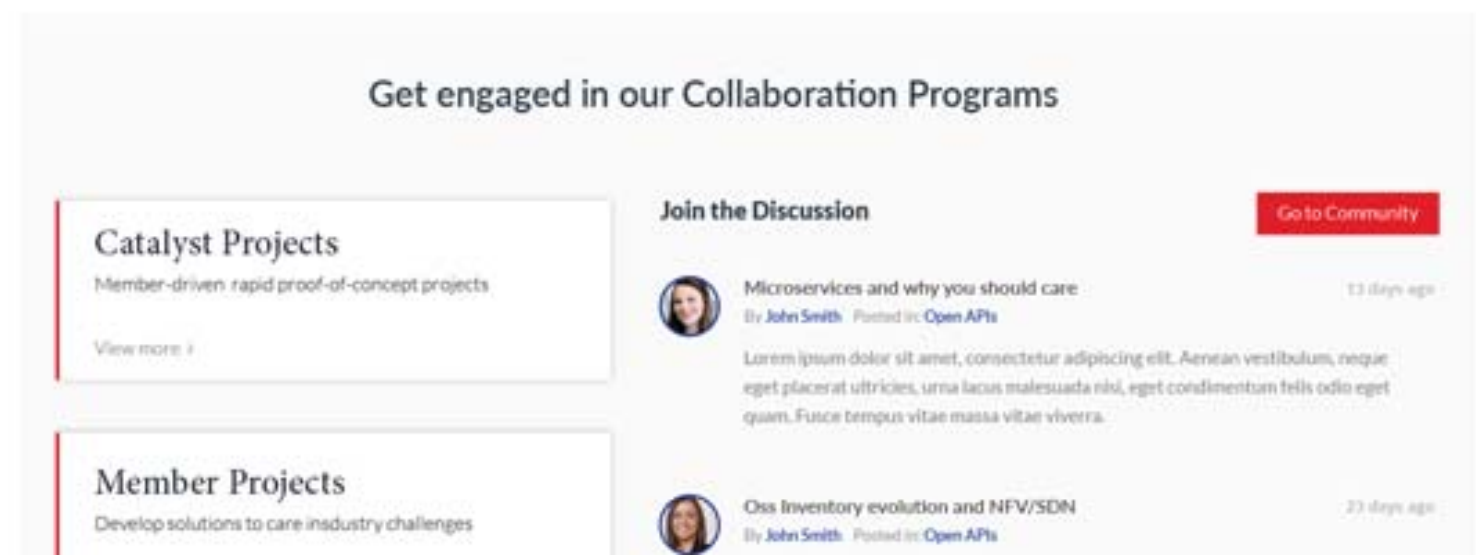
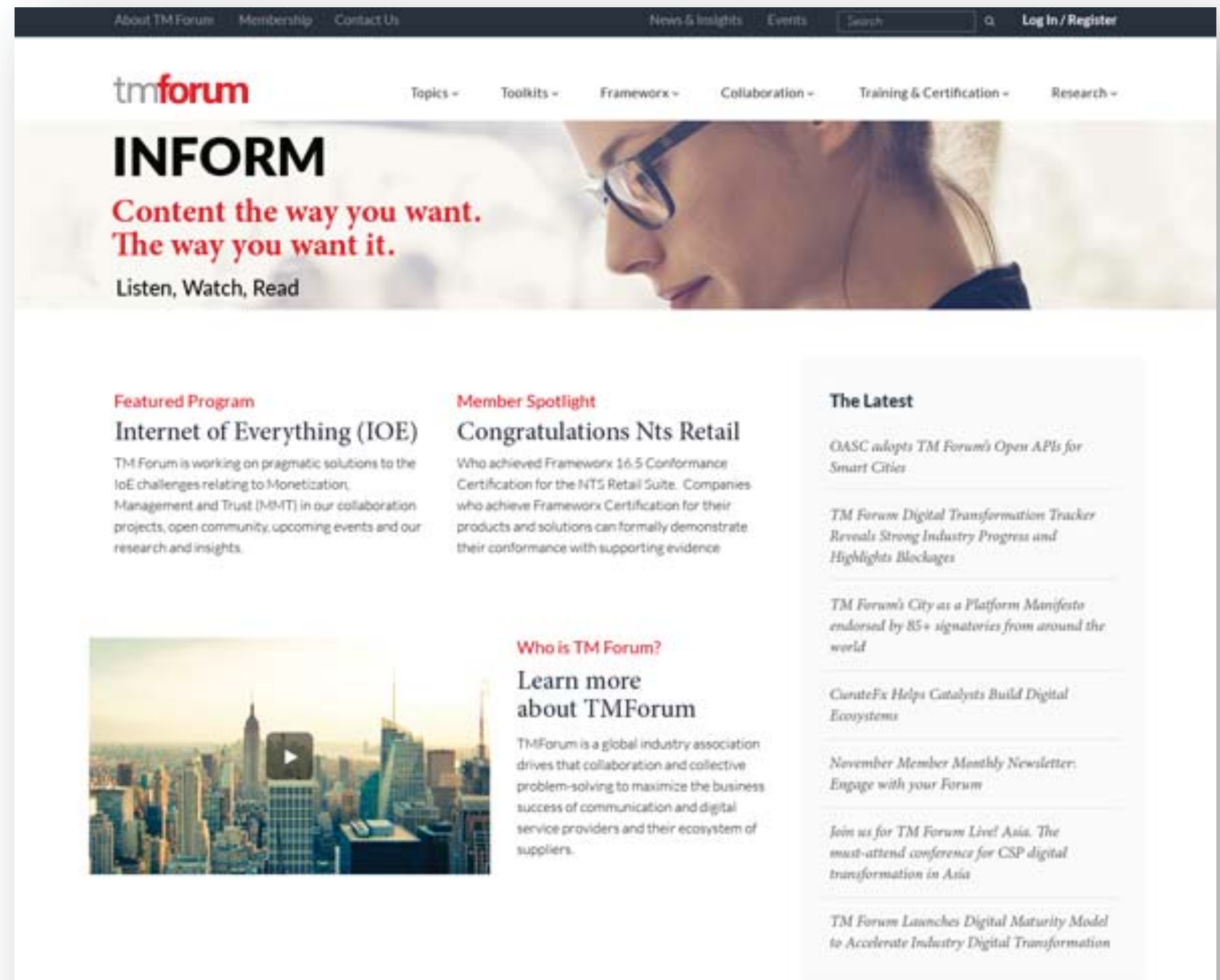
EVERYTHING RELATED TO

Templates

Slider: For the homepage should be full width and 215px height.

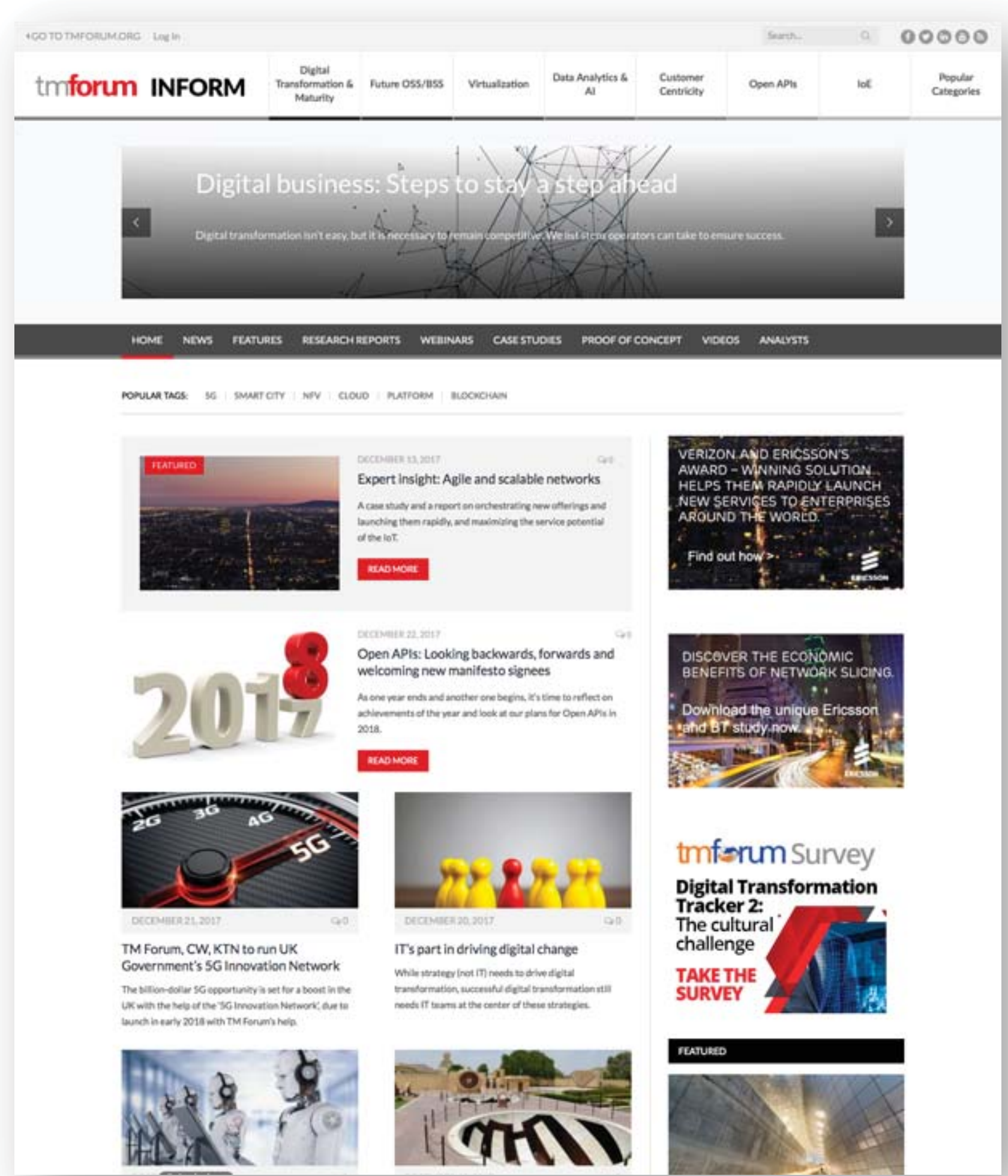
Fonts: All text on the website should follow the previously defined font rules on page 12.

Color: With the exception of headlines, all text should appear in gray and black. Headlines and main titles use TM Forum red when appropriate. The background color should be white.



EVERYTHING RELATED TO
Templates

Buttons and Conversion Points: All buttons should follow the size and color regulations defined on page 28.



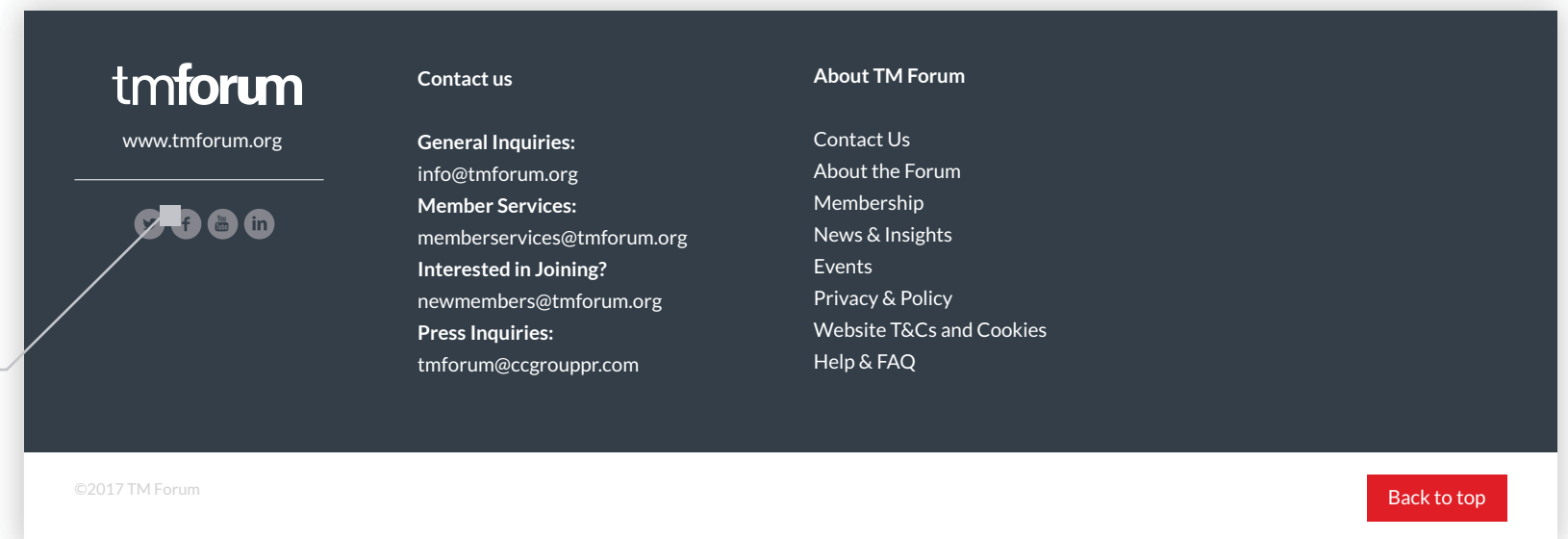
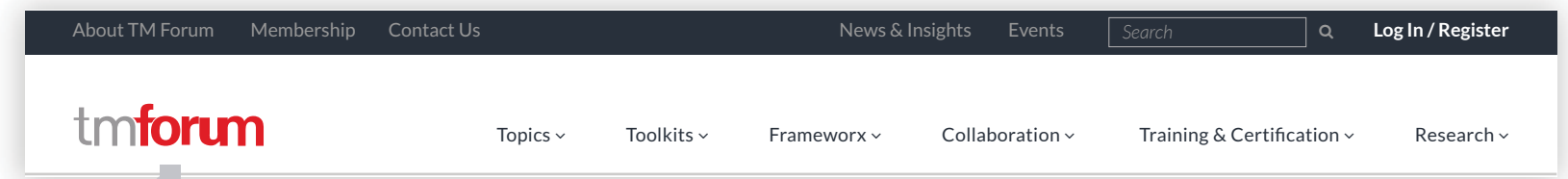
EVERYTHING RELATED TO

Templates

Website

Nav: The Logo should be on the left side always with the original version in gray and red. The top menu should be on the dark grey according the color palette outlined on previous pages.

Footer: The logo, icon and text should appear in white. The use of the buttons should follow buttons styles outlined on following pages. Preferably in red.



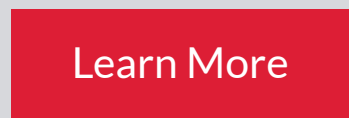
THE STYLE OF

Buttons

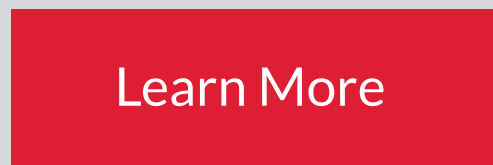
Sizes



Small



Medium



Large

Icon Button



Normal



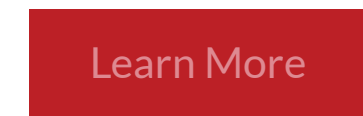
Background: #e0121d

Hover

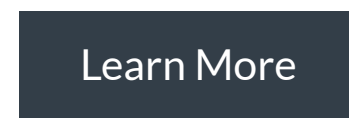


Opacity: 0.8

Active



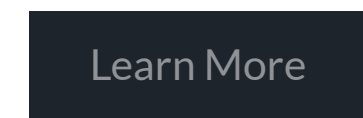
Background: #e0121d



Background: #29313b



Opacity: 0.8



Background: #1f252c



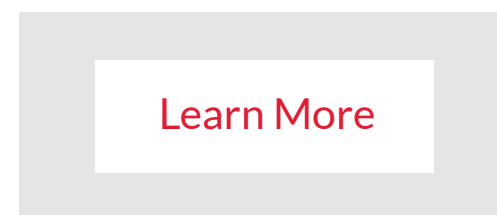
Border: #e0121d



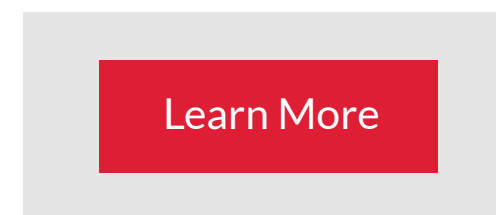
Background: #e0121d



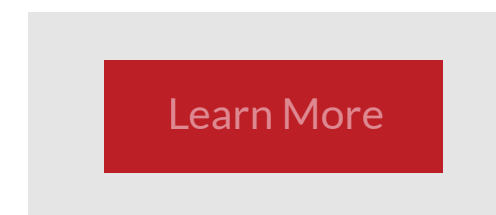
Border: #ba1525



Background: #ffffff



Background: #e0121d



Background: #ba1525

THE USAGE OF

Sub Brands

No Sub brands

Sub brands for TM Forum are prohibited with the single exception of TM Forum events. All products and services fall under the umbrella TM Forum brand and should not deviate in look and feel. All rules that apply to the TM Forum branding in these guidelines apply to the products and services we offer. To the right are examples of how to present TM Forum products and services.



EVERYTHING RELATED TO

Banner Ads

Standard Sizes and examples

- TM Forum homepage banner: 1600 x 215
- Community banner (horizontal): 962 x 125
- Community banner (square): 190 x 190
- Inform ad banner (square): 250 x 250
- Email banner (for top or bottom): 600 x 90



Facebook

- Profile image: 180x180
- Cover photo: 828x315
- Shared images: 1200x630
- Shared link 1200x627

Twitter

- Header: 1500x500
- Profile pictures: 400x400 displays at 200x200
- Photo sharing: 440x220

LinkedIn

- Profile image 400x400
- Standard logo 400x400
- Hero image: 974x330
- Square logo 60x60
- Business Banner image: 646x220

Marketo

- Email - 600px wide (height can be anything < 250)

Etouches

- Email Web header
600px wide (height can be anything < 250)
- Exhibitor Web header
1000px x 300px (height can be anything < 300)
- 1:1 Meeting Service Web header
750px x 120px (height can be anything < 300)

STYLE AND VOICES

Writing Guidelines

Below are some recommendations for a few items that are often inconsistent or contested. This is nowhere near a comprehensive list. If there are other commonly misconstrued or debated practices that give you grief, we suggest you document them in these guidelines.

1. Use American versus British English.

Visualization not Visualisation.

2. Write out numbers one through nine, use numbers for anything higher.

We released three functional improvements and 12 bug fixes in TM Forum.

3. When writing someone's name, title, and organization the TM Forum style is Normal Font (Name), Italics (Title), and Bold Font (Company or Organization).

4. Website and email are both all one word.

5. TM Forum is the proper use of the organization name. Do not use TMForum. "The Forum" is acceptable in second reference in context only.

Video Guidelines

1. Video Production Specifications

- Web Codec - Apple ProRes 422
- Quality - 1080p minimum, 4K if possible (dependent on equipment)
- Resolution - 1080p minimum, 16:9 aspect ratio
- Audio - Stereo
 - Audio Codec - AAC-LC
 - Audio Data rate - 320 kbit/s
 - Sample rate - 48 kHz

2. Video Output Specifications for the Web, and for less than 120 inch screens

- Video File format - mp4
- Web Codec - H264
- Resolution - 1080p HD 16:9 aspect ratio
- Bit Rate - Variable
- Audio - same as production

3. Video Output Specifications for large screen (i.e Acropolis, Nice main auditorium screen)

- Video File Format - mp4
- Web Codec - ProRes 422 (HQ)
- Resolution - 1080p HD minimum 16:9 aspect ratio
- Bit Rate - Variable
- Audio - same as production

4. Branding Specifications

- Logo use:
 - Watermark
 - 30% transparency
 - Top right corner of the video screen - 40px from the top and 40px from right side of the screen based on 1080 16:9
 - length - 30mm we need an actual logo to be sent to us able to give you digital specs
- Lower thirds (in After Effects)
 - Position - appearing from left hand side of the screen, 100px from the bottom of the screen based on 1080 16:9

- Time on Screen - 5 seconds
- Color : 29313B
- HEIGHT OF BAR FROM BOTTOM: 114px
- THICKNESS OF BAR: 210px
- LENGTH OF BAR: Depending on length of name and title
- DISTANCE FROM LEFT EDGE TO START OF TEXT: 192px
- FONT:
- NAME
 - Font: Minion Pro (Weight: Regular)
 - Font Size (in After Effects): 68
 - Colour: White (FFFFFF)
 - Position (in After Effects): 195, 836
- JOB
 - Font: Lato (Weight: Regular)
 - Font Size (in After Effects): 44
 - Colour: White (FFFFFF)
 - Position of Line 1 (in After Effects): 195, 892
 - Position of Line 2 (in After Effects): 195, 938

EVERYTHING RELATED TO

Event Branding

Event brands for TM Forum should follow the previously defined secondary color palette. Each color has been assigned to specific event. All related communication with the event should use the color assigned.

Secondary / Accents



EVERYTHING RELATED TO

Downloads

TM Forum Logo



Default Version

Logo Gray and Red

[.eps](#) | [.ai](#) | [.jpg](#) | [.png](#) | [.pdf](#)



Logo Gray and White

[.eps](#) | [.ai](#) | [.jpg](#) | [.png](#) | [.pdf](#)



Logo White and Red

[.eps](#) | [.ai](#) | [.jpg](#) | [.png](#) | [.pdf](#)



Logo Gray and Red with Tagline

[.eps](#) | [.ai](#) | [.jpg](#) | [.png](#) | [.pdf](#)



Logo Gray and White with Tagline

[.eps](#) | [.ai](#) | [.jpg](#) | [.png](#) | [.pdf](#)



Logo White and Red with Tagline

[.eps](#) | [.ai](#) | [.jpg](#) | [.png](#) | [.pdf](#)

Event Logos



Digital Transformation Americas

[.eps](#) | [.ai](#) | [.jpg](#) | [.png](#) | [.pdf](#)



Digital Transformation Asia

[.eps](#) | [.ai](#) | [.jpg](#) | [.png](#) | [.pdf](#)



Digital Transformation Middle East

[.eps](#) | [.ai](#) | [.jpg](#) | [.png](#) | [.pdf](#)



Digital Transformation World

[.eps](#) | [.ai](#) | [.jpg](#) | [.png](#) | [.pdf](#)



Action Week

[.eps](#) | [.ai](#) | [.jpg](#) | [.png](#) | [.pdf](#)



Action Week

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Templates

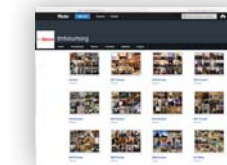
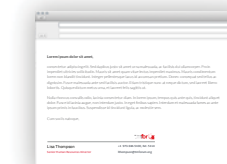


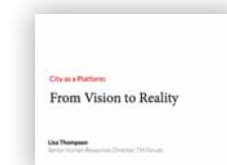
Photo Library

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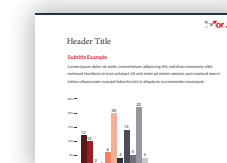
Email Signature

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November 2017

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