tmforum

Branding Guide

Version 1.2

March 2018

Table of Contents

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 concerns not addressed in these guidelines or if you have questions, please contact me at

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.

David Andrews,
Senior Director, Creative & Branding
TM Forum

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

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.

FINAL LOGOTYPE

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.

Logotype

Minimum Size

tmforum

30 mm

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.
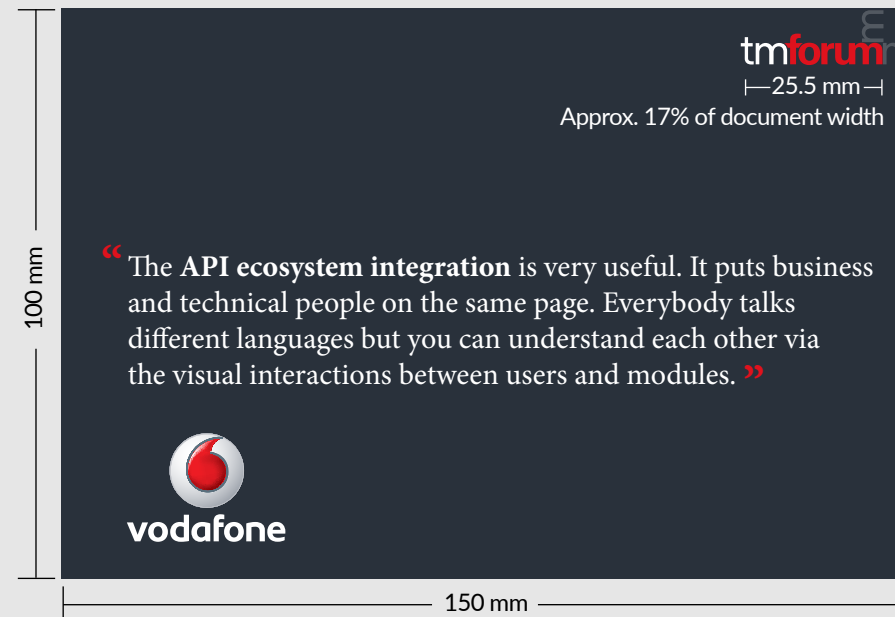
tmforum tmforum tmforum

Logotype

Proper sizing and placement of the TM Forum logo should follow the aspect ratios and percentages shown in the examples on the right side of this page. Deviations from this rule must be approved by TM Forum's Chief Marketing Officer or Creative Director.

Horizontal Layouts

To size the TM Forum logo on horizontal aspect ratio layouts, the TM Forum logo should be approximately 17% of your document width. To calculate this size take your document width and multiply it by 0.17. In the example below would be:

150 X 0.17 = 25.5

Once your logo size has been derived, use the "m" in the TM Forum logo to determine logo distance from top and right hand sides of document trim size as shown in sample to the left.

Vertical Layouts

To size the TM Forum logo on vertical aspect ratio layouts, the TM Forum logo should be approximately 30% of your document width. To calculate this size take your document width and multiply it by 0.30. The A4 example to the right would be:

110 X 0.30 = 33

Once your logo size has been derived, use the "m" in the TM Forum logo to determine logo distance from top and right hand sides of document trim size as shown in sample to the right.
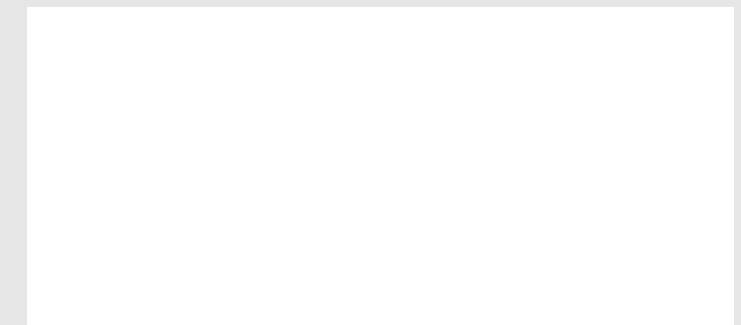
Logotype

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.

tmforum

tmforum

tmforum

tmforum

forum

tmforum

tmforum

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.

× **forum**

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

× **tm**

DO NOT reproduce the logo with any frames or borders.

× **tmforum**

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

× **tm**

DO NOT rearrange any of the logos elements.

× **tmforum**

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

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%
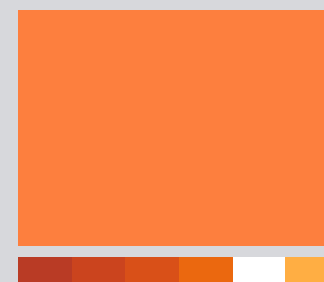RGB   153 153 153
PANTONE   Cool Gray 7 C
WEB   #999999

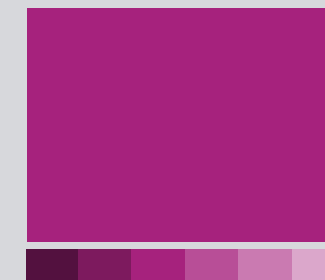## Secondary / Accent Colors / For TM Forum Events Only

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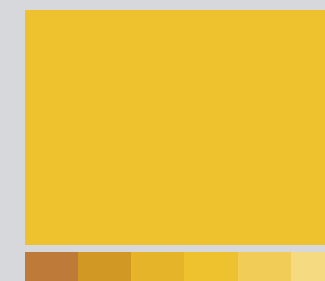RGB   19 53 149
PANTONE   661 C
WEB   #133595

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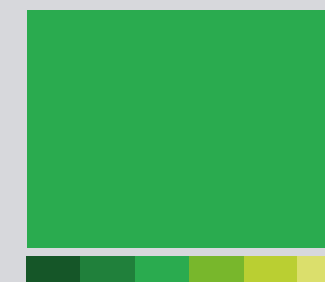RGB   166 34 125
PANTONE   2415 C
WEB   #a6227d

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

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

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

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

Typography

tmforum

Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!=$%?&()"

Georgia

Substitute font allowed when medium requires system font

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ

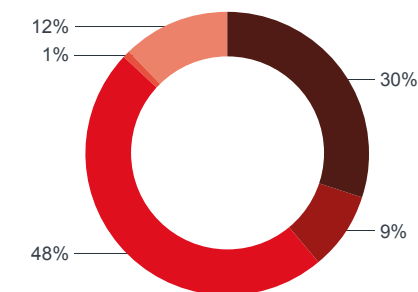abcdefghijklmnopqrstuvwxyz

0123456789!=$%?&()"

Calibri

Substitute font allowed when medium requires system font

Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetuer 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.

12%
1%
30%
9%
48%

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

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 Website (http://fontawesome.io/icons/)
Font Awesome Cheet Sheet (https://fontawesome.com/cheatsheet)

Font Awesome Tutorial **for Mac**
Font Awesome Tutorial **for PC**

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.
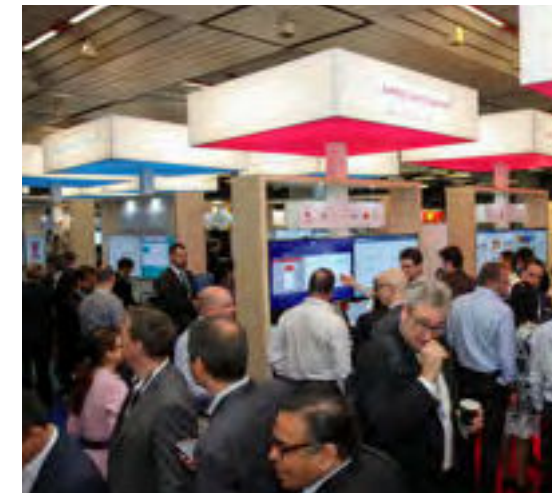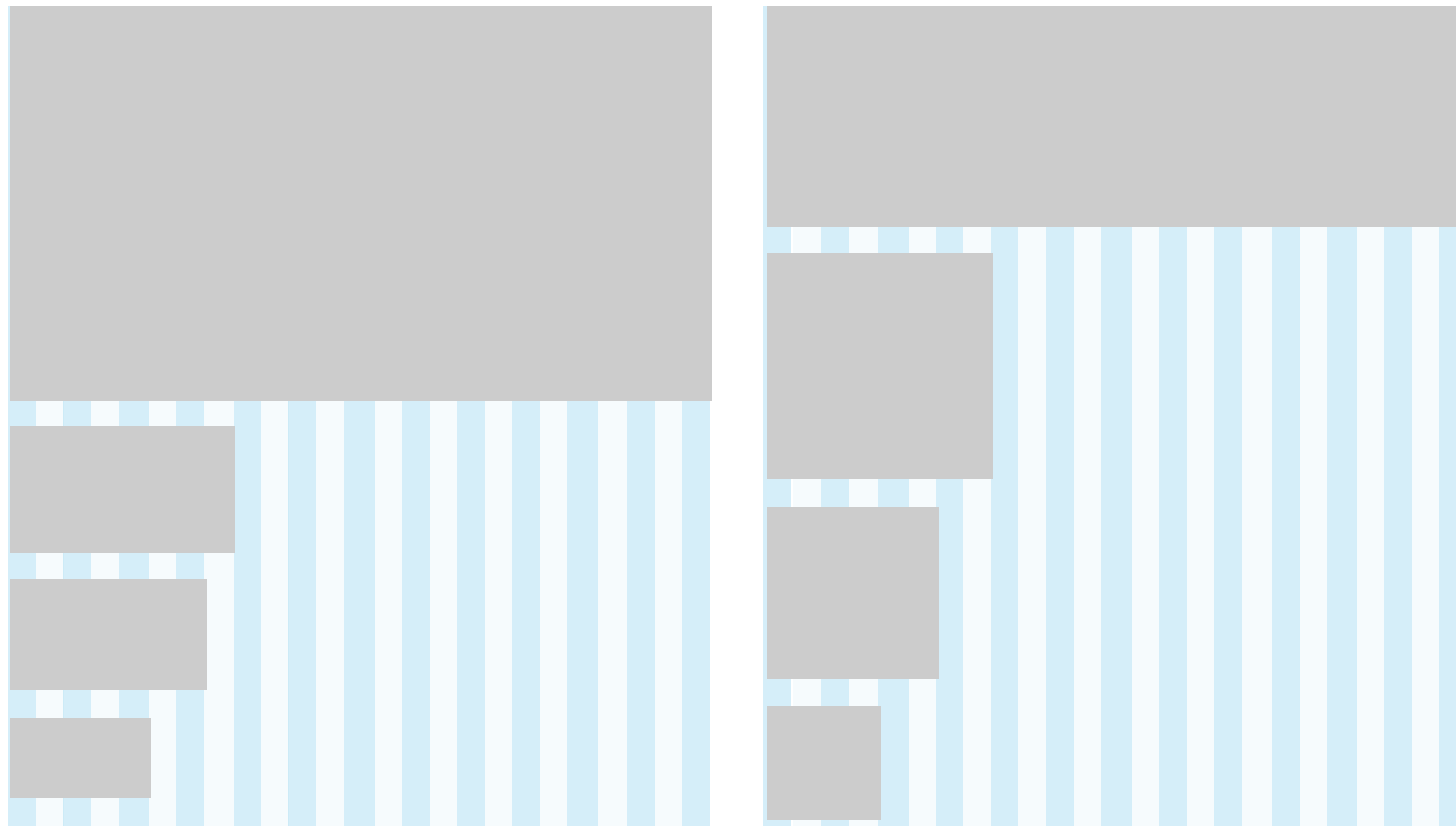
Original

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 leves.

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.

Photographs

Whenever possible it is preferred TM Forum member-oriented photography is used in creative and marketing projects. The Flicker 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.
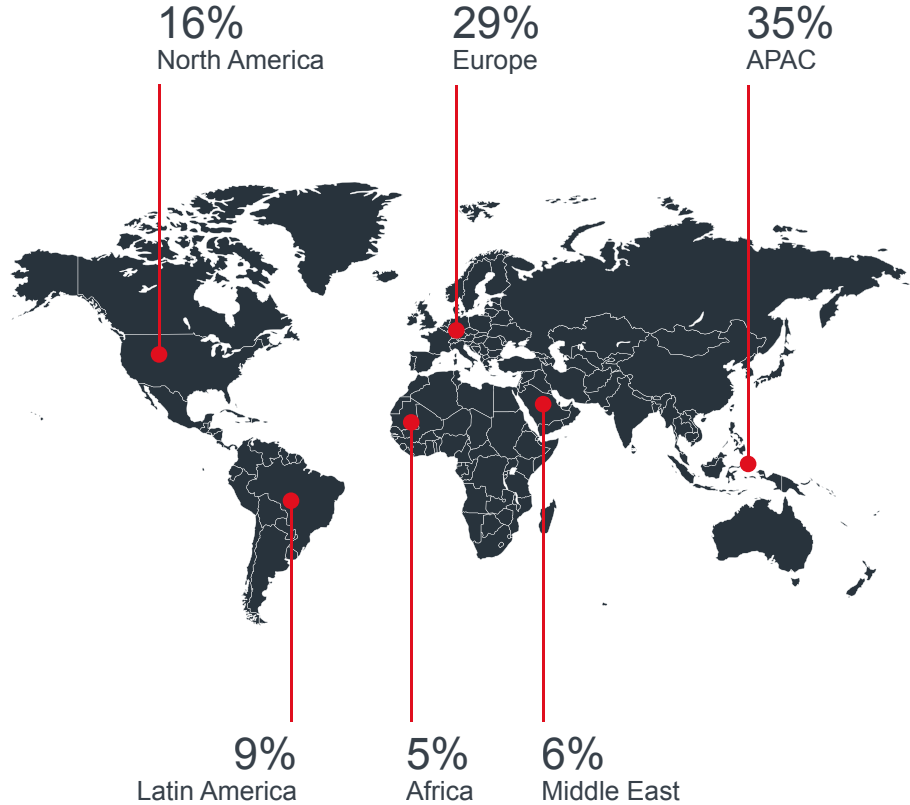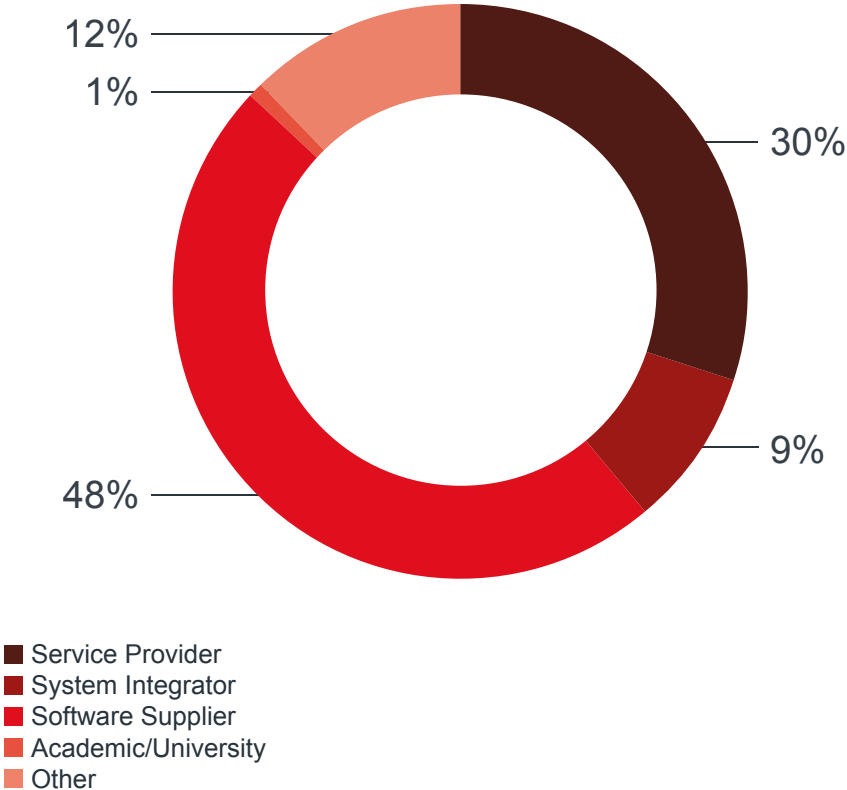
Flicker collections
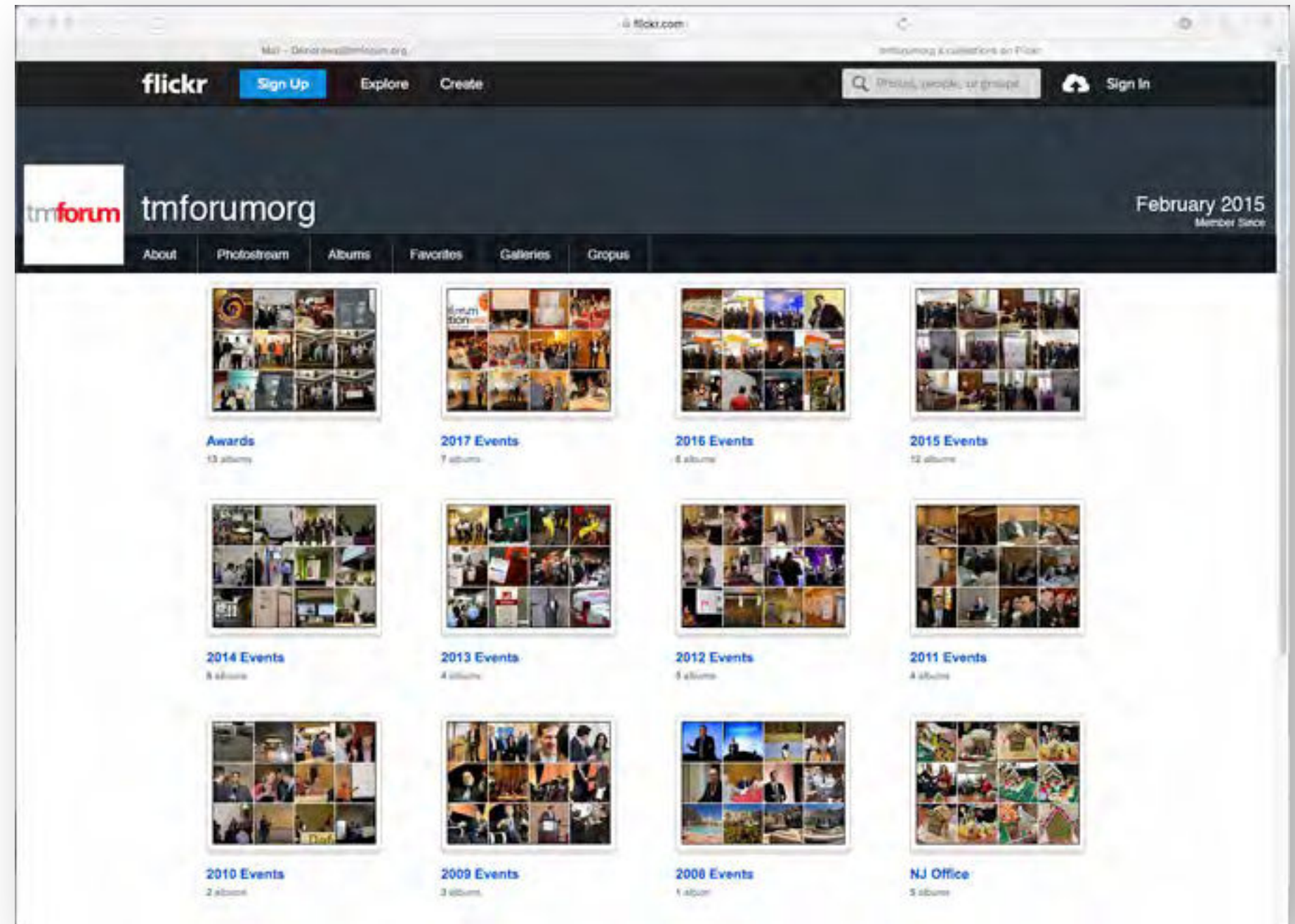
Infographics

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.
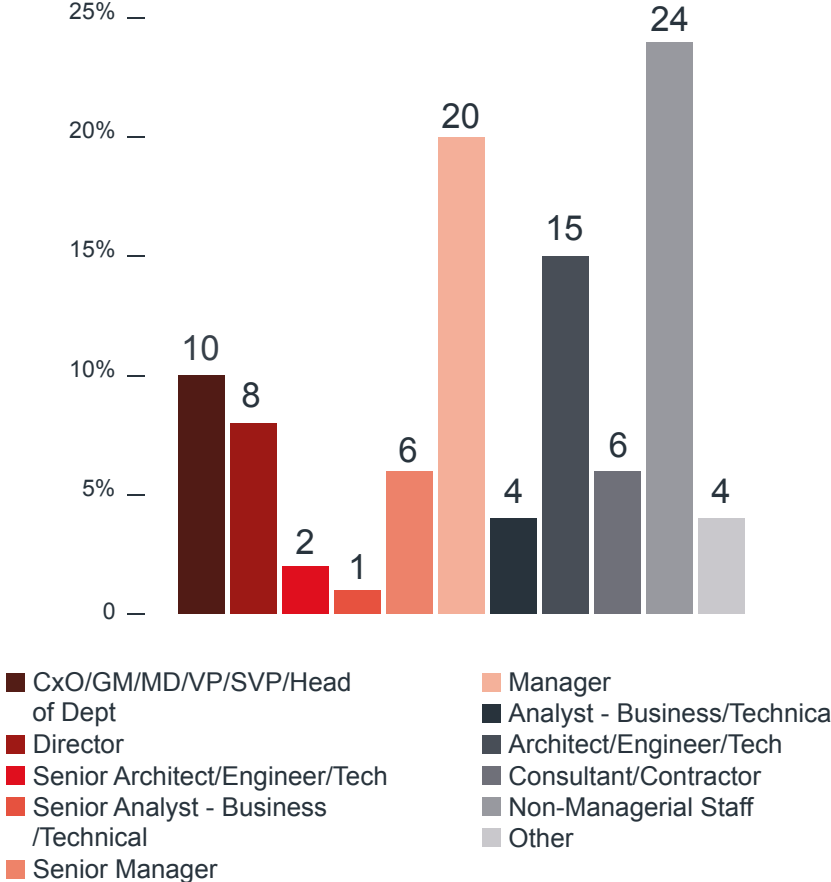
Regions

16% North America
29% Europe
35% APAC
9% Latin America
5% Africa
6% Middle East

Industry Sectors

30%
9%
48%
1%
12%

■ Service Provider
■ System Integrator
■ Software Supplier
■ Academic/University
■ Other

Job Roles

Role	Value
CxO/GM/MD/VP/SVP/Head of Dept	10
Director	8
Senior Architect/Engineer/Tech	2
Senior Analyst - Business/Technical	1
Senior Manager	6
Manager	20
Analyst - Business/Technical	4
Architect/Engineer/Tech	15
Consultant/Contractor	6
Non-Managerial Staff	24
Other	4

■ CxO/GM/MD/VP/SVP/Head of Dept
■ Director
■ Senior Architect/Engineer/Tech
■ Senior Analyst - Business /Technical
■ Senior Manager
■ Manager
■ Analyst - Business/Technica
■ Architect/Engineer/Tech
■ Consultant/Contractor
■ Non-Managerial Staff
■ Other

Templates

Document size

16:9 (25.4cm x 14.3cm)

Margin
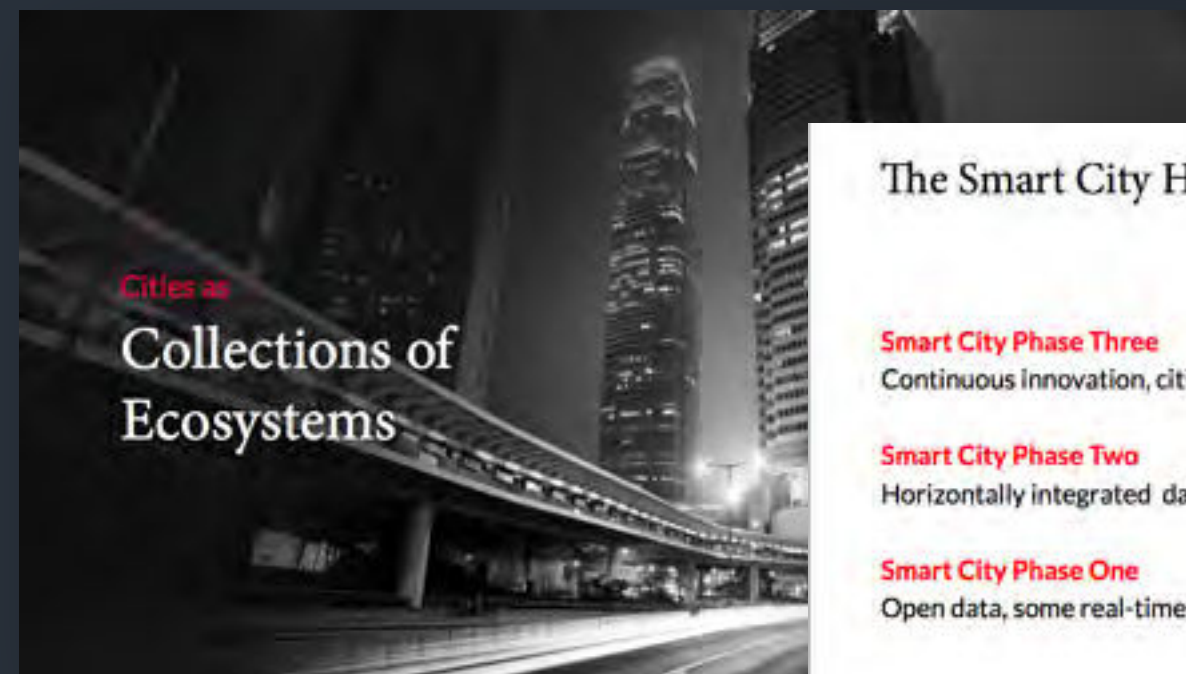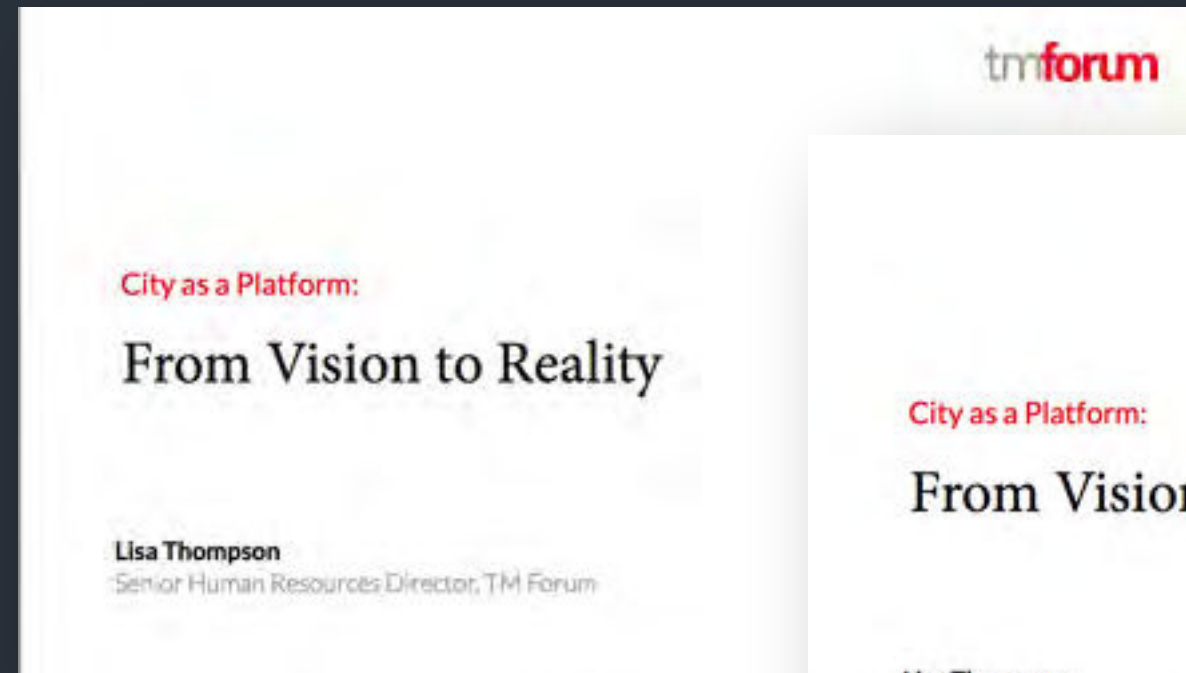
Top and bottom 0.6 cm minimum

Left and right 1.5 cm minimum

Typography

Cover Title **Georgia** 36pt
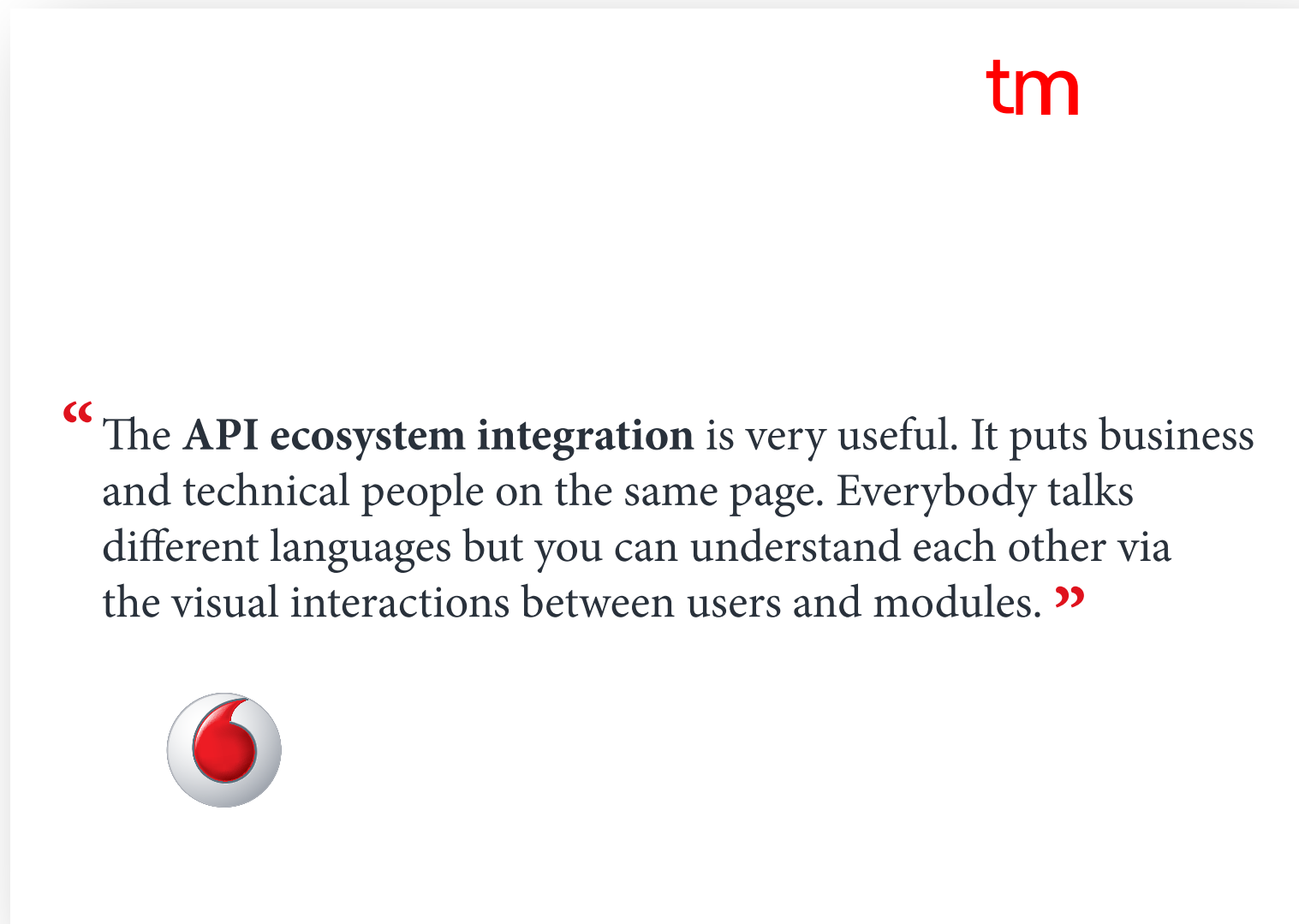
Simple Slide Title **Georgia** 28pt
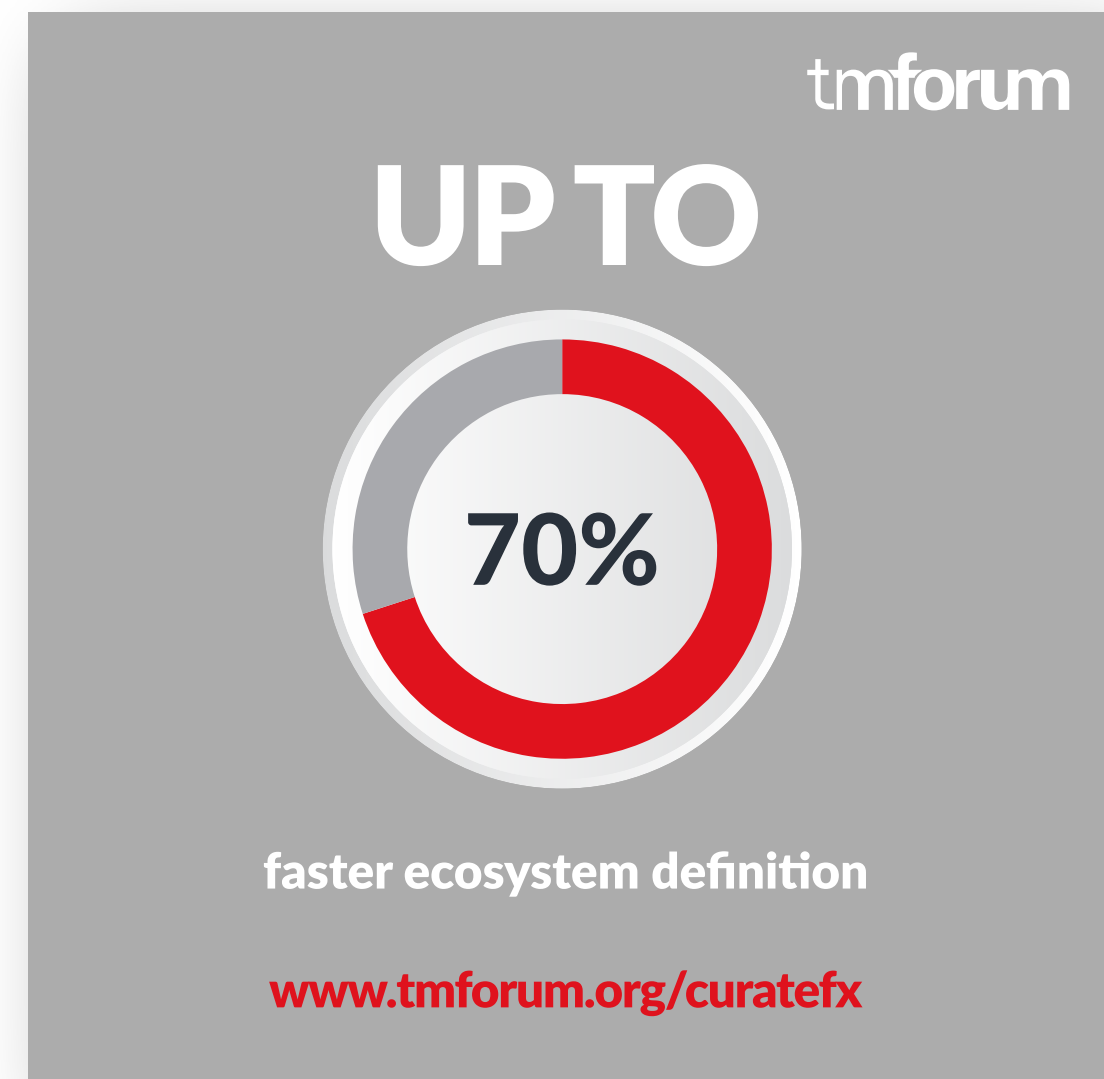
Paragraph **Calibri** 16pt

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.

tm

" 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. "

tmforum

UP TO

70%

faster ecosystem definition

www.tmforum.org/curatefx

Templates

Cover

RESEARCH & MEDIA

Sponsorship Opportunities & Media Kit 2017

NAME | JOB TITLE

tmforum

RESEARCH & MEDIA

Sponsorship Opportunities & Media Kit 2017

NAME | J B TITLE

Cover with a dark background

Templates

Format

A4 or US Letter

Margin

Top 2 cm minimum and bottom 1 cm

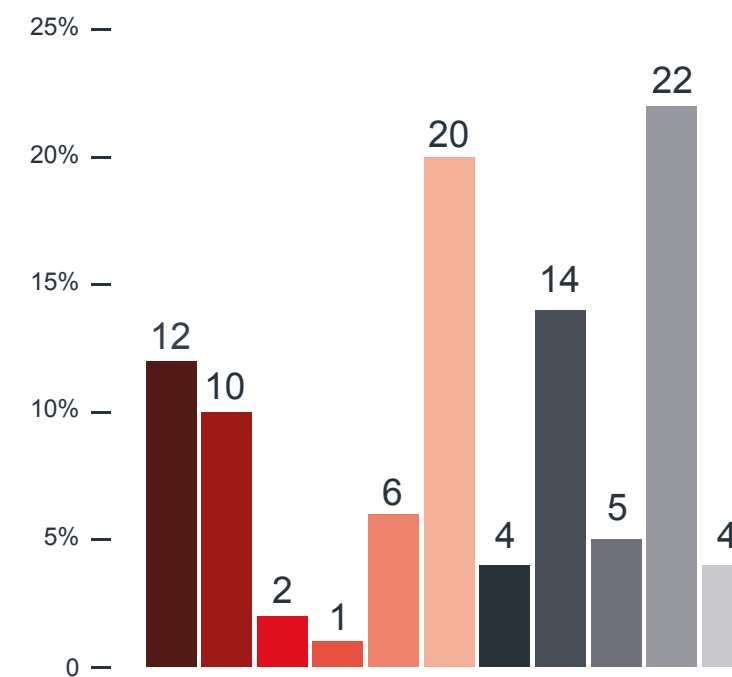Left and right 1.5 cm minimum

Typography

Header Title 20pt

Subtitle Example 12pt

Paragraph 10pt

---

tmforum

Header Title

Lorem ipsum dolor sit amet, consectetuer 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.

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.
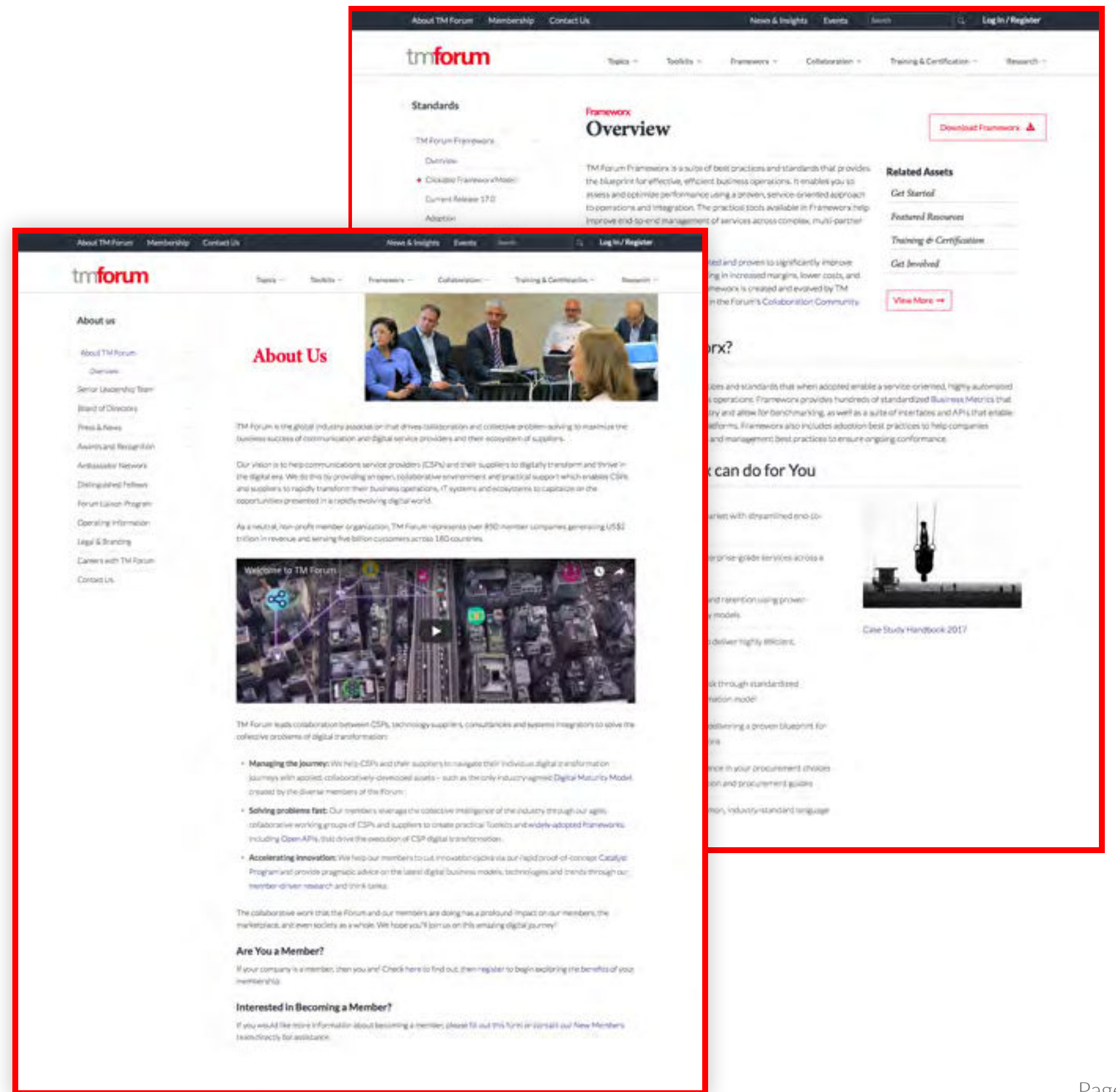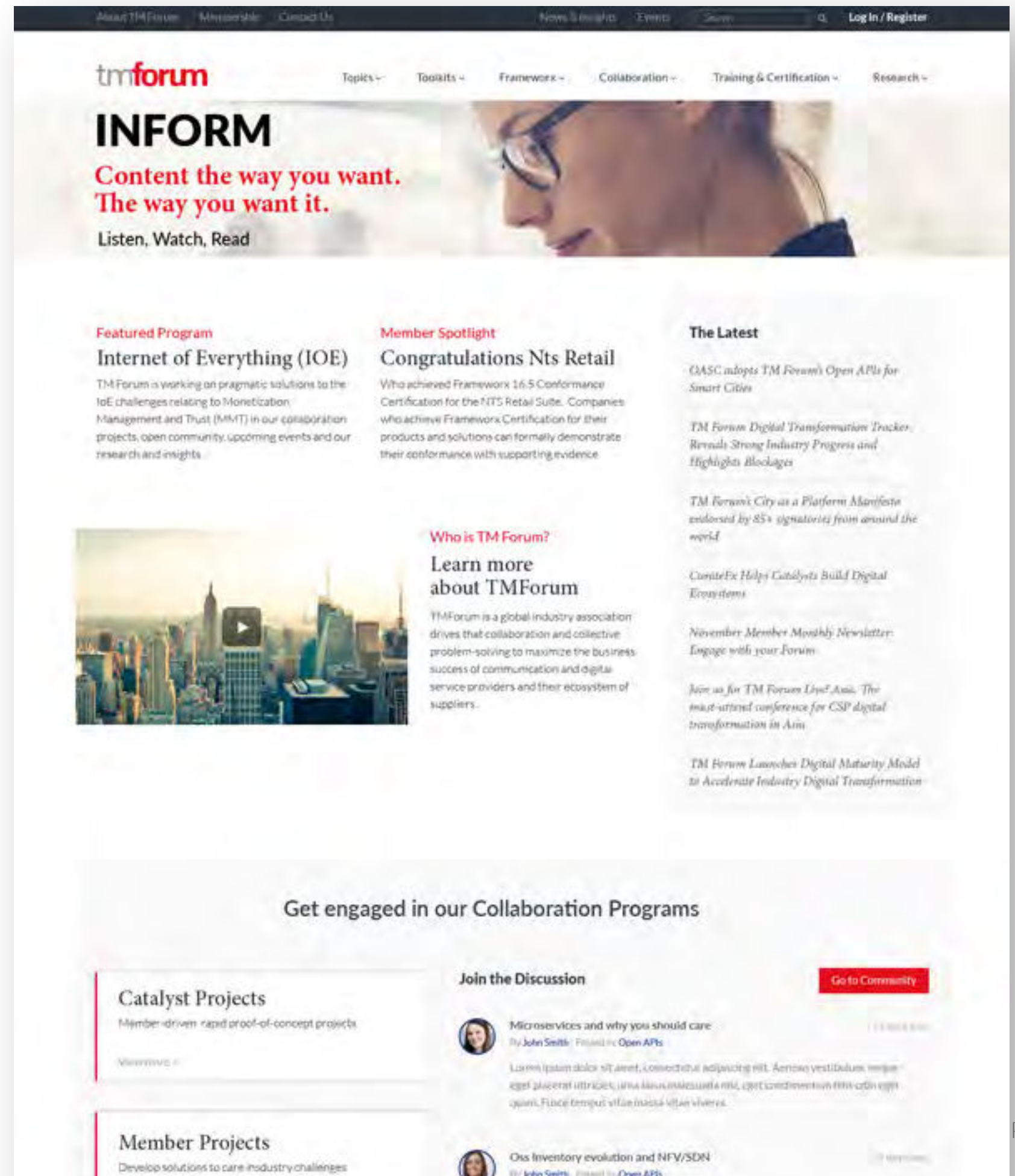
Templates

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.

Templates

Buttons and Conversion Points: All buttons should follow the size and color regulations defined on page 30.
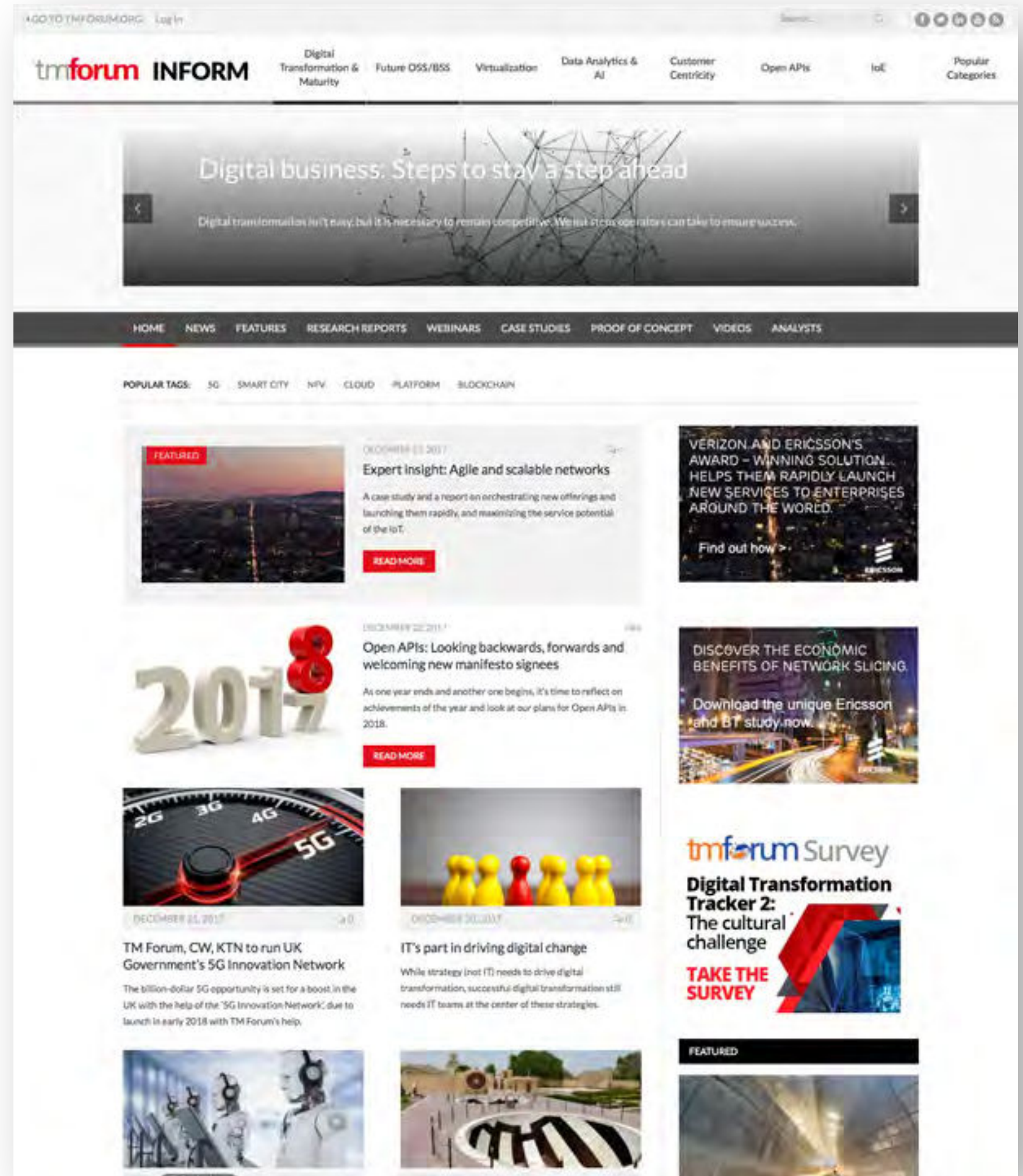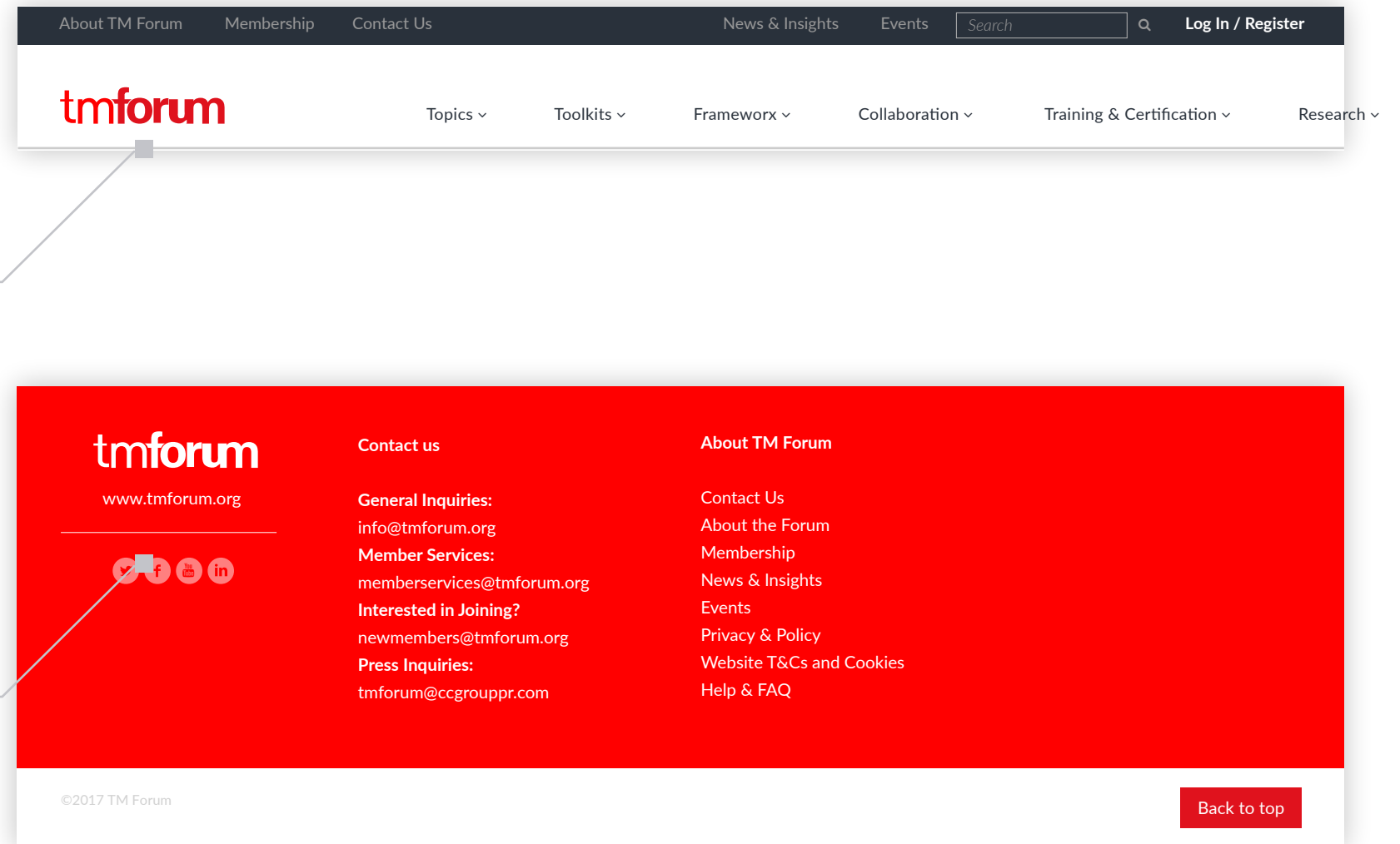
Templates

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.

About TM Forum   Membership   Contact Us   News & Insights   Events   Search   🔍   **Log In / Register**

tmforum   Topics ⌄   Toolkits ⌄   Frameworx ⌄   Collaboration ⌄   Training & Certification ⌄   Research ⌄

tmforum

Contact us   **About TM Forum**

www.tmforum.org

General Inquiries: Contact Us
info@tmforum.org   About the Forum
Member Services: Membership
memberservices@tmforum.org   News & Insights
Interested in Joining?   Events
newmembers@tmforum.org   Privacy & Policy
Press Inquiries: Website T&Cs and Cookies
tmforum@ccgrouppr.com   Help & FAQ

©2017 TM Forum   Back to top

Buttons

Sizes

Small

Medium
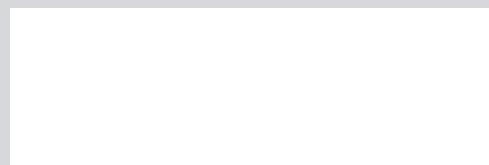
Large

Icon Button

Normal

Learn More

Background: #e0121d

Learn More
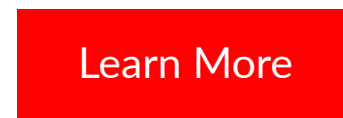
Background: #29313b
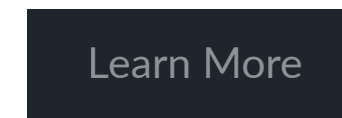
Border: #e0121d

Background: #ffffff

Hover

Learn More

Opacity: 0.8

Learn More

Opacity: 0.8

Background: #e0121d
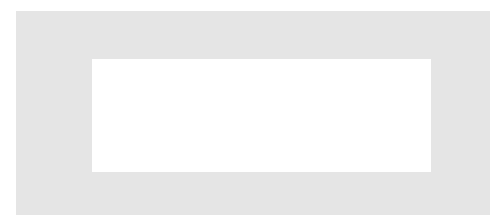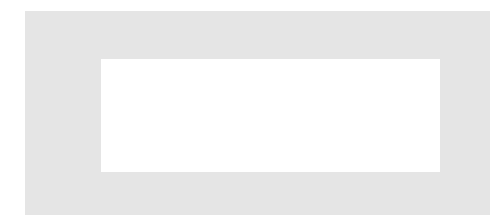
Background: #e0121d

Active

Learn More

Background: #e0121d

Learn More

Background: #1f252c

Learn More

Border: #ba1525

Learn More
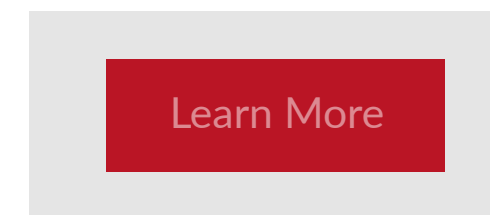
Background: #ba1525

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.

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)

Writing Guidelines

This page is to be used as a writing guide for internal and external TM Forum content. A more comprehensive style guide and glossary is available   .
If you have a style question that isn't answered in this guide, follow the Associated Press (AP) Stylebook. You may also direct questions to Dawn Bushaus via   .

'TM Forum' is the normal and preferred form of our name, not 'the TM Forum'. 'The Forum' is acceptable on second reference. (Note that you may see TeleManagement Forum in legal documents such as contracts, but this is now obsolete.) Never refer to the organization as TMF and never write TMForum or write the name in all uppercase or all lowercase.

Since TM Forum assets are proper names, first letters should be capitalized. For example, Frameworx, Collaboration Program, Catalyst Program.

Spell out individuals' names in full on the first reference, then use surname only in all subsequent references (the exception is for Chinese names where first name is preferred on second reference)

Style for writing a person's name in both web and printed copy, particularly speakers, is the following:
David Andrews (Regular), *Creative Director* (Italic), **TM Forum** (Bold)

Use the 12-hour clock; abbreviate a.m. and p.m. using periods after each letter to follow AP style. For example: 8:00 a.m. or 3:00 p.m. or 'next year'.

As a global organization based in the US, TM Forum uses 'international English', which follows US English spelling. Make sure you have your spell-checker set for US English when writing. Here is the correct spelling for some words that are often misspelled:

- Catalog
- Favor
- Labor
- Standardize

- Color
- Fulfillment
- Monetize
- Traveling

- Dialog
- Fulfill
- Program
- While

Written as TM Forum Frameworx on first reference. Frameworx (with an 'x') describes the entire suite which includes all four core frameworks (with a 'k').

Business Process Framework (eTOM) – Use Business Process Framework on second reference. eTOM shoud only be used in first reference in parenthesis after Busiess Process Framework
Information Framework (SID) – Use Information Framework on second reference. SID should only be used in first reference in parenthesis after Information Framework
Application Framework (TAM) – Use Application Framework on second reference. TAM should only be used in first reference in parenthesis after Application Framework.
Integration Framework – No abbreviations.

Written as application program interface (API) on first reference

Written as business support systems (BSS) or operational support systems (OSS) on first reference. May be written as OSS/BSS.

Written as communications service provider (CSP) on first reference. Used to describe a company that provides communications services to end users. This is the preferred term for a telco, but telco, operator and network operator can be used on subsequent references for variety.

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 - gray and white logo
  - 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: 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

Top and Tail
White Background

Top and Tail
Black Background

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

Downloads

TM Forum Logo

Default Version
Logo Gray and Red
| | | | |

Black Only - For Engravings Only
| | | | |

Logo Gray and White
| | | | |

Logo White and Red
| | | | |

Logo Gray and Red with Tagline
| | | | |

Logo Gray and White with Tagline
| | | | |

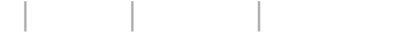Logo White and Red with Tagline
| | | | |

Event Logos

Digital Transformation Americas
| | | | |

Digital Transformation Asia
| | | | |

Digital Transformation Middle East
| | | | |

Digital Transformation World
| | | | |

Action Week
| | | | |

Action Week
| | | | |

Templates & Resources

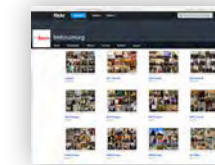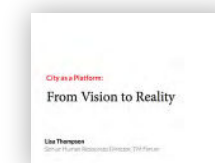Social Media ID/Avatar
| | | | |

Photo Library

PPT Template

Word Template
|

Word Template with Cover Page
|