EVERYTHING RELATED TO

Table of contents

03. Objective
04. Introduction
05. Logotype
  06. Construction guide
  07. Size and scale
  08. Logo sizing
  09. The proper use
11. Color palette
12. Typography
14. Iconography
15. Photographs
18. Infographics
19. Business card
20. Powerpoint
21. Email
22. Light designs
24. Word
25. Email signature
26. Website
29. Style of button
30. Banner ads
31. Writing guidelines
32. Video guidelines
33. Event branding
34. Downloads
Objective

“Brands are emotional things - they’re a lot to do with identify and reputation. Some we like, others leave us cold. In B2B, where the content is complex, branding plays an important role in signaling trust, consistency and reliability. That’s why at TM Forum we take branding seriously. We use it to create a sense of calm-confidence, clarity-of-thought and to convey integrity (and occasionally a sense of inviting playfulness). We put our members at the heart of our branding activity because nothing conveys who we are more than our members, who both fund the brand and breathe life into it. Coherent and systematic use of these brand guidelines helps strengthen our brand identity and our reputation, so please follow them carefully.”

Paul Wilson
Chief Marketing Officer
TM Forum

“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 dandrews@tmforum.org.”

David Andrews,
Senior Director, Creative & Branding
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.
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 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

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.
The Proper Use of 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.
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.
**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

- **White**
  - CMYK: 0 0 0 0%
  - RGB: 255 255 255
  - PANTONE: Cool Gray 7 C
  - WEB: #999999

**Secondary colors / TM Forum events only**

- **Digital Transformation World (Nice)**
  - CMYK: 100% 84% 6% 0
  - RGB: 193 149 248
  - PANTONE: 661 C
  - WEB: #133595

- **Digital Transformation World (Asia)**
  - CMYK: 81% 100% 16% 4%
  - RGB: 255 255 255
  - PANTONE: Cool Gray 7 C
  - WEB: #582C7D

- **Digital Transformation World (Middle East)**
  - CMYK: 76% 0 87% 0
  - RGB: 42 171 79
  - PANTONE: 7481 C
  - WEB: #2aab4f
THE USAGE OF

Typography

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

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 nonumy 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!=$%?&()"

Substitute font
Georgia

Substitute font
Calibri

---

Header title

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

Title and subtitle

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

Title and subtitle

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

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

TM Forum has its own unique icons for use for both staff and external agencies. Each icon represents a specific TM Forum topic, service, or product and should never be used outside of that context. A comprehensive list of icons can be downloaded at the link below. These icons are available in both vector (EPS) and rasterized (PNG) files.

These icons are formatted and embedded directly into the TM Forum Powerpoint template. See page 20 of these branding guidelines to download the current Powerpoint template.

For a full suite of vector icons click HERE

To download individual PNG files click on the icon to the right of your choice. The file will download as a single file in black, red, and white.
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 in photographs they should be in 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

**TM Forum does not use stock photography.** In all cases member-oriented photography is used in creative and marketing projects. The Flicker resource provided here is a comprehensive catalog of TM Forum photography and is broken into the following categories:

1. BESTofBEST  
2. Collaborating  
3. Crowds  
4. Demos  
5. Dramatic  
6. FeelGood  
7. Posed  
8. Presenting  
9. Serious

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  
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.
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

Click here to open the online TM Forum Business Card 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

CLICK HERE TO DOWNLOAD PPT TEMPLATE
EVERYTHING RELATED TO

Templates

Emails

Using Marketo, TM Forum’s approved email distribution tool, there are multiple templates available which offer a wide choice of layouts. These are all based on Knak templates (https://knak.io/) and have been tested in all of the major desktop and mobile email clients. To log into Marketo click HERE.

If you do not have a Marketo account set up and are required to compose emails, please contact the TM Forum IT department at itsupport@tmforum.org.

ONLY the templates shown to the right are to be used unless otherwise notified. If a different layout is required then speak to the Data and Automation Manager.

All emails must be reviewed and approved by TM Forum’s Data and Automation Manager prior to public distribution.
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 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.”
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

Subtitle Example
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 exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Chart:
- 25% -
- 20% -
- 15% -
- 10% -
- 5% -
- 0 -

- 12
- 10
- 2
- 1
- 6
- 4
- 20
- 14
- 5
- 22
- 4
EVERYTHING RELATED TO

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

Lorem ipsum dolor sit amet,


Nulla rhoncus convallis odio, lacinia consectetur diam. In lorem ipsum, tempus quis ante quis, tincidunt aliquet dolor. Fusce id lacinia augue, non interdum justo. In eget finibus sapien. Interdum et malesuada fames ac ante ipsum primis in faucibus. Suspendisse id tincidunt ligula, ac molestie sem.

Cum sociis natoque,

Lisa Thompson
Senior Human Resources Director
lthompson@tmforum.org

+1 973-944-5100, Ext. 5114

Lisa Thompson
Senior Human Resources Director
+lthompson@tmforum.org
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 files should be 1240px width and 215px height. Sliders for the homepage mobile version should be 480px 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

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

Learn More

Small

Learn More

Medium

Learn More

Large

Icon Button

Learn More

Normal

Learn More

Background: #e0121d

Hover

Learn More

Opacity: 0.8

Active

Learn More

Background: #e0121d

Background: #29313b

Border: #e0121d

Opacity: 0.8

Background: #ba1525

Border: #ba1525

Background: #1f252c

Background: #fff

Background: #e0121d

Background: #ba1525
EVERYTHING RELATED TO

Banner ads

Standard sizes and examples
Community home top: 964 x 125
Community home/interior right: 125 x 1000
Community home/interior bottom 962 x 125
Community interior top: 640 x 125
Community home/interior top of page: 962 x 125
Community digest: 190 x 190
TM Forum homepage slider: 1240 x 215
TM Forum homepage slider (mobile) 480 x 215
Inform ad banner (square): 336 x 280
Inform ad banner (header): 1200 x 134
Email banner (for top or bottom): 600 x variable

Faceboook
Profile image: 180X180
Cover photo: 828x315
Shared images: 1200x630
Shared link: 1200x627

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

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 [HERE](#).

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 dbushaus@tmforum.org.

**TM Forum**

‘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.

**Capitalization of headlines**

Only the initial letter of a headline should be capitalized with the exception of proper nouns when appropriate. For reference see the headlines in the branding guidelines. Exceptions can be made for headlines that are in all capitals.

**TM Forum assets**

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

**Names and titles**

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)

**Time**

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’.

**Use international English**

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

**Frameworx copy rules**

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 should only be used in first reference in parenthesis after Business 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.

**API**

Written as application program interface (API) on first reference

**business support systems (BSS), operational support systems (OSS)**

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

**communications service provider or CSP**

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.
EVERYTHING RELATED TO

Video guidelines

1. Video production specifications
   • Quality - 1080p minimum, 4K if possible (dependent on equipment)
   • When 4K is not available, 2 cameras are required
   • 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

Click here to view a TM Forum video sample.
Reference this file for all video production.

Click here to download the Adobe After Effects source file for speaker name, title, and company name.
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**

- Green
- Blue
- Red
- Purple