

brandbook

SEPTEMBER 2021

EXTERNAL

The definition of the TM Forum Brand Book

This is an introduction to our brand personality and our distinctive way of communicating - to how we communicate, not what we communicate.

Our brand is a way of talking and acting that is directly aligned with our purpose and values as an organization.

It is the tone we want to strike with an external audience - that runs through everything we communicate.

It is not our business plan - but it does provide the tone and visual language we should use when we come to communicate our business plan externally.

Our brand is simply a vehicle to communicate anything and everything we need to articulate for an external audience. It manifests in the tone of our language, and the look of our design - and this document sets out how both of these elements should be constructed to reflect it.



our
brand



our purpose

WHAT WE BRING TO THE WORLD
AND WHY WE EXIST

our purpose

We are a global alliance of 850+ telco and tech companies, actively working for industry-defining change that unlocks growth, long-term value and winning conditions for all participants.

We use the power of our collective influence and expertise to innovate for success, forge new frameworks, and standardize efficiency.

Together we are agents of change on a mission to reinvent the Telco industry as a vibrant part of the digital landscape – and a driving force in shaping its future.

TM Forum | Better Connected



our actions

THE 4 PILLARS OF WHAT WE DO

These pillars organize everything we deliver under 4 headings. To help our audience navigate the breadth of the VALUE we offer.

our pillars

PILLARS	labs	knowledge	code + frameworks	training + accreditation
WHATS INCLUDED	A platform for collaboration and innovation through our member projects, and Catalysts	How-to knowledge through research, reports, blogs, how-to guides, playbooks	Code and living frameworks – delivering continuous operational value.	Product certification and conformance, career certification, training courses, coaching
COMMUNICATION	Industry-wide knowledge and expertise is combined to invent, build and test new solutions to industry problems and create new learning resources.	Industry-sourced information, insights and how-to guides - looking far into our future and deep into the practicalities of what we do.	From real code, enabling plug-and-play IT and networks, to frameworks and architectures built to support convergence, efficiency and growth – all built and tested in our labs.	Industry-recognised certification of products, conformance and people, backed by expert training and coaching - online and in-person.



our
brand
personality

THE TRAITS THAT DEFINE US

These traits define how we act to fulfil our purpose and how we wish to be perceived externally.

They are our guiding light in how we express ourselves in copy and design.

COLLABORATIVE

ONE TEAM

We understand the power of collective action and the value of agreement in serving our community.

BOLD

AGENTS OF CHANGE

We know our stuff, respect the facts and are fearless in challenging the status quo.

PRACTICAL

MEMBERS FIRST

We're all about value for all, with a clear plan to get there.

OPEN

TOP-DOWN & BOTTOM-UP

We're straight-talking, authentic and value genuine opinions from all sources.

HUMAN

GLOBAL, LOCAL & DIVERSE

We're friendly, accessible and inclusive.



our. voice

OUR TONE AND VOICE

The way we use words speaks volumes about who we are. We use the power of 'we' to unite our staff and our members, by speaking from our collective perspective whenever possible. Because we are all part of the TM Forum community.

We avoid complexity and jargon and always explain acronyms. We use less words to say more. We talk to our audience as equals. We say what we mean up front with a strong headline or opening sentence - then explain and support our point. We actively foster inclusivity and community and always search for the positive in every story. Because we exist to unite and find solutions.

When we refer to ourselves for the first time, we say TM Forum, in references that follow in the same communication, we say the Forum.



hello

HOW WE USE THE
**power
of ‘we’**

WE DON'T SAY

Our members work together to find solutions...

Our members tap into each other's collective experience to...

We help our members to cut innovation cycles...

We provide an open, collaborative environment and practical support...

We lead collaboration between CSPs, technology suppliers, consultancies and systems integrators to solve the collective problems of digital transformation.

We help communications service providers (CSPs) and their suppliers to digitally transform and thrive in the digital era.

WE DO SAY

We work together to find solutions...

We tap into each other's collective experience to...

By co-innovating, we accelerate real change

As a community, we're committed to open collaboration, helping each other with practical support...

As a community of CSPs, technology suppliers, consultancies and systems integrators, we work together to solve our collective problems of digital transformation.

Within our community, CSPs and their suppliers support each other to digitally transform and thrive in the digital era.

5 **our**
look
and **feel**

A GUIDE TO HOW OUR DESIGN REPRESENTS US

tmforum

[CLICK HERE TO DOWNLOAD LOGO](#)

OUR LOGO

PRIMARY LOGO

This is our primary logo. It sits comfortably with our primary Gotham typeface.

The usage of the logotype should always be used in the horizontal orientation.

The primary logo consists of the lowercase letters 'tm' in a grey sans-serif font, followed by the lowercase letters 'forum' in a red sans-serif font. The 'f' in 'forum' is the tallest character, and the 'm' in 'tm' is the tallest character in the 'tm' portion.

CLEAR SPACE

Our logo requires some space. The minimum clear space that must surround the logo is equivalent to the height of the r character in our logo.



USING OUR LOGO ON OUR CORE COLOR BACKGROUNDS

To ensure the integrity and visual impact of our logo, when placing our logo on a color background use the following color combinations.

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



tmforum



tmforum



tmforum



tmforum

OUR PILLARS AND THEIR RELATIONSHIP WITH OUR LOGO

tmforum

Proportion
with our logo



tmforum
labs

tmforum
knowledge

tmforum
code +
frameworks

tmforum
training +
accreditation

Never use more than one TMForum logo in a piece of communication.
When a TMForum logo is already incorporated, use only the name of the pillar as shown below.

labs

knowledge

code +
frameworks

training +
accreditation

USING OUR PILLARS

Some do's and don'ts:

- **Make sure to use the correct Pillar branding.** The list below explains which parts of the organization sit under which pillar.
- If in doubt, just use the standard corporate brand identity. If you use the standard red/dark-blue colour scheme, you'll never be "wrong". But do ask if you are unsure.



- Member projects
(formerly collaboration projects)
- Catalysts
- Global Architecture Forum
- Community
- Action Week



- Webinars
- Reports
- Podcasts
- Case studies
- Hard Talks
- Blogs
- Interviews
- How-to knowledge
- Playbooks
- Whitepapers



- Open APIs
- Toolkits
- Open Digital Architecture
- Open Digital Framework



- Coaching
- Workshops
- Training
- Certification
- Conformance
- Readiness check
- Digital Maturity Model



- Digital Transformation World
- Digital Transformation Asia
- Digital Transformation Americas
- Digital Leadership Summits

- **NEVER mix colors across different pillars.** For example, you must not use the green color from the Labs pillar in combination with the red from the core color palette.



our color palette

Our bold contemporary colors
and how to use them

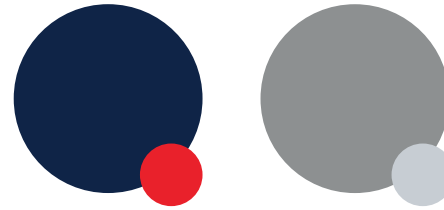
OUR COLOR PALETTE

Color inspires emotions. Our core communications colors hold our universal messaging.

Our bright and vibrant pillar and event colors signpost different messaging, yet still sit together comfortably.

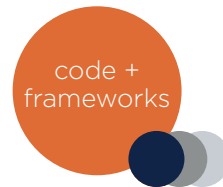
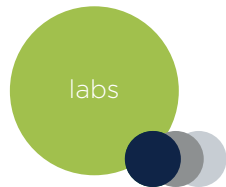
TM FORUM CORE COLOR PALETTE

These are our primary palette of brand colors. Use these in all TM Forum core communications. Use red sparingly to highlight.

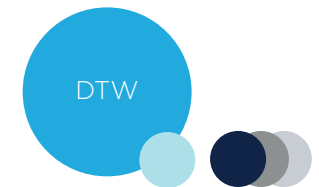


PILLAR COLOR PALETTE

Each pillar of our business has one additional color in it's palette to achieve clearer communications. Use this color in application, combined with our ink blue & greys from the core palette. Do NOT use our core red in these applications.

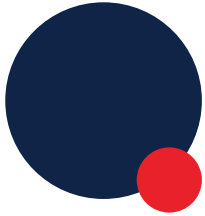


DTW EVENTS COLOR PALETTE



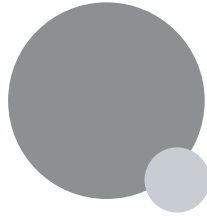
OUR COLOR PALETTE

TM FORUM CORE COLOR PALETTE



INK BLUE

CMYK 89/72/26/60
RGB 26/39/70
WEB #1a2746
Pantone 2757 C



MID GREY

CMYK 41/32/33/11
RGB 153/153/153
WEB #a9adb1
Pantone Cool Grey 7C



RED

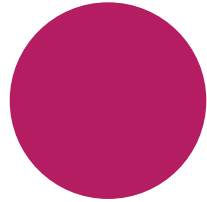
CMYK 2/99/93/0
RGB 224/18/28
WEB #e0121d
Pantone 199 C



LIGHT GREY

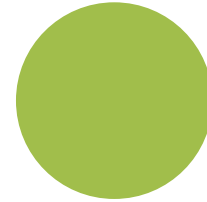
CMYK 20/13/11/0
RGB 210/212/218
WEB #d2d4da
Pantone Cool Grey 2C

PILLAR COLOR PALETTE



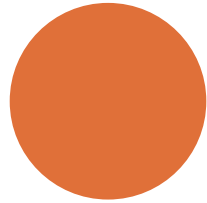
KNOWLEDGE

CMYK 20/98/33/10
RGB 183/26/93
WEB #B71A5D
Pantone 220C



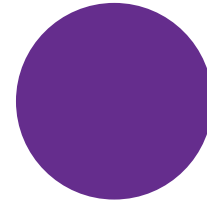
LABS

CMYK 38/4/87/7
RGB 170/190/59
WEB #aabe3b
Pantone 390 C



CODE+FRAMEWORKS

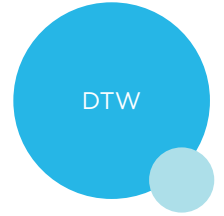
CMYK 3/68/88/7
RGB 220/101/38
WEB #dc6526
Pantone 1665 C



TRAINING+ACCREDITATION

CMYK 75/100/3/0
RGB 102/36/130
WEB #662482
Pantone 520C

DTW EVENTS COLOR PALETTE



CMYK 70/14/2/0
RGB 53/170/224
WEB #35aade
Pantone 298 C



CMYK 30/0/8/0
RGB 188/228/238
WEB #bce4ee
Pantone 290 C

four
fonts

GOTHAM FONT

The Gotham family is has an extensive family of weights and glyphs that allow latin, roman & cyrillic languages

gotham family

Thin
Thin italic
Extra light
Extra light Italic
Light
Light italic
Book
Book italic
Medium
Medium italic
Bold
Bold italic
Black
Black italic
Ultra
Ultra Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

PRIMARY FONT - GOTHAM

look
at me

Gotham Bold
All caps

SMALL SUB HEAD

Gotham Bold
All caps

SUB HEADING

Gotham Light
Sentence case

Body copy in sentence case

Attention grabbing headlines

Always in lowercase.

Maximum of 6 words.

Pluck out one large key word and scale the others to to lock in around it.

RULE OF THUMB FOR TEXT LAYOUTS

- When structuring a layout, to maintain a consistency aim for no more than three sizes of text on a layout. This excludes the attention grabbing headings.
- Main headings should be in lower case and the largest of the three.
- Subheadings should be in caps.
- Body copy in upper and lowercase and the smallest of the three sizes.

look
at me

Arial Bold
All caps

SMALL SUB HEAD

Arial Bold
All caps

SUB HEADING

Arial Light
Sentence Case

Body copy in sentence case

Attention grabbing headlines

Always in lowercase.

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Pluck out one large key word and scale the others to lock in around it.

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- Body copy in upper and lowercase and the smallest of the three sizes.

our **frame** that **works**

Our core design element is inspired by our structure and strength as a collective. It uses individual elements that come together to form something far more powerful than the sum of their parts. Just as we do.

It also provides a strong visual identity and huge scope for creativity.

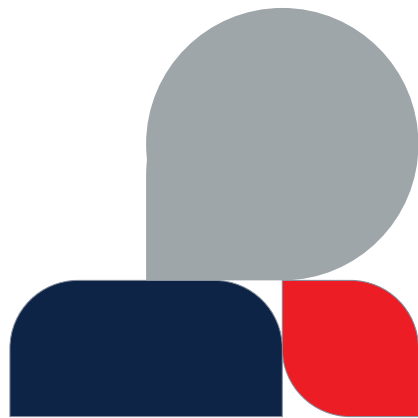
OUR FRAMEWORKS

tmforum

The logo features the text 'tmforum' in a sans-serif font. The 'tm' is in grey, and 'forum' is in red. The text is overlaid on a dark blue vertical bar. To the right, there are several abstract geometric shapes: a white semi-circle, a grey semi-circle, a grey semi-circle, and a red semi-circle. The background is split into white, dark blue, and light grey sections.

OUR frameworks

An invisible frameworks that creates a strong visual identity while allowing huge scope for creativity

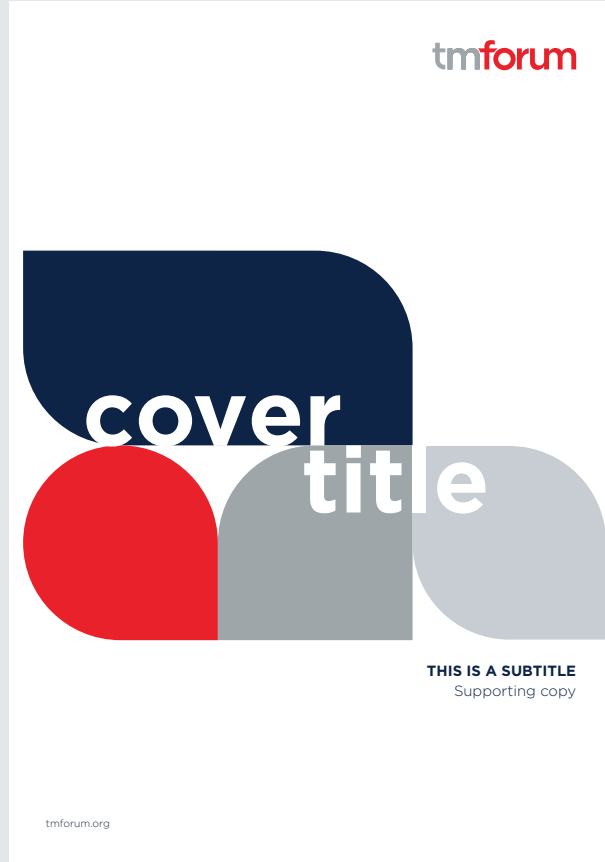


DTW EVENTS COLOR PALETTE EXAMPLE



Typography can sit behind, in front or be cut out of the frame shapes

STATIONERY



Business card front



Business card back



APPLYING OUR FRAMEWORK TO
OUR CORE COMMUNICATIONS

tmforum



icour
iconography

ICON STYLE - KEY THEMES

AI, Data & Analytics



Autonomous Networks
& the Edge



Beyond Connectivity



Cloud Native IT
& Agility



Digital Experience
& Trust



The Human Factor



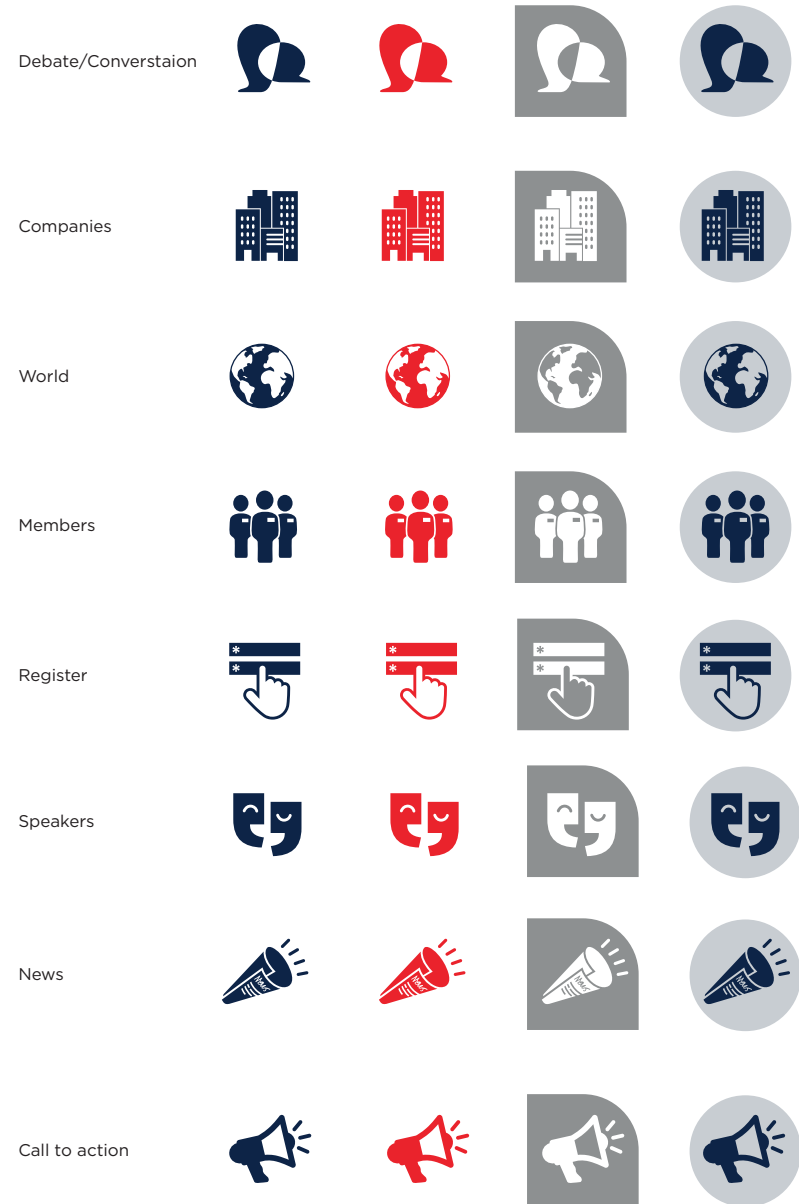
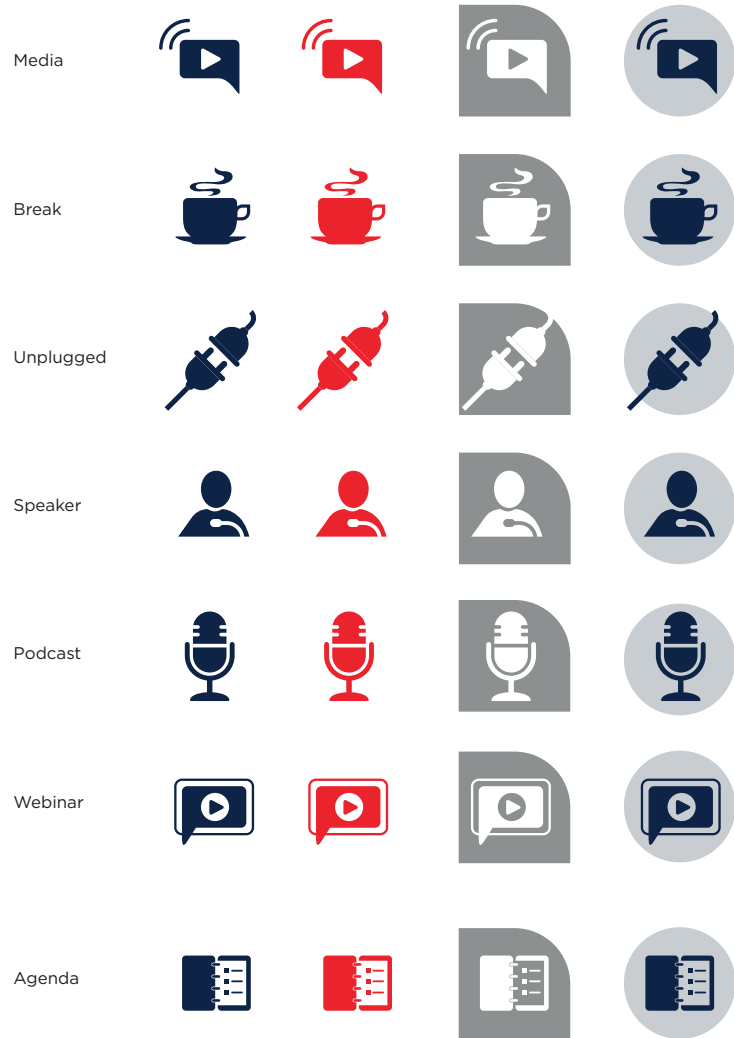
Current existing reference

NOTE:

The key themes icons weren't in the iconography presentation. Personally I'm not sure if they need reinventing if they are already widely familiar. I've very gently tweaked some of them to sit with th pack of icons.

But... if Charlotte is still looking for icons that speak for themselves, with no explanation, then we'd need to discuss further to readdress the design or propose text only solution.

ICON STYLE - TM FORUM COLOURS



The words 'thank you' are written in a large, bold, black sans-serif font. They are centered within a large, semi-circular red graphic that overlaps the left side of the image.

thank
you

The text 'NEED HELP?' is written in a bold, white, sans-serif font. It is located at the top of a dark blue rounded rectangular box in the bottom right corner of the image.

NEED HELP?

Branding/creative Questions: dandrews@tmforum.org

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Collateral: [Naomi Walker - nwalker@tmforum.org](mailto:nwalker@tmforum.org)

Social Media: [Jenny Kessman - jkessman@tmforum.org](mailto:jkessman@tmforum.org)