4.0 ITU Publications

Visual guidelines for ITU publication covers

Publications are one of ITU's main outputs. Thus, having a consistent look and feel across ITU publications is very important for the success and impact of each publication—as well as for reinforcing the ITU brand.

This consistency will make our publications instantly recognizable as ITU products. We advise to consult these guidelines at the initial conception stages of any publication.

Context:

1. **Part of the Visual Identity Exercise**
   During the 120th meeting of the Management Coordination Group (MCG) Friday 9 December 2016, it was agreed that a systematic approach to our visual communications is much needed and is long overdue. All the directors present agreed to go ahead with the implementation of the new visual guidelines and that for the latter to happen a Task force would need to be created to ensure that various actions are taken, including the classification of ITU publications.

2. **Definition of an ITU Publication**
   Publications can be defined as information products created specifically for membership and the general public.

3. **Lack of visual consistency across publication covers**
   Certain sets of ITU publications such as ITU-T and ITU-R Recommendations or ITU-D reports have predefined templates. However, until now there were no standards implemented organization-wide for all ITU covers.

Note: The guidelines are intended as a living document, and will be updated as and when necessary.

For any inquiries regarding this document and or ITU's visual communications in general, please contact:

branding@itu.int

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4.1 Cover templates

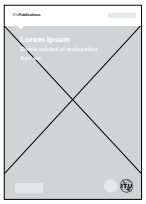
In order to create a cross-sectorial design system, both functional and aesthetic, the organization's publications need to be grouped into sets carrying the same look and feel. This will allow ITU publications to be instantly recognizable by the end user.

TYPES OF COVER TEMPLATES

The choice of template will be determined by the category to which a publication belongs. The category of the publication is determined by the Bureau concerned and approved by the ITU Publications Policy Committee (IPPC).

Standard

This is the main template for covers which applies to the majority of ITU publications. These include ITU-D thematic priority publications, ITU-D output reports of study groups, regional publications covering initiatives and projects, country profiles, all ITU event-related publications, ad-hoc publications and publications produced in partnership with other agencies or institutions[1].

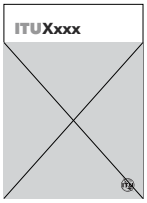


Flagship

This template applies mainly to the long-standing and most widely distributed ITU publications such as BR Service Publications, Regulatory publications, Conference publications and key statistical reports from BDT. To be included in this group, a publication has to be agreed upon by the three Sectors at IPPC level.

Technical

The publications using this cover template include but are not limited to, Recommendations and other reports prepared by study groups.



Periodicals

This template applies to publications intended to be issued on an ongoing basis, generally more frequently than annually, containing separate articles, stories, or writings. These include ITU News and ITU Journal.

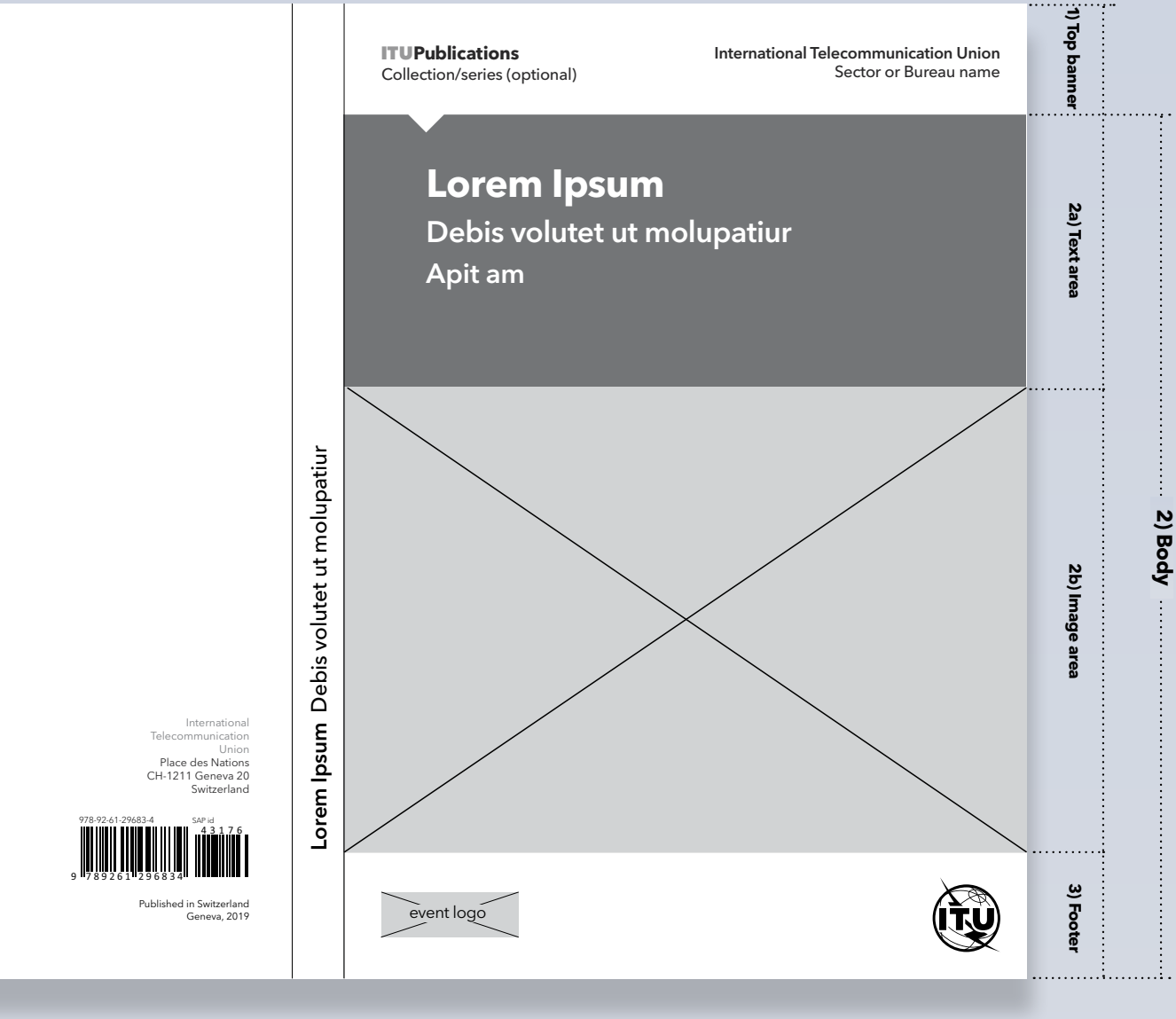
1 Within the framework of co-publishing agreements.

List of publications

	ITU-D	ITU-T	ITU-R	SG
Standard	All, except the ones mentioned below	All, except the ones mentioned below	All, except the ones mentioned below	All, except the ones mentioned below
Flagship	• Measuring digital development • Yearbook of Statistics • WTDC Final report	• WTSA proceedings • Collection of ITU-T Recommendations and selected handbooks	• Service publications • Regulatory publications • Conference pulications • Collection of ITU-R Recommendations, reports and selected handbooks	• Resolutions of the Council • Final Acts of the Plenipotentiary Conference • Collection of the basic texts
Technical		• Recommendations • Technical Papers • Technical Reports	• ITU-R Resolutions • ITU-R Recommendations • ITU-R Handbooks • ITU-R Reports	
Periodicals		• ITU Journal		• ITU News

Standard publications

This template includes the majority of ITU publications, thus helps to create a visual consistency across the organization. The only customizable element is the image area.



1) ITUPublications logo

ITU spelled out

Collection/publication type (optional)

Sector or bureau name

2) Body

a) Text area
Text colour: white
Background colour: ITU blue

b) Image area

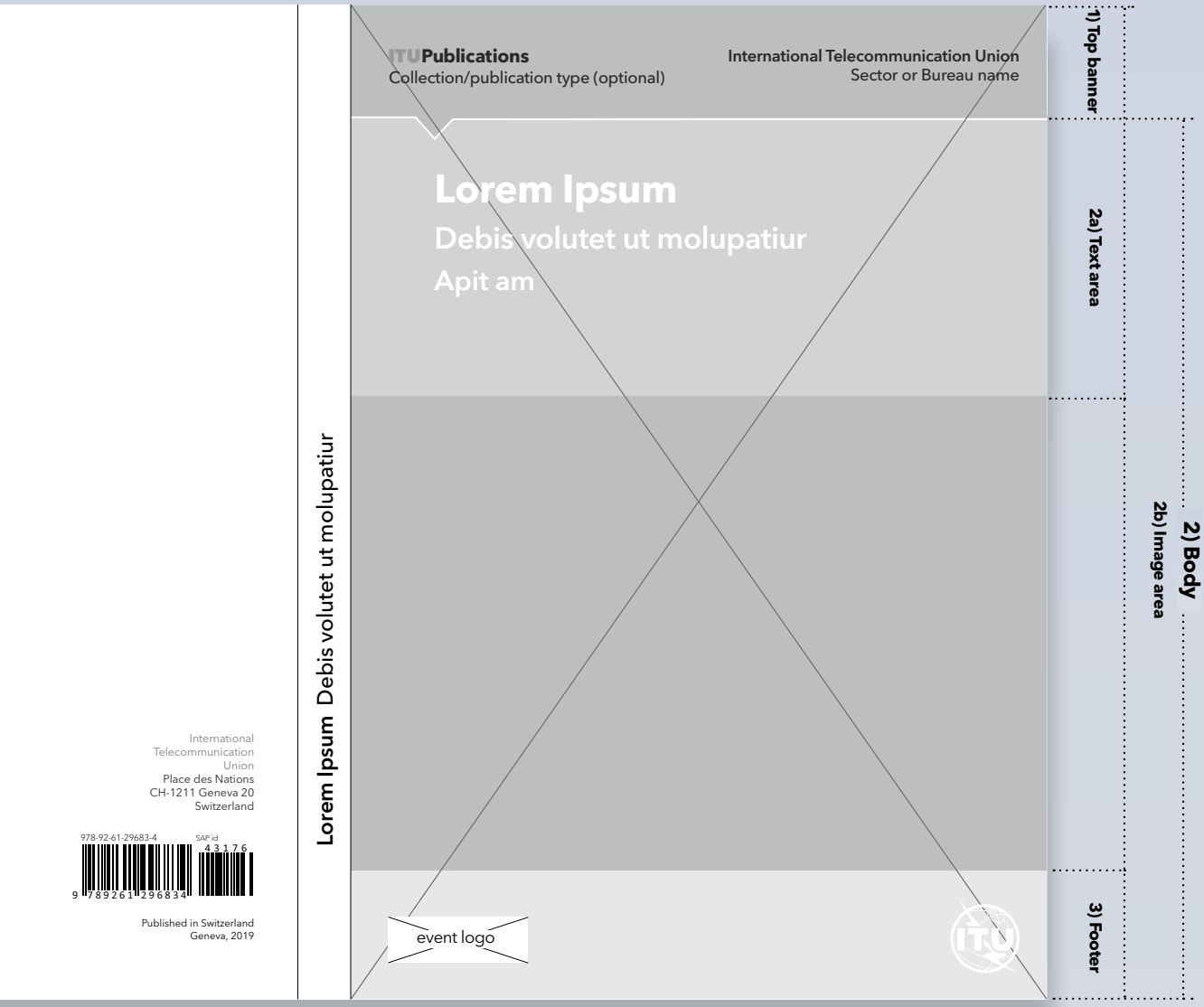
3) Footer

ITU logo
Logo colour: blue
Background colour: White

Event logo (when necessary)

Flagship publications

This template is the most customizable one, allowing flagship publications to stand out from the rest. The structure of the cover is the same as Standard publications, however, there are more options for customization (i.e. different colours and bleeding images)



1) Top banner

ITUPublications logo

ITU spelled out

Collection/publication type (optional)

Sector or bureau name

2) Body

2a) Text area
White or black text over bleeding image or coloured background of choice.

2b) Image area
Options:

a) Background: colour or image of choice covering text area image area and footer

b) image placed in the bottom half of body.

3) Footer

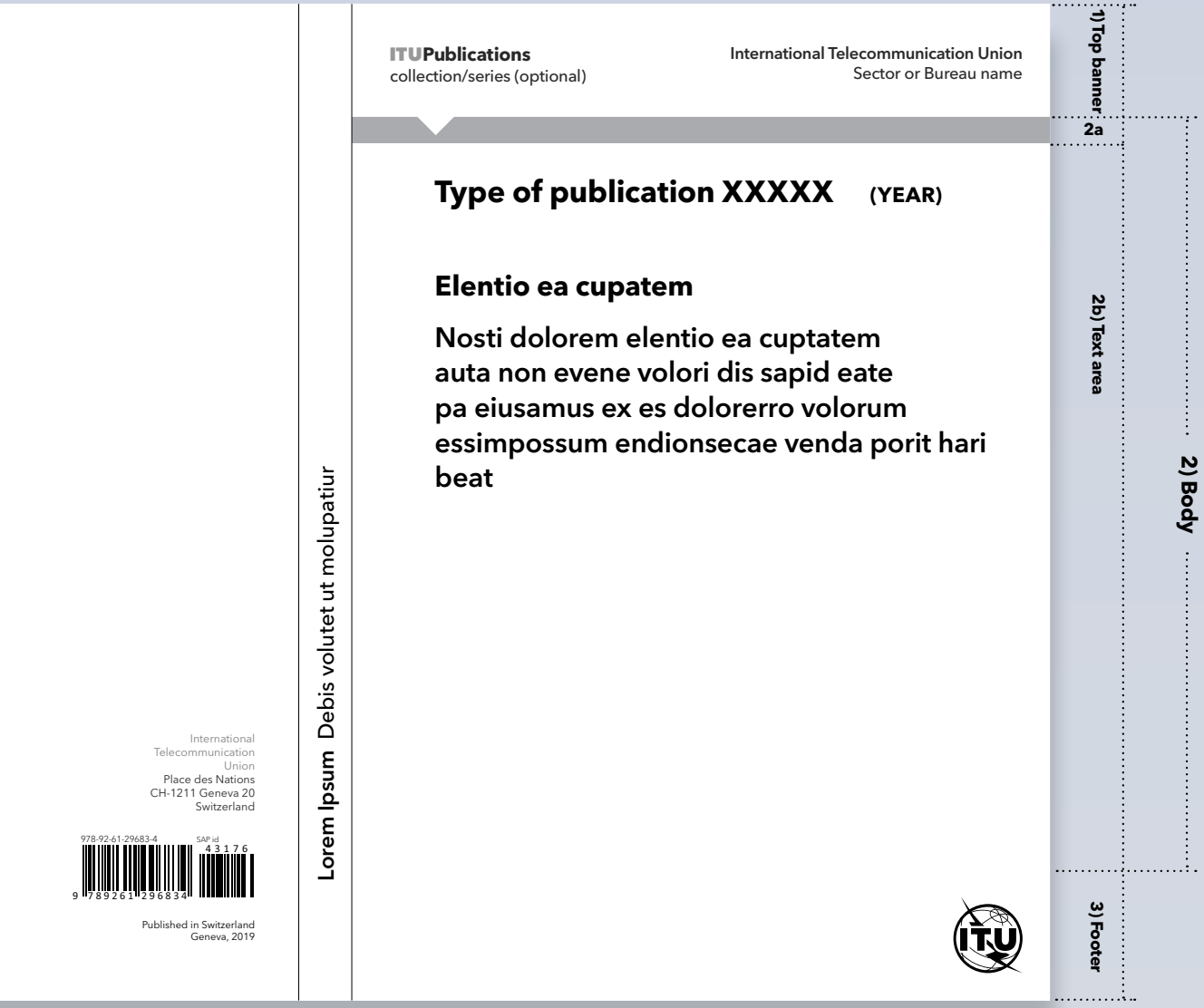
ITU logo
Logo colour: White or blue depending on contrast with background

Background: image or colour of choice

Event logo (if necessary)

Technical publications

This template is the most sober one, with the covers only carrying text and a coloured bar above the title. The colour of the bar is the main differentiating element for these publications. See page 9 for colour references.



1) Top banner

ITUPublications logo

ITU spelled out

Collection/publication type (optional)

Sector or bureau name

2) Body

a) Coloured band
Colour: Defined according to publication type.
(See next page)

b) Text area
Text colour: Black
Background colour: White

3) Footer

ITU logo
Logo colour: Black
Background colour: White

Technical publications

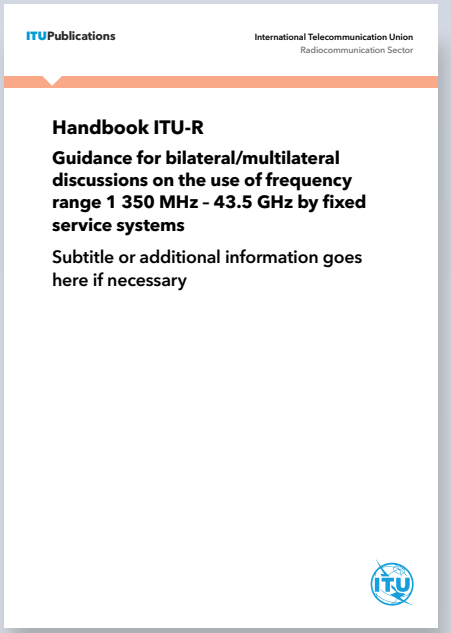
COLOUR CODING

Report ITU-R

R 0 G 218 B 114
#00DA72
C 68 M 0 Y 78 K 0

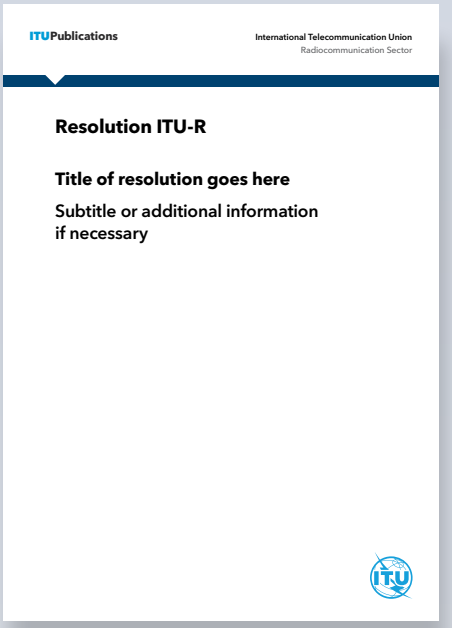
Recommendation ITU-R

R 204 G 0 B 102
#CC0066
C 17 M 100 Y 36 K 0



Handbook ITU-R

R 248 G 168 B 136
#F8A888
C 0 M 40 Y 44 K 0

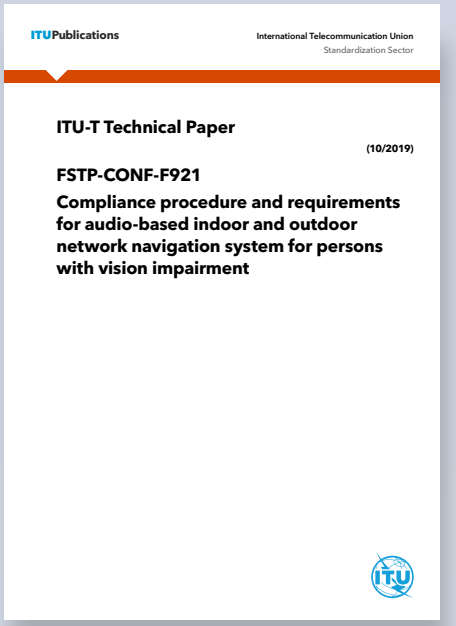


Resolution ITU-R

R 55 G 70 B 209
#3746D1
C 83 M 75 Y 0 K 0

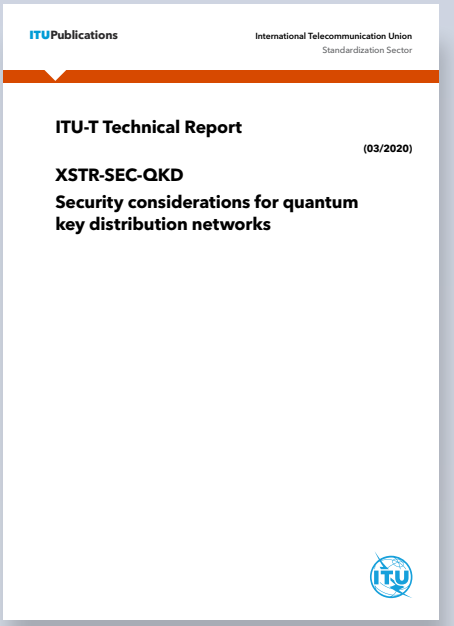
Technical publications

COLOUR CODING



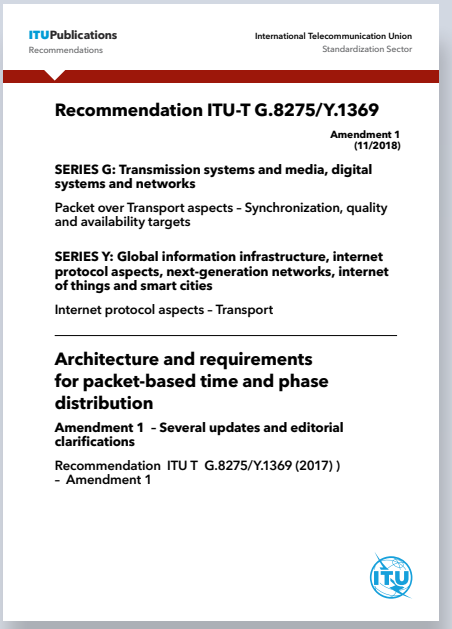
ITU-T Technical Paper

R 215 G 73 B 0
#d74900
C 11 M 84 Y 100 K 2



ITU-T Technical Report

R 215 G 73 B 0
#d74900
C 11 M 84 Y 100 K 2

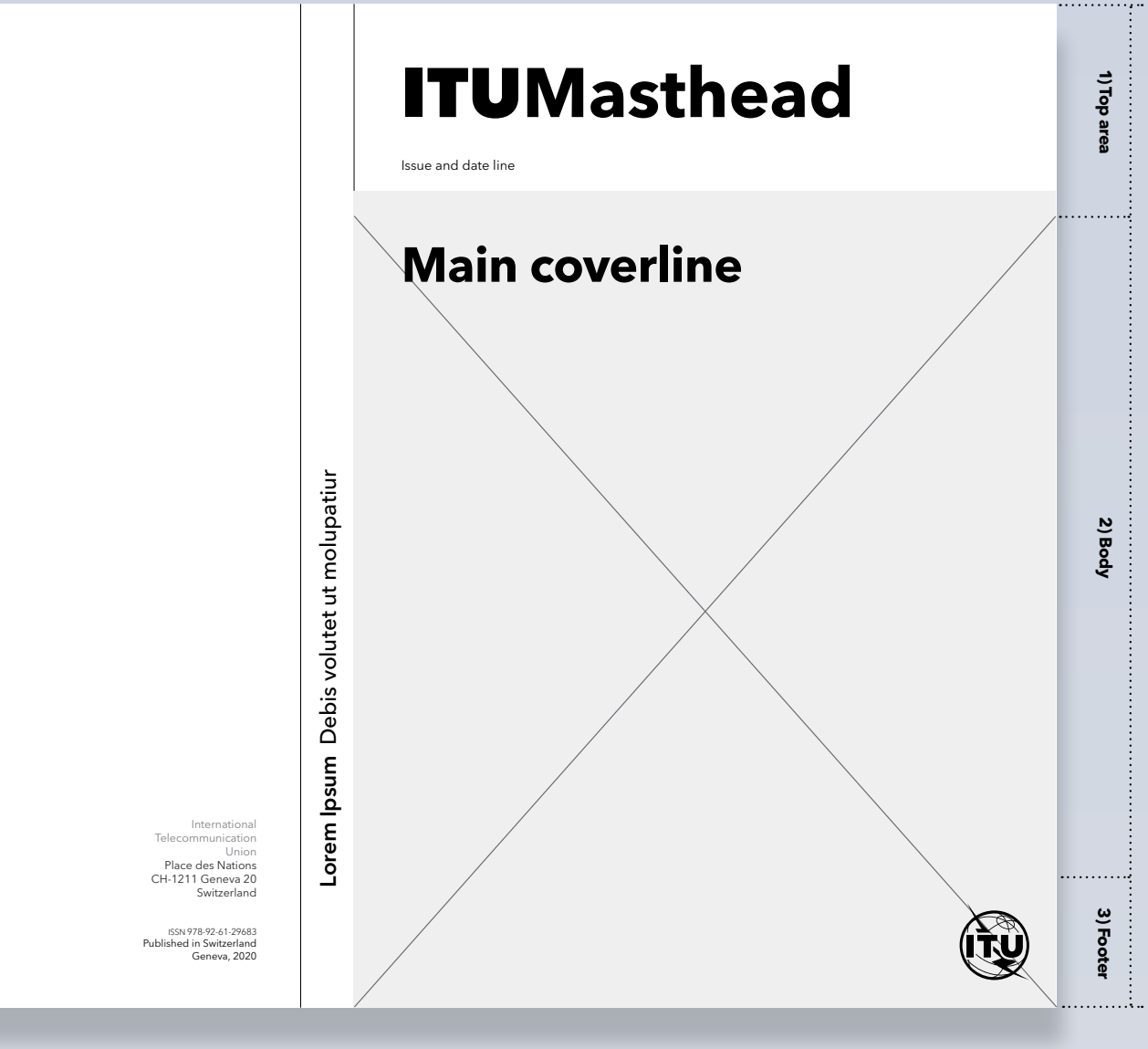


ITU-T Recommendations

R 157 G 23 B 10
#9d170a
C 24 M 100 Y 100 K 22

Periodicals

Similarly to the Flagship publication, this template is more flexibile, allowing each periodical to have a unique identity and to be differentiated from other ITU publications.



1) Top area

- **a) Masthead or logo of publication**
- **2) Issue and date line**
- **3) Other information**

2) Body

- **a) Main cover line**
- **b) Supporting coverlines**
- **c) Main image**

3) Footer

- **1) ITU logo**
  Logo colour: Black or Blue depending on background colour.
- **2) Issue and date line**
- **3) Other information**

4.2 Cover anatomy

Top banner

- **Carries four fields:**
  1. ITU Publications brand mark (mandatory)
     Makes a clear statement that the publication is an ITU product.
  2. Name of series/collection (optional)
  3. International Telecommunication Union (mandatory)
  4. Sector or Bureau name
     Sector initials should be avoided because acronyms are not explicit to non-ITU members.

Headlines

- **Main title and subtitle fonts**
  "Avenir Next" main ITU font for Latin and Cyrillic scripts. "Janna" for Arabic and "M Ying Hei" for Chinese.
- **Slogan**
  When pubications carry the slogan of an event the same style used in promotional material should be applied in order to carry the same look and feel. Adelle italic for latin and cyrillic scripts, Traditional arabic for Arabic and STKaiti for Chinese.
- **Capitlization in titles**
  The standard is to use '**sentence case**' following the recommendation of the ITU language style available here: https://www.itu.int/en/language-tools/Pages/default.aspx. Titles should try to be short, concise and limited to 10 words.
- **Date/Edition**
  When headlines carry a year or edition, this information should be in smaller type, under the headline see examples on the right.
- **Hang line**
  The text box is always aligned to the top and should grow downwards.
- **Colours**
  Titles can be either black or white depending on the contrast with the background. **No colour allowed** in text (only black or white).

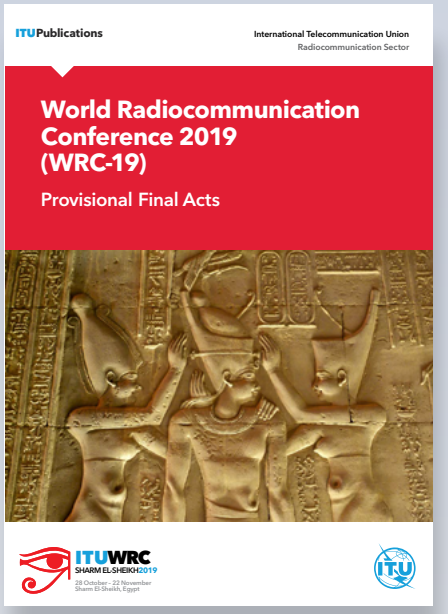
Official translations for edition

2020 edition
Édition 2020
Edición 2020
2020 طبعة
2020 年版
Издание 2020 года

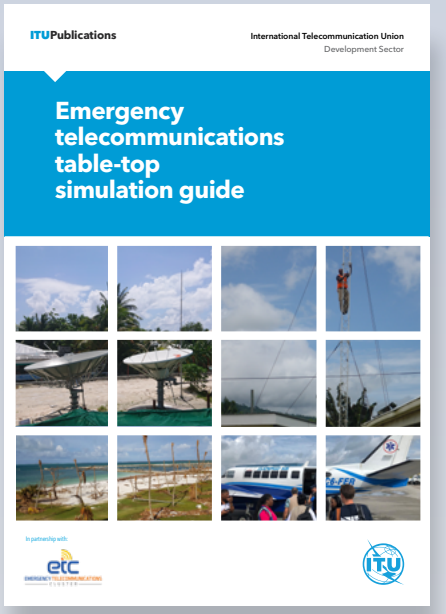
Image and logo

- **Images**
  Illustrations, photos, or abstract backgrounds are all acceptable as long as they follow ITU visual identity guidelines.
- **Image size**
  Bleeding or cropped to frame depending on the template for the type of publication. Images should have sufficiant resolution for being printed.
- **ITU logo** is always at the bottom right corner. The primary logo ITU blue should be used. With the exception of certain Flagship publications with coloured backgrounds, then the white logo should be used instead.
- **Event logos** appear in the bottom left corner.
- **Partner logos** also appear in the bottom left corner. Please note that when there are multiple partners / sponsors / collaborators and not enough space on the cover to include all the logos, they can be placed on the title page instead (first page of the publication).
- **Co-publisher logos** should appear beside the ITU logo on the left. Please note that in order for another organization to be mentioned as a co-publisher on an ITU Publication a **co-publication agreement is required**.

Event logo



Partner logo



Co-publisher logo

ITU word mark Emblem

In order to strengthen the recognition of our brand, the initials ITU should not be translated into other languages (i.e. the use of "~~UIT~~" and "~~MCƎ~~" should be avoided). ITU should become the only identifier of the brand. This same approach is also being applied to ITU events.

Furthermore, because the use of acronyms cannot be translated in Arabic and Chinese the full name of the organization is usually translated. Hence using the abbreviation "ITU" as the only identifier will help to bring consistency across the six official languages.

ITU is being used as a word mark on publication covers and promotional materials and therefore should not be translated similarly to the emblem logo. (Please see reference in the top right corner of the page.)

ITU Publications

ITU Publicaciones

ITU Публикации

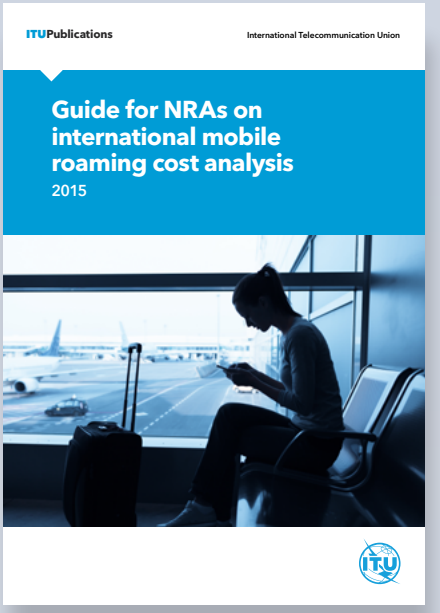
ITU 出版物

ITU منشورات

4.4
EXAMPLES

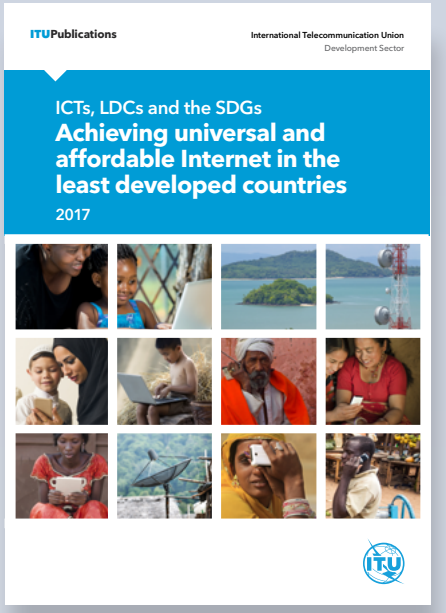
Application of the new branding
for publication covers

Standard publications

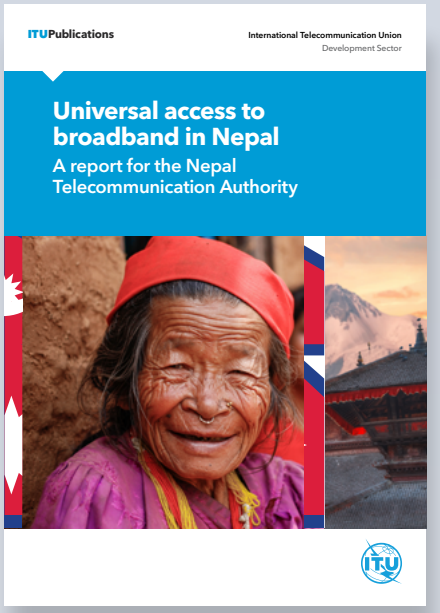


Standard publications

ITU-D Thematic priorities



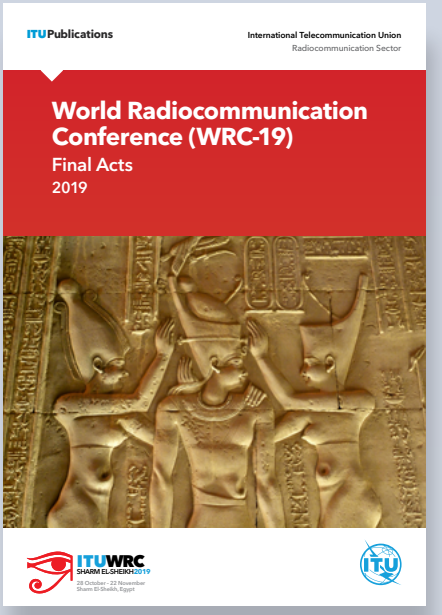
Country profiles

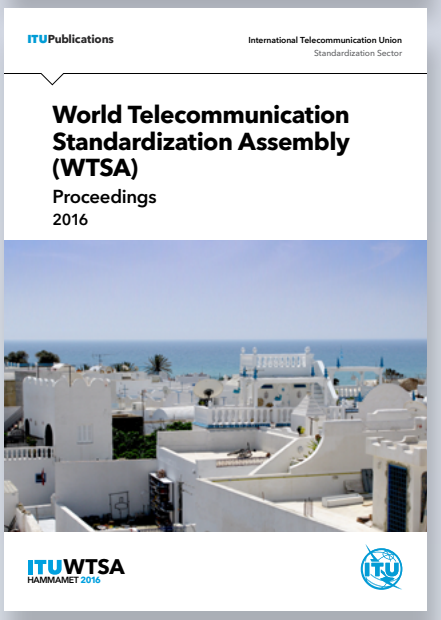


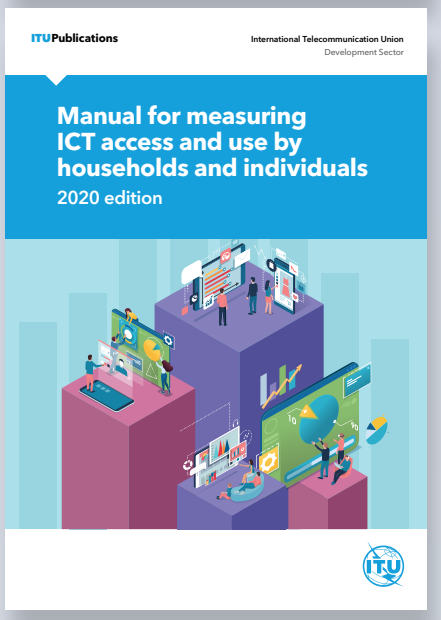
Standard publications

ITU-D regional reports

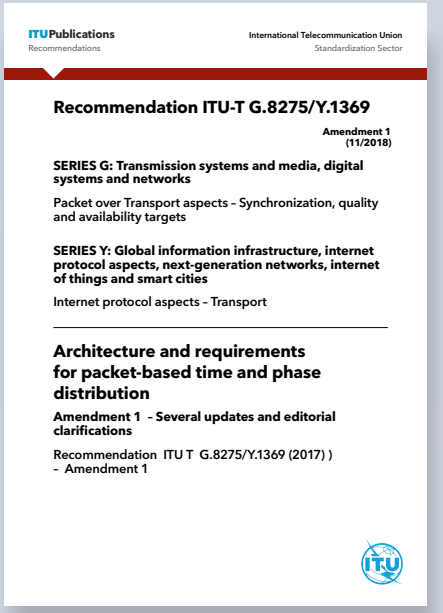
Flagship publications

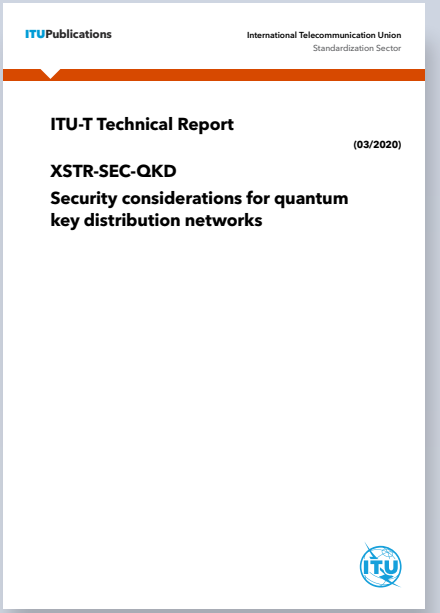


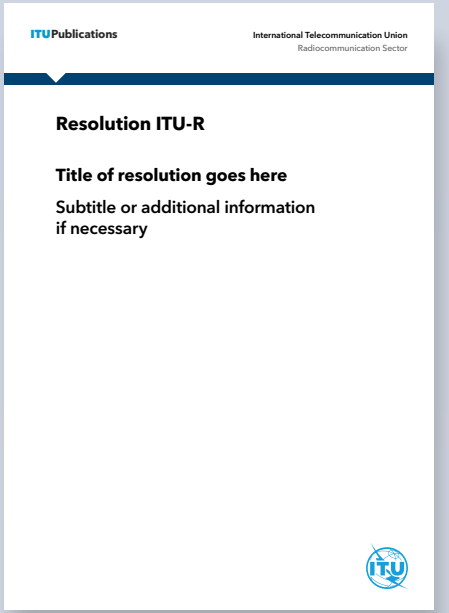


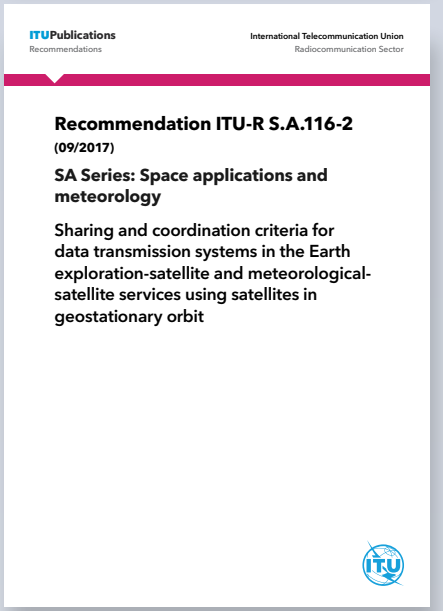


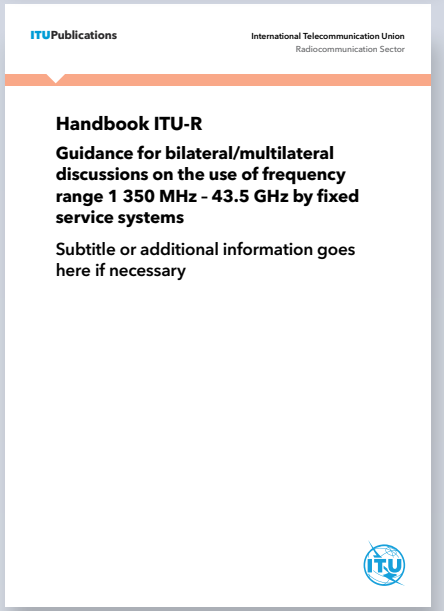
Technical publications











Periodicals

ITU News

ITU Journal